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FACTORS AFFECTING PERCEPTION
OF FIT OF JEANS

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THESIS

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By

Hsin-Teh Chen, B.S.

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The purpose of this research was to determine if perception of fit in jeans will vary by target wearer, sex, educational background, political-social attitudes, and brand name. One hundred and sixteen usable questionnaires were completed by students enrolled in the 1987 spring semester at a university in North Texas. The questionnaire gathered data about perception of fit in jeans, social-political attitudes, clothing interest, and jeans consumption. No differences were found between perception of fit by sex or target wearer. Factors found to affect perception of fit were educational background, political-social attitudes, brand name, and clothing interest. Subjects indicated fit was the most important factor considered when purchasing jeans.

TABLE OF CONTENTS

	Page
LIST OF TABLES	v
Chapter	
I. INTRODUCTION	1
Background of the Study	
Significance of the Study	
Statement of the Problem	
Hypotheses	
Subjects	
Delimitations	
Basic Assumptions	
Definition of Terms	
Chapter Bibliography	
II. REVIEW OF RELATED LITERATURE	10
Individuals' Clothing Preferences	
Clothing Preference by Target Wearer	
Clothing Preference by Sex	
Clothing Preference by Educational	
Background	
Clothing Preference by Attitudes	
Conformity in Clothing	
Individuals' Fit Preferences	
The Influence of Brand Names	
Summary	
Chapter Bibliography	
III. METHODS AND PROCEDURES	38
Subjects	
Instrumentation and Methodology	
Analysis of Data	
Chapter Bibliography	

Chapter	Page
IV. RESULTS	43
Introduction	
Descriptive Statistics	
Choice and Rating of Best Fitting Jeans	
Analysis of Variance and Correlation	
Discussion	
Chapter Bibliography	
V. SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS . . .	76
Summary	
Conclusions	
Recommendations	
APPENDICES	83
BIBLIOGRAPHY	109

LIST OF TABLES

Table	Page
I. Classification of Subjects	44
II. Estimated Yearly Clothing Expenditure	45
III. Estimated Yearly Jeans Expenditure	45
IV. Wearing Frequencies of Jeans	46
V. Appropriate Place to Wear Jeans	47
VI. Brand Preference	47
VII. Appropriate Age Group for Jeans	48
VIII. Best Fitting Brand	49
IX. Frequency Distribution of Preference for Watching People in Tight Fitting Jeans	50
X. Frequency Distribution for Characteristics Concerned by Viewers of Person in Tight Fitting Jeans	51
XI. Fitting Problems	51
XII. Ranking of Factors Affecting Jeans Purchasing	52
XIII. Size of Women's Jeans Perceived to be the Best Fit	54
XIV. Size of Men's Jeans Perceived to be the Best Fit	55
XV. Best Fitting Size of Jeans for Self	55
XVI. Scores on Clothing Interest Scale	57
XVII. Mean Ratings of Women's Jeans Chosen as the Best Fit by Social-Political Attitudes	59

Table	Page
XVIII. Mean Ratings of Women's Jeans Chosen as the Best Fit by College Majors	60
XIX. Mean Ratings of Men's Jeans Chosen as the Best Fit by Social- Political Attitudes	62
XX. ANOVA: Choice of Best Fitting Jeans by Sex .	84
XXI. ANOVA: Choice of Best Fitting Jeans by Majors	84
XXII. ANOVA: Radicalism-Conservatism by Rating and Choice of Best Fitting Jeans	85
XXIII. ANOVA: Attitudes Toward Women by Rating and Choice of Best Fitting Jeans	85
XXIV. ANOVA: Choice of Best Fitting Jeans by Brand Name	86
XXV. ANOVA: Clothing Interest by Rating and Choice of Best Fitting Jeans	86
XXVI. ANOVA: Choice of Best Fitting Jeans by Practicality	87
XXVII. ANOVA: Exhibitionism by Rating and Choice of Best Fitting Jeans	87
XXVIII. ANOVA: Clothing Consciousness by Rating and Choice of Best Fitting Jeans	88
XXIX. ANOVA: Designer by Rating and Choice of Best Fitting Jeans	88

CHAPTER I

INTRODUCTION

Background of the Study

Fit is a decisive factor in a clothing sale. When a customer is attracted by a specific article of clothing, the size that is expected to be the right size is selected and generally tried on in the fitting room. A customer may decide not to purchase a garment because of poor fit even if the style, color, and price are satisfactory (Simrick, 1983).

In order to fit as many people as possible, different sizes have been developed to accommodate different body builds. However, standard size specifications have not been developed, and size numbers do not represent the same body measurements for every manufacturer. A size 8 or 10 of one company may be a size 12 or 14 of another (Kefgen & Touchie-Specht, 1986; Kidwell & Christman, 1974). In addition, perceptions of what constitutes good fit varies between people. Closely fitted clothing may feel comfortable to some people while other people prefer loose-fitting clothing (Kefgen & Touchie-Specht, 1986). Because of a lack of standard measurements and different fit preferences, fit remains a major problem in the ready-to-wear industry.

Although good fit is important in all aspects of apparel, it is especially important in the jeans business. A vice president of advertising and public relations for Jordache jeans pointed out that jeans are by nature a tight-fitting product and a young body in a well-fitting pair of jeans is the most beautiful view (Conant & Kreimerman, 1986). Fit is emphasized more in jeans advertisements than in advertisements of other apparel products. Many jeans advertisements contain slogans referring to fit such as "'Lee, the jeans that fit,' 'They are the jeans with the perfect fit,' 'They fit in all the right places,' and 'Proportioned-to-fit'" ("Waist Gap," 1985). Fit is so important to one jeans company, Guess?, that a \$10 million dollar advertising campaign was planned in 1986 to guarantee the success of their "form-fitting" jeans (Conant, 1986). In addition, articles about how to select jeans with flattering fit can be found in fashion oriented or consumer oriented magazines such as Mademoiselle, Glamour, Seventeen, and Consumers' Research Magazine. In a study conducted for Clothes Etc., a majority of students stated that they would pay anything for a pair of well-fitting and flattering jeans ("Jeans: The," 1978). In another study about preferred qualities of jeans, 89.55% of 201 subjects indicated fit was the most important factor when they made a jeans purchase (Young, 1979).

Significance of the Study

In the 1970's, the status symbol of designer labels and the increased purchasing power of the baby boomers boosted jeans sales to record levels (Packard, 1981; Snyder, 1984). Jeans became a fashion item ("American Jeans," 1986). Recently, the jeans market has slowed down because of the decreasing importance of designer labels, increased competition from other types of casual wear (Holman & Wiener, 1985), and the growing up of the baby-boomers (Cocks, 1984; Rozan, 1984). In 1985, sales were only 460 million pairs, down from 600 million pairs in 1981 and 525 million pairs in 1982 ("American Jeans," 1986; "Focus on," 1983).

Holman and Wiener (1985) pointed out that substantial consumer insight is necessary in order for jeans manufacturers to compete in the highly competitive retail market. Because good fit is critical, a study of factors affecting consumers' perception of fit in jeans might help manufacturers serve consumers better by producing better fitting jeans, resulting in increased competitive potential and profits for the manufacturers and retailers.

Statement of the Problem

The purpose of this study is to investigate how target wearer, sex, educational background, political-social attitudes, and brand name affect consumers' perceptions of fit in jeans.

Hypotheses

The study will be guided by the following hypotheses:

1. Perception of fit in jeans will vary by target wearer (self versus others).
2. Perception of fit in jeans will vary by sex of subjects.
3. Perception of fit in jeans will vary by educational background.
4. Perception of fit in jeans will vary by political-social attitudes (conservative vs. liberal).
5. Perception of fit in jeans will vary by brand name..

Subjects

One hundred and seventeen subjects, from different colleges and schools, enrolled in Spring, 1987, classes at North Texas State University volunteered to participate in this study.

Delimitations

Only straight leg basic style jeans, with 5 pockets and zipper fly front, were used in this study, and subjects were limited to students at North Texas State University.

Basic Assumptions

This study is based on the following assumptions: (1) fit is a major influence on consumers' jeans purchasing decisions, and (2) jeans are a commonly purchased apparel item for college students.

Definition of Terms

Attitude -- a relatively enduring organization of interrelated beliefs that describe, evaluate, and advocate action with respect to an object or situation, with each belief having cognitive, affective, and behavioral components (Rokeach, 1968).

Clothing Awareness -- an individual's recognition of items of dress and their meanings (Sproles, 1979).

Clothing Interest Scale -- consists of four factors: (1) Clothing Consciousness: concern with clothes; (2) Exhibitionism: interest in wearing revealing clothes; (3) Practicality: interest in the practical as opposed to the aesthetic value of clothes; and (4) Designer: interest in pursuing a career in a clothing related field (Rosenfeld & Plax, 1977).

Educational Background -- the major area of study chosen by students in a college or a university.

Good Fit -- a pant with good fit will hang from the waistline to the hemline without the appearance of strain, tightness, gapping, or looseness. The pant will appear neither too short nor too long from waistline to hemline. It will appear neither too tight nor too loose for comfort. The figure need not be perfectly symmetrical, the proportions and stance may be less than ideal, but good fit will make the pant align properly (Armstrong, 1987).

Orthodoxy -- overt or covert behavior that is channeled by religious beliefs or practice, and is expressed in the acceptance or rejection of the institutional norms (Christiansen & Kernaleguen, 1971); officially accepted by any particular social grouping (English & English, 1958).

Personality -- the dynamic organization within the individual of those psychophysical systems that determine the individual's unique adjustments to the environment (Allport, 1937).

Self-Concept -- individuals' perception of their own characteristics, their abilities, or their failings, their appearance, and the total organization of characteristics which are perceived as distinguishing that person as an individual (Ryan, 1966).

Self-Perception -- awareness of the various components that constitute the self, that is, one's unique feelings, impulses, aspirations, and personality characteristics (Goldenson, 1984).

Status Symbol -- any object, figure, or image, such as clothes, used to indicate a present or a desired position (Kness & Densmore, 1976).

Target Wearer -- the person who is the wearer of jeans (self or other person) in this study.

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CHAPTER II

REVIEW OF RELATED LITERATURE

Individuals' Clothing Preferences

An individual's clothing preference is affected by several factors such as the perception of self (Buckley & Roach, 1974; Kaiser, 1985), personal values (Aiken, 1963; Kaiser, 1985; Rosenfeld & Plax, 1977), sex (Baumgartner, 1963; Rosenfeld & Plax, 1977), educational background (Rucker, Hughes, Utts, & Bruno, 1982; Schneider, Hastorf, & Ellsworth, 1985), and attitudes (Barnes & Rosenthal, 1985; Kaiser, 1985; Kness & Densmore, 1976; Levin & Black, 1970; Mitchell, 1983).

Clothing Preference by Target Wearer

Self-perception-- Mead (1934) separated "self" into two entities: the "I" and the "me," and attributed the impulse to individuality to the "I" self and the desire of conformity to the "me" self. Self-concept was dichotomized by Ryan (1966) as the somatic self-- the bodily self or the perceived physical characteristics, and the social-self-- the sort-of-person-I-am or as a member of a group. According to Ryan (1966) an individual's clothing selection reflects personal taste and preferences and helps an

individual establish self-concept while self-concept in turn influences an individual's selection of clothing.

Clothing and appearance are important to the development, maintenance, and modification of self-concept. Stone (1962) suggested that individuals could present personal identity, attitudes, needs, and values through personal appearance such as dress, cosmetics, gestures, and body movements. In a study of 160 subjects who completed the Sixteen Personality Factors Questionnaire, Aiken (1963) found that conventional and conforming people valued clothing based on the "decoration" need; more sociable and self-controlled people valued "comfort" in clothing; socially conscientious and uncomplicated people valued "interest" in clothing; socially conforming and restrained people valued "conformity" in clothing; and responsible and efficient people valued "economy" in clothing.

Clothing can be used as a nonverbal communication technique to project a certain image to others (Davis & Lennon, 1985). Personal attributes such as sex, age, nationality, relation to opposite sex, socioeconomic status, specific group identification, occupational or official status, mood, and interests can also be expressed by clothing (Knapp, 1978).

Perception of others-- The effect of clothing on the perception of other people's personality, occupation, and

status has been highly documented. Kaiser (1985) pointed out that clothing plays an important role in first impressions, affects perceiver's behaviors, and is generally used to predict an individual's personality.

Judging people by their clothing is not limited to adults. Children also assume differences in personality based on clothing. Two Toronto sociologists found that grade school children referred to well-dressed men as executives, honest, happy, and successful; and referred to poorly-dressed men as lazy and likely to hang around ("The Power," 1979). Another study, conducted in a high school, reported that the width of jeans legs was used to judge a person. Straight leg jeans were perceived as worn by "students who went to class and didn't smoke," and bell-bottom jeans were worn by "bad kids" (Dienstfrey, 1982).

Self-perception versus perception of others-- An individual's self-perception is not necessarily the same as the perception of others. Kaiser (1985) pointed out that access to internal cues is the key point. Generally, internal cues are used in self-perception while external cues such as appearance are frequently utilized in perceiving others. Kleinke (1978) concluded from several studies that individuals tend to attribute their behaviors to external factors in the situation or environment but

attribute others' behaviors to dispositions or personality traits. Kleinke (1978) concluded that people observe their own behaviors and others' behaviors from two different perspectives. When viewing others' behaviors, the observer is aware of others' facial expressions, gestures, or voices; but when viewing one's own behaviors an individual is more aware of variables in the situation or environment.

Storms (1973) reported that individuals generally attributed their own behaviors to situational causes but were more likely to attribute others' behaviors to dispositional causes. After viewing a videotape of their own behaviors, subjects attributed less situational causes to their own behaviors. The finding supported the idea that individuals can see the environment better than their own behaviors, but see behaviors of others better than their environments. Individuals tend to attribute socially undesirable behavior of others to dispositions, and perceive others as being responsible for their negative outcomes, but seldom hold themselves responsible for their own negative outcomes (Stephan, 1975). Individuals also tend to give positive reasons for their own behavior but give negative evaluations to behaviors of others (Stephan, 1975).

