ATTITUDES TOWARD SHOPPING FOR APPAREL AND APPAREL SHOPPING BEHAVIOR OF A SELECTED GROUP OF WORKING WOMEN

THESIS

Presented to the Graduate Council of the North Texas State University in Partial Fulfillment of the Requirements For the Degree of

MASTER OF SCIENCE

By

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The purposes of this study were to investigate attitudes toward apparel shopping and apparel shopping behavior of a selected group of working women in the Dallas, Texas, area. The study also examined relationships of occupation, education, age and marital status to apparel shopping attitudes and behavior.

The study concluded that working women enjoy shopping for apparel but do encounter certain frustrations. Working women shop for apparel every few weeks or more and most often purchase apparel in department stores. The majority use charge accounts and often purchase apparel at reduced prices.

Chi square analysis revealed few significant relationships between attitudes toward apparel shopping and apparel shopping behavior and the demographic variables of occupation, education, age and marital status.
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CHAPTER I

INTRODUCTION

Women are entering the work force in unprecedented numbers. At the turn of the century, only 20 per cent of all women in the U.S. held jobs outside the home (1, p. 31). The proportion of working women increased slowly to only 30 per cent by 1950, but the close of the seventies saw approximately 51 per cent of all women sixteen years of age and over as participants in the civilian labor force (6, p. 2). Projections indicate that women will continue to go to work at an increasing rate. According to the Bureau of Labor Statistics, female labor force participation may exceed 54 per cent by 1990, with over 57 million women either engaged in or seeking paid employment (7, p. 2).

The growing group of American working women represents a sizable source of business and profit for the retail industry. The apparel retailer in particular is experiencing the impact of the working women's market. According to research conducted by the American Merchandising Corporation (3, p. 13), the average working woman spends more per year on work apparel alone than her non-working counterpart spends on an entire wardrobe. The Celanese Fibers Marketing Company (2, p. 18) estimates the total apparel purchasing power of
working women at $23.2 billion per year, an amount that is bound to increase as more women enter the labor force.

Clearly the working woman presents a potentially profitable consumer segment to the apparel retailer capable of understanding and meeting her needs. Many retailers, however, are discovering that a simple decision to aim marketing efforts at the working woman is not enough to gain her patronage. Working women differ from one another in countless ways, including age, occupation, marital status, and educational achievement. All of these factors are believed to influence consumer behavior. The shopping behavior of a young single woman whose time and paycheck are her own may vary enormously from that of a middle-aged working mother with greater demands on her time and income. A prerequisite toward gaining the customer loyalty of the working woman is a greater knowledge of her shopping behavior and the attitudes by which it is shaped. A better understanding of the working woman's shopping behavior could enable the apparel retailer to meet the needs of this ever-increasing consumer group.

Statement of the Problem

This study explored attitudes toward apparel shopping and identified selected elements of apparel shopping behavior of working women who were members of a career organization sponsored by a Dallas department store. The study examined
the relationship of occupation, education, age and marital status to apparel shopping attitudes and apparel shopping behavior.

**Purposes**

The purposes of the study were as follows:

1. To determine the attitudes of working women toward shopping for apparel concerning
   a. enjoyment of apparel shopping and
   b. frustrations encountered in apparel shopping;

2. To describe the shopping behavior of working women concerning
   a. selection of outlet for purchase of apparel,
   b. times and frequency of apparel shopping,
   c. utilization of store services and personnel, and
   d. shopping for reduced price merchandise;

3. To determine the relationship that exists between attitudes toward apparel shopping and
   a. occupation,
   b. education,
   c. age, and
   d. marital status; and

4. To determine the relationship that exists between apparel shopping behavior and
   a. occupation,
   b. education,
Research Questions

The following research questions guided this study.

1. What are working women's attitudes toward apparel shopping concerning
   a. enjoyment of shopping for apparel and
   b. frustrations encountered in shopping for apparel?

2. What are shopping behavior patterns of working women concerning
   a. selection of outlet for purchase of apparel,
   b. times and frequency of apparel shopping,
   c. utilization of store services and personnel, and
   d. shopping for reduced price merchandise?

3. What is the relationship between attitudes toward apparel shopping and
   a. occupation,
   b. education,
   c. age, and
   d. marital status?

4. What is the relationship between apparel shopping behavior and
   a. occupation,
   b. education,
   c. age, and
   d. marital status?
Delimitations

The study was limited to working women who were members of a career organization sponsored by a Dallas department store. No attempt was made to examine aspects of apparel shopping attitudes and behavior other than those included in the questionnaire.

Definition of Terms

For the purposes of this study the following terms are applicable.

1. A working woman is a female over the age of sixteen who is engaged in paid employment outside the home.

2. Attitudes are opinions and feelings toward apparel shopping which are formed on the basis of experiences encountered in shopping for apparel.

3. Shopping behavior consists of the activities and practices of the working woman in shopping for apparel.

4. A department store is a retail establishment which sells merchandise in categories of apparel, household linens and dry goods, and home furnishings.

5. A specialty store is a retail establishment which carries merchandise within limited categories, such as women's apparel.

6. A departmentalized specialty store is a specialty store which carries apparel for women, men and children and may also carry limited lines of household goods and other hard goods.
7. A **chain store** is a store which is a member of a group of centrally-owned stores and is merchandised and controlled from a national or regional headquarters, such as Sears or J.C. Penney.

8. An **off-price specialty store** is a specialty store which sells merchandise within narrow categories at prices below traditional retailers' prices.

9. A **mass merchandiser** is a retail establishment which sells clothing and hard goods and is usually characterized by lower-than-traditional prices, low overhead and self-service.
CHAPTER BIBLIOGRAPHY


CHAPTER II

REVIEW OF LITERATURE

Apparel Purchasing Power of Working Women

The large amount of money working women spend on clothing signifies their profitability as a target market for the apparel retailer. Packard and Raine (13, p. 140) asserted that working women spend at least 25 per cent more on clothing than non-working women. According to Retail Week (3), working women's clothing expenditures vary with occupational status. Respondents to a survey on clothing expenditures and shopping habits were divided into two groups. One of the groups was labelled "career women" and consisted of women who considered their work a career, while the other group, "working women," was defined as being made up of women who considered their work "just a job." Responses to the 1977 survey revealed that "working women" spent an average of $970 per year on clothing. Clothing expenditures of "career women" averaged $1469 yearly, 34 per cent higher than expenditures of "working women" (3, p. 51).

The Celanese Fibers Marketing Company (2) similarly asserted that working women's clothing expenditures were related to their occupational status. The Celanese study grouped working women into eight occupational segments,
estimating the yearly apparel sales volume and potential profitability of each group. "Front office clericals," those highly visible to their employers' clients, were named as the group with the greatest apparel purchasing power, contributing over $6 billion per year in apparel purchases, 27 per cent of the yearly apparel purchases of working women. The occupation group with the second largest dollar volume, $5 billion per year, was the formal professional group, including doctors, lawyers, and administrators. The formal professional group was reported to be the fastest growing occupational group, increasing at a rate of 8-10 per cent per year (2, p. 6).

Working Women's Attitudes Toward Apparel Shopping

Considerable research of women's attitudes toward shopping for apparel has focused on enjoyment of shopping. Isaacson (11) reported that shopping enjoyment varied with the type of store patronized, with discount store patrons enjoying shopping more than respondents who patronized stores characterized by higher prices. As women became more financially able to shop, the enjoyment of shopping was believed to lessen.

