FASHION ACCEPTANCE: RELATIONSHIP TO
SOCIAL ORIENTATION AND SOCIAL CLASS

by

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Chapter I

INTRODUCTION

Various theories have been proposed on fashion adoption.
One of the best known is the trickle-down theory, which is that
at first only the upper classes are affected by a fashion trend.
As the trend progresses, more and more members of the lower social
classes copy the trend which causes those in the upper classes to
reject the trend and seek a new one. There has been little change
in the theory despite vast changes in social and environmental
conditions. Changes in the industry itself have been great. For
instance, the time between the designer showings and the availability
of the designs to the masses has decreased considerably. The mass
media have also increased the general degree of fashion awareness.
Product differentiation is now mostly through quality rather than
design. Charles W. King (1558) recognized the need for a new study
of fasion adoption. Much of this study offers a refutal of the
trickle-down theory. Margaret Grindereng (1555) also disputed the
trickle-down theory, basing the need for her study on the evidence
of social change and the lack of actual research to support the
theory. According to the data she collected in the last ten years,
the trickle-down theory does not seem accurate. Styles did not
diffuse according to price range, but were sold to all classes at
the same time. Grindereng found that fashion leadership was present
at all social levels.

The existence of fashion leadership at all levels indicates

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that early fashion acceptance occurs for reasons other than high
social position. The direction of early fashion diffusion is
important in the merchandising and promotion of fashion. In an
industry of increasing competition, merchandisers find it important
to know to whom they are appealing and with whom their product
will find mostprompt acceptance. Therefore King's (55) and
Grindereng's (32) rejection of the trickle-down theory has increasing
importance.

Proposed by the rebuttal of the trickle-down theory is the
question, who are the early fashion innovators: If fashion leader-
ship exists at every social level, what are the characteristics of
the leaders. Of possible value in determining fashion characteristics
is the individual's orientation toward conforming to society's norms
and the need for society's approval. Crown and Marlowe (3) state
that:

> Persons who endorse socially desirable items
> and reject socially undesirable ones are said to
> be demonstrating a social-desirability response
> set. (Crowne & Marlowe 3:20)

Individuals exhibiting a social-desirability response set
strive toward those items which will make them most socially ac-
ceptable. This study proposes to investigate the relative tendency
to exhibit a social-desirability response set and to consider its
relationship to fashion adoption status. Social class will also
be considered in relation to fashion adoption and social orientation.

With the above problems in consideration the objectives of the study are:

To investigate the individual's tendency to exhibit conformity to a social-desirability response set.

To investigate the individual's socio-economic characteristics.

To study the individual's relative fashion consciousness and rate of fashion adoption.

To compare the individual's relative fashion consciousness and his tendency to exhibit a social-desirability response set.

NULL HYPOTHESES

There is no significant difference between the rate of fashion acceptance of the socially oriented individual and the individual with low social orientation.

There is no significant difference between the fashion consciousness and knowledge of current fashion of the socially oriented individual and the individual with low social orientation.

There is no significant difference in the rate of fashion adoption between individuals with varying socio-economic characteristics.

There is no significant relationship between socio-economic characteristics and social orientation.

Chapter II

REVIEW OF LITERATURE

Theories of fashion adoption for the most part have been focused upon the idea that styles diffuse according to price range. However, no correlation has been found between social orientation and fashion diffusion. As found in some studies social status is not the major factor in determining fashion leadership although it may definitely be related.

Many tests for social orientation have been developed and used in personality testing. Social orientation may be of importance in explaining fashion leadership.

FASHION DIFFUSION

The long established trickle-down theory states that new fashion trends begin with the upper classes and move down the social strata as acceptance increases. As discussed in the introduction, the validity of the trickle-down theory has been disputed in studies by King (55:123) and Grindereng (52:1965). The results of their research are important due to their ultimate effect on product merchandising in determining whether a product reaches the class or type of people it was designed for.

King (55:123) offers a direct refutal of the trickle-down theory. He observed that the trickle-down theory lacked experimental research to give it substantial value. In a product

marketing study McClure (36:35) observes that most marketing research has been done on the retail buyer, making the information dependent on the retailer, not the consumer. This is also one of the basic weaknesses of the trickle-down theory. Even without supportive data the trickle-down theory was once a plausable clue to the direction of fashion adoption. However, the climate in which the fashion industry exists has undergone vast changes both socially and environmentally. Changes in the industry have been great. For instance, the time between a designer showing and availability of the designs to the masses has been cut to almost nothing. Paris is no longer as exclusive, as more and more mass merchants are counted among their customers, such as Macy's, Robert Hall, Sears, in addition to posh Neiman-Marcus, I. Magin, and Bergdorf Goodman.

King's (55:128) research was done with millinery, which in 1962 was considered of great fashion interest. King (55) developed a theory of a 'trickle-across' scheme of fashion adoption as he found that no social class had significantly more early buyers. He also found that personal transmission of fashion information moves primarily horizontally rather than vertically. King's theory centers around four arguments:

> 1. Within the fashion season, the social culture
> and the fashion industry's manufacturing and
> merchandising strategies almost guarantee
> adoption by consumers across socio-economic
> groups simultaneously in the time dimension.
>
> 2. Consumers theoretically have the freedom
> to select from a wide range of contemporary
> and classic styles in the season's inventory
> to satisfy the dictates of their physical
> features and personal tastes.

3. The innovators and influentials play key
roles in directing fashion adoption and
represent discrete market segments within
social strata.

4. The transmission of information and
personal influence 'trickle-across' or
flows primarily horizontally within
social strata rather than vertically
across strata. (King 55:133)

The innovators and influentials, as found by King (55:134)
exist at every social level. As a new fashion is introduced they
fulfill their roles, the innovator as the first to wear the
fashion, and the influentials later to define and endorse the
fashion. King emphasized that for a new scheme or theory to be
of value the innovators and the influentials must be identified
within the particular fashion market.

The research of Margaret Grindereng (52:113) also takes
issuance with the trickle-down theory. Like King, Grindereng's
research was undertaken because of the observation that the
theory's idea that fashion leadership came from the wealthy elite
upper social status individuals, which has served as a basis for
many other theories, had little research to support it. Grindereng
(52:22) studied the rate of purchase of basic suit silhouettes and
design details. At each of the various price levels, according
to Grindereng's findings, the trickle-down theory, the theory that
styles diffuse by price range, does not seem accurate. The study
found that the same basic silhouettes and design details were sold
to all classes at the same time period (Grindereng, 52:113).
Grindereng (52:113) found fashion leadership demonstrated in all of
the social classes and not strictly the upper classes.

Grindereng and King both found fashion leadership at every social level, rejecting the idea that fashion leadership exists primarily at the upper social level. These findings are a rejection of much of the trickle-down theory and its explanation of the characteristics of a fashion leader.

SOCIAL ORIENTATION

Many tests have been developed to obtain extensive information of an individual's personality, such as the Minnesota Multiphasic Personality Inventory, the most sophisticated of personality inventories, (Crowne, Marlowe 3:5). A.L. Edwards (24) developed the Edwards Personal Preference Schedule which was also designed to test a variety of personality characteristics. In 1953 Edwards began investigating the relationship of the social desirability of test items with the likelihood for their endorsement. An .87 correlation was found which indicated that the greater the social desirability of an item, the greater chance for its endorsement, (Crown, Marlowe, 3:12). Therefore Edwards found it reasonable to consider the Social Desirability Scale as a kind of shortened personality test which could predict other aspects of an individual's personality with a great deal of accuracy. His findings also indicated that the tendency to demonstrate a particular desirability response set may reflect general and important behavioral characteristics. (Crowne, Marlow, 3:9).

Crowne and Marlowe (3) developed a scale which exhibits the same beneficial characteristics as that of Edward's Social

Desirability Scale, but it was developed somewhat differently.
The usual practice was to take items from personality inventories
and have them rated by judges as to their social desirability.
However, Crowne and Marlowe (3:20) observed that such items
were taken from 'clinical scales' and that they might be somewhat
pathological in their content. Crowne and Marlowe (3:21) developed
a class of statements with the following major attributes; "First,
they are 'good' culturally sanctioned things to say about oneself,
and second they are probably untrue of most people." Crowne and
Marlowe credit this approach with the former work of Hathaway and
Meehl (38) and other earlier studies by Hartshorne and May, (6).
In general, individuals with high scores on these questionnaires
were considered to be presenting a "whitewashed self-appraisal,"
and therefore the scores could not be considered significant.
(Crowne, Marlowe 3:21) Crowne and Marlowe state that with their
Social Desirability Scale:

> ...it is not necessary to assume either that
> subjects who acknowledge the 'good' items and
> reject the 'bad' items on the Marlowe-Crowne
> Scale are accurately describing how they
> actually behave or that they are consciously
> lying and that their responses represent
> willing and deliberate deceit;...at this point
> it is sufficient to say that individuals who
> depict themselves in very favorable terms on
> the scale can be understood as displaying a
> social-desirability response set. (Crowne, Marlow 3:21)

For the scale, items were chosen that met the criteria
given above, items which were good things to say about oneself and
probably untrue of most people. Judges used true-false categories
to rate the social-desirability of the items from the point of view

of view of college students. Unanimous agreement on the social-
desirability was obtained on 36 of the items, and 90% agreement
on eleven more. These items were the 47 which made up the first
form of the scale. The judges also rated how abnormal or mal-
adjusted the respondent was made to feel if he answered the
questions with a socially undesirable response. A scale from
1-5 was used with (1) meaning the question implied the respondent
was extremely well adjusted and (5) indicating extreme poor
adjustment to society. The Marlowe-Crowne Scale was rated 2.8,
about half, which indicates that its questions imply neither good
nor bad adjustment, while the Edwards scale was rated at 3.9 (Crowne,
Marlowe 1967:22). In the pretest form 33 items were found to be
most accurate at selecting the high and the low scores, these
33 items made up the final form of the scale.

The type of motive implied by an individual endorsing the
socially approved statements on the Marlowe-Crowne scale is that
of desiring to conform to a social stereotype in order to receive
approval from others. Crowne and Marlowe state that their need
approval construct implies that:

> a) people differ in the strength of their
> need to be thought well of by others
> b) for those whose need is higher, we
> could assume a generalized expectancy
> that approval satisfactions are attained
> by engaging in behaviors which are
> cultrually sanctioned and approved (and
> by avoiding those responses which are not.
> (Crowne, Marlowe 1967:27)

SOCIO-ECONOMIC STATUS

Many theories have been proposed as to the criteria for
social-class membership. Probably one of the best known and
most widely used theories in social research is Warner's Index
of Status Characteristics. Warner used four indicators to form
his social classifications; occupation, source of income,
residential area, and type of dwelling. Warner utilized these
indicators to divide American society into six classes as shown
in table 1.

