

INVESTIGATION OF RELATIONSHIPS AMONG  
CAREER APPAREL, JOB SATISFACTION  
AND SELF-CONCEPT

By

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Submitted to the Faculty of the Graduate College  
of the Oklahoma State University  
in partial fulfillment of the requirements  
for the Degree of  
DOCTOR OF PHILOSOPHY  
December, 1981

Thesis  
1981D  
B327i  
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## ACKNOWLEDGMENTS

The writer wishes to express her appreciation to all who have given assistance in the completion of this dissertation. Thanks are extended to the supervisory committee: Dr. Elaine Jorgenson, Dr. Edgar L. Webster, and Dr. Althea Wright, and a special word of appreciation is extended to Dr. Lynn Sisler, major adviser, whose advice and insight were of invaluable assistance.

Sincere gratitude is expressed to Drs. Heather M. B. Weiss, John H. Weiss, and Virginia Moxley for their assistance in preparing the manuscript, and to Mrs. Virginia Cunningham for her major assistance in typing the manuscript. Thanks are also extended to the respondents for taking the time to complete the questionnaire.

Special thanks go to Dr. Janice Briggs for her assistance, patience and understanding, and to my colleagues at Emporia State University for their encouragement and support. To Don and Aaron, who provided love and support, I dedicate this endeavor.

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## CHAPTER I

### INTRODUCTION

In the history of clothing, the twentieth century may well be known as the century of the uniform. Once confined to members of the armed forces, the uniform has become the required work attire of an ever greater segment of the population. While standing armies have themselves grown in size, their example has influenced other government employees--policemen, firemen, guards, postmen--whose number has increased with equal or greater rapidity. Large private companies closely associated with military or other state functions, such as railroads, shipping companies, and airlines, have also adopted uniforms identifying the wearers as employees of particular organizations (Mumford, 1965).

Once the uniform began to spread to the civilian sector, however, it was confronted by the challenge presented by three other twentieth-century developments: the appearance of machine-produced, relatively inexpensive clothing; the general rise in personal income in industrialized countries; and the growth in non-manual occupations. Now larger numbers of people could choose to dress not in the rough work clothes of factory operative or farmer but in the suits, jackets, and other attire that had long been the prerogative of the middle class. Certainly conformity and fashion heavily influenced dress in traditionally middle-class occupations, such as the liberal professions, but so did the new possibilities for individualized apparel offered by inexpensive

and varied clothing. Professions achieving recognition only in the twentieth century, such as realtors, insurance agents, and bank employees, chose to model themselves after the established liberal professions or higher civilian management, not after military officers or government officials (Larson, 1977). This choice may help to explain why they have not adopted military-style uniforms.

A standardized clothing style is gradually winning acceptance by persons who were never before required to wear uniforms. Marking this transition has been the appearance of a type of white-collar uniform known as career apparel. First introduced by utility and telephone companies, career apparel has now entered such fields as real estate sales, the particular focus of this study (Dirksen, 1971).

Dressing employees in career apparel offers several benefits to the employer. In the first place, the policy improves the company's image. It reduces the possibility for wearing extreme fashions and insures the smart, business-like appearance that is essential for those who work with the public (Isenberg, 1976). At the same time, employers have reported that introducing career apparel improved employee morale ("Career Apparel: New Fringe Benefit," 1973). Shampaigne (1973) suggested that this improvement is accompanied by better working relations among employees. Wolfe (1973) found that the new attire might also aid in employee recruitment and reduce turnover.

Not all the benefits of career apparel accrue to the employer alone. For example, the company often pays for part or all of the cost of career apparel; the employee thus does not have to invest a great deal in a working wardrobe ("Bicentennial Theme in Apparel," 1976). Career apparel may in fact offer low-income employees higher quality clothing than they

would normally purchase themselves. It is generally made of good quality fabric using superior construction techniques, all of which prolongs the useful life of the garment. Although it is similar in appearance to quality consumer apparel, and may have been created by a well-known designer, it is usually styled along more conservative lines and would be considered fashionable over a long period of time. Finally, because the use of career apparel limits competition among employees in matters of dress it thus helps to eliminate insecurity about what to wear on the job (Dirksen, 1971).

Although a significant amount of information concerning career apparel has appeared in popular periodicals, little serious research dealing with the subject has yet been conducted. The lack of available research data about career apparel presents a challenge to students of clothing, textiles, and merchandising, as well as to those who design, manufacture, and sell career apparel. Properly conducted studies can provide information useful to educational institutions, to industry, and to businesses contemplating the adoption of career apparel.

#### Purpose and Objectives

The purpose of the study was to investigate the relationships among career apparel, job satisfaction and self-concept. Variables including sex, age, level of education, and length of time career apparel had been worn were also considered.

The seven objectives of the study were:

1. To determine the relationship between responses of career apparel (CA) respondents and non-career apparel (NCA) respondents on individual career apparel satisfaction items.

2. To determine whether there is a significant difference between career apparel satisfaction scores of CA respondents and NCA respondents.
3. To determine whether there is a significant difference between the job satisfaction scores of CA respondents and NCA respondents.
4. To determine whether there is a significant difference between self-concept inventory scores of CA respondents and NCA respondents.
5. To determine the relationship of career apparel satisfaction scores to self-concept inventory scores and job satisfaction scores of CA respondents.
6. To determine the relationship of career apparel satisfaction scores to self-concept inventory scores and job satisfaction scores of NCA respondents.
7. To determine whether sex, age, level of education, and length of time career apparel had been worn is related to satisfaction with career apparel, job satisfaction, and self-concept.

The following null hypotheses were examined:

1. There are no significant differences between responses of CA respondents and NCA respondents on individual career apparel satisfaction items.
2. There are no significant differences in career apparel satisfaction scores of CA respondents and NCA respondents.
3. There are no significant differences between job satisfaction scores of CA respondents and NCA respondents.
4. There are no significant differences between self-concept

- inventory scores of CA respondents and NCA respondents.
5. There is no significant correlation between career apparel satisfaction scores and self-concept inventory scores of CA respondents.
  6. There is no significant correlation between career apparel satisfaction scores and job satisfaction scores of CA respondents.
  7. There is no significant correlation between career apparel satisfaction scores and self-concept inventory scores of NCA respondents.
  8. There is no significant correlation between career apparel satisfaction scores and job satisfaction scores of NCA respondents.
  9. There are no significant differences among career apparel satisfaction scores, job satisfaction scores, and self-concept inventory scores of CA respondents and NCA respondents, which can be attributed to differences in sex, age, level of education, or length of time career apparel had been worn.

#### Assumptions

The following assumptions were basic to the study:

1. The questionnaires were honestly answered by the participants.
2. Brayfield and Rothe's (1951) job satisfaction index did produce reliable and valid job satisfaction scores.
3. Brownfain's (1950) self-rating inventory did produce reliable and valid self-rating scores.

## Definition of Terms

The following definition of terms was utilized in the study:

Career Apparel: A type of white-collar worker's uniform.

Career Apparel Respondent: An individual who wore career apparel and who responded to the questionnaire.

Job Satisfaction: An individual's feelings about his job, as a result of his total job situation.

Job Satisfaction Index: A means of determining a numerical score to represent an individual's satisfaction with his job.

Non-Career Apparel: Clothing other than that identified as career apparel; not a standardized clothing style.

Non-Career Apparel Respondent: An individual who participated in the study and who did not wear career apparel.

Real Estate Broker: Any person, who for compensation negotiates the purchase or sale or exchange of real estate, or who leases or offers to lease or rent any real estate or the improvements thereon for others (Unger and Karvel, 1979).

Realtor: A real estate broker, appraiser, etc., who is a member of the National Association of Real Estate Boards.

Self-Concept: A composite of thoughts and feelings which make up a person's awareness of his individual existence, his conception of who and what he is (Jersild, 1952).

Self-Concept Inventory: In this study the self-concept inventory developed by Brownfain (1950) and modified by the researcher was used to determine a numerical score for one's self-concept.

## CHAPTER II

### REVIEW OF LITERATURE

Recognition that an individual's self-concept influences personal and social competence has generated a debate between phenomenological and behavioristic philosophies (Collier, 1971; Wylie, 1961). There is general agreement, however, that people have a strong need for self-enhancement and that clothing plays an important part in self-beautification. One's clothing, unlike other aspects of the self such as gestures or speech patterns, is a personal feature upon which even casual acquaintances are seldom reluctant to comment (Horn, 1975).

In the past there have been studies which examined the relationships between clothing and self-concept, but little research has been published which related job satisfaction to clothing and self-concept. It has been noted that unhappiness in one area of life may carry over in equal amounts to all other areas ("The Search For Fulfillment," 1978). This idea about links between areas of life suggests that clothing and self-concept may affect an individual's job satisfaction. In preparation for the examination of these links in the present research, the relevant literature is reviewed in this chapter. This includes literature on the following topics: (1) self-concept theory, (2) clothing as an expression of self-concept, (3) effect of clothing on first impressions, (4) altering the self-concept by means of clothing, (5) a self-concept for each role, (6) clothing awareness, (7) job satisfaction, (8) old versus new value

systems of work, (9) workers' dissatisfaction with their jobs, and (10) employers' concerns related to job satisfaction.

### Self-Concept Theory

In the forty years prior to 1940, the study of the self was largely discredited in the behavioral sciences. During these years there was an attempt to assert the scientific nature of psychology by avoiding any concepts that were associated with the philosophical origins of psychology (International Encyclopedia of Social Sciences, 1968). Since the 1940's, problems related to self-concept have come to the forefront as indispensable and legitimate topics for scientific study in psychology and sociology (International Encyclopedia of Social Sciences, 1968). Epstein (1973) stated that others in the field believe there is a need for a self-concept. He indicated that those self-theorists identified as phenomenologists consider self-concept to be the most central concept in all of psychology; they believe that it provides the only perspective from which an individual's behavior can be understood.

There are many views on the nature of the self-concept. Several of these are presented below so that a composite understanding can be formulated. This formulation can then be used in the effort to understand the relationship between clothing and an individual's self-concept. The terminology used to refer to self-concept varies. Such terms as self-image, self-knowledge, ego-enhancement, and ego-extension seem to be used interchangeably. In this literature review, the investigator employed the terms used by the authors whose works are described. Throughout the remainder of the study, the investigator has used the term self-concept exclusively.



James has been credited with being the first psychologist to write extensively on the self. Even during the forty-year period of discredit, James' work on the self had an impact on psychology and social science (Epstein, 1973). James (1890) analyzed the self in terms of its constituent parts; he viewed it as the sum total of what the individual considers himself to possess--his body, his traits, characteristics, abilities, aspirations, family, work, possessions, friends, and other social affiliations. He defined the empirical me, or the self, as composed of three parts: the material me, the social me, and the spiritual me.

Writing in approximately the same historical period, Cooley (1902, p. 136) developed a theory called the "Looking Glass Self." He suggested that the way a person thinks that others look at him may influence his self-image. Cooley suggested that the following process takes place. People tend to wonder or imagine what others are visualizing about their persons and then to consider what conclusions people are drawing about them. This then produces some sort of feeling, such as pride or mortification. As a result, based on this information, the person tries carefully to convey an image that will be approved by others (Cooley, 1902).

Mead (1934) expanded upon Cooley's idea of the "Looking Glass Self" (Cooley, 1902, p. 136). He noted that the self-concept arises in social interaction as an outgrowth of the individual's concern about how others react to him. In order to anticipate people's reactions so that he can behave accordingly, a person learns to perceive the world as these others. In this manner, the individual determines how the "generalized other" would respond to certain actions (Mead, 1934, p. 154). This provides the

individual with an internal source of regulation to guide and stabilize his behavior in the absence of external pressure (Mead, 1934).

Later in the century, Jersild (1952) defined the self as a composite of the thoughts and feelings which make up a person's awareness of his individual existence, his conception of who and what he is. The self includes a system of ideas, attitudes, values, and commitments, according to Jersild (1952), and it consists of a person's total subjective environment.

Rogers (1954) argued that the self-concept includes only those characteristics of the individual that he is aware of and over which he believes he has control. He believes there is a basic need to maintain and enhance the self. If there is a threat to the organization of the self-concept, anxiety results.

According to Brownfain (1952), when an individual is assigned the task of evaluating himself, whatever the method of evaluation, he inevitably makes reference to a system of central meanings that he has about himself and his relation to the world around him. This process results in the person's self-concept.

Sullivan (1953), like Mead, argued that the self arises out of social interaction. He explained the self in terms of a system within the personality. This system is built up from innumerable experiences early in life. Its main thrust is to satisfy the people that matter to the individual and thereby to satisfy one's self. Sullivan's view also emphasized the individual's need to avoid unpleasant effects as a major function of the system of self-concept (Sullivan, 1953).

Swenson (1973) proposed that the self grows out of one's relationship to others, and, in part, is created and defined by the other people

to whom one relates. For example, as an individual's self is created and developed by those people with whom he associates, so their selves are created and developed, in part, by the first individual (Swenson, 1973).

Sherif and Sherif (1969) indicated that the self is a developmental formation or subsystem in the psychological make-up of the individual. It consists, at any given time, of interrelated attitudes that the individual has acquired (in relation to his body, its various parts, to his capacities, to objects, persons, family, groups, status, and institutions) which outline and regulate his relatedness to these objects in concrete situations and activities. The Sherifs argued that the self is a developmental formation--it is not present at birth. The self develops as the body develops (both physically and psychologically). This is not to say that as an individual acquires new social ties, new roles, and changes status, that the self system stops changing. It continues to change and must change if the individual is to behave consistently in terms of his altered relationships and responsibilities. They believe that the concept of self is needed for a rounded explanation of human motivation.

In her research on clothing and behavior, Ryan (1966) defined the self-concept as the individual's perception of his own characteristics, his abilities or failings, his appearance, and the total organization of characteristics which he sees as distinguishing him as an individual. She emphasized the importance of the self-concept because of the effects it has on the person's actions, roles and choice of clothing.

The definition of self-concept provided by Horn (1975) is somewhat more simple. She stated that the self is that to which we refer with

the words I, me, mine, myself; the self-concept is how I think and feel about me or myself. Although her definition is simpler, Horn was saying much the same thing as many of the others reviewed here in her definition of self-concept.

Kefgen and Touchie-Specht (1976) described the self-concept as the general notion that each person has of himself. The term encompasses the idea one has of himself, both as a physical and psychological being. Everyone, they suggest, has a mental concept of how he looks and how he behaves.

This review of the various ideas about the nature of the self indicates that as the concept of the self has been developed, it has been elaborated to contain a central core of characteristics. These include the following:

1. The self-concept arises out of social interaction and is affected by the environment and by other people in that environment.
2. The self-concept is a composite of thoughts and feelings, as well as a system of ideas, attitudes, values and commitments.
3. The self-concept is a dynamic organization that changes with experience.
4. The self-concept contains various selves, such as the material self, spiritual self, and social self, as pointed out by James (1890).
5. It is essential that a consistent self-concept be maintained. If the self-concept is threatened, then the individual experiences anxiety (Epstein, 1973).

These characteristics are often taken into account by those who seek to examine the relationship between a person's clothing and self-concept.

### Clothing as an Expression of Self-Concept

James (1890), previously noted as one of the first to be concerned with the self-concept, was also one of the first to suggest its connection with a person's clothing. He defined the empirical me, or the self, as composed of three parts: the material me, the social me, and the spiritual me. In reference to the material me, James (1890) stated, "The body is the innermost part of the material me in each of us; and certain parts of the body seem more intimately ours than the rest. The clothes come next" (p. 177).

