EFFECTIVENESS OF MESSAGE PRESENTATION FORMAT ON

CONSUMER OPINIONS, ATTITUDES AND BEHAVIORAL

INTENTIONS TOWARD THE DOMESTIC TEXTILE

AND APPAREL INDUSTRY

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CHAPTER I

INTRODUCTION

Imports are of great concern to people of all nations. Each nation seeks to obtain the raw material and to deliver materials and goods to foreign markets in accordance with their needs. The United States with its vast resources was able until 1970 to export more goods than it imported. According to Minard (1985, p. 77) "In recent years the United States has absorbed an enormous share of the world's merchandise exports relative to the world's imports of U. S. products." This trend is accelerating across all domestic industries. Furthermore, there is a chronic concern for the textile and apparel industry because it is one of the largest employers in the United States in domestic manufacturing.

The domestic textile and apparel industry is a vital part of the overall economy, but the American consumer may not be aware that the industry is losing its competitive edge in the world market. According to Serrin (1984), within the domestic apparel and fabric markets, imported goods account for approximately 35 to 40 percent or more of the total market. Industry executives are projecting that in 1987 imported goods will account for 50 percent or more of the domestic market. DeLlosa (1984) stated that although the industry is faced with economic hard times, it still employs more than two million workers across the 50 states. The industry generates revenue for the federal, state, and local governments because of taxes paid on the use of U. S. produced raw

materials. Shockley (1984) noted that the industry generated approximately $45 billion of the Gross National Product in 1983.

In the current controversy over the high penetration of imports in the domestic market, the consumer purchase decision--whether to buy imports or domestic apparel--has the potential to affect the overall world economy. Dickerson and Hester (1984, p. 25) stated that "The consumer is both a consumer and a world citizen whose choices have economic, political and social implications within this country and the broader world. Informed choices are imperative." Based on other research findings, Dickerson and Hester (1984) noted that

> . . . the key is that consumer choices should be informed
> decisions . . . not initiated out of indifference, apathy
> or lacking of understanding of the issues [surrounding the
> purchase of imported or domestic apparel]. Consumers can
> profit from impartial information that weighs perspectives
> on the trade issue. (pp. 24-25)

Other studies by Dickerson (1982, 1983) revealed that the consumers most concerned about the imported clothing issue were middle aged and middle income consumers. Those least concerned were the youngest and oldest and the highest and lowest income consumers.

Consumers are individuals who purchase apparel items for various reasons. McKissick (1984, p. 14) acknowledged that "Fashion rather than question of quality, patriotism, or even price, is a major factor in most apparel purchases." In light of the consumer's changing perceptions and demands, Dickerson (1982, p. 245) noted that ". . . consumers do not have a clear picture in their own minds as to the specifics of why they prefer or dislike imported items."

The consumers use various apparel qualities as determinants in their purchase decisions. Grindereng (1981) stated that too little attention has been paid to the fact that individual reasons for selecting

a particular apparel item may not be similar. Situational effects such as the disseminating of educational information about the import problem may cause apparel qualities toward a specific product to vary among consumers. In the future, consumers may be forced to examine the impact of their purchase decisions in relation to the economic status of the domestic textile and apparel industry.

Statement of the Problem

Consumer behavior is only a part of human behavior and McNeal (1969a, p. 17) stated that "the path of understanding consumer behavior lies in the integration of those disciplines devoted to the quest of facts about human behavior." Home economics is one of those disciplines, and according to Lippeatt and Brown (1965)

> Its uniqueness as a field of study lies in its integrative power because it utilizes basic principles from many disciplines and applies them as a composite in solving problems. (p. 4)

Today, home economists are faced with numerous challenges. The challenge of helping consumers to cope with the complexities of the marketplace, such as the impact of their purchases of imports on the domestic economy, is among their priorities. Dickerson (1983) indicated that the impact of imported products has been singled out as one of the major concerns of consumers, especially in regard to the current import penetration on domestic manufacturing.

The consumer needs help in coping with the complexity of the import situation within the domestic economy. The consumer may benefit from the low cost imports, yet the cost of unemployment may offset those savings. There is not an easy solution for the consumer. On the one hand it seems important to buy domestic products to save the

industry, while on the other hand consumers have been taught
to get the best buy for their money.

Various commercial publications have provided consumers with
general information about the impact of imports on the domestic textile
and apparel industry. These publications have at least made the con-
sumer aware of the problem, but an analysis of the effectiveness of
those publications is needed in order to assess the best method of
disseminating the information to the consumer concerning the import
situation. The results of this research study may assist educators,
marketers, legislators, retailers, and manufacturers in their efforts
to provide the consumer with valuable educational information. Further-
more, an assessment of the consumers' opinions, attitudes and behavioral
intentions would provide home economics educators with a basis as to
what information is needed by the consumers.

Purpose and Objectives

The purpose of this research was to examine the effectiveness of
commercial publications aimed at providing information to the public
regarding imported and domestic textile and apparel products. The four
specific objectives of the study were:

1. To determine the opinions, attitudes and behavioral intentions
of participants prior to exposure (pretest) and after exposure (posttest)
to each message presentation format.

2. To examine the effects of each message presentation format on
opinions about the impact of imports on the domestic textile and
apparel industry.

3. To examine the effects of each message presentation format on
attitudes and behavioral intentions regarding domestic apparel.

4. To compare the effectiveness of each message presentation format on opinions, attitudes, and behavioral intentions regarding the domestic textile and apparel industry.

Hypotheses

The following hypotheses were formulated for the study.

H_O1: There are no significant differences among group mean gain scores on opinions about the impact of imports on the domestic textile and apparel industry after exposure to the experimental treatment.

H_O2: There are no significant differences among group mean gain scores on attitudes regarding domestic apparel after exposure to the experimental treatment.

H_O3: There are no significant differences among group mean gain. scores on behavioral intentions regarding domestic apparel after   . exposure to the experimental treatment.

Justification for the Study

In recent years an increasing number of marketing research studies have been devoted to consumer behavior and attitudes. This development reflects the growing awareness that attitudes play a strategic role in purchase decisions. Researchers realize that any attempts to persuade and educate the consumer must be based on an understanding of the multifaceted forces such as opinions, beliefs, attitudes and behavior operating to shape consumer behavior. According to Blum (1977, p. 29) "an important component in an understanding of consumers is the aware- ness and study of attitudes. Attitudes reflect an individual's beliefs or feelings. This can influence actions, objects, ideas, or people."

Attitudes of the buying public toward an object or a situation usually determine the destiny and success of any educational or marketing effort. The measurement of a consumer's attitude toward a product or situational factor helps in guiding the development of information for consumers. By measuring consumers' attitudes, it is possible to measure advertising effectiveness, to identify the marketing problems faced by manufacturers and retailers, to define the advertising or marketing objectives and to determine whether or not the advertising or sales promotion effort is having the desired effect.

Attitude measurement can contribute to a general understanding of how consumers react to current social, political, and market situations. One of the goals of attitude research is to predict the behavior of consumers through analysis of beliefs and attitudes. A practical benefit of attitude research is that it provides home economists, consumer educators, and communication specialists with empirically based information for use in planning informational programs directed to the specific needs of different target audiences.

Knowledgeable consumers are the key to making businesses more responsive to the true needs of their existing and potential customer. Consumers may become more knowledgeable through trial and error or through programs developed to educate them. Reasonable progress in helping the consumer to deal with the complexity of the domestic market-place cannot be made until it is recognized that a good portion of attention and effort must be expended at the micro level--in learning more about the individual consumer groups, their abilities, their level of knowledge about the marketplace and their motivation to acquire a better level of performance in their consumption activities.

While there is not an easy solution, marketers do realize that successful marketing of a product or idea is achieved through recognizing the existence of the heterogeneous consumer market. The various formats used by advertisers provide evidence that marketers are aware of the heterogeneous consumer market. Advertising works for some products, but Bogart (1973) summarized the uncertain and frequently negative effects of advertising communication with the following generalization:

> The boomerang effect of self-defeating communication . . .
> is manifest in large-scale advertising campaigns. Millions
> of dollars may be expended to convey messages that, because
> of their ineptitude or inappropriateness, produce results
> unfavorable to the advertiser's interests. (p. 716)

One of the purposes of advertising communication is to successfully inform or persuade the consumer; therefore the developers of advertising communication need to first determine which forms of processing and rules are most effective and easiest for consumers. Then information formats can be designed which will encourage processing of information by the consumer. In other words, content and quality of information are highly important, but the format in which the information is structured and presented must be just as important.

This research study was an attempt to measure the effectiveness of message presentation formats on opinions, attitudes, and behavioral intentions. The message presentation formats were video (TV) and print.

Theoretical Background

Hundreds of studies have attempted to model and monitor the effects of communication on individuals. The cognitive structure will be the general framework for this study. Olson, Toy, and Dover (1982, p. 245)

stated "the cognitive structure paradigm focuses on the effects of communication on several theoretically related cognitive structure variables, including beliefs, attitudes, and behavioral intention." The cognitive structure model has its theoretical roots in learning theory, with primary emphasis on beliefs as the fundamental cognitive elements. The most widely used models of cognitive structure in research have been adapted from Fishbein's 1963 and 1967 attitude theory. The Fishbein basic theory specifies that a person's attitude toward a stimulus is related to and in fact is caused by that person's salient beliefs about the stimulus. Furthermore, Mitchell and Olson (1981) suggested that when the theory is cast in terms of communication effect, the Fishbein attitude theory implies that a persuasive message such as an advertisement affects attitudes and intentions through direct effects on strength of beliefs, thus influencing evaluation of beliefs. The general paradigm for the cognitive structure model may be represented as:

AD EXPOSURE ➔ BELIEFS ➔ ATTITUDE ➔ INTENTION ➔ BEHAVIOR

In order to determine the precise effect of a persuasive communication format, it is necessary to measure pre- and post-communication beliefs and attitudes. Olson (1978a) indicated that processing information contained in the advertisement should first create concepts in memory and linkages between the concepts--in other words, a set of new beliefs. These beliefs can be thought of as a cognitive structure, a network consisting of learned concepts about a brand, product or situation, and the association between those concepts. These new beliefs may be integrated into the structure of beliefs about the brand, product,

or situation that existed prior to ad exposure, if any, thus creating a new cognitive structure model and the measurement of pre- and post-communication. The new belief should cause subsequent change in attitude, which in turn should affect behavioral intention and ultimately, overt behavior.

The cognitive structure model emphasizes beliefs as the fundamental cognitive element, but in this research study opinions were used as the fundamental cognitive elements. This modification was based upon the suggestive classification of belief, attitude, behavior intention and overt behavior. The following suggestive classification was used:

1. cognitive - belief or opinions

2. affective - attitude

3. conative - behavioral intention

4. behavior - observed acts

Observed acts of the consumers were not a variable studied; therefore in this research study the following general paradigm of the cognitive structure model was used:

EXPOSURE ➡ OPINIONS, BELIEFS, ATTITUDES ➡ BEHAVIORAL INTENTION

Assumptions

A need for examining the effectiveness of commercial publications aimed at providing information was based on acceptance of the following assumptions.

1. The participants utilize information in commercial publications as a part of their purchase decision.

2. The participants' internal processing of information is affected by message presentation format.

3. The message content was constant for each experimental treatment.

4. The participants' attention span was similar because of the forced closed classroom setting.

Limitation

The following limitation of the study was acknowledged by the researcher. The study was limited to college students enrolled in a midwestern university; therefore, the data should not be generalized to the general public.