Table 1

The Warner Social Class System

Social Class	Membership	Population Percentage
Upper-upper	Aristocracy	0.5
Lower-upper	New Rich	1.5
Upper-middle	Professionals and managers	10.00
Lower-middle	White-collar workers	33.0
Upper-lower	Blue-collar workers	40.0
Lower-lower	Unskilled laborers	15.0

(Kassarjian & Robertson 7:8)

Based on Warner's analysis Martineau theorized that social
class is not income level only (52). Tumin (16) projects the idea
that although individuals may not realize it, that they are pressured
by their status to adopt appropriate things. He does not feel that
all behavior is related to social status. Levy pointed out that
variations in social class are variations in life style, (168),

Wasson (47:54) cites the 1960-61 Bureau of Labor Statistics,

Survey of Consumer Expenditures showed that the consumer expenditure

pattern has little correspondance to income level. The survey found

that good market division stems from analysis of such social class

indicators as occupation and other cultural gauges such as region,

locality, and stage in the family life cycle, (Wasson 47:54).

Jain and Rich (31:41) expressed doubts as to the soundness

of Warner's basic social class theory as a modern predictor of

consumer expenditures. However, in their study of social class and

life cycle many of their findings showed variance of expenditures

according to social class.

Coleman asserts that while many of Warner's basic classi-

fications are still valuable the role of social class has been

oversimplified. Coleman's interpretation of when and in what way

social class concepts are important in selling form a great deal of

the criteria on which this study's questions have been based. Listed

below are Warner's definitions of social class as interpreted by

Coleman:

> I. Upper-upper or social register class:
> socially prominent, second or third genera-
> tion wealth. Very important to them is
> living graciously, upholding the family
> reputation, reflecting the excellence of one's
> breeding and displaying a sense of community
> responsibility.
>
> II. Lower-upper or Noveau Riche: the more
> recently arrived, never quite accepted families.
> Goals of this level are a mixture of the upper-
> upper level's pursuit of gracious living and
> the upper-middle class's drive for success.
>
> III. Upper-middle class: moderately success
> ful men and women, owners of medium sized

III. (continued) businesses, organizational
men at the manager level, junior executives.
Their motivations are success at a career
and tastefully reflecting this success
through social participation and home decor.
They cultivate charm and polish and a broad
range of interests, both civic and cultural
as do the lower-uppers. (Coleman 53:97-98)

For this study the top three classes will be linked together
into a single category of Upper status people. Coleman projects that
the major differences, especially between the upper-middle and lower-
upper are degree of success and the way in which this success has been
interpreted in to "gracious living." (52) Coleman's forth and
fifth classifications were used to describe the middle class definition
used for this study. His sixth classification was used to define the
lower class.

IV. Lower-middle class: made up of non-
managerial office workers, small business-
men, highly paid blue-collar families who
are concerned with being accepted and
respected in white collar dominated clubs,
churches, and neighborhoods. The key word
to this class is respectability, second
most important is striving.

V. Upper-lower class: known as the
"ordinary working class." Made up of
semi-skilled workers (i.e. assembly
lines). They make good money but do
not bother to become successful in a
"middle-class" way. Important to them
is enjoying life, living well day to
day, they are not concerned with saving
or what the middle class thinks of them.
They try to keep in step with the "times"
and want to be at least modern if not
middle class.

VI. Lower-lower class: made up of
unskilled workers, with unassimilated
ethics, and sporadic employment. They
are characterized by apathy, fatalism
which carries with it the point of view
of "getting your kicks whenever you can."
(Coleman 53:98)

In addition to Warner's definitions, other authors and their studies have found that the three major social groups; upper, middle, and lower, exhibit distinguishing socio-economic characteristics.

Social class differences are reported as to choice of neighborhood and furnishing of the home. Coleman (53:101) states that lower class individuals want to have the "latest thing" in the home, especially appliances, the middle class individual strives mainly to have a pretty home which will win them praise from their friends and neighbors, while the upper class person wants to have her home show the prestige and good taste of a top designer.

Interests and amusements show marked socio-economic differences. Coleman reported a greater participation in the cultural amusements such as plays, concerts, fine art, etc., among the upper classes, (53:98) while Levy (12:388) found a greater sense of community participation. Coleman (53:98) found that church and educational activities were the major orientation for the middle class. Tumin (16:70) found that only a small percentage of the lower classes were members of any organization. Lerner (11) explains that the lower classes do not belong to organizations as much because the type of work they do leaves them less free time, and that their interests and perspectives are more limited. Levy (12) found that the lower classes watch a great amount of television and have a particular interest in the movies shown late at night.

Shopping habits, such as method of buying, kind of goods purchased, amount spent, and stores frequented, also vary by social class. In some cases the three classes would be restricted

automatically by differences in income. However, Coleman reports

differences beyond this. He found that the woman of an upper socio-

economic grouping feels priority for certain standards of appropriate-

ness and buys quality clothing at quality stores. The middle level

woman's wardrobe is just as large, but not as expensive, while the

lower level woman spends less in all categories of clothing (Coleman,

53:100-1). All groups are concerned with fashion as Grindereng

and King showed fashion leadership is demonstrated at every social

level. The upper classes look more for quality, both in the garments

which they buy, and the stores in which they shop. (Coleman 53).

The lower classes look more at price, buying lower quality merchan-

dise.

Jain and Rich found that while the department store was

preferred in the highest degree by the upper classes it was the

favorite store of all three of the classes. However, there were

differences in the type of department store favored by the

different groups (Kassarjian, 7:46). The higher the social class

the more important the "high fashion store" became, a department

store emphasizing high fashion and generally high priced merchandise.

The lower classes preferred the "price appeal store," a department

store known for its low-priced merchandise, such as one of the well

known mail order department store chains. Those of the middle

classes shopped at the "broad price range store" most often, a store

offering some low and high priced, but mostly moderate priced

merchandise, and appeals to all members of the family. (Jain &

Rich, 31:46).

Levy found that shopping attitudes vary by social strata. Those of the upper group have more knowledge about where they will go and what they want, they are more organized as to a definite purpose, and more efficient in their shopping. The middle classes work more at their shopping, are more anxious about their choices, and spend a great deal of time shopping around for the best buy. The lower classes are least organized and most impulsive in their buying and often go shopping just to get out of the house (Levy 12:313).

FASHION MOTIVATION

Paul Nystrom wrote in 1928 that fashion seemed to be the result of some powerful force in human nature. He also projected that although men laugh at fashion the smart ones know it can not be ignored. Nystrom wrote, "The influence of fashion over the human mind is such as to make a style when accepted, seem beautiful, no matter how hideous it may appear at other times when not in fashion " (13).

Nystrom states that the essential requirement of fashion is imitation of style, only those which are followed by a group of people are styles. Several factors as given by Nystrom are possible fashion motivating factors, such as; possession of wealth, increasing leisure time, education, the current philosophy of life, (i.e. emphasis on youthfulness,) the speed of communication, and the current ideas of art.

The motivating forces of fashion and of dress are complex. In a discussion on motivation Ryan (15:54) proposes that no

one theory can explain clothing behavior. She points out that
Harms (29) feels that all dress is motivated by the environment
both physical and social. Society controls dress through formal
rules and informal customs and norms.

Of interest here are not only the motivating factors of basic
dress but also the factors which help to create a fashion. Lang
and Lang (10) project that true fashion innovation is found
among those that can afford to be different. Allen (1:92) feels
however, that there is a trend toward the break down of class lines
in fashion. He projects that for women the differences are not as
much between those who have money and do not, as between those who
have good taste and do not. He says, "The consciousness that one
is set apart by one's appearance is a great divider, the conscious-
ness that one is not set apart is a great remover of barriers"
(Allen 1:193).

Social factors induce conformity to fashions. Katz and
Larzarsfeld (8) found that fashion leadership varies with the
interest in clothing, gregariousness, and position in the life
cycle. They also found that leadership varies with social status
but the upper classes do not have more leaders than the middle
classes. Fashion is important socially as a means of identification.
Ryan (15:77) proposes that those who are not mobile or are content
with their status put less emphasis on clothes than those who are
trying to gain a higher socio-economic status.

Chapter III

PROCEDURE

A great many factors underlie the motivations of a fashion leader as indicated by the section on fashion consciousness in the review of literature. The questionnaire was developed as the most efficient method of obtaining the information concerning some of these factors.

DEVELOPMENT OF QUESTIONNAIRE

In order to obtain as good a sampling of factors of fashion leadership as possible, opinion, attitudinal, and informational questions were included in the questionnaire. The opinion questions were designed to determine what the respondent thinks or feels about fashion. The attitude questions were designed to establish the individual's basic personality orientation and social values. The informational questions were included in an effort to gauge how much the respondents know about fashion.

The first thirty-three questions of the questionnaire made up the Marlowe-Crowne Social Desirability Scale. This is a psychological scale developed to determine an individual's tendency to exhibit a social desirability response set, or how important it is to the respondent to conform to society's norms (Marlowe, Crowne 3:9). The scale is made up of thirty-three true-false statements. All statements fit into a class of statements one might make about oneself, but which are generally untrue of most (Crowne,

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Marlowe 3:21). In other words, the individual answering the questions as indicated on the key (see Appendix A) would be giving the most socially desirable answer or showing a desire to conform to a social stereotype in order to receive approval from others, or high social orientation.

Questions 1,2,3,6, and 7, as shown in Appendix A, are attitudinal questions constructed in order to attempt to classify individual's into general socio-economic groupings or social classes. The questions were written according to and based on the following criteria:

Individual's entertainment and material interests and values

1. civic nature
2. cultural nature

Individual's buying and shopping habits

1. type of store at which they shop
2. quality and kind of goods and garments purchased
3. amount spent

Information given in the review of literature was used to develop answers to the questions so that they would be characteristic of either the upper, middle, or lower socio-economic class. Appendix A shows the answers which were used to analyze the responses, and which social class they represented.

Questions 8-16, 18, 19, were opinion questions developed to obtain data to gauge individual fashion preferences in relation to present styles. Used as fashion indicators were preferences for garment length, garment style, shoes, and other accessories. Each

indicator was rated as to its position on the fashion cycle based on the review of literature. Three groups were used to describe rates of fashion acceptance: early adopters, early acceptors, and conservatives. These groups have been defined by the writer as follows:

> Early adopter-one exhibiting fashion leadership. Adopts new fashion trends before they are commonly popular.
>
> Early acceptor-one who accepts popular fashions and is considered by her peers to be "in fashion."
>
> Conservative-one who accepts fashion changes slowly, prefers longer established fashions.