Clothing enhances the self and along with the individual's general appearance, may reflect the self and reveal his system of values to an observer. Clothing can also be used to hide the self and to present a favorable image to others. There is a reciprocal relationship between dress and self-concept; clothing aids in the establishment of self-concepts and conversely, self-concepts help determine the choice of clothing (Reed, 1973, and Ryan, 1966). Kefgen and Touchie-Specht (1976) further argued that one's clothing choices reflect one's self-concept, the way one wants others to see him, or perhaps the ideal or desired self.

It has previously been established that self-concept is developed largely from social interaction (Swenson, 1973). Horn (1975) maintained that because clothing is generally worn in social situations, the boundaries of the body often are extended to incorporate one's clothing into the body-image. Venner (1964) lent further support to this idea

by stating that clothing is crucial to one's self-image, especially in interaction with strangers.

Psychological comfort or discomfort with respect to one's clothing may be a result of how well the garments express the self-concept that the individual has tried to establish (Kefgen and Touchie-Specht, 1976). Stone (1962) suggested that:

As the self is dressed, it is simultaneously addressed, for, whenever we clothe ourselves, we dress 'toward' or address some audience whose validating responses are essential to the establishment of our self-concept. . . . All (remarks) point to the undeniable and intimate linkage of self and appearance (p. 100).

However, if psychological discomfort is experienced when one presents one's self to the audience, then the anxiety so often spoken of in relation to self-concept develops. Therefore, a person's clothing can either be a means of belonging to and merging with the environment, or of being unique (perhaps unaccepted) and individual (Rosencranz, 1972).

#### Effect of Clothing on First Impressions

Goffman (1959) suggested that people tend to seek new information about others. They are interested in the others' socio-economic status, conception of self, attitudes and a variety of other characteristics. According to Ryan (1966) clothing plays a large part in providing the new information because in reacting to another person, the first step is forming an impression of him. Clothing affects the way one perceives other people; it also affects the action of the wearer. In part, at least, clothing influences and reflects the role one plays in society. In addition, it provides one of the simplest means of identifying certain groups (Ryan, 1966).

An illustration of the ease with which people gather clues about each other by what they wear is seen in research conducted by Bickman (1974). He argued that, "Throughout history, the uniform has been the symbol of authority, identifying the wearer's status, group membership and legitimacy" (p. 50). He conducted three separate experiments to test the relative degree of social power that uniformed persons currently possess. The first experiment involved ordering a pedestrian passing by to pick up some litter; the second experiment involved ordering a passerby to give another individual a dime for a parking meter; the third experiment dealt with informing an individual waiting for a bus that he was standing in a no-waiting zone. In each experiment three investigators were used: a civilian dressed in a sports jacket, a milkman, and a guard in a police-like uniform (Bickman, 1974).

Among old and young, men and women, Bickman found that the uniform and the situation significantly affected obedience. In each experiment the pedestrians were more obedient to the high-authority figure--the guard in the police-like uniform. There was no significant difference in the pedestrians' obedience to the milkman or the civilian. The experiments concluded that power was related to the type of uniform (Bickman, 1974).

Bickman (1974) illustrated how clothing does more than protect one from the weather. He contended that the first thing most people notice about another person is his sex, age, race, and physical appearance, including clothes. These may appear to be superficial qualities, but they are important determinants of one person's reaction to another (Bickman, 1974).

Other researchers have provided support for Bickman's findings

about first impressions. Summarizing research in this area, Horn (1975) concluded:

First impressions are largely derived from outward appearances and established by nonverbal cues and symbols of the kind that clothing provides. The way in which a person is first perceived is particularly important in establishing the self in new social roles. Every individual maintains a series of such sub-identities which are defined and delimited by the boundaries of specific roles (p. 140).

Ryan (1966) commented that while it seems to be complicated, clothing actually simplifies one's perception of people or of the total situation. It often serves as a shortcut. One can see at a glance that one man is a waiter, and then one knows what action to take toward him and what to expect from him.

One of the characteristic elements of social life is the existence of numerous symbols or signs which provide a means of distinguishing the social positions of individuals in a community. Venner and Hoffer (1959) indicated that one of these signs--clothing--is of crucial importance. They contended that clothing provides the basis for the initial appraisal of a person's social standing, especially when the appraiser is not acquainted with the individual. It allows the stranger to determine the wearer's social position almost immediately, and thus facilitates communication with him.

A study conducted by Fortenberry, MacLean, Morris, and O'Connell (1978) lent further support to the previously mentioned theories in which the mode of dress serves as a perceptual cue of status resulting in differential behavior responses. The purpose of their study was to determine to what extent mode of dress might influence behavior observed in a natural setting. Their experiment had two parts. First, two people, dressed in professional attire, conversed in the hall of a



university classroom building. The conditions were such that the passer-by had to pass between the conversationalists or to avoid the area altogether. The experimenter noted the number of individuals that avoided the two people and the number that walked between the two. The second portion of the experiment involved the same two people; however, this time they were dressed in student garb. Again, the experimenter counted the number of people that avoided the two conversing people and those that walked between them.

The results of the experiment showed that there was a statistically significant difference in the behaviors observed when the two different types of dress were worn. More people avoided the area when the individuals were in professional attire than when they were in casual dress. Therefore, the experimenters concluded that dress serves as a perceptual cue for status and that it produces differential behavior responses (Fortenberry, MacLean, Morris, and O'Connell, 1978).

Another aspect of self-concept and first impressions was examined by Gibbins (1969). He noted that if clothes are selected by the wearer as a means of expressing one's self-concept, then the wearer will be judged by his selection. Consequently, viewers will expect that the wearer has chosen his clothes to convey something about himself. If this process does occur, there must be some agreement concerning the message which particular clothes convey.

As Allport (1937) has warned, however, first impressions can be inaccurate or inadequate. He indicated that while first impressions are often quite definite, they are unfortunately also frequently untrustworthy. In the brief period of a person's first meeting with another, there is little chance for contradictions to appear, or for

the person to ascertain which traits are central and which are incidental in the other's personality. Some features are hidden entirely, especially those that are asocial. Nevertheless, a brief meeting often does result in definite impressions which subsequently prove to be correct upon further acquaintance. Such impressions are consequential because when one lacks personal information or the details provided in conversation, one must rely on expressive movements, appearance, gesture and manner of speaking when making initial judgments about another.

Ryan (1966) has pointed out that first impressions, furthermore, play an important part in later social interaction between individuals. If a first impression is poor, it may lead to avoidance or efforts to prevent further meetings. This could result from a situation in which the viewer did not receive or understand the message which the other's clothes were meant to convey. This is a point also previously examined by Gibbins (1969). People make judgments about others on the basis of the meaning they ascribe to their own clothes. In a homogeneous group there often tends to be agreement as to the message conveyed by particular clothing, whereas if the group is heterogeneous, communications problems arise (Gibbins, 1969).

Bickman's (1974) research corroborates this view. He found that similarity attracts; the more dissimilar one perceives another to be, the greater the probability that the individual will dislike him or her.

Clothing symbols are used daily as a kind of silent language at both the conscious and unconscious levels according to Rosencranz (1972). Although symbolic meanings are acquired within a matrix formed by social structure and culture, clothing and appearance symbols do not have definite or absolute values. Meanings change with time and place and

within particular social climates (Rosencranz, 1972). Hence, these changes, too, can result in misinterpretation of clothing cues.

Ryan (1966) reasoned that even if the impression formed is incorrect, it will still influence the responses of individuals to one another and that consequently, it plays a major role in the total situation. Ryan (1966) further suggested that because clothing seems to provide major clues in forming first impressions, it may play a part in the actual selection of friends and acquaintances.

#### Altering the Self-Concept by Means of Clothing

The continuing importance of dress is emphasized by Stone's (1962) contention that every social transaction must be broken down into at least two analytic processes--appearance and discourse. Appearance is at least as important for the establishment and maintenance of the self as is discourse. The study of appearance provides a powerful lever for the understanding of the formation of a conception of self. Therefore, appearance is of major importance at every stage of an individual's development.

Problems may arise in a person's self-concept when there is a major difference between self-concept and style of dress. This frequently happens when an individual is trying to hide his real self (Gordon, 1963). Ryan (1966) reinforced this view of self-concept by stating that it may or may not agree with the perception of the person as seen by others or as measured by some independent means.

Gordon (1963) reasoned that since self-concept consists of elements of which a person is cognizant it is changeable. For example, the words chosen to describe the self, and how one looks and acts toward it can be

used to alter a person's self-concept to one with which he is comfortable. This is often done by blocking out or rationalizing those elements in one's personality with which one is dissatisfied.

#### A Self-Concept for Each Role

Gergen (1972), in his studies of self-concept, found that his subjects projected different self-images in different situations. He was convinced that multiple self-images are common among people and are not to be considered a sign of mental illness. He stressed the idea that no one should be defined by a consistent character type.

Research completed by Sherif and Sherif (1969) indicated that the self-concept is not a unitary structure, either in its formation or in its arousal. The various parts (ego, attitudes, values, etc.) are functionally related as parts in a system. However, Sherif and Sherif (1969) argued that it is quite misleading to think that functional relationships and integration mean the same thing. There may be conflicts among the component parts of the self precisely because they are interrelated. In various roles and capacities the individual does acquire attitudes that, when aroused simultaneously, are not harmonious and cannot be integrated. An excellent example of this situation can be seen among many modern professional women who are trying to play multiple roles such as mother, wife, worker and lover. These women often experience severe conflict.

Brownfain (1950) indicated that there are many selves in each individual. The self-concept, he advised, is a configuration of many selves; the stability of self-concept is derived from interrelationships among the various ways of defining the self. If a good interrelationship of

the various selves can be developed there will be less of the type of conflict mentioned by Sherif and Sherif (1969).

↳ Rosencranz (1972) pointed out that as new individuals are inducted into a group, they take on characteristics of the group that are derived from its communicative categories. Artifacts that are meaningful to the group and its role relationships are delineated as being distinctive to the group itself. Groups frequently make use of such non-verbal symbols as clothing. As an individual becomes accustomed to the new group, its type of clothing plays an important part in shaping the nature of interpersonal relations, according to Hault (1954). One learns to manipulate these symbols in role playing, through the process of socialization. Clothing thus can be an aid to the interrelation of the various selves so that the amount of conflict can be narrowed.

It is clear that clothing may influence the self-concept and because of this it may make the playing of a role easier. Ryan (1966) indicated that it may even determine whether a particular role is to be played. Several researchers have determined that one's participation in certain activities is influenced by whether or not one has appropriate clothing for the activity. (Drake and Ford, 1979; Brewton, 1971; Humphrey, Klaasen, and Creekmore, 1971; and Ryan, 1953).

As human beings within a society develop social selves, dress and adornment are intimately linked to interaction between individuals.

Strauss (1959) made this point in his book, Mirrors and Masks:

Everyone presents himself to others and to himself, and sees himself in the mirror of their judgments. The masks he then and thereafter presents to the world and its citizens are fashioned upon his anticipations of their judgments (p. 9).

Personal accouterments assist the individual in presenting his image and

in expressing himself (Roach and Eicher, 1965). However, when one speaks of the self-concept in reference to the social self, one must be aware that it will vary according to the social situation or role at hand (Ryan, 1966). The social situation and the role one must play in it will certainly determine one's behavior, as well as play an important part in one's choice of clothing. The woman who plays the role of hostess for her husband's business associates, for example, may select quite different clothes for that occasion than those she wears to work as a corporate executive. At the same time, the woman's self-concept would be altered for each specific situation. The woman is not likely to perceive herself as a sweet, demure individual when she is dressed appropriately as a corporate executive (Ryan, 1966).

Another important aspect to consider when dealing with assorted roles is that an individual will not be aware of all of the possible parts of the self but only of those aspects which are relevant to the situation. At any one time some aspects of the self are perceived while others are not (Ryan, 1966).

Jersild's (1952) research showed that sometimes directly and sometimes more subtly a person's clothes and grooming are a projection of himself, either his real self or an idealized one. Others may suspect that a person does not accept himself wholeheartedly as he is, if he feels a need to falsify his appearance to a considerable degree. Altering one's appearance by means of clothing should not be automatically assumed to be a poor thing to do, as it can be a way of compensating for less attractive aspects while accentuating the attractive ones. Britt (1941) reported that many people may select clothing with this in mind.

James (1890) made a similar point almost a hundred years ago when he noted that:

The old saying that the human person is composed of three parts, soul, body, and clothes--is more than a joke. We so appropriate our clothes and identify ourselves with them that there are few of us who, if asked to choose between having a beautiful body clad in raiment perpetually shabby and unclean, and having an ugly and blemished form always spotlessly attired, would not hesitate a moment before making a decisive reply (p. 292).

### Clothing Awareness

Awareness of clothing and appearance is a matter of individual sensitivity. It is affected by one's past and present personal environment, just as the development of self-concept is. Generally, this awareness is a visual experience and, ideally, it is an aesthetic one. However, an awareness of other sensual qualities of appearance is important also. The psychological feel of clothing ranges from an extension of the body in space and time to its psychological functions of protection and support (Rosencranz, 1972). Clothing, then, becomes a part of the body image, and the concerns that are attached to the body are often attached in a like manner to clothing (Horn, 1975). In her discussion of theories of self-concept, Ryan (1966) postulated that it is normal for people to develop a consistent sense of identity, and that it is unhealthy for them not to do so. Once a sense of identity is fixed, it will remain stable. This situation makes a person predictable. At every stage of development, clothing helps to establish the identity of the individual to himself and to those with whom he interacts (Horn, 1975).

People are as unique and individualistic in the way they dress as

in their fingerprints, Ryan (1966) has suggested. If two people wear the same thing to a social gathering they are embarrassed, but their individuality often still shows through by their choice of accessories and by such subtle differences as the way in which a belt is worn. This obvious individuality in the selection and wearing of clothes and in grooming has led researchers to look for relationships between choice of clothes and other more fundamental individual differences.

Clothing has also been shown to be an indication of feelings of self-worth. Rather surprising examples of this can be observed in the behavior of the mentally ill. During the last few years, doctors and other hospital personnel have increasingly recognized the fact that care with personal appearance is one of the clues to improved mental health. (Horn, 1975; Compton, 1964). Horn (1975) has postulated that the expression of positive attitudes toward one's clothes tends to reinforce a generalized positive feeling toward the self, while the expression of negative responses contributes to the deprecation of the self. In her research with psychotic patients, Compton (1964) found that clothing did, indeed, figure in the strengthening or weakening of the body-image boundary.

Venner and Hoffer (1959) found that for some people clothing may be a source of embarrassment, discomfort, or deprecation, even though this is not the dominant or generalized pattern. There is considerable empirical evidence that feelings of clothing deprivation are significantly related to the lack of social confidence and to low self-concepts (Venner and Hoffer, 1959).

In a study conducted by Ryan (1953) at Cornell, it was suggested that a generally insecure person might achieve a measure of security



through confidence in his clothes or that conversely, a person with a lack of confidence in clothes would in general be less secure. The results of this study's interviews also indicated that there might be some relationship between social participation, leadership, and confidence in clothing (Ryan, 1953).

Symonds (1951) has suggested that a common way people try to enhance their self-concept is to copy the clothing of an admired individual.

Clothing can also aid and strengthen an individual's sense of group membership. Ryan (1966) used the example of nuns to illustrate this point. The nun, because of her habit (old or new) is continually reminded of the fact that she belongs to a certain order and that as such certain things are expected of her. College professors provide another example. A professor who is dressed in a tailored suit is accepted by others as a figure of authority; when a professor appears in blue jeans, however, others are unsure of what to expect.