Definitions

The following definitions of terms are furnished to provide, as nearly as possible, clear and concise meanings of terms used in this study.

Attitude - "The sum total of man's inclination and feelings, prejudices or bias, preconceived notions, ideas, fears, threats and convictions about a specific topic" (Thurstone, 1959, p. 216).

Behavioral Intention - "A person's intention to perform various behaviors" (Fishbein & Ajzen, 1975, p. 12).

Commercial Publication - A sponsored advertisement with an intent to communicate information to the public.

Domestic Apparel - Clothing items that are manufactured, distributed and sold in one country. In this study domestic apparel refers to American-made apparel.

<u>Imported Apparel</u> - Clothing items that are manufactured in one country but are shipped to a different country for trade or sale to the consumer.

<u>Opinion (or a belief)</u> -

. . . an emotionally neutral cognition or a 'knowledge' that the individual holds about some aspect or object in the environment--that is, the things a person knows to be true from his own point of view, consisting of the facts about something as he sees them at a given point in time. (Bennett & Kassarijian, 1972, p. 76)

<u>Message Presentation Format Effectiveness</u> - The difference between the pretest scores and the posttest scores for each group.

<u>Message Presentation Format</u> - Any type media with which the consumer's sense organs have come in contact--linguistic, orthographic, pictorial or a combination of all three. In this study the two formats used were video and print.

<u>Domestic Textile and Apparel Industry</u> - Establishments engaged in various operations in the processing of fiber from raw materials to finished fabric and the construction of apparel products from finished fabric to be consumed by the public. In this study the domestic textile and apparel industry refers to the industry in the United States.

Organization of the Study

The study was organized into five chapters. The first chapter consisted of an introduction, the purpose of the study, the objectives and hypotheses, a justification for the study, a theoretical background, assumptions, limitations and definition of terms. A review of literature pertinent to the research was discussed in Chapter II. Chapter III described the research design of the study, the development of the instrument and the experimental treatment. An analysis of the data and

discussion of the findings were presented in Chapter IV. The last chapter included a summary of procedures, conclusions and recommendations for further study.

CHAPTER II

REVIEW OF RELATED LITERATURE

Recently, imported goods have become a threat to the well-being
of domestic industries including the textile and apparel industry. As
a result, consumers are seeing more "Made in the U.S.A." labels thus
making it easier for them to identify domestic textile and apparel
products. The labeling of domestic products enables the consumer to
recognize the product's country-of-origin; but industry executives
believe that more than recognition is needed and have therefore
developed educational information for retailers, consumers and apparel
manufacturers. The goal of providing the educational information is
to convince consumers, retailers, and apparel manufacturers of the
value of promoting and purchasing domestic products. The information
was introduced to the public as a "Buy American" campaign through the
use of national television and printed brochures. Limited research
has been published in which the import situation was studied relative
to educational information presented to the public. Recent research
varies from actually testing the quality of imported vs domestic
textile and apparel products to surveys of consumers and retailers
relative to their views about the import situation in the domestic
market. Literature pertinent to this study was addressed in the
following areas: historical and present perspective of international
trade, the role of advertising in regard to consumer behavior and the

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importance of attitude as a measure of the effectiveness of communication. A review of related research studies of importance to the study was also discussed.

International Trade

The trading of goods is rooted into the earliest civilization of man. International trade is highly important to the political and economic development of all nations. However, more than ever before, one of the domestic manufacturing industries--the textile and apparel industry, is being affected by the high penetration of foreign products into the domestic market.

The domestic fiber, textile, and apparel industry is a vital part of the United States historical development. According to deLlosa (1984)

> The very roots of the American Revolution were nourished by resistance to oppressive English laws like the Wool Act and the Stamp Act. The development of New England can be traced through its textile mills. The history of the South is the story of cotton, the international commerce it created, and the moral and political conflict over slavery that almost destroyed our country. (pp. 4-5)

Although the domestic fiber, textile, and apparel industry has deep roots in the history of the United States, the industry is facing one of the most crucial times during its existence--imbalance of trade partially because of imports from low-wage producing countries. Karfunkle (1984, p. 12) stated "the textile economy's future in large measure, will be a reflection of today's political policy-making and policy enforcement." Industry sources believe that the domestic fiber, textile and apparel industry is strongly dependent on long-term policy making in regard to more stringently enforced trade laws.

Overview of Trade Regulations

For the past three decades, the domestic manufacturing industry
continues to face serious competition from foreign countries. The
government establishes different trade agreements with foreign
countries in hopes of controlling and limiting the amount of imports.
Within the limits of the various trade agreements, the government
also attempts to find a balance between encouragement of the domestic
industry and promotion of free trade in the industry. Overall, the
United States is interested in a healthy international trade environ-
ment without market disruption to the domestic industry. According
to the United States International Trade Commission (1982), the sharply
rising imports from low wage exporting countries are causing market
disruption with substantial economic and social consequences.

The basic concern for the fiber, textile, and apparel industry
in regard to imports dates back to the administration of Franklin D.
Roosevelt. One of the earliest trade agreements within the industry,
to address the problems of imports, is the Long Term Agreement
Regarding International Trade in Cotton. According to Nordquist
(1985, p. 36) "One important provision of the agreement allowed the
United States to limit imports from countries with which we had no
bilateral agreements negotiated when market disruption occurred in
the United States." Thirty-three countries agreed to the provisions
of this agreement, and it has been extended twice.

The general Agreement on Tariff and Trade is another agreement
between the United States and foreign exporting countries. The agree-
ment is an attempt to regulate trade within all textile producing

countries. Nordquist (1985, p. 36) stated that the agreement serves
two purposes: "1) encourage textile manufacturing in developing
countries and thereby foster the accumulation of capital and hopefully,
a market for other U. S. industrial goods; 2) protect the U. S. textile
industry." Previous trade agreements did not include man-made fibers
and subsequently the increase of man-made fiber imports into the U. S.
during the 60s led to the negotiation of another trade agreement. The
Multifiber International Agreement was established to deal with this
problem as well as with the enormous quantities of cheap foreign imports
affecting the domestic manufacturing industry.

The Multifiber Agreement (MFA) of 1974 is considered to be the
major international agreement among the textile and apparel trading
countries for the regulation of orderly trade. According to Howell,
Noellert, Frangedaki, Moore, and Wolff (1985)

> The purposes of the MFA . . . are to allow for the expansion
> and liberalization of world trade in textiles, while ensuring
> that trade is conducted in an orderly, equitable and non-
> disruptive fashion . . . [also] the MFA authorizes a departure
> from the nondiscrimination requirement, by permitting
> countries to regulate trade on a country-by-country basis,
> primarily through negotiation of bilateral agreements. However,
> the MFA dictates specific guidelines that define the manner
> and extent to which an [a] signatory may restrict textile
> imports from another signatory. (Appendix A, p. 1)

In spite of the MFA and other trade agreements, imports are con-
tinuing to increase their market share in the United States. The United
States continues to seek an international understanding to provide a
basis for trade that avoids undue disruption of established domestic
industry specifically in the textile and apparel industry. At the
present time, the government, as well as the industry, is working to
develop a system for orderly trade which should provide a fair share of

the market to developing nations while at the same time encourage the continued development of a strong domestic industry.

The Government's Role

The United States government in actuality allows the imports to penetrate the textile and apparel industry because quotas within foreign textile-producing countries are liberal, and it is relatively easy for a foreign manufacturer to evade the quota system. The Textile Fiber and Wool Product Identification Act is a new law which passed largely unnoticed as a rider to Title III of the Drugs, Price Competition, and Patent Term Restoration Act of 1984. The objectives of the law are to clarify and improve country-of-origin labeling requirements for textile products and to increase consumer awareness at the time of purchase of the product's country-of-origin. The law requires that all wool and textile fiber products manufactured or processed whether in the United States or a foreign country be labeled to specify the country-of-origin.

The passing of the country-of-origin bill is not a cure-all for the textile and apparel industry import problems. Recently, a newly formed fiber, fabric, and apparel coalition began lobbying in Washington to convince Congress that if other measures are not taken to curb imports, there is not going to be a domestic textile and apparel industry in the future. The lobbying group efforts are not wasted because the government is now considering new legislation that is to bring about more stringent regulations of the various trade laws.

The Textile and Apparel Trade Enforcement Act of 1985, introduced to the Senate on March 19, 1985 by Senator Thurmond, is a result of the lobbying by the group. The legislation is based on the rationale that

imports in the textile and apparel industry are increasing at an annual rate of approximately 19 percent; this is more than the orderly growth objective of the Multifiber Arrangement. Supporters of the legislation forecast a bleak picture if the current trend continues. They see imports claiming more than 50 percent of the domestic apparel market in 1991 and approximately 65.2 percent in 1995. The purposes of the new legislation as stated in the Congressional Record for the Senate on March 19, 1985, are:

1. To achieve the objectives of the Multifiber Arrangements by providing orderly and nondisruptive growth of imports of all fiber, textile and apparel products.
2. To set limits on imports from major exporting countries which reflect import growth since 1980 from these countries at growth rates contemplated by the 1981 extension of the MFA.
3. To allow the smaller exporting countries an opportunity to increase their share of the U. S. markets.
4. To set the future growth rate of imports at levels provided for in MFA and the protocol extending the MFA. (Textile and Apparel Trade Enforcement Act, 1985, p. 3081)

The legislation is supported strongly in Congress, but the opposition is strong because importers and leading apparel vendors believe that restrictive trade policies are a threat to the health of the U. S. economy. On the other hand industry sources indicate that the legislation reduces import penetration in the domestic textile and apparel market from its current level of 50 percent to 38 percent, thus helping to preserve opportunities for domestic fiber, textile, and apparel manufacturers and workers.

The Industry's Role

Dickerson (1983, p. 14) noted "while imports alone cannot be blamed for the decline of U. S. industry or for the disproportionate unemployment rate, the domestic industry suffers to the extent that imports

replace U. S. products in sales." Throughout the existence of inter-national trade, the domestic textile and apparel industry continues to fight for tariffs, quotas, and other measures to protect the domestic sector from the market disruption. According to a chief executive officer of a textile firm ("American Textile CEO's," 1984, p. 25) "Consumers need to be aware that there are Americans whose jobs depend on what's going on in the textile [and apparel] industry."

Coinciding with the signing of the country-of-origin law an industry association, "Crafted With Pride in USA," was established to conduct a nationwide campaign to inform the consumer of the quality, style, and value of domestic goods. Four brief TV messages were developed and shown frequently during prime time. A detailed television fact sheet for 1986 is shown in Appendix A.

The fiber, textile, and apparel manufacturers and trade unions are united in their efforts to save the domestic industry. The industry's nationwide campaign philosophy is that domestic goods are equal or superior to any other goods in quality, durability, cost, and that when domestic goods appeal to consumers, the consumer has a right to purchase them. Basically, the industry sources believe that the campaign is needed because the import problem is not a textile and apparel industry problem, but it is a domestic problem that affects all of the nation's manufacturing industries including steel, autos, textiles, and others. Furthermore, the messages have focused on the effect of the current import situation on the economy in general and specifically on the textile and apparel industries in relation to the consumer.

Economic Impact of Trade

Competition in world textile and apparel production and trade is a dynamic phenomenon. The United States and other developed nations are in the process of assessing their roles in international trade. Based on the overall imbalance of trade, these developed nations are strongly being affected by rising imports from low wage exporting countries. According to Naisbitt (1982, pp. 74-75) "The United States . . . must move out of the old role as the world's dominant economic and political force." This requires that the United States develop a plan to re-evaluate its role in the international trade market.