In addition to giving different attributions or evaluations to behavior of self and others, individuals also give different reasons for personal choices of self and of

others. Male college students were asked to give the reason for choosing a particular girl friend or major field (Nisbett, Caputo, Legant, & Marecek, 1973). They attributed their own choices to properties of the target. The most significant reasons given for choice of a particular dating partner for the self were qualities of the partner such as attractiveness, intelligence, relaxedness, sexual responsiveness, fun-loving and affectionate. Intellectual rewards, freedom of approach, breadth of interests covered, and route to an understanding of the world were reasons for choice of a particular major for the self. Subjects attributed others' choices to their dispositions such as needs, interests, and personality. Dispositional terms such as "they need someone they can relax with" or "they need the degree" were the reasons given for others' choice of a particular dating partner or major (Nisbett et al., 1973).

Since different reasons are given for choice of dating partner and major for one's self and for others, the reasons given for clothing choices by self and others may also be different. The implication is further supported by a study of 201 consumers and 49 jeans manufacturers (Young, 1979), which concluded that manufacturers and consumers weighted differently the significance of factors influencing jeans purchasing.

Though there are a number of studies on the impact of self-perception on clothing selection, the effect of clothing on personal perceptions, and the difference between self-perception and perception of others, no study has specifically addressed perception of clothing fit by target wearer (self vs. other). It can be concluded from previously cited studies that individuals have different perceptions of self and others, observe the behavior of self and others from different perspectives, use different adjectives to describe self and others, attribute different causes or give different evaluations to behavior of self and others, and give different reasons for certain choices of self and others. Thus, different perceptions of clothing fit by target wearer may be predicted; i.e., fit perceived as good for self may be perceived as poor for others.

Clothing Preference by Sex

Rosenfeld & Plax (1977) reported different clothing interests by sex. Female college students were reported to spend more money on clothing than males (Baumgartner, 1963). A significant difference in body self-image for males and females has been reported (Rook, 1985). Young men generally have a more positive body self-image than do young women. Differences in body self-image are likely to affect product choice and clothing usage (Rook, 1985).

A study of 50 female college students and 50 male college students in the north Texas area found that the significance of fit to jeans purchasing was different for females and males (Reid, 1982). A significantly high proportion of female subjects (92%) as compared to male subjects (78%) indicated that fit was the most important factor when purchasing a pair of jeans.

Edmonds and Cahoon (1984) found that females were likely to recognize the sexual impact of clothing styles on males, and sexually exciting clothing was preferred by females who had the self-image of being sexually attractive. However, in a study of males' and females' preferences for bust revealing clothing, no-bra, see-through blouse, and nipple visible styles were selected by a higher proportion of males than females (Wildman, Wildman, Brown, & Trice, 1976). McCullough, Miller, and Ford (1977) concluded that females recognize the impact of sexually attractive clothing and do wear this type of clothing occasionally; however, females generally prefer modest clothes to conceal their bodies, while males generally prefer seeing females in body-revealing clothes. Males and females differ in body self-image and clothing interest; thus, it can be predicted that males and females may differ in their perceptions of what constitutes a good fit in clothing.

Clothing Preference by Educational Background

People of different educational backgrounds are likely to have different clothing interests. For example, dancers are more sensitive to body cues than to facial cues (Schneider et al., 1979); thus, they may be more sensitive to fit of clothing. A study of clothing stereotypes on a college campus indicated that students in the textiles and clothing department were associated with formal wear while students in the animal science department were associated with casual clothing (Rucker et al., 1982). Jeans were particularly associated with engineering, psychology, and animal science majors. Rosencranz (1972) indicated that students from home economics, arts, humanities, and social sciences are more aware of clothing than are those in engineering or sciences.

In a study of 70 male college students from different classifications (freshman, sophomore, junior, and senior) and majors, subjects were categorized into 3 groups-- radical, norm, and traditional groups (Thomas, 1973). The radical group consisted of students who wore long hair, beards, flamboyant colors, colored beads, other accessories, and unpressed or dirty clothing. The traditional group wore short or crew-cut hair, dress slacks, and traditional-cut sports shirt. The norm group, falling between the radical and the traditional group, wore a wide variety of styles

such as jeans or plain slacks with buttondown or sports shirts, which were not as extreme as the clothes of either the radical or the traditional group. Year in college was not significantly related to students' clothing selections, but major in college was significantly related to clothing selection. Conservative attire was favored by engineering and business students; radical attire was favored by humanities students, while most of the students in the norm group had not indicated a major (Thomas, 1973).

It is clear that clothing preferences differ among different majors in college. If students of different educational backgrounds have different clothing preferences, they are also likely to have different preference of fit in clothing.

Clothing Preference by Attitudes

Kness and Densmore (1976) concluded that conservative social-political beliefs are reflected in choosing and wearing traditional clothing, dressing to be in style, changing styles later, attaching more status symbol power to clothing, using clothing to judge and choose friends, and being more conservative in attitudes toward using clothing. Ryan (1966) found that people with high religious values preferred modesty in clothing. Levin and Black (1970) concluded that individuals with liberal social attitudes are more likely to accept liberal modes of dress and appearance,

with females showing a stronger tendency to accept liberal modes than males. College students may predict an individual's political attitudes along a liberal-conservative dimension by clothing cues (Kness & Densmore, 1976). Students wearing traditional clothing, such as straight-cut pants, sweaters, and pressed tailored shirts, were perceived by subjects as conservative. Students perceived as having liberal attitudes wore unpressed jeans or bell-bottoms, and unpressed shirts with an emphasis on comfort. Subjects also indicated that they wore clothing styles corresponding to their own political attitudes. A similar study found a significantly positive correlation between political liberalism and clothing radicalism (Thomas, 1973). Students with liberal political attitudes preferred radical attire such as long hair and beards, flamboyant colors, and unpressed and dirty clothes; while, students with conservative political attitudes preferred traditional attire such as short or crew-cut hair, dress slacks, and traditional-cut sports shirt.

Lind and Roach-Higgins (1985) concluded from a number of similar studies (Buckley & Roach, 1974; Kness & Densmore, 1976; Levin & Black, 1970) that faded, patched jeans, working shirts, hiking boots, and long hair worn by political activists of the 1960's were used by minority college students as a symbol of liberal social-political

attitudes. In a study of 259 college students, 82 males and 177 females, from two universities, Mathes and Kempher (1976) concluded that certain clothing styles were believed to indicate liberal sexual attitudes and behavior.

Tank-tops, open-shirts, hip-hugger pants, cut-offs, and net shirts were believed to be worn by male college students to indicate their liberal sexual attitudes and behavior, while female students wore cut-offs, hip-hugger pants, top-exposing midriffs, and halter tops (Mathes & Kempher, 1976).

In the The Nine American Lifestyles, Mitchell (1983) found evidence of a relationship between purchase of jeans and personal attitudes, values, and life styles. Mitchell (1983) found that a person with conservative attitudes generally preferred formal wear such as suits, dress shirts, and sports coats, while a person with liberal attitudes tended to prefer informal attire, especially jeans. In fact, jeans comprised the majority of the liberal person's wardrobe.

A study of single women students at a Mormon college reported a significant relationship between orthodoxy and total conservatism-modesty. A significantly positive relationship existed between orthodoxy and each of four factors in a Conservative-Modest Scale-- body exposure, style, length, and fit of clothing (Christiansen &

Kernaleguen, 1971). Thus a relationship between political-social attitudes and fit of clothes could be hypothesized.

Conformity in Clothing

Positive correlations between clothing worn and both group acceptance and socio-economic class have been reported. A majority of subjects indicated that they dressed to conform to the norm of their peer groups (Takahashi & Newton, 1967), and conformity in dress was related to individuals' desires to be accepted and liked (Taylor & Compton, 1968). Buckley and Roach (1983) found a positive relationship between similarity in dress and willingness to work together. In a study of the relationship among clothing choices, personality, and peer conformity, it was found that adolescent's clothing choices varied according to the magnitude of peer conformity (Gurel, Wilbur, & Gurel, 1972).

Another study categorized subjects as either conformists or nonconformists based the similarity or dissimilarity in clothing between subjects and their peer group (Lowe & Anspack, 1978). Three social restrictions, student role, lack of self-confidence in choosing own clothes, and dissatisfaction with previous choices, were reported to be significantly correlated with freedom in dress. The nonconformist was less restricted by the student

role and had less need for public approval than the conformist. A study of 121 boys and 110 girls from the sophomore class of a high school found that conformity to the clothing mode was a factor in peer acceptance. Conformity with regard to trouser length, skirt length, cut of garment, and fit were the most important characteristics looked for (Smucker & Creekmore, 1972).

Slater (1985) suggested that peer-group influence significantly affects the decision on how close the fit should be. American teenagers emphasize body contours in jeans and claim that a body should appear as though it was poured into the jeans, and as if the jeans will never be removed except if they are cut off. An Arab boy, who has worn loose, flowing robes, will begin to wear the snug-tight jeans as the U. S. boys do after he comes to the United States (Slater, 1985).

In addition to conformity to the peer-group, socio-economic class, sex roles, student roles, and attitudes; the importance of clothing conformity to the situation was also reported. A person with liberal attire but conservative behavior or a person with conservative attire but liberal behavior was likely to be associated with mental illness (Knox & Mancuso, 1981). One hundred and eighty junior college students participated in the study in which videotapes of 3 different attire sets-- radical,

neutral, and conservative-- were used. Jewelry, head band, a collarless shirt, sandals, and jeans comprised the radical attire; conventional, open-collared shirt, slacks, and shoes comprised the neutral attire; and suit, tie, shoes, hair parted and combed down comprised the conservative attire. The same individual appeared in all three videotapes and the same scenario was used. The same individual, wearing different attire in each videotape, was seen discussing a buying decision after consulting either a stock broker or an astrologer. An inconsistent situation was either the radically attired person who had consulted a broker or the conservatively attired person who had consulted an astrologer. More favorable evaluations were given to the congruent conditions. Mental illness was attributed to the inconsistent person, while positive mental health was associated with the congruent person.

Theoretical Background

The importance of conformity or similarity in clothing can be explained by cognitive consistency and balance theories. The existence of dissonance or imbalance is psychologically uncomfortable, and eventually will motivate people to reduce the dissonance and achieve consonance (Festinger, 1968; Heider, 1958). According to Festinger (1968), individuals tend to avoid situations and information which would increase dissonance. Social support is believed

to be one of the many ways to reduce dissonance. Obtaining agreement from others and seeking information from mass media such as advertisements are two means of increasing social support (Festinger, 1968). Social contact is important in reducing dissonance or imbalance and is facilitated by conformity in clothing. Therefore, conformity in clothing should help individuals to achieve a balanced state. Sproles (1979) concluded from several studies that conformity in clothing affects a person's perception of security because conformity is a means for achieving social approval and reducing the fear of ridicule or social disapproval. Since a consonant state is desired and conformity in clothing is a means to achieve consonance, individuals will more likely dress according to the norm for their personality, sex role, and educational or occupational background.

Balance theory can also help explain the relationship between clothing preference and an individual's political-social attitudes. Kaiser (1985) pointed out that individuals tend to behave and dress differently according to their sex, beliefs, and attitudes in order to achieve a consonant status. An unbalanced situation would be created if an individual's clothing did not correspond to that individual's attitudes. People with conservative political-social attitudes prefer conventional and formal

wear; people with liberal attitudes place emphasis on freedom of clothing choice and prefer informal attire (Buckley & Roach, 1974; Kness & Densmore, 1976; Levin & Black, 1970). Dissonance in behavior or dress is visually unpleasant and has a negative effect on observers (Kaiser, 1985).

Individuals' Fit Preferences

Clothing is made to fit people's bodies in different degrees of tightness, from a very loose, flowing style to a skin tight contoured fit. Each degree of tightness of fit is acceptable in a specific situation; a long, voluminous evening gown has to flow down from the body to be attractive while a pair of jeans with the same flowing fit would embarrass the wearer (Slater, 1985). The fit of clothing affects people's comfort both physically and psychologically, and the psychological discomfort of "fitting wrongly" is tolerated less than physical discomfort such as constriction and lack of wearing ease (Slater, 1985).

Only a few studies address the fit of clothing from the psychological aspect. Kefgen & Touchie-Specht (1986) categorized both snug-tight and baggy fitting as poor fitting and pointed out that this type of clothing is used to portray comical and pathetic roles in the theater. Rucker, Taber, and Harrison (1981) reported a significantly

positive relationship between the fit of clothing and the prestige of occupation; the closer and more tailored fit, the higher the prestige.

This researcher could not find any studies specifically addressing the fit of jeans, though Holman and Wiener (1985) questioned if tight fitting designer jeans appealed to the narcissism and exhibitionism of the young I-Am-Me's and if this appeal would diminish with increasing maturity. Slater (1985) ranked tight jeans as the world's third worst strangulation device after garrottes and boa constrictors. Snug-tight jeans are believed to cause additional discomfort in the form of dermatitis and yeast infections. The reason why some people prefer wearing snug-tight jeans is because of the psychological comfort (Slater, 1985). Slater (1985) indicated that people tend to dress conforming to their peer groups, which sometimes induces people to trade in their physical comfort for psychological comfort and the illusion that they are wearing the ideal garment.

In summary, casual wear or radical attire, more exposing or seductive clothing, unpressed, patched, faded, looser, hip-hugging, and less constructed types of clothing are usually associated with younger, liberal arts or humanities related majors, or socially/politically liberal people. Formal or conservative attire, especially more tailored fit, pressed, straight-cut legs, more constructed,

and socially-conforming clothing is usually associated with older students, engineering, science or business oriented majors, or socially/politically conservative people. Thus, it may be predicted that a student who is older, has conservative attitudes, or is a business or science-oriented major may prefer a moderate or tailored fit, while an individual who is young, has liberal attitudes, or is from a liberal arts and humanities related major may be more liberal concerning fit, wearing jeans in more extreme styles-- baggy to snug-tight.