Because fashion is so volatile and fast changing, monthly periodicals were used as guides to gauge the trends in fashion. Each magazine presents a different look. Chosen as presenting fashion in general avante garde and not yet popularly accepted (appeals to early adopters) were Vogue, Harper's,Bazaar, Elle, and 'Officiel. Glamour, Mademoiselle, and Seventeen, as well as the Ladies Home Journal, and Redbook, were considered to present fashions which are currently popular and are read by those in the early acceptor category. Conservative fashions may be considered to be styles of long term acceptance and found in mail order catalogs, popularly priced pattern, and sewing books.

In recent fashion trends drastic changes have been made in hem length, therefore preference for garment length was believed to be a good indicator of an individual's position in the fashion cycle in the Spring of 1970. The midi and the Longuette were considered high fashion at this time. Many were shown in Vogue, and Harper's Bazaar and it was virtually the only length shown in

Women's Wear daily. The midi had not yet received popular support, but some could be seen in the "early acceptor" magazines such as Mademoiselle and Glamour. The midi length in general was not yet shown in the publications classified as conservative.

Shoes are an important item of fashion. Classified by this study as fashionable in the past were shoes with slim heels with pointed toes or modified round toes. Shoes with large square chunky heels were considered as currently popular. Platform soled shoes, open shoes, and for dress, shoes with a rounded toe and a tall, thick, curved heel were classified as newest in shoe fashion. Also coming back into fashion were a lower heeled shoe similar to the classic opera pump.

Jewelry accessories were also used as fashion indicators. Ropes of pearls and the wearing of several big rings were considered to be currently popular. Of newest fashion importance was the co-ordinating pin and a return to small tasteful rings. Worn by fashion conservatives over the years are necklace and earring sets.

Question number 15 was used to try to gauge the individual's philosophy or general feeling about clothes, (see Appendix A). Those who considered clothes as one of the most important ways to show people who they are, were classified as early adopters. At the other end of the scale the conservative who does not consider clothes to make a difference most of the time.

Questions 17,20,21, are information questions designed to determine how the respondents obtained their fashion information and

and how such interest they have in fashion. These questions were
rated somewhat by Grindereng's (52) early and late adopter definitions
as follows:

> Early adopters-women with a high degree of fashion
> interest, use mass communications rather than
> personal contacts as a source of fashion information.

> Late adopters-low level of fashion interest, use
> personal contacts and advertisements as a source
> of fashion information.

Demographic data were obtained from questions 22-30.
These questions were designed to obtain personal data about occupa-
tion, age, and education. This data was desirable to attempt to
determine what relation it had to fashion adoption status and
social orientation.

<div align="center">THE SAMPLE</div>

A sample was desired which would be restricted to women
between the ages of twenty and thirty-five and would yield high
returns. It was preferred to include women from an area with
normal characteristics and percentages of educated, uneducated, etc.
For this reason Manhattan women were eliminated due to the large
percentage of the population which is directly associated with the
university community and therefore would have caused it to be a
distorted sample.

Several areas were considered as possible sample sources.
This study was largely limited by access. That is, how a group
could be located and contacted effectively. The Jaycees had been
chosen as the means of access since this organization has an age
limit within the desirable range. After writing to chapter

presidents, permission was received to mail questionnaires to the Jaycee wives of Topeka, and Pratt, Kansas.

A smaller sample than expected was obtained from these cities. A third city was contacted but due to a time limit the questionnaire was not sent.

ADMINISTRATION OF QUESTIONNAIRE

Mailing was chosen as the method of distribution of the questionnaires for several reasons. First of all was access since the women included in the sample could be reached more conveniently by mail. Secondly was cost, as mail surveys are considered to be the most economical survey research (Backstrom and Hursh, 2). Also considered were the other advantages of mail surveys. Paul L. Erdos (4) states that studies have found the mailed questionnaire to be highly effective as a method of obtaining information. Those advantages pertinent to this study were; wider distribution, no interviewer bias, a better chance of truthful and thoughtful replies, a time saver, and a cost saver which allows for centralized control.

The questionnaires were mailed with self addressed envelopes and an accompanying letter, (see Appendix A-2). About two weeks later a post card reminder was sent in an effort to obtain maximum return. The total sample size was sixty-nine.

METHOD OF STATISTICAL ANALYSIS

To add validity to comparison of social orientation and fashion acceptance the data was subjected to a Chi Square test. Due to the small size of the sample the test was done primarily to determine what trends would be indicated. Appendix C-2 shows the actual computations. For the test an Alpha level of .05 was chosen. With one degree of freedom the Chi Square level was found to be 3.841. Any Chi Square value below this level can be considered to be a valid correlation. For the Chi Square test the fashion acceptance category of early adopter was omitted. The statistician advised this as he felt the small size of the sample would cause the conclusions to be invalid. The correlations between fashion acceptance and social orientation showed a Chi Square value of 3.061 for the correlation between fashion acceptance and social orientation.

Other results were obtained by the establishment of tables and studying the trends indicated by the descriptive analysis of data.

Chapter IV

FINDINGS

Social Orientation

The Marlowe-Crowne Social Desirability Scale made up the
first thirty-three questions of the questionnaire. Each respondent
was instructed to decide whether the statement was true or false
as it pertained to her personally. The questionnaires were scored
on the basis of the key shown in Appendix A-1. These answers as
given by Crowne and Marlowe (3:26) indicated high social orientation.
The respondent who scored high on the scale, or depicted herself in
favorable terms can be understood as displaying a social-desirability
response set.

The respondents' answers to the Social Desirability Scale
fell within a range from three to thirty (see Appendix B-1 and B-2)
and had a mean score of 15.92. To predict with some kind of statisti-
cal reliability which scores indicated social orientation the
greatest lower bound was computed (see Appendix C-1). This was
allowing a ten percent chance of making a type I error, or of
rejecting a true hypothesis. The computations showed 10.8 to be the
GBL$_{90}$ of social orientation, indicating that those with scores above
10.8 can be said to be exhibiting a social desirability response
set, with 90% reliability, (see Appendix B-1 and B-2).

With the use of 10.8 as the dividing point between social

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orientation and non-social orientation, 41, or 85% had scores above and 7, or 15% had scores below. The high percentage of social orientation is a fairly reasonable figure as the organization to which the respondents belong is itself very socially minded. In addition this study's arithmatic mean is in keeping with that of the norms found by Marlowe and Crowne (see Appendix D-1) which had a mean of 16.82.

Table II

Social Orientation Indicated
by Questionnaire Responses

Social Orientation	Number in each group	Percent of Total Sample
	N=48	
Socially Oriented	41	85%
Non-Socially Oriented	7	15%

Fashion Acceptance

To compare social orientation with fashion acceptance it was necessary to determine adopter status. Questions 8-16, 18, 19, dealt with items of fashion. The questions were scored by the responses as to preferences for garments and accessories. Each item was precoded to indicate which position in the fashion cycle it

represented or whether the answer would be considered early adopter, early acceptor, or conservative (see Appendix A). The respondents were placed in the category indicated by a predominance of answers, (see Appendix J). In cases where no fashion acceptance category was sufficiently predominant the answers to questions 17, and 21, (see Appendix F and L) were considered to try to gauge fashion interest. In addition the answers to questions 10 and 19 were examined because of the necessity of the respondent to make a clear statement of her opinion on the important fashion issue, the midi. Such a statement was considered a strong indicator of fashion acceptance.

The respondents' answers to these questions showed 48% were rated as conservatives, 48% as early acceptors, and 4% as early adopters (see table 2).

Table 3

Fashion Acceptance Indicated
by Questionnaire Responses

Fashion Acceptance Category	Number in Each Group N=48	Percent of Total Sample
Early Adopter	2	4%
Early Acceptor	23	48%
Conservative	23	48%

Social Orientation and Fashion Acceptance

Although the small size of the sample may affect the
reliability of the results, the null hypothesis was rejected. The
result of the Chi Square test indicated that there is a significant
difference between the rate of fashion acceptance of the socially
oriented woman and the non-socially oriented woman indicating that
most socially oriented women are early adopters and most non-
oriented women are conservatives, (see Appendix C-2). The trend
which the data from the small sample exhibited is a logical one.
Those who are socially oriented, concerned with society's opinion
of them, may also be most concerned with having a good outward
appearance. Those non-oriented toward society would be expected
to be less concerned with what society thinks of their fashionable-
ness. These women may also be more resistant to change because they
feel less of a need to conform.

Social Class

Social class was also studied to try to determine its
effect on fashion acceptance. The social class of the respondents
was determined in the same manner as fashion acceptance category.
The answers to questions 1,2,3,6, and 7, were precoded as to
which social class they characterized (see Appendix E and K).

Of the sample number of 48, 36 or 75% gave answers which
were consistent with middle class socio-economic values. Of the
remaining 25%, only 3 or 6% gave answers which indicated upper
class socio-economic characteristics. Nine or 19% were classified
as lower class, (see Table 4).

Table 4

Social Class Indicated by Questionnaire Responses

Sample Size	Social Class Indicated	Number of Responses	Percent of Total
48	Upper	3	6%
	Middle	36	75%
	Lower	9	19%

Social Class, Fashion Acceptance, and Social Orientation

Social class is shown in relation to fashion acceptance and social orientation on Table 3. Fashion acceptance was considered only with social class, 18 or half of the 36 middle class women were considered conservative, and 17 as early acceptors with only one early adopter. Of the total number in the lower class of 9, four were conservatives, four early acceptors, and one early adopter. Two of the three members of the upper class were early acceptors, while one was conservative.

Only three individuals showed upper class characteristics. This may be due to the age of the respondents. Most of the respondents were just getting started in life and were at the age when they probably have young children. Therefore they may not have had the time, money, or the opportunity to establish upper class values. Also the Jaycees are typically hard working individuals trying to get ahead, a middle class characteristic.

