

BELIEFS EXPRESSED BY SELECTED COLLEGE MEN
CONCERNING THE SOCIAL IMPORTANCE OF CLOTHING

by

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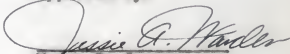
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CHAPTER I

INTRODUCTION

The cliché, "Clothes make the man," succinctly expresses a widely accepted belief that men who wear appropriate, stylish clothing will be assured of social success. Various writers have expressed the following opinions about the social importance of clothing:

For the apparel oft proclaims the man (3, p. 611).

Good clothes are the bootstraps by which a man pulls himself up in life (9, p. 15).

Trim up a hedge-hog, and he will look like a lord (5, p. 254).

I am sure that there is greater anxiety, commonly, to have fashionable, or at least clean and unpatched clothes, than to have a sound conscience (13, p. 19).

The major purpose of this study was to compare beliefs expressed by fraternity men concerning the social importance of clothing with beliefs expressed by non-fraternity men. The social importance of clothing has been recognized by home economists, psychologists, and sociologists. However, only a few researchers have studied the subject, a fact attributed generally to a lack of satisfactory research methods. For the most part, the research completed has been concerned with women's apparel.

In his study of men's social status ratings, Hault (4) discovered that information concerning the social aspects of

men's clothing is needed by the menswear industry. Hoult wrote manufacturers and distributors of men's clothing for information regarding status factors. In addition to industry he consulted the editors of leading publications devoted to the subject of male apparel. He concluded from replies, "Reactions were unanimous: there has been little if any scientific study of the part played by men's clothing in social life" (4, p. 6). Hoult also discovered that men 20-35 years of age spent more for clothing than any other age group; these men ascribed considerable importance to clothing. The menswear industry has begun to recognize the social importance of clothing and to seek professional advice concerning the subject, according to Hoult.

The writer hopes that findings of this study may answer some questions the menswear industry may raise regarding beliefs about the social importance of clothing. Answers to such questions could help manufacturers and retailers understand some of the clothing practices of college men. Results of this study may also be used by faculty members in advising prospective or new students, as well as parents of such students, of the expressed beliefs college men have concerning the social importance of clothing. And, the information obtained may help college men understand some of their clothing practices. The writer hopes, finally, that this study will be of value to future researchers concerned with related problems of men's clothing both through the methods used and the findings reported.

Several terms used in this study may be interpreted in different ways. Definitions for these terms were evolved after studying the definitions given by Glisson and Tate (2), Hurlock (6), Nystrom (8), and Treece (14). Future uses of these terms will be in these frames of reference.

Style. Style in clothing refers to a distinctive way of dressing favored at a given time by those who wish to be regarded as up-to-date.

Fad. A clothing fad is merely an exaggerated style, usually popular for a relatively short time.

Clothing Belief. A clothing belief is that which is accepted or assented to concerning clothing. It is also a conviction or persuasion of truth about clothing. Although one may possess a strong conviction about clothing, such a belief may or may not represent the truth, since it is a conviction, a view, a judgment.

Social Importance. The term, social importance, refers to a judgment placed on something by other members of a society as well as the effect such a judgment has on the person or things judged. Judgments are principally composed of attitudes, a viewing of something with favor or disfavor. A society is a group of interrelated persons; college men constitute a society.

Social Acceptance. The term, social acceptance, as it relates to clothing, means society's approval or acceptance of an individual based on the clothing that person owns and wears.

Specifically, the objectives of the investigation were:

(1) To study the ways in which college men think their beliefs about clothing affect associations with other people, and (2) To study the influence of selected socio-economic background factors on clothing beliefs.

The following hypotheses were proposed as guides for the study:

1. There is no difference between fraternity and non-fraternity men in beliefs about the social importance of clothing as measured by the importance of being well-dressed and owning clothing fads and clothing of the latest accepted styles.
2. There is no difference between fraternity and non-fraternity men in beliefs about the importance of clothing in social acceptance.
3. There is no difference between fraternity and non-fraternity men in beliefs about clothing needed for participation in the activities of one's living group.
4. There is no difference between fraternity and non-fraternity men in beliefs about clothing needed for participation in extra-curricular activities.
5. There is no difference between fraternity and non-fraternity men in beliefs about the influence of money available on quality, quantity, and style of clothing owned.
6. There is no difference between fraternity and non-fraternity men in socio-economic backgrounds.

CHAPTER II

RELATED LITERATURE

A review of available literature concerning the social importance of men's clothing revealed that little organized data dealing directly with the subject is available. However, related studies furnished some background information regarding social status and clothing beliefs, behavior, and attitudes.

Hoult (4) concerned himself with social status ratings of American men. The purpose of his study was to organize, within a relevant social psychological framework, facts which demonstrated the importance of clothing as a factor in social status ratings of men. He systematized such facts in terms of the concept, status rating. Hoult found that interpersonal relationships were affected by apparel:

Many of a man's statuses depend in part on the type or style of clothing he wears. Status ratings affect interpersonal relationships because men interact in terms of the ways they judge one another (4, p. 279).

However, Hoult concluded that clothing is not so important in status ratings as it once was:

Clothing does not play as important a part now as it once did in the status ratings of American men. Since most men now are wearing relatively less expensive and simpler clothes, men with lower statuses can imitate the fashions of those in higher status positions. The resulting greater uniformity in dress means that there are fewer occasions when clothing can act as a front (4, p. 280).

In her study of men's clothing White (15) set out to discover whether a relationship existed between one's beliefs about the importance of clothing and his social status reference group. Both Negro and Caucasian male college students participated in her study. Findings indicated that the white majority group had stronger beliefs about the importance of clothing than did the Negro group tested. However, data also showed no significant differences between clothing importance and social mobility for the subjects tested.

A theoretical study by Treece (14) was designed to help clothing teachers enhance their understanding of the many social-psychological forces present in clothing behavior. She selected basic concepts from social psychology relevant to explaining social behavior, and then applied behavioral concepts in a theoretical explanation of clothing behavior. According to Treece, clothing plays an important part in one's self concept:

An individual by means of dress inadvertently conveys to others his self-attitudes. His clothing behavior permits others to arrive at an estimate of the degree to which he holds himself in good esteem (14, p. 85).

In brief face-to-face meetings where individuals are not well-acquainted but where favorable impressions are desired, individuals have learned through experience that dress may function to help convey impressions of personalities to others. Clothes are visible symbols of personality, of one's personal and social traits (14, p. 91).

Hurlock (6) earlier wrote about the importance of clothing in social success. According to Hurlock, adolescents learn from

experience in social relationships that personal appearance plays an important role in social acceptability with both sexes. She defined an adolescent as one between the ages of 10 and 21; late adolescence begins at the age of 17. To be popular with both sexes the individual must make a good appearance and conform to a pattern acceptable to the group. Because of the importance of personal appearance, the adolescent focuses his attention on his looks and critically examines himself to see how he measures up to others and to group standards. Interest in appearance is so strong that the individual is willing to go to any length, even if it involves discomfort or actual pain, to attain his goal of a socially acceptable appearance, according to Hurlock.

Glisson and Tate (2) described changing attitudes of youth, those ranging in age from 17 into the early twenties, affecting the social importance of clothing. According to these writers, a youth tends to worry more about being successful than being popular. Carefulness in dress becomes most important as he attempts to please adults. Thus, clothing design, color, and selection become matters of great concern. However, a youth is more willing to accept new ideas and innovations in clothing than are his elders; he likes to be the first to be seen in a new style.

The social importance of clothing was recognized by Nystrom (8) when he said that success in associations with

others depends largely on the art of dress. Flugel (1), also, wrote about the social importance of clothing, and the lack of research concerning such:

Clothes, in fact, though seemingly mere appendages, have entered into the core of our existence as social beings. They therefore not only permit, but demand treatment from the psychologist; it is perhaps rather the absence of such treatment from our systematic handbooks of psychology that requires excuse and explanation (1, p. 16).

Sybers and Roach (12) more recently wrote that interest in the sociological aspects of clothing has not become apparent until the last decade. They believe that emphasis on sociological studies of clothing is merely one aspect of an increasing interest in knowledge about human behavior. The need for more clothing research in the social sciences has been neatly summed up by these writers:

Whatever the specific reasons for this new direction of study and research, there has been to date at least a modest accumulation of research data concerning people and their related clothing behavior. However, much work lies ahead; much remains to be done (12, p. 187).

CHAPTER III

PROCEDURE OF THE INVESTIGATION

The purpose of this chapter is to state the criteria used in developing the instrument, selecting the participants, collecting the information, and analyzing the data.

Development of the Opinionnaire

An opinionnaire was used in this study to measure clothing beliefs as such an instrument allows beliefs and opinions to be elicited from respondents covering many aspects of the subject under study. Also, participants respond quickly and freely to the impersonal statements. However, data obtained by opinionnaires are usually limited by the fact that when an individual is asked to respond to written statements, the response may be different than what the person actually does in interpersonal relations. Furthermore, the opinionnaire statements may not be getting at the intended information. Sample size and composition may also limit the information desired. If careful use is made of accepted statistical tests for significant differences between sampled populations, results from opinionnaires may be considerably more reliable than subjective observations.