When Ryan (1953) interviewed students about what their attitudes toward the role of clothing were, they generally agreed that clothes should be fairly important, yet remain in the background. The interviewees felt that clothes should be carefully selected, kept neat and clean, and then be forgotten (Ryan, 1953). In the same interviews, the students stated that clothing should be used as a means of expressing one's background or personality to others. The students also felt that clothing should aid the individual by helping to make him feel at ease, set a mood, or to have self-confidence (Ryan, 1953).

Clothing awareness, in sum, plays an important role in individual self-expression. As previously pointed out, clothing becomes part of the body image. It can be used as a means of identification and it is

important in the restoration of feelings of self-worth. Researchers have also found that positive attitudes expressed towards one's clothing tend to reinforce a generalized positive feeling toward the self. Clothing can also create or reinforce negative feelings toward the self when clothing deprivation produces a lack of social confidence and low self-concept. Hence, clothing awareness is an important aspect in daily life.

### Job Satisfaction

Job satisfaction is considered to be an attitude which results from the balancing and summation of many specific likes and dislikes experienced in connection with one's employment. This attitude manifests itself in evaluation of the job and the employer. These evaluations may rest upon one's own success or failure in the achievement of personal objectives and upon perceived contributions of the job and company toward these ends (Bullock, 1952). An employee may like or dislike certain aspects of his work. He may even dislike major portions of his work and yet evaluate the position positively as a means of attaining desired goals. Therefore job satisfaction may only relate to the evaluation of one's job and the employing company as they contribute to the attainment of one's personal objectives (Bullock, 1952).

Dunn and Stephens (1972) have suggested that job satisfaction should be considered as a feeling which has arisen in the worker in response to his total job situation. This feeling is also associated with perceived differences between what the worker expects for his service and what he actually experiences in relation to the alternatives available to him. It should be understood that the value of work may vary from one individual to another and is an important element of job satisfaction.

### An Old Versus New Value System of Work

The old value system for the world of work contributed to people's feeling of well-being by providing the individual with a sense of self-esteem and conviction of his worth as an individual. There was a clear-cut sense of identity as well as the ability to believe that one's actions made sense to others as well as to oneself. The work-a-day world provided a set of concrete goals and values toward which one could strive. This gave the worker feelings of potency and efficiency. At the same time the position provided enough stimulation to avoid boredom and to create a feeling that one's world was reasonably stable. If these needs were met, the worker experienced a joy in living and a conviction that he was successful as a human being (Yankelovich, 1978). This furnished the worker with an overall sense of meaning and coherence in life.

A new breed of American, born during the baby boom and raised during the social movements of the 1960's, has grown up to form a majority in the 1970's. This group holds a set of values and beliefs so markedly different from traditional ones that they promise to transform the character of work in America in the 1980's. These new world values have a set of consequences including: (1) the desire to hold a paid job has become so strong that some 24 to 27 million people not now employed are waiting to take jobs if they become available; (2) the competition for employment has become so great that young black people are suffering from an unemployment rate estimated at 46 to 60 percent; (3) today, millions who do hold paid jobs find the present incentive system so unappealing that they are no longer motivated to work hard. As a result, not only do they withdraw emotional involvement from the job, they also

insist upon steady increases in pay and fringe benefits to compensate for the job's lack of appeal. The less they give, the more they demand (Yankelovich, 1978).

The old value system of the world of work also had its consequences. These can be summarized as follows: (1) if women could afford to stay home and not work at a paid job, they did so; (2) as long as a job provided a man with a decent living and some degree of economic security, he would put up with all its drawbacks, because it meant that he could fulfill his economic obligations to his family and confirm his self-esteem as a breadwinner and good provider; (3) the incentive system--principally money and status awards--was successful in motivating most people; (4) people were tied to their jobs not only by bonds of commitment to their families, but also by loyalty to their organizations; (5) most people defined their identities through their work roles, subordinating and suppressing most conflicting personal desires. For all practical purposes, a job was defined as a paid activity that supplied steady full-time work to the male breadwinner and that furnished adequate compensation to provide at least the necessities, and perhaps some luxuries, for an intact nuclear family (Yankelovich, 1978).

Under the onslaught of the new value system, the values and consequences of the old system are in the process of changing (Yankelovich, 1978). This has dramatic implications for the world of work. The majority of American workers are still satisfied with most aspects of their jobs; however, the decline of job satisfaction over the last few years is significant and cannot be ignored ("Americans Still Work But Enjoy It Less," 1979).

A growing number of Americans are dissatisfied with their jobs

and believe that their quality of life is deteriorating. The University of Michigan's Institute of Social Research conducted in-depth interviews with 1,500 workers. Researchers drew no single conclusion about job satisfaction in the United States, but suggested that workers' rising but unfulfilled expectations may be an important factor in discontent on the job ("Americans Still Work But Enjoy It Less," 1979).

The trend toward job dissatisfaction is likely to mean continuing trouble in the workplace but it may not necessarily take overt forms of protest such as strikes. Although work itself is still highly valued, the growing discontent with which Americans regard their jobs will probably mean increasing friction between traditional, authoritarian supervisors, and workers who want more challenge and more voice in decisions affecting their jobs (Hoert, 1979).

The editors of Psychology Today recently surveyed 23,008 readers concerning job satisfaction (Yankelovich, 1978). The results of this survey supported the University of Michigan's findings. Most persons surveyed were generally satisfied with their jobs for the present, but there is an unmistakable undercurrent of restlessness that could create problems for employers as the American economy progresses into the 1980's. The respondents are potentially quite a mobile generation, with only loose loyalties to a particular occupation, and as a result, they have declining desires to remain with an employer permanently (Yankelovich, 1978; Staines and Quinn, 1979).

#### Worker Job Dissatisfaction

The Futurist magazine conducted a survey dealing with job satisfaction in 1973 and repeated a similar survey in 1979 ("Americans Still

Work But Enjoy It Less," 1979). The results suggest that American workers are expressing a decrease in job satisfaction. When the two surveys were compared, the researchers found that workers are expressing more dissatisfaction with their pay, job security, and hours. The later survey also indicated that approximately two thirds of the responding workers believed that their skills were not fully utilized in their present jobs, and that most workers reported that their education exceeded their job requirements. Others have previously suggested ("Americans Still Work But Enjoy It Less," 1979) that workers are overeducated for their jobs. Hoert (1979) warned that discontent among workers is rising and he went on to suggest that one likely reason for the drop in job satisfaction was that higher levels of education have produced rising expectations. "Jobs aren't getting worse, but people are getting better" (Hoert, 1979, p. 156). The Futurist survey found that dissatisfaction was most pronounced among college graduates and that it was on the rise among blacks, semi-skilled and blue-collar workers and those under thirty. The self-employed were found to be the happiest workers ("Americans Still Work But Enjoy It Less," 1979).

A national survey conducted by the University of Michigan Survey Research Center (Staines and Quinn, 1979) produced different numbers of dissatisfied workers than did The Futurist ("Americans Still Work But Enjoy It Less," 1979) magazine survey. The former found less dissatisfaction than the latter. The Survey Research Center study showed that 36% of the American workers surveyed felt that their skills were underutilized whereas The Futurist survey reported that two thirds of their respondents felt this way. The Survey Research Center study found that 32% of their respondents felt they they were overeducated for their jobs.

In answer to a similar question, The Futurist researchers found that most of their respondents felt this way. More than 50% of the Survey Research Center respondents also protested about a lack of control over the days they work and their job assignments. Hoert (1979) argued that this indicated a high degree of job dissatisfaction.

Research conducted by Renwick and Lawler (1978) related job dissatisfaction to the way rewards were distributed and performance evaluations were conducted. Workers were unhappy because the pay was not what the workers expected and the advancement rate was very slow. In addition, it was found that a major complaint among workers was that when they performed well, they received no praise. This led to an I don't care if they don't care attitude on the part of the worker.

In another study, Staines and Quinn (1979) suggested that much of the conflict related to job dissatisfaction involves time--the amount of time spent at work, inconvenient work schedules, or uncertainty about work schedules. Time available for family life is also a factor, especially for working wives with children (Staines and Quinn, 1979). Another problem was that more workers feel locked into their present positions and that they have limited opportunities for mobility. A 1969 survey found that 40% of those surveyed thought that finding a job comparable to the one they presently held would be relatively easy, but ten years later only half as many had such optimism. In addition, more than a third believed their skills would not be useful and valuable in five years ("Americans Still Work But Enjoy It Less," 1979).

If an individual is only half satisfied with his job or marriage, he finds himself no more than half satisfied with life in general. It has been shown that intrinsic fulfillment on the job is clearly related

to the degree of fulfillment a person receives in his or her home life and other interest spheres. An unhappy job situation will cause dissatisfaction in every other area from which a person seeks a sense of fulfillment ("The Search For Fulfillment," 1978).

#### Executive Job Satisfaction

Dunn and Stephens (1972) indicated that job satisfaction tends to be positively correlated with job level and salary. This finding is also supported by other researchers ("The Frustrations of the Group Executive," 1978; Renwick and Lawler, 1978).

Renwick and Lawler (1978) found that the majority of a sample of executives they studied had fairly positive attitudes toward their present jobs and were notably free of depression. Managers, executives and professionals were satisfied, less often depressed by their work, and less likely to feel trapped in their jobs than were semi-skilled, unskilled and clerical workers. These findings supported Dunn and Stephens' (1972) research indicating that job satisfaction tended to be positively correlated with job level and salary. However, additional information showed that new executives either were promoted or had left the company within five years so some argued from this that achievement had to be carefully planned ("The Frustrations of the Group Executive," 1978).

#### Employers' Concerns Related to Job Satisfaction

In addition to the employees' concerns over monotonous jobs and under-utilized human resources, employers are becoming increasingly concerned over the costs associated with higher rates of employee turnover



and absenteeism (Foulkes, 1969). Hoert (1979) has suggested that companies and unions are responsible for this problem.

Companies and unions are lagging behind in adapting to major societal shifts in attitudes, values, and the rising level of education. Changes in the work force must be considered and improvements made in the work place before job dissatisfaction is curbed. The University of Michigan Survey Research Center data on quality of employment supported these findings and warned companies that all is not as peaceful and productive as they might believe (Hoert, 1979). When companies see their productivity dropping they should ask what can be done to improve it; they need to be cautious about the belief that setting new productivity targets will lead to increased production.

This research related to job dissatisfaction prompts one to look at what has contributed to the formation of the new breed of worker. According to Renwick and Lawler (1978), the present-day worker is willing to work hard and put in long hours. He values leisure but at the same time finds much of his identity in work. The new breed of worker has demands that need to be met. Specifically, he is interested in more control over the decisions in the work place; he wants more freedom to set the pace of his own work; and he wants to control his own hours and schedules. Today a worker's approach to his job is self-oriented. Americans are more interested in securing a satisfying job for themselves than in social reform for all workers (Renwick and Lawler, 1978).

#### Solutions for Job Dissatisfaction

Foulkes (1969) has argued that factors other than money motivate the worker. Current data on job mobility affirm the idea that work--to

the present generation of adults--is more than an economic necessity (Renwick and Lawler, 1978). A survey conducted by Psychology Today found that only 9% of those workers surveyed would stop working if they could live as comfortably as they liked for the rest of their lives without working (Yankelovich, 1978). Again, people seemed to believe in the value of hard work, and in developing themselves at the work place. However, they were not easily satisfied nor easily retained as employees. They were likely to demand a great deal, and if they did not get it, would look for employment elsewhere. These people want more, but not simply more money and benefits. They want more psychological satisfactions and more opportunities to learn and grow. They have a strong need to obtain their fullest potential and accomplish something worthwhile (Renwick and Lawler, 1978).

If job satisfaction is going to be improved, the employer is going to have to share gains with the workers and respond to their needs (Hoert, 1979). Yankelovich (1978) stated that, unlike it had been under the old value system, the new breed of worker placed the burden of providing incentives for hard work on the employer rather than on the employee. Employers are unaccustomed to this burden, and are angry and frustrated. Under the old system, employers had relied on the carrot and stick approach; the carrot was money and success and the stick was the threat of economic insecurity. This combination is not as successful as it has been in the past. The employer can no longer relegate concern with the human side of the enterprise to low-level personnel departments.

In the 1980's, knowledge about how the changed American value system affects employees' incentives and motivations to work hard may become

a major requirement for entering the ranks of top management in both the private and public sector. If this occurs, a new breed of managers may develop to correspond to the new breed of employees (Yankelovich, 1978).

Foulkes (1969) predicted that traditionally managed companies will die and firms that are able to create a more open, permissive, democratic and reality-oriented environment will be the future's successful corporate leaders. He further pointed out that companies that believe more money and more benefits will make a boring job interesting are only fooling themselves. Perhaps through job improvement and enrichment programs the attitude of the employee will be changed. While there has been much discussion of the problems related to people involved in meaningless jobs, relatively few firms have attempted to restructure the way in which work is organized so as to provide employees with more interesting and more challenging jobs. If job enrichment or other type programs can increase productivity and reduce turnover, then employers will consider their implementation worthy of serious consideration.

Hoert (1979) has found that there are some companies that have been trying various methods of making work more satisfying and of reducing the reliance traditionally placed on hierarchal command. But such experiments are not sweeping corporate America. Business Week ("The Frustrations of the Group Executive," 1978) reported that programs designed to improve the quality of work are hard to evaluate. Many companies regard them as experimental, and fear that reports of success might lead to demands for their adoption before management has had a chance to judge results.

The search for universally relevant ways to alter and improve jobs

is no simple task. It is relatively easy to say that boring jobs should be more human--it is quite another matter to institute and administer significant changes which will satisfy all employees (Staines and Quinn, 1979).

#### Summary

The review of literature has indicated that job satisfaction is on the decline. The new breed of worker is looking for jobs which allow him to utilize his abilities and which provide him with an opportunity to decide what he will do and when it will be done. The new breed of worker is willing to work hard but only if his demands are met.

Clothing in relation to self-concept has been studied by many researchers and most of them found that clothing has a major effect on self-concept. Researchers also found that clothing influences how others perceive an individual. Because of this, it is important, especially in the business world, that a person consider his appearance. An excellent way to achieve this may be for people to consider their choices of clothing in relation to the impressions they wish to make.

## CHAPTER III

### METHOD AND PROCEDURE

The purpose of the study was to investigate the relationships among career apparel, job satisfaction, and self-concept. Variables including sex, age, level of education, and length of time career apparel had been worn were considered in relationship to career apparel satisfaction, job satisfaction, and self-concept. Data were collected by means of a questionnaire (see Appendix A).

#### Description of Sample

Participants in the study were members of the Kansas Association of Realtors. Questionnaires were distributed during the annual Kansas Association of Realtors Convention, October 6-9, 1980, in Topeka, Kansas. Additional questionnaires were distributed by mail. All Kansas Real Estate Boards were contacted.

#### Description of the Instrument

Two separate self-administered questionnaires were developed. The questionnaires were designed to identify attitudes related to career apparel satisfaction, job satisfaction, and self-concept. One questionnaire was designed to be completed by realtors who wore career apparel (CA respondents) and one by realtors who did not wear career apparel (NCA respondents). Both questionnaires included four sections:

(1) demographic information, (2) career apparel satisfaction index, (3) job satisfaction index (Brayfield and Rothe, 1951), and (4) self-concept inventory index (Brownfain, 1950). Sections 1, 3 and 4 of the two questionnaires were identical, but items in the career apparel satisfaction index (Section 2) differed for the two groups. Items designed for the NCA respondents asked for proposed attitudes toward career apparel and items designed for the CA respondents asked for actual attitudes toward career apparel.