Table 5

Fashion Acceptance in Relation to Social Orientation
And Social Class

Fashion Acceptance Category	No.	Social Class	Social Class Number in each	Social Class Percent of Sample	Socially Oriented Number	Socially Oriented Percent	Non-Socially Oriented Number	Non-Socially Oriented Percent	Percent of Sample S.O.*	Percent of Sample N.S.O*
Early Adopter	2	Upper	0	0						
		Middle	1	2%	1	50%	1	50%	2%	2%
		Lower	1	2%						
Early Acceptor	23	Upper	2	4%	2	9%			4%	
		Middle	17	31%	16	70%	1	4%	33%	2%
		Lower	4	8%	4	17%			8%	
Conservative	23	Upper	1	2%	1	4%	1	4%	2%	2%
		Middle	18	37%	15	66%	3	13%	31%	6%
		Lower	4	8%	3	13%	1	4%	6%	2%

*Socially oriented
*Non-Socially oriented

Other trends were indicated by the middle class sample when both social orientation and fashion acceptance were considered. The sample was predominantly characterized as middle class, socially oriented women. The largest number of middle class women were conservatives, but the largest number of middle class women who were socially oriented were early acceptors. As discusses in the review of literature, the middle class individuals more likely would be socially oriented due to their "striving" to improve their position in life. The largest number may be early acceptors because clothes would be an important tool to achieve this goal.

Only two women gave answers that indicated that they were early adopters, one was socially oriented and one non-oriented.

The demographic and educational data may show some relation to social orientation and fashion acceptance.

As shown in table 5 the educational levels of the men and women in the various social classes correlates fairly well with the results, the average educational level increases with the social class level. Of the middle class women forty-one percent or fifteen had some college work, with eight or twenty-three percent holding college degrees. Thirty-one percent or eleven of their husbands had some college education, while thirty-six percent or thirteen had completed college. In addition to these, four men had done graduate work. Of those rated as upper class two of three of the women had college educations and the remaining one had some college. Two our of three of the upper class husbands had education

beyond sixteen years. Among those women rated as lower class, only one had any education beyond high school (11%) and two (22%) had less than a high school education, none held college degrees. Five or fifty-six percent of the lower class husbands had some college with only two or 22% having college degrees, (see table 5).

All four elements, social class, educational level, social orientation, and fashion acceptance categories are shown together in table six. The size of the sample makes it difficult to draw conclusions. However, it is noticeable that only one of the non-socially oriented women had a college degree, although none had less than a high school education. The socially oriented, early acceptor seems to be better educated than the socially oriented conservative, but no definite pattern is evident.

Summarized in Appendix H is most of the demographic data obtained through the survey, much of which is already analyzed more closely in previous tables in the text and in the appendix. Appendix H-2 and H-3 show the respondents' fathers and husbands classified by occupation. The men's occupations were placed into one of three categories; white collar, blue collar, and laborer. These three categories were defined according to definitions based on Coleman's definitions of social class as follows:

> White collar--Individuals in the position of management, large business men, executives professional men.
>
> Blue collar--Non-managerial office workers, small business-men.
>
> Laborer--Physical workers, little or no responsibility, unskilled or semi-skilled, ("ordinary working class") (53:97-98)

Table 6

Educational Data by Social Class

Class	Sex	Educational Level	Number Each Level	Percent of Class	Percent of Total Sample
Upper	Female	Less than H.S.	0	0	0
		high school	0		
		some college	1	33%	2%
		college grad.	2	67%	4%
		graduate work	0	0	0
	male				
		Less than H.S.	0	0	0
		high school	1	33%	2%
		some college	0	0	0
		college grad.	0	0	0
		graduate work	2	67%	4%
Middle	Female	Less than H.S.	3	8%	6%
		high school	10	28%	21%
		some college	15	41%	31%
		college grad.	7	20%	15%
		graduate work	1	3%	2%
	male				
		Less than H.S.	0	0	0
		high school	8	22%	17%
		some college	11	31%	23%
		college grad.	13	36%	27%
		graduate work	4	11%	8%
Lower	Female	Less than H.S.	2	22%	4%
		high school	6	67%	13%
		some college	1	11%	2%
		college grad.	0	0	0
		graduate work	0	0	0
	male				
		Less than H.S.	0	0	0
		high school	2	22%	4%
		some college	5	56%	11%
		college grad.	2	22%	4%
		graduate work	0	0	0

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Table 7

Social Class, Educational Level, Social Orientation
and Fashion Acceptance Categories

Class	Educational Level	No. Each Level	Social Orientation S.O.*	Social Orientation N.O.*	Early Adopter S.O.	Early Adopter N.O.	Early Acceptor S.O.	Early Acceptor N.O.	Conservative S.O.	Conservative N.O.
Upper	less than HS	0								
	high school	0								
	some college	1	1				1			
	college grad	2	1	1			1		1	1
	graduate work	0								
Middle	less than HS	3	2	1		1	4		2	2
	high school	10	8	2			7		4	1
	some college	15	14	1			4	1	7	1
	college grad	7	6	1			4		2	
	graduate work	1	1	1			1		1	1
Lower	less than HS	2	2	1			2			
	high school	6	4	2	1		1		3	1
	some college	1	1	1			1			
	college grad	0								
	graduate work	0								

N.O.=Non-socially Oriented
S.O. = Socially Oriented

Using these definitions for a guide, the men's occupations
were placed in one of the categories. The result showed (see Appendix
H-3) that all of the upper class women's fathers were classified as
white collar workers. Twenty three or 66 percent of the middle
class women's fathers were blue collar workers, with 14 percent or
six classified as laborers, and 17 percent or seven as white collar
workers. Forty-four percent or four of the lower class women's
fathers were classified as laborers and five as blue collar workers;
there were no white collar workers. Although Appendix H-3 shows
the fathers' occupations broken down further into fashion acceptance
and social orientation categories, no significant pattern is evident.
Appendix H-2 contains data on the husband's occupations. Two of
the upper class women's husbands were found to be blue collar
workers, with one white collar worker. Only one of the husbands of
lower class women were laborers while two were white collar workers
and six blue collar workers. Of the middle class, fifteen were
white collar workers, fifteen blue collar workers, and six laborers.

As in the other categorical classifications no definite
pattern is evident in the distribution of the husband's occupations.
However, both tables showed that only one of each the fathers and
the husbands of the non-socially oriented women were white collar
workers. The majority were blue collar workers.

The occupations of both groups of men were distributed as
expected according to most former research on social class, or that
the average occupation level increases with social class. However,
there was no pattern as to distribution of occupations by fashion

acceptance or social orientation.

Along with the section of demographic questions the respondents were given a list of magazines and asked which ones they had read during the past month. The respondents were asked for those read during the "past month" in an effort to determine which magazines were read with some regularity (see Appendix F). Like most of the other sampling the large majority of the respondents fell in the middle range. That is, most of the women had read the general women's magazines such as Ladies Home Journal, Redbook, and McCall's. These magazines were classified as showing conservative fashions. All of the magazines were rated by observation as to the kind and type of fashions shown. The main gauge used was length of fashions shown. Some read these magazines and one or more of the less avante garde fashion magazines, such as Mademoiselle, Glamour, and Seventeen. These magazines were considered to show fashions in the early acceptor category. Only nine respondents had read either Vogue or Harper's Bazaar, which were classified as showing early adopter fashions.

In relation to social orientation the number who had read either Vogue or Harper's Bazaar all but one had scores above 16, showing high social orientation. This could indicate a tendency for those with high social orientation to desire to know about the newest fashions. However, because more women read magazines rated as early adopter than were classified as early adopter, it is perhaps indicated that more read about these fashions than wear them.

All those who read the less "avante garde" fashion

magazines were rated as being socially oriented, according to the studies results. Since this is also true of those who read the early adopter magazines, the trend indicated is that those who are socially oriented are more concerned with the events of fashion and that it is more important to them to be in fashion, or at least have knowledge of it. Such a theory may be reaffirmed by the readership of the non-socially oriented women, none read fashion magazines. The findings indicate lack of fashion interest, or of not feeling a need to be knowledgeable, or of having interests other than social ones.

Appendix L contains the results of question 17 (see Appendix A) which was designed to determine sources of fashion information. The respondents were asked to rate whether they used the given fashion sources; very often, some, seldom, or never. The sources given were: newspaper fashion columns, fashion shows, other newspaper advertising, fashion magazines, observing others, going shopping, and watching television.

The two groups most comparable on this question of information sources were the socially oriented early acceptor, and the socially oriented conservatives, as sample sizes were similar. As can be seen in Appendix L the other categories have samples which are too small for analysis. In all of the categories the number of responses varies as some respondents rated only those which they consdiered applicable. The most frequently used source of fashion information of the early acceptors, and the conservative was observing others, which, according to Grindereng (see page 21), would tend to

classify them all as late adopters. After observation of others, newspaper fashion columns were used most frequently by both groups. Watching television and going shopping were both important to the early acceptors and the conservatives also. Slightly more, but not significantly more of the early acceptor group did make use of newspapers and fashion magazines. Fashion shows were used least often by both groups, probably because of lack of opportunity.

According to this data very little difference exists between the three fashion acceptance categories of this study in their sources of fashion information. If this is true all of these women would be classified as late adopters by Grindereng's definition (see page 21). Grindereng states that a late adopter is one who uses personal contacts as a source of fashion information while the early adopters use mass communications rather than personal contacts.

SUMMARY OF FINDINGS

The socially oriented individual was found to be all of those scoring 10.8 or above on the Marlowe-Crowne Social Desirability Scale. Using this figure 41, or eighty-five percent of a sample of 48, were found to be socially oriented and 7, or fifteen percent were non-socially oriented.

The fashion acceptance categories were determined by respondents' preferences for garments and accessories. Twenty-three were rated as early acceptors, twenty-three as conservatives, and two as early adopters.

A Chi Square test showed that there is a difference between the rate of fashion acceptance of the socially oriented women and

the non-socially oriented women. Most socially oriented women of this study were early acceptors, and most non-socially oriented women were conservatives.

The respondents were classified by social class. The majority were classified as middle class. The largest percent of the middle class women were conservatives. But, the largest number of middle class women who were also socially oriented were early acceptors, while the largest number of middle class women who were non-socially oriented were conservatives.

The demographic data obtained showed little relation to fashion acceptance or social orientation. The average educational level did increase with social class. As expected from the findings of past social research the occupation levels of both the husbands and the fathers of the respondent also increased with social class.

Sources of fashion information were not significantly different between the fashion acceptance categories of this study. Magazine readership did seem to vary by social orientation but not by fashion acceptance category. Only those with high social orientation read the early adopter magazines such as Vogue and Harper's Bazaar.

The above are the major findings of this study, the following chapter discusses the conclusions drawn from these results.