A Likert-type attitude scale (7) was the basis for the opinionnaire used in this study. The purpose of such a scale

is to assign individuals to a position somewhere between the opposite extremes of favoring or opposing something. The initial requirement of a Likert-type scale is that the statements must be categorized on a five point basis, from "strongly agree", "agree", "neutral", "disagree", to "strongly disagree."

The following example is an illustration of a Likert-type statement shown with the scoring used:

1. Style is more important than comfort
in slacks and sweaters. 4 3 2 1 0
 SA A N D SD

A person who circles SA (strongly agree) for this statement indicates that he ascribes considerable importance to style in sweaters and slacks, and therefore is given a score of 4 for that particular item. A person circling SD (strongly disagree) would receive a score of 0, indicating a belief that style in sweaters and slacks is of little importance.

The scoring may be reversed by making the statement negative. For example:

1. Comfort is more important than style
in slacks and sweaters. 0 1 2 3 4
 SA A N D SD

An answer of SA would show that style in slacks and sweaters is unimportant; thus, the statement would be given a score of 0. An answer of SD would indicate a favorable response and the statement would be given a score of 4.

With this as a basis for the opinionnaire, statements of beliefs which college men may have concerning the social importance of clothing were developed. The opinionnaire was

set up to enable the writer:

- A. To study individual beliefs about selected factors pertaining to the social importance of clothing:
 1. The importance of style in clothing.
 2. The importance of style and comfort in clothing worn for different occasions.
 3. The importance of a fad in clothing.
 4. The importance of being well-dressed.
 5. The associations between a well-dressed individual and other students.
- B. To determine beliefs about the role an individual's clothing plays in his acceptance by other society members:
 1. The effects of social judgments about clothing on social rapport.
 2. The influence others have on one's clothing purchases.
 3. The importance of being appropriately dressed.
- C. To determine beliefs about the clothing required for activities of the living group to which one belongs:
 1. The types of clothing needed.
 2. The quantities of clothing needed.
- D. To determine individual beliefs about clothing required for participation in extra-curricular activities:
 1. The influence of clothing owned on number and type of activities in which one participates.
 2. The need for additional clothing if one elects to participate in extra-curricular activities.

E. To determine individual beliefs about money spent for clothing:

1. The importance of quality and quantity of clothing worn for different occasions.
2. The influence of money available for clothing expenditures on quantity and style of clothing owned.
3. The importance of the amount spent for clothing.

All items were stated in an impersonal form; statements thought to be neutral were not included as the scoring method for a Likert-type scale depends upon classifying every item as agreeable or disagreeable. To increase the reliability of the opinionnaire, the writer endeavored to follow two suggestions offered by Newcomb (7): (1) Include a maximum number of items in the attitude scale, and (2) Make certain each item was clearly stated, since the more unambiguously a statement is perceived within a frame of reference by a participant, the more reliable the item is at uncovering the desired attitude.

Development of the Questionnaire

A short-answer questionnaire was developed to gather socio-economic information about the participants. Each respondent was asked about his: (1) family background, (2) previous schooling, (3) financial status, (4) present school enrollment, (5) extra-curricular activity participation, and (6) shopping area preference. The socio-economic information obtained from the questionnaire aids one in understanding more fully clothing

beliefs expressed in the opinionnaire.

The Pretest

A pretest was given in Fall, 1962, to approximately 20 fraternity men attending Washburn University, Topeka, Kansas. The writer was chiefly interested in reactions to the instrument--criticisms and suggestions for improvement and clarification in particular. Each completed opinionnaire and questionnaire was scored and carefully studied. A few major changes were made following the pretest; most of the minor changes made by the writer concerned opinionnaire statement clarification. (See Appendix II for a copy of the final instrument.)

Selection of Participants and Collection of Data

Two hundred sophomore men enrolled at Kansas State University--100 fraternity and 100 non-fraternity--participated in the final study in Winter, 1962. The sample size and distribution were recommended by a university statistician who felt 200 men would provide the information necessary for a valid study. Opinionnaires and questionnaires were collected from approximately 240 sophomore fraternity and non-fraternity men; incompleting instruments were eliminated. Some completed instruments were deleted so the desired sample size and distribution would be obtained; 108 and 103 completed instruments were

gathered from fraternity and non-fraternity men respectively. The completed instruments for each group of men were numbered and those deleted were selected by corresponding numbers appearing in a table of random digits (11).

Sophomore men were selected for the sample as these men, the writer felt, possessed the most typical college attitudes of any group of men in the four undergraduate classes. Freshmen were thought to be undergoing a period of transition from high school to college during which clothing beliefs would not be well-defined. Juniors and seniors were thought to have clothing beliefs which would be undergoing change with respect to the plans of each individual following graduation. It was assumed that junior and senior men would be developing clothing beliefs compatible to the career to be pursued upon leaving college. Each participant in the study had completed at least 23 hours of academic work, the requirement for sophomore standing at Kansas State University.

All of the 22 social fraternities were contacted prior to administering the opinionnaire and questionnaire to obtain the number of sophomore members living in the houses. Thus, one could be certain 100 sophomore fraternity men were available for the study. Each fraternity was assigned a number, and those groups participating were selected by corresponding numbers appearing in a table of random digits (11). Sophomore members of 10 fraternities were needed to make up the desired sample of 100 fraternity men. Although randomly selected, these 10 fraternities

were thought to be representative of all the fraternities at Kansas State in number of members, social participation, and scholastic standing.

One hundred sophomore residents of Goodnow Hall, men's residence hall, constituted the sample of non-fraternity men. Although many sophomore men reside in independent organized houses, scholarship houses, or apartments, residents of the men's residence hall were selected primarily for ease in collection of data. Faculty committee members felt, too, that this group might express stronger clothing beliefs than those non-fraternity sophomores residing in smaller living groups.

An appointment for collection of data was made through the presidents of all participating fraternities. The writer arranged to visit each fraternity house either before or after the evening meal to administer the instrument. Several evening appointments were made through the director of the men's residence hall to collect data from sophomore residents.

Analysis of Data

The Kolmogorov-Smirnov two-sample test (10) was used to detect significant differences in data collected from the two groups of participants. This test detects whether two independent samples were drawn from the same population or from different populations; the test is concerned with the agreement or disagreement between two cumulative frequency distributions from two sets of sample values. If the two samples are

drawn from the same population, then the cumulative frequency distributions of both samples will be close to each other inasmuch as they both show only random deviations from the population distribution. If the two sample cumulative frequency distributions are significantly far apart at any point, the samples come from different populations.

Cumulative scores for each of the five scale categories, number and percent, were calculated for the fraternity and non-fraternity subjects prior to applying a test of statistical significance to data differences. Distributions of cumulative category scores were recorded and differences between the two sets of sample values computed. The Kolmogorov-Smirnov two-sample test was then applied to these differences.

The SA (strongly agree) and A (agree) responses for any given opinionnaire statement were pooled and referred to as positive beliefs or opinions. Likewise, the SD (strongly disagree) and D (disagree) responses were pooled and called negative beliefs or opinions. Pooling of category responses, suggested by a statistician, clearly showed the contrast between positive and negative beliefs, thus making the discussion of findings meaningful.

The Kolmogorov-Smirnov test was applied to data collected to measure beliefs about the social importance of clothing. An opinionnaire was used in gathering this data. Responses to the questionnaire, designed to elicit information about each respondent's socio-economic background, were analyzed in a descriptive

manner. No test to detect significant differences between the two participating groups was performed.

CHAPTER IV

DISCUSSION OF FINDINGS

The purposes of this chapter are to discuss and relate findings obtained from the opinionnaire and questionnaire.

To determine beliefs about the social importance of clothing, the importance of the following factors was investigated: (1) being well-dressed, (2) styles, (3) fads, and (4) comfort and style in clothing worn for different occasions. The participants agreed that university men strive to be well-dressed. Ninety-one fraternity and 82 non-fraternity men expressed this belief; two fraternity and six non-fraternity men disagreed. Seven fraternity and 12 non-fraternity men expressed neutral beliefs. The men did not agree on the meaning of the term, "well-dressed." (Table 1) Sixty-two fraternity men expressed the belief that dressing according to the latest accepted styles marked one as well-dressed; only 29 non-fraternity men expressed a similar belief. Forty-eight non-fraternity and 19 fraternity men disagreed; 19 fraternity and 23 non-fraternity men had neutral opinions. Sixty-five fraternity and 51 non-fraternity men agreed that well-dressed men ignored clothing fads; 19 fraternity and 22 non-fraternity men disagreed. Sixteen fraternity and 27 non-fraternity men expressed neutral opinions.

Being well-dressed was as important to the participants

TABLE 1

FRATERNITY AND NON-FRATERNITY MEN EXPRESSING POSITIVE, NEUTRAL, AND NEGATIVE BELIEFS REGARDING THE MEANING OF "WELL-DRESSED."