Items on the questionnaires referring to career apparel satisfaction were based on findings from interviews with realtors and from sources in the review of literature. The index used a Likert scale applied to 15 items and used the Thurstone scale to indicate scoring direction (Babbie, 1975). Positively-stated items indicating satisfaction with career apparel were assigned values from five points for strongly agree to one point for strongly disagree. Items 12-17, 19-23 and 26 were positively stated. On negatively-stated items indicating dissatisfaction with career apparel, values were reversed with five points for strongly disagree to one point for strongly agree. Items 18, 24 and 25 were negatively stated. The possible range of scores for this index was from 15 to 75 points with a high score representing satisfaction.

An index developed by Brayfield and Rothe (1951) was utilized to obtain a job satisfaction score. The index is referred to as the job satisfaction index. The reliability measure for this index was a split half coefficient of .87 (corrected). The sample used to determine reliability was composed of 231 clerical female employees.

Brayfield, Wells, and Strate (1957) found that the job satisfaction

index correlated +.40 (for men) with the Science Research Associates Inventory and +.32 with the Weitz Test of General Satisfaction. The index is intended to "provide an overall index of job satisfaction applicable across occupational categories" (Brayfield and Rothe, 1951, p. 308). The job satisfaction index was selected because it is self-administered, takes only seven to ten minutes to complete, and scoring is done by summing the response category values. As with the career apparel satisfaction index, this index uses a Likert scale applied to 18 items and uses the Thurstone scale to indicate scoring direction (Brayfield and Rothe, 1951). The possible range of scores is from 18 to 90 points with a high score representing satisfaction.

The researcher slightly modified the self-rating inventory index (called self-concept inventory index in this study) developed by Brownfain (1950) so that it would be appropriate for this research. The index was developed for college men. It was necessary to modify the index to apply to both sexes and all ages. The researcher selected this index as the basis for the self-concept inventory index because it was short, easy to score, available to the researcher, and was a measure of self-concept. The self-concept inventory index utilizes a Likert scale applied to 25 items. Values were assigned to responses from high (7 points) to low (1 point). The possible range of scores was from 25 to 175 with a high score representing a high self-concept.

The questionnaires were pilot-tested with 105 selected realtors in Stillwater, Oklahoma, during the spring of 1979. Respondents made suggestions which helped clarify terminology and shorten the questionnaires. A suggested terminological change was the use of independent contractor rather than employer, as realtors are self-

employed. The respondents also suggested elimination of some questions they believed were irrelevant. The questionnaires were pilot-tested a second time with 35 realtors who were not in the final study in Emporia, Kansas, during December, 1979. No more revisions were indicated.

The questionnaires were color-coded in an attempt to separate the questionnaires collected at the conference from the ones collected by mail. Respondents who wore career apparel and attended the conference completed a white questionnaire. Respondents who did not wear career apparel and attended the conference completed a green questionnaire. Respondents who wore career apparel but did not attend the conference completed a yellow questionnaire. Respondents who did not wear career apparel and did not attend the conference completed a blue questionnaire.

#### Collection of Data

Permission was obtained to distribute the questionnaires to the members of the Kansas Association of Realtors at their annual convention, October 6-7, 1980 in Topeka, Kansas. The researcher distributed questionnaires to the participating realtors as they registered for the convention. Facilities were available so that completed questionnaires could be returned during the convention or the respondents could use a self-addressed stamped envelope which accompanied each questionnaire if they preferred to return the questionnaire by mail. At the same time an attempt was made to distribute additional copies of the questionnaires to participants who were willing to take questionnaires to their associates at the home office who were unable to attend the convention. Self-addressed stamped envelopes were included so that the completed questionnaires could be returned to the researcher.



A second attempt to gather data was done by mail. The mailing list of the Kansas regional boards of the Kansas Association of Realtors was obtained from the state headquarters. A total of 45 boards were contacted. This included all the Kansas boards. The larger boards (Wichita, Kansas City, Hutchinson, Salina and Topeka) were sent 20 CA and 20 NCA questionnaires. The remaining boards were sent 10 CA and NCA questionnaires. A letter of transmittal accompanied each group of questionnaires (see Appendix B). Questionnaires were posted January 29, 1981. The deadline established for questionnaires to be returned in order for them to be included in the tabulation of data was March 6, 1981.

#### Method of Data Analysis

The t-test was used to determine significant differences between scores of CA and NCA respondents on the career apparel satisfaction index, the job satisfaction index and the self-concept inventory index. The t-test was used to determine significant differences between males and females in career apparel satisfaction index scores, job satisfaction index scores, and self-concept inventory index scores in both the CA respondent group and the NCA respondent group. The t-test was also used to compare scores of female CA respondents with scores of female NCA respondents and scores of male CA respondents with scores of male NCA respondents. Correlations were used to determine the relationship of career apparel satisfaction index scores with job satisfaction index scores and with self-concept inventory index scores of both CA and NCA respondents.

The t-test and analysis of variance were used to compare career apparel satisfaction scores, job satisfaction scores, and self-concept

inventory scores of CA and NCA respondents, based on sex, age, level of education, and length of time career apparel had been worn. Chi-square values were calculated to determine significant relationships among responses of CA respondents and NCA respondents on individual career apparel satisfaction items. A .05 level of significance was selected as acceptable for this research.

## CHAPTER IV

### ANALYSIS OF DATA

The purpose of the study was to investigate the relationships among career apparel, job satisfaction and self-concept. Variables considered included sex, age, level of education, and length of time career apparel had been worn. Data were collected from realtors who did and did not wear career apparel.

The data were obtained from completed questionnaires returned by 189 respondents who were members of the Kansas Association of Realtors. A total of 1,770 questionnaires were distributed, 208 were ultimately returned, and 189 questionnaires were usable. The responses of 19 individuals were discarded due to improper completion of the questionnaire. The percentage of usable returns from the 1,770 questionnaires distributed was 10.68%.

The questionnaires were color-coded in order to differentiate between CA respondents and NCA respondents and between those respondents who attended the conference and those who did not. The following color coding system was used:

- White = CA respondent who attended conference
- Yellow = CA respondent who did not attend conference
- Green = NCA respondent who attended conference
- Blue = NCA respondent who did not attend conference.

The percentage of questionnaires returned by respondents while still at

the conference, the percentage of questionnaires returned by respondents who attended the conference but returned the questionnaire by mail, and the percentage of questionnaires returned in the follow-up mailing which was done in January of 1981, can be seen in Table I. Because of low returns, no comparisons were made between those who attended the conference and those who did not.

The questionnaire elicited four kinds of information. Items were numbered to facilitate computer analysis. Items 4 through 10 asked about the demographic characteristics of the respondent group: sex, age, highest level of education attained, portion of working time devoted to selling real estate, employment in another profession or occupation, and length of time career apparel had been worn. Item 7 was an open-ended question and asked the respondent's primary occupation. The occupations list by the realtors may be found in Appendix C. Items 12 through 26 indicated the respondent's level of satisfaction with career apparel. Items 28 through 45 revealed the respondent's level of satisfaction with his job. Items 47 through 71 outlined the respondent's self-concept.

#### Demographic Characteristics

Demographic data concerning sex, age, level of education, portion of time devoted to selling real estate, employment in other professions, and length of time career apparel had been worn are presented in Table II. The respondents included 101 women (53.44%) and 68 men (46.56%). The women respondents were somewhat more frequently wearers of career apparel: 40 (59.70%) of them wore such clothing, whereas 27 (40.30%) of the men did. When the distribution within the career apparel (CA)

TABLE I  
 RESPONSE RATE OF QUESTIONNAIRES  
 BY COLOR CODE

Questionnaires	Distributed & Returned at Conference		Distributed at Conference; Returned by Mail		Follow-up Mailing		Total	
	N	%	N	%	N	%	N	%
White CAC	1	1.40	26	25.24	-	0.00	27	12.98
Yellow CANC	14	19.44	21	20.40	11	33.33	46	22.12
Green NCAC	55	76.40	30	29.13	-	0.00	85	40.90
Blue NCANC	2	2.80	26	25.24	22	66.66	50	24.04
TOTAL	72		103		33		208	100.04*

\*Percentages do not total to 100 due to rounding.

TABLE II  
 RESPONDENTS' DEMOGRAPHIC INFORMATION (SEX, AGE,  
 LEVEL OF EDUCATION, PORTION OF TIME DEVOTED  
 TO SELLING REAL ESTATE, EMPLOYMENT IN  
 OTHER PROFESSIONS, AND LENGTH OF  
 TIME CAREER APPAREL WORN)

Variable	CA		NCA		Total	
	N	%	N	%	N	%
<u>Sex</u>						
Female	40	59.70	61	50.00	101	53.44
Male	27	40.30	61	50.00	68	46.56
Total	67	100.00	122	100.00	189	100.00
<u>Age</u>						
30 and Under	9	13.40	10	8.20	19	10.05
31-40	13	19.40	31	25.40	44	23.28
41-50	21	31.30	31	25.40	52	27.51
51-60	17	25.40	39	32.00	56	29.63
61 and Over	7	10.50	11	9.00	18	9.52
Total	67	100.00	122	100.00	189	100.00
<u>Education</u>						
Completed						
High School	16	23.90	19	15.60	35	18.52
Some						
College	27	40.30	52	42.60	79	41.80
Completed						
Bachelor's						
Degree	11	16.40	25	20.50	36	19.05
Work Beyond						
Bachelor's						
Degree	13	19.40	26	21.30	39	20.63
Total	67	100.00	122	100.00	189	100.00
<u>Portion of Time Devoted to Selling Real Estate</u>						
Full-time	58	86.60	90	73.80	148	78.31
Part-time	8	11.90	23	18.80	31	16.40
None	1	1.50	9	7.40	10	5.29
total	67	100.00	122	100.00	189	100.00

TABLE II (Continued)

Variable	CA		NCA		Total	
	N	%	N	%	N	%
<u>Employment in Another Profession or Occupation</u>						
None	63	94.00	90	73.80	153	80.95
Full-time	0	0.00	15	12.30	15	7.94
Part-time	4	6.00	17	13.90	21	11.11
Total	67	100.00	122	100.00	189	100.00
<u>Length of Time Career Apparel Worn</u>						
Never	4	6.00	102	83.60	106	56.09
1 Year or Less	23	34.30	8	6.70	31	16.40
2-4 Years	36	53.70	6	4.90	42	38.62
5-7 Years	2	3.00	1	.80	3	1.59
8 or More Years	2	3.00	5	4.10	7	3.70
Total	67	100.00	122	100.00	189	100.00

CA Respondent = Realtors who wore career apparel.

NCA Respondent = Realtors who did not wear career apparel.

and non-career apparel (NCA) categories is considered, it can be seen that the NCA category is evenly divided between men and women, whereas within the CA category women predominate. The other demographic information reveals four possible generalizations about the sample population. The typical respondent was between 31 and 60 years of age, had completed some years of college without receiving the bachelor's degree, had no employment in another occupation and worked full-time in the real estate profession. Most of the CA respondents had worn career apparel 1 to 4 years (1 year or less 34.30%; 2-4 years 53.70%). Among the NCA respondents 83.60% had never worn career apparel. The remaining NCA respondents had worn career apparel at some other time but were not presently wearing it. The extent to which the sample is representative of the Kansas realtor profession as a whole is a question that only further research can answer.

An open-ended question was asked concerning what the respondents considered their primary occupations. Various occupations were listed. A tally of these occupations, categorized by CA and NCA respondents, can be seen in Appendix C. A large majority of both groups considered real estate sales to be their primary occupation.

#### Career Apparel Satisfaction Index

The hypothesis, there are no significant differences between responses of CA respondents and NCA respondents on individual career apparel satisfaction items, was tested to accomplish objective one. Chi-square values for individual items on the career apparel satisfaction index are indicated in Table III. The results on the individual items are described below.



TABLE III  
CHI-SQUARE VALUES FOR INDIVIDUAL ITEMS ON THE  
CAREER APPAREL SATISFACTION INDEX

	Career Apparel Respondents		Non-Career Apparel Respondents		Chi-Square Value	Level of Significance
	N	%	N	%		
<b>Item #12</b>						
Enjoy Career Apparel						
Strongly Agree	20	29.35	0	0.00	96.00	.0001
Agree	29	43.28	9	7.38		
Undecided	8	11.94	17	13.93		
Disagree	6	8.96	42	34.43		
Strongly Disagree	4	5.97	54	44.26		
<b>Item #13</b>						
Career Apparel Provides Individuality						
Strongly Agree	12	17.91	0	0.00	65.296	.0001
Agree	30	44.78	13	10.66		
Undecided	5	7.46	7	5.74		
Disagree	13	19.40	45	36.89		
Strongly Disagree	7	10.45	57	46.72		
<b>Item #14</b>						
Like the Fact That Co-Workers and Self Are Dressed Alike						
Strongly Agree	20	29.85	42	6.61	2.87	.7194
Agree	29	43.28	40	33.06		
Undecided	7	10.45	17	14.05		
Disagree	8	11.94	14	11.57		
Strongly Disagree	3	4.48	8	34.71		
<b>Item #15</b>						
Comfortable Wearing Career Apparel						
Strongly Agree	19	28.79	2	1.65	58.66	.0001
Agree	32	48.48	31	25.62		
Undecided	8	12.12	17	14.05		
Disagree	5	7.58	39	32.23		
Strongly Disagree	2	3.03	32	26.45		
<b>Item #16</b>						
General Public Recognizes Company Because Employees Wear Career Apparel						
Strongly Agree	45	67.16	5	4.10	93.73	.0001
Agree	20	29.85	67	54.92		
Undecided	1	1.49	15	12.30		
Disagree	1	1.49	24	19.67		
Strongly Disagree	0	0.00	11	9.02		
<b>Item #17</b>						
Happy to Continue Wearing Career Apparel						
Strongly Agree	30	44.78	0	0.00	110.45	.0001
Agree	24	35.82	10	8.20		
Undecided	7	10.45	23	18.85		
Disagree	5	7.46	51	44.26		
Strongly Disagree	1	1.49	35	28.69		
<b>Item #18</b>						
Spend More Money on Work Clothes Because Wearing Career Apparel						
Strongly Agree	4	6.06	3	2.48	5.88	0.2080
Agree	6	9.09	22	18.18		
Undecided	10	15.15	18	14.88		
Disagree	38	52.58	56	46.28		
Strongly Disagree	8	12.12	22	18.18		

TABLE III (Continued)

	Career Apparel Respondents		Non-Career Apparel Respondents		Chi-Square Value	Level of Significance
	N	%	N	%		
<b>Item #19</b>						
Less Time Spent on Care of Career Apparel						
Strongly Agree	5	7.58	2	1.64	7.83	.0979
Agree	13	19.70	25	20.49		
Undecided	16	24.24	20	16.39		
Disagree	27	40.91	56	45.90		
Strongly Disagree	5	7.58	19	15.57		
<b>Item #20</b>						
Spend Less Money on Upkeep of Career Apparel						
Strongly Agree	6	8.96	3	2.46	5.38	.2508
Agree	16	23.88	25	20.49		
Undecided	11	16.42	23	18.85		
Disagree	28	41.79	53	43.44		
Strongly Disagree	6	8.96	18	14.75		
<b>Item #21</b>						
Spend More Money on Leisure Clothes						
Strongly Agree	0	0.00	4	3.28	11.93	.0179
Agree	15	22.73	44	36.07		
Undecided	17	25.76	15	12.30		
Disagree	31	46.97	46	37.70		
Strongly Disagree	3	4.55	13	10.66		
<b>Item #22</b>						
Wear Career Apparel for Other Occasions						
Strongly Agree	2	2.99	1	0.82	13.17	.0105
Agree	9	13.43	7	5.74		
Undecided	5	7.46	3	2.46		
Disagree	34	50.75	52	42.62		
Strongly Disagree	17	25.37	59	48.36		
<b>Item #23</b>						
Enjoy Not Having to Decide What to Wear to Work						
Strongly Agree	7	10.45	4	3.28	22.51	.0002
Agree	35	37.31	20	16.39		
Undecided	9	13.43	10	8.20		
Disagree	21	31.34	58	47.54		
Strongly Disagree	5	7.46	30	24.59		
<b>Item #24</b>						
Would Not Accept Another Position Where Career Apparel Is Required						
Strongly Agree	1	1.49	26	21.31	40.24	.0001
Agree	0	0.00	16	13.11		
Undecided	19	28.36	42	34.43		
Disagree	32	47.76	33	27.05		
Strongly Disagree	15	22.39	5	4.10		
<b>Item #25</b>						
Career Apparel Fashions Are Boring						
Strongly Agree	4	5.97	28	22.95	36.56	.0001
Agree	12	17.91	44	36.07		
Undecided	12	17.91	28	22.95		
Disagree	32	47.96	21	17.21		
Strongly Disagree	7	10.45	1	0.82		
<b>Item #26</b>						
Happier Wearing Career Apparel Than If Did Not						
Strongly Agree	6	8.96	1	0.82	75.62	.0001
Agree	17	25.37	2	1.64		
Undecided	24	35.82	10	8.20		
Disagree	15	22.39	52	42.62		
Strongly Disagree	5	7.46	57	46.72		

Item 12 indicated the realtors' responses about whether or not they enjoyed (or would enjoy) wearing career apparel. A significant difference was found at the .0001 level; nearly three fourths (29.85% strongly agree, 43.28% agree) of the CA respondents enjoyed wearing career apparel while more than three fourths (34.43% disagree, 44.26% strongly disagree) of the NCA respondents indicated they would not enjoy wearing career apparel.