Chapter V

CONCLUSIONS AND RECOMMENDATIONS

The results of this study indicate that there is a significant difference between the rate of fashion acceptance of the socially oriented individual and the individual with low social orientation. The socially oriented women of this study were found to be more conscious of and wearing more of the newest fashions than the non-socially oriented. The largest number were classified as early acceptors or individuals who accept popular fashions and are considered by their peers to be "in fashion" Only two women gave answers which indicated that they were early adopters, one was socially oriented and one non-oriented. This number was much too small to draw any conclusions. The lack of early adopters may be due to the same reasons as the lack of upper class respondents; age, income, and position in life.

The results indicate less interest in fashion among those with low social orientation. The data on magazine readership indicates that the women in this study with low social orientation seldom read magazines which were primarily fashion oriented. This may indicate that they are not interested enough in fashion to make a special effort to learn about it. It may also indicate that society's opinion of how they dress is not as important to them as it is to the socially oriented women. Women with low social orientation may feel less motivation to engage in behavior which

gains the attention and approval of others. Therefore, fashion
may be less important to these women and might explain why more of
them were classified as conservatives than any other fashion ac-
ceptance category.

More women read magazines rated as early adopter than
were classified as early adopter, it is perhaps indicated that
more read about these fashions than wear them. This could possibly
be an interesting question for further study. This may also in-
dicate that the reasons previously suggested for the lack of
early adopters, such as age, stage in life, and lack of resources,
may be correct because there seems to be more interest than is
indicated by actions.

These conservative individuals most likely dress well, in
their own manner but they may not feel compelled to follow fashion.
Not only do they not need to have society's approval of their dress
but they really are not that interested. In the writer's opinion
they are not interested enough in fashion to notice differences in
clothes either on themselves or others. They are content to wear
garments similar to those they have worn in the past, and in which
they feel comfortable.

Results of this study seem to indicate that there may be
two types of conservatives. One is the non-socially oriented
woman who really is not especially interested in fashion. The
second is the socially oriented woman who is conservative because
of her orientation toward society.

The study indicated that the largest percent of the non-
socially oriented women were conservatives. But it can not say

that all conservatives are non-socially oriented.

Conservatives do not make up the largest percent of the socially oriented but they are very evident. The writer believes that these individuals are conservatives because of their social orientation, as stated above. This may be somewhat supported by their magazine readership, and other sources of fashion information. Equally as many conservatives as early acceptors read both the avante garde fashion magazines and the less extreme fashion magazines, showing similar interest. In addition both the socially oriented conservatives and the early adopters get their fashion information from very similar sources. Therefore, it may be plausible to assume that the socially oriented conservative is interested in fashion but may be too afraid to risk societial disapproval to wear the most fashionable garments. She may feel more comfortable and secure in the older fashions which she knows are acceptable.

The largest number of socially oriented women were early acceptors. These socially oriented women are very concerned with society's opinion of them. This concern in turn may affect their behavior toward society since they usually want to attract society's attention and approval. Socially oriented early adopters may be less afraid to express themselves through fashion. They keep up with fashion and use it as a tool to improve their fashion position. They may consider being unfashionable as an unfavorable reflection upon them socially.

As shown by the Chi Square test there is a significant

difference in the rate of fashion acceptance of socially oriented and the non-socially oriented. Although it has not been proven, it is the contention of the writer that there is a difference mainly in the level of fashion interest between the two groups. The main indicator of this is magazine readership (see Appendix F). Those who are non-socially oriented did not read fashion magazines. All of those who read fashion magazines were socially oriented. These data indicate a difference in level of fashion interest.

Woman are affected by many environmental, and psychological factors which have not been discussed. These factors may explain why individuals who read the same magazines and utilize similar fashion sources choose clothes of completely opposite extremity.

The sample was predominantly middle class which may be important in explaining social orientation. In his definitions of social class Warner states that the two key words to the middle class (see page 12) are "respectability" and "striving", two words which obviously indicate social orientation. More of these women are early acceptors than any other group, again going back to the different type of social orientation.

The demographic data obtained in this study gave little indication as to what factors affect social orientation and fashion acceptance. Religion, age, education, occupation, and occupations of husbands and fathers all showed no noticeable trend in relation to either social orientation or fashion acceptance. They did, however, show patterns in relation to social class. The lack of correlation may indicate that social class is not a good indicator of fashion

leadership, it may also be greatly affected by the small size of the sample. The study does indicate that fashion acceptance and leadership is too complex to be analyzed on such a small scale.

With the explanation of data given on the preceding pages, it is my opinion that this study can reject the first two null hypotheses (see page 3). Therefore, it can be said that:

> There is a significant difference between the rate of fashion acceptance of the socially oriented individual and the individual with low social orientation.

> There is no significant difference between the fashion consciousness and knowledge of current fashion of the socially oriented individual and the individual with low social orientation.

The last two hypothesis were not rejected or accepted as there was not enough data to draw any valid conclusions. All of the trends indicated in this study could be much more important fashion indicators if a similar study could be done on a larger scale.

With the limited scope in the type of population from which this sample was taken, it is impossible to say that this study gave a true picture of the rate of fashion acceptance and social orientation between individuals with varying socio-economic characteristics. Jaycees are by their nature expected to be a socially oriented organization. A study would be more valuable if taken from a population with more equal numbers in every social class and age group. Women who are past the struggling stage in life may be better indicators of fashion acceptance as they are better able to choose the role which they really prefer. Such

a sample, larger, more reliable, and unbiased would, in my opinion,

show more clearly the importance of social orientation in relation

to fashion acceptance.

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APPENDIX A-1

Marlowe-Crowne Social Desirability Scale
(Blackened Answers Indicate
Social Orientation)

Listed below are a number of statements concerning personal attitudes and traits. Read each item and decide whether the statement is true or false as it pertains to you personally. Please blacken plus for true and zero for false.

● 0   1. Before voting I thoroughly investigate the qualifications of all the candidates.

● 0   2. I never hesitate to go out of my way to help someone in trouble.

+ ●   3. It is sometimes hard for me to go on with my work if I am not encouraged.

● 0   4. I have never intensely disliked anyone.

+ ●   5. On occasion I have had doubts about my ability to succeed in life.

+ ●   6. I sometimes feel resentful when I don't get my way.

● 0   7. I am always careful about my manner of dress.

● 0   8. My table manners at home are as good as when I eat out in a restaurant.

+ ●   9. On a few occasions, I have given up doing something because I thought too little of my ability.

+ ● 10. If I could get into a movie without paying and be sure I was not seen, I would probably do it.

+ ● 11. I like to gossip at times.

+ ● 12. There have been times when I felt like rebelling against people in authority even though I knew they were right.

● 0 13. No matter who I'm talking to, I'm always a good listener.

+ ● 14. I can remember "playing sick" to get out of something.

+ ● 15. There have been occasions when I took advantage of someone.

● 0 16. I'm always willing to admit it when I make a mistake.

● 0 17. I always try to practice what I preach.

● 0 18. I don't find it particularly difficult to get along with loud obnoxious people.

+ ● 19. I sometimes try to get even, rather than forget and forgive.

● 0 20. When I don't know something I don't at all mind admitting it.

● 0 21. I am always courteous, even to people who are disagreeable.

+ ● 22. At times I have really insisted on having things my own way.

+ ● 23. There have been occasions when I felt like smashing things.

● 0 24. I would never think of letting someone else be punished for my wrong doings.

● 0 25. I never resent being asked to return a favor.

● 0 26. I have never been irked when people expressed ideas very different from my own.

● 0 27. I never make a long trip without checking the safety of my car.

+ ● 28. There have been times when I was quite jealous of the good fortune of others.

● 0 29. I have almost never felt the urge to tell someone off.

+ ● 30. I am sometimes irritated by people who ask favors of me.

● 0 31. I have never felt that I was punished without cause.

+ ● 32. I sometimes think when people have a misfortune they only got what they deserved.

● 0 33. I have never deliberately said someone that hurt someone's feelings.

APPENDIX A-2

Questionnaire Developed for Study with Intrepretation
of Social Status and Fashion Acceptance
Indicated by Answers

APPENDIX A(continued)

Please circle or fill in the answer which applies or appeals most to you.

```
A B C      1.  If you could have your choice between three objects of
               equal value which of the following would you prefer;
   Lower       a) a portable, battery-operated, color television?
   Middle      b) a set of encyclopedia and an unabriged dictionary?
   Upper       c) an art object?
A B C      2.  If you won a contest and all the prizes were valued the
               same, which would you choose;
   Middle      a) a $6,000 savings account?
   Upper       b) a fine painting of your choice?
   Lower       c) a high performance automobile?
A B C      3.  If your contest prize also included an evenings
               entertainment, which would you prefer;
   Lower       a) an evening at a night club featuring a well
   Upper          known comedian?
               b) an evening at New York's Rockefeller Center?
   Middle      c) dining at a famous cuisine restaurant?
A B C      4.  When looking for a garment suitable for wearing to
D E F G        church, within which price-range would you like to shop?
               a) under $24.99?           e) $100 to $149.99?
               b) $25 to $44.99?          f) $150 to 249.99?
               c) $45 to $64.99?          g) $250 or more?
               d) $65 to $99.99?
A B C      5.  Which one of the following pairs or characteristics
D E F          are most important to you in a garment;
               a) quality and fashionableness?
               b) quality and ease of care?
               c) quality and price?
               d) fashionableness and ease of care?
               e) fashionableness and price?
               f) price and ease of care?
A B C      6.  In which type department store do you like to shop;
   Upper       a) one emphasizing high fashion and generally high
                  priced merchandise?
   Lower       b) one stressing good bargains and lower priced
                  merchandise?
   Middle      c) one which offers mostly moderate priced merchan-
                  dise and appeals to all members of the family?
A B C      7.  If you were replacing your present wardrobe, for the
               same amount of money, would you replace it with;
   Middle      a) the same quanity and quality?
   Upper       b) less quanity, better quality?
   Lower       c) less quality, greater quanity?
A B C D    8.  If you were choosing a garment for a special occasion,
               which was considered formal, which would you choose;
Early Adopter   a) formal trousers or skirt?
Conservative    b) street length formal?
Early Acceptor  c) mini formal?
Early Adopter   d) midi formal?
```

A B C   9.   If you were adding accessories to a basic dress and you did not have any of the following which would you choose;

Early Adopter   a) a pin to co-ordinate with your wardrobe?
Early Acceptor   b) a rope of pearls?
Conservative   c) a necklace and earring set?

A B C D   10.   If you were buying a special fall outfit for street wear and informal social occasions, which would you choose;

Early Acceptor   a) maxi coat and mini dress ensemble?
Early Acceptor   b) pant suit?
Early Adopter   c) midi coat and dress ensemble?
Conservative   d) short knit coat and dress ensemble?