	Fraternity Men			Non-Fraternity Men		
	No. Expressing:			No. Expressing:		
"Well-Dressed" Meant:	Positive Beliefs	Neutral Beliefs	Negative Beliefs	Positive Beliefs	Neutral Beliefs	Negative Beliefs
Dressing according to the latest accepted styles	62	19	19	29	23	48
Ignoring clothing fads	65	16	19	51	27	22

in their associations with college women as with other men (Table 2). Eighteen non-fraternity and 28 fraternity men agreed that well-dressed men had little trouble getting dates with girls; however, 39 non-fraternity and 37 fraternity men disagreed. Forty-three non-fraternity and 35 fraternity men expressed neutral opinions. Seventy-seven non-fraternity and 86 fraternity men indicated that girls preferred to date well-dressed college men. Only five non-fraternity and three fraternity men disagreed; 18 non-fraternity and 11 fraternity men had neutral beliefs. Forty-five fraternity and 51 non-fraternity men expressed the belief that girls seldom dated sloppily dressed college men. Only 19 non-fraternity and 25 fraternity men disagreed; but, 30 fraternity and 30 non-fraternity men expressed neutral beliefs. Over half of the respondents agreed that they were more favorably impressed by a well-dressed college man than a poorly dressed man. Fifty-eight fraternity and 21 non-fraternity men agreed that they preferred well-dressed friends, and would be embarrassed if their friends were sloppily dressed. Seventeen fraternity and 47 non-fraternity men disagreed; 25 fraternity and 32 non-fraternity men had neutral beliefs. When responses for opinionnaire statements regarding the importance of being well-dressed were compiled, data showed that over half of the fraternity men believed that being well-dressed was important in one's associations with other college men and women. Less than half of the non-fraternity men expressed a similar belief.

TABLE 2

FRATERNITY AND NON-FRATERNITY MEN EXPRESSING POSITIVE, NEUTRAL, AND NEGATIVE BELIEFS
REGARDING THE IMPORTANCE OF BEING WELL-DRESSED

	Fraternity Men			Non-Fraternity Men		
	No. Expressing	No. Expressing	No. Expressing	No. Expressing	No. Expressing	No. Expressing
Well-Dressed Men:	Positive Beliefs	Neutral Beliefs	Negative Beliefs	Positive Beliefs	Neutral Beliefs	Negative Beliefs
Had little trouble getting dates with girls	28	35	37	16	43	39
Are preferred as dates by girls instead of sloppily dressed men	86	11	3	77	18	5
Are more often dated by girls than sloppily dressed men	45	30	25	51	30	19
Are preferred as friends by college men instead of sloppily dressed men	58	25	17	21	32	47
Made more favorable impressions on others than poorly dressed men	96	3	1	93	5	2

The participants disagreed that clothes made the man; however, nearly all of the men agreed that one was at ease socially when he felt appropriately dressed. Fifty-five fraternity and 64 non-fraternity men disagreed that clothes made the man; 29 fraternity and 20 non-fraternity men agreed. Sixteen fraternity and 12 non-fraternity men had neutral opinions. Ninety-one fraternity and 97 non-fraternity men expressed the belief that one was at ease socially when he felt appropriately dressed. Only six fraternity men and one non-fraternity man disagreed; three fraternity and two non-fraternity men expressed neutral opinions.

The men expressed similar beliefs concerning the meaning of the terms, "style" and "fad." Seventy-one fraternity and 84 non-fraternity men expressed the belief that fads are exaggerated styles; 16 fraternity and nine non-fraternity men disagreed. Thirteen fraternity and seven non-fraternity men had neutral opinions. Over 75% of the respondents indicated that style in clothing was a distinctive, up-to-date manner of dressing. Over 75% of the participants further agreed that color, lines, fabric texture, and garment features were important in determining whether a garment was of the latest, accepted style.

Clothing fads were apparently as important as clothing styles. Fifty-eight fraternity and 64 non-fraternity men did not agree that both the newest fads and the latest styles were needed for an acceptable college wardrobe; only 19 fraternity

and 15 non-fraternity participants agreed. Twenty-three fraternity and 21 non-fraternity men expressed neutral opinions. Over half of the respondents agreed that a college man owned at least one clothing fad, and a majority of the participants indicated that clothing should be worn even though it was no longer of the latest accepted style. Forty-five non-fraternity and 62 fraternity men agreed that one felt conspicuous when wearing clothing no longer considered to be of the latest accepted style; 32 non-fraternity and 24 fraternity men disagreed. Twenty-three non-fraternity and 14 fraternity men expressed neutral beliefs. Twenty-nine non-fraternity and 42 fraternity men agreed that clothing style leaders were well-known by other students; 37 non-fraternity and 28 fraternity men disagreed. However, 34 non-fraternity and 30 fraternity men had neutral opinions.

The participants expressed varying beliefs concerning the importance of style and comfort in clothing worn for different occasions. However, a majority of non-fraternity men indicated that comfort was more important than style in school clothes, sport coats, casual suits, sweaters, and slacks. No trend was apparent in responses from fraternity men. Both groups of respondents expressed the belief that style was more important than comfort in a dinner jacket. A greater number of fraternity than non-fraternity men indicated style in a dress suit was more important than comfort (Table 3).

TABLE 3

FRATERNITY AND NON-FRATERNITY MEN EXPRESSING POSITIVE, NEUTRAL, AND NEGATIVE BELIEFS REGARDING THEIR PREFERENCE FOR STYLE RATHER THAN COMFORT IN CLOTHING WORN FOR DIFFERENT OCCASIONS

Type of Clothing	Fraternity Men			Non-Fraternity Men		
	Positive Beliefs	Neutral Beliefs	Negative Beliefs	Positive Beliefs	Neutral Beliefs	Negative Beliefs
Dinner jacket	64	23	13	51	22	27
Sport coats and casual suits	39	34	27	22	27	51
Dress suit	33	11	26	27	24	49
Sweaters and slacks	32	43	25	20	21	59
School clothes	22	45	33	9	32	59

The beliefs of selected college men concerning the social importance of clothing showed no significant differences when the Kolmogorov-Smirnov two sample test was applied to data at three levels--.10, .05, and .01. Such data were obtained from responses to opinionnaire statements. Thus, the cumulative frequency distributions, composed of sets of sample values for each of the two groups of male participants, were close to each other inasmuch as only random deviations from the population distribution occurred. (See Appendix I for an analysis of data collected from opinionnaire responses.)

Fifty-nine percent of the non-fraternity men and 50% of the fraternity men expressed positive beliefs concerning the social importance of clothing as measured by the importance of being well-dressed and owning clothing fads and clothing of the latest accepted styles. Twenty-one percent of the non-fraternity participants and 31% of the fraternity participants expressed negative beliefs; 20% of the fraternity men and 19% of the non-fraternity men had neutral opinions. (See Appendix I-A for the statistical analysis).

Fraternity and non-fraternity men expressed similar beliefs concerning the role an individual's clothing played in his acceptance by other society members. A majority of the participants agreed that since one is often judged by his appearance, one should be appropriately dressed at all times. However, the men expressed varying beliefs as to the maning of appropriateness in dress (Table 4). Fifty-eight fraternity and 40 non-fraternity

TABLE 4

FRATERNITY AND NON-FRATERNITY MEN EXPRESSING POSITIVE, NEUTRAL, AND NEGATIVE BELIEFS REGARDING THE MEANING OF APPROPRIATENESS IN DRESS

	Fraternity Men			Non-Fraternity Men		
	No. Expressing:			No. Expressing:		
Appropriateness in Dress Meant:	Positive Beliefs	Neutral Beliefs	Negative Beliefs	Positive Beliefs	Neutral Beliefs	Negative Beliefs
Dressing in a manner similar to other college men	58	20	22	40	27	33
Dressing in a manner similar to someone whose taste in clothing one admired	39	20	41	25	15	60
Dressing in a manner acceptable to one's girl friend(s)	43	20	37	42	35	23
Dressing in a manner acceptable to one's parents	55	29	16	56	34	10

men agreed that being appropriately dressed meant dressing in a manner similar to other college men; 22 fraternity and 33 non-fraternity men disagreed. Twenty fraternity and 27 non-fraternity participants expressed neutral beliefs. Thirty-nine fraternity and 25 non-fraternity men indicated the term meant dressing in a manner similar to someone whose taste in clothing one admired. Forty-one fraternity and 60 non-fraternity participants disagreed; 20 fraternity and 15 non-fraternity men had neutral opinions. Forty-two non-fraternity and 43 fraternity men disagreed that dressing in a manner acceptable to one's girl friend(s) constituted appropriate dress. Twenty-three non-fraternity and 37 fraternity men agreed; 35 non-fraternity and 20 fraternity men had neutral beliefs. A majority of the participants further disagreed that dressing in a manner acceptable to one's parents was appropriateness in dress. About one-half of the fraternity men agreed that appropriateness in dress meant all of the previously mentioned things; approximately one-third of the non-fraternity men also agreed. Conversely, about one-half of the non-fraternity and one-third of the fraternity men disagreed that appropriateness in dress was explained by all of the above mentioned things.

The men indicated in responses to opinionnaire statements that others influenced one's selection of clothing. Eighty-one non-fraternity and 92 fraternity men indicated a college man purchased clothing similar to that worn by other college men.