The growing internationalization during the past three decades is one of the pervasive influences for the reevaluation process. In developed nations, such as the United States, Howell et al. (1984, p. ii) indicated that "producers of fiber, fabric and to a lesser extent, apparel, have undertaken extensive investments in advanced production equipment." The domestic textile and apparel industries are investing in the state-of-the-art production equipment in order to enhance their competitiveness in the international trade market. Although the industry's investments in improved technology are evident, the absence of effective import regulations continues to allow imports to disrupt the domestic textile and apparel industry.

The international competitiveness of the domestic textile and apparel industry is being challenged because of the high penetration of imports from low wage foreign countries. Dickerson (1983) stated that

U. S. companies are at a distinct disadvantage in competing against imported clothing. A great deal of labor is re-quired to manufacture clothing because automation cannot be applied as successfully in this industry as in many others

. . . thus low labor cost in developing countries facilitates
apparel product costs far below that in the U. S. (p. 14)

The low wage cost advantage is only one of the competitive disadvan-
tages. Others cited by industry sources are: inadequate quotas which
are formulated through bilateral agreements; lack of control over the
annual growth rate in controlled and uncontrolled categories of the
bilateral agreement; ineffectiveness of the consultation mechanism for
minimizing market disruption and quota circumvention by false reporting
of the origin of imported products.

Industry leaders are confident that the domestic textile and
apparel industry needs to be maintained. If that confidence begins to
fade, it is evident that there are going to be limited investments in
new plants and equipment as well as a decrease in the number of domestic
workers and existing manufacturing firms. The need to strengthen the
textile and apparel industry is now, and the implementing of improved
techniques is of the highest priority if the textile and apparel industry
is to remain a vital force in the United States as well as in the inter-
national trade market.

Textile and Apparel Industry Views

In recent years the growth rate of imports within the textile and
apparel industry has exceeded the growth rate of domestic production.
Howell et al. (1985) stated that

A pronounced increase in U. S. imports has occurred since
1980, a trend which accelerated significantly in 1983-84.
The import volume of all textile and apparel products in-
creased from 4.9 billion square yard equivalents (SYE) in
1980 to 10.2 billion SYE in 1984, an increase of approxi-
mately 104 percent. In value terms, U. S. imports increased
from $9.48 billion in 1980 to $19.2 billion in 1984, an
increase of almost 103 percent. Import penetration in the
apparel sector exceeds 50 percent in many individual product

categories . . . import influx has caused a decline in
industry profitability, and resulted in a contraction of
the U. S. industry. (p. v)

Dickerson (1984) attributed the recent increase to the high cost of
petroleum, the over valued dollar, higher productivity levels of low
wage countries, and the lack of stronger import restraints for the
industry.

The exact extent of import penetration varies according to the
sources reporting the data. Also the volume of imports differs con-
siderably by the type of product. Fabrics made from ramie and linen
fibers are the dominant textile imports; whereas in imported apparel
products the largest percentage of increase is in sweaters, children's
shirts, and inexpensive men's shirts. Dickerson (1983, p. 13) stated
"imported apparel is present in virtually all categories and price
lines, including those . . . expensive, prestigious brand names."

The surge of textile and apparel imports from foreign countries
into the domestic market is a reflection of developing nations trying to
survive and the defense of developed nations asking for some form of
protectionism. Industry leaders within textile and apparel sectors
realize that the solution is not an easy one. According to a chief
executive officer of a textile firm

The basic problem . . . throughout the country is a lack
of apprehension, a lack of concern, bred by ignorances as to
what the ultimate results will be. Americans 'can do' when
they understand the problem, but when we don't we are wonder-
fully oblivious to our fate. ("American Textile CEO's," 1984,
p. 29)

There are numerous groups advocating protectionism for the domestic
textile and apparel industry; but there are groups that believe the
domestic textile and apparel industry does not need protecting if they
cannot remain competitive in international trade. Dichotomous views

exist among various groups in their efforts to find a well rounded

solution to the import problem. Although these views are evident,

Dickerson and Barry (1980) stated that

> It is important for home economists to be aware of the
> different views in this area [international trade] since
> many current publications, particularly those which are
> trade oriented, present only one side of the picture.
> (p. 36)

Consumer Views

Pugel (1978) indicated that imported products directly affect

consumer expenditures because those products generally cost less.

Nordquist (1985, p. 35) noted that "less expensive products make dis-

posable income go farther." Indirectly, imported products also force

domestic manufacturers to keep their prices down.

Dickerson and Hester (1984, p. 24) stated that "making a choice

between domestic or imported garments may be a dilemma for the informed

consumer." The United States is a melting pot for goods from all over

the world and the consumer is faced with a crucial decision of

whether to buy foreign or domestic products. Dickerson (1983) indicated

that

> . . . . consumer awareness of the broader issues [pertaining
> to international trade] is important, for the choice between
> a domestic or foreign made item should be an informed
> decision and not one of casual indifference. (p. 16)

Furthermore, Brown and Dimsdale (1973) stated that

> Knowledgeable consumers are the key to making business more
> responsive to the true needs of their existing and potential
> customers . . . . .Consumers may become more sophisticated
> buyers through trial and error or through programs of con-
> sumer education. (p. 55)

Consumers are somewhat concerned about the complexities of the import

problem, and Dickerson (1982, p. 251) noted that "Consumers are not

indifferent or apathetic to the issue of whether the apparel they buy

has been produced in this country [USA] or elsewhere."

The actual purchase decision of consumers in the United States has

an impact on the economy as well as the political status of this country

and the textile and apparel industry. According to Dickerson and Hester

(1984)

> Each time U. S. consumers purchase a shirt or other item
> of apparel, they are involved in international trade. The
> purchase of that shirt influences, albeit in a small way, the
> economy and standard of living in the country of origin, the
> employment of apparel workers in that country, the nonemployment
> of workers in a competing country where the shirt might have
> been made and the political relations with our textile trading
> partners. (p. 20)

Admittedly, the purchase of one shirt has limited impact, but consumers

of today are world consumers.

Many times in a purchase situation consumers are unaware of the

product's country-of-origin; thus not realizing the impact or complexity

of the purchase. Redman (1979, p. 160) indicated that "all decisions or

choices involve some dissonance." Therefore, it is imperative that

consumers be informed of the economic and political impact of their

purchase decisions. In order for the consumers to be informed they

need to seek a better understanding of the reasons for purchasing one

item over another item. Also the consumers' knowledge and attitudes

of a given situation [imports] enables them to rationally evaluate a

purchase decision.

Review of Related Research Studies

One of the first researchers to examine consumers' view of the

current domestic textile and apparel import situation was Dickerson.

Dickerson (1983, p. 13) noted "If one issue was singled out as the one

of most concern to the U. S. textile and apparel industry, it would be that of imported products and the resulting impact on domestic manu-facturing." Various research studies examine the consumers' perceptions of imported and domestic products, but not specifically the products from the textile and apparel industry. One of the earliest studies by Reirson (1966) used the opinion of 155 students about foreign products. Using a three-point scale, the students indicated their opinion of 1) products in general from 10 countries, 2) three classes of products from seven countries, and 3) a variety of specific products from four other countries. The findings showed that students ranked American products first and Japanese products last in every category. Schooler (1965) researched foreign and domestic consumer perceptions of products pro-duced in other countries and found perception to be significantly biased by the product's country-of-origin, as well as by socio-demographic characteristics in the United States.

Dickerson (1983) examined the consumer views and buying patterns in relation to imported versus United States produced apparel. The researcher sought to determine consumers' views of imported versus U. S. produced apparel, to determine the product qualities which in-fluence the consumer to buy one over the other, and to examine consumer views toward imported apparel in relation to various purchasing practices and demographic variables. Results of the study indicated that the majority of the respondents preferred domestically produced clothing primarily because they perceived garments produced in other countries as being of poor quality.

A survey conducted by the Los Angeles Times was comprised of 1,395 men and women over 18 years of age (Key Results, 1985). The partici-pants were asked which country made the best clothing. Approximately

66% responded that the United States made the best clothing followed in order by France, Italy, Japan, Great Britain, Canada and West Germany. Also the survey revealed that the participants were concerned about the growing number of imports; 42% thought it was fairly bad and an additional 33% indicated it was very bad that the United States imported more than it exported. In the study by Dickerson (1982) it was concluded that

> The relationships between consumers' views toward imported apparel and some of the demographic variables and purchasing practices of the respondents indicated that in many ways concern over imported apparel appears to be a middle-socioeconomic class phenomenon. (p. 241)

Gaedeke (1973) investigated consumer attitudes toward products made in developing countries by questioning college students about the quality of various products in regard to branded products with or without country-of-origin information. The study showed that products made in the United States were ranked in first place for products in general, as well as for the more homogeneous groups of food products, electronic items, and textiles. Also, the overall findings of the study indicated that country-of-origin information did not significantly affect the respondent's opinions about the quality of branded products in general.

In another study Bannister and Saunder (1978) used United Kingdom (UK) consumers to investigate their current stereotyped attitudes toward domestic products and the product offerings from a selection of foreign countries highly active in the United Kingdom domestic market. The study found that imported products were highly regarded by the UK consumer and that the demographic variables of age and sex were significant causes of variances in attitudes toward specific countries. Kaynak and Cavusgel (1983) used Nova Scotian consumers to examine consumer

attitudes toward products of foreign origin to see if they varied across product classes. The findings showed that quality perceptions tended to be product specific. The Nova Scotian consumers expressed a bias against products manufactured in less developed countries.

Numerous changes in relation to foreign and domestic products are occurring in the market place. Dardis and Sul (1983) investigated changes in the U. S. apparel import market using data from major exporting countries from 1967 to 1977. The findings showed that the Far East (Hong Kong, Taiwan, the Korean Republic, and the People's Republic of China) is the major supplier to the U. S. for the majority of the apparel categories. The researchers indicated that the degree of competition from imports varied by apparel category, and that the dominance of imports from the developing regions meant more severe price competition.

A study by Dardis, Spivak, and Shih (1985) focused on the price and quality difference for domestic and imported apparel. Men's dress shirts were used in the study because this apparel category is fairly similar in style and appearance. Another reason for the use of a man's dress shirt is the high import penetration within the domestic market. The findings showed that a significant price difference did exist between domestic and imported brands of men's dress shirts in the pre-sale period. Dardis, Spivak, and Shih's (1985, p. 391) study indicated that "imported shirts were of the same, if not higher, quality than domestic shirts but were lower in price." In addition, the authors stated

> The existence of price differences for products of similar quality also raises questions concerning consumer purchasing decisions and the need for consumer education programs in the area of textiles . . . such differences reflect information failure which should be of concern to consumer educators in the field of textiles and clothing. (p. 398)

Other surveys have been conducted by the Gallup Organization in which consumers were questioned about imports. In a 1982 survey, 50% of those surveyed were less inclined to buy imported garments than domestic garments; while in 1984 the response decreased to 48%. A 1983 survey of 915 consumers by the Gallup Organization revealed that if given the choice of an American or an imported product of equal quality and with both costing $200, approximately 94% of the total respondents would purchase the domestic brand. If the quality was equal and the domestic brand cost more than the imported brand, the number of respondents preferring the domestic brand declined to 48%, while 49% indicated that they would prefer to buy the imported brand.