The Influence of Brand Names

Consumers purchase certain merchandise for its meaning as well as the function (Levy, 1959). Status associated with certain brand names is reported to influence consumers' perceptions of quality and value of merchandise and therefore the willingness to buy (Dodds & Monroe, 1985). Middle-class women are especially sensitive to status symbols (Cassell, 1974). They may wear designer label clothing to indicate the position of their husbands. Sensitiveness to status symbols emerges sometime between preschool and second grade and begins to decline after college age (Belk, Bahn, & Mayer, 1982). Belk et al. (1982) concluded that college students are very sensitive to status symbols, and there is a tendency for males to be more sensitive to status symbols of some product categories than females.

In a college survey about jeans consumption, three brand names out of 22 different labels were identified by 90% of the subjects, and fit was the major factor for the preference of these three brand names ("Jeans: The," 1978). Another study of college students found the brand names of jeans made a significant difference in impression of the wearer (Workman, 1986). A more positive image was associated with designer jeans and national brand jeans, while a more negative impression was associated with store brand jeans. Wearers of J. C. Penney jeans were associated with being less fashionable, having a poorer personality, having less interest in fashion, being less popular, being poorer, being less sociable, being less sophisticated, having a smaller wardrobe, and being heavier. Wearers of Calvin Klein jeans were associated with being more extravagant and more conforming. Lee jeans wearers were thought to be less influenced by advertising (Workman, 1986). Mayer and Belk (1985) concluded that even 4th and 6th grade students attributed more positive personalities to wearers of Calvin Klein and Levi's jeans than to wearers of Sears jeans.

Abbey (1983) found that young students differentiated jeans basically by the fit, cut, texture, and brand name. Designer jeans were mainly worn by females over 20 years old; Levi's jeans were most frequently worn by young male

students; and Lee jeans were preferred by dads. Levi's jeans were associated with cowboys for the rugged but comfortable texture; designer jeans were associated with a sexy image and fame for the slimmer cut and the status symbol.

According to marketing research, Wrangler is popular among real cowboys and rural consumers, while Lee is especially preferred by stylish female suburbanites (Freedman, 1986).

A junior high school student distinguished jeans by the following interpretation: "freaks always wear Lees, greasers wear Wranglers, and everyone else wear Levi's" (Lurie, 1976). A study of 100 college students, 50 each males and females, reported that national brand name jeans were generally preferred to designer jeans and designer jeans were more likely purchased by females (Reid, 1982).

College students are very sensitive to the symbolic value of clothing such as jeans. Several studies (Abbey, 1983; Freedman, 1986; Workman, 1986) concluded a stereotype of jeans by brand names exists among college students. Because of the different degree of sensitiveness to status symbols, the existing jeans stereotype, and reported differences in the perception of fit in jeans by brand names, it can be predicted that brand names will interact with the other independent variables, self-perception, sex, educational background, and attitudes, to influence consumers' perception of a good fit of jeans.

Summary

Clothing stereotypes according to sex, age, college major, and attitudes do exist in American culture. Clothing can affect one's perception of other people's personality, occupation, demographic and psychographic characteristics, and status (Knapp, 1978; Kaiser, 1985; Rosenfeld & Plax, 1977; Dienstfrey, 1982; Barnes & Rosenthal, 1985).

Personality and personal values influence clothing choices (Aiken, 1963; Gurel et al., 1972; Rosenfeld & Plax, 1977).

Differences between self-perception and perception of others have been reported (Kleinke, 1978; Ryan, 1966; Stone, 1965).

Brand names and designer labels influence consumers' buying habits (Workman, 1986). Different perceptions of quality, fit, and cut are associated with brand name stereotypes.

Age and sex are two factors affecting the degree of sensitiveness to status symbols (Belk et al., 1982).

Positive relationships between fit and conservatism and prestige of occupations have been reported. Different clothing interests and different perceptions of body-image lead to different clothing consumption patterns and style selections.

Jeans have been used to symbolize rebellious, independent, and liberal attitudes or liberal sexual behavior in the past and were often associated with socially or politically liberal young people. Recently, seductive

and socially controversial jeans advertisements, provoking religious and women's groups but pleasing the young generation, have further accented the young, sexual, virile, and liberal image of blue jeans (Conant, 1986; Foltz, 1985). The young, liberal image associated with jeans and the recent emphasis on body-exposing, seductive, snug-tight fitting, liberal, and virile image in jeans advertisements are likely to influence consumers' perception of how jeans should fit.

Thus, if clothing preference varies by self-perception, personality, sex, major, attitudes, and brand name; and if different clothing stereotypes exist; and if self-perception differs from the perception of others; then preference of fit in clothing, and in particular jeans, will differ depending upon differences in these variables. Because individuals are likely to conform to the norm of their own groups to achieve consonant status, cognitive consistency theory provides a framework for the following predictions.

1. The perception of a good fit may be different depending on who the target wearer is. Individuals who don't prefer wearing a snug-tight fit themselves may prefer a snug-tight fit as a good fit for others.
2. Perception of fit will differ for males and females.
3. People from liberal arts or humanities oriented majors will be less discriminating regarding fit,

whereas people from Business, Science, or Education oriented majors will prefer a moderate or tailored fit.

4. People with liberal attitudes will be less discriminating regarding fit, whereas people with conservative attitudes will prefer a moderate or tailored fit.
5. The image portrayed and claimed in the advertisements of different makers will distinguish one brand of jeans from another, and will affect consumers' perception of fit of a particular brand.

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CHAPTER III

METHODS AND PROCEDURES

Subjects

The subjects were 117 students from different schools and colleges enrolled in Spring, 1987, classes at North Texas State University. Students volunteered to participate in the study. Instructors from different colleges or schools at the university were contacted to encourage students to participate in this study. In most cases, students received extra points from instructors as incentives.

Instrumentation and Methodology

Six pairs of Levi's jeans, 3 men's and 3 women's, were used for testing purposes. The three women's jeans, sizes 6, 8, 10, were worn by a size 8 female model; the three men's jeans, sizes 28, 30, 32, were worn by a size 30 male model. Photographs of each model wearing all three sizes including both the front and the back view of each were taken. To reduce bias from the physical characteristics of models, upper torsos and faces did not appear in the photographs. Any recognizable logo was removed from test samples prior to photographing in order to reduce bias due

to brand recognition. Twelve 8"x10" black and white photographs, front and back view of six pairs of jeans were taken and mounted for use with a questionnaire. Following are details of each picture:

- 1st-- female, size 6, front view
- 2nd-- female, size 6, back view
- 3rd-- female, size 8, front view
- 4th-- female, size 8, back view
- 5th-- female, size 10, front view
- 6th-- female, size 10, back view
- 7th-- male, size 28, front view
- 8th-- male, size 28, back view
- 9th-- male, size 30, front view
- 10th-- male, size 30, back view
- 11th-- male, size 32, front view
- 12th-- male, size 32, back view

The twelve pictures were evaluated by a panel of judges, composed of clothing and textiles faculty members at North Texas State University. They determined whether the brand was distinguishable and whether different degrees of fit in the jeans were clear in the pictures. The face validity of the research instrument was evaluated by a pilot study conducted with 20 students.

The study consisted of four parts: evaluation of fit; social-political attitudes; clothing interest; and jeans

consumption patterns and personal profiles. Two scales, Attitudes Toward Women (Spence & Helmreich, 1973) and Radicalism-Conservatism Scale (Comrey & Newmeyer, 1965), were used to evaluate subjects' social-political attitudes. A clothing interest scale (Rosenfeld & Plax, 1977) was used to determine the type of clothing preferred. Questions about jeans consumption in the last three years including size worn, quantity purchased, and brand name preferred; and questions about demographic characteristics including sex, major, classification, and age were asked.

Each subject participated in the study, which took approximately 20 minutes, at an individually prescheduled time. Each subject viewed the same twelve photographs, responded to the same questionnaire, and evaluated the best fit of men's and women's jeans. For evaluating the best fit of jeans, subjects received one booklet, which consisted of the same 12 photographs. Male subjects were directed to rank the best fit of men's and women's jeans shown in photographs and to rank the fit of the men's jeans for themselves from the most to the least preferred. Female subjects were also directed to rank the best fit of men's and women's jeans shown in photographs but to rank the fit of the women's jeans for themselves from the most to the least preferred. Subjects were asked to rate the fit of each set of photographs on a 9 - 1 scale from "the perfect

fit" to "the poorest fit." Three variations of brand name--Sears (private label), Levi's (national label), and Calvin Klein (designer label); plus a control condition, jeans--were used in the questionnaire.

The information obtained was used to determine whether (1) a label would affect the perception of good fit, (2) there were any differences in the perception of good fit according to attitudes, sex, or education, and (3) consumers preferred the fit selected by the manufacturers; that is, size 8 jeans worn by a size 8 model would be rated as better fit than either the size 6 or size 10 jeans worn by the size 8 model; (4) there was a difference in the perception of good fit according to whether the target wearer was the self or another person.

Analysis of Data

Analysis of Variance and Pearson Correlation were used to analyze the relationships between the perception of a good fit and the independent variables-- target wearer, sex, college majors, selected attitudes, and brand name preferred. Significance levels of 0.10 was used for determining significant results.

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CHAPTER IV

RESULTS

Introduction

The questions this research proposed to answer were whether perception of fit in jeans varies by: (1) target wearer, (2) sex, (3) educational background, (4) political-social attitudes, and (5) brand name. Descriptive statistics were used to analyze information related to jeans consumption patterns and problems with fit of jeans. Pearson correlation coefficients were used to determine the relationship between preferred fit for self and for others. Analysis of variance (ANOVA) was used to determine any relationship between perception of fit and factors predicted to affect perception of fit.

Descriptive Statistics

In a two-week period during spring semester, 1987, one hundred and seventeen subjects completed the study. One subject failed to answer all questions and the form had to be discarded. One hundred and sixteen questionnaires were used to analyze the results. The subjects included 81 females and 35 males who ranged in age from 18 to 44 years old. The height of the subjects ranged from 5' to 6'11";

the height of female subjects ranged from 5' to 6' and male subjects from 5'6" to 6'11". The weight of the subjects ranged from 95 pounds to 240 pounds; female subjects ranged from 95 pounds to 210 pounds and male subjects from 125 pounds to 240 pounds. The majority of the subjects were from the School of Human Resource Management (31%, n=36) and the College of Business (26.7%, n=31). Other majors included Art (12.1%, n=14), TV & Drama (7.8%, n=9), Science & Biology (6.9%, n=8), Education (6%, n=7), Music (2.6%, n=3), and other departments in the humanities (6.9%, n=8). Over half of the subjects (62.1%, n=72) were juniors and seniors (See Table I).

TABLE I
CLASSIFICATION OF SUBJECTS

Classification	n	%
Freshman	16	13.8%
Sophomore	23	19.8%
Junior	27	23.3%
Senior	45	38.8%
Graduate	5	4.3%
Total	116	100.0%

The majority of the subjects (44.1%, n=51) estimated they spend more than 500 dollars on clothing yearly, with a larger percentage of female subjects as compared to male subjects spending more than 500 dollars (See Table II).

TABLE II
ESTIMATED YEARLY CLOTHING EXPENDITURE

Expenditure	All Subjects		Male		Female	
	n	%	n	%	n	%
Less than \$200	8	6.9	3	8.6	5	6.2
\$200 to \$300	19	16.4	10	28.6	9	11.1
\$300 to \$400	19	16.4	9	25.7	10	12.3
\$400 to \$500	19	16.4	2	5.7	17	21.0
More than \$500	51	44.0	11	31.4	40	49.4
Total	116	100.0%	35	100.0%	81	100.0%

Although the majority of subjects spent more than 500 dollars on clothing yearly, only a small amount of the expenditure went for jeans (See Table III).

TABLE III
ESTIMATED YEARLY JEANS EXPENDITURE

Expenditure	All Subjects		Male		Female	
	n	%	n	%	n	%
Less than \$50	30	25.9	10	28.6	20	24.7
\$ 50 to \$100	46	39.7	14	40.0	32	39.5
\$100 to \$150	23	19.8	5	14.3	18	22.2
\$150 to \$200	11	9.5	3	8.6	8	9.9
More than \$200	6	5.2	3	8.6	3	3.7
Total	116	100.0	35	100.0	81	100.0

As for the number of days per month jeans were worn, ten, fifteen, and twenty days a month were indicated most frequently. Female subjects indicated less frequent wearing than males (See Table IV).

TABLE IV
WEARING FREQUENCIES OF JEANS

Frequency (month)	All Subjects		Male		Female	
	n	%	n	%	n	%
1	1	0.9	0	0.0	1	1.2
2	9	7.9	2	5.9	7	8.7
3	7	6.1	2	5.9	5	6.3
4	6	5.3	0	0.0	6	7.5
5	5	4.4	1	2.9	4	5.0
6	4	3.5	1	2.9	3	3.7
7	4	3.5	0	0.0	4	5.0
8	1	0.9	1	2.9	0	0.0
9	1	0.9	0	0.0	1	1.2
10	19	16.7	2	5.9	17	21.2
12	7	6.1	2	5.9	5	6.3
13	1	0.9	0	0.0	1	1.2
14	1	0.9	1	2.9	0	0.0
15	13	11.4	2	5.9	11	13.7
16	2	1.8	2	5.9	0	0.0
18	2	1.8	1	2.9	1	1.2
20	17	14.9	7	20.6	10	13.7
22	1	0.9	0	0.0	1	1.2
25	5	4.4	3	8.8	2	2.5
26	1	0.9	1	2.9	0	0.0
27	2	1.8	1	2.9	1	1.2
28	1	0.9	1	2.9	0	0.0
30	4	3.5	4	11.8	0	0.0
Total	114	100.0%	34	100.0%	80	100.0%

Subjects indicated appropriate places to wear jeans were: school (87.9%, n=102), home (74.1%, n=86), and sports (70.7%, n=82). Male and female subjects agreed, though a smaller percentage of female subjects than male subjects indicated that jeans were appropriate for other events such as party, concert, and work (See Table V).