A B C   11.   If you didn't have any of the following, which would you like to choose?

Conservative   a) an expensive costume ring?
Early Acceptor   b) a complete set of big rings?
Early Adopter   c) a simply cut precious stone ring?

A B C   12.   As you plan your spring and summer wardrobe, which of the following would you feel were most important as additions;

Early Acceptor   a) tee-shirt dress?
Early Adopter   b) ankle-length skirt and blouse?
Conservative   c) long vest, skirt, and blouse combination?

A B C D   13.   If you were choosing material for a dress and wanted a print which would you choose;

                a) tie-die print?
                b) art-deco print?
                c) big, bold flower print?
                d) If none of the above, describe choice:_____

A B C   14.   What shape shoe and height heel is most preferable to you for dress;

Early Acceptor   a) square toed, large chunky heel?
Early Adopter   b) rounded toe, tall, thick curved heel?
Conservative   c) modified square toe with a slim heel?

A B C   15.   Which do you feel is true;

Early Adopter   a) clothes are one of the most important ways to show people who you are?

Conservative   b) clothes do not make much difference most of the time?

Early Acceptor   c) clothes are important, but it is not necessary to be first in everything?

A B C D   16.   When purchasing your next shoes, which will not be considered;

Conservative   a) platform shoes?
Early Adopter   b) low, square heels(one and one-half inches?)
Conservative   c) large, chunky heels(two to three inches?)
Early Acceptor   d) slim, curved heels(two to three inches?)

ILLEGIBLE DOCUMENT

THE FOLLOWING DOCUMENT(S) IS OF POOR LEGIBILITY IN THE ORIGINAL

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17. What do you do most to follow fashion trends?
(Rate on the following scale according to which
you use most often)
1-very often(at least once a week)
2-some(every two weeks or so)
3-seldom(once a month or less)
4-never use
_____ a) newspaper fashion columns
_____ b) going to fashion shows
_____ c) newspaper and magazine advertising
_____ d) fashion magazines
_____ e) observing what others wear
_____ f) going shopping
_____ g) watching television
_____ h) no special interest, none of the above

A B C   18. Do the hemlines in your wardrobe;
Early Adopter   a) move up and down with fashion?
Conservative   b) have one particular place where they look good and stay?
Early Acceptor   c) move gradually in the direction of fashion?

A B C D   19. To you is the midi;
Early Acceptor   a) something you are not sure about and will wait awhile to try?
Conservative   b) something which looks all right on others, but is not for you?
Early Adopter   c) something you would like to try?
Early Adopter   d) something you have already tried?

20. When it comes to fashions which of the following do you do the most;
a) read fashion news regularly, once a week at least?
b) check what is fashionable only if buying new clothes?
c) keep up with fashion but do not always follow?
d) only pay attention to major fashion trends?
e) not at all interested in fashion trends?
f) don't know?

21. Which of the following magazines have you read in the past m

___ American Home   ___ Elle   ___ U.S. News & World Report
___ Better Homes & Gardens   ___ Glamour   ___ Saturday Review
___ Good Housekeeping   ___ Seventeen   ___ Business Week
___ House & Garden   ___ Vogue   ___ Harvard Business Review
___ House Beautiful   ___ Ebony   ___ Consumer Bulletin
___ Ladies Home Journal   ___ Life   ___ Consumer Report
___ McCall's   ___ Look   ___ N.Y. Times Magazine
___ Redbook   ___ Forbes   ___ National Geographic
___ Harper's Bazaar   ___ Fortune   ___ Reader's Digest
___ 'Officiel   ___ Newsweek   ___ New Yorker
___ Mademoiselle   ___ Time

22. What was the occupation of your father or head of household while you were at home? _____

23. What church did you attend as a child? _____

24. What do you consider as your religion now?
    _____

25. What is your major occupation? _____

26. Your approximate age:
    ___ under 20
    ___ 20-24
    ___ 25-29
    ___ 30-34
    ___ 35 or above

27. Your education:
    ___ Less than 12 years
    ___ High School Graduate
    ___ Some College
    ___ College Graduate
    ___ Post Graduate work

28. Your husband's occupation? _____

29. Your husband's approximate age:
    ___ under 20
    ___ 20-24
    ___ 25-29
    ___ 30-34
    ___ 35 or above

30. Your husband's education:
    ___ Less than 12 years
    ___ High School Graduate
    ___ Some College
    ___ College Graduate
    ___ Post Graduate work

APPENDIX A-3

Explanatory Letter Sent With Questionnaire

April 27, 1970
Manhattan, Kansas

Dear Jaycee Jayne,

Enclosed is a questionnaire concerning some of your likes, dislikes, and interests. Your Jaycee Jayne Club has agreed that I might send this anonymous questionnaire to you. This question- naire is part of a study for my work toward a Master's Degree in Clothing and Textiles at Kansas State University. Although your answers to the questions will be anonymous the results of the study will be sent to your club.

I hope you will find this questionnaire interesting, there are no right or wrong answers. I would greatly appreciate it if you could answer the questions without checking resources or talking with others.

Since I am anxious to get my results, please return the questionnaire in the enclosed stamped envelope.

Thank you very much for your time and cooperation.

Sincerely,

Diane K. Youngers
Graduate Student K.S.U.

APPENDIX B-1

Figure 1

Distribution of Scores on Marlowe-Crowne
Social Desirability Scale
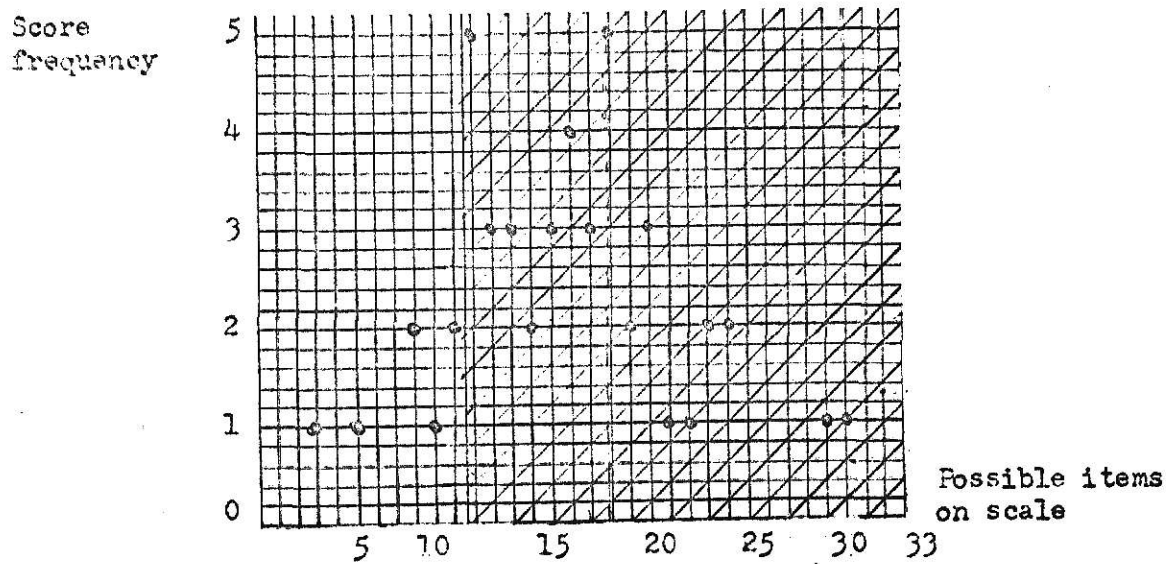
15.92 = Mean Score

10.8 and above = Socially Oriented women

10.7 and below = Non-socially Oriented women

48 = Sample Size

APPENDIX B-2

Figure II
Range of Social Orientation Scores

48--sample size
33--possible score
15.9--mean
10.8--and above,
 socially oriented,
10.79--and below,
 non-socially oriented

30
29
24
24
23
23
22
21
20
20
20
19
19
18
18
18
18
18
17
17
17
16
16
16
16 ———— mean
15
15
15
14
14
13
13
13
12
12
12
11
11
11
11
11 ———— above--socially oriented
10
10
9
8
8
6
3

APPENDIX C-1

Statistical Analysis to Obtain
Greatest Lower Bound for
Social Orientation

:atest Lower Bound$_{90}$

10% chance of making a type I error, or of rejecting a true hypothesis.

$$L = {}^x/x \ (n-x \ 1) \cdot F\alpha/2 \ [2(n-x \ 1)] \ ,2x$$

x=observed number that are socially oriented from rank order correlation. The median(x) is 16.

$\alpha = .10$

n=33 (total possible score on Social Orientation Scale)

$$L=16/16+(33-16+1) \cdot F_{.10/2} \ [2(33-16+1)] \ ,2(16)$$

$$L=16/16 + 18 \cdot F_{.05} \ [36,32]*$$

*From table XII (Fryer 1966) $[F_{.05} \ 36,32] = 1.83$

$$L = 16/16 + 18(1.83)$$

$$L = .327 \text{ percent}$$

$$GLB_{95} = 33 \times .327 = 10.8$$

APPENDIX C-2

Chi Square Test for Correlation Between
Social Orientation and Fashion Acceptance

Fashion Acceptance Category	Socially Oriented	Non-Socially Oriented	
Early Acceptor	22	1	23
Conservative	18	5	23
Total	40	6	46

*Early Adopter not included due to small size of sample

Theoretical Values

$$E_{21} = \frac{R_1 C_1}{T} = \frac{(23)(40)}{46} = 20$$

$$E_{31} = \frac{R_2 C_1}{T} = \frac{(23)(40)}{46} = 20$$

$$E_{22} = \frac{R_1 C_2}{T} = \frac{(23)(6)}{46} = 3$$

$$E_{32} = \frac{R_2 C_2}{T} = \frac{(23)(6)}{46} = 3$$

$$x^2_{.05,1} = 3.841 \text{ from table XI (Fryer, 5:569)}$$

$$x^2 = \frac{(\text{observed} - \text{theoretical})^2}{\text{Theoretical}}$$

$$x^2 = \frac{(22-20)^2}{20} \quad \frac{(1-3)^2}{3} \quad \frac{(18-20)^2}{20} \quad \frac{(5-3)^2}{3}$$

$$x^2 = \underline{3.067}$$

APPENDIX D-1

Table 7 Marlowe-Crowne Social Desirability
Scale Norms **

Raw Score	Number of Cases	Centile Equivalent	Standard Score*
0	0	—	19#
1	0	—	21#
2	1	0	23
3	2	0	25
4	2	1	27
5	4	1	29
6	7	2	30
7	15	4	32
8	17	6	33
9	21	9	36
10	31	13	38
11	33	18	39
12	40	23	41
13	42	29	43
14	46	35	45
15	48	41	47
16	63	49	49
17	52	56	50
18	37	61	52
19	50	68	54
20	39	73	56
21	43	79	58
22	44	85	59
23	30	89	61
24	23	92	63
25	17	94	65
26	12	96	67
27	12	97	69
28	7	98	70
29	6	99	72
30	4	99	74
31	3	99	76
32	1	99	78
33	0		79#