Item 13 dealt with whether career apparel provided (or would provide) the respondent with enough individuality in clothing selection. A significant difference was found at the .0001 level. Nearly two thirds (17.91% strongly agree and 44.78% agree) of the CA respondents agreed that enough individuality in clothing selection was provided with career apparel. Among the NCA respondents, more than four fifths (46.72% strongly disagree and 36.89% disagree) disagreed with the statement, feeling that career apparel does not allow enough clothing individuality.

No significant difference was found between CA and NCA respondents regarding whether or not respondents liked (or would like) to be dressed in the same manner as their co-workers (Item 14). Approximately two thirds (29.85% strongly agree and 43.28% agree) of the CA respondents agreed that they liked the idea of dressing alike. Nearly one half (34.71% strongly disagree and 11.57% disagree) of the NCA respondents did not believe they would be happy if they were dressed in a similar fashion with their co-workers.

In Item 15 the respondents indicated whether or not they were (or would feel) comfortable wearing career apparel on the street. A significant difference was found at the .0001 level as more than three fourths (28.79% strongly agree and 48.48% agree) of the CA respondents

were comfortable wearing career apparel on the street while one fourth (25.62%) of the NCA respondents did agree they might be comfortable wearing career apparel on the street.

Respondents were also asked whether or not the general public recognized (or would recognize) the company the respondent represented because career apparel was worn (Item 16). Nearly all (67.16% strongly agree and 29.85% agree) of the CA respondents agreed career apparel helped the public to recognize their company. Although the two groups differ from one another in their responses to a statistically significant degree (at the .0001 level), more than half (4.10% strongly agree and 54.92% agree) of the NCA realtors did feel that career apparel would increase the public's recognition of their real estate firms.

In response to Item 17 the realtors indicated whether or not they would be happy to wear career apparel over the lifetime of their present positions. A significant difference was found at the .0001 level as four fifths (44.78% strongly agree and 35.82% agree) of the CA respondents agreed they would be happy to continue to wear career apparel while nearly three fourths (28.69% strongly disagree and 44.26% disagree) of the NCA respondents disagreed.

No significant difference was found between CA and NCA respondents regarding whether or not the respondents would spend more money on work clothes because (or if) career apparel were worn (Item 18). More than two thirds (12.12% and 57.58% of the CA realtors strongly disagree and disagree respectively and 18.18% of the NCA realtors strongly disagree while 46.28% disagree) of both groups disagreed that they did or would spend more money on work clothes if career apparel were worn.

Item 19 dealt with whether the respondents thought career apparel

took (or would take) any less time to care for than other work clothes. No significant difference was found between the two groups because responses were similarly distributed on the scale. Nearly half (7.58% strongly disagree and 40.91% disagree) of the CA respondents and more than half of the NCA respondents disagreed that they spent or would spend more time caring for career apparel.

No significant difference was found between CA and NCA respondents regarding whether they did (or would) spend less money on the upkeep of career apparel than on other work clothes (Item 20). The responses were similarly distributed for each group. Half (8.96% strongly disagree and 41.79% disagree) of the CA respondents and more than half (14.75% strongly disagree and 43.44% disagree) of the NCA respondents disagreed that they spent (or would spend) less money on the upkeep of career apparel than other types of work clothes.

In Item 21 the respondents indicated whether they did (or would) spend more money on leisure time clothes if (or when) career apparel was worn. A significant difference was found at the .01 level as nearly half (46.97% disagree and 4.55% strongly disagree) of the CA respondents disagreed. The NCA respondents were more nearly divided among agree (36.07%) and disagree (37.70%) that they would spend more money on leisure-time clothes if career apparel was worn.

Item 22 referred to wearing career apparel for non-work occasions. A significant difference was found in the responses of the CA and NCA groups. However, the data also show that the majority of both groups prefer not to wear career apparel for occasions other than work. Almost half of the NCA respondents (48.36%) strongly disagreed that they would like to wear career apparel for non-work occasions.

In Item 23, the realtors were asked if they did (or would) enjoy not having to make decisions about what to wear to work each day. A significant difference at the .0002 level was found as nearly half (10.45% strongly agree and 37.31% agree) of the CA respondents indicated they enjoyed not having to make a decision concerning what to wear to work while nearly three fourths (24.59% strongly disagree and 47.54% disagree) of the NCA respondents indicated that they would not enjoy not having to decide what to wear to work.

In Item 24 the respondents indicated whether they would accept another position (or a position) where career apparel was required. A significant difference was found at the .0001 level as more than two thirds (22.39% strongly disagree and 47.76% disagree) of the CA respondents indicated that they disagreed with the fact that they would not accept another position where career apparel was required while one third (21.31% strongly agree and 13.11% agree) of the NCA respondents indicated that they would not accept a position where career apparel was required. However, another one third (34.43%) of the NCA respondents were undecided as to whether or not they would accept a position where career apparel was required.

Respondents were asked whether they believed that career apparel was boring (Item 25). Sixty percent (10.45% strongly disagree and 47.76% disagree) of the CA respondents indicated career apparel was not boring while 60% (22.95% strongly agree and 36.07% agree) of the NCA respondents agreed that career apparel was boring, making these data significant at the .0001 level.

In Item 26 respondents indicated whether or not they were (or would be) happier with their present positions because career apparel is (or

could be) worn. Among the CA respondents one third (8.96% strongly agree and 25.37% agree) indicated that they were happier with their present positions because career apparel was worn; another third of the respondents were undecided about this item. Ninety percent (46.72% strongly disagree and 42.62% disagree) of the NCA respondents believed they would be no happier in their present positions if career apparel was worn, making this data significant at the .0001 level.

Based on the data found in Table II, hypothesis 1--there are no significant differences between responses of CA respondents and NCA respondents on individual career apparel satisfaction items--has been rejected. Significant differences were found in responses to Items 12, 13, 15, 16, 17, 21, 22, 23, 24, 25 and 26.

#### Comparison of Scores of CA and NCA Respondents

Comparisons were made between scores of CA and NCA respondents on the career apparel satisfaction index, job satisfaction index and self-concept inventory index. Table IV reflects the data from the analysis of these scores.

The self-concept inventory index utilized a Likert scale applied to 25 items. Values were assigned to responses from high (7 points) to low (1 point), allowing for a possible range of scores from 25 to 175 with a high score representing satisfaction.

The following hypotheses were tested in order to accomplish objectives 2, 3 and 4:

Hypothesis 2: There are no significant differences in career apparel satisfaction scores of CA respondents and NCA respondents.

TABLE IV  
 COMPARISON OF SCORES OF CA RESPONDENTS AND NCA RESPONDENTS ON THE  
 CAREER APPAREL SATISFACTION INDEX, THE JOB SATISFACTION  
 INDEX AND THE SELF-CONCEPT INVENTORY INDEX

Satisfaction Index	CA Respondents			NCA Respondents			t-Score	Level of Significance
	N	Mean	SD	N	Mean	SD		
Career Apparel Satisfaction Index Scores	65 <sup>a</sup>	48.49	6.91	121 <sup>a</sup>	34.65	9.74	10.16	.0001
Job Satisfaction Index Scores	67	74.55	7.32	122	73.09	7.57	1.28	.20
Self-Concept Inventory Index Scores	67	143.61	17.49	122	139.50	17.86	1.53	.13

CA Respondent = Realtors who wore career apparel.

NCA Respondent = Realtors who did not wear career apparel.

<sup>a</sup>Career Apparel Satisfaction Index Scores were available for only 65 CA respondents and 121 NCA respondents.



Hypothesis 3: There are no significant differences between job satisfaction scores of CA respondents and NCA respondents.

Hypothesis 4: There are no significant differences between self-concept inventory scores of CA respondents and NCA respondents.

Career apparel satisfaction scores of 65 CA respondents were compared with the scores of 121 NCA respondents. The difference between the mean scores of CA (48.49) and NCA (34.65) was 13.84 illustrating that CA respondents were more satisfied with career apparel than were the NCA respondents. The standard deviation of the CA respondents was smaller (6.91) than that of the NCA respondents (9.74); therefore, it could be concluded that as a whole the CA respondents had a more homogeneous feeling toward career apparel satisfaction than did the NCA respondents. The t-test yielded a value of 10.16 which was significant ( $p < .0001$ ); therefore, hypothesis 2 was rejected. However, because no significant differences were found for hypothesis 3 and hypothesis 4 these hypotheses could not be rejected.

Comparison of Career Apparel Satisfaction  
with Self-Concept Inventory and  
Job Satisfaction Scores

Career apparel satisfaction scores were correlated with the self-concept inventory scores and the job satisfaction scores. The following hypotheses were tested in order to determine the relationship of career apparel satisfaction scores to self-concept inventory scores and job satisfaction scores of CA and NCA respondents:

Hypothesis 5: There is no significant correlation between career apparel satisfaction scores and self-concept inventory scores of CA respondents.

Hypothesis 6: There is no significant correlation between career apparel satisfaction scores and job satisfaction scores of CA respondents.

Hypothesis 7: There is no significant correlation between career apparel satisfaction scores and self-concept inventory scores of NCA respondents.

Hypothesis 8: There is no significant correlation between career apparel satisfaction scores and job satisfaction scores of NCA respondents.

The correlation of scores of respondents on the career apparel satisfaction index with scores on the self-concept inventory index and the job satisfaction index are recorded in Table V. A slight negative correlation of  $-.20$  (significant at  $.02$  level) was found for NCA respondents when career apparel satisfaction was correlated with job satisfaction. No other comparisons revealed any significant relationships. However, both correlation coefficients for the CA respondents were positive, while both correlation coefficients for NCA respondents were negative.

Comparison of Scores by Sex, Age, Level of  
Education, and Length of Time Career  
Apparel Had Been Worn

An attempt was made to determine whether differences in sex, age, level of education, or length of time career apparel had been worn were

TABLE V

CORRELATION OF SCORES OF RESPONDENTS ON THE CAREER  
APPAREL SATISFACTION INDEX WITH SCORES  
ON SELF-CONCEPT INVENTORY INDEX  
AND JOB SATISFACTION INDEX

CA Respondents	N <sup>a</sup>	Correlation Coefficient	Level of Significance
Self-Concept Inventory Index Scores	65	.07	.57
Job Satisfaction Index Scores	65	.22	.07
NCA Respondents			
Self-Concept Inventory Index Scores	121	-.11	.22
Job Satisfaction Index Scores	121	-.20	.02

<sup>a</sup>Scores available for only 65 CA respondents and 121 NCA respondents.

related to career apparel satisfaction, job satisfaction or self-concept. Analyses of variance and t-tests were used to test the relationships of these variables to the various scores.

#### Comparison by Sex

The hypothesis tested was that there are no significant differences among career apparel satisfaction scores, job satisfaction scores, and self-concept inventory scores of CA respondents and NCA respondents based on sex. Comparisons were made among the three index scores between sexes and within sexes for both CA respondents and NCA respondents. Scores on all three indexes were very similar for men and women in both CA and NCA groups (Table VI). No significant differences were identified between sexes. Therefore the hypothesis that there are no significant differences among career apparel satisfaction, job satisfaction and self-concept inventory index scores of CA respondents and NCA respondents based on sex (between sexes) could not be rejected.

The career apparel satisfaction scores of 39 female CA respondents and 60 female NCA respondents were compared. The mean score of the female CA respondents was 48.85 and the mean score of the NCA respondents was 34.42--a mean difference of 14.43. This indicated that female CA respondents were more satisfied with career apparel than were female NCA respondents. A significant difference was indicated at the .001 level.

It was also found that a significant difference ( $p < .0001$ ) existed between male CA and NCA respondents on career apparel satisfaction scores. The mean score for the CA respondents was 47.96 and 34.89 for the NCA respondents, or a mean difference of 13.07. This indicated

TABLE VI  
 COMPARISON OF CAREER APPAREL SATISFACTION INDEX SCORES, JOB  
 SATISFACTION INDEX SCORES AND SELF-CONCEPT INVENTORY  
 INDEX SCORES OF MALES AND FEMALES

Respondents	Between Sexes						t-Score	Level of Significance
	N	Female Mean	SD	N	Male Mean	SD		
<u>CA Respondents</u>								
Career Apparel Satisfaction Index Scores	39	48.85	6.91	26	47.96	7.02	.50	.62
Job Satisfaction Index Scores	40	74.10	7.95	27	75.22	6.35	-.61	.54
Self-Concept Inventory Index Scores	40	143.08	17.92	27	144.41	17.14	-.30	.76
<u>NCA Respondents</u>								
Career Apparel Satisfaction Index Scores	60	34.42	10.38	61	34.89	9.14	-.26	.79
Job Satisfaction Index Scores	61	73.16	7.72	61	73.02	7.48	.11	.91
Self-Concept Inventory Index Scores	61	141.49	16.76	61	137.49	18.82	1.24	.22

TABLE VI (Continued)

Respondents	Within Sexes						t-Score	Level of Significance
	CA Respondents			NCA Respondents				
	N	Mean	SD	N	Mean	SD		
<u>Females</u>								
Career Apparel Satisfaction Index Scores	39	48.85	6.91	60	34.42	10.38	7.65	.0001
Job Satisfaction Index Scores	40	74.10	7.95	61	73.16	7.72	.59	.56
Self-Concept Inventory Index Scores	40	143.08	17.92	61	141.49	16.76	.45	.65
<u>Males</u>								
Career Apparel Satisfaction Index Scores	26	47.96	7.02	61	34.89	9.14	6.5	.0001
Job Satisfaction Index Scores	27	75.22	6.35	61	73.02	7.48	1.33	.19
Self-Concept Inventory Index Scores	27	144.41	17.14	61	137.49	18.82	1.63	.11

that the male CA respondents were more satisfied with career apparel than were male NCA respondents. No significant differences were found within sexes on the job satisfaction index or the self-concept inventory index. The hypothesis that there are no significant differences among career apparel satisfaction scores, job satisfaction scores and self-concept inventory scores of CA respondents and NCA respondents based on sex (within sexes) was rejected in regard to the career apparel satisfaction index, but could not be rejected in regard to the job satisfaction index and the self-concept inventory index.