TABLE V
APPROPRIATE PLACE TO WEAR JEANS

Place	All Subjects (N=116)		Male (N=35)		Female (N=81)	
	n	%	n	%	n	%
School	102	87.9	32	91.4	70	86.4
Home	86	74.1	27	77.1	59	72.8
Sports	82	70.7	27	77.1	55	67.9
Party	49	42.2	25	71.4	24	29.6
Concert	40	34.9	19	54.3	21	25.9
Work	30	25.9	20	57.1	10	12.3
Others	6	5.2	1	2.9	5	6.2

Subjects most preferred designer labels and national labels. Female subjects showed a stronger preference for designer labels (44.4%, n=36) while male subjects preferred national labels (62.9%, n=22) (See Table VI).

TABLE VI
BRAND PREFERENCE

Label	All Subjects		Male		Female	
	n	%	n	%	n	%
Designer label	44	37.9	8	22.9	36	44.4
National label	39	33.6	22	62.9	17	21.0
Private label	3	2.6	1	2.9	2	2.5
No preference	30	25.9	4	11.4	26	32.1
Total	116	100.0%	35	100.0%	81	100.0%

Subjects indicated that the appropriate age group for wearing jeans can be any age from younger than 10 to older than 80 years old. A decreasing percentage agreed that jeans

are appropriate for people older than 70 years old (See Table VII).

TABLE VII
APPROPRIATE AGE GROUP FOR JEANS

Age(years)	All Subjects (N=116)		Male (N=35)		Female (N=81)	
	n	%	n	%	n	%
Younger than 10 years	98	84.5	30	85.7	68	84.0
10 to 19	114	98.3	35	100.0	79	97.5
20 to 29	113	97.4	35	100.0	78	96.3
39 to 39	107	92.2	33	94.3	74	91.4
40 to 49	99	85.3	30	85.7	69	85.2
50 to 59	92	79.3	27	77.1	65	80.2
60 to 69	72	62.1	20	57.1	52	64.2
70 to 79	64	55.2	17	48.6	47	58.0
Older than 80	61	52.6	17	48.6	44	54.3

Subjects responded concerning the number and the size of the jeans they purchased in the last three years. The number of jeans purchased by a single individual subject within the last three years ranged from a low of 1 pair to a high of 30 pairs of Levi's; Lee and Wrangler, 1 to 20 pairs; Calvin Klein, 1 to 10 pairs; Guess, 1 to 6 pairs; Sears, 1 to 5 pairs; J. C. Penney, 4 pairs; and Jordache, 1 to 3 pairs.

The majority of the subjects (95.7%, n=111) believed that fit varies by brand name and 80.2% (n=93) of the subjects did purchase different sizes from different manufacturers in order to achieve satisfactory fit. A

slightly larger percentage (97.1%, n=34) of male subjects than female subjects (95.1% n=77) believed fit varies by brand name. A slightly smaller percentage (74.3%, n=26) of male subjects than female subjects (82.7%, n=67) bought different sizes according to brand purchased. Subjects indicated the best fitting brands were Lee, Levi's, and Guess. Males preferred Levi's and Wrangler and females preferred Lee and Guess (See Table VIII).

TABLE VIII
BEST FITTING BRAND

Brand	All Subjects		Male		Female	
	n	%	n	%	n	%
Lee	31	27.2	4	11.4	27	34.2
Levi's	30	26.3	20	57.1	10	12.7
Guess	20	17.5	1	2.9	19	24.1
Wrangler	9	7.8	6	17.1	3	3.8
Calvin Klein	6	5.3	0	0.0	6	7.6
Jordache	2	1.8	1	2.9	1	1.3
Sears	1	0.9	0	0.0	1	1.3
Others	14	12.3	3	8.6	11	13.9
Total	114	100.0%	35	100.0%	79	100.0%

Almost three fourth of the subjects (70.7%, n=82) indicated that they do not enjoy wearing tight-fitting jeans. Males and females agreed; 71.4% (n=25) of male subjects and 70.4% (n=57) of female subjects do not enjoy wearing tight-fitting jeans. Though the majority of the subjects do not enjoy wearing tight-fitting jeans

themselves, they enjoy watching other people in tight-fitting jeans. Only 28.4% (n=33) of the subjects indicated they do not enjoy watching people in tight-fitting jeans. A larger percentage (34.6%, n=28) of female subjects compared with male subjects (14.3%, n=5), indicated that they do not enjoy watching people in tight-fitting jeans. A very small percentage of the subjects (5.2%, n=6) enjoy watching people in tight-fitting jeans under any circumstance. But for 65.5% (n=76) of the subjects, it depends on certain characteristics of the person who wears them (See Table IX).

TABLE IX

FREQUENCY DISTRIBUTION OF PREFERENCE FOR WATCHING PEOPLE IN TIGHT FITTING JEANS

Preference	All subjects		Male		Female	
	n	%	n	%	n	%
Yes	6	5.2	4	11.4	2	2.5
No	33	28.7	5	14.3	28	35.0
Depends	76	66.1	26	74.3	50	62.5
Total	115	100.0%	35	100.0%	80	100.0%

Subjects who enjoyed watching people in tight-fitting jeans conditionally depending on the body build, age, gender, and facial appearance indicated that body build, opposite sex, and age are the major characteristics concerned (See Table X).

TABLE X

FREQUENCY DISTRIBUTION FOR CHARACTERISTICS CONCERNED BY VIEWERS OF PERSON IN TIGHT FITTING JEANS

Charateristics	All Subjects (N=76)		Male (N=26)		Female (N=50)	
	n	%	n	%	n	%
Body build	69	90.8	23	88.5	46	92.0
Age	51	67.1	18	69.2	33	66.0
Male	38	50.0	3	11.5	35	70.0
Female	31	40.8	21	80.8	10	20.0
Facial appearance	22	28.9	14	53.8	8	16.0

Problems with fit generally involve jeans that are too long in the leg, too loose at the waist, too tight at the hip, and/or too tight at the thigh (See Table XI).

TABLE XI

FITTING PROBLEMS

Problem Point	All Subjects (N=116)		Male (N=35)		Female (N=81)	
	n	%	n	%	n	%
Waist	59	50.9	14	40.0	45	55.6
too tight	12	10.3	4	11.4	8	9.9
too loose	47	40.5	10	28.6	37	45.7
Hip	32	27.6	6	17.1	26	32.1
too tight	24	20.7	3	8.6	21	25.9
too loose	6	5.2	2	5.7	4	4.9
Thigh	45	38.8	16	45.7	29	35.8
too tight	39	33.6	14	40.0	25	30.9
too loose	5	4.3	1	2.9	4	4.9
Length:	60	51.7	11	31.4	49	60.5
too short	25	21.6	3	8.6	22	27.2
too long	35	30.2	8	22.9	27	33.3

Subjects ranked ten factors as to their importance in affecting purchase of jeans. Fit was ranked by 51.7% (n=60) of subjects as the most important factor. Fiber content was the least important factor. Females and males gave almost the same ranking except for Fashion/Style, which was ranked as the second most important factor by females but ranked as the sixth most important factor by males (See Table XII).

TABLE XII
RANKING OF FACTORS AFFECTING JEANS PURCHASING

Factor	All Subjects		Male		Female	
	Ranking	Mean	Ranking	Mean	Ranking	Mean
Fit	1	1.96	1	1.97	1	1.96
Comfort	2	3.93	2	3.52	3	4.11
Fashion Style	3	4.53	6	6.00	2	3.90
Price	4	4.95	3	4.59	4	5.11
Quality	5	5.14	4	5.12	5	5.15
Brand Name	6	6.14	5	5.71	6	6.33
Fabric	7	6.62	9	7.24	7	6.36
Easy Care	8	6.89	8	6.76	8	6.92
Durability	9	7.04	7	6.55	9	7.25
Fiber Content	10	7.87	10	7.76	10	7.92

The majority of the subjects (75%, n=87) believed that current advertisements do help sales of jeans, but only 45.7% (n=53) of the subjects like the seductive image portrayed in some of the advertisements. One subject especially felt offended by Guess advertisements.

Choice and Rating of Best Fitting Jeans

The purpose of the study was to investigate the relationship between perception of fit and the following independent variables: target wearer (self vs. others), sex, educational background, political-social attitudes, and brand name. Subjects were randomly assigned to one of four experimental conditions. In each experimental condition a different brand name was used: Calvin Klein, Levi's, Sears, or jeans.

Three pairs of women's jeans, size 6, size 8, and size 10, were worn by a female size 8 model, and three pairs of men's jeans, size 28, size 30, and size 32, were worn by a male size 30 model. Perception of fit was then evaluated by the choice of three different fits - tight fit (size 6 and size 28), moderate fit (size 8 and size 30), and loose fit (size 10 and size 32) (See Appendix C). Overall, size 10 was rated the best fit of women's jeans along a 9 point scale ($m=5.28$), followed by size 8 ($m=5.20$) and size 6 (3.75). Size 30 was rated the best fit of men's jeans along a 9 point scale ($m=5.74$), followed by size 32 ($m=5.62$) and size 28 ($m=3.20$).

Subjects selected the best fitting pair of women's jeans by ranking three photographs. Size 8 was selected by the majority of subjects as the best fitting jeans for women, and size 6 was chosen least often as the best fitting

jeans. Males and females agreed, though a larger percentage of males (25.7%, n=9), as compared to females (13.6%, n=11), selected size 6 as women's best fitting jeans (See Table XIII).

TABLE XIII
SIZE OF WOMEN'S JEANS PERCEIVED TO BE THE BEST FIT

Size	All Subjects		Male		Female	
	n	%	n	%	n	%
6	20	17.2	9	25.7	11	13.6
8	52	44.8	13	37.1	39	48.1
10	44	37.9	13	37.1	31	38.3
Total	116	100.0%	35	100.0%	81	100.0%

Subjects repeated the selection process for three pairs of men's jeans. Size 32 was selected by half of the subjects as the best fitting jeans for men and size 28 was selected least often as the best fitting jeans. However, a largest group of males (48.6%, n=17) selected size 30 as the best fitting jeans, while a majority of females (54.3%, n=44) selected size 32 as the best fitting jeans (See Table XIV).

TABLE XIV
 SIZE OF MEN'S JEANS PERCEIVED TO BE THE BEST FIT

Size	All Subjects		Male		Female	
	n	%	n	%	n	%
28	12	10.3	4	11.4	8	9.9
30	46	39.7	17	48.6	29	35.8
32	58	50.0	14	40.0	44	54.3
Total	116	100.0%	35	100.0%	81	100.0%

Analysis of Variance and Correlation

Subjects selected from the photographs the picture that best portrayed the fit preferred for their own jeans. Fifty percent of the females preferred size 8 for themselves; a similar percentage preferred size 8 fit for others females. Almost 50% of the males preferred size 30 for themselves. Preferred fit for self was consistent with preferred fit for others (See Table XV). In contrast to the preference of males, a majority of females selected size 32 as the best fit (See Table XIV).

TABLE XV
 BEST FITTING SIZE OF JEANS FOR SELF

Size	Male		Size	Female	
	n	%		n	%
28	5	14.3	6	8	9.9
30	17	48.6	8	41	50.6
32	13	37.1	10	32	39.5
Total	35	100.0%		81	100.0%

Pearson correlation was used to investigate the relationship between the best fit selected for self and for others. A positive correlation was found: 0.7182, $p=0.00$ for females and 0.7911, $p=0.00$ for males.

Political-social attitudes were determined by scores on Attitudes Toward Women Scale and Radicalism-Conservatism Scale. The Clothing Interest Scale was used to investigate the relationship between the degree of clothing interest, especially the exhibitionism factor, and the perception of fit.

Possible scores on the Attitudes Toward Women Scale range from 0 to 75, with 0 representing the most traditional and 75 the most contemporary, profeminist response. Scores of subjects in this study ranged from 20 to 73, mean score=54.90. The mean score of the subjects with traditional attitudes toward women was 22.0; with moderate attitudes toward women was 43.23; and with contemporary attitudes toward women was 60.19.

Possible scores on the Radicalism-Conservatism Scale range from 30 to 270, with 30 representing the most radical and 270 the most conservative response. Scores of subjects in this study ranged from 93 to 214, mean score=145.82. The mean score for the subjects with radical attitudes was 110.83; with moderate attitudes was 147.82; and with conservative attitudes was 191.40.

The Clothing Interest Scale measured four factors: (1) Clothing Consciousness, (2) Exhibitionism, (3) Practicality, and (4) Designer. Possible scores on the Clothing Interest Scale range from 16 to 80, with 16 representing the most likely and 80 the least likely (1) to be concerned with clothes; (2) to wear revealing clothes; (3) to be interested in the practical as opposed to the aesthetic value of clothes; and (4) to pursue a career in a clothing related field. Scores of subjects in this study ranged from 29 to 78, mean score=48.10 (See Table XVI).

TABLE XVI
SCORES ON CLOTHING INTEREST SCALE

Factor	Possible Scores	Subjects' Scores	Mean
Clothing Interest	16 to 80	29 to 78	48.10
Clothing consciousness	8 to 40	8 to 37	19.39
Exhibitionism	4 to 20	4 to 19	12.19
Practicality	3 to 15	4 to 15	10.49
Designer	2 to 10	2 to 10	5.88

Two way analysis of variance (2-way ANOVA) was used to analyze the effect on the perception of fit of each independent variable by comparing the difference in the choice of best fitting jeans and the mean rating of best fitting jeans. The perception of fit was measured by rating on a 9 point scale how well a specific pair of jeans fit.