Seven non-fraternity and four fraternity men disagreed; 12 non-fraternity and four fraternity men had neutral opinions. Fifty-four fraternity and 49 non-fraternity participants indicated close friends were good judges of one's clothing; 19 fraternity and 24 non-fraternity men disagreed. Twenty-seven fraternity and 27 non-fraternity men expressed neutral opinions. When responses to opinionnaire statements regarding the influence of others on one's clothing selection were compiled, data showed that over half of the fraternity and non-fraternity men believed the above mentioned people influenced one's selection of clothing.

Responses from participants showed the men were sensitive to comments from others about their dress (Table 5). Forty-nine non-fraternity and 51 fraternity men agreed a college man would be easily embarrassed if another college man criticised him on his selection of clothing. Twenty-four non-fraternity and 25 fraternity men disagreed; 27 non-fraternity and 24 fraternity men expressed neutral beliefs. A majority of the respondents agreed a college man would feel ill-at-ease if a girl criticized him on his selection of clothing. Fifty-four non-fraternity and 60 fraternity men agreed a college man would enjoy himself more on a date if the girl complimented him on his selection of clothing rather than if she said nothing. Fifteen non-fraternity and 19 fraternity men disagreed; 31 non-fraternity and 21 fraternity men had neutral opinions. Sixty-nine non-fraternity and 73 fraternity men agreed a college

TABLE 5

FRATERNITY AND NON-FRATERNITY MEN EXPRESSING POSITIVE, NEUTRAL, AND NEGATIVE BELIEFS REGARDING COMMENTS FROM OTHERS ABOUT ONE'S DRESS

	Fraternity Men			Non-Fraternity Men		
	No. Expressing:	No. Expressing:	No. Expressing:	No. Expressing:	No. Expressing:	No. Expressing:
	Positive Beliefs	Neutral Beliefs	Negative Beliefs	Positive Beliefs	Neutral Beliefs	Negative Beliefs
Persons Criticizing or Complimenting	51	24	25	49	27	24
Criticized by another college man	89	3	8	74	14	12
Criticized by a girl	60	21	19	54	31	15
Complimented by a girl	73	16	11	69	25	6

man felt more at ease if complimented by parents on his selection of clothing rather than if parents said nothing. Six non-fraternity and 11 fraternity men disagreed; however, 25 non-fraternity and 16 fraternity men expressed neutral beliefs. More than 75% of the respondents indicated in opinionnaire responses that one paid more attention to selection of clothing when giving a report in class than when attending a class lecture. Twenty-two non-fraternity and 19 fraternity men indicated sensitivity to others' opinions of dress in every situation described, while none of the participants expressed a lack of sensitivity to all the situations described.

The men indicated in opinionnaire responses that one adopted a fad to become "one of the crowd". Fifty-five fraternity and 61 non-fraternity men expressed the belief that one adopted a fad to be accepted by a particular group. Twenty-three fraternity and 22 non-fraternity men disagreed; 22 fraternity and 17 non-fraternity men had neutral opinions. Fifty-eight fraternity and 45 non-fraternity men indicated one adopted a fad because roommate(s) and/or close friends did; 22 fraternity and 32 non-fraternity men disagreed. Twenty fraternity and 23 non-fraternity men expressed neutral opinions.

Opinionnaire data revealed that 53% of the non-fraternity men and 62% of the fraternity men believed that clothing played an important role in one's acceptance by others. Twenty-five

percent of the fraternity men and 21% of the non-fraternity men expressed negative attitudes concerning the importance of clothing in social acceptance; 22% of the non-fraternity men and 17% of the fraternity men expressed neutral beliefs. (See Appendix I-B for the statistical analysis.)

Fraternity and non-fraternity men differed widely in their beliefs about the quantity and type of clothing necessary for one's living group (Table 6). Twenty-nine fraternity participants indicated fraternity men needed a greater quantity of sweaters and slacks than non-fraternity men; 45 non-fraternity men agreed with the fraternity men. Forty-seven fraternity men and 28 non-fraternity men disagreed; 27 non-fraternity and 24 fraternity men had neutral opinions.

Thirty-four fraternity men indicated that both fraternity and non-fraternity men needed approximately the same quantity of school clothes; 54 fraternity participants disagreed in their opinions. Conversely, 51 non-fraternity men indicated that the two groups of men required about the same quantity of school clothes, while only 28 non-fraternity participants disagreed. Twelve fraternity and 21 non-fraternity men expressed neutral beliefs.

A greater number of non-fraternity than fraternity men expressed the belief that fraternity men needed two or three dress suits while non-fraternity men needed one; 73 non-fraternity and 49 fraternity men expressed such a belief. Nine non-fraternity and 44 fraternity participants disagreed; 18

TABLE 6

FRATERNITY AND NON-FRATERNITY MEN EXPRESSING POSITIVE, NEUTRAL, AND NEGATIVE BELIEFS REGARDING THE QUANTITY AND TYPE OF CLOTHING NEEDED FOR THE ACTIVITIES OF ONE'S LIVING GROUP

Type and Quantity of Clothing	Fraternity Men			Non-Fraternity Men		
	No. Expressing:	No. Expressing:	No. Expressing:	No. Expressing:	No. Expressing:	No. Expressing:
	Positive Beliefs	Neutral Beliefs	Negative Beliefs	Positive Beliefs	Neutral Beliefs	Negative Beliefs
Fraternity men need more sweaters and slacks than non-fraternity men	29	24	47	45	27	28
Non-fraternity men need approximately the same quantity of school clothes fraternity men need	34	12	54	51	21	28
Fraternity men need two or three dress suits while non-fraternity men need one	49	27	44	73	18	9
Non-fraternity men need more sport coats than fraternity men	82	15	3	68	31	1

non-fraternity and 27 fraternity men had neutral opinions. However, both fraternity and non-fraternity men indicated that non-fraternity men needed more sport coats and casual suits than fraternity men. Eighty-two fraternity and 68 non-fraternity and 68 non-fraternity men expressed this belief; only three fraternity men and one non-fraternity man disagreed. Thirty-one non-fraternity and 15 fraternity men expressed neutral beliefs.

Non-fraternity men thought they had as many clothes as fraternity men, but fraternity men disagreed. Forty-two non-fraternity and 28 fraternity men indicated in opinionnaire responses that one group had as many clothes as the other. But, 42 fraternity and 29 non-fraternity participants indicated that fraternity men owned the greater quantity of clothing; 29 non-fraternity and 30 fraternity respondents had neutral opinions. Non-fraternity men felt, too, that fraternity men were expected to own clothing of the latest accepted styles; but fraternity men disagreed. Fifty-four non-fraternity and 48 fraternity men indicated that fraternity men were expected to own clothing of the newest, accepted styles; 12 non-fraternity and 28 fraternity respondents disagreed. Thirty-four non-fraternity and 24 fraternity men had neutral beliefs.

A greater number of non-fraternity than fraternity participants indicated in opinionnaire responses there is little difference in the style and quality of clothing worn by fraternity

and non-fraternity men. Sixty-four non-fraternity and 38 fraternity men expressed the belief that there is little difference in the style of clothing worn by fraternity men and that worn by non-fraternity men. Twenty-two non-fraternity and 50 fraternity men disagreed; 14 non-fraternity and 12 fraternity men expressed neutral opinions. Fifty-six non-fraternity and 33 fraternity men indicated there is little difference in the quality of clothing worn by both fraternity and non-fraternity men; 19 non-fraternity and 52 fraternity men disagreed. Twenty-five non-fraternity and 15 fraternity men expressed neutral beliefs.

Opinionnaire data showed that a majority of the participants agreed that one strives to have clothing appropriate for the activities of his living group. They further agreed that a college man did not need to be well-dressed to join a fraternity; 64 fraternity and 60 non-fraternity men expressed such a belief. Only 14 fraternity and 15 non-fraternity men disagreed; 22 fraternity and 25 non-fraternity participants had neutral opinions.

Fifty-five percent of the non-fraternity participants and 43% of the fraternity participants agreed that one's living group influenced the type and quantity of clothing needed; 23% of the non-fraternity and 37% of the fraternity participants disagreed. The percentages of each group expressing neutral attitudes to opinionnaire statements were nearly the same,

being 22% for non-fraternity men and 20% for fraternity men. (See Appendix I-C for the statistical analysis.)

The men expressed varying beliefs concerning the influence of clothing on the number and type of extra-curricular activities in which one participated. Forty-three fraternity and 30 non-fraternity men agreed that the clothing one owned did not influence the number of activities in which he participated; 39 fraternity and 52 non-fraternity men disagreed. Eighteen men from each group had neutral opinions. Thirty-one fraternity and 35 non-fraternity men agreed that one's clothing did not influence the type of activities in which one participated. However, 44 fraternity and 49 non-fraternity men disagreed; 25 fraternity and 16 non-fraternity men expressed neutral beliefs.

The two groups of sophomore participants expressed similar beliefs concerning the quantity of clothing owned and needed by men participating in several activities compared with the quantity owned and needed by men taking part in few. Sixty-five fraternity and 63 non-fraternity participants indicated in opinionnaire responses that men taking part in several campus activities needed more clothes than those taking part in few. Nineteen fraternity and 21 non-fraternity men disagreed; 16 fraternity and 16 non-fraternity men had neutral opinions. Thirty-seven fraternity and 41 non-fraternity men agreed that those participating in several extra-curricular activities had

more clothes than those participating in few. Forty fraternity and 36 non-fraternity men disagreed; 23 fraternity and 23 non-fraternity men expressed neutral beliefs.