De Martino (7) found that difficulty in getting satisfactory service and in coordinating merchandise made shopping an unenjoyable experience for working women. Clothes (4, p. 34), however, reported that 61 per cent of working women
surveyed did enjoy shopping all or most of the time. Citing reasons why they sometimes did not enjoy shopping for apparel, women remarked that they did not have enough shopping time, found shopping physically exhausting and lacked the patience to deal with the frustrations involved.

The Celanese Fibers Marketing Company's study (2) of the working women's apparel market noted that members of different occupational groups had different attitudes toward shopping. Reportedly, the informal professional group, which included teachers, artists and others whose professional routine was less formally structured, disliked shopping for clothing. Assembly line workers and "back-office" clericals, those clericals not frequently in the public eye, also considered shopping unenjoyable, but "front office" clericals enjoyed shopping and looked upon it as entertainment.

Apparel Shopping Behavior of Working Women

Outlets Used for Purchase of Apparel

Many consumer behavior researchers concur that selection of a retail outlet begins with the personal characteristics of the consumer. Isaacson (11) suggested that after personal characteristics, the most important influence in the selection of a retail outlet was the type of merchandise desired, advertising, and the individual's shopping habits. Engel, Blackwell and Kollat (8) maintained that while
Determinants of store selection vary with the type of merchandise being purchased, the general determinants are location of the store, depth and breadth of assortment, prices, advertising, sales promotion and personnel.

Clothes (4) and Retail Week (3) named merchandise selection as the main reason working women chose to patronize a particular outlet. Price was mentioned by both studies as the second most important criteria in selecting a retail store for purchase of apparel.

De Martino (7) asserted that department stores are losing in popularity to specialty stores because of failure to respond to the working women's needs. Many researchers, however, have found that the department store is the outlet most widely preferred by working women for the purchase of apparel. Retail Week (1) suggested that department stores are able to meet the needs of a broad spectrum of women by offering wider assortments and price ranges. Forty-eight per cent of women studied by McCall (12, p. 59) preferred the convenience of one-stop shopping offered by the department store. Thirty-four per cent of the respondents to McCall’s survey preferred to shop for apparel in specialty stores, while the remaining 18 per cent either preferred other types of outlets or sewed their own clothing.

The majority of women studied by Fortenberry (10, p. 66) shopped most frequently in department stores. Less than one-half used specialty stores, and almost no use of mail order
and chain stores was reported. Fortenberry reported no significant difference in the use of outlets by social class and education.

Spence (15, p. 45) also found the department store to be the most-preferred outlet of working women studied, followed by the specialty shop and the high-fashion store. Mail order was utilized as an outlet for apparel purchase by 19 per cent of skilled and semi-skilled workers, while only 3 per cent of professional workers shopped by mail.

According to the Celanese Fibers Marketing Company, (2) working women's store preference and loyalty varied by occupational group. Celanese reported that professional groups preferred department store and specialty shops and were loyal to those retailers that met their needs. Clerical workers, on the other hand, exhibited less store loyalty and showed a strong preference for discount-to-moderate-price specialty stores, followed by national chains and department stores.

**Times and Frequency of Apparel Shopping**

Shopping for apparel requires an expenditure of both money and time. While working increases a woman's money resources, it tends to limit time resources. Managing a career, home and often a family leaves working women with limited time for shopping. McCall (12) contended that working wives are less likely than non-working wives to use leisure time for shopping. The frequency with which working wives
shopped was related to the level of education, with shopping frequency decreasing as level of education increased.

The Celanese Fibers Marketing Company (2) found formal professional women to be frequent shoppers, shopping and buying once a week. According to Celanese, "front office" clericals and market-oriented service workers also were frequent shoppers; however they did not actually buy frequently. Women in blue-collar and non-market service positions neither shopped for nor bought apparel frequently.

Lunch hours often do not allow sufficient time for shopping, resulting in many working women shopping during evening hours. McCall reported that 22 per cent of working wives surveyed shopped during the evening, as compared to only 4 per cent of non-working wives (12, p. 59).

Utilization of Sales Personnel and Store Services

Drawing data from several studies, Ryan (14) maintained that the majority of shoppers either trust salespeople and look to them for advice, or distrust salespeople and do not want salesperson assistance. Ryan contended that few shoppers have opinions between the two extremes.

According to Isaccson (11), attitudes toward sales assistance varied with the type of store patronized. Discount store shoppers had quite negative feelings toward salespeople, while those shopping in bargain basements and neighborhood stores were more neutral. Salespeople were
looked upon most favorably by women shopping in "upstairs" departments of department stores. Isaacson further reported that negative attitudes toward salespeople were strongest among younger, lower status women.

Consumers studied by Collazo (5) did not consider sales assistance desirable in shopping for clothing, but felt their own expertise enabled them to make decisions. Upper income respondents were found to be more independent of sales clerks and did not expect as much from them as did lower income respondents. Collazo stated that as income and education went up, satisfaction with sales clerks' services went down.

McCall found that working wives preferred self-service over salesperson assistance when shopping for clothing. Self-service was preferred by 47 per cent of the respondents, while 37 per cent considered salesperson assistance desirable and 16 per cent had no opinion (12, p. 59).

Ettore (9) suggested that in addition to offering accomplished sales assistance, retailers should promote services which could save time for the busy working woman. Personal errand services, wardrobe consulting services, and various shopping services were named as ways in which retailers might attract more working women as customers. According to Ettore, basic shopping services have been augmented by newsletters, fashion clinics, and other offerings designed to appeal to the working woman.
Retail Week (1) related several examples of services adopted by department and specialty stores in order to reach the working women's market. One southwestern-based group of specialty stores offers a consultation service which will build an entire wardrobe for the working woman customer, regardless of her salary level and lifestyle. Other stores provide educational programs and seminars on such topics as how to maintain an automobile or ways in which to cope with executive stress.

Purchase of Apparel at Reduced Prices

Ettore (9) suggested that working women are less sensitive to apparel prices than non-working women. Results of research by Retail Week magazine (3), however, support an opposing finding, indicating that price may be a very important consideration in purchasing of apparel. Working women studied purchased one-third to one-half of their apparel at reduced prices. Women surveyed for an earlier study by Clothes magazine (4) indicated a similar tendency toward shopping for reduced-price merchandise, with 88 per cent reporting they shopped for sale merchandise most of the time or sometimes (4, p. 38).

Although retail stores generally stock merchandise well in advance of the season for which it is intended, working women often wait until it is reduced in price before purchasing. For example, only 9 to 18 per cent of the respondents to the Retail Week survey (3) indicated that they
purchased fall clothing prior to the month of September, by which time much of it was already marked down. Further, the researchers pointed out that even clothing purchased in advance of the season may have been bought at reduced prices, as many respondents patronized off-price specialty stores which offered discounted prices even on the most current goods.

Summary

Working women represent a highly lucrative market for the apparel retailer, spending billions each year on clothing. Shopping for apparel requires an expenditure of time and energy, both of which are often at a minimum for the working woman. Even so, many say they still enjoy shopping.

Various studies have indicated that when shopping for apparel, working women prefer the department store over other types of retail outlets. Merchandise selection has often been named as the most important criteria in selecting a retail store, followed by price. Working women buy much of their apparel at reduced prices, both by waiting until it is marked down before purchasing and by shopping in off-price retail outlets.

Researchers' reports of working women's shopping behavior have suggested that frequency of shopping relates to occupation and to level of education. Relationships have
also been indicated between age and education of shoppers and use of and opinions toward sales help.
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1. "Call it Assertive," Retail Week, XVI (March 15, 1981), 13, 16.