For women's jeans, ANOVA revealed a significant main effect between perception of fit and radicalism-conservatism score, $F(4,104)=3.101$, $p=0.02$. This result was due to a significant relationship between rating of best fitting jeans and radicalism-conservatism score, $F(2,104)=5.885$, $p=0.00$; and a significant 2-way interaction between choice of best fitting jeans and rating of best fitting jeans and radicalism-conservatism score, $F(4,104)=3.840$, $p=0.00$.

Subjects with more conservative attitudes on the Radicalism-Conservatism Scale tended to prefer a looser fit while subjects with more liberal political/social attitudes selected all types of fit from tight to loose. For conservative subjects, size 6 was chosen least often (20.0%, $n=1$) while size 10 was chosen most often (60.0%, $n=3$) as women's best fitting jeans. For radical subjects, the frequency of size 6 (25.0%, $n=3$) and size 10 (33.3%, $n=4$) chosen as women's best fitting jeans was similar (See Table XVII).

A significant relationship was also found between rating of women's best fitting jeans and college major, $F(7,93)=1.959$, $p=0.07$. Results revealed that subjects with different majors have different perception of fit. Students with an Education major did not select size 6 as the best fitting jeans at all. Students from TV & Drama related majors, Art, and other humanities related majors were

TABLE XVII
 MEAN RATINGS OF WOMEN'S JEANS CHOSEN AS THE BEST FIT BY
 SOCIAL-POLITICAL ATTITUDES

Attitudes Score	Women's Size			Total	
	6	8	10		
Radical (61 to 120)	m	5.33	4.40	7.50	12 100.0%
	n	3	5	4	
	%	25.0	41.7	33.3	
Moderate (121 to 180)	m	7.20	6.95	6.68	96 100.0%
	n	15	44	37	
	%	15.6	45.8	38.5	
Conservative (181 to 240)	m	8.00	7.00	6.33	5 100.0%
	n	1	1	3	
	%	20.0	20.0	60.0	

nondiscriminating in their selection of the best fitting jeans. The majority of students from Business and Human Resource Management selected size 8 or size 10 as the best fitting jeans (See Table XVIII).

Two way ANOVA revealed a significant relationship between rating of women's best fitting jeans and brand name, $F(3,104)=2.116$, $p=0.10$. The highest rating went to Levi's ($m=7.03$). The generic jeans (control group) was rated next highest ($m=6.93$), followed by Sears ($m=6.76$) and Calvin Klein ($m=6.24$).

There was a main effect between perception of fit and the Exhibitionism factor of Clothing Interest Scale, $F(8,97)=2.09$, $p=0.04$. This result was due to a significant relationship between Exhibitionism factor and rating of best

TABLE XVIII
 MEAN RATINGS OF WOMEN'S JEANS CHOSEN AS THE BEST FIT BY
 COLLEGE MAJORS

	Women's Size			Total
	6	8	10	
Music	m 7.0 n 1 % 33.3	7.0 1 33.3	6.0 1 33.3	3 100.0%
Science	m 7.5 n 2 % 25.0	7.67 3 37.5	8.0 3 37.5	4 100.0%
Humanities	m 7.5 n 2 % 25.0	6.0 1 12.5	6.6 5 62.5	8 100.0%
TV & Drama	m 7.5 n 2 % 22.2	7.4 5 55.6	7.0 2 22.2	9 100.0%
Art	m 7.0 n 3 % 21.4	6.29 7 50.0	7.25 4 28.6	14 100.0%
Business	m 7.4 n 5 % 16.1	7.15 13 41.9	6.75 13 41.9	31 100.0%
HURM	m 5.8 n 5 % 13.9	6.37 19 52.8	6.75 12 33.3	36 100.0%
Education	m 0.0 n 0 % 0.0	5.33 3 42.9	6.0 4 57.1	7 100.0%

fitting jeans, $F(6,97)=2.229$, $p=0.06$. Results indicated that subjects high in exhibitionism (i.e., preferred wearing revealing clothes) were more likely to select tight fitting jeans (size 6) as the best fitting jeans. Mean score of

Exhibitionism for subjects selecting size 6 was 11.1; size 8, 12.17; and size 10, 12.70.

None of the other independent variables-- Attitudes Toward Women ($p=0.61$), Sex ($p=0.58$), Clothing Interest ($p=0.80$), Clothing Consciousness ($p=0.93$), Practicality ($p=0.69$), and Designer ($p=0.56$)-- was significantly related to perception of fit for women's jeans (See Appendix A).

For men's jeans, 2-way ANOVA revealed a significant main effect between perception of fit and radicalism-conservatism, $F(4,105)=2.35$, $p=0.06$. This result was due to a significant relationship between rating of best fitting jeans and radicalism-conservatism, $F(2,105)=4.358$, $p=0.02$. Results seem to indicate that subjects with more conservative social-political attitudes were more likely to select size 30 as the best fit. None of the subjects with more conservative attitudes chose size 28 as men's best fitting jeans, while size 30 was chosen most often (60.0%, $n=3$) as men's best fitting jeans. A higher percentage of radical subjects, as compared to conservative subjects, selected size 28 and size 32 as the best fitting jeans (See Table XIX).

Other significant findings for men's jeans were the relationships between perception of fit and the Exhibitionism factor, Practicality factor, and Designer factor of the Clothing Interest Scale. ANOVA revealed a

TABLE XIX

MEAN RATINGS OF MEN'S JEANS CHOSEN AS THE BEST FIT BY
SOCIAL-POLITICAL ATTITUDES

Attitudes Score	Men's Size			Total	
	28	30	32		
Radical (61 to 120)	m	5.0	6.6	5.33	12 100.0%
	n	1	5	6	
	%	8.3	41.7	50.0	
Moderate (121 to 180)	m	6.82	7.08	7.0	96 100.0%
	n	11	37	48	
	%	11.5	38.5	50.0	
Conservative (181 to 240)	m	0.0	7.0	7.0	5 100.0%
	n	0	3	2	
	%	0.0	60.0	40.0	

significant relationship between Exhibitionism and choice of best fitting jeans, $F(2,95)=2.534$, $p=0.09$. Results indicated that subjects with a higher interest in wearing revealing clothes were more likely to select tight fitting jeans (size 28) as the best fit. Mean scores of Exhibitionism by choice of best fitting jeans were: size 28 (10.5), size 30 (12.09), size 32 (12.62).

Two way ANOVA revealed a significant main effect between Designer and perception of fit, $F(9,95)=1.886$, $p=0.06$. The result was due to a significant relationship between Designer and choice of best fitting jeans, $F(2,95)=2.801$, $p=0.07$. Results indicated that subjects who were more interested in working in a clothing related field were less discriminating in fit and selected all three types

of fit, from tight fit (size 28) to loose fit (size 32), as the best fit. Subjects who were less interested in working in a clothing related field tended to select size 30 as the best fit. Mean score of Designer for subjects selecting size 28 was 5.33; size 30, 6.59; and size 32, 5.43.

Two way ANOVA also revealed a significant relationship between Practicality and rating of best fitting jeans, $F(1,110)=3.038$, $p=0.08$. Results indicated that subjects more interested in the practical value of clothes ($4 \leq$ Practicality ≤ 10) rated the fit of men's jeans more favorably ($m=7.16$); while subjects more interested in the aesthetic value of clothes ($11 \leq$ Practicality ≤ 15) were more critical of fit and rated the fit of these jeans lower ($m=6.69$). None of the other independent variables-- Attitudes Toward Women ($p=0.45$), Sex ($p=0.40$), Educational Background ($p=0.40$), Clothing Interest ($p=0.29$), Clothing Consciousness ($p=0.37$), and Brand Name ($p=0.94$)-- was significantly related to perception of fit (See Appendix A).

In addition to the hypothesized independent variables, weight was significantly related to choice of men's best fitting jeans, $F(2,93)=2.794$, $p=0.07$. Results indicated that heavier subjects were likely to select size 30 as the best fit, while lighter weight subjects did not select one size more frequently than another size. The average weight for both male and female subjects choosing size 28 as the

best fit was 132.75 pounds; size 30, 143.71 pounds; and size 32, 128.89 pounds.

Discussion

This study investigated whether consumers' perceptions of fit in jeans vary by target wearer, sex, educational background, political-social attitudes, and brand name.

Several previous studies (Kleinke, 1978; Nisbett et al., 1973; Stephan, 1975; Storms, 1973) have reported that individuals have different perceptions of self and others, observe the behavior of self and others from different perspectives, use different adjectives to describe self and others, attribute different causes or give different reasons for certain choices for self and others. In contrast to the above findings, this study found a positive correlation between the best fitting jeans selected for self and for others. The hypothesis which predicted that perception of fit would vary by target wearer was not supported. However, answers to other questions in this study indicated that most of the subjects did not enjoy wearing tight fitting jeans but enjoyed watching other people wear tight fitting jeans. Thus, there is some support for the belief that subjects, though using the same criteria to select a fit for self and others, do have different preferences of fit for self and others.

Sex of subjects was predicted to affect perception of fit but the results did not reveal any statistically significant relationship between these two variables. However, results indicated a larger percentage of males as compared to females chose tight fitting jeans (size 6 and size 28) as the best fitting jeans. Males further selected moderate fit (size 30) for themselves in contrast to the looser fit (size 32) selected by females as the best fitting jeans for men. A female subject even commented that she wished males would wear looser fitting jeans. Previous studies (Edmonds & Cahoon, 1984; McCullough et al., 1977; Rook, 1985; Wildman et al., 1976) have reported that young men generally have a more positive body self-image than young women, and that young women generally prefer modest clothes that conceal rather than expose their bodies. Thus, the finding of the different preferences of fit by gender may support the results of these studies and imply that males may be more likely to select tighter fitting jeans and are less hesitant to expose their bodies.

Baumgartner (1963) reported that female college students spent more money on clothing than males. This study found a higher percentage of females, as compared to males, spent more than 500 dollars a year on clothing. A higher percentage of males than females spent more than 200 dollars on jeans annually. Males wore jeans more frequently

than females. Males indicated jeans would be appropriate for more events such as parties, concerts, and work. The higher annual expenditure for jeans, the higher wearing frequency, and the approval of jeans as appropriate for a wide variety of events may imply that males associated a masculine image with jeans.

Jeans had been associated with a liberal image in other studies (Kness & Densmore, 1976; Levin & Black, 1970; Lind & Roach-Higgins, 1985), and hip-hugging pants were reported mostly worn by students with liberal attitudes (Mathes & Kempher, 1976). Results of this study indicated that perception of fit is affected by attitudes, especially social-political attitudes. Subjects with more conservative social-political attitudes tended to prefer a looser fit while subjects with more liberal social-political attitudes also displayed a more liberal attitudes toward fit and accepted any type of fit from snug-tight to loose.

Perception of fit was related to the educational background of subjects. It has been reported that radical attire was favored by humanities students and conservative attire was favored by engineering and business students (Thomas, 1973); that students from home economics, arts, and humanities are more aware of clothing than are those in engineering or sciences (Ronsencranz, 1972); and that textiles and clothing students were more likely to wear

formal wear. The results of this study support these findings. The science students in this study showed very liberal attitudes toward fit; they often chose tight fitting jeans as the best fitting and gave tight fitting jeans very good ratings. This finding tends to support the idea that they were nondiscriminating in their judgements of good fit. Students with Education majors were the most conservative. None of them selected the tight fitting jeans as the best fit. Students from Art, TV & Drama related majors, and other humanities related majors were nondiscriminating in their selection of the best fitting jeans. Students from Human Resource Management and Business chose modest (size 30) to loose fitting (size 32) jeans as the best fitting for males, but business students showed a strong tendency to select tight fitting jeans (size 6) as the best fitting jeans for women. Students from Human Resource Management as compared to Business students showed more conservative attitudes toward fit. Most of the Human Resource Management students were textiles and clothing majors who have studied fit in clothing and accordingly may have been more critical of fit than Business students. A shortcoming of this study was that the number of subjects was not equally distributed among different majors.

This study also revealed a significant relationship between brand name and perception of fit. Levi's and the

generic jeans (control group) were rated as the best fitting, followed by Sears and Calvin Klein. Reid (1982) did report that national brand name jeans were generally preferred to designer jeans. However, in other studies (Mayer & Belk, 1985; Workman, 1986), designer jeans possessed the most positive image. The lower rating of Calvin Klein jeans as compared to brand name jeans in this study supports the former finding.

The lower rating of Calvin Klein jeans does not necessarily mean designer jeans have a negative image. In this study females indicated a preference for designer jeans while males indicated a preference for national brand name jeans, which is consistent with results of other studies (Abbey, 1983; Freedman, 1986).

Guess, another designer jean, was selected the second most often after Lee by females as the best fitting brand. Calvin Klein was selected the third most often as the best fitting brand by females; none of the male subjects selected Calvin Klein. Levi's and Wrangler were most often chosen by males as the best fitting jeans. These findings are consistent with the results of other studies (Abbey, 1983; Freedman, 1986; Reid, 1982), which reported that designer jeans were favored by females over 20 years old; that Levi's were favored by young male students; that Wrangler was popular among real cowboys and rural consumers; and that Lee

was preferred by stylish females. The high rating of generic jeans might imply that subjects were likely to associate the generic jeans with their favorite brand of jeans unconsciously when the brand name of jeans was not mentioned.

The majority of subjects believed that fit varies by brand name, purchased different sizes from different manufacturers, and rated jeans of different brand names differently. Three subjects, one female and two males, pointed out that the jeans in the picture were Levi's instead of the brand name given in their questionnaires. They recognized Levi's not from fit but from the stitching on the back pocket. Another female subject, who was given a Calvin Klein questionnaire, claimed that the fit shown in the pictures is exactly how Calvin Klein jeans fit people. From the jeans consumption pattern and the choice and rating of best fitting jeans, it can be concluded that the brand name stereotype does affect perceptions of fit.

This study also found perception of fit was related to clothing interest, especially to Exhibitionism, Practicality, and Designer factors. Tight fit was favored by subjects who liked to wear revealing clothes, while moderate fit was favored by subjects who wore clothes to conceal their bodies. Subjects interested in pursuing a career in a clothing related field were less discriminating

in perception of fit. Perhaps subjects interested in clothing related careers were more aware of fashion. Since tight fitting as well as baggy casual jeans have been considered as fashionable, subjects with high interest in clothing related careers were perhaps more likely to recognize the influence of fashion on fit in jeans.