Recently the publishers of Crafted With Pride (1986) prepared a report which measured the awareness and impact of the nationwide campaign launched by the Crafted With Pride in USA organization. The first survey was conducted prior to the release of advertising, while a follow-up tracking study was conducted immediately after the advertising had been released. The key findings of the survey were:

> Advertising is being seen: 66 percent of respondents saw [the] advertising.
> Message is being remembered: 31 percent of respondents recalled specific advertising points.
> Message is convincing: 72 percent of those who saw advertising found it convincing.
> Message is leading to action. Consumer is looking and buying: 47 percent more shoppers look for 'Made in U.S.A.' labels after remembering advertising. 87 percent of those who look for and find U.S.-made items buy them. (Crafted With Pride, 1986, p. 1)

The report is not accessible to the general public, therefore a copy of the complete report is shown in Appendix B.

Advertising

Advertising is a marketing activity. The concept of marketing is the collection of activities that may be used to increase the sales of goods and services. The most obvious forms of marketing activities include such diverse activities as advertising, sales, promotions, publicity, public relations, product design, and certain aspects of production scheduling and inventory control. Each of the marketing activities can be distinguished because of the method used to achieve the goal - to increase the sales of goods and services. Basically, all of the marketing activities are important, but advertising is an extremely important activity in competition for differential advantage relative to making the consumer aware of improvements in a product. Also, advertising can provide the consumer with general information about specific advantages of various goods and services.

Function of Advertising

The ultimate function of advertising is to help produce sales. Today's researchers realize that all advertising can not be designed to produce immediate purchases on the part of consumers who are exposed. There are three basic kinds of advertising and each has a specific function. First, there is advertising with the primary purpose of inducing action - whether the action is a purchase or the acceptance of a new concept or idea. Second, there is advertising with the primary purpose of creating awareness on the part of the reader or listener. Finally, there is advertising with the primary purpose of creating or changing the minds of those to whom it is directed relative to an image

of a product or idea, or to intensify the attitude of those people toward the product or idea.

The advertising campaign being presented by the executives in the textile and apparel industry would more than likely have functions relative to the second and third areas of advertising. The advertising campaign has presented educational information about the impact of imports on the domestic textile and apparel industry with the goal of making consumers aware as well as creating and changing their minds in regard to the overall image of domestic products. Because there is a waiting period with the second and third functions of advertising, it is important to evaluate the short term effectiveness of the campaign.

Lavidge and Steiner (1961) indicated that most consumers do not automatically switch from disinterested individuals to interested individuals. The researchers also believed that advertising may be thought of as a force which should move people up a series of steps toward purchase. A model proposed by Lavidge and Steiner (1961) was developed to be used as a predictive measurement of advertising effectiveness. The proposed model is as follows:

1. Near the bottom of the steps stand potential purchasers who are completely unaware of the existence of the product or service in question.
2. Closer to purchasing . . . are those who are merely aware of its existence.
3. Up a step are prospects who know what the product has to offer.
4. Still closer to purchasing are those who like the product.
5. . . . favorable attitudes have developed to the point of preference . . .
6. . . . consumers who couple preference with a desire to buy and the conviction that the purchase would be wise.
7. Finally . . . (consumers) translate this attitude into actual purchase. (p. 59)

The model assumes that all consumers start at the same point, but
some consumers may experience all of the steps simultaneously or even
skip one or more of the steps in the predictive measure model of
advertising effectiveness. The model is shown in Figure 1.

Related Behavioral Dimensions   Movement Toward Purchase

                                              Purchase
              Conative   ↑
                                              Conviction
                                                  ↑
                                              Preference
              Affective   ↑
                                               Liking
                                                  ↑
                                              Knowledge
              Cognitive   ↑
                                              Awareness
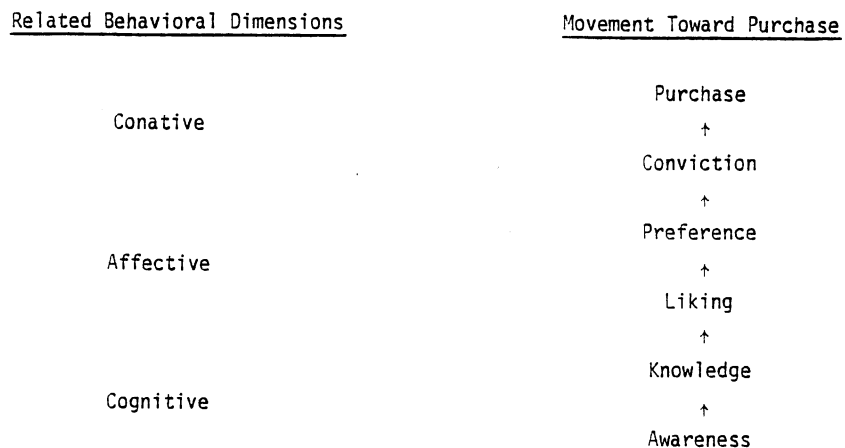
Figure 1. Lavidge and Steiner Model

Measures of Consumer Response

to Advertising

Advertising researchers have shown considerable interest in develop-
ing scales to measure consumer responses to commercial advertising. The
expressed interest is very high, but marketing and advertising
researchers realize that the methodology required in modeling consumer
response to commercial advertising is very complex. The laboratory or
simulated laboratory setting is one method that offers the researcher
the degree of control necessary to measure commercial advertising impact
on the consumer.

Advertising researchers find laboratory experiments of attitude change an appealing measure of the effects of advertising because it is possible for them to control for variables outside of advertising influence such as economic fluctuation, competitive response, availability of product and retail prices. Advocates of other methods, such as mall intercept and econometric analysis, are quick to note that laboratory research usually involves awareness measures or attitude measures which may be somewhat removed from actual decision making criteria such as sales, environment or profits.

Any research evaluating the measures of advertising effectiveness is bound to be controversial, because so many people have a vested interest in the consumer response or reaction to ads and the mediating effects of an ad as it relates to consumer behavior. Schmalenesee (1983) discussed measures that are useful for measuring advertising effectiveness with regard to consumer behavior. According to Schmalenesee the learning theory stages of cognition, affect and conation are measures suitable for research on advertising effectiveness. The measures based on the learning theory are as follows:

```
Cognition:  Recall
            Recognition
            Belief strength
            Awareness
            Comprehension of main copy points
Affect:     Attitudes about product features
            Product preferences
            Extent of match of product with self-image
            Internalization of message
Conation:   Purchase intent
            Intent to try product (trial)
            Intent to adopt product (commitment)
            Actual purchase behavior. (Schmalenesee, 1983, p. 53)
```

In addition to the previous measures, there may be other measures such as involuntary psychophysiological responses to advertising which

include electrodermal response, pulse rate and brain waves. The choice
of measure for determining the effectiveness of advertising is not
always easy; therefore the advertiser should know the target audience
for the ad as well as the goal of the advertisement. Additional
information will be needed to effectively measure the effectiveness of
an advertisement; but if the above information is known, the advertiser
can objectively select a suitable measure.

Advertising Mediums

The medium by which advertising information is transmitted is one
of the most basic components of the communication environment. The
standard media classifications are newspapers, magazines, books, radio,
or television with the broad category being print and broadcast media.
The choice of media remains quite risky, because of the substantial
investments involved and the effects of media in the communication
process is at best uncertain.

The newspaper is the primary medium for advertising. The primacy
of newspapers as an advertising media is incontestable because of the
tremendous circulation and the dollar volume spent for advertising in
newspapers. Today approximately 2,000 magazines are published in the
United States and they differ from the newspaper because they are
published to appeal to a certain class of readers with particular
interests and desires. Another advertising medium is radio which
reaches a large audience without necessitating that the listeners stop
their activities at the time a message is being presented. The dif-
ference between radio and newspaper or magazines lies in the fact that
the air waves are not purchased by the consumer; but instead the consumer

purchases the actual radio from which ads can be heard. Finally there is television which provides the consumer a combination of printed words and moving pictures. Many advertisers believe that television is possibly the greatest potential force of all advertising mediums. According to Geller (1985)

> . . . the novelty of the medium is such that television view-
> ing has become a principal pastime in America. It is tele-
> vision's newness [technological advances] and ever increasing
> growth that makes it a powerful instrument for persuasion.
> That it may be used for education or as a [way] to inform the
> public about their responsibilities and problems of govern-
> ment also makes it a beneficial medium. (pp. 55-56)

Other advertising mediums may include outdoor advertising such as poster panels, painted bulletins, and direct advertising, such as direct by mail, mail order, and unmailed direct advertising. Outdoor advertising will reach everyone in a given market who goes out of doors while direct advertising is a controlled distribution of an advertiser's message to selected individuals. Each of the advertising media has some effect on individuals and on our economy; therefore careful analysis of each is needed in order to effectively communicate the advertiser's desired message to the public.

According to Budoff and Quinlan (1964) existing behavioral research on media effects is generally not applicable to mass media communication partly because of the difficulty in analyzing and identifying the dimensions that differentiate one medium from another. More difficulty may be encountered if the stimulus message has little resemblance to the actual advertisement.

In a study conducted by Krugman (1967) it was hypothesized that media effects may differ in the inherent level of audience involvement, with print media stimulating relatively greater involvement than

broadcast media. Hsia (1968), Krugman (1967) and Bogart, Tolley and

Orenstein (1970) indicated that consumers may have spontaneous bridging

between the stimulus message and their environment relative to immedi-

ate past exposure thoughts in response to printed advertisements

with less thoughts for broadcast advertisements. Bettman and Kakkar

(1977) examined the effect of information presentation format on

consumers' information strategies. The study showed that consumers'

acquisition patterns were strongly affected by format. According to

Bettman and Kakkar (1977)

> . . . processability is as important as availability.
> Thus, there is a need to determine which forms of process-
> ing and rules are most 'effective' and 'easiest' for
> consumers, and then information displays need to be designed
> which will encourage such rules or forms of processing.
> (p. 240)

The implication from the Bettman and Kakkar study should definitely

alert marketers and advertisers that information must be presented to

consumers in formats which facilitate processing.

Attitudes

One of the most active research areas on attitudes has to do with

the effect of social influences on an individual's preferred method of

solving every day problems. Most social psychologists agree on the

fact that an individual's attitude is the most basic construct leading

to overt behavior. Attitudes typically express or epitomize an

individual's value system as well as life style. Also, attitudes

cannot exist in a vacuum; therefore the individual's knowledge, values

and beliefs about an object or event are important components of

attitude formation or change.

Components of Attitudes

In the 1960s theorists conceptualized that the attitude itself
consisted of various components rather than the fact that a sharp
contrast existed between attitudes and beliefs. First, there is a
cognitive or knowledge component which consists of the package of
beliefs that an individual holds about an event or object. Krech,
Crutchfield and Ballachey (1962) emphasized that within cognitions
about the object one includes evaluative beliefs such as the attribu-
tion of favorableness or unfavorableness, positive or negative and
goodness or badness. Second, there is an effective or feeling component
which consists of emotional loading that is connected with the event
or object. Within this component the individual may express a good-bad,
hate-love, positive-negative, or like-dislike for the event or object -
more than likely to be based on the individual's belief. Finally, in
the third component, conative or action-tendency is where individuals
indicate their readiness to behave overtly toward the event or object.
Positive or negative attitudes will definitely contribute to the type
of overt behavior to be displayed.

Attitude Theory

In recent years an increasing share of research is devoted to the
study of consumer behavior in relation to attitudes. This development
reflects the growing awareness that attitudes play a strategic role in
purchase decisions. Within every decision there are numerous influences
such as social, economic, or political. The investigation of attitudes
is an excellent way of analyzing these influences and their interaction
to each other.