CHAPTER III

PROCEDURE

The Population

The population for the study included working women who were members of an organization sponsored by a Dallas department store. The organization consisted of approximately 20,000 working women and was established in 1978 by the department store's downtown branch. Working women are invited to join the group by submitting their names, addresses, and occupational affiliations. Members receive six newsletters per year which offer fashion advice for the working woman and promote merchandise carried by the store. In addition, the organization holds special "salute" meetings which honor women engaged in various professions represented by the group. The organization was established primarily as a marketing effort by which feedback concerning apparel needs and shopping preferences could be obtained from working women.

Selection of the Sample

The sample was drawn from the members of a working women's organization which is sponsored by a Dallas department store. A systematic random sample of one hundred names and addresses was drawn by selecting every two-hundredth name
from the organization's member card file. Because twenty questionnaires were returned to the researcher as undeliverable, an additional mailing of twenty questionnaires was made. Twenty additional names were drawn from the member file by selecting every one-thousandth name beginning with the second name on the list.

Data Collection Method

A questionnaire was used to gather data for the study. The instrument was developed to obtain personal data as well as information concerning attitudes toward apparel shopping and respondents' shopping behavior. Personal data included the respondents' occupation, level of educational achievement, age and marital status. Information sought concerning attitudes toward apparel shopping included enjoyment of shopping and frustrations encountered in shopping for apparel. Questions dealing with apparel shopping behavior were designed to obtain information concerning selection of outlets for apparel shopping, times and frequency of apparel shopping, use of store services and personnel, and purchase of apparel at reduced prices. A copy of the questionnaire may be found in Appendix A.

The questionnaire was evaluated for content by a panel of fashion merchandising graduate students at North Texas State University. Suggestions were made concerning wording of questions. A pilot study was then conducted by administering the questionnaire to twelve working women, who
offered suggestions concerning interpretation of certain questions. Several of the questions were re-worded to avoid misinterpretation based on comments of graduate students and respondents in the pilot study.

Administration of the Questionnaire

The questionnaire was mailed to each woman whose name and address was selected. A cover letter was included which gave a brief description of the study and solicited the recipient's assistance in the study. Confidentiality of responses and anonymity of the respondents were assured. A copy of the cover letter may be found in Appendix B. A stamped, addressed envelope was included with each questionnaire to facilitate ease of return to the researcher.

The initial mailing of one hundred questionnaires was sent on May 27, 1981. By the deadline of June 10, 1981, forty-five questionnaires had been completed and returned to the researcher. Twenty questionnaires were returned by the U.S. Post Office as undeliverable. A decision was made to send a second mailing of twenty questionnaires. An additional twenty names were selected from the organization's member file. The second mailing was sent on June 11, 1981, and a deadline of June 25, 1981 was set. Of the second mailing, seven questionnaires were completed and returned, yielding a total return of fifty-two, or a return rate of 52 per cent. Three questionnaires were unusable because the
respondents were not employed at the time they completed the questionnaire, resulting in a sample of forty-nine working women.

Analysis of Data

Computer analysis was used to set up frequency distributions, determine percentages, and test for levels of significance. Chi square tests of independence were computed to determine relationships between occupation, education, age and marital status of respondents and apparel shopping attitudes and apparel shopping behavior of respondents. Due to the nature of the data, chi square could not be computed between questions dealing with use of store services and the variables of occupation, education, and age. These data were analyzed by use of descriptive statistics. Chi square analysis was possible, however, between marital status and the use of store services, and was statistically computed. The .05 level was used to determine significance in all chi square tests.
CHAPTER IV

RESULTS AND DISCUSSION

The purposes of this study were to determine attitudes toward apparel shopping and to identify selected elements of apparel shopping behavior of working women who were members of a career organization sponsored by a Dallas department store. The study also sought to examine the relationships of occupation, education, age and marital status to apparel shopping attitudes and apparel shopping behavior. The data were collected by use of a questionnaire which was mailed to 100 women in the Dallas, Texas area.

In addition to descriptive statistics, the data were analyzed by chi square tests of independence for the demographic data of occupation, education, age and marital status and apparel shopping behavior and attitudes toward apparel shopping. The .05 level of significance was arbitrarily selected.

Description of the Sample

Respondents included 49 working women who were members of a career organization sponsored by a Dallas department store. Information concerning the respondents' occupation, level of educational achievement, age and marital status was obtained through the questionnaire.
Occupation

Respondents were asked to state their occupation. Occupations were categorized by the researcher according to the U.S. Department of Labor's Broad Occupational Categories (1). The categories represented included: 1) professional, technical and kindred workers; 2) managers and administrators; 3) sales workers; 4) clerical and kindred workers; and 5) service workers. As seen in Table I, clerical workers made up the largest category, with twenty-two respondents (47 per cent) employed in a clerical capacity. The second largest group was the professional and technical group, including 21 per cent of the respondents.

TABLE I

OCCUPATIONAL CATEGORIES OF RESPONDENTS

<table>
<thead>
<tr>
<th>Occupational Group</th>
<th>N</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>Clerical and Kindred Workers</td>
<td>22</td>
<td>47</td>
</tr>
<tr>
<td>Professional, Technical and Kindred Workers</td>
<td>10</td>
<td>21</td>
</tr>
<tr>
<td>Managers and Administrators</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td>Sales Workers</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td>Service Workers</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>47</td>
<td>100</td>
</tr>
</tbody>
</table>

Members of the professional group worked at such occupations as attorney, teacher and accountant. Six respondents reported employment as sales workers, and six were managers or administrators. Three of the women worked at jobs included in the service worker category, and two failed to state their occupation so could not be included in the categorization.
Education

Three of the respondents (6 per cent) gave high school as the highest level of education completed. The largest percentage, 69 per cent, or twenty-nine of the respondents, had some college or technical training beyond high school but did not complete a bachelor's degree. Twelve (25 per cent) earned a bachelor's degree, and five (10 per cent) held a graduate degree.

Age

Respondents were asked to indicate their age range. The largest percentage of the respondents were in the 25-34 age group, which included eighteen, or 37 per cent. Thirteen (27 per cent) identified themselves as being between 35 and 44 years of age. Ten (20 per cent) were between 45 and 54, and the age groups of 25 and under and 55-64 and over each included four (8 per cent) of the respondents. None were over age 64.

Marital Status

The majority of the respondents, thirty-six (74 per cent), were married. Thirteen (26 per cent) indicated that they were not married.

Attitudes Toward Apparel Shopping

Two questions were used to explore respondents' attitudes toward apparel shopping. The first question dealt with
enjoyment of apparel shopping, and the second sought information concerning frustrations encountered in apparel shopping.

**Enjoyment of Apparel Shopping**

When asked whether they enjoyed shopping for apparel, nearly all (96 per cent) indicated they enjoyed shopping for apparel at least some of the time. Sixteen (33 per cent) always enjoyed shopping for apparel, eleven (22 per cent) stated they often enjoyed apparel shopping, and twenty (41 per cent) enjoyed shopping for apparel sometimes. Only two of the respondents (4 per cent) replied that they never enjoyed apparel shopping.