*Mean of 50, standard deviation of 10
#Extrapolated
752--N
16.82--Mean

**Douglas Crowne and David Marlowe, The Approval Motive (New York: John Wiley & Sons, Inc., 1967), p.211.

APPENDIX D-2

Table 8   Marlowe-Crowne Social-Desirability Scale Norms**

Female only Sample*	Number of Cases	Mean	SD
Northwestern University Introductory psychology students	86	13.51	4.75
University of North Dakota Volunteers for psychological experiments	59	16.04	4.44
Lesley College Freshmen & Sophomores	60	14.20	4.62
Secretarial school students	60	16.27	5.53
Insurance Company			
a) Employed women	88	15.42	6.16
b) applicants	285	24.62	4.96
Massachusetts prisoners			
a) Professional prostitutes	17	21.41	12.78
b) Professional and amateur prostitutes combined	26	19.11	11.39
Psychiatric clinic out patients (both neurotic and psychotic diagnoses)	46	11.54	6.39

*752 = Sample Size

**Douglas Crowne and David Marlowe, The Approval Motive
New York: John Wiley & Sons, Inc., 1967), p.212.

APPENDIX E

Table 9

Class, Number, and Percent of Responses
to Social Class Questions by Jaycee Wives

Question Number	Social Class Indicated	Number of Responses N 48	Percent of Total
1	Upper	17	36
	Middle	15	31
	Lower	16	33
2	Upper	1	2
	Middle	46	96
	Lower	1	2
3	Upper	12	25
	Middle	18	37.5
	Lower	18	37.5
6	Upper	2	4
	Middle	45	94
	Lower	1	2
7	Upper	27	56
	Middle	21	44
	Lower	0	0

APPENDIX F-1

Indication of Magazine Readership
By Social Orientation of 48 Women

Social Orientation Scores	Fashion Magazines	Magazines Read General Women's	Other
30	Md., Gl., Vo.	LHJ, Mc, RB, GoH,	Li,Lo,NW,RDi,U.S. News
29	Gl.	LHJ, Mc, RB.	R.Di, AmH, Li, ConsR.
24	Gl, Vo,	BeHG,	NW
24	Gl	LHJ,Mc,RB,GoH	RDi,HoB,Li,Lo,NW
23	St,Vo	BeHG	
23		BeHG,LHJ,RB,GoH	RDi,AH,Li,Lo,NW
22		LHJ,Mc,RB,GoH,HG, BeHG,HoB,AH	NW,RDi,NaGeo, U.S.News,BW,RDi
21	Vo	BeHG,GoH,LHJ,Mc,	U.S.News,Li,Lo
20		LHJ,Mc,RB,GoH	Lo,RDi
20	Gl	GoH,Mc,LHJ	Lo,NW,U.S.News,
20	St,Vo,Gl	AH,BeHG,GoH,HoB, LHJ,Mc,RB	Lo,RDi, NaGeo
19		GoH	
19		BeHG	RDi
18	Gl,	LHJ,BeHg,GoH,HoG AH,Mc,RB	Lo,RDi,
18		LHJ,BeHG,RB	Li,RDi
18	Gl	Mc, BeHG,GoH	U.S.News,RDi
18			
18		LHJ,RB	Li,RDi
18		LHJ	NW, U.S.News
17		Mc,BeHG,GoH	U.S.News,Lo,Ti
17		LHJ,Mc,GoH,BeHG	RDi
17		Mc,BeHG	NaGeo,RDi
16	Har,St.	HoB,LHJ,Mc,AH,GoH BeHG	Li,Lo
16	Vo	HoB,Mc,RB,GoH	Li,Lo
16		LHJ,Mc,AH,GoH	NW
15	Gl,St,Md	Ah,GoH,Mc,RB	Li,Lo,NW,RDi
15		HoB,Mc,Ah,BeHG	
15	Md	BeHG	RDi
14		HoB,Ah,BeHG,GoH, HG,LHJ,Mc	RDi,Li,Lo,Ti,NW
14		LHJ,	NW,RDi

APPENDIX F-1(cont.)

Social Orientation Scores	Fashion Magazines	Magazines Read General Women's	Other
13	Gl	BeHG,GoH,LHJ,RB	RDi
13			Li,Ti,NW, NaGeo
13			
12		BeHG,LHj,RB,Mc GoH	
12	Md,Gl,	LHJ,Mc,RB,HoB,AH BeHG,GoH	Li,Lo,NW,Ti RDi,NYr,ConR
12		BeHG,GoH	
11		LHJ,Mc,GOH,BeHG	Li,Lo,RDi
11		Mc	
11			Lo,Ti,ConR
11		McRB	RDi
11	Gl,Vo,Har,Md	Ah,BeHG,GoH,HoG LHJ,RB,HoB,	Li,Lo,NW
10		RB,LHJ,Mc,AH,GoH BeHG	Lo,RDi
10			RDi
9			Li,NW,RDi
8		RB,AH,BeHG	Lo
8		RB,GoH,BeHG,Mc	Lo
6		RB,GoH	RDi
3			Li

Magazine Abbreviations used:
AH=American Home
BeHG=BetterHomes & Gardens
GoH=Good Housekeeping
HoG=House & Garden
LHJ=Ladies Home Journal
MC=McCall's
RB=Redbook
Har=Harper's Bazaar
'O='Officiel
Md=Mademoiselle
El=Elle
Gl=Glamour
St=Seventeen
Vo=Vogue
Eb=Ebony

Li=Life
Lo=Look
Fbs=Forbes
Ft=Fortune
NW=Newsweek
Ti=Time
U.S.News=U.S. News & World Rep.
S.R.= Saturday Review
B.W.= Business Week
HBusR=Harvard Business Review
ConB=Consumer Bulletin
ConR=Consumer Report
NYTiMag=N.Y. Times Magazine
NaGeo=National Geographic
RDi=Reader's Digest
NYr=New Yorker

Table 10

Magazine Readership, Social Orientation, and Fashion Acceptance Category

Magazines	Social Orientation	Early Adopter	Early Acceptor	Conservative	Percent of Total Orientation Group
Vogue, Harper's Bazaar, + General Women's	Socially Oriented	1	4	4	22%
	Non-Oriented				
Glamour, Mademoiselle, Seventeen + General Women's	Socially Oriented		3	5	20%
	Non-Oriented				
General Women's Magazines only	Socially Oriented		11	8	46%
	Non-Oriented	1		3	57%
No magazines with fashions	Socially Oriented		4	1	12%
	Non-Oriented			2	43%

APPENDIX G

Table 11

Fashion Category, Number, and Percent of Responses
to Fashion Acceptance Questions

Question Number	Acceptance Indicated*	Number of Responses N=48	Percent of Total
8	1	17	36
	2	3	6
	3	28	58
9	1	24	50
	2	20	42
	3	4	8
10	1	0	0
	2	15	31
	3	33	69
11	1	47	98
	2	0	0
	3	1	2
12	1	38	79
	2	0	0
	3	10	21
13	1	11	23
	2	13	27
	3	24	50
14	1	6	13
	2	13	27
	3	29	60
15	1	3	6
	2	42	88
	3	3	6
16	1	4	8
	2	14	29
	3	30	63
18	1	11	23
	2	26	54
	3	11	23
19	1	2	4
	2	22	46
	3	24	50

*1 = Early Adopter
 2 = Early Acceptor
 3 = Conservative

APPENDIX H

Social Orientation and Demographic Data

Abbreviations:

U = Upper class
M = Middle class
L = Lower class

1 = Early adopter
2 = Early acceptor
3 = Conservative

69

APPENDIX H

Table 12

Social Orientation and Demographic Data

Social Orientation Score N = 33	Social Class & Fashion Category	Father's Occupation	Respondent's		Husband's	
			Occupation	Education	Occupation	Education
30	M-3	farmer	housewife	some college	Civil Eng.	college grad
29	M-3	R.R. foreman	housewife	some college	machinist	some college
24	M-3	plant mgr.	housewife	high school	marketing rep.	
24	M-2	farmer	husband's sec	some college	owner-sm. bus.	high school
23	M-2	insur. broker	housewife	some college	dentist	grad. work
23	M-3	Office mgr.	teacher	college grad.	architect	grad. work
22	M-2	sales eng.	housewife	college grad.	hardware	college grad
21	M-3	laborer	housewife	high school	asst; VP-Bank	some college
20	M-2	dry cleaner	housewife	some college	elect. lineman	some college
20	U-2	banker	housewife	some college	attorney	grad. work
20	M-3	auctioneer	housewife	less than HS	asst. bank controller	high school
19	L-2	farmer	housewife	less than HS	printer	some college
19	M-3	electrician	licensed day-care mother	high school	community planner	college grad
18	M-2	postal worker	housewife	some college	pub. relations	college grad
18	L-2	Tele. lineman	housewife	some college	salesman	some college
18	M-2	grocery store	housewife	some college	glass glazer	some college
18	M-2	station oper.	teacher	grad work	pub. relations	college grad
18	U-2	newspaper	teacher	college grad	equipment eng.	some college
18	M-3	car dealer	housewife	college grad	banker	college grad
18	L-3	TV elect.	housewife	high school	salesman	high school
16	M-3	carpenter	housewife	high school	process oper.	some college
16	L-1	foreman	housewife	high school	innkeeper	some college
16	M-2	businessman	housewife	some college	bookkeeper	college grad
17	M-2	city employee	mail clerk	high school		some college

APPENDIX H(continued)