According to Blum (1977) attitudes help to summarize and simplify the way consumers express their perceptions toward different products or objects. An important component of understanding consumer behavior is by studying the level of knowledge and attitudes toward a product or object. Furthermore, Blum (1977, p. 29) noted that "people have attitudes because of their knowledge or lack of it." It is important to educators, manufacturers, and retailers to know about consumers' knowledge and attitudes toward the import problem because lack of understanding results in an uninformed consumer.

Fishbein's Attitude Theory. Basically, Fishbein attempted to distinguish between "belief" and "attitude" in order to explain the relationship between them. Fishbein (1963) concluded that an individual's attitude toward any object is a function of his beliefs about the object and the evaluative aspect of the beliefs. Furthermore, Fishbein and Raven (1962) indicated that attitudes are learned predispositions to respond to an object whereas beliefs are hypotheses concerning the nature of these objects and the types of actions that are to be taken with respect to them. It was also concluded that attitude and belief may change or be changed independently of each other.

Skinnerian "Radical Behaviorism" Theory. The basic premise of Bem's theory of attitude change is that certain combinations of external cues and one's own overt behavior will lead to changes in one's attitude or self-descriptive statements about an object. Bem (1966) stated

> . . . an individual bases his subsequent beliefs and attitudes on . . . self-observed behavior to the extent that these behaviors are emitted under circumstances that have in the past characteristically set the occasion for telling the truth. (p. 707)

In other words, the extent to which a person uses factual information from his own behavior depends on the presence of external cues.

Attitudes are a part of one's internal state and are related to present and past experiences. New experiences can change attitudes, but this is often a long and time consuming procedure. The previous theories discussed are only two of the earlier works on attitude and attitude change. Although attitudes usually change, earlier theoretical works offer possible answers in regard to the complexity of individual attitudes about any given situation.

Attitude Acquisition and Change

As stated previously, attitude is considered to be the basic construct leading to overt behavior. The usual assumption is that by changing the attitudes of individuals, it is possible to influence their behavior, to improve social relations, or to produce social changes. Before an attempt is made to change attitudes, some basic information may help to clarify the approaches that may be used. First, attitudes are learned; second, attitudes are largely composed of meanings; third, attitudes are developed only if they serve a function for the individual; and finally, most attitudes are influenced by other people with whom a person interacts and values.

Attitudes are learned; therefore it is possible to apply a learning theory to attitude development and modification. Two basic principles of conditioning can be applied: first, stimulus generalization (classical conditioning) refers to the fact that when a particular response habitually follows a particular stimulus, elements similar to, or closely associated with this stimulus also show a tendency to elicit

a similar response. Second, response reinforcement (operant condition-
ing) refers to the fact that responses are more clearly fixed the more
they are associated with rewards.

Attitudes are largely composed of meanings; therefore it is possible
to apply the principles of cognitive organization as well as principles
of conditioning that may be needed for a thorough understanding of the
learned attitudes. The principle of simplicity which indicates that our
cognitive world tends to become organized into a framework of maximum
uniformity and regularity and the principle of evaluative consistency
which indicates that a person tends to have similar evaluations of
cognitive elements (beliefs, opinions, attitudes, values, intention
behavior) which are associated together. Several authors have indicated
that Heider's balance theory and Festinger's theory of cognitive
dissonance were developed upon these principles that stress the need for
consistency among attitudes or between attitudes and behavior.

Attitudes are developed only if they serve a function for the
individual; therefore stressing that the individual is an organism
striving after certain goals and that attitudes in some sense may
facilitate the obtaining of these goals. Katz (1960) stated that
there are four functions of attitude: a) instrumental, adjustive, or
utilitarian function which recognizes that people strive to maximize
the reward in their external environment and to minimize the penalties;
b) ego defensive function which revolves around the notion that a
person protects himself from anxiety by obliterating threatening
external and internal stimuli; c) knowledge function which refers to
the fact that people seek knowledge to give meaning to what otherwise
would be an unorganized chaotic world, and d) value-expressive function

which involves the notion that attitudes give positive expression to an individual's central values and his self-concept.

Most attitudes are influenced by other people with whom a person interacts and values and is called the social influence approach. Festinger (1954, 1957) and Asch (1952) and the basic literature on conformity supports the fact that the attitudes one's reference groups hold are very powerful influences upon the development of a person's attitudes and how well the attitudes are sustained over time. Furthermore, those individuals who are most attached to the reference groups are probably least likely to change their attitudes because of the sense of desire to belong or a need for reinforcement of their present attitude toward an object or issue.

Summary

Imported goods have been found in the United States for as long as the country has been a nation. Recently, the potential threat of imports to the well-being of the domestic textile and apparel industry has caused researchers, marketers, educators, industry associations and legislators to be concerned about the flow of imports into the domestic market. Attempts to help the domestic textile and apparel industry include protective legislation and a nationwide campaign to inform consumers of the quality of domestic products.

Researchers have studied the performance of imported versus domestic items relative to the overall quality and price. Other researchers have provided descriptive data of how consumers and retailers feel about imported and domestic items. Currently, there is limited experimental research that has examined the reaction of the consumer to

the information about the import situation being provided by various industry organizations. Studies are needed to examine how effectively that information can be communicated to the consumer.

CHAPTER III

RESEARCH METHODOLOGY

The major purpose of the research was to examine the effectiveness
of commercial publications aimed at providing information to the public
regarding imported and domestic textile and apparel products. A
discussion of the research design, population and selected participants,
instrument development, data collection, and data analysis are presented
in this chapter.

Research Design

A multigroup pretest-posttest control group design was used. The
design is identical to the pretest-posttest control group design except
for the number of groups involved in the study. With this design the
effect of prior knowledge can be removed, enabling the researcher
greater control during the administering of experimental treatments.
This design allowed the researcher to measure message presentation
format effectiveness which was operationalized as the difference between
the pretest score and the posttest score. The groups in the study were
assumed to be similar with differences between groups expected only
after the experimental treatment.

Behavioral science researchers have used basically two approaches
in an experimental research design. The first approach is to take
similar groups of people, introduce an experimental treatment for only

one of the groups and then observe both groups to see if the treatment produced any difference between them. The second approach is to observe a group of people, introduce an experimental treatment and again observe the same group of people to determine if the treatment altered their behavior. The latter approach was used for this research study. The researcher used a simulated laboratory setting because it is considered to be an effective way of measuring the effect of presentation format on opinions, attitudes, and behavioral intentions. Winter (1973, p. 130) stated that "attitude change is a particularly appealing measure of advertising effect in laboratory studies because it is possible to control for variables outside of advertising influence."

The multigroup pretest-posttest control group design was deemed suitable because the design could yield the following: 1) pretreatment information, 2) posttreatment information, 3) comparison of posttreatment information between groups, 4) comparison of posttreatment to pretreatment, and 5) comparison of pre- to post- changes between groups. The diagram for this design with two treatment levels and one control level is as follows:

R	0	X_1	0
R	0	X_2	0
R	0		0

R = random assignment of subjects to groups or treatments

X = exposure of a group to an experimental treatment

0 = observation or test administered to a group

The diagram shows the following:

    1. Three groups are involved in the design.

2. Each group is measured or observed at the same time before and after the treatment.

3. The groups are randomly assigned to treatments.

4. The first and second group receive the experimental treatment whereas the third group does not receive a treatment.

The multigroup pretest-posttest control group design adequately controls for most of the threats to internal validity. According to Campbell and Stanley (1963), experiments are more or less internally valid depending on how well extraneous variables are controlled for by the researcher. Campbell and Stanley (1963) identified eight classes of extraneous variables that are pertinent to most experimental studies as follows:

1. History, the specific events occurring between the first and second treatment in addition to the experimental variable.
2. Maturation, processes within the respondents operating as a function of the passage of time per se (not specific to the particular events), including growing hungrier, growing more tired, and the like.
3. Testing, the effects of taking a test upon the scores of a second testing.
4. Instrumentation, in which changes in calibration of a measuring instrument or changes in the observers or scores used may produce changes in the obtained measurements.
5. Statistical Regression, operating where groups have been selected on the bias of their extreme scores.
6. Biases resulting in the differential selection of respondents for the comparison groups.
7. Experimental Mortality, or differential loss of respondents from the comparison groups.
8. Selection-Maturation Interaction, etc., which in certain of the multiple-group quasi-experimental designs . . . might be mistaken for the effect of the experimental variable. (p. 5)

In addition, if the researcher attempts to rigorously control for extraneous variables in a laboratory experiment, the maintaining of realistic experimental situations may be lacking, thus researchers usually attempt

to attain sufficient rigor to make the results reasonably transferable to social situations in the environment. Also, Campbell and Stanley (1963) identified four general facts that affect the generalizability of findings from experiments as follows:

1. The reactive or interaction effect of testing in which a pretest might increase or decrease the respondent's sensitivity or responsiveness to the experimental variable and thus make the results obtained for a pretested population unrepresentative of the effects of the experimental variable for the unpretested universe from which the experimental respondents were selected.
2. The interaction effects of selection biases and the experimental variable.
3. Reactive effects of experimental arrangements which would preclude generalization about the effect of the experimental variable upon persons being exposed to it in non-experimental settings.
4. Multiple-treatment inference, likely to occur whenever multiple treatments are applied to the same respondents, because the effects of prior treatments are not usually erasable. (pp. 5-6)

The use of a simulated laboratory setting reduces the generalizability of a research study, but Rosenblat and Miller (1972) stated that the results of an experimental design are specific to a particular setting; therefore, replication of the studies is needed to increase the generalizability of the findings. For this reason, the researchers acknowledge the fact that the results of an experiment should not be over generalized to other similar populations.

Population

The population consisted of college students enrolled at Oklahoma State University during November and December, 1986. College students were chosen because they represent the consumer of today as well as the consumer for the future. Consumer opinion polls and profiles indicate that approximately one-third of the consumer spending power may be

accounted for by families where the head of household has had at least some exposure to college.

The researcher acknowledges that there are limitations in using students as the sample in studies related to consumer behavior, but Oakes (1972, pp. 961-962) argued that "research with college students is just as valid as research drawing on any other subject population. [Furthermore] a behavioral phenomenon reliability exhibited is a genuine phenomenon no matter what population is sampled." Sheth (1970) investigated the student-as-consumer-surrogates hypothesis and concluded that a clear and precise answer does not exist because of the interaction that may occur from different population characteristics and behavioral phenomena. Furthermore, college students can be considered one subgroup of the general population that should be aware of the impact of imports on U. S. textile and apparel industries. An understanding of college students' opinions, attitudes, and behavioral intentions can guide researchers and marketers in their planning of information needed and in determining what areas require additional explanations.

Selection of Participants

The participants were college students enrolled in two courses taught in the College of Home Economics but approved for general education. Students majoring in other disciplines frequently enroll in the courses.

The participants were selected because it would not be feasible to survey all of the college students enrolled at Oklahoma State University during the fall 1986 semester. Furthermore, Warwick and Linenger (1975) and Kish (1965) have shown several advantages of using a sample over a

census (where every member of the population is contacted in order to gather information): 1) a sample survey is less expensive, 2) it is more convenient, 3) it takes less time for data collection and data analysis, 4) more detailed questions can be asked, and 5) more accurate information can be gathered because it allows for better training and supervision of the personnel involved in the data gathering process.