**Frustrations Encountered in Apparel Shopping**

An eight-part question was asked concerning frequency of encounter of certain frustrating situations in apparel shopping. Respondents were asked to indicate whether each of eight situations was encountered "always," "often," "sometimes" or "never." As seen in Table II, all of the respondents had experienced poor sales assistance, giving answers of always (2 per cent), often (47 per cent) and sometimes (51 per cent). Nearly all had experienced prices that were too high. The question was answered "always" or "often" by 76 per cent, and 24 per cent replied "sometimes."
TABLE II
FREQUENCY OF ENCOUNTER OF FRUSTRATING SITUATIONS IN APPAREL SHOPPING

<table>
<thead>
<tr>
<th>Situation</th>
<th>Percent</th>
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<tbody>
<tr>
<td>How often do you experience these situations when shopping for apparel?</td>
<td></td>
</tr>
<tr>
<td>Always</td>
<td>Often</td>
</tr>
<tr>
<td>Poor sales assistance</td>
<td>2</td>
</tr>
<tr>
<td>Not enough variety in sizes or styles</td>
<td>2</td>
</tr>
<tr>
<td>Prices too high</td>
<td>33</td>
</tr>
<tr>
<td>Difficult to coordinate outfits</td>
<td>8</td>
</tr>
<tr>
<td>Stores confusing--all departments seem to have the same merchandise</td>
<td>6</td>
</tr>
<tr>
<td>Difficult to try on or pay in one place for merchandise from different areas of the store</td>
<td>14</td>
</tr>
<tr>
<td>Hard to find appropriate clothes for the time of year</td>
<td>12</td>
</tr>
<tr>
<td>Unfair policies regarding returns, exchanges, etc.</td>
<td>2</td>
</tr>
</tbody>
</table>

Fifty-four per cent thought that it was always or often difficult to pull merchandise from different areas of the store.
so that it could be tried on or paid for in one place. Few of the respondents encountered frequent frustration with store exchange and return policies. "Never" was the answer given by 44 per cent, and 50 per cent replied "sometimes." Answers of "often" and "always" were given by only 4 per cent and 2 per cent, respectively.

Apparel Shopping Behavior

The next section of the questionnaire sought information on apparel shopping behavior. Questions pertained to selection of an outlet for purchase of apparel, times and frequency of apparel shopping, use of store services and personnel, and purchase of apparel at reduced prices.

Selection of Outlet for Purchase of Apparel

Six questions sought information on selection of outlets for purchase of apparel. Question eight listed twenty-one Dallas area stores which were representative of six types of apparel retailers; the department store, departmentalized specialty store, small specialty store, off-price specialty store, discount store, and national chain store. Respondents were asked to check each of the stores where they had purchased apparel in the past year. Space was provided for respondents to name any stores not included in the list. Two stores, both department stores, were checked by over 50 per cent of the respondents. See Table III. They were Sanger Harris and Joske's. Between 40 and 50 per cent had purchased
apparel at Dillard's, also a department store, and two
departmentalized specialty stores, Neiman Marcus and Lord and
Taylor. Sears and J.C. Penney, both national chain stores,
and Casual Corner, a specialty store, were mentioned by 31-33

TABLE III
STORES IN WHICH APPAREL WAS PURCHASED
IN THE PAST YEAR

<table>
<thead>
<tr>
<th>Store</th>
<th>N</th>
<th>%</th>
<th>Store</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sanger Harris</td>
<td>46</td>
<td>94</td>
<td>The Limited</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>Joske's</td>
<td>33</td>
<td>67</td>
<td>Margie's</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Neiman Marcus</td>
<td>23</td>
<td>47</td>
<td>Margo's</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Dillard's</td>
<td>20</td>
<td>41</td>
<td>Carriage Shop</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Lord and Taylor</td>
<td>20</td>
<td>41</td>
<td>Lester Melnick</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Sears</td>
<td>16</td>
<td>33</td>
<td>Montgomery Ward</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Casual Corner</td>
<td>15</td>
<td>31</td>
<td>Lerner's</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>J.C. Penney</td>
<td>15</td>
<td>31</td>
<td>Loehmann's</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Target</td>
<td>12</td>
<td>25</td>
<td>Picadilly</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>St. Denise</td>
<td>11</td>
<td>22</td>
<td>Barbara Robertson</td>
<td>3</td>
<td>6</td>
</tr>
</tbody>
</table>

per cent of the respondents. No other single store was
checked by more than 25 per cent of the respondents.

Respondents were asked in which type of store they most
frequently purchased apparel. As seen in Table IV, the de-
partment store was the type most frequently specified, with
60 per cent choosing it as the type of outlet where apparel
was most often purchased. Fifteen per cent purchased most of
their apparel in small specialty stores, 8 per cent from
reduced-price specialty stores, such as Margie's or
Suzanne's, and 6 per cent from large specialty stores, such
TABLE IV

TYPE OF STORE IN WHICH APPAREL WAS MOST FREQUENTLY PURCHASED

<table>
<thead>
<tr>
<th>Type of Store</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department</td>
<td>29</td>
<td>60</td>
</tr>
<tr>
<td>Large Specialty</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Small Specialty</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>Reduced-price Specialty</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Large Chain</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Discount</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>48</td>
<td>100</td>
</tr>
</tbody>
</table>

as Neiman Marcus or Lord and Taylor. None of the respondents chose the discount store. Large chain stores were mentioned by only 4 per cent, and 6 per cent gave a response of "other," which included a manufacturer's outlet, a used apparel re-sale shop, and a mail order house.

Question nine asked respondents to rank seven factors in order of their importance in influencing their choice of a retail store in which to purchase apparel. The factors and mean rank of each are shown in Table V. The factor ranked as being most influential by the respondents was "wide selection of sizes and styles," with a mean rank of 2.918. The least influential factor was "hours the store is open," with a mean rank of 4.776. The relatively low rank of this factor may be due to the fact that most stores have the same hours of operation, especially with regard to the department store, the outlet selected by the majority of the respondents.
TABLE V

RANK OF FACTORS WHICH INFLUENCE
SELECTION OF OUTLET FOR
PURCHASE OF APPAREL

<table>
<thead>
<tr>
<th>Factor</th>
<th>Mean Rank*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide selection of sizes and styles.</td>
<td>2.918</td>
</tr>
<tr>
<td>Location of store</td>
<td>3.00</td>
</tr>
<tr>
<td>Reputation for fashion and quality.</td>
<td>3.00</td>
</tr>
<tr>
<td>Low prices.</td>
<td>4.143</td>
</tr>
<tr>
<td>Competent sales people.</td>
<td>4.510</td>
</tr>
<tr>
<td>Services (charge accounts, etc.)</td>
<td>4.736</td>
</tr>
<tr>
<td>Hours the store is open</td>
<td>4.776</td>
</tr>
</tbody>
</table>

*Arranged in descending order of mean rank, with the lowest mean rank having the highest probability of being influential.

Similarly, most department stores offer basically the same range of services, possible making this factor one which received little consideration in the selection of an outlet in which to purchase apparel.

When asked whether they were loyal to one store, shopped several stores, or shopped many stores, the majority (57 per cent) replied that they shopped several stores. Nineteen (39 per cent) shopped many stores, while only two (4 per cent) indicated loyalty to one store.

Respondents were asked to name the location of the outlet or outlets where they most often shopped for apparel. "Close to home" was the answer given by 36 per cent of the respondents. Twenty-sevem shopped "close to work" while 13 per cent shopped at a location on the way home from work. "Regional mall or center not near home or work" was the
answer given by 15 per cent, and 10 per cent chose the option of "other," offering such comments as "wherever the best buys are" and "mail order."