#### Comparison by Age

The hypothesis tested was that there are no significant differences among career apparel satisfaction scores, job satisfaction scores, and self-concept inventory scores of CA respondents and NCA respondents, based on age. Significant differences related to career apparel satisfaction scores were found between CA and NCA respondents at all age levels--30 and under ( $p < .0080$ ), 31-40 ( $p < .0001$ ), 41-50 ( $p < .0001$ ), 51-60 ( $p < .0001$ ) and 61 and over ( $p < .01$ ) (see Table VII). The greatest difference between mean scores of CA and NCA respondents was in the 51 to 60 age bracket. No significant differences were found when comparing job satisfaction scores and self-concept inventory index scores based on age.

The analysis of variance was used to test the effect of age on the scores of CA respondents and NCA respondents on the career apparel satisfaction index, the job satisfaction index and the self-concept inventory index. Table VIII reflects the data from the analysis of these scores. The variable of age was related to career apparel satisfaction scores of NCA respondents ( $P < .05$ ). This may be attributed to the fact that

TABLE VII

COMPARISON OF CAREER APPAREL SATISFACTION INDEX SCORES, JOB  
SATISFACTION INDEX SCORES AND SELF-CONCEPT INVENTORY  
INDEX SCORES BASED ON AGE

Age Groups	CA Respondents			NCA Respondents			t-Score	Level of Significance
	N	Mean	SD	N	Mean	SD		
<u>30 and Under</u>								
Career Apparel Satis- faction Index Scores	8	44.75	6.76	10	34.7	7.18	3.03	.0080
Job Satisfaction Index Scores	9	72.22	9.38	10	70.0	4.35	.67	.51
Self-Concept Inven- tory Index Scores	9	138.56	19.36	10	138.30	14.76	.03	.97
<u>31-40</u>								
Career Apparel Satis- faction Index Scores	13	47.38	6.71	31	35.94	8.22	4.43	.0001
Job Satisfaction Index Scores	13	73.31	9.00	31	73.48	6.78	-.07	.94
Self-Concept Inven- tory Index Scores	13	140.92	20.78	31	138.39	15.49	.45	.66
<u>41-50</u>								
Career Apparel Satis- faction Index Scores	20	49.25	7.91	31	34.65	10.01	5.50	.0001
Job Satisfaction Index Scores	21	74.95	6.57	31	73.97	6.69	.52	.60
Self-Concept Inven- tory Index Scores	21	144.86	18.10	31	139.39	13.56	1.25	.22



TABLE VII (Continued)

Age Groups	CA Respondents			NCA Respondents			t-Score	Level of Significance
	N	Mean	SD	N	Mean	SD		
<u>51-60</u>								
Career Apparel Satisfaction Index Scores	17	48.53	4.81	38	31.68	10.82	6.12	.0001
Job Satisfaction Index Scores	17	75.71	6.03	39	72.23	9.68	1.37	.18
Self-Concept Inventory Index Scores	17	144.12	16.05	39	139.90	23.70	.67	.51
<u>61 and Over</u>								
Career Apparel Satisfaction Index Scores	7	52.57	7.98	11	41.27	8.22	2.87	.01
Job Satisfaction Index Scores	7	75.86	7.12	11	75.36	5.30	.17	.87
Self-Concept Inventory Index Scores	7	150.14	10.61	11	142.55	15.50	1.13	.27

TABLE VIII

EFFECT OF AGE ON SCORES OF CA RESPONDENTS AND NCA RESPONDENTS  
ON THE CAREER APPAREL SATISFACTION INDEX,  
THE JOB SATISFACTION INDEX AND THE  
SELF-CONCEPT INVENTORY INDEX

	Degrees of Freedom	Mean Square	F-ratio	Level of Significance
<u>Career Apparel Satis- faction Scores</u>				
CA Respondents	4,60	46.67	1.37	0.25
NCA Respondents	4,116	90.58	2.40	0.05
<u>Job Satisfaction Index Scores</u>				
CA Respondents	4,62	55.25	0.48	0.75
NCA Respondents	4,117	57.52	0.91	0.46
<u>Self-Concept Inventory Index Scores</u>				
CA Respondents	4,62	314.97	0.52	0.72
NCA Respondents	4,117	328.40	0.12	0.97

the 51 to 60 age group has the lowest career apparel satisfaction score. It appears that this age group had a more negative attitude toward career apparel than any other age group. When relating Table VII to Table VIII, it can be seen that the CA respondent scores on career apparel satisfaction index remained somewhat consistent and generally higher than the NCA respondent scores. The NCA respondents at all age levels produced consistently lower career apparel satisfaction scores than did the CA respondents. The 61 and over group had higher career apparel satisfaction scores than the other NCA respondents, but these were still lower than the CA respondent scores. The hypothesis that there are no significant differences among career apparel satisfaction scores, job satisfaction scores and self-concept inventory scores of CA respondents and NCA respondents based on age was rejected in regard to the career apparel satisfaction index but could not be rejected in regard to the job satisfaction index and the self-concept inventory index.

#### Comparison by Level of Education

The hypothesis tested was that there were no significant differences among career apparel satisfaction scores, job satisfaction scores, and self-concept inventory scores of CA respondents and NCA respondents based on level of education. Significant differences were found at all levels of education when career apparel satisfaction scores of CA and NCA respondents were compared (Table IX). All levels were significant beyond the .05 level. All mean scores for CA respondents were higher than the mean scores for NCA respondents. This signifies that CA respondents, regardless of level of education, were significantly more satisfied ( $p < .05$ ) with career apparel than their NCA counterparts.

TABLE IX

COMPARISON OF CAREER APPAREL SATISFACTION INDEX SCORES, JOB  
SATISFACTION INDEX SCORES AND SELF-CONCEPT INVENTORY  
INDEX SCORES BASED ON LEVEL OF EDUCATION

Level of Education	CA Respondents			NCA Respondents			t-Score	Level of Significance
	N	Mean	SD	N	Mean	SD		
<u>Completed High School</u>								
Career Apparel Satisfaction Index Scores	16	49.38	8.29	18	36.94	8.11	4.42	.0001
Job Satisfaction Index Scores	16	75.50	6.68	19	73.84	6.13	1.23	.23
Self-Concept Inventory Index Scores	16	147.69	17.92	19	131.79	20.07	2.45	.02
<u>Some College</u>								
Career Apparel Satisfaction Index Scores	27	49.67	4.62	52	34.73	10.73	6.89	.0001
Job Satisfaction Index Scores	27	73.30	8.39	52	73.50	7.19	-.11	.91
Self-Concept Inventory Index Scores	27	143.52	17.45	52	139.35	18.14	1.22	.23
<u>Finished College</u>								
Career Apparel Satisfaction Index Scores	9	46.44	4.72	25	34.88	8.75	3.75	.0007
Job Satisfaction Index Scores	11	74.36	6.44	25	72.16	9.52	.70	.49
Self-Concept Inventory Index Scores	11	144.45	14.59	25	138.76	14.92	1.06	.30

TABLE IX (Continued)

Level of Education	CA Respondents			NCA Respondents			t-Score	Level of Significance
	N	Mean	SD	N	Mean	SD		
Work Beyond Bachelor's Degree								
Career Apparel Satisfaction Index Scores	13	46.38	9.79	26	32.69	9.71	4.14	.0002
Job Satisfaction Index Scores	13	76.15	6.63	26	73.35	7.54	1.14	.26
Self-Concept Inventory Index Scores	13	138.08	19.68	26	148.12	15.59	-1.74	.09

A significant difference ( $p < .05$ ) also was found for those who had completed high school on the self-concept inventory. It could be concluded that NCA respondents who had completed high school had a lower self-concept than did those CA respondents who completed high school. No other significant differences were found when comparing career apparel satisfaction scores, job satisfaction scores, and self-concept inventory scores, based on level of education.

Table X illustrates the relationship of level of education with scores of CA respondents and NCA respondents on the career apparel satisfaction index, the job satisfaction index, and the self-concept inventory index. No significant differences were found which related level of education to satisfaction with career apparel and job satisfaction. A significant difference ( $p < .02$ ) was found for NCA respondents in relation to self-concept based on level of education.

Significant differences were found between career apparel satisfaction scores at all levels of education; therefore the hypothesis was rejected in regard to career apparel satisfaction. No significant differences were found in regard to job satisfaction so the hypothesis could not be rejected in regard to job satisfaction. A significant difference ( $p < .02$ ) was found for the NCA respondents in relation to self-concept but no significant difference was found for the CA respondents in regard to self-concept.

#### Comparison by Length of Time

##### Career Apparel Had Been Worn

The hypothesis tested was that there were no significant differences among career apparel satisfaction scores, job satisfaction scores, and

TABLE X

EFFECT OF LEVEL OF EDUCATION ON SCORES OF CA RESPONDENTS AND  
NCA RESPONDENTS ON THE CAREER APPAREL SATISFACTION INDEX,  
THE JOB SATISFACTION INDEX AND THE SELF-CONCEPT  
INVENTORY INDEX

	Degrees of Freedom	Mean Square	F-ratio	Level of Significance
<u>Career Apparel Satis- faction Scores</u>				
CA Respondents	3,61	47.72	1.01	0.39
NCA Respondents	3,117	95.55	0.68	0.57
<u>Job Satisfaction Index Scores</u>				
CA Respondents	3,63	54.63	0.55	0.65
NCA Respondents	3,118	58.53	0.19	0.90
<u>Self-Concept Inventory Index Scores</u>				
CA Respondents	3,63	309.78	0.72	0.55
NCA Respondents	3,118	300.35	3.49	0.02

self-concept inventory scores of CA respondents and NCA respondents based on length of time career apparel had been worn. Table XI reflects the data from the analysis of these scores. Significant differences ( $p < .05$ ) related to career apparel satisfaction scores were found between CA and NCA respondents in three of the five categories related to length of time career apparel had been worn. These categories included--never ( $p < .04$ ); 1 year or less ( $p < .0006$ ); and 2-4 years ( $p < .01$ ). The greatest mean score difference was found in the 1 year or less category where the mean score for CA respondents was 47.70 and for NCA respondents 35.40, a difference of 12.30 points. The hypothesis that there were no significant differences among career apparel satisfaction scores, job satisfaction scores and self-concept inventory scores of CA respondents and NCA respondents based on length of time career apparel had been worn was rejected in regard to the career apparel satisfaction index but could not be rejected in regard to the job satisfaction index and the self-concept inventory index.

The analysis of variance was used to test the differences between scores of CA respondents and NCA respondents on the career apparel satisfaction index, the job satisfaction index and the self-concept inventory index based on length of time career apparel had been worn. Data from the analysis of variance are presented in Table XII. No significant differences were found between scores of CA and NCA respondents on the career apparel satisfaction index, the job satisfaction index, and the self-concept inventory index, based on length of time career apparel had been worn.



TABLE XI

COMPARISON OF CAREER APPAREL SATISFACTION INDEX SCORES, JOB  
SATISFACTION INDEX SCORES AND SELF-CONCEPT INVENTORY  
INDEX SCORES BASED ON LENGTH OF TIME  
CAREER APPAREL HAD BEEN WORN

Length of Time Career Apparel Had Been Worn	CA Respondents			NCA Respondents			t-Score	Level of Significance
	Na	Mean	SD	Na	Mean	SD		
<u>Never</u>								
Career Apparel Satis- faction Index Scores	2	49.0	2.82	101	34.27	9.71	2.13	.04
Job Satisfaction Index Scores	3	77.33	4.93	102	72.81	7.58	1.02	.30
Self-Concept Inven- tory Index Scores	3	147.66	17.00	102	138.97	18.02	.82	.41
<u>1 Year or Less</u>								
Career Apparel Satis- faction Index Scores	23	47.70	6.63	8	35.40	10.70	3.84	.0006
Job Satisfaction Index Scores	23	73.74	6.92	8	77.75	6.07	-1.45	.16
Self-Concept Inven- tory Index Scores	23	137.61	18.91	8	141.00	12.56	-.47	.64

TABLE XI (Continued)

Length of Time Career Apparel Had Been Worn	CA Respondents			NCA Respondent			t-Score	Level of Significance
	N <sup>a</sup>	Mean	SD	N <sup>a</sup>	Mean	SD		
<u>2-4 Years</u>								
Career Apparel Satisfaction Index Scores	35	48.80	7.63	6	39.17	10.38	2.71	.01
Job Satisfaction Index Scores	36	74.50	7.96	6	70.00	6.29	1.31	.20
Self-Concept Inventory Index Scores	36	145.83	16.71	6	139.83	16.30	.82	.42
<u>5-7 Years</u>								
Career Apparel Satisfaction Index Scores	2	53.00	5.66	1	40.00	0.0	1.88	.31
Job Satisfaction Index Scores	2	71.00	4.23	1	67.00	0.0	.77	.58
Self-Concept Inventory Index Scores	2	145.00	9.90	1	149.00	0.0	-.33	.80
<u>8 or More Years</u>								
Career Apparel Satisfaction Index Scores	2	48.00	2.83	5	34.60	10.45	1.70	.15
Job Satisfaction Index Scores	2	82.00	0.0	5	76.20	9.34	.83	.44
Self-Concept Inventory Index Scores	2	163.00	7.07	5	145.40	27.60	.85	.44

<sup>a</sup>Due to small numbers involved the data should be reviewed with caution.

TABLE XII

DIFFERENCES BETWEEN SCORES OF CA RESPONDENTS AND NCA RESPONDENTS ON THE  
 CAREER APPAREL SATISFACTION INDEX, THE JOB SATISFACTION INDEX AND THE  
 SELF-CONCEPT INVENTORY INDEX BASED ON LENGTH OF TIME  
 CAREER APPAREL HAD BEEN WORN

	Degrees of Freedom	Mean Square	F-ratio	Level of Significance
<u>Career Apparel Satis- faction Scores</u>				
CA Respondents	5,59	50.75	.24	.94
NCA Respondents	4,116	96.60	.44	.78
<u>Job Satisfaction Index Scores</u>				
CA Respondents	5,61	54.72	.71	.62
NCA Respondents	4,117	56.54	1.43	.23
<u>Self-Concept Inventory Index Scores</u>				
CA Respondents	5,61	300.94	1.22	.31
NCA Respondents	4,117	327.12	.24	.92

## Discussion

The major shortcoming of this study was the low percentage of return (10.89%). This could be attributed to several things. First, the questionnaire was lengthy; three separate questionnaires were combined into one (career apparel satisfaction index, job satisfaction index, and self-concept inventory index) in addition to the demographic section. As a result, the researcher had difficulty convincing respondents to accept the questionnaire and then some were returned incomplete. A second problem which contributed to a low percentage of return was that some respondents considered some of the questions too personal to answer. This was indicated both verbally and handwritten on returned questionnaires.

Originally the distribution of the questionnaires was designed so that the researcher would have personal contact with participants as they registered at the Kansas Association of Realtors Convention. Ultimately all convention participants were not contacted because of the following reasons: (1) some of the convention participants were unwilling to talk with the researcher; (2) conference registration was possible during the entire 4-day convention. The researcher was not informed of this and had made arrangements to attend only the first two days of the convention.