Instrument

The instrument used for the study was a questionnaire (Appendix C). The four section questionnaire was developed to fulfill the objectives of the study. An opinion scale was used to measure opinions of the impact of imports on the domestic textile and apparel industry. An attitude scale was used to measure attitudes toward American-made apparel. Subjective questions were used to measure behavioral intentions toward American-made apparel. Finally, a section was designed to collect demographic information.

Opinion Scale

The opinion scale consisted of statements developed by the researcher. The statements were based on information from the review of literature and from brochures published by the textile and apparel industry. The opinion statements were adapted for the two experimental treatments used in the study.

In a preliminary pilot test, four professors and two graduate students in the Clothing, Textiles and Merchandising Department at Oklahoma State University evaluated the statements in order to determine whether the concepts were covered in each of the experimental treatments.

Suggestions were made and the statements were modified as indicated by the reviewers.

The opinion scale consisted of 17 statements which were developed to measure the participants' opinions about the impact of imports on the domestic textile and apparel industry. Each statement in the opinion scale used a Likert-type format with five responses ranging from strongly disagree to strongly agree. Ths possible range was from 1 to 5.

Attitude Scale

The attitude scale consisted of five-point Likert statements developed by Reirson (1967) to assess the influence of communication media on the foreign product image of the American consumer. Specifically the scale was developed to measure students' attitudes toward foreign products after exposure to specified communication media.

Reirson solicited statements about imported products and from these statements several hundred items were developed. The items were screened and edited in order to obtain 100 items evenly divided between positive and negative items. A pilot test was conducted using a student population. They were instructed to respond to each of the items on a five-point scale to indicate the relative intensity of their agreement or disagreement with the items.

The 100 items developed by Reirson were then reduced to 24 items by the use of item analysis. The final 24 items consisted of an even number of positive and negative items toward imported products. Appropriate reliability and validity tests were conducted using the 24 items. The Pearson product-moment coefficient between the odd-numbered and

even-numbered part scores was computed and the Spearman-Brown correction was applied to estimate the split-half reliability coefficients of the 24 item scale. The reliability coefficients obtained varied from .93 to .98.

The original 100 item questionnaire was accepted as a reasonably helpful criterion for validity because of its comprehensive coverage of attitude toward foreign products. According to Reirson (1967) the high degree to which the shorter scale measured the same factors as the 100 item questionnaire is a good indicator of the validity of the scales.

Due to the general nature of the scale developed by Reirson, the researcher made minor revisions to the scale. Revisions were made to some items in order to make those items more applicable to domestic apparel items.

For this study, the attitude scale developed by Reirson was used with only minor revisions. The scale was used to assess the participants' attitude toward domestic apparel items. Each statement in the attitude scale used a Likert-type format with five responses ranging from strongly disagree to strongly agree. The possible range was from 1 to 5. For 12 of the statements a high score indicated a positive attitude. For the remaining 12 items a high score indicated a negative attitude. Prior to statistical analysis, the 12 negative items were re-scored so that a high score always indicated a more favorable attitude.

Attributes

The section of the questionnaire dealing with attributes was developed by the researcher to measure the importance of selected product attributes in the process of selecting apparel items. A

Likert-type scale with five possible responses ranging from very unimportant to very important was utilized. The possible range was from 1 to 5. The attributes used in the scale were based on the literature review.

For this study, the participants used the attribute scale to indicate the importance of selected attributes when selecting an apparel item. The researcher included the scale because it was assumed that a situational effect such as the disseminating of educational information about the import problem may cause the participants to reconsider the attributes used to select an apparel item. Therefore the primary objective of the scale was to determine whether message presentation format affects the attributes with specific concerns for the country-of-origin attribute.

Behavioral Intention

The behavioral intention section of the questionnaire was developed by the researcher to measure anticipated behavioral intentions toward domestic apparel items. Subjects were asked to project their intent to purchase or to look for domestic apparel items. A Likert-type scale was utilized. For item one the participants responded to a five point scale ranging from strongly disagree to strongly agree. Items two and three also used a five point scale; but the responses ranged from very unlikely to very likely. The possible range for items one, two and three was from 1 to 5. For items four, five, six and seven the participants responded to a three point scale which consisted of the following responses: American (1), Imported (2) and Don't Know (3).

Wells' Reaction Profile

The reaction profile developed by Wells (1964a) is composed of words and phrases that participants might reasonably be expected to employ when reacting to a printed advertisement. The reaction profile has been used to predict recall and recognition. Also, the profile has been modified for use with broadcast media.

For this study the participants used the profile to react to message presentation format--print and video. The researcher used 15 of the bipolar adjectives from the pool of words used by Wells. The 15 bipolar adjectives were chosen because the researcher's primary aim was to obtain a general profile of how the participants reacted to the message presentation formats. A seven-point equal-interval scale was utilized. The individual answers to the questions were cumulated and then the means were computed.

Demographic Information

The last section of the questionnaire was developed by the researcher to collect demographic information. Questions were constructed to be as simple as possible in order to help the participant interpret each question correctly.

Data Collection

An extensive search of the literature did not reveal an instrument suitable in its entirety for the purpose of this research. Because an existing instrument was not obtained, the researcher conducted a pilot test of the instrument developed for this research study.

Pilot Test

The instrument was pilot tested with a convenience sample of college students enrolled in a lower level undergraduate course at Oklahoma State University during the Fall 1986 semester. The sample used for the pilot study included 72 students of various academic levels, majors and ages but did not include any students who would be in the actual sample.

Data were analyzed using frequencies and percentages. Seventy-two questionnaires were analyzed. The instrument was revised based on the pilot test results and suggestions from several members of the dissertation committee. Several statements were reworded for consistency and clarity throughout the instrument.

For the opinion scale, 11 statements were eliminated. The statements were eliminated because of the lack of variability between the participants' responses. Also the researcher decided to use a Likert-type scale ranging from 1 indicating strongly disagree to 5 indicating strongly agree. The Likert-type scale was used because of the greater range of responses permitted to the participants. In addition to the above revisions, the scale responses for the entire questionnaire were revised so that all low responses would yield a low score and high responses would yield a high score.

Experimental Treatment

The experimental treatments used in the study were video and print. The researcher chose video and print because they are currently being used by retailers, manufacturers and trade associations to inform the

consumer about the import situations in the domestic textile and apparel industry.

The video presentation used in the study was adapted from several nationally advertised commercials and a national discount chain with the theme American Goods are Good for Americans (Appendix D). The printed brochure was adapted from brochures published by the American Textiles Manufacturers Institute Inc. and by Fiber, Fabric and Apparel Coalition for Trade (Appendix E). Both of the formats were designed to be similar in content to commercial publications available to the consumer. Each experimental treatment provided the participants with information about the impact of imports on the domestic textile and apparel industry.

Prior to the selection of experimental treatments, the researcher developed 14 conceptual statements about the impact of imports on the domestic textile and apparel industry (Appendix F). Four professors and two graduate students reviewed the publications to ensure that the 14 conceptual statements were covered in both of the treatments. Based on suggestions of the reviewers, supplemental information was added to the commercially developed video and to the printed brochure to insure that both covered all 14 concepts.

Experimental Procedures

The data were collected in a classroom setting in the College of Home Economics at Oklahoma State University. The experimental groups were asked to complete a questionnaire on two separate occasions. Instructor consent was obtained prior to the administration of the questionnaire. A random numbers table was used to assign each of the

classes to an experimental treatment. Experimental treatment Group I was asked to preview a video presentation while experimental treatment Group II was asked to read a printed brochure prior to the posttest. A control group completed only the questionnaire on both occasions.

Pretest. At the beginning of the class, the participants were given an explanation for the research study. The researcher informed the participants that their participation in the study was on a voluntary basis, as stated in the questionnaire instructions. The researcher also informed the participants that the purpose of the questionnaire was to collect information relative to their opinions, attitudes, and behavioral intentions toward the domestic textile and apparel industry.

Posttest. For the posttest, the questionnaire was administered to the same participants. At the second meeting, the researcher provided the participants with an explanation of why they were previewing the video presentation or reading the printed brochure. The explanation emphasized the need to determine their perceptions of commercial publi- cations. Experimental Groups I and II were told that the message presentation format was chosen in order to support other research find- ings on the effectiveness of various types of commercial publications. Also, the participants were informed that the message content was chosen because it is a broad topic as well as a current economical and societal issue. Essentially, the researcher wanted to reduce the possibility of participants answering the questions according to how they thought they should be answered. To support the guise, participants were asked to evaluate the commercial publication using bipolar adjectives.

Immediately after the experimental treatment, the questionnaire was distributed to the participants. The questionnaire used for the posttest was identical to the questionnaire used in the pretest except for a different color paper and a treatment evaluation for the experimental groups. The scale used by the participants to evaluate the treatment is shown in Appendix G. Participants in the control group were asked to complete the questionnaire a second time without a treatment evaluation to provide comparative data for analysis of their opinions, attitudes, and behavioral intention toward the domestic textile and apparel industry.

Data Analysis

In order to examine the effectiveness of message presentation format the researcher computed mean scores for participants in each of the groups on each scale. For greater reliability, the opinion and attitude scores were computed as a mean rating for each scale separately. The pretest score was subtracted from the posttest score for each subject to yield a mean gain score for each subject. A mean gain score was calculated for the experimental and control groups. The difference between the pretest score and the posttest score was used to determine whether there were significant differences due to message presentation format between experimental groups and the control group.

The statistical technique analysis of variance (ANOVA) was used because it allows testing for significance among three or more variables. One of the unique features of the more complex ANOVA design is its ability to measure interaction effects, or the relationship that one variable has to another variable in producing significance. Analysis

of variance is a parametric statistical technique with the assumption
that the level of measurement will be interval or ratio. For this
study, the level of measurement on the Likert-type scale was accepted
as an interval measure. The alpha level was set at .05.

Opinion Score

Means and standard deviations were computed for the total opinion
scale scores. The total sum opinion scores ranged from 17 to 85. One-
way analysis of variance was utilized to determine whether the experi-
mental and control groups were significantly different for each
independent variable. The independent variables were the two different
message presentation formats, video presentation and printed brochure.

Attitude Score

Means and standard deviations were computed for the total attitude
scale scores. The total sum attitude scores ranged from 24 to 120.
One-way analysis of variance was utilized to determine whether there
were significant differences between the experimental and control groups
for each independent variable. The independent variables were the two
different message presentation formats, video presentation and printed
brochure.

Attribute Scale

An attribute scale was used to measure the importance of product
attributes for participants in the process of selecting apparel items.
Means and standard deviations were computed for each of the product
attributes.

Behavioral Intentions

The behavioral intentions scale was used to measure each partici-
pant's projected intention of buying or looking for American-made
apparel. Means and standard deviations were computed for each of the
seven items.

Wells' Reaction Profile

Experimental Groups I and II completed an additional scale (Wells,
1964a) that consisted of 15 bipolar adjectives that allowed them to
evaluate the commercial publication (treatment). Mean ratings were
used to report the findings of the scale.

Demographic Information

The demographic information was used to determine the charac-
teristics of the participants. Frequency counts and percentages were
calculated.

CHAPTER IV

FINDINGS AND DISCUSSION

The purpose of the study was to examine the effectiveness of
commercial publications aimed at providing information to the public
regarding imported and domestic textile and apparel products. The four
objectives of the study were 1) to determine the opinions, attitudes
and behavioral intentions of participants prior to exposure (pretest)
and after exposure (posttest) to each message presentation format, 2)
to examine the effects of each message presentation format on opinions
about the impact of imports on the domestic textile and apparel
industry, 3) to examine the effects of each message presentation format
on attitudes and behavioral intentions regarding domestic apparel, and
4) to compare the effectiveness of each message presentation format on
opinions, attitudes and behavioral intentions regarding the domestic
textile and apparel industry.