The majority of respondents did not shop for apparel by phone or mail. As seen in Table VI, 12 per cent sometimes

**TABLE VI**

**FREQUENCY OF SHOPPING FOR APPAREL BY PHONE OR MAIL ORDER**

<table>
<thead>
<tr>
<th>How often do you shop for apparel by . . .</th>
<th>Always</th>
<th>Often</th>
<th>Sometimes</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mail or phone order from catalog</td>
<td>--</td>
<td>6</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>Mail or phone order from advertisement in newspaper or magazine</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>10</td>
</tr>
<tr>
<td>Mail or phone order from charge account enclosure</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>16</td>
</tr>
</tbody>
</table>

shopped by phone or mail order from catalogs, but none shopped often from advertisements or charge enclosures.

**Times and Frequency of Apparel Shopping**

Respondents were asked to specify when they most often shopped for apparel. Thirty-one per cent, the largest percentage, replied "Saturday." Twenty-seven per cent most often shopped during the lunch hour, and 25 per cent shopped
on weekday evenings. "On the way home from work" and "weekday mornings and afternoons" were checked by 10 per cent and 8 per cent, respectively.

In response to a question concerning Sunday shopping, 80 per cent replied that they would shop for apparel on Sunday if stores were open. Twenty per cent stated that they would not shop for apparel on Sunday.

Thirty-five per cent of the women surveyed shopped for apparel once per week or more. "Every few weeks" was the reply given by 35 per cent, while 18 per cent replied that they shopped "about once per month," and 10 per cent shopped "once per season." One respondent chose the "other" option, stating she "rarely ever" shopped for apparel.

**Use of Store Services and Personnel**

The respondents were asked three questions pertaining to use of store services and sales personnel. In response to the first question, "How often do you have the salesperson advise you when selecting clothing?," the majority (54 per cent) answered "sometimes" with 33 per cent replying "never." Only 14 per cent reported they "often" sought the salesperson's advice, and none of the respondents chose the "always" option.

Question eighteen listed five services often performed by sales people, and asked respondents to check those that they desired. As seen in Table VII, most of the respondents
wanted merchandise brought to them while they were in the fitting room. Sixty per cent wanted assistance from sales people in coordinating outfits. Responses to question seventeen indicated that as few as 14 per cent often sought the

**TABLE VII**

**RESPONDENTS' DESIRE FOR SERVICES PERFORMED BY SALES PERSONNEL**

<table>
<thead>
<tr>
<th>Service</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bring merchandise to you in the fitting room</td>
<td>38</td>
<td>78</td>
</tr>
<tr>
<td>Coordinate tops with bottoms, put together outfits</td>
<td>29</td>
<td>60</td>
</tr>
<tr>
<td>Advise you as to what styles look best on you, or help you to make a choice</td>
<td>19</td>
<td>39</td>
</tr>
<tr>
<td>Keep a record of your purchases, sizes and needs, notify you when suitable merchandise comes in</td>
<td>18</td>
<td>37</td>
</tr>
<tr>
<td>Give information on how to care for garments</td>
<td>18</td>
<td>37</td>
</tr>
</tbody>
</table>

salesperson's advice when shopping for apparel, however 39 per cent reported in answering question eighteen that the salesperson's advice was a service they desired.

Question nineteen requested respondents to check store services they used then shopping for apparel. See Table VIII. The majority of respondents used charge accounts, with 76 per cent reporting use of store charge accounts and 49 per cent indicating use of bank credit cards. Only 8 per cent used "wardrobe consultant or personal shopper" services, even
TABLE VIII
STORE SERVICES USED BY RESPONDENTS

<table>
<thead>
<tr>
<th>Service</th>
<th>N</th>
<th>%</th>
<th>Service</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store charge account</td>
<td>37</td>
<td>76</td>
<td>Alterations</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Bank credit card</td>
<td>24</td>
<td>49</td>
<td>Mail order</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Lay-away</td>
<td>15</td>
<td>31</td>
<td>Wardrobe consultant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone order</td>
<td>6</td>
<td>12</td>
<td>or personal shopper</td>
<td>4</td>
<td>8</td>
</tr>
</tbody>
</table>

though desire for services such as those that are performed by wardrobe consultants and personal shoppers was indicated in the responses to the previous question. Possibly respondents are unaware of the availability of such services, or the level of personalized assistance they provide in coordinating merchandise and offering advice.

Purchase of Reduced-Priced Apparel

Three questions solicited information concerning respondents' purchase of apparel at reduced prices. When asked how often the apparel they purchased was reduced in price, 49 per cent replied "often," and 43 per cent answered "sometimes." Six per cent stated that apparel was "always" purchased at reduced prices, and only 2 per cent reported "never" purchasing apparel that had been reduced in price.

The second question dealing with purchase of reduced-price apparel asked respondents how often they waited for outfits or garments to go on sale before purchasing. The largest percentage (49 per cent) indicated waiting only
sometimes. Thirty-seven per cent said they never waited for apparel to be reduced in price before purchasing. Only 12 per cent and 2 per cent, respectively, reported often or always waiting for apparel to be reduced in price before purchasing.

When asked how often they planned where they would shop or what they would purchase around special sales advertised in newspapers or on radio or television, the majority (56 per cent) answered "sometimes." Twenty-seven per cent answered "never," and 17 per cent replied "often," but none answered the question with "always."

Respondents' Comments

Space was provided at the end of the questionnaire for respondents to comment on frustrations they encountered in apparel shopping and how shopping might be made easier for them. Thirty-four of the forty-nine chose to give their comments. Many expressed dissatisfaction with quality of sales assistance, making such remarks as "store clerks are often unfamiliar with their merchandise," and "there are seldom any salespersons--only moneytakers. . . . prices rise but service drops." Several of the comments related the need for salespeople who would bring merchandise to the fitting room "rather than having to dress again to go back to the sales floor, undress again, etc." Six respondents expressed difficulty in finding merchandise in petite or large sizes and
several complained about the high prices and poor quality of apparel. Four of the respondents related their desire for repeal of the Texas Blue Law so that Sunday shopping would be possible.

Significance of Occupation, Education, Age and Marital Status to Attitudes Toward Apparel Shopping

One purpose of this study was to explore the possibility of relationships between attitudes toward apparel shopping and occupation, education, age and marital status. To test for a relationship, chi square tests of independence were applied. For each test, the .05 level was considered significant.

Enjoyment of Apparel Shopping

Chi square analysis revealed no significant relationship between occupation and enjoyment of apparel shopping. As seen in Table IX, only 33 per cent of sales workers always or often enjoyed shopping, as compared to 50 per cent or more in other occupation groups.

There was no significant relationship between education, age or marital status and enjoyment of apparel shopping. As seen in Table X, however, a higher percentage of respondents in the under 25, 25-34, and 45-54 age groups always or often enjoyed shopping for apparel. The largest percentage of respondents between 35 and 44 or 55 and 64 years of age enjoyed shopping for apparel only sometimes.
### TABLE IX
**COMPARISON OF OCCUPATION TO ENJOYMENT OF APPAREL SHOPPING**

<table>
<thead>
<tr>
<th>Occupation Group</th>
<th>Always</th>
<th></th>
<th>Often</th>
<th></th>
<th>Sometimes</th>
<th></th>
<th>Never</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional or Technical</td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Managers and Administrators</td>
<td>--</td>
<td>--</td>
<td>3</td>
<td>50</td>
<td>3</td>
<td>50</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Sales Workers</td>
<td>2</td>
<td>67</td>
<td>--</td>
<td>--</td>
<td>4</td>
<td>67</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Clerical and Kindred Workers</td>
<td>7</td>
<td>32</td>
<td>7</td>
<td>32</td>
<td>8</td>
<td>37</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Service Workers</td>
<td>2</td>
<td>67</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>1</td>
<td>33</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 19.26 \quad p = 0.0825 \]