The second attempt to gather data was made in January, 1981. The percentage of return for this was only 3.5. The mailing list of the Kansas regional boards of the Kansas Association of Realtors was obtained from the state headquarters in Topeka, Kansas. A list of individual members was unavailable. As a result, groups of CA and NCA

questionnaires were mailed to the 45 Kansas boards, along with a letter of transmittal asking the board presidents to distribute the questionnaires to the board members at their next meeting. It was impossible to determine how many presidents distributed the questionnaires. It was equally impossible to determine how many of the questionnaires distributed were never returned.

The final possible explanation for the low return rate could be attributed to the fact that the cut-off date for data collection may not have provided the respondents with enough time to complete and return the questionnaires. Twenty-six questionnaires (13 CA and 13 NCA) were returned after the deadline date for acceptance.

## CHAPTER V

### SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

The purpose of the study was to investigate the relationships among career apparel, job satisfaction, and self-concept. Variables including sex, age, level of education, and length of time career apparel had been worn were considered in relationship to career apparel satisfaction, job satisfaction, and self-concept. Data were collected through the use of two similar questionnaires to 67 career apparel respondents and 122 non-career apparel respondents during October, 1980 and January, 1981. Both respondent groups worked in the real estate field. Statistical analyses were completed using chi-squares, t-tests and correlations to compare career apparel satisfaction scores, job satisfaction scores, and self-concept scores, with sex, age, level of education, and length of time career apparel had been worn as variables.

Respondents who wore career apparel (CA) responded more favorably to the use of career apparel than did respondents who did not wear career apparel (NCA). Career apparel respondents enjoyed wearing career apparel while the NCA respondents did not enjoy wearing career apparel. Career apparel respondents favorably answered while NCA respondents did not favorably answer when asked whether career apparel provided enough individuality in clothing selection. Many of the CA respondents indicated they were comfortable wearing career apparel

on the street but the NCA respondents did not feel they would be comfortable wearing career apparel on the street. Nearly all the CA respondents, and more than half of the NCA respondents, agreed that career apparel would increase the public's recognition of their real estate firms. Respondents were asked to indicate whether or not they would be happy to wear career apparel over the lifetime of their present positions. Generally those respondents that wore career apparel were happy to continue wearing the apparel, while the majority of NCA respondents did not believe they would be happy wearing career apparel. The CA respondents indicated they did not spend more money on leisure time clothes because career apparel was worn. However, the NCA respondents felt they would spend more money on leisure time clothes if career apparel were worn. The data showed that the majority of both groups preferred not to wear career apparel for occasions other than work. Nearly half of the CA respondents indicated they enjoyed not having to make a decision concerning what to wear to work while nearly three fourths of the NCA respondents indicated that they would not enjoy not having to decide what to wear to work. The CA respondents signified that they would accept another position where career apparel was required. One third of the NCA respondents indicated they would not accept a position where career apparel was required but another one third were undecided in regard to this item. A majority of the CA respondents disagreed that career apparel was boring, while a majority of the NCA respondents indicated that career apparel was boring. One third of the CA respondents were happier with their present positions because they wore career apparel while most of the NCA respondents believed they would be no happier in their present positions if career apparel were worn.

Career apparel satisfaction scores of CA respondents were higher than scores for NCA respondents. When job satisfaction index scores and self-concept inventory index scores of the CA and NCA respondents were compared no significant differences were found.

The correlation of scores of CA respondents on the career apparel satisfaction index with scores on the self-concept inventory index and job satisfaction index revealed no significant relationships. When the career apparel satisfaction index scores of NCA respondents were correlated with job satisfaction index scores an inverse relationship was found. No significant relationships were found when the career apparel satisfaction index scores were correlated with the self-concept inventory index scores for the NCA respondents.

No differences were found between career apparel satisfaction index scores, job satisfaction index scores and self-concept inventory index scores of men and women. However, a comparison of career apparel satisfaction index scores within sexes indicated that both male and female CA respondents were more satisfied with career apparel than were the NCA respondents. No relationships were identified when job satisfaction index scores and self-concept inventory index scores were compared within sexes.

When CA and NCA respondents were compared by age, education, and length of time career apparel had been worn, the CA respondents had higher career apparel satisfaction scores than did NCA respondents in each category. No significant differences existed between career apparel satisfaction index scores, job satisfaction index scores and self-concept inventory index scores based on age, education, or length of time career apparel had been worn.



## Conclusions

It has been consistently shown throughout this study that when CA respondents were asked to give attitudes toward satisfaction with career apparel, they were more satisfied with it than were NCA respondents. The study also indicates that career apparel does not influence job satisfaction and self-concept.

Responses to the career apparel satisfaction index indicated that the majority of CA respondents enjoyed wearing career apparel while the NCA respondents did not think they would enjoy wearing career apparel. The CA respondents were satisfied that there was enough individuality in clothing selection when career apparel was worn, while the NCA respondents indicated they did not think there would be enough individuality in their clothing if career apparel were worn. A possible explanation for the hesitancy of the NCA respondents may be that those individuals who did not wear career apparel were unaware of the numerous career apparel styles available. Regardless, a majority of the NCA respondents indicated that career apparel was boring.

Many NCA respondents indicated that they did not want to be dressed in the same manner as their co-workers. Some of the NCA respondents remarked that they had spent time in the armed forces and had been required to wear uniforms. They were not interested in wearing what they considered a uniform again.

Most realtors agreed that career apparel was an aid in identifying an individual with a company. This was not a strong enough incentive for the NCA respondents to warrant wearing career apparel. Perhaps the NCA respondents felt they were successful enough in the real estate

business--that the company they represented did not need the extra advertising career apparel might provide. While career apparel aided in the identification of an individual with a company neither the CA nor NCA respondents were very willing to wear career apparel for occasions other than work.

The majority of CA respondents were willing to wear career apparel over the lifetime of their present positions and many were willing to accept another position where career apparel was worn. However, the NCA respondents were not so agreeable. A large number of NCA respondents indicated they would not be happy wearing career apparel over the lifetime of their present positions. There was some question among the NCA respondents as to whether or not they would accept a future position if career apparel were required. It appears that some of the NCA respondents could overlook the fact that career apparel was worn if the position had other advantages. Few CA or NCA respondents indicated they would be happier in their present positions if career apparel were worn. Career apparel does not appear to be a strong incentive or deterrent for people to join companies where career apparel is worn.

Much of the information available concerning career apparel indicated that career apparel required less care and cost less than other types of white-collar work clothes. The respondents did not support this theory. Nearly a majority of the CA and NCA respondents indicated they did not (or would not) spend less time or money for the upkeep of career apparel than they did on other white-collar work clothes. When CA and NCA respondents were asked if more money was (or would be) available for leisure clothes because less money was spent on career apparel many indicated this was not the case. However, a majority of CA and NCA

respondents did not believe career apparel was any more expensive than other white-collar work clothes.

Respondents contemplating the adoption of career apparel could find several reasons for doing so. However, the majority of the reasons appear to be available to those individuals who already wear career apparel. For instance, of the respondents surveyed only those that already had worn career apparel enjoyed it, found it provided enough individuality, liked the fact that their co-workers were dressed in a similar manner, were comfortable wearing it on the street, were happy to continue wearing it, and did not consider it boring. The respondents surveyed who did not wear career apparel held a negative view of all the above-mentioned items. Perhaps a company's adoption of career apparel will lead to increased acceptance of career apparel. Companies desiring the increased recognition that career apparel provides are likely to find that employee attitudes toward career apparel are more favorable after they begin to wear it.

The majority of the sample population was made up of full-time realtors. Their attitudes related to career apparel do not seem to be related to their job satisfaction or self-concept. It appears that job satisfaction and self-concept result from areas other than dress. In addition both job satisfaction and self-concept seem to be unrelated to sex, age, level of education and length of time career apparel had been worn.

Conclusions reached as a result of this study are not applicable to all individuals who wear or do not wear career apparel, nor to all those employed in the real estate field. Conclusions are restricted to the selected population represented by members of the Kansas

Association of Realtors who participated in this study.

#### Recommendations for Further Research

1. Conduct another study to determine relationships between career apparel satisfaction, job satisfaction and self-concept inventory index using the unstructured interview technique to gain greater insight.
2. Replicate the study using a random sample on a national basis to determine whether findings from this research can be generalized on a national scale.
3. Conduct a two-phase study. The first should establish criteria for reasons career apparel has been adopted. The second stage should be a five-year longitudinal study which determines whether career apparel satisfies the criteria established in Part 1 of the study.
4. Replicate the study with another profession. A comparison of the results from studies of the two professions could be made to determine similarities.
5. Replicate the study using executive and semi-skilled women as a sample population. Compare the findings of the two samples to investigate the relationships among career apparel, job satisfaction and self-concept.
6. Develop a study which would determine if uniforms in general affected job satisfaction and self-concept.

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## APPENDIXES

APPENDIX A

QUESTIONNAIRE

CAREER APPAREL QUESTIONNAIRE  
(For those who wear career apparel)

Your help is needed in a research study to determine opinions and attitudes toward career apparel and its relationship to job satisfaction and self concept. The information that you will give will be used exclusively for research purposes and will not be connected with your name in any way. Your responses to all items in this questionnaire will be kept ANONYMOUS.

Thank you for your assistance in this study..

Holly E. Bastow-Shoop  
Assistant Professor  
Department of Home Economics  
Emporia State University

Lynn Sisler  
Head, Department of  
Clothing, Textiles and Merchandising  
Oklahoma State University

## CAREER APPAREL QUESTIONNAIRE

Please check (✓) the answer which best applies to you.

4. What is your sex?  
 1 Female  
 2 Male
5. What is your age?  
 1 30 and under  
 2 31-40  
 3 41-50  
 4 51-60  
 5 61 and over
6. What is the highest level of education you have attained?  
 1 Completed high school  
 2 Some college  
 3 Completed bachelor's degree  
 4 Work beyond the Bachelor's degree
7. What do you consider your primary occupation?  
\_\_\_\_\_
8. What portion of your time is devoted to selling real estate?  
 1 Full-time  
 2 Part-time  
 3 None
9. Are you employed in another profession or occupation?  
 1 Full-time  
 2 Part-time
10. How long have you worn career apparel?  
 1 Never  
 2 1 year or less  
 3 2-4 years  
 4 5-7 years  
 5 8 or more years

Please circle the answer which best applies to you. There are no right or wrong answers.

- SA - Strongly Agree
- A - Agree
- U - Undecided
- D - Disagree
- SD - Strongly Disagree

	STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE
12. I think I would enjoy wearing career apparel. . . . .	SA	A	U	D	SD
13. I think that career apparel would provide enough individuality in my clothing selection. . . . .	SA	A	U	D	SD
14. I would not like the fact that my co-workers and I would be dressed alike if we wore career apparel. . . . .	SA	A	U	D	SD
15. I would feel comfortable wearing career apparel on the street . . . . .	SA	A	U	D	SD
16. The general public would more easily be able to recognize the company I represent if career apparel were worn . . . . .	SA	A	U	D	SD
17. I think I would be happy to wear career apparel over the lifetime of my present position, providing the styles were continually updated . . . . .	SA	A	U	D	SD
18. I think I would spend more <u>money</u> on work clothes if I wore career apparel . . . . .	SA	A	U	D	SD
19. I think less <u>time</u> would be spent taking care of my work clothes if I wore career apparel . . . . .	SA	A	U	D	SD
20. I think I would spend less <u>money</u> on the upkeep of career apparel than on my present work clothes . . . . .	SA	A	U	D	SD
21. I think I would spend more money on leisure time clothes if I wore career apparel . . . . .	SA	A	U	D	SD
22. If I wore career apparel I think I would like to wear it for other occasions in addition to work . . . . .	SA	A	U	D	SD
23. I would enjoy not having to make a decision concerning what to wear to work each day . . . . .	SA	A	U	D	SD
24. I would not accept a position where career apparel is required . . . . .	SA	A	U	D	SD
25. The career apparel fashions available are boring . . . . .	SA	A	U	D	SD
26. I would be happier in my present position if I wore career apparel. . . . .	SA	A	U	D	SD

	STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE
29. My job is usually interesting enough to keep me from getting bored . . . . .	SA	A	U	D	SD
30. It seems that my friends are more interested in their jobs than I am . . . . .	SA	A	U	D	SD
31. I consider my job rather unpleasant . . . . .	SA	A	U	D	SD
32. I enjoy my work more than my leisure time . . . . .	SA	A	U	D	SD
33. I am often bored with my job . . . . .	SA	A	U	D	SD
34. I feel fairly well satisfied with my present job . . . . .	SA	A	U	D	SD
35. Most of the time I have to force myself to go to work . . . . .	SA	A	U	D	SD
36. I am satisfied with my job for the time being . . . . .	SA	A	U	D	SD
37. I feel that my job is no more interesting than others I could get . . . . .	SA	A	U	D	SD
38. I definitely dislike my work. . . . .	SA	A	U	D	SD
39. I feel that I am happier in my work than most other people . . . . .	SA	A	U	D	SD
40. Most days I am enthusiastic about my work . . . . .	SA	A	U	D	SD
41. Each day of work seems like it will never end . . . . .	SA	A	U	D	SD
42. I like my job better than the average worker does . . . . .	SA	A	U	D	SD
43. My job is pretty uninteresting . . . . .	SA	A	U	D	SD
44. I find real enjoyment in my work. . . . .	SA	A	U	D	SD
45. I am disappointed that I ever took this job . . . . .	SA	A	U	D	SD

Rate yourself on each of the 25 traits listed below. You are to rate yourself from low (1) to high (7) along the continuum for each trait. Place a check (✓) in the position that you think most accurately describes you. Your rating should reflect how you see yourself and not how you think others see you. There are no right or wrong answers.