Subjects with higher interest in the practical value of clothes were less critical of fit. Perhaps, subjects with high interest in the practical value of clothes did not pay much attention to fashion and beauty of clothes and were satisfied with any type of fit as long as the clothes were warm, comfortable, and practical. Subjects with a high interest in the aesthetic value of clothes might not consider the fit provided by jeans manufacturers as a satisfactory fit, because the fit might not make them look good, or the fit might not be consistent with current fashion.

In addition to the predicted variables, weight was found related to choice of best fit. Subjects with heavier weight preferred moderate fit while subjects with lighter weight were less discriminating of fit. Perhaps heavier people are more concerned about their weight problems and wear moderate fitting clothes to conceal the problem.

Fit was indicated as the most important factor affecting subjects' purchasing of jeans. Subjects in this study indicated that their problems with fit were from jeans

that are too long in length, too loose at the waist, too tight at the hip, and too tight at the thigh. Though form-fitting jeans have been emphasized in many advertisements, Girbaud, a designer jeans, was favored by some subjects for its loose and baggy fit. When asked about the reason for preferring the fit of a specific brand, subjects used "comfortable fit," "not too tight," "well-proportioned at the waist and the hip," "fit waist and still long enough," and "makes body shape look better, especially the rear look" most often to describe the reason. The majority of subjects indicated that they had fitting problems and that they preferred comfortable fit rather than contour fit. Jeans manufacturers might consider these comments and revise size specifications to fit consumers satisfactorily in order to increase retail sales.

Subjects believed the current jeans advertisements do help jeans sales. One subject commented that she relied on the advertisements in magazines for purchasing a specific brand of jeans. However, over half of the subjects did not approve of the seductive image portrayed in some of the advertisements. One subject especially felt offended by Guess advertisements, which she indicated were too sexually suggestive. One subject felt insulted by the "trendy" and "moody" image portrayed in Levi's advertisements, and one subject felt disgust over Calvin Klein's advertisements.

Since the percentage of the subjects who like seductive advertisements was less than half of the total subjects, jeans manufacturers might try new advertising strategies instead of stressing figure revealing fit and obscenity, which offends some consumers and eventually will hurt sales.

Another comment made about jeans advertisements involved the look of the model. Two subjects suggested that an average person instead of a model with an exceptionally good figure should be used to model the jeans. Then consumers can more readily associate the fit with their own figures.

Jeans manufacturers might try to target the elderly market. Some subjects made comments that jeans are suitable for everybody as long as the person can put them on without too much effort. The issue of suitability of jeans for elderly people seems to center around their physical ability to put on the jeans. This concern for ease of dressing may imply that the fit is too tight and the denim fabric too inflexible for elderly people. It may be worth investigating special sizing for elderly consumers or different weights of denim or stretch fabrics in order to target the elderly market. The elderly market may be a new venture for jeans manufacturers to consider as they are threatened by other types of casual wear and as the baby boomers grow older.

Other comments which may be interesting to jeans manufacturers included several subjects who commented that there is too much variety in jeans available in the market, and some of them are priced too high. They hoped that manufacturers would try to produce jeans which are high in quality and style but low in price.

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CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

The purpose of this study was to investigate if consumers' perceptions of fit in jeans vary by target wearer, sex, educational background, political-social attitudes, and brand name. A questionnaire which included a rating scale for fit of jeans, measures of social-political attitudes and clothing preferences and questions about jeans consumption patterns was used to collect data. The sample consisted of 116 students, 81 females and 35 males, enrolled during the 1987 spring semester at North Texas State University. The study was conducted in individual session and each subject received the same directions and the same questionnaire with 4 variations of brand name.

Fit is believed to vary by brand name and a great majority of people purchase a different size from different brands. Males preferred national label jeans, whereas females favored designer label jeans. Levi's was the most popular brand among male subjects; Lee was the most popular brand among female subjects. Most of the subjects did not like wearing tight fitting jeans but enjoyed watching other people in tight fitting jeans. A majority of people have

problems with fit, which come from jeans that are too long in the leg, too loose at the waist, too tight at the hip, and too tight at the thigh.

School, home, and sports were the most appropriate places to wear jeans. Jeans were considered appropriate for all ages. Males spent more money for jeans than females. Males and females indicated that fit is the most important factor and fiber content is the least important factor affecting purchase of jeans. Fashion style, ranked as the second most important factor by females, was ranked as the sixth most important factor by males. A majority of people believed that advertisements help jeans sales but did not approve of the sexually suggestive advertisements.

The first hypothesis stated that the perception of fit in jeans will vary by target wearer-- self vs. others. However, a positive correlation between perception of fit for self and other was found.

The second hypothesis stated that the perception of fit in jeans will vary by sex. No significant relationship was found by ANOVA, but answers to jeans consumption related questions showed some support for the hypothesis and revealed that males were more likely to prefer tight fitting jeans.

The third hypothesis stated that perception of fit in jeans will vary by subjects' educational background and was

supported by a significant ANOVA result. Education students preferred a looser fit. Students from TV & Drama related majors, Art, and other humanities related majors were nondiscriminating in fit. Business and Human Resource Management students preferred moderate fit.

The fourth hypothesis stated that perception of fit in jeans will vary by social-political attitudes and was supported by a significant ANOVA result. People with more conservative attitudes preferred moderate fit, while people with more liberal attitudes were less discriminating in fit.

The fifth hypothesis stated that perception of fit in jeans will vary by brand name and was supported by a significant ANOVA result. National label (Levi's) jeans were perceived as the best fit, followed by generic label jeans, private label (Sears) jeans, and designer label (Calvin Klein) jeans.

Clothing interest, especially the interest in wearing revealing clothes, in the practical value of clothes, and in working in clothing related careers, was related to perception of fit. People interested in wearing revealing clothes selected tight fitting jeans as the best fit. People interested in the practical value of clothes were more satisfied with the fit provided by manufacturers. People interested in working in clothing related fields may use different criteria to judge fit. Subjects' weight was found

to be significantly related to perception of fit. People with heavier weight preferred moderate fit.

Conclusions

Fit is the most important factor influencing purchase of jeans, as indicated by a majority of subjects in this study. In addition to the competition from other types of casual wear, the competition between jeans manufacturers has been great. This study revealed that a majority of consumers had problems with fit in jeans, which means the size specifications selected by jeans manufacturers did not satisfy consumers' needs. Since the fit provided by manufacturers is different from the ideal fit consumers have in mind, new sizing may be necessary in order for jeans manufacturers to increase or maintain retail sales.

A thorough physical survey on consumers' body measurements is necessary when revising size specifications. The demographic and psychographic impact on perception of fit is also important. Consumers, from different educational backgrounds, with different social-political attitudes, and different interests in revealing clothes, different interests in the practical value of clothes, and different interests in working in clothing related fields, were found to have different perceptions of fit. Brand name was also found to have a significant impact on consumers' perception of fit.

Generally, males are less discriminating in fit, as are people with more liberal social-political attitudes and people from humanities related majors, art, or science majors. National brand and generic jeans were perceived as better fitting than private label and designer label jeans.

People with higher interest in revealing clothes preferred tight fit. People with higher interest in the practical value of clothes were satisfied with any type of fit perhaps because they are more interested in warmth, comfort, and practicality. People with higher interest in working in clothing related field were less discriminating in fit, as were people of lighter weights.

The image associated with a brand name is usually built by advertisements. Brand name was found related to perception of fit. A majority of consumers were not satisfied with the current size specifications and the current sexually suggestive jeans advertisements. Thus, a new advertising strategy may be indicated when introducing new size specifications.

Results of this study did reveal that the demographic/psychographic background and advertisements affect consumers' perception of fit. A majority of consumers is not satisfied with the current fit in jeans. A better fit is necessary for jeans manufacturers to increase retail sales.

Recommendations

Fit is important in clothes. Perception of fit is affected by educational background, social-political attitudes, and clothing interest. Further study on the factors affecting perception of fit is encouraged in order to help manufacturers revise size specifications, and to benefit consumers as well. The following are recommendations for further research on perception of fit.

1. Perception of fit of other clothing items could be studied in order to investigate if the standard of fit will vary among different clothing items.
2. Results of this study did not support the hypothesis that perception of fit varied by target wearer (self vs. others); a further study on this matter using a more diverse population is encouraged.
3. A study on perception of fit by sex could be conducted, because the results of this study were not clear on this question.
4. The result that brand name affected perception of fit of women's jeans but not men's jeans needs additional study.
5. A study of the effect of brand name on perception of fit is recommended. Different designer labels could be used.

6. Attitudes toward women did not affect perception of fit, while social-political attitudes did. This finding could be further investigated.
7. Studies of the effects of age, personality, and weight (body build) on perception of fit could be undertaken.

Perception of fit has received little attention. This research has provided certain basic information about how demographic and psychographic backgrounds affect perception of fit. This information can be useful to jeans manufacturers in better understanding their customers and in planning future marketing strategies.

APPENDIX A

TWO WAY ANOVA TABLES

TABLE XX

ANOVA: CHOICE OF BEST FITTING JEANS BY SEX

Source of variation	d.f.	F Value	Probability
Men's jeans:			
Main effects	3,110	0.989	0.40
choice of best fit	2,110	0.301	0.74
sex	1,110	2.194	0.14
2-way interactions	2,110	0.092	0.91
choice sex	2,110	0.092	0.91
Women's jeans:			
Main effects	3,110	0.653	0.58
choice of best fit	2,110	0.197	0.82
sex	1,110	1.297	0.26
2-way interactions	2,110	0.693	0.50
choice sex	2,110	0.693	0.50

TABLE XXI

ANOVA: CHOICE OF BEST FITTING JEANS BY MAJORS

Source of variation	d.f.	F Value	Probability
Men's jeans:			
Main effects	9,94	1.065	0.40
choice of best fit	2,94	0.582	0.56
major	7,94	1.252	0.28
2-way interactions	12,94	1.388	0.19
choice major	12,94	1.388	0.19
Women's jeans:			
Main effects	9,93	1.598	0.13
choice of best fit	2,93	0.092	0.91
major	7,93	1.959	0.07*
2-way interactions	13,93	0.612	0.84
choice major	13,93	0.612	0.84

* significant level ≤ 0.10

TABLE XXII

ANOVA: RADICALISM-CONSERVATISM BY RATING AND CHOICE OF BEST FITTING JEANS

Source of variation	d.f.	F Value	Probability
Men's jeans:			
Main effects	4,105	2.352	0.06*
choice of best fit	2,105	0.421	0.66
radicalism	2,105	4.358	0.02**
2-way interactions	3,105	0.765	0.52
choice radicalism	3,105	0.765	0.52
Women's jeans:			
Main effects	4,104	3.101	0.02**
choice of best fit	2,104	0.552	0.58
radicalism	2,104	5.885	0.00**
2-way interactions	4,104	4.579	0.00**
choice radicalism	4,104	4.579	0.00**

* significant level \leq 0.10** significant level \leq 0.05

TABLE XXIII

ANOVA: ATTITUDES TOWARD WOMEN BY RATING AND CHOICE OF BEST FITTING JEANS

Source of variation	d.f.	F Value	Probability
Men's Jeans:			
Main effects	9,93	0.991	0.45
rating of best fit	7,93	0.891	0.52
choice of best fit	2,93	0.954	0.39
2-way interactions	11,93	0.624	0.81
rating choice	11,93	0.624	0.81
Women's jeans:			
Main effects	8,95	0.790	0.61
rating of best fit	6,95	0.987	0.44
choice of best fit	2,95	0.281	0.76
2-way interactions	10,95	1.343	0.22
rating choice	10,95	1.343	0.22

TABLE XXIV

ANOVA: CHOICE OF BEST FITTING JEANS BY BRAND NAME

Source of variance	d.f.	F Value	Probability
Men's jeans:			
Main effects	5,104	0.253	0.94
choice of best fit	2,104	0.471	0.63
brand name	3,104	0.161	0.92
2-way interactions	6,104	1.488	0.19
choice brand	6,104	1.488	0.19
Women's jeans:			
Main effects	5,104	1.405	0.23
choice of best fit	2,104	0.260	0.77
brand	3,104	2.116	0.10*
2-way interactions	6,104	0.810	0.57
choice brand	6,104	0.810	0.57

* significant ≤ 0.10

TABLE XXV

ANOVA: CLOTHING INTEREST BY RATING AND CHOICE OF BEST FITTING JEANS

Source of variation	d.f.	F Value	Probability
Men's jeans:			
Main effects	9,95	1.218	0.29
rating of best fit	7,95	1.263	0.28
choice of best fit	2,95	0.830	0.44
2-way interactions	11,95	0.483	0.91
rating choice	11,95	0.483	0.91
Women's jeans:			
Main effects	8,97	0.576	0.80
rating of best fit	6,97	0.572	0.75
choice of best fit	2,97	0.581	0.56
2-way interactions	10,97	1.027	0.43
rating choice	10,97	1.027	0.43

TABLE XXVI

ANOVA: CHOICE OF BEST FITTING JEANS BY PRACTICALITY

Source of variation	d.f.	F Value	Probability
Men's jeans:			
Main effects	3,110	1.278	0.29
choice of best fit	2,110	0.293	0.75
Practicality	1,110	3.038	0.08*
2-way interactions	2,110	1.198	0.31
choice Practicality	2,110	1.198	0.31
Women's jeans:			
Main effects	3,110	0.496	0.69
choice of best fit	2,110	0.352	0.70
Practicality	1,110	0.832	0.36
2-way interactions	2,110	0.405	0.67
choice Practicality	2,110	0.405	0.67