Results obtained from the analysis described in Chapter III are
discussed in this chapter. First, a description of the participants in
the study is presented using frequencies and percentages. Second, the
findings for the pretest and posttest groups relative to their opinions,
attitudes, and behavioral intention is presented. Third, mean gain
scores for each group are discussed. Finally, the findings for the
evaluation of each message presentation format are presented using mean
ratings.

Characteristics of the Participants

The data analyzed in the study were collected from participants enrolled at a midwestern university. Participants were divided into three groups: experimental group I (video group), experimental group II (print group), and the control group. Demographic characteristics of the participants are included in Table I.

Classification

Almost 90% of the participants were juniors (42.30%) or seniors (47.11%). The print group included 59.37% juniors and 34.37% seniors, and the control group included 25.64% juniors and 64.10% seniors. The video group was somewhat more diverse than the other groups with 15.15% sophomores, 45.45% juniors and 39.40 seniors (Table I).

College

The majority (82.69%) of the participants were enrolled in the College of Home Economics. The number of home economics majors in the print group (93.74%) and in the video group (93.94%) were almost identical. The control group included 64.10% in home economics, 15.38% in business and 10.26% in arts and sciences (Table I).

Sex

Females (92.30%) outnumbered males (7.7%) by a large percentage in the total population. Each group had approximately the same percent of females: video group-93.94%, print group-96.87%, and control group-87.18% (Table I).

TABLE I

CHARACTERISTICS OF THE PARTICIPANTS

Variables	Video Group N=33		Print Group N=32		Control Group N=39		Total N=104	
	N	%	N	%	N	%	N	%
Classification								
Freshman	0	0.00	1	3.13	0	0.00	1	.97
Sophomore	5	15.15	1	3.13	3	7.70	9	8.65
Junior	15	45.45	19	59.37	10	25.64	44	42.30
Senior	13	39.40	11	34.37	25	64.10	49	47.11
Graduate	0	0.00	0	0.00	1	2.56	1	.97
Special Student	0	0.00	0	0.00	0	0.00	0	0.00
College Enrolled								
Agriculture	0	0.00	0	0.00	0	0.00	0	0.00
Arts & Sciences	1	3.03	1	3.13	4	10.26	6	5.77
Business	0	0.00	0	0.00	6	15.38	6	5.77
Education	1	3.03	1	3.13	0	0.00	2	1.92
Engineering	0	0.00	0	0.00	3	7.70	3	2.88
Home Economics	31	93.94	30	93.74	25	64.10	86	82.69
Veterinary Medicine	0	0.00	0	0.00	1	2.56	1	.97
Graduate	0	0.00	0	0.00	0	0.00	0	0.00
Sex								
Female	31	93.94	31	96.87	34	87.18	96	92.30
Male	2	6.06	1	3.13	5	12.82	8	7.70
Age Group								
18-19	3	9.10	1	3.13	4	10.26	8	7.70
20-21	19	57.57	22	68.75	16	41.02	57	54.80
22-24	7	21.21	7	21.87	15	38.46	29	27.88
25 and over	4	12.12	2	6.25	4	10.26	10	9.61

Age

Slightly over half (54.80%) of the total participants were in the 20-21 age range. The print group and the video group had substantial percentages in the 20-21 age range (57.57% and 68.75% respectively). The control group was slightly more diverse with 41.02% in the 20-21 age range, 38.46% in the 22-24 age range and 10.26% in both the 18-19 age range and the 25 and over age range (Table I).

Analysis of Findings

Initially, the pretest and posttest questionnaires were scored and the means were analyzed by using the one-way analysis of variance and the Duncan's multiple-range test. The differences between the pretest and posttest means were calculated to determine the amount of gain. This figure was used to represent message presentation format effective- ness attributable to the experimental treatment. The analysis of variance was used to determine whether there were significant differences among groups for each of the message presentation formats. The dependent measures were opinions, attitudes and behavioral inten- tions. A probability level of .05 was chosen as the level for rejecting the null hypotheses.

Pretest Groups

The data which indicate differences in opinions and attitudes among the three groups on the pretest are presented in Table II. A signifi- cant difference existed among the groups on their opinions about the impact of imports on the domestic textile and apparel industry. The

TABLE II

COMPARISON OF OPINION AND ATTITUDE MEAN RATINGS ON THE PRETEST

Variables	Video Group N=33		Print Group N=32		Control Group N=39		F-Value	Level of Significance
	M	SD	M	SD	M	SD		
Opinion	63.90	6.14	68.81	6.68	64.71	8.58	4.24	.01[a]
Attitude	91.30	12.61	91.06	15.15	88.64	13.64	.42	.66

[a]Duncan's Multiple-Range Test showed that the print group mean was significantly different from the means of the video and control groups.

mean opinion scores for the groups were: video group-63.90, print group-68.81, and control group-64.71.

A one-way analysis of variance was performed and differences among group means were subsequently analyzed with the Duncan's multiple-range test. The one-way analysis of variance showed a significant difference among the group means (F=4.24, p=.01). Further analysis with the Duncan's multiple-range test revealed that the mean for the print group was significantly different from the means for video and control groups. No significant differences were found for the mean attitude scores among the groups.

Table III portrays the mean scores for the groups on the 12 attributes relative to the selection of an apparel item. A one-way analysis of variance was performed and no significant differences were found among the mean scores on any of the attributes. The attribute of prestige (F=2.97, p=.06) approached the level of significance.

A comparison of the seven items measuring behavioral intention regarding domestic apparel is presented in Table IV. Differences in mean scores for the groups were not significant.

Posttest Groups

The data which indicate differences in opinions and attitudes among the three groups on the posttest are reported in Table V. The mean opinion scores for the groups were: video group-69.72, print group-73.53, and control group-65.41. A one-way analysis of variance was performed and differences among group means were subsequently analyzed with the Duncan's multiple-range test. The one-way analysis of variance showed a significant difference among the group means (F=8.60, p=.0004).

TABLE III

COMPARISON OF ATTRIBUTE MEAN RATINGS ON THE PRETEST

Variables	Video Group N=33		Print Group N=32		Control Group N=39		F-Value	Level of Significance
	M	SD	M	SD	M	SD		
1. Quality of fabric	4.63	.69	4.68	.78	4.56	.59	.29	.75
2. Style	4.75	.43	4.62	.79	4.66	.52	.42	.65
3. Brand name	3.51	1.00	3.53	.98	3.12	1.12	1.74	.18
4. Compatibility	4.54	.66	4.34	.74	4.25	.71	1.53	.22
5. Color	4.51	.66	4.59	.55	4.48	.64	.27	.76
6. Price	4.72	.51	4.71	.52	4.58	.54	.77	.46
7. Fit	4.81	.39	4.96	.17	4.92	.26	2.29	.10
8. Quality of workmanship	4.60	.55	4.62	.49	4.58	.59	.04	.96
9. County of origin	2.69	.76	2.96	1.06	2.43	1.23	2.26	.10
10. Prestige	3.78	.99	3.46	1.04	3.15	1.22	2.97	.06
11. Attractiveness	4.90	.29	4.62	.70	4.78	.47	2.49	.08
12. Care required	4.06	.86	3.96	.93	4.07	.92	.14	.87

TABLE IV

COMPARISON OF BEHAVIORAL INTENTION MEAN RATINGS ON THE PRETEST

Variables[a]	Video Group N=33		Print Group N=32		Control Group N=39		F-Value	Level Significance
	M	SD	M	SD	M	SD		
1. Buy an imported apparel item if no comparable American apparel item available	2.69	1.04	3.00	1.21	2.76	1.13	.64	.53
2. Look for American-made apparel item	2.69	1.07	2.96	1.06	2.76	1.24	.50	.60
3. Buy American-made apparel item	2.78	1.02	2.84	1.01	2.74	1.20	.07	.92
4. American brand and imported brand equally priced	1.66	.92	1.71	.85	1.74	.93	.07	-.93
5. American brand slightly higher	2.06	.55	1.87	.75	2.02	.53	.84	.43
6. American brand substantially higher	2.15	.36	2.06	.43	2.02	.36	.98	.37
7. Imported brand substantially higher	1.24	.66	1.09	.39	1.07	.35	1.22	.30

[a]See Appendix C, Questionnaire Part V items #1-7 for detailed questions.

TABLE V

COMPARISON OF OPINION AND ATTITUDE MEAN RATINGS ON THE POSTTEST

Variables	Video Group N=33		Print Group N=32		Control Group N=39		F-Value	Level of Significance
	M	SD	M	SD	M	SD		
Opinion	69.72	6.71	73.53	9.25	65.41	8.52	8.60	.0004[a]
Attitude	92.51	12.52	92.96	16.07	89.97	12.26	1.50	.22

[a]Duncan's Multiple-Range Test showed that the means of the print and video groups were significantly different from the mean of the control group.

Further analysis with the Duncan's multiple-range test revealed that the print and video group means were significantly different from the control group mean. For the mean attitude scores among the groups, a significant difference was not found.

In Table VI, means for the three groups on attributes relative to the selection of an apparel item are presented. The difference in the means on one attribute (country-of-origin) was significant after performing a one-way analysis of variance. The Duncan's multiple-range test showed that the print group mean (3.37) was significantly different from the video group mean (2.81) and the control group mean (2.51). The attribute of prestige approached significance (F=2.84, p=.06).

A comparison of the seven items measuring behavioral intentions regarding domestic apparel is presented in Table VII. A significant difference was found among group means for the first variable: To what extent do you agree with this statement - I will buy an imported apparel item only if there is no comparable American apparel item available (F=3.47, p=.03). The means of the print group (3.30) and the video group (3.31) were significantly different from the mean of the control group (2.76). For the remaining six items, the group means were not significantly different.

Message Presentation Effectiveness

The dependent measure for the three hypotheses was operationalized as the difference between the pretest mean scores and the posttest mean scores for each group relative to their opinions, attitudes and behavioral intentions. Mean gain scores were calculated for each of the three groups and a one-way analysis of variance was performed to

TABLE VI

COMPARISON OF ATTRIBUTE MEAN RATINGS ON THE POSTTEST

Variables	Video Group N=33		Print Group N=32		Control Group N=39		F-Value	Level of Significance
	M	SD	M	SD	M	SD		
1. Quality of fabric	4.57	.61	4.68	.82	4.64	.53	.24	.79
2. Style	4.81	.39	4.71	.77	4.66	.52	.62	.54
3. Brand name	3.27	.94	3.53	1.16	3.07	1.28	1.38	.25
4. Compatibility	4.51	.61	4.34	.70	4.41	.59	.60	.54
5. Color	4.45	.50	4.65	.48	4.48	.68	1.17	.31
6. Price	4.69	.52	4.68	.47	4.56	.64	.65	.52
7. Fit	4.87	.33	4.87	.33	4.87	.33	.00	.99
8. Quality of workmanship	4.54	.56	4.65	.54	4.43	.64	1.24	.29
9. Country of origin	2.81	.95	3.37	1.57	2.51	1.25	4.60	.01[a]
10. Prestige	3.48	.87	3.65	.93	3.10	1.16	2.84	.06
11. Attractiveness	4.75	.43	4.78	.65	4.66	.47	.48	.62
12. Care required	4.09	.57	4.06	.84	4.02	.98	.06	.94

[a]Duncan's Multiple-Range Test showed that the print group mean was significantly different from the means of the video and control groups.