### TABLE X
**COMPARISON OF AGE RANGE TO ENJOYMENT OF APPAREL SHOPPING**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Always</th>
<th></th>
<th>Often</th>
<th></th>
<th>Sometimes</th>
<th></th>
<th>Never</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Under 25</td>
<td>3</td>
<td>75</td>
<td>1</td>
<td>25</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>25-34</td>
<td>7</td>
<td>39</td>
<td>6</td>
<td>33</td>
<td>3</td>
<td>17</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>35-44</td>
<td>1</td>
<td>8</td>
<td>2</td>
<td>15</td>
<td>10</td>
<td>77</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>45-54</td>
<td>4</td>
<td>40</td>
<td>2</td>
<td>20</td>
<td>4</td>
<td>40</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>55-64</td>
<td>1</td>
<td>25</td>
<td>--</td>
<td>--</td>
<td>3</td>
<td>75</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 20.25 \quad p = 0.0625 \]
Frustrations Encountered in Shopping for Apparel

There was no significant relationship between occupation or education and any of the frustrations encountered in shopping for apparel. Chi square analysis, however, revealed a significant relationship between age and the frustrating situation, "difficult to pull together merchandise from different departments of the store and try it on or pay for it in one place." With the exception of the 45-54 age range, the frequency with which the situation was encountered increased with age. See Table XI.

TABLE XI

RELATIONSHIP BETWEEN AGE AND DIFFICULTY IN PULLING TOGETHER MERCHANDISE FROM DIFFERENT AREAS OF THE STORE

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Always</th>
<th>Often</th>
<th>Sometimes</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Under 25</td>
<td>--</td>
<td>--</td>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td>25-34</td>
<td>1</td>
<td>6</td>
<td>9</td>
<td>50</td>
</tr>
<tr>
<td>35-44</td>
<td>2</td>
<td>17</td>
<td>7</td>
<td>58</td>
</tr>
<tr>
<td>45-54</td>
<td>1</td>
<td>10</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td>55 and over</td>
<td>3</td>
<td>75</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

$\chi^2 = 24.147$   $p = 0.0194$

Chi square analysis indicated respondents' encounter of the situation "not enough variety in styles or sizes" was not independent of marital status. See Table XII. Eighty-five per cent of the unmarried respondents always or often
TABLE XII
RELATIONSHIP BETWEEN MARITAL STATUS AND ENCOUNTER OF TOO LITTLE VARIETY IN SIZES OR STYLES

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Always</th>
<th>Often</th>
<th>Sometimes</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Unmarried</td>
<td>1</td>
<td>8</td>
<td>10</td>
<td>77</td>
</tr>
<tr>
<td>Married</td>
<td>--</td>
<td>--</td>
<td>7</td>
<td>19</td>
</tr>
</tbody>
</table>

$\chi^2 = 18.32$ $p = 0.0004$

encountered this situation, while only 19 per cent of the married respondents experienced lack of variety in styles or sizes.

Significance of Occupation, Education, Age and Marital Status to Shopping Behavior

Chi square analyses were run between the variables of occupation, education, age and marital status and the following elements of apparel shopping behavior: (1) selection of outlet for apparel shopping; (2) times and frequency of apparel shopping; (3) use of store services and personnel; and (4) purchase of apparel at reduced prices.

Selection of Outlet for Purchase of Apparel

Based on chi square analyses, there were no significant relationships between occupation, education or age and the selection of a retail outlet in which to purchase apparel.
As seen in Table XIII, however, there was a significant relationship between marital status and the type of outlet selected. Although the department store was selected more than any other type by both unmarried and married respondents, the percentage of married respondents choosing the department store was more than twice that of married respondents who named it as the outlet where they most often purchased apparel. Possibly the department store was selected more by married respondents because of the need for apparel for the spouse or other family members. Presumably the married respondents, especially those with families, had greater demands on their time outside of work. Shopping for their apparel in an outlet where they could also shop for other family members may have been an important consideration in

<table>
<thead>
<tr>
<th>Type of Outlet</th>
<th>Unmarried</th>
<th>Married</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Department</td>
<td>4</td>
<td>33</td>
</tr>
<tr>
<td>Small specialty</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Reduced-price specialty</td>
<td>2</td>
<td>17</td>
</tr>
<tr>
<td>Large specialty</td>
<td>2</td>
<td>17</td>
</tr>
<tr>
<td>Large chain</td>
<td>2</td>
<td>17</td>
</tr>
<tr>
<td>Discount</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>8</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 12.59 \quad p = 0.0275 \]
their patronage of the department store. With the exception of small specialty store, unmarried respondents selected specialty stores more than did married respondents. "Market sample sales in hotels" was specified for "other," as were "Inlook Outlet" (a manufacturer's outlet) and "mail order."

Times and Frequency of Apparel Shopping

Chi square analyses revealed no significant relationships for time of apparel shopping and occupation, education, age or marital status. As indicated in Table XIV, however, the professional and technical occupation group contained a higher percentage of lunch hour shoppers than did any other group. Forty per cent of the professional and technical group's members reported that most apparel shopping was done during the lunch hour. Thirty per cent of the professional and technical respondents shopped weekday evenings, and only 20 per cent shopped Saturdays. Sixty-six per cent of the managerial and administrative group reported shopping either on the way home from work or on weekday evenings, and 85 per cent of the sales workers shopped during one of these two times. The clerical category included the largest percentage of Saturday shoppers (36 per cent).

Although there were no significant relationships between frequency of apparel shopping and occupation, education, age of marital status, it was observed that a larger percentage of married than unmarried respondents shopped
TABLE XIV

COMPARISON OF OCCUPATION GROUP TO
TIME OF APPAREL SHOPPING

<table>
<thead>
<tr>
<th>Occupation Group</th>
<th>Weekday morning or afternoon</th>
<th>Lunch hour</th>
<th>On the way home from work</th>
<th>Weekday evenings</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>Professional or technical</td>
<td>1</td>
<td>10</td>
<td>4</td>
<td>40</td>
<td>--</td>
</tr>
<tr>
<td>Managers or administrators</td>
<td>--</td>
<td>--</td>
<td>1</td>
<td>17</td>
<td>2</td>
</tr>
<tr>
<td>Sales workers</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>2</td>
</tr>
<tr>
<td>Clerical workers</td>
<td>2</td>
<td>9</td>
<td>8</td>
<td>36</td>
<td>1</td>
</tr>
<tr>
<td>Service workers</td>
<td>1</td>
<td>33</td>
<td>0</td>
<td>--</td>
<td>0</td>
</tr>
</tbody>
</table>

$\chi^2 = 19.39 \quad p = 0.2492$

once per week or more. Fifty-four per cent of the unmarried respondents shopped as infrequently as once per month or less, as compared to 19 per cent of the married respondents. A response of "other" was further explained, "rarely ever."
TABLE XV

COMPARISON OF MARITAL STATUS AND FREQUENCY OF APPAREL SHOPPING

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>More than once per week</th>
<th>Once a week</th>
<th>Every few weeks</th>
<th>Once per month</th>
<th>Once per season</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unmarried</td>
<td>1 8</td>
<td>1 8</td>
<td>4 31</td>
<td>5 39</td>
<td>2 15</td>
<td>--</td>
</tr>
<tr>
<td>Married</td>
<td>3 8</td>
<td>12 33</td>
<td>13 36</td>
<td>4 11</td>
<td>3 8</td>
<td>1 3</td>
</tr>
</tbody>
</table>

\( \chi^2 = 7.167 \quad p = 0.2085 \)

Use of Store Services and Personnel

Chi square analyses revealed no significant relationships between the variables of occupation, education, age or marital status and the desire for the salesperson's advice. There were, however, significant differences by marital status in the desire for several services performed by sales personnel. As seen in Table XVI, 70 per cent of the unmarried respondents wanted the salesperson to give information on caring for garments, as compared to only 25 per cent of the married respondents.