* significant level \leq 0.10

TABLE XXVII

ANOVA: EXHIBITIONISM BY RATING AND CHOICE OF BEST FITTING JEANS

Source of variation	d.f.	F Value	Probability
Men's jeans:			
Main effects	9,95	1.064	0.40
rating of best fit	7,95	0.730	0.65
choice of best fit	2,95	2.534	0.09*
2-way interactions	11,95	0.644	0.79
rating choice	11,95	0.644	0.79
Women's jeans:			
Main effects	8,97	2.090	0.04**
rating of best fit	6,97	2.116	0.06*
choice of best fit	2,97	2.229	0.11
2-way interactions	10,97	1.579	0.12
rating choice	10,97	1.579	0.12

* significant level \leq 0.10** significant level \leq 0.05

TABLE XXVIII

ANOVA: CLOTHING CONSCIOUSNESS BY RATING AND CHOICE OF BEST FITTING JEANS

Source of variance	d.f.	F Value	Probability
Men's jeans:			
Main effects	9,95	1.100	0.37
rating of best fit	7,95	1.128	0.35
choice of best fit	2,95	0.702	0.50
2-way interactions	11,95	0.801	0.64
rating choice	11,95	0.801	0.64
Women's jeans:			
Main effects	8,97	0.378	0.93
rating of best fit	6,97	0.430	0.86
choice of best fit	2,97	0.310	0.73
2-way interactions	10,97	1.062	0.40
rating choice	10,97	1.062	0.40

TABLE XXIX

ANOVA: DESIGNER BY RATING AND CHOICE OF BEST FITTING JEANS

Source of variance	d.f.	F Value	Probability
Men's jeans:			
Main effects	9,95	1.886	0.06*
rating of best fit	7,95	1.585	0.15
choice of best fit	2,95	2.801	0.07*
2-way interactions	11,95	1.036	0.42
rating choice	11,95	1.036	0.42
Women's jeans:			
Main effects	8,97	0.850	0.56
rating of best fit	6,97	0.744	0.62
choice of best fit	2,97	1.210	0.30
2-way interactions	10,97	1.057	0.40
rating choice	10,97	1.057	0.40

* significant level ≤ 0.07

APPENDIX B
QUESTIONNAIRE

Subject Information and Informed Consent

Experiment: Jeans

Principal Investigator: Dr. Jane Workman, School of Human
Resource Management

You are being asked to participate in a study which is intended to examine people's perceptions of jeans. Remember, in this survey we are interested in your opinions. There are no right or wrong answers. Your responses do not reflect on you as an individual and your name will not be associated with the data reported.

Your cooperation is appreciated.

I agree to participate in this study:

Signature

Name (Print)

Date

I-A. (FOR MALES AND FEMALES)

There are 3 sets of photographs in a separate booklet of 3 pairs of Calvin Klein women's jeans. Each set of photographs includes a front view and a back view of the same pair of jeans. Please compare the 3 pairs of women's jeans and place them in order from best fitting to worst fitting. Please write the letter found on the back of each set of photographs in the corresponding blanks.

- _____ : The best fitting pair
- _____ : The next best fitting pair
- _____ : The worst fitting pair

Next, please rate the fit of each pair of jeans by using the following scale, in which number 9 represents a perfect fit and number 1 represents a poorest fit, with the numbers in between representing degrees of well-fitting. Please circle a number representing your rating of each pair of jeans.

For your choice of the best fitting pair, what is your rating of how well it fits?

Perfect fit 9 8 7 6 5 4 3 2 1 Poorest fit

For your choice of the next best fitting pair, what is your rating of how well it fits?

Perfect fit 9 8 7 6 5 4 3 2 1 Poorest fit

For your choice of the worst fitting pair, what is your rating of how well it fits?

Perfect fit 9 8 7 6 5 4 3 2 1 Poorest fit

I-B. (FOR FEMALES)

Visualize that you are wearing these 3 pairs of women's jeans and place them in order from the most preferred fit for yourself to the least preferred fit for yourself. Please write the letter found on the back of each set of photographs in the corresponding blanks:

- _____ : Most preferred fit for yourself
- _____ : Next most preferred fit for yourself
- _____ : Least preferred fit for yourself

II-A. (FOR MALES AND FEMALES)

There are photographs in the same booklet of 3 pairs of Calvin Klein men's jeans. Each set of photographs includes a front view and a back view of the same pair of jeans. Please compare the 3 pairs of men's jeans and place them in order from best fitting to worst fitting. Please write the letter found on the back of each set of photographs in the corresponding blanks.

_____ : The best fitting pair
 _____ : The next best fitting pair
 _____ : The worst fitting pair

Next, please rate the fit of each pair of jeans by using the following scale, in which number 9 represents a perfect fit and number 1 represents a poorest fit, with the numbers in between representing degrees of well-fitting. Please circle a number representing your rating of each pair of jeans.

For your choice of the best fitting pair, what is your rating of how well it fits?

Perfect fit 9 8 7 6 5 4 3 2 1 Poorest fit

For your choice of the next best fitting pair, what is your rating of how well it fits?

Perfect fit 9 8 7 6 5 4 3 2 1 Poorest fit

For your choice of the worst fitting pair, what is your rating of how well it fits?

Perfect fit 9 8 7 6 5 4 3 2 1 Poorest fit

II-B. (FOR MALES)

Visualize that you are wearing these 3 pairs of men's jeans. Place them in order from the most preferred fit for yourself to the least preferred fit for yourself. Please write the letter found on the back of each set of photographs in the corresponding blanks:

_____ : Most preferred fit for yourself
 _____ : Next preferred fit for yourself
 _____ : Least preferred fit for yourself

General Questions

1. Sex: Female _____; Male _____.
2. Classification: Fr. ___; So. ___; Jr. ___; Sr. ___; Gr. ___.
3. Age: _____. Height: _____. Weight: _____.
4. Major: _____ Business
 _____ Art
 _____ Education
 _____ Human Resource Management
 _____ Science
 Others (list) _____
5. How much money do you spend on clothing per year?
 _____ less than \$200
 _____ \$200 - \$300
 _____ \$300 - \$400
 _____ \$400 - \$500
 _____ over \$500
6. How much money do you spend on jeans per year?
 _____ less than \$50
 _____ \$50 - \$100
 _____ \$100 - \$150
 _____ \$150 - \$200
 _____ over \$200
7. How many days per month do you wear jeans? _____
8. At what type of occasions do you wear jeans?
 _____ to school
 _____ to parties
 _____ to sporting events
 _____ at home
 _____ at work
 _____ to concerts
 others(list) _____
9. Do you prefer buying jeans of:
 _____ Designer label
 _____ National brand
 _____ Privater label
 _____ No preference
10. For what age group are jeans appropriate? (Check all that apply)
 _____ under 10 yrs
 _____ 10 - 19 yrs
 _____ 20 - 29 yrs
 _____ 30 - 39 yrs
 _____ 40 - 49 yrs
 _____ 50 - 59 yrs
 _____ 60 - 69 yrs
 _____ 70 - 79 yrs
 _____ over 80 yrs

11. Please indicate how many and which size of jeans of each brand purchased in the last three years?

Levi's	#	_____	size	_____
Lee	#	_____	size	_____
Guess	#	_____	size	_____
Jordache	#	_____	size	_____
Calvin Klein	#	_____	size	_____
Wrangler	#	_____	size	_____
JCPenney	#	_____	size	_____
Sears	#	_____	size	_____
Others (list) _____	#	_____	size	_____

12. Which size do you usually purchase for jeans?
(list) _____, _____, _____.

13. Do you buy a different size of jeans when you purchase from different manufacturers?
Yes _____; No _____.

14. Do jeans of different brands fit differently?
Yes _____; NO _____.

15. Do you like tight-fitting jeans?
Yes _____; No _____.

16. Do you enjoy watching other people wearing tight-fitting jeans?

Yes _____

No _____

Depends _____; on what qualities of other people:

body build _____

facial appearance _____

female _____

male _____

age _____

17. Which brand of jeans fits you the best? (Check one)

- _____ Levi's
- _____ Lee
- _____ Wrangler
- _____ Guess
- _____ Jordache
- _____ Calvin Klein
- _____ JCPenney
- _____ Sears
- _____ Others (list)

18. Would you, in a few words, describe why you feel this brand fits you the best?

19. Do you have fitting problem at: (Check all that apply)

Waist ____; too tight ____? too loose ____?

Hip ____; too tight ____? too loose ____?

Thigh ____; too tight ____? too loose ____?

Length ____; too short ____? too long ____?

20. Please rank from 1 (the most important) to 10 (the least important) for the factors affecting your jeans purchasing:

- ___ Price
- ___ Fit
- ___ Brand name
- ___ Easy care
- ___ Fashion style
- ___ Fiber content
- ___ Comfort
- ___ Fabric
- ___ Quality
- ___ Durability

21. Do you think jeans advertisements promote jeans sales?

Yes ____ No ____ Undecided ____

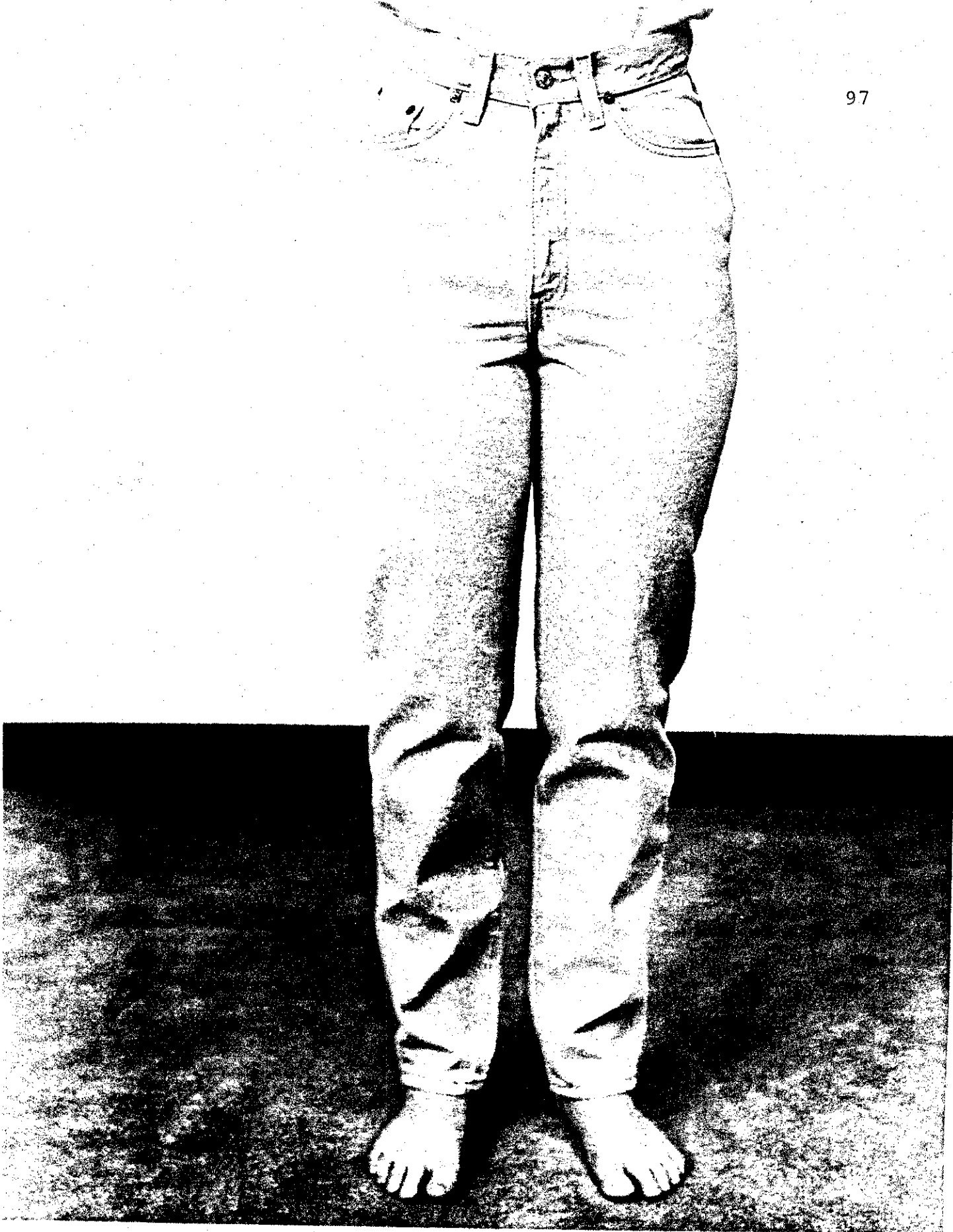
22. Do you like the seductive image portrayed in some jeans advertisements?