Table 12

Social Orientation Score N = 33	Social Class & Fashion Category	Father's Occupation	Respondent's Occupation	Respondent's Education	Husband's Occupation	Husband's Education
16	M-2	funeral direct	housewife	some college	lawyer	grad. work
15	M-2	railroad	housewife	college grad	banker	college grad
15	L-2	businessman	housewife	high school	businessman	high school
15	M-3	mechanic	secretary	some college	computer sup	some college
14	M-3	salesman	reg. nurse	nurses' train	State ed.dept	college grad
14	M-2	farmer	housewife	some college	savings & loa	college grad
13	M-3	bus driver	housewife	less than HS	mgr. loan co.	high school
13	L-2	dental tech.	housewife	college grad	marketing rep	college grad
13	M-2	sales exec.	housewife	college grad	civil engin.	grad. work
12	M-2	sales exec.	housewife	high school	admin.rest	some college
12	M-3	farmer	cosmetologist	high school	home	some college
12	L-3	carpenter	housewife	high school	general mgr.	high school
11	M-3	carpenter	housewife	less than HS	lab. super.	high school
11	M-2	Goodyear work.	Goodyear	high school	tele. co.	high school
11	M-3	farmer	housewife	some college	supervisor	college grad
11	L-3	mgr. shoe store	housewife	high school	supervisor	high school
10	M-2	barber	housewife	some college	salesman	high school
10	M-3	farmer	housewife	college grad	banker	grad. work
9	M-3	laborer	housewife	high school	salesman	high school
9	U-3	businessman	housewife	college grad	salesman	high school
8	M-3	contractor	housewife	less than HS	supervisor	grad work
8	M-1	contractor	housewife	some college	contractor	some college
6	M-3	co-op worker	housewife	high school	meat cutter	high school
3	L-3	R.R. engineer	housewife	high school	commerical artist	college grad

APPENDIX H-2

Occupations of Respondent's Husband's

Social Class	Occupation Status	Respondent's Classifications						Total percent of Social class
		Early Adopter		Early Acceptor		Conservative		
		S.O.	N.S.O.*	S.O.	N.S.O.	S.O.	N.S.O.	
Upper	White C.**		1	1		1		33%
	Blue C.							67%
Middle	White C.			7		8		42%
	Blue C.		1	6	1	5	2	42%
	Laborer			3		2	1	16%
Lower	White C.			1				22%
	Blue C.	1		4			1	67%
	Laborer			1		1		11%

*Socially Oriented
Non-Socially Oriented
**White Collar worker
Blue Collar worker
Laborer

APPENDIX H-3

Occupations of Respondent's Father's

Social Class	Occupation Status	Respondent's Classifications						Total Percent of Social Class
		Early Adopter		Early Acceptor		Conservative		
		S.O.	N.S.O.*	S.O.	N.S.O.	S.O.	N.S.O.	
Upper	White C.**			2		1		100%
Middle	White C.			3		4		17%
	Blue C.		1	12	1	7	2	66%
	Laborer			1		4	1	14%
Lower	White C.					2		56%
	Blue C.			3	1	1		44%
	Laborer	1		1	1	1	1	

*Socially Oriented
Non-Socially Oriented
**White Collar worker
Blue collar worker
Laborer

APPENDIX I

Letters granting permission to
use Marlowe-Crowne Scale

APPENDIX I

Letter granting permission to
use Marlowe-Crowne Scale

UNIVERSITY OF CALIFORNIA, SANTA CRUZ

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ADLAI E. STEVENSON COLLEGE   SANTA CRUZ, CALIFORNIA 95060

January 19, 1970

Miss Diane K. Youngers
1212 Kearney
Manhattan, Kansas   66502

Dear Miss Youngers:

Feel free to use the Marlowe-Crowne Scale
in your research as you see fit. You can reproduce
it in any quantity. There is no charge.

Sincerely,

David Marlowe
Chairman

DM:cl

1212 Kearney
Manhattan, Kans. 66502

Publishing Rights
John Wiley & Son, Inc.
New York, New York

Dear Sirs:

I am a Graduate Student at Kansas State University, at present
working on research for my thesis in Home Economics. In
compiling my questionnaire I have found that the Marlowe-
Crowne Social-Desirability Scale given in The Approval Motive,
authored by Douglas. P. Crowne, and Darvid Marlowe, is
particularly suited to obtain the type of information which
I need.

Therefore I am anxious to know whether this scale is avail-
able for use in such an educational study, if there is a
charge, and if so what that charge is. Since your company
holds the publishing rights of the book I felt you would be
able to help me. It is important to me that I find out
as soon as possible. Thank you very much for your efforts.

Sincerely,

Diane K. Youngers
Graduate Student
Kansas State University

Permission Granted
John Wiley & Sons, Inc.

d 2 Sarah, Jr.
Date 11/4/70
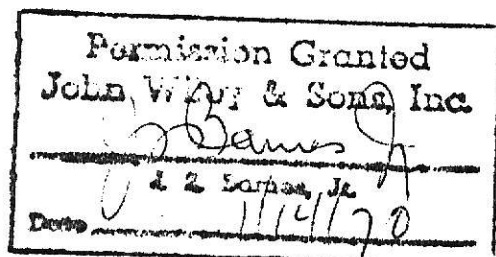
APPENDIX J

Scores of 48 Women Indicating Fashion Acceptance Category

Early Adopter (1)	Early Acceptor (2)	Conservative (3)	Respondent Categorized As:
3	3	5	3
2	1	7	3
3	2	5	3
3	2	5	3
2	3	5	3
1	4	5	3
3	2	5	3
4	3	3	1
3	4	3	2
3	2	5	3
4	3	4	2
2	2	6	3
3	5	3	2
3	3	5	3
4	6	1	2
4	3	4	2
1	6	4	2
4	3	4	2
1	3	7	3
4	4	3	2
4	3	4	2
2	5	4	2
5	4	2	2
4	5	2	2
2	4	4	2
2	3	5	3
2	3	6	3
2	3	6	3
1	3	7	3
4	4	3	2
3	3	4	2
2	6	3	2
1	3	5	3
3	4	4	2
1	5	5	2
2	2	7	3
5	1	5	3
2	1	8	3
2	1	8	3
1	3	7	3
3	5	3	2
2	5	4	2
4	4	3	2
3	7	2	2

APPENDIX J
(cont.)

Early Adopter (1)	Acceptor (2)	Conservative (3)	Respondent Categorized As:
3	6	2	2
5	6		
1	4	6	3
2	3	6	3

APPENDIX K

Scores of 48 Women Indicating Social Class

	Responses		Class
Upper	Middle	Lower	Placed in:
1	4		middle
1	3	1	middle
2	3		middle
3	2		middle
	2	3	lower
	4	1	middle
1	1	3	lower
	3	2	middle
	4	1	middle
1	3	1	middle
1	3	1	middle
1	4		middle
1	2	2	lower
	3	2	middle
2	2	1	upper
	5		middle
1	3	1	middle
1	3	1	middle
1	2	2	middle
	3	2	lower
2	2	1	middle
1	4		middle
1	3	1	middle
2	3		middle
	3	2	middle
1	3	1	middle
2	2	1	upper
1	4		middle
1	3	1	middle
2	3		middle
1	4		middle
1	2	1	middle
2	2	1	middle
2	2	1	middle
2	2	1	middle
2	3		middle
3	2		upper
2	3		middle
1	4		middle
1	2	2	lower
1	3	1	middle
1	3	1	middle
1	4		middle

APPENDIX L

Utilization of Fashion Sources

Group	Amount of use*	Newspaper Fashion Columns	Fashion Shows	Other Newspaper Adv.	Fashion Mag.	Observing Others	Going Shopping	Watching T.V.	Special Interest
Socially Oriented Early Adopter	1	11	1	3	5	14	5	7	0
	2	3	0	7	5	4	9	5	0
	3	5	13	2	6	0	5	3	2
	4	3	9	4	2	2	1	2	7
Early Acceptor	1	0	0	0	0	1	1	1	0
	2	0	0	0	0	0	0	0	0
	3	0	0	0	1	0	0	0	0
	4	1	1	1	0	0	0	0	0
Conser-vative	1	7	0	1	4	9	6	6	0
	2	2	4	7	4	7	6	5	0
	3	3	0	6	11	2	2	5	0
	4	4	2	8	1	3	0	3	4

*1-very often(at least once a week) 2-some(every two weeks or so) 3-seldom(once a month of less
4-never use
Amounts vary as respondents answered only those which applied.

APPENDIX L(continued)

Group	Amount of use*	Newspaper Fashion Columns	Fashion Shows	Other Newspaper Adv.	Fashion Mag.	Observing Others	Going Shopping	Watching T.V.	Special Interest
Non-Oriented Early Adopter	1	0	0	0	1	1	0	0	0
	2	1	0	1	0	0	1	0	0
	3	0	1	0	0	0	0	1	0
	4	0	0	0	0	0	0	0	1
Early Acceptor	1	0	0	0	0	1	0	0	0
	2	1	0	0	0	0	0	0	0
	3	0	1	0	1	0	1	0	0
	4	0	0	1	0	0	0	1	0
Conservative	1	1	0	0	0	5	3	2	0
	2	0	0	1	2	0	1	0	0
	3	2	2	2	3	0	1	0	1
	4	2	3	2	0	0	0	0	0

*1-very often(at least once a week) 2-some(every two weeks or so) 3-seldom(once a month or less) 4-never use
Amounts vary as respondents answered only those which applied

FASHION ACCEPTANCE: RELATIONSHIP TO
SOCIAL ORIENTATION AND SOCIAL CLASS

by

DIANE YOUNGERS HICKS

B.S., Kansas State University, 1969

———————————

AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

Department of Clothing, Textiles
and Interior Design

KANSAS STATE UNIVERSITY
Manhattan, Kansas

1970

This study investigated the fashion leadership of 48 wives
of Junior Chamber of Commerce members from two Kansas towns by
sampling their social orientation, fashion acceptance, and social
class characteristics. Forty-one of forty-eight were determined
to be socially oriented by the Marlowe-Crowne Social Desirability
Scale. Respondents' preferences for garments and accessories were
used to classify them into fashion acceptance categories; two women
were classified as early adopters (accept new trends quickly), 23
as early acceptors (accepts new trends quickly), 23 as early
acceptors (takes up popular fashions), and 23 as conservatives
(prefers longer established fashions). Of the group who were
considered socially oriented most were classified as early acceptors.
Most of the non-socially oriented were conservatives. Results
indicate that studies should be made to see if there are two
types of conservatives, one which is the socially oriented group
which may be fashion conservative because they fear attracting
unfavorable attention. The other which is the non-socially
oriented group who may be conservative and not especially interested
in fashion in home or clothing.

The contention of the writer is that the main differences
between the socially oriented and the non-socially oriented is
in the level of fashion interest. Magazine readership may support
this theory. All of those that read fashion magazines were socially
oriented while none of the non-socially oriented read fashion magazines.

This study indicated that there is a difference in the fashion
acceptance and interest between the socially oriented and the non-

socially oriented individual. A larger more unbiased sample
would show this and other differences more clearly.