The majority of unmarried women wanted the salesperson to keep a record of their purchases so that they could be notified when merchandise arrived which they might need or
TABLE XVI
RELATIONSHIP BETWEEN MARITAL STATUS AND DESIRE FOR CARE INFORMATION

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Desired the service</th>
<th>Did not desire the service</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Unmarried</td>
<td>9</td>
<td>69</td>
</tr>
<tr>
<td>Married</td>
<td>9</td>
<td>25</td>
</tr>
</tbody>
</table>

$\chi^2 = 6.249$  
$p = 0.0124$

like. Only 31 per cent of married respondents wanted this service, as compared to 62 per cent of the unmarried respondents. See Table XVII.

TABLE XVII
RELATIONSHIP BETWEEN MARITAL STATUS AND DESIRE FOR RECORDS TO BE KEPT OF APPAREL PURCHASES AND NEEDS

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Desired the service</th>
<th>Did not desire the service</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Unmarried</td>
<td>9</td>
<td>69</td>
</tr>
<tr>
<td>Married</td>
<td>9</td>
<td>25</td>
</tr>
</tbody>
</table>

$\chi^2 = 6.249$  
$p = 0.0124$

Due to the nature of the data, chi square could not be statistically computed between store services and the variables of occupation, education and age. Chi square analyses
were possible, however, with the variable of marital status, revealing no significant relationships. As seen in Table XVIII, however, unmarried respondents reported a greater use of the service than did married respondents. Although not widely used by any, it was used by 23 per cent of married respondents as compared to only 3 per cent of the married respondents.

**TABLE XVIII**

**COMPARISON OF MARITAL STATUS TO USE OF WARDROBE CONSULTANT AND PERSONAL SHOPPER SERVICE**

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Used the service</th>
<th>Did not use the service</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Unmarried</td>
<td>3</td>
<td>23</td>
</tr>
<tr>
<td>Married</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 2.891 \quad p = 0.0891 \]

There were not observable differences in use of any of the other store services by occupation, education, age or marital status.

**Purchase of Reduced-Price Apparel**

Over half (54 per cent) of the respondents always or often purchased apparel at reduced prices. Chi square analyses between the purchase of apparel at reduced prices
and the variables of occupation, education, age and marital status revealed no significant differences.
CHAPTER BIBLIOGRAPHY

The purposes of this study were to determine attitudes toward apparel shopping and to identify selected elements of apparel shopping behavior of working women who were members of a career organization sponsored by a Dallas department store. The study also sought to examine the relationships of occupation, education, age and marital status to apparel shopping behavior and attitudes. The data were collected through the use of a questionnaire which was mailed to one hundred women from the career organization's member file.

The questionnaire was designed to obtain information concerning the respondents' occupation, education, age and marital status, as well as information concerning attitudes toward apparel shopping and apparel shopping behavior. Information sought concerning attitudes toward apparel shopping included enjoyment of apparel shopping and encounter of certain frustrating experiences during apparel shopping. Shopping behavior was identified by use of questions dealing with selection of outlet for purchase of apparel, times and frequency of apparel shopping, use of store services and personnel, and purchase of apparel at reduced prices.
Data obtained through the questionnaire were analyzed by computer. Chi square was used to test for relationships of demographic variables of occupation, education, age and marital status to attitudes toward apparel shopping and apparel shopping behavior. For the purposes of this study, significance was set at the .05 level. Descriptive data were also presented.

One hundred questionnaires were mailed out and fifty-two were returned, producing a return rate of 52 per cent. Of the fifty-two returned, three were unusable as the respondents were unemployed, making a sample of forty-nine.

Respondents were categorized by occupation into five categories. Forty-seven per cent of the respondents were clerical workers, 21 per cent were professional or technical workers, 13 per cent were employed in a managerial or administrative capacity, another 13 per cent were sales workers, and 6 per cent were employed as service workers.

Six per cent of the respondents gave a high school education as the highest level of education achieved. Sixty-nine per cent had some college or technical training beyond high school, but did not have a college degree. Twenty-five per cent earned a bachelor's degree, and 10 per cent held graduate degrees.

The largest percentage of the respondents (37 per cent) was between the ages of 25 and 34. Twenty-seven per cent were between 35 and 44, and 20 per cent were between 45 and
54. The age groups of respondents under 25 and 55-64 each contained 8 per cent.

Almost three-fourths of the respondents (74 per cent) were married. Twenty-six per cent were unmarried.

Shopping for apparel was enjoyed always or often by over half the respondents. There were no significant differences in enjoyment of apparel shopping by occupation, education, age or marital status. A higher percentage of clerical and service workers than other types of workers always or often enjoyed shopping. A comparison of shopping to age range showed that respondents between 35 and 44 and respondents between 55 and 64 did not enjoy shopping as often as those in other age groups.

Over half always or often experienced frustration with poor sales assistance, and over three-fourths always or often found prices too high. Respondents reported frustration with attempting to bring merchandise from different departments of the store to one location to be tried on or purchased. Based on chi square analysis, this particular situation was not independent of age. With the exception of the 45 to 54 age range, encounter of the situation increased as age increased. Chi square analysis revealed a significant relationship between encounter of too little variety in sizes or styles and marital status. Eighty-five per cent of unmarried respondents encountered the situation, as compared to only 19 per cent of the married respondents.
The department store was the type of outlet where respondents in this study most often purchased apparel, followed by the small specialty store, reduced-price specialty store, and large specialty store. There was a significant relationship between selection of outlet and marital status, with over two-thirds of married respondents purchasing most of their apparel in department stores, as compared to only one-third of the unmarried respondents.

The most influential factor in selecting a retail store in which to purchase apparel was a wide selection of sizes and styles, followed by the location of the store and its reputation for fashion and quality.

The majority of the respondents were not loyal to a single store, but shopped several or many stores. Few shopped by phone or mail order.

Almost all respondents shopped for apparel on Saturday, during the lunch hour, or on weekday evenings. Eighty percent would shop on Sundays if stores were open, and several respondents commented on the need for Sunday shopping. Thirty-five per cent shopped for apparel once a week or more, and another 35 per cent shopped every few weeks. Based on chi square analysis, no significant relationship existed between marital status and shopping frequency.

Respondents rarely sought the advice of the salesperson when shopping for apparel, with over half replying "sometimes" and 33 per cent answering "never." Services respondents
wanted from the salesperson included having merchandise brought to them in the fitting room and assistance in coordinating outfits. Respondents expressed displeasure with sales people who were merely "money-takers" or were unfamiliar with the merchandise in their areas.

The two most widely-used services were the store charge account and the bank credit card, such as Mastercharge or Visa. Almost a third of the respondents reported using layaway.

The majority (55 per cent) always or often purchased apparel at reduced prices. Only 14 per cent, however, always or often waited for specific items to be reduced before purchasing. Seventy-one per cent reported often or sometimes planning purchases or selecting outlets based on special sales advertised in newspapers or on radio or television.

Conclusions

The following conclusions are based on the data obtained from this study. The conclusions are limited to this research population and are not intended to describe any other population.