Opinionnaire data revealed that the men believed the amount of money available for clothing had little influence on one's participation in extra-curricular activities. Forty-nine fraternity and 41 non-fraternity men agreed that well-dressed men participated in more activities than men not considered well-dressed. Twenty-five fraternity and 29 non-fraternity men disagreed, but 26 fraternity and 30 non-fraternity men expressed neutral beliefs. Twenty-nine fraternity and 36 non-fraternity men agreed that men with much money to spend for clothing participated in more extra-curricular activities than those with little to spend. However, 39 fraternity and 36 non-fraternity men disagreed with the above opinion; 32 fraternity and 28 non-fraternity men expressed neutral beliefs.

Forty-two percent of the fraternity men and 40% of the non-fraternity men agreed in opinionnaire responses that clothing influenced one's participation in extra-curricular activities; 35% of the fraternity participants and 38% of the non-fraternity participants disagreed. Twenty-three percent of the fraternity men and 22% of the non-fraternity men expressed neutral opinions. (See Appendix I-D for the statistical analysis.)

Fraternity and non-fraternity men expressed similar

beliefs about the influence of clothing on one's participation in activities; however, questionnaire data showed more fraternity sophomores were involved in extra-curricular activities than were non-fraternity sophomores (Table 7).

TABLE 7
NUMBER OF FRATERNITY AND NON-FRATERNITY MEN PARTICIPATING IN
SELECTED EXTRA-CURRICULAR ACTIVITIES

Type of Activity	No. of Fraternity Men	No. of Non-Fraternity Men
Intramural or varsity sports	77	47
Professional interest groups	43	55
Religious groups	40	44
Honorary organizations	18	15
Student union committees	24	2
Music groups	15	9
Hobby clubs	7	14
Student government	11	5
Student publications	7	3
Debate	2	1
Other	10	7
Total	254	202

Opinionnaire responses showed that fraternity and non-fraternity men held similar beliefs concerning the expenditures for clothing. Although the participants indicated that college

men strive to be well-dressed, they also indicated that one need not be expensively dressed to be well-dressed. Fifty-eight fraternity and 73 non-fraternity men disagreed that the most expensive clothes were the most desired; 17 fraternity and five non-fraternity participants agreed. Twenty-five fraternity and 22 non-fraternity men had neutral opinions. Fifty-four non-fraternity and 47 fraternity men disagreed that the amount of money spent for clothing is a good indication of one's financial status. Thirty-five non-fraternity and 28 fraternity men agreed, while 18 non-fraternity and 18 fraternity men expressed neutral opinions.

Both groups of participants indicated that income or allowance influenced the quantity and style of clothing one owned. A majority of both fraternity and non-fraternity men agreed that men having much money to spend owned more clothes than those having little to spend. A majority of the participants further agreed that men with much money to spend were the first to be seen in new clothing styles. Forty-four fraternity and 44 non-fraternity participants agreed that clothing fads were seldom purchased by college men with small incomes or allowances; 39 fraternity and 33 non-fraternity men disagreed. Seventeen fraternity and 23 non-fraternity respondents expressed neutral beliefs.

Participants agreed that quality was more important than quantity of clothing. A majority of both the fraternity and non-fraternity men indicated they would rather own few school

clothes, sport coats, suits, sweaters, and slacks of good quality than several of lesser quality (Table 8).

Fifty-four percent of the fraternity men and 62% of the non-fraternity men expressed positive attitudes to opinionnaire statements concerning the influence of one's income or allowance on the quantity, quality, and style of clothing owned. Twenty-nine percent of the non-fraternity men and 24% of the fraternity men expressed negative attitudes; 14% and 17% of the fraternity and non-fraternity men, respectively, expressed neutral beliefs. (See Appendix I-E for the statistical analysis.)

The questionnaire data revealed that most of the respondents were satisfied with the amount of money available for their clothing expenses (Table 9). Seventy-six fraternity and 73 non-fraternity men indicated they had an adequate amount to spend for clothing. Twenty fraternity and 22 non-fraternity men did not feel they had an adequate amount to spend; four fraternity and five non-fraternity men indicated they had a more than adequate amount.

The questionnaire data revealed that fraternity men had more money to spend than non-fraternity men (Table 10). Seventy-four non-fraternity and 52 fraternity men indicated they had approximately \$0-49 to spend for miscellaneous expenses, including clothing, after paying for books, tuition, room and board. Twenty-four non-fraternity and 37 fraternity men reported they spent approximately \$50-99 per month; three non-fraternity

TABLE 8

FRATERNITY AND NON-FRATERNITY MEN EXPRESSING POSITIVE, NEUTRAL, AND NEGATIVE BELIEFS REGARDING THE IMPORTANCE OF QUALITY RATHER THAN QUANTITY IN CLOTHING WORN FOR DIFFERENT OCCASIONS

Type of Clothing	Fraternity Men			Non-Fraternity Men		
	Positive Beliefs	Neutral Beliefs	Negative Beliefs	Positive Beliefs	Neutral Beliefs	Negative Beliefs
Sport coats and casual suits	91	6	3	74	9	17
Sweaters and slacks	87	7	6	77	9	14
School clothes	84	10	6	67	14	19
Dress suit	70	19	11	57	20	23

and 11 fraternity men said they spent \$100-199 for miscellaneous expenses monthly. One non-fraternity man said he spent over \$200 monthly.

TABLE 9

SATISFACTION EXPRESSED BY THE FRATERNITY AND NON-FRATERNITY MEN WITH THE AMOUNT OF MONEY AVAILABLE FOR CLOTHING EXPENSES

Adequacy of Amount	No. of Fraternity Men	No. of Non-Fraternity Men
Adequate	76	73
Less than adequate	20	22
More than adequate	4	5
Total	100	100

TABLE 10

AMOUNTS OF MONEY SPENT MONTHLY FOR MISCELLANEOUS EXPENSES BY THE FRATERNITY AND NON-FRATERNITY MEN

Amounts	No. of Fraternity Men	No. of Non-Fraternity Men
\$0-49	52	74
\$50-99	37	22
\$100-199	11	3
Over \$200	. .	1
Total	100	100

Many of the respondents reported they shopped for most outerwear, such as suits, coats, slacks etc., in their home towns or cities. Forty-five fraternity and 51 non-fraternity men indicated such; 30 fraternity and 19 non-fraternity men said they shopped for outerwear in other towns or cities. Twenty-five fraternity and nine non-fraternity men said they purchased most outerwear in Manhattan.

Socio-economic information obtained from the questionnaire revealed that the homes of 47 non-fraternity and 50 fraternity men were located in cities having at least 10,000 residents. Thirty-one fraternity and 34 non-fraternity men lived in rural areas; 19 from each group resided in towns having less than 10,000 residents.

Nearly all of the participants graduated from public high schools; only four fraternity and three non-fraternity men attended private high schools. Sizes of high school graduation classes varied. However, the greatest number of both fraternity and non-fraternity men graduated in classes having over 200 members (Table 11).

The School of Arts and Sciences claimed the highest number of enrollees among the participants; the School of Engineering and Architecture had the next highest number. More non-fraternity than fraternity men were enrolled in the School of Agriculture, while more fraternity than non-fraternity men were enrolled in the School of Commerce (Table 12).

TABLE 11

SIZES OF HIGH SCHOOL CLASSES FROM WHICH THE FRATERNITY AND
NON-FRATERNITY MEN GRADUATED

Sizes of High School Graduation Classes	No. of Fraternity Men	No. of Non-Fraternity Men
0-49	19	32
50-99	27	13
100-199	19	21
Over 200	35	34
Total	100	100

TABLE 12

PRESENT SCHOOL ENROLLMENT OF THE FRATERNITY AND NON-FRATERNITY
MEN

School of Enrollment	No. of Fraternity Men	No. of Non-Fraternity Men
Agriculture	9	16
Arts and Sciences	46	42
Commerce	13	6
Engineering and Architecture	32	36
Total	100	100

A majority of respondents indicated their educations were being financed either by parents or wages earned (Tables 13 and

14). Over 10% of each group claimed to be totally self-supporting. Most of the men working to finance their educations earned 20-60% of the total amount spent for college. However, non-fraternity men earned a slightly higher percentage of the total amount spent for college than the percentage earned by fraternity men. A greater number of non-fraternity than fraternity men indicated their educations were being financed through scholarships.

TABLE 13

WAYS IN WHICH THE EDUCATIONS OF THE FRATERNITY AND NON-FRATERNITY MEN WERE FINANCED

Ways of Financing Educations	No. of Fraternity Men	No. of Non-Fraternity Men
Parents	83	78
Work	82	81
Scholarship	11	22
Loan	5	6
Relatives or friends	4	5
G. I. (government issue)	. .	1
Other	2	6

Parents of the sophomore participants differed slightly in years of schooling completed. Generally, more parents of fraternity than parents of non-fraternity men received formal educations at four levels: (1) grade school, (2) high school,

(3) college or university, and (4) professional levels (Table 15).