- |   |  |
|---|--|
| 47. Not very bright; not quick or alert in grasping complex ideas and situations.   | Very bright; alert, quick, and imaginative in comprehending complex ideas and situations.                            |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |
| 48. In many ways "childish" and seem younger than actual age.   | Emotionally mature, cope with situations in an adult manner.   |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |
| 49. Not too well informed about or appreciative of the great works of art (literature, painting, music, etc.) of the sciences and philosophy. | Have extensive knowledge and appreciation of the various arts, science and philosophy.                               |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |
| 50. Inclined to be awkward and clumsy in social situations; embarrassed or shy in meeting and associating with people.                        | Act skillfully and gracefully in social situations; confident and adaptable in meeting and associating with people.  |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |
| 51. Very plain; almost homely.  | Physically very attractive; might be considered goodlooking or even handsome.  |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |
| 52. Appearance is of low importance; tend to be sloppy and untidy about dress and person.   | Unusually neat and clean about dress and personal appearance.  |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |
| 53. Aloof; tend to withdraw from people and keep to myself.   | Very friendly and interested in people; seek contact with people.  |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |
| 54. Inclined to be selfish with money and possessions; not helpful to others, self-centered and think of self first.                          | Give generously of possessions and money; wants to help other people; usually thinks first of the welfare of others. |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |

55. Shows lack of good manners and refinement; unfamiliar with social conventions. Refined and unusually good manners; naturally courteous and well acquainted with social conventions.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
56. Tend to be pessimistic and "sour" about life; something of a "wet blanket" in social groups. Unusually cheerful and optimistic about things; tend to spread good spirits in a group.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
57. Behavior and moods are unpredictable from time to time; react differently in every situation. Very consistent in behavior; behavior consistently the same way; can depend upon how I will react to different situations.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
58. Frivolous; difficult to tell whether or not I am kidding. Very sincere in what I say and do; can always tell whether or not I am being serious.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
59. Dependent on others; have trouble making up my mind; need reassurance and support from others. Self-reliant and have great initiative; make up my mind without difficulty; do not lean on others in situations calling for independent action.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
60. Suspicious of others and look for hidden motives; feel mistreated or disliked, without good reason. Trust other people without being gullible about it; give people the benefit of the doubt without looking for hidden motives.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
61. Very "rigid;" stick to my own ideas and ways of doing things even though they may not be suitable to the situation. Very flexible; adapt to the needs of changing situations; accept compromises and suggestions where needed.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
62. Cannot take a joke; tend to nurse a grudge; feel picked on without good reason; poor loser. Can take a joke; take defeat gracefully.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
63. Conform very closely to what is expected; unusually conservative and cautious and afraid to be different. Express feelings and opinions readily and freely; not necessarily a rebel or a radical, but not afraid to be different.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_



64. Have little awareness of impression I make upon others; do not really understand myself. Have good insight about impression I make on others; understand myself unusually well.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_
65. Talk very little about men/women. Do not take opportunities for contact with men/women. Interested in men/women; extremely aware of men/women as men/women.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_
66. Not very dependable; might fail to keep promises, appointments, or to return borrowed things; lack a sense of responsibility to others. Very dependable; can be relied upon to meet obligations and to fulfill responsibilities to others.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_
67. Tend to be insensitive and blind to needs and feelings of other people; do not understand very well what makes other people "tick." Extremely sensitive to the needs and feelings of other people; show good understanding of other people's personality.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_
68. Extremely dissatisfied with the type person I am; want very much to be a different kind of person; do not accept myself as I am. Generally pleased (but not conceited) about being the kind of person I am; I accept myself and do not feel any need to be like a different person.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_
69. Have few or no close friends and few acquaintances; not very popular with others. Have a great many friends and acquaintances; am generally popular with others.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_
70. Not an important member of a group; lack standing and not looked up to by others. Important member of a group; looked up to by others and in many respects serve as a model for others.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_
71. Generally unable to get along well with environment and with people; much of the time I am moody, unhappy, overly suspicious. Can adequately deal with the environment and get along well with others; generally am happy and productive and not particularly disturbed by personality problems; altogether well adjusted and able to get real satisfaction out of work and play.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_

## NON-CAREER APPAREL QUESTIONNAIRE

(For those who do not wear career apparel)

Your help is needed in a research study to determine opinions and attitudes toward career apparel and its relationship to job satisfaction and self concept. The information that you will give will be used exclusively for research purposes and will not be connected with your name in any way. Your responses to all items in this questionnaire will be kept ANONYMOUS.

Thank you for your assistance in this study.

Holly E. Bastow-Shoop  
Assistant Professor  
Department of Home Economics  
Emporia State University

Lynn Sisler  
Head, Department of  
Clothing, Textiles and Merchandising  
Oklahoma State University

## NON-CAREER APPAREL QUESTIONNAIRE

Please check (✓) the answer which best applies to you.

- ✓ 4. What is your sex?  
\_\_\_\_ 1 Female  
\_\_\_\_ 2 Male
- ✓ 5. What is your age?  
\_\_\_\_ 1 30 and under  
\_\_\_\_ 2 31-40  
\_\_\_\_ 3 41-50  
\_\_\_\_ 4 51-60  
\_\_\_\_ 5 61 and over
6. What is the highest level of education you have attained?  
\_\_\_\_ 1 Completed high school  
\_\_\_\_ 2 Some college  
\_\_\_\_ 3 Completed bachelor's degree  
\_\_\_\_ 4 Work beyond the Bachelor's degree
7. What do you consider your primary occupation?
- 
8. What portion of your time is devoted to selling real estate?  
\_\_\_\_ 1 Full-time  
\_\_\_\_ 2 Part-time  
\_\_\_\_ 3 None
9. Are you employed in another profession or occupation?  
\_\_\_\_ 1 Full-time  
\_\_\_\_ 2 Part-time
- ✓ 10. How long have you worn career apparel?  
\_\_\_\_ 1 Never  
\_\_\_\_ 2 1 year or less  
\_\_\_\_ 3 2-4 years  
\_\_\_\_ 4 5-7 years  
\_\_\_\_ 5 8 or more years

Please circle the answer which best applies to you. There are no right or wrong answers.

- SA - Strongly Agree
- A - Agree
- U - Undecided
- D - Disagree
- SD - Strongly Disagree

	STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE
✓12. I enjoy wearing career apparel. . . . .	SA	A	U	D	SD
✓13. Career apparel provides me with enough individuality in my clothing selection. . . . .	SA	A	U	D	SD
✓14. I like the fact that my co-workers and I are dressed alike when wearing career apparel . . . . .	SA	A	U	D	SD
✓15. I am comfortable wearing career apparel on the street . .	SA	A	U	D	SD
16. The general public recognizes the company I represent more easily because I wear career apparel . . . . .	SA	A	U	D	SD
✓17. I would be happy to continue wearing career apparel over the lifetime of my present position, providing the styles were continually updated . . . . .	SA	A	U	D	SD
✓18. I spend more <u>money</u> on work clothes because I wear career apparel. . . . .	SA	A	U	D	SD
19. Less time is spent taking care of my career apparel than on my previous work clothes. . . . .	SA	A	U	D	SD
20. I spend less <u>money</u> on the upkeep of my career apparel than on my previous work clothes. . . . .	SA	A	U	D	SD
21. I spend more <u>money</u> on leisure time clothes now that I wear career apparel. . . . .	SA	A	U	D	SD
22. I like to wear my career apparel for other occasions in addition to work . . . . .	SA	A	U	D	SD
✓23. I enjoy <u>not</u> having to make a decision concerning what to wear to work each day . . . . .	SA	A	U	D	SD
24. I will not accept another position where career apparel is required . . . . .	SA	A	U	D	SD
✓25. The career apparel fashions available are boring. . . . .	SA	A	U	D	SD
✓26. I am happier in my present position wearing career apparel than if I did not wear career apparel . . . . .	SA	A	U	D	SD
28. My job is like a hobby to me . . . . .	SA	A	U	D	SD

*I believe <sup>not</sup> The patient is satisfied with the career apparel of professionals  
in my field  
The career apparel of the medical profession  
serves as a source of identification for the patient*

	STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE
28. My job is like a hobby to me. . . . .	SA	A	U	D	SD
29. My job is usually interesting enough to keep me from getting bored . . . . .	SA	A	U	D	SD
30. It seems that my friends are more interested in their jobs . . . . .	SA	A	U	D	SD
31. I consider my job rather unpleasant . . . . .	SA	A	U	D	SD
32. I enjoy my work more than my leisure time . . . . .	SA	A	U	D	SD
33. I am often bored with my job . . . . .	SA	A	U	D	SD
34. I feel fairly well satisfied with my present job . . . . .	SA	A	U	D	SD
35. Most of the time I have to force myself to go to work . . . . .	SA	A	U	D	SD
36. I am satisfied with my job for the time being . . . . .	SA	A	U	D	SD
37. I feel that my job is no more interesting than others I could get . . . . .	SA	A	U	D	SD
38. I definitely dislike my work . . . . .	SA	A	U	D	SD
39. I feel that I am happier in my work than most other people. . . . .	SA	A	U	D	SD
40. Most days I am enthusiastic about my work . . . . .	SA	A	U	D	SD
41. Each day of work seems like it will never end . . . . .	SA	A	U	D	SD
42. I like my job better than the average worker does . . . . .	SA	A	U	D	SD
43. My job is pretty uninteresting . . . . .	SA	A	U	D	SD
44. I find real enjoyment in my work . . . . .	SA	A	U	D	SD
45. I am disappointed that I ever took this job . . . . .	SA	A	U	D	SD

Rate yourself on each of the 25 traits listed below. You are to rate yourself from low (1) to high (7) along the continuum for each trait. Place a check (✓) in the position that you think most accurately describes you. Your rating should reflect how you see yourself and not how you think others see you. There are no right or wrong answers.

- |   |  |
|---|--|
| 47. Not very bright; not quick or alert in grasping complex ideas and situations.   | Very bright; alert, quick, and imaginative in comprehending complex ideas and situations.                            |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |
| 48. In many ways "childish" and seem younger than actual age.   | Emotionally mature, cope with situations in an adult manner.   |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |
| 49. Not too well informed about or appreciative of the great works of art (literature, painting, music, etc.) of the sciences and philosophy. | Have extensive knowledge and appreciation of the various arts, science and philosophy.                               |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |
| 50. Inclined to be awkward and clumsy in social situations; embarrassed or shy in meeting and associating with people.                        | Act skillfully and gracefully in social situations; confident and adaptable in meeting and associating with people.  |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |
| 51. Very plain; almost homely.  | Physically very attractive; might be considered goodlooking or even handsome.  |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |
| 52. Appearance is of low importance; tend to be sloppy and untidy about dress and person.   | Unusually neat and clean about dress and personal appearance.  |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |
| 53. Aloof; tend to withdraw from people and keep to myself.   | Very friendly and interested in people; seek contact with people.  |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |
| 54. Inclined to be selfish with money and possessions; not helpful to others; self-centered and think of self first.                          | Give generously of possessions and money; wants to help other people; usually thinks first of the welfare of others. |
| 1 _____ 2 _____ 3 _____ 4 _____   | 5 _____ 6 _____ 7 _____  |

55. Shows lack of good manners and refinement; unfamiliar with social conventions. Refined and unusually good manners; naturally courteous and well acquainted with social conventions.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
56. Tend to be pessimistic and "sour" about life; something of a "wet blanket" in social groups. Usually cheerful and optimistic about things; tend to spread good spirits in a group.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
57. Behavior and moods are unpredictable from time to time; react differently in every situation. Very consistent in behavior; behavior consistently the same way; can depend upon how I will react to different situations.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
58. Frivolous; difficult to tell whether or not I am kidding. Very sincere in what I say and do; can always tell whether or not I am being serious.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
59. Dependent on others; have trouble making up my mind; need reassurance and support from others. Self-reliant and have great initiative; make up my mind without difficulty; do not lean on others in situations calling for independent action.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
60. Suspicious of others and look for hidden motives; feel mistreated or disliked, without good reason. Trust other people without being gullible about it; give people the benefit of the doubt without looking for hidden motives.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
61. Very "rigid;" stick to my own ideas and ways of doing things even though they may not be suitable to the situation. Very flexible; adapt to the needs of changing situations; accept compromises and suggestions where needed.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
62. Cannot take a joke; tend to nurse a grudge; feel picked on without good reason; poor loser. Can take a joke; take defeat gracefully.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_
63. Conform very closely to what is expected; unusually conservative and cautious and afraid to be different. Express feelings and opinions readily and freely; not necessarily a rebel or a radical, but not afraid to be different.
- 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_ 5 \_\_\_\_ 6 \_\_\_\_ 7 \_\_\_\_

64. Have little awareness of impression I make upon others; do not really understand myself. Have good insight about impression I make on others; understand myself unusually well.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_
65. Talk very little about men/women. Do not take opportunities for contact with men/women. Interested in men/women; extremely aware of men/women as men/women.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_
66. Not very dependable; might fail to keep promises, appointments, or to return borrowed things; lack a sense of responsibility to others. Very dependable; can be relied upon to meet obligations and to fulfill responsibilities to others.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_
67. Tend to be insensitive and blind to needs and feelings of other people; do not understand very well what makes other people "tick." Extremely sensitive to the needs and feelings of other people; show good understanding of other people's personality.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_
68. Extremely dissatisfied with the type person I am; want very much to be a different kind of person; do not accept myself as I am. Generally pleased (but not conceited) about being the kind of person I am; I accept myself and do not feel any need to be like a different person.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_
69. Have few or no close friends and few acquaintances; not very popular with others. Have a great many friends and acquaintances; am generally popular with others.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_
70. Not an important member of a group; lack standing and not looked up to by others. Important member of a group; looked up to by others and in many respects serve as a model for others.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_
71. Generally unable to get along well with environment and with people; much of the time I am moody, unhappy, overly suspicious. Can adequately deal with the environment and get along well with others; generally am happy and productive and not particularly disturbed by personality problems; altogether well adjusted and able to get real satisfaction out of work and play.
- 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_



APPENDIX B

LETTER OF TRANSMITTAL

## EMPORIA STATE UNIVERSITY

1200 Commercial/Emporia, Kansas 66801/Telephone 316-343-1200

January 23, 1980

Dear Board of Realtors President:

Last fall at your state-wide convention I passed out questionnaires concerning attitudes toward career apparel (white collar uniforms), job satisfaction and self-concept. Seven hundred fifty questionnaires were distributed, and one hundred seventy-three were returned.

I need your help! In order to complete my research project and my degree at Oklahoma State University I need more questionnaires returned. Would you please help me out by passing out the enclosed questionnaires at your next Board of Realtors meeting?

The yellow questionnaires should be filled out by those realtors who wear career apparel, and the blue and/or green ones by those who do not wear career apparel. Please ask those realtors who have not previously filled out a questionnaire to complete and return it in the envelope provided. Please do not fill out a second if one was already returned.

Thank you so much for helping me with this project. I hope I will be able to provide you with the results of the questionnaire at the next state meeting.

Sincerely,

/s/ Holly E. Bastow-Shoop

Holly E. Bastow-Shoop  
Assistant Professor  
Emporia State University

/s/ Lynn Sisler

Dr. Lynn Sisler, Head  
Clothing, Textiles & Merchandising  
Oklahoma State University

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APPENDIX C

RESPONDENTS' PRIMARY OCCUPATIONS

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## Career Apparel Respondents' Primary Occupations

Real Estate	-	55
No Answer	-	4
Sales	-	3
Homemaker	-	2
Career	-	1
Semi-retired	-	1
Teacher	-	1
Total	-	67

## Non Career Apparel Respondents' Primary Occupations

Real Estate Sales	-	100
No Answer	-	4
Real Estate Secretary	-	2
Auctioneer	-	2
Homemaker	-	2
Trade Association		
Executive Officer	-	2
Real Estate Education	-	2
Sales Manager	-	1
Insurance	-	1
Service Assistant -		
Southwestern Bell	-	1
Abstracter -		
Title Insurance	-	1
Association Manager	-	1
Technician	-	1
Chemical Engineer -		
Quality Control	-	1
Volunteer	-	1
Total	-	122

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VITA

Holly E. Bastow-Shoop

Candidate for the Degree of

Doctor of Philosophy

Thesis: INVESTIGATION OF RELATIONSHIPS AMONG CAREER APPAREL,  
JOB SATISFACTION AND SELF-CONCEPT

Major Field: Home Economics - Clothing, Textiles and Merchandising

Biographical:

Personal Data: Born in Springfield, Massachusetts, December 10,  
1948, the daughter of Mr. and Mrs. George E. Bastow.

Education: Graduated from Amherst Regional High School, Amherst,  
Massachusetts, in June, 1967; received an Associate degree  
in Applied Science in Retailing from Cazenovia College,  
Cazenovia, New York, in 1969; received Bachelor of Science  
degree in Clothing, Textiles and Related Arts from  
Virginia Polytechnic Institute and State University in  
1972; received Master of Science degree in Clothing,  
Textiles and Interior Design from Kansas State University  
in 1976; completed requirements for the Doctor of Philosophy  
degree at Oklahoma State University in December, 1981.

Professional Experience: Assistant Buyer, Woodward and Lathrop  
Department Stores, Inc., Washington, D. C., 1972-74; graduate  
teaching assistant, College of Home Economics, Kansas State  
University, 1974-76; Instructor, Emporia State University,  
Emporia, Kansas, 1976-79; graduate teaching assistant, College  
of Home Economics, Oklahoma State University, Spring 1979 and  
1980; Assistant Professor, Emporia State University,  
1979-present.

Professional Organizations: Member of The Kansas Home Economics  
Association; member of The American Home Economics Association;  
member of Omicron Nu Honor Society; member of Kappa Omicron  
Phi Honor Society.