Most working women enjoy shopping for apparel, but frequently encounter certain frustrations. They include high prices, difficulty of trying on or purchasing merchandise from different departments of the store in one location, and poor sales assistance. Working women want sales people who
are familiar with the merchandise and can assist them by bringing merchandise to the fitting rooms as needed and by coordinating outfits.

The majority of working women purchase most of their apparel in department stores, although unmarried working women shop department stores less than married women. Following the department store as the outlet where apparel is most often purchased are the small specialty store, large (departmentalized) specialty store, and reduced-price specialty store. Few women are loyal to one store, and most shop several stores. The majority of working women do not frequently purchase apparel by phone or mail order.

Working women shop with a frequency ranging from every few weeks to more than once per week, in outlets either near home or near work. Slightly greater numbers of working women shop Saturdays than other times, but nearly as many shop during the lunch hour or on weekday evenings. Working women would like to shop for apparel on Sundays.

Store services most widely used by working women are store charge accounts and bank-card charge accounts. Although working women say they want assistance in coordinating outfits and want help from personnel who know the stock, few utilize the wardrobe consultant services offered by many department and specialty stores.

Almost all working women find prices too high at least some of the time, and the majority always or often purchase
apparel at reduced prices, although few actually wait for specific items they like to be marked down before purchasing. The majority of working women at least sometimes plan purchases or select outlets based on retail stores' sale advertisements in newspapers or on broadcast media.

Recommendations for Further Study

Based upon this research, the following recommendations are made.

1. Further research should be done to compare shopping behavior of married working women to shopping behavior of unmarried working women.

2. The shopping behavior of married working women might be investigated and analyzed according to family size and family life cycle.

3. Repetition of the study using other populations of working women is needed in order to generalize to broader groups of working women.

4. Additional research exploring working women's requirements for sales assistance is recommended.
APPENDIX A
QUESTIONNAIRE

Please answer the following questions as honestly as you can. Put the number that corresponds with your answer in the space provided at the left. All answers will be confidential and there is no need to sign your name.

(3) 1. What is your current employment status?
   (1) Working full-time  (2) Working part-time  (3) Not working

2. What is your occupation?

(4) 3. What is the highest level of education that you have completed?
   (1) Some high school 
   (2) Completed high school 
   (3) Some college or technical training 
   (4) Bachelor's degree 
   (5) Graduate degree 

(5) 4. What is your age group?
   (1) Under 25 years of age 
   (2) 25-34 years of age 
   (3) 35-44 years of age 
   (4) 45-54 years of age 
   (5) 55-64 years of age 
   (6) 65 or over

(6) 5. What is your present marital status?
   (1) Unmarried 
   (2) Married 

(7) 6. Do you enjoy shopping for clothing?
   (1) Always  (2) Often  (3) Sometimes  (4) Never

(8-15) 7. Do you ever experience any of the following situations when you shop for clothing? Please put the number of your response in the blank provided at the left of each line.
   (1) Always  (2) Often  (3) Sometimes  (4) Never

- Poor sales assistance
- Not enough variety in styles or sizes
- Prices too high
- Difficult to put together an entire outfit, to coordinate tops with bottoms, etc.
- Stores are confusing--all departments seem to have the same merchandise
- Difficult to pull together merchandise from different departments of the store and try it on or pay for it in one place
- Hard to find appropriate clothes for the time of year
- Unfair policies regarding returns, exchanges, etc.

(16-36) 8. Please put a check by any of the stores in which you have purchased clothing in the past year.
   - Suzanne's
   - The Limited
   - J.C. Penney
   - Dillard's
   - Lerner's
   - Mango's
   - Loehmann's
   - Lord and Taylor
   - Casual Corner
   - Target
   - Carriage Shop
   - Piccadilly
   - Sanger Harris
   - Montgomery Ward
   - Neiman Marcus
   - Joske's
   - St. Denise
   - Barbara Robertson
   - Lester Melnik
   - Sears
   - Margie's
   Other stores in which you have purchased clothing
9. When shopping for clothing, in which type of store do you most frequently purchase? Choose one type.

1. Large department store (such as Dillard's or Sanger Harris)
2. Large specialty store (such as Neiman Marcus or Woolf Bros.)
3. Small specialty store (such as The Limited or The Carriage Shop)
4. Reduced-price specialty store (such as Penney's or Sears)
5. Large chain store (Sears, Penney's or Woolworths)
6. Discount store (such as Target or K-Mart)
7. Other types (specify)

10. Please rank the following factors in order of their importance in helping you to select a retail store in which to purchase clothing. Rank them from 1 to 7, with 1 being the most important and 7 being the least important.

   Location of store
   Reputation for fashion and quality
   Competent sales people
   Wide selection of sizes and styles
   Services (charge accounts, return policy, etc.)
   Hours the store is open
   Low prices

11. Which statement best describes how you shop for clothing?

1. I am loyal to one store
2. I shop several stores
3. I shop many stores

12. Which of the following best describes the location where you most often shop for clothing?

1. Close to work
2. Close to home
3. On the way home from work
4. Regional mall or center not near home or work
5. Other (specify)

13. How often do you shop for clothing in each of the following ways? Put the number of your response in each of the blanks at the left.

   Mail or phone order from catalog
   Mail or phone order from advertisement in magazine or newspaper
   Mail or phone order from charge account enclosure

14. When do you most often shop for clothing?

1. Weekday mornings or afternoons
2. Lunch hour
3. On the way home from work
4. Weekday evenings
5. Saturdays
15. Would you shop for clothing on Sunday if stores were open?
(1) Yes  (2) No

16. How frequently do you shop for clothing? This includes the occasions when you may look without making a purchase.
(1) More than once a week  (4) About once a month
(2) About once a week  (5) About once per season
(3) Every few weeks  (6) Other (specify)

17. How often do you have the salesperson advise you when selecting clothing?
(1) Always  (2) Often  (3) Sometimes  (4) Never

18. Please check the services you want from the salesperson when you shop for clothing. Check as many as apply to you.
- Bring merchandise to you in the fitting room
- Coordinate tops with bottoms, put together outfits
- Give information on how to care for garments
- Keep a record of your purchases, needs and sizes so that you can be notified when something comes in that you may need or like
- Advise you as to what styles look best on you or help you make a choice

19. Please put a check by each of the store services that you use when shopping for clothing.

20. How often is the clothing that you buy reduced in price? This includes both clothing that has been marked down from original price and clothing that you buy in stores that specialize in reduced prices, such as Margie’s, Picadilly, Loehmann’s or St. Denise.
(1) Always  (2) Often  (3) Sometimes  (4) Never

21. If you see an outfit or garment that you like, do you ever wait to see if it will go on sale before purchasing it?
(1) Always  (2) Often  (3) Sometimes  (4) Never

22. How often do you plan what you will buy or where you will shop around special sales that are advertised in newspapers or on TV or radio?
(1) Always  (2) Often  (3) Sometimes  (4) Never

23. Please note any comments or frustrations you might have concerning apparel shopping. How could it be made easier for you? Use the back of this survey to write on if you wish. Thank you for your help!
May 23, 1981

Dear Working Woman:

A study is being conducted at North Texas State University dealing with how working women shop for clothing. Your views and comments on shopping for clothing will be very helpful to the study. Your input will enable us to determine how retailers can better meet the shopping needs of working women.

Please take a few minutes to answer the enclosed questionnaire and return it in the stamped envelope provided. We look forward to hearing your views on this subject, and we appreciate your help.

Sincerely,

Marian Jernigan
Marian Jernigan, Ph.D.
Associate Professor

Marsha Kesten
Graduate Student
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