TABLE 14

PERCENTAGE OF TOTAL COLLEGE EXPENSES EARNED BY THE FRATERNITY AND NON-FRATERNITY MEN

Percentage of Expenses Earned	No. of Fraternity Men	No. of Non-Fraternity Men
0-9%	1	..
10-19%	6	6
20-29%	10	10
30-39%	16	10
40-49%	14	6
50-59%	12	18
60-69%	2	8
70-79%	4	8
80-89%	4	3
90-100%	13	12
Total	82	81

The difference between the two groups of men in number of family members was slight; however, fraternity men came from somewhat larger families than non-fraternity men. Questionnaire data revealed fraternity men had a total of 106 brothers and 110 sisters, while non-fraternity men had a total of 91 brothers and 92 sisters.

TABLE 15

LAST YEAR OF SCHOOLING COMPLETED BY PARENTS OF THE
FRATERNITY AND NON-FRATERNITY MEN

Years of Schooling Completed	Fraternity Men		Non-Fraternity Men	
	No. of Mothers	No. of Fathers	No. of Mothers	No. of Fathers
Grade School:				
4	1
5
6	..	1
7	..	1
8	9	12	4	11
High School:				
9	2	3	3	..
10	1	..	3	6
11	1	1	2	1
12	34	32	48	36
College or University:				
13	8	4	4	6
14	16	13	13	11
15	4	9	3	..
16	18	14	15	18
Professional Training:				
17	3	1	2	2
18	3	4	2	5
19	1	4	1	1
20	..	1	..	2
Total	100	100	100	100

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS BASED ON FINDINGS

The Kolmogorov-Smirnov two-sample test showed no significant differences at the .01, .05, and .10 levels in beliefs expressed about the social importance of clothing. Although there were no statistically significant differences, the men expressed somewhat varying beliefs regarding: (1) the importance of style and comfort in clothing worn for different occasions, (2) the meaning of being well-dressed, (3) the meaning of appropriateness in dress, and (4) the type and quantity of clothing needed for participation in the activities of one's living group.

It was assumed that fraternity men would express significantly stronger clothing beliefs than non-fraternity men since fraternity men appear to be more active socially than non-fraternity men. Also, the standard of dress maintained by fraternity men was thought to be higher than the standard maintained by non-fraternity men, a factor which could influence clothing beliefs. The lack of significant differences in the clothing beliefs expressed by the participants may possibly be attributed to similarities in the following socio-economic background factors: (1) family background, (2) previous schooling, (3) financial status, (4) present school enrollment, (5) extra-curricular activity participation, and (6) shopping area

preference. Perhaps one or both groups of men did not reveal their true clothing beliefs, but responded to opinionnaire statements as they felt they should. Significant differences in beliefs expressed by the two groups of men may have been erased by the grouping of opinionnaire statement responses into the five categories; positive beliefs would have neutralized negative beliefs and vice versa.

Although no significant differences were found in clothing beliefs expressed by the two groups of participants, a similar study designed to compare beliefs and socio-economic backgrounds of men selected from each of the four undergraduate classes might reveal quite different opinions about the social importance of clothing. Clothing beliefs expressed by both married and unmarried male students could be compared in another study. The socio-economic backgrounds of college men might be studied in greater detail in an effort to determine which factors, if any, influence beliefs concerning the social importance of clothing. Also, each of the preceding suggested studies could be carried out at colleges and universities located in other sections of the country. Findings of these studies may help those involved in the production and merchandising of men's clothing to understand more fully some clothing beliefs as well as clothing practices of college men throughout the country.

A comparison of beliefs expressed about the social

importance of clothing by men attending Kansas State University and men attending other schools might reveal that the men at Kansas State ascribed less social importance to clothing than other college men. This assumption is presupposed by the fact that Kansas State, being a Midwestern land-grant university, is not located near a men's clothing fashion center; thus, Kansas State men probably neither wear nor are acquainted with the latest fashions in men's clothing. Also, casualness in dress prevails at Kansas State partially due to the many laboratory courses taken by the men; this factor may influence beliefs about the social importance of clothing for school wear.

The participants did not place so great an emphasis on style in clothing as Glisson and Tate (2) indicated youth does. These writers said youths like to be the first to be seen in a new style. Over half of the participants agreed that clothing should be worn even though it was not of the latest accepted style. They further agreed that only those with much money to spend for clothing were the first to be seen in a new style trend.

The men participating in this study indicated that clothing fads were as important as clothing styles, thus implying disagreement with Glisson and Tate (2). The participants expressed the belief that a college man owned at least one item of clothing which could be considered a fad. Glisson and Tate stated that youths tend to look at dress fads

disapprovingly. While youth may be amused by the extremist in dress, they have little desire to imitate him. Perhaps the participants felt they could more successfully become "members of the crowd" by adopting clothing fads. The importance of clothing fads may be attributed to their relatively low cost when compared with the cost of new clothing styles. It is also possible that the participants cared little for the latest accepted clothing styles.

The importance of clothing fads and styles should be investigated further in an effort to understand the clothing practices of college men. These factors might be studied using groups of men from the four undergraduate classes in the sample. Thus, one could determine at what level, if any, clothing fads and styles are especially important. The importance of clothing fads may be further investigated by studying the amounts of money spent, time of purchase, time of use, and approximate number of purchasers.

The importance of style and comfort in clothing worn for different occasions should be studied further as the fraternity and non-fraternity participants in the pretest expressed varied beliefs about these two factors. Verbal opinions were solicited following the administering of the pretest, and some of the fraternity men participating verbally expressed the opinion that style and comfort in clothing are of equal importance. A few of these same men further stated that style is comfort, and,

conversely, that comfort is style. None of the men participating in the final study expressed like opinions, but verbal attitudes were not solicited. However, opinionnaire responses indicated they may have had similar beliefs.

Although Hoult (4) found that men 20-35 years of age spent more for clothing than any other age group, questionnaire data revealed that the participants in this study did not apparently spend large amounts of money for clothing. Most of the men said they spent \$0-49 monthly for miscellaneous expenses, including clothing. Several indicated they spent \$50-99, while only a few said they spent over \$100 monthly. The majority of participants stated that the amount of money available for clothing was adequate. Several claimed they had a less than adequate amount, and only a few individuals said they had a greater than adequate amount. Responses to opinionnaire statements indicated that participants believed college men care little about owning the most expensive clothes even though they strive to be well-dressed. The majority of men further indicated that one need not be expensively dressed to be well-dressed. Hoult found that the peak in male clothing expenditures was reached while men were relatively young; however, findings of this investigation indicated such may not be true.

The majority of participants apparently neither spent large amounts of money for clothing nor expressed dissatisfaction with the money available for clothing expenses; however,

related studies with different samples and/or different methods of studying clothing expenditures in greater detail might reveal different opinions. A comparison of opinions expressed by college men who spend large sums of money for clothing with opinions expressed by those who spend little may reveal significant differences in beliefs about the social importance of clothing. Attitudes college men have about the amount of money available for clothing could be studied in relation to the amount actually spent. Such information may help researchers as well as the menswear industry gain an understanding of satisfactions and dissatisfactions college men have regarding their clothing.

The participants indicated that college men do not aspire to own expensive clothes; however, they expressed the belief that quality was more important than quantity of clothing. Apparently the men preferred well-made, inexpensive garments. But, from observation, much of the clothing worn by college men appears to be of low quality. One wonders if these men actually purchase few garments of good quality rather than many of lesser quality. Perhaps college men do not recognize that which constitutes quality in a garment. Beliefs about the importance of quality or quantity in different types of clothing should be further studied to gain an understanding of the clothing practices of college men. A study of college men's opinions concerning the meaning of quality in clothing may enable the menswear industry to provide a wider selection of

clothing of the quality these men desire.

Treese (14) stated in her study of social-psychological factors of clothing behavior that clothing helps to convey impressions of one's self-attitudes and personality to others; the men participating in this study expressed similar beliefs. They agreed that a college man should be appropriately dressed at all times since he is often judged by his appearance. The participants further agreed with Treese that one's clothing contributed to his acceptance or rejection by other society members. Respondents indicated they felt at ease when complimented on their selection of clothing and embarrassed when criticized. The men expressed the belief that other people, students in particular, played a vital role in helping one establish social rapport through dress; the men indicated they relied on close friends to judge their clothing.

Findings from this study agreed with those of Hurlock (5) who wrote that an adolescent, to be popular with both sexes, must make a good appearance. Responses to opinionnaire statements revealed that the participants believed well-dressed men had no trouble getting dates, as girls preferred to date well-dressed college men. The participants indicated they preferred well-dressed friends, and would be embarrassed if their friends were sloppily dressed. The respondents also agreed that well-dressed college men were known by many men and women students.

The writer observed while collecting data from participants that many men were well-dressed while others were sloppily

dressed; clothing appeared to be important to some men and unimportant to others. Responses to opinionnaire statements also indicated that participants in this study had quite different opinions about the importance and meaning of being well-dressed. They also expressed varying beliefs as to the importance and meaning of appropriateness in dress. These clothing factors, as they relate to one's acceptance by other society members, could be studied in greater detail. Findings from such a study may help future researchers gain an understanding of the role one's clothing was found to play in his acceptance by others.