Yes ____ No ____ Undecided ____

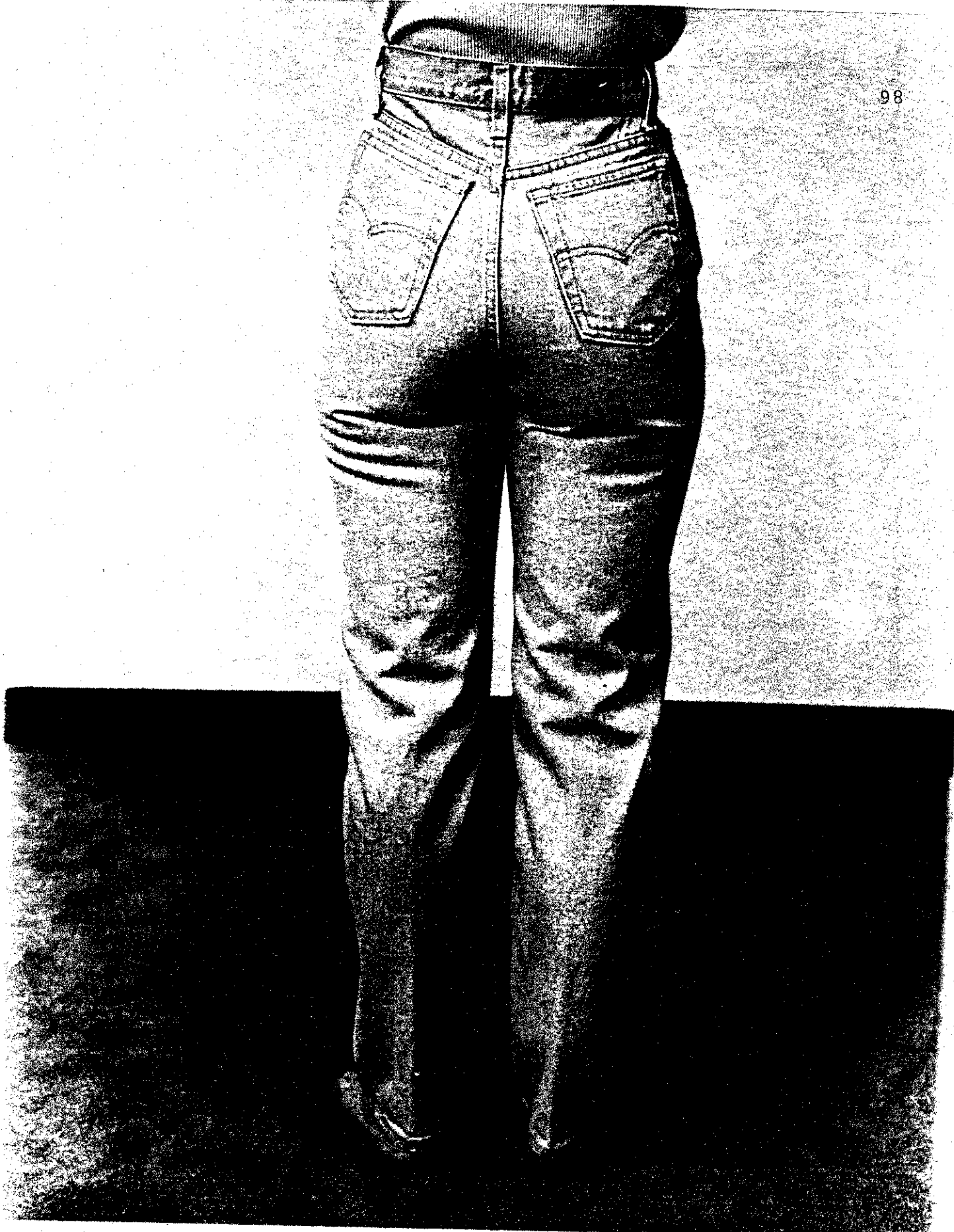
23. Please use the space below for any additional comments you might have.

APPENDIX C

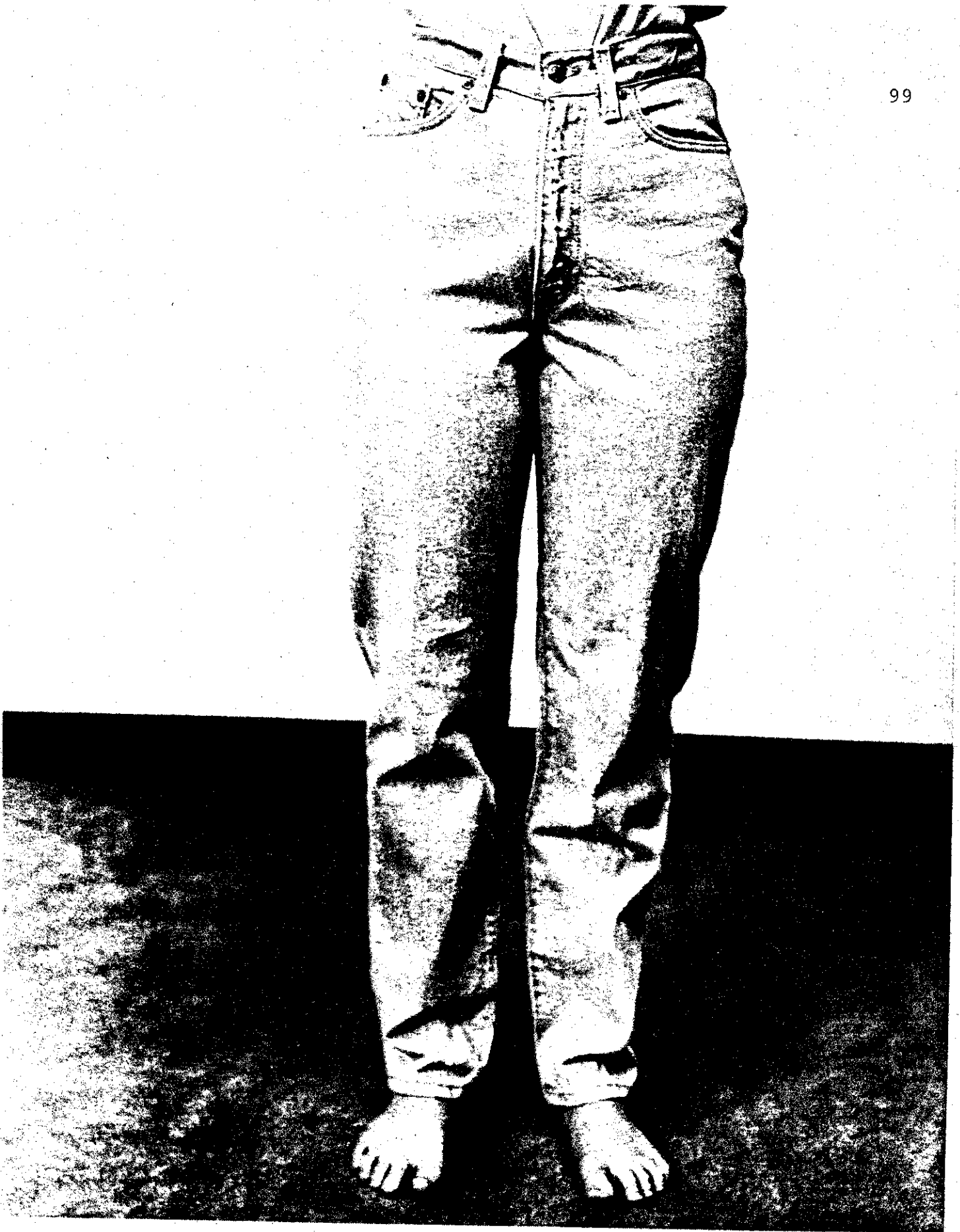
EXPERIMENTAL PHOTOGRAPHS



Size 6



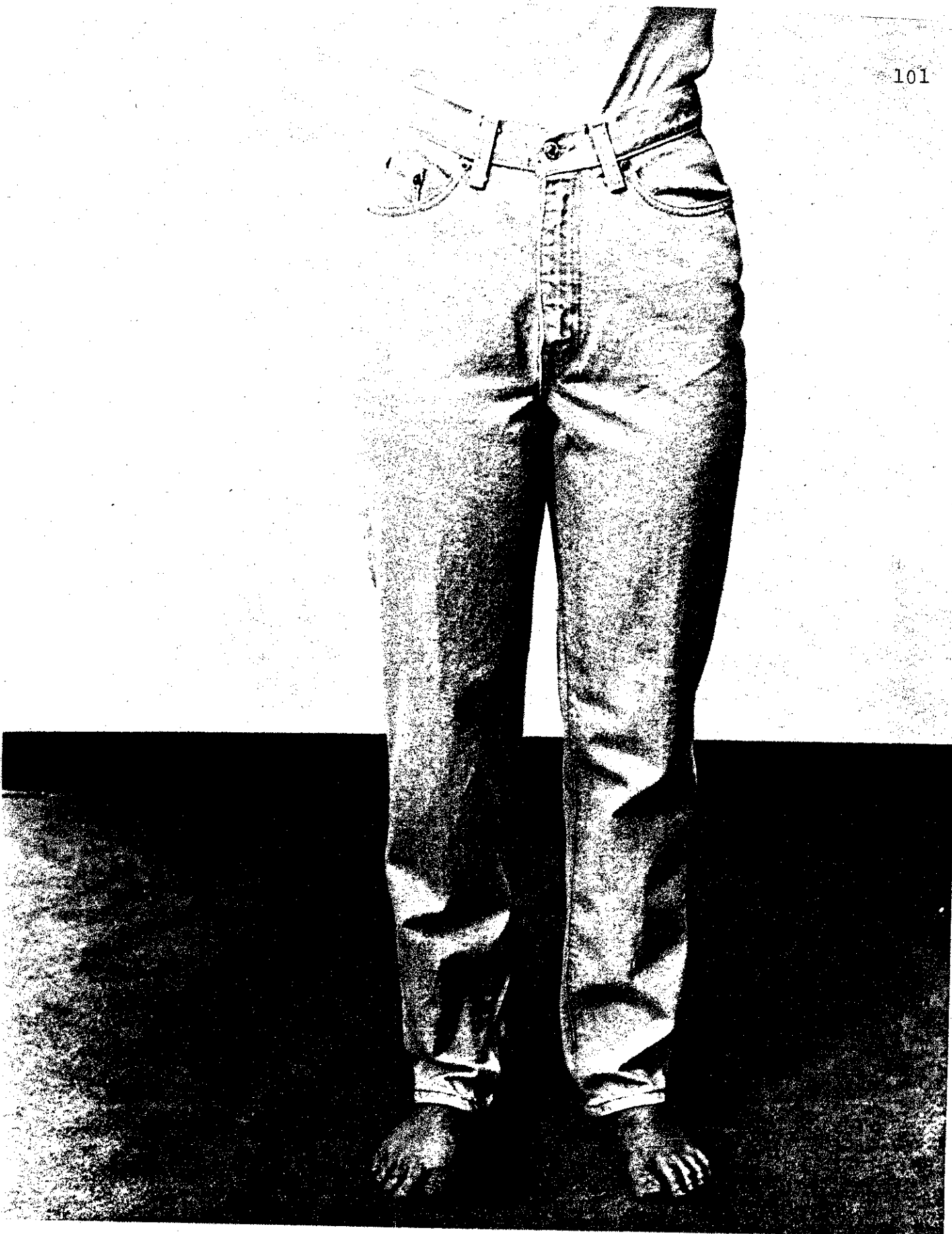
Size 6



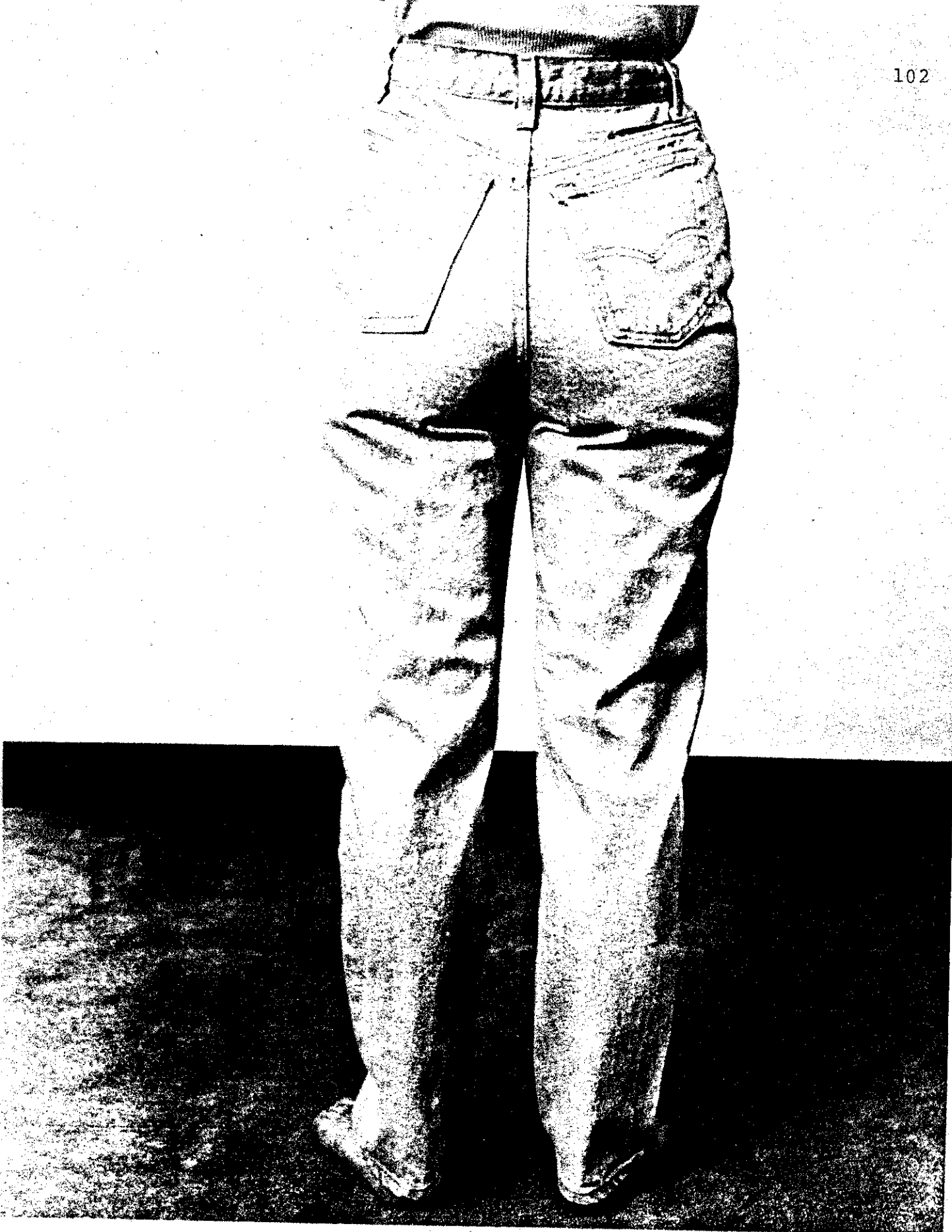
Size 8



Size 9



Size 10



Size 10



Size 28



Size 28



Size 30.



Size 30



Size 32



Size 32

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