Fraternity and non-fraternity men expressed similar beliefs about the influence of clothing on one's participation in extra-curricular activities; however, questionnaire data revealed that a greater number of fraternity than non-fraternity men took part in campus activities. Fraternities encourage and often require members to participate in outside organizations; usually merit points are awarded each member according to the number of campus activities in which he is active. Though some activities are planned for the men residing in Goodnow Hall, these students are not required to participate in extra-curricular activities. And, many men may choose to live in the residence hall to avoid being "pushed" into campus organizations. The influence of clothing on one's participation in extra-curricular activities should be studied in greater detail; an investigation might be designed to show relationships

between beliefs about different types of clothing needed for various types of activities. Findings from such research may enable both students and faculty members involved in campus activities to understand more fully the role clothing was found to play in one's participation in activities.

The men expressed minor differences in beliefs regarding the quantity, type and style of clothing needed for participation in the activities of one's living group. However, the participants agreed that a college man strives to have clothing appropriate for the activities planned by his living group. The men participating in this study indicated that fraternity men needed more dress clothes than non-fraternity men, and conversely, that non-fraternity men needed more casual clothes than fraternity men.

Activities planned for both fraternity and dormitory residents should be further studied in an effort to understand clothing beliefs expressed by fraternity and non-fraternity men. Studies of living group activities in relation to beliefs about the social importance of clothing should be conducted at schools where marked social differences exist between fraternity and non-fraternity men. Findings of such an investigation would allow one to assess more accurately the influence of living group activities on quantity, quality, type, and style of clothing needed. Such information may also aid prospective male students in deciding on the type of living group each would prefer.

Many of the participants said they shopped for most outerwear in their home towns or cities; however, a greater number of fraternity than non-fraternity men reported they shopped for most outerwear in Manhattan. This difference may be attributed to the varying shopping practices of the two groups. Fraternity men may wish to own current clothing styles shown in Manhattan, so delay purchases of outerwear until the school year begins. Non-fraternity men may shop for outerwear during vacation periods; these men may not attach any great importance to owning the current clothing styles shown in Manhattan. Perhaps, too, non-fraternity men feel there is no great difference in the styles of clothing available in their home towns or cities and that available in Manhattan. Shopping practices of college men should be investigated further; shopping practices might be studied in relation to the importance of owning current styles shown both in the home towns and cities of college men and in their college towns or cities. Findings from such an investigation may be welcomed by menswear retailers.

Researchers should investigate and improve the methods used in this study to obtain information concerning the social importance of clothing. More statements of beliefs regarding the importance of clothing fads and styles could be included in future studies where opinionnaires are used. The importance of style and comfort in clothing worn for many different occasions

could be more completely investigated through opinionnaire statements. Information concerning types of clothing needed for one's participation in both extra-curricular and living group activities may be more successfully obtained through questionnaires. A few of the participants indicated verbally they felt statements eliciting such information were used to check consistency of responses throughout the opinionnaire. Since each opinionnaire statement was different in content, consistency of responses could not have been checked. Some of the men could have unknowingly misinterpreted one or several statements concerning the types of clothing needed for participation in extra-curricular and living group activities. However, none of the participants asked for either clarification or explanation of any opinionnaire statement.

Finally, future similar studies should investigate each participant's knowledge of and interest in clothing styles, fads, and quality in relation to his beliefs about the social importance of clothing. If significant differences in clothing beliefs exist among members of a sampled population, such information could point up these differences. One's knowledge of and interest in clothing styles, fads, and quality could be studied in depth through an instrument such as an opinionnaire.

The present investigation only touched upon some of the social aspects of men's clothing. However, the subject is one

which deserves further attention from researchers since few reported data are available.

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ENGLISH WORDS

APPENDIX I

Statistical Analysis of Data

- A. Hypothesis: There is no difference between fraternity and non-fraternity men in beliefs about the social importance of clothing as measured by the importance of being well-dressed and owning clothing fads and clothing of the latest accepted style.

	Cumulative Category Scores				
	0	1	2	3	4
Fraternity	.0333	.2167	.4150	.8442	1.000
Non-Fraternity	.0554	.3046	.4975	.9087	1.000
^a Difference	.0221	.0879	.0817	.0645	. .

^aA difference of .2305 is significant at the .01 level, .1923 at the .05 level, and .1725 at the .10 level.

$P < .01$

Conclusion: The hypothesis was accepted.

- B. Hypothesis: There is no difference between fraternity and non-fraternity men in beliefs about the importance of clothing in social acceptance.

	Cumulative Category Scores				
	0	1	2	3	4
Fraternity	.0260	.2180	.3833	.8727	1.000
Non-Fraternity	.0333	.2513	.4653	.8993	1.000
^b Difference	.0073	.0333	.0820	.0266	. .

^b See footnote on page 63.

$P < .01$

Conclusion: The hypothesis was accepted.

C. Hypothesis: There is no difference between fraternity and non-fraternity men in beliefs about clothing needed for participation in the activities of one's living group.

	Cumulative Category Scores				
	0	1	2	3	4
Fraternity	.0482	.3700	.5736	.9409	1.000
Non-Fraternity	.0264	.2209	.4536	.9209	1.000
^c Difference	.0218	.1491	.1200	.0200	. .

^cSee footnote on page 63.

$P < .01$

Conclusion: The hypothesis was accepted.

- D. Hypothesis: There is no difference between fraternity and non-fraternity men in beliefs about clothing needed for participation in extra-curricular activities.

Cumulative Category Scores					
	0	1	2	3	4
Fraternity	.0483	.3433	.5767	.9600	1.000
Non-Fraternity	.0267	.3717	.5900	.9750	1.000
^d Difference	.0216	.0284	.0133	.0150	. .

^dSee footnote on page 63.

$P < .01$

Conclusion: The hypothesis was accepted.

E. Hypothesis: There is no difference between fraternity and non-fraternity men in beliefs about the influence of money available for clothing on quality, quantity, and style of clothing owned.

	Cumulative Category Scores				
	0	1	2	3	4
Fraternity	.0289	.2367	.3767	.9067	1.000
Non-Fraternity	.0311	.2955	.4600	.9222	1.000
*Difference	.0022	.0588	.0833	.0155	. .

*See footnote on page 63.

$P < .01$

Conclusion: The hypothesis was accepted.

APPENDIX II

Opinionnaire

Please respond to each of the following statements by circling one response for each statement. The response key: SA-strongly agree, A-agree, N-neutral, D-disagree, SD-strongly disagree.

- | | | | | | |
|--|----|---|---|---|----|
| 1. University men strive to be well-dressed. | SA | A | N | D | SD |
| 2. Close friends are good judges of one's clothing. | SA | A | N | D | SD |
| 3. A clothing fad is an exaggerated style, usually popular for a relatively short time. | SA | A | N | D | SD |
| 4. Style in clothing refers to a distinctive, up-to-date manner of dressing. | SA | A | N | D | SD |
| 5. Color, lines, and fabric texture are important in determining whether a garment is of the latest accepted style. | SA | A | N | D | SD |
| 6. Garment features, such as number of buttons on a suit coat, shape of a shirt collar, etc., are also important when determining whether a garment is of the latest accepted style. | SA | A | N | D | SD |
| 7. Since one is often judged by his appearance, one should be appropriately dressed at all times. | SA | A | N | D | SD |
| 8. Being appropriately dressed means dressing in a manner acceptable to other college men. | SA | A | N | D | SD |
| 9. Independent men, generally, own several sport coats or sweaters and slacks of the latest accepted style. | SA | A | N | D | SD |
| 10. One's clothing does not influence the number of extra-curricular activities in which one participates. | SA | A | N | D | SD |
| 11. The most expensive clothes are the most wanted by college men. | SA | A | N | D | SD |
| 12. A clothing fad, such as hobo hats, is seldom purchased by men with small incomes or allowances. | SA | A | N | D | SD |

- | | | | | | | |
|-----|---|----|---|---|---|----|
| 13. | Dressing according to the latest accepted styles indicates to others that one is well-dressed. | SA | A | N | D | SD |
| 14. | A college man would enjoy himself on a date more if the girl complimented him on his selection of clothing rather than if she said nothing. | SA | A | N | D | SD |
| 15. | When shopping for clothes, one buys clothing similar to that generally worn by other college men. | SA | A | N | D | SD |
| 16. | Only well-dressed men are asked to join fraternities. | SA | A | N | D | SD |
| 17. | Men who participate in several extra-curricular activities have more clothing than men who participate in few activities. | SA | A | N | D | SD |
| 18. | The amount of money a college man spends for clothing is a good indication of his financial status. | SA | A | N | D | SD |
| 19. | One needs both the newest fads as well as the latest styles to maintain an acceptable college wardrobe. | SA | A | N | D | SD |
| 20. | Comfort is more important than style in school clothes. | SA | A | N | D | SD |
| 21. | Being appropriately dressed means dressing in a manner similar to someone whose taste in clothing one admires. | SA | A | N | D | SD |
| 22. | A college man would feel ill-at-ease if a girl criticized him on his selection of clothing. | SA | A | N | D | SD |
| 23. | One strives to have clothing which is appropriate for activities of the living group to which he belongs. | SA | A | N | D | SD |
| 24. | Independent men need approximately the same quantity of school clothes fraternity men need. | SA | A | N | D | SD |
| 25. | One's clothing does not influence the type of extra-curricular activities in which one participates. | SA | A | N | D | SD |

- | | | | | | | |
|-----|--|----|---|---|---|----|
| 26. | College men with much money to spend for clothing own more clothes than those having little to spend for clothing. | SA | A | N | D | SD |
| 27. | Style is more important than comfort in sport coats and suits. | SA | A | N | D | SD |
| 28. | One is at ease when he feels appropriately dressed. | SA | A | N | D | SD |
| 29. | Girls seldom date sloppily dressed college men. | SA | A | N | D | SD |
| 30. | College men are embarrassed if their friends are sloppily dressed. | SA | A | N | D | SD |
| 31. | One purchases a clothing fad because his room mate(s) and/or close friends do. | SA | A | N | D | SD |
| 32. | A college man would feel more at ease if his parents complimented him on his selection of clothing rather than if they said nothing. | SA | A | N | D | SD |
| 33. | Fraternity men are expected to own several sport coats or sweaters and slacks of the latest accepted style. | SA | A | N | D | SD |
| 34. | Well-dressed men participate in more extra-curricular activities than men who aren't considered well-dressed. | SA | A | N | D | SD |
| 35. | College men with much money to spend for clothing are the first to be seen in new clothing styles. | SA | A | N | D | SD |
| 36. | Comfort is more important than style in sweaters and slacks. | SA | A | N | D | SD |
| 37. | Being appropriately dressed means dressing in a manner acceptable to one's girl friend(s). | SA | A | N | D | SD |
| 38. | Fraternity men need more sweaters and slacks than independent men. | SA | A | N | D | SD |
| 39. | A college man would rather own few school clothes of good quality than many of lesser quality. | SA | A | N | D | SD |

- | | | | | | | |
|-----|---|----|---|---|---|----|
| 40. | Men who participate in several extra-curricular activities need more clothing than men who participate in few activities. | SA | A | N | D | SD |
| 41. | Style is more important than comfort in a dinner jacket. | SA | A | N | D | SD |
| 42. | Clothes make the man. | SA | A | N | D | SD |
| 43. | Adopting a clothing fad indicates that one wishes to be part of a particular group. | SA | A | N | D | SD |
| 44. | Fraternity men need two or three dress suits while independent men need one. | SA | A | N | D | SD |
| 45. | A college man would rather own few sport coats and suits of good quality than many of lesser quality. | SA | A | N | D | SD |
| 46. | Clothing fads are ignored by well-dressed college men. | SA | A | N | D | SD |
| 47. | Style is more important than comfort in a dress suit. | SA | A | N | D | SD |
| 48. | College men are more favorably impressed by a well-dressed college man than a poorly dressed man. | SA | A | N | D | SD |
| 49. | Being appropriately dressed means dressing in a manner acceptable to one's parents. | SA | A | N | D | SD |
| 50. | Independent men need more sport coats than fraternity men. | SA | A | N | D | SD |
| 51. | One becomes easily embarrassed when another college man criticizes him on his selection of clothing. | SA | A | N | D | SD |
| 52. | A college man would rather own few sweaters and slacks of good quality than many of lesser quality. | SA | A | N | D | SD |
| 53. | Well-dressed men have little trouble getting dates with girls. | SA | A | N | D | SD |
| 54. | Campus clothing style leaders are well-known by both men and women students. | SA | A | N | D | SD |

- | | | | | | |
|---|----|---|---|---|----|
| 55. Clothing which is no longer of the latest accepted style makes one feel conspicuous when worn. | SA | A | N | D | SD |
| 56. There is little difference in the style of clothing worn by fraternity men and that worn by independent men. | SA | A | N | D | SD |
| 57. College men with much money to spend for clothing participate in more extra-curricular activities than those having little to spend for clothing. | SA | A | N | D | SD |
| 58. A college man would rather own one dress suit of good quality than two or three of lesser quality. | SA | A | N | D | SD |
| 59. Girls prefer to date well-dressed college men. | SA | A | N | D | SD |
| 60. There is little difference in the quality of clothing worn by independent men and that worn by fraternity men. | SA | A | N | D | SD |
| 61. College men prefer well-dressed friends. | SA | A | N | D | SD |
| 62. College men own at least one item of clothing which may be considered a clothing fad. | SA | A | N | D | SD |
| 63. One pays more attention to clothing when giving a report in class than when attending a class lecture. | SA | A | N | D | SD |
| 64. Independent men, generally, have as many clothes as fraternity men. | SA | A | N | D | SD |
| 65. Clothing which is no longer of the latest accepted style should be discarded. | SA | A | N | D | SD |

Questionnaire

The following questions are designed to give the researcher more information about you. All answers will be kept confidential.

1. Presently, do you reside in _____ a fraternity house? _____ in Goodnow Hall?

2. Indicate the number of activities for each group listed in which you participate.

<u> </u> intramural or varsity sports	<u> </u> professional interest groups, such as the Ag Econ club, Chancery club, American Society for Mechanical Engineers, etc.
<u> </u> student government	<u> </u> hobby clubs, such as the Sports Car club
<u> </u> student union committees	<u> </u> honorary organizations
<u> </u> debate	<u> </u> others (list) <u> </u>
<u> </u> music groups	
<u> </u> religious groups	
<u> </u> student publications	

3. Check the way(s) in which your education is being financed.

<u> </u> parents	<u> </u> work
<u> </u> loan	<u> </u> relatives or friends
<u> </u> scholarship	<u> </u> other (list) <u> </u>
<u> </u> G. I. (government issue)	

4. If you work, about what percent of the total amount spent for college is earned by you?

5. After books, tuition, room and board have been paid for, approximately how much do you spend monthly?

<u> </u> \$0-49	<u> </u> \$100-199
<u> </u> \$50-99	<u> </u> Over \$200

6. Do you consider the amount you spend for clothing:
 more than adequate? less than adequate?
 adequate?

7. Is your home located:

<u> </u> in a rural area, or town under 1,000 population?	<u> </u> in a city (over 10,000)?
<u> </u> in town (1,000-9,999)?	

8. Do you shop for most outerwear, such as suits, coats, jackets, slacks, etc.:

<u> </u> in your home town or city?	<u> </u> in Manhattan?
<u> </u> in another town or city?	

9. Fill in the information about your brothers and sisters.

	Number	Ages
Brothers		
Sisters		

BELIEFS EXPRESSED BY SELECTED COLLEGE MEN
CONCERNING THE SOCIAL IMPORTANCE OF CLOTHING

by

KATHLEEN SCHULTIS PETERS

B. S., Kansas State University, 1959

AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the

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Beliefs expressed by fraternity and non-fraternity men concerning the social importance of clothing were studied. A review of literature revealed that little organized data is available concerning the social aspects of men's clothing.

A Likert-type attitude scale was the basis for the opinionnaire used to measure clothing beliefs. A short-answer questionnaire was used to gather socio-economic background information. Two-hundred sophomore men attending Kansas State University--100 fraternity and 100 non-fraternity--participated in the study. The Kolmogorov-Smirnov two-sample test detected no significant differences at the .01, .05, and .10 levels in beliefs about the social importance of clothing expressed by the two groups.

A majority of the men agreed that clothing was important socially as measured by the importance of being well-dressed and owning clothing fads and clothing of the latest accepted styles. However, the men did not agree on the meaning of the term, "well-dressed." Fads were apparently as important as styles in clothing. A greater number of non-fraternity than fraternity men indicated comfort was more important than style in clothing worn for different occasions.

Over half of the men indicated clothing played an important role in one's acceptance by others. The respondents believed that well-dressed college men were well-known by other students; they preferred well-dressed friends. The men liked

to be complimented on their clothing but were embarrassed when criticized.

A greater number of non-fraternity than fraternity men agreed that one's living group influenced the type and quantity of clothing needed. They indicated that fraternity men needed more dress clothing than non-fraternity men, and that non-fraternity men needed more casual clothing. The respondents believed fraternity men owned more clothing than non-fraternity men.

Approximately half of the men indicated clothing influenced one's participation in extra-curricular activities. The men agreed that those engaging in several campus activities needed more clothing than those participating in few. A greater number of fraternity than non-fraternity men participated in extra-curricular activities.

Over half of the men believed one's income or allowance influenced the quantity, quality, and style of clothing owned. They believed college men strive to be well-dressed, but one need not be expensively dressed to be well-dressed. The men indicated they preferred quality rather than quantity in clothing. Most of the men were satisfied with the amount of money available for clothing; a majority of the men reported spending relatively little for clothing. Nearly half of the men shopped for most outerwear in their home towns or cities.

Approximately half of the participants were from cities having at least 10,000 residents, and nearly all graduated from

public high schools. Most of the men were enrolled in the School of Arts and Sciences; the School of Engineering and Architecture claimed the next highest number of enrollees. A majority of the men indicated their educations were being financed by either parents or wages earned; over 10% of each group reported they were totally self-supporting. Families of the fraternity and non-fraternity men differed so slightly in educational background and size that no test to detect significant differences was applied.