TABLE VII

COMPARISON OF BEHAVIORAL INTENTION MEAN RATINGS ON THE POSTTEST

Variables[a]	Video Group N=33		Print Group N=32		Control Group N=39		F-Value	Level of Significance
	M	SD	M	SD	M	SD		
1. Buy an imported apparel item only if no comparable American apparel item available	3.30	.98	3.31	1.06	2.76	.98	3.47	.03[b]
2. Look for American-made apparel item	3.42	1.09	3.50	1.19	3.00	1.12	.06	.94
3. Buy American-made apparel item	3.39	1.02	3.28	1.08	2.87	1.04	2.56	.08
4. American brand and imported brand equally priced	1.36	.78	1.40	.71	1.71	.94	2.00	.14
5. American brand slightly higher	1.90	.67	1.65	.60	1.94	.51	2.39	.09
6. American brand substantially higher	2.12	.41	2.03	.40	2.05	.32	.52	.59
7. Imported brand substantially higher	1.12	.48	1.06	.35	1.00	.00	1.17	.31

[a]See Appendix C, Questionnaire Part V items #1-7 for detailed questions.

[b]Duncan's Miltiple-Range Test showed that the means of the print and video groups were significantly different from the mean of the control group.

determine whether group means differed in terms of the mean gain from pretest to posttest. A report of the results for each hypothesis follows:

Hypothesis one -- There are no significant differences among group mean gain scores on opinions about the impact of imports on the domestic textile and apparel industry after exposure to the experimental treatment. The mean gain scores for opinions of the groups about the impact of imports on the domestic textile and apparel industry are presented in Table VIII. A one-way analysis of variance showed a significant difference among the group mean gain scores (F=8.01, p=.0006). Further analysis with the Duncan's multiple-range test revealed that the mean gain scores of the video group (5.81) and the print group (4.71) were significantly different from the mean gain scores of the control group (.69). In addition to the above statistical analysis, means and standard deviations of the pretest and posttest opinion scores for the three groups were computed, and then the differences between means were analyzed by using the t test for correlated samples. The results are presented in Table IX. Based on the test results there were significant increases from pretest to posttest for the video group (t=5.51, df=32, p=.0001) and the print group (t=3.89, df=31, p=.0005), whereas the control group showed no significant increase from pretest to posttest (t=.99, df=38, p=.32). The results for the control group are presented in Appendix H. The results indicated that hypothesis one should be rejected since there was a significant difference (p<.05) among the groups.

Hypothesis two -- There are no significant differences among group mean gain scores on attitudes regarding domestic apparel after exposure

TABLE VIII

COMPARISON OF OPINION AND ATTITUDE MEAN GAIN SCORES AMONG THE GROUPS

Variable	Video Group N=33		Print Group N=32		Control Group N=39		F-Value	Level of Significance
	M	SD	M	SD	M	SD		
Opinion	5.81	6.06	4.71	6.85	.69	4.53	8.01	.0006[a]
Attitude	1.21	13.44	1.90	9.21	-.66	10.62	.51	.60

[a]Duncan's Multiple-Range Test showed that the mean gain scores of the video and print groups were significantly different from the mean gain score for the control group.

TABLE IX

COMPARISON OF VIDEO AND PRINT GROUPS IN TERMS OF OPINION AND ATTITUDE
MEAN SCORES ASSESSED BY THE CORRELATED SAMPLE t TEST

Variable	Video Group N=33						Print Group N=32					
	Pretest		Posttest		t^a	p^b	Pretest		Posttest		t^a	p^b
	M	SD	M	SD			M	SD	M	SD		
Opinion	63.90	6.14	69.72	6.71	5.51	0.0001	68.81	6.68	73.53	9.25	3.89	0.0005
Attitude	91.30	12.61	92.51	12.52	0.52	0.60	91.06	15.15	92.96	16.07	1.17	0.25

[a]t-test – test significance of difference between means

[b]$p < .05$

to the experimental treatment. The mean gain scores for attitudes of the groups are also presented in Table VIII. For attitudes regarding domestic apparel a one-way analysis of variance showed no significant difference among the mean gain scores for the groups; therefore, the researcher failed to reject the null hypothesis.

An analysis of means and standard deviations of the pretest and posttest attitude scores for the three groups were also computed, and then the differences between means were analyzed by using the t test for correlated samples. The results for the print and video groups are also presented in Table IX. The results for the control group are presented in Appendix H. The results revealed that there was not a significant increase from pretest to posttest means for any of the three groups on their attitudes regarding domestic apparel.

Hypothesis three - There are no significant differences among group mean gain scores on behavioral intentions regarding domestic apparel after exposure to the experimental treatment. A comparison of the seven items measuring behavioral intentions regarding domestic apparel is presented in Table X. A one-way analysis of variance was performed to determine if there were any significant differences for mean gain scores. A significant difference was found among group mean gain scores for the first variable: To what extent do you agree with this statement -- I will buy an imported apparel item only if there is no comparable American apparel item available (F=3.12, p=.04). The mean gain score of the print group (.60) and video group (.31) were significantly different from the control group (.00). For the other variables, the group mean gain scores were not significantly different. Since only one of the seven items was found to be significantly different among the groups, the researcher failed to reject the null hypothesis.

TABLE X

COMPARISON OF BEHAVIORAL INTENTION MEAN GAIN SCORES AMONG THE GROUPS

Variables[a]	Video Group N=33		Print Group N=32		Control Group N=39		F-Value	Level of Significance
	M	SD	M	SD	M	SD		
1. Buy an imported apparel item only if no comparable American apparel item available	.60	1.19	.31	.99	.00	.88	3.12	.04[b]
2. Look for American-made apparel item	.72	1.03	.53	1.13	.23	.77	2.34	.10
3. Buy American-made apparel item	.60	1.08	.43	.94	.12	.80	2.39	.09
4. American brand and imported brand equally priced	-.30	.76	-.31	.69	-.02	.74	1.79	.17
5. American brand slightly higher	-.15	.75	-.21	.79	-.07	.35	.42	.65
6. American brand substantially higher	-.03	.17	-.03	.40	.02	.36	.36	.69
7. Imported brand substantially higher	-.12	.48	-.03	.17	-.07	.35	.50	.60

[a]See Appendix C, Questionnaire Part V items #1-7 for detailed questions.

[b]Duncan's Multiple-Range Test showed that the mean gain scores for the print and video groups were significantly different from the mean gain score for the control group.

Further analysis of the pretest and posttest means and standard deviations for the seven items were analyzed by using the t test for correlated samples. No significant increases resulted for the control group. (See Appendix H.) The results for the experimental groups are presented in Table XI. The t test showed a significant increase on item one for the video group (p=.0066) while no significant increase was found for the print group (p=.08) or the control group (p=1.00). Items two, three and four showed significant increases for the video and print groups while items five, six and seven did not show significant increases between pretest and posttest means (Table XI).

The mean gain scores for the importance of 12 attributes in the selection of an apparel item are presented in Table XII. A one-way analysis of variance showed a significant difference for the variable care required (F=3.46, p=.03). The Duncan multiple-range test revealed that the mean gain score for the print group (.15) was significantly different from those of the video group (-.15) and the control group (-.10).

Further analysis of means and standard deviations of the pretest and posttest attribute scores for the three groups were computed and then the differences between means were analyzed by using the t test for correlated samples. The results are presented in Table XIII. The results revealed that there was a significant increase from pretest to posttest means for country-of-origin within the print group (t=2.57, df=31, p=.01). For the remaining attributes, the three groups showed no significant increases from pretest to posttest means.

TABLE XI

COMPARISON OF VIDEO AND PRINT GROUPS IN TERMS OF BEHAVIORAL INTENTION
MEAN SCORES ASSESSED BY THE CORRELATED SAMPLE t TEST

| | Video Group N=33 | | | | | | Print Group N=32 | | | | | |
| | Pretest | | Posttest | | | | Pretest | | Posttest | | | |
Variable	M	SD	M	SD	t^a	p^b	M	SD	M	SD	t^a	p^b
Behavioral Intention												
1. Buy an imported apparel item only if no comparable American apparel item available	2.69	1.04	3.30	0.98	2.91	0.0066	3.00	1.21	3.31	1.06	1.77	0.08
2. Look for American-made apparel item	2.69	1.07	3.42	1.09	4.02	0.0003	2.96	1.06	3.50	1.19	2.65	0.01
3. Buy American-made apparel item	2.78	1.02	3.39	1.02	3.20	0.0031	2.84	1.01	3.28	1.08	2.61	0.01
4. American brand and imported brand equally priced	1.66	0.92	1.36	0.78	-2.26	0.03	1.71	0.85	1.40	0.71	-2.55	0.01
5. American brand slightly higher	2.06	0.55	1.90	0.67	-1.15	0.25	1.87	0.75	1.65	0.60	-1.56	0.12
6. American brand substantially higher	2.15	0.36	2.12	0.41	-1.00	0.32	2.06	0.43	2.03	0.40	-0.44	0.66
7. Imported brand substantially higher	1.24	0.66	1.12	0.48	-1.44	0.16	1.09	0.39	1.06	0.35	-1.00	0.32

[a] t-test - test significance of difference between means

[b] $p < .05$

TABLE XII

COMPARISON OF ATTRIBUTE MEAN GAIN SCORES AMONG THE GROUPS

Variables	Video Group N=33		Print Group N=32		Control Group N=39		F-Value	Level of Significance
	M	SD	M	SD	M	SD		
1. Quality of fabric	-.06	.65	.00	.50	.07	.48	.56	.57
2. Style	.06	.49	.09	.46	.00	.45	.36	.69
3. Brand name	-.24	1.14	.00	.71	-.05	1.29	.45	.64
4. Compatibility with other items in your wardrobe	-.03	.88	.00	.56	.15	.53	.78	.46
5. Color	-.06	.60	.06	.71	.00	.60	.30	.74
6. Price	-.03	.63	-.03	.64	-.02	.66	.00	.99
7. Fit	.06	.42	-.09	.39	-.05	.39	1.28	.28
8. Quality of workmanship	-.06	.65	.03	.53	-.15	.48	.96	.38
9. Country of origin	.12	1.13	.40	.83	.12	.95	.91	.40
10. Prestige/status	-.30	1.13	.18	.59	-.05	1.12	1.98	.14
11. Care required	-.15	.44	.15	.44	-.10	.60	3.46	.03[a]
12. Attractiveness	.03	1.01	.09	.68	-.05	.75	.27	.76

[a]Duncan's Multiple-Range Test showed that the mean gain score for the print group was significantly different from the mean gain scores for the video and control groups.

TABLE XIII

COMPARISON OF VIDEO AND PRINT GROUPS IN TERMS OF ATTRIBUTE
MEAN SCORES ASSESSED BY THE CORRELATED SAMPLE t TEST

Variables	Video Group N=33						Print Group N=32					
	Pretest		Posttest		t^a	p^b	Pretest		Posttest		t^a	p^b
	M	SD	M	SD			M	SD	M	SD		
Attributes												
1. Quality fabric	4.63	0.69	4.57	0.61	-0.53	0.60	4.68	0.78	4.68	0.82	0.00	1.00
2. Style	4.75	0.43	4.81	0.39	0.70	0.48	4.62	0.79	4.71	0.77	1.14	0.26
3. Brand name	3.51	1.00	3.27	0.94	-1.21	0.23	3.53	0.98	3.53	1.16	0.00	1.00
4. Compatibility	4.54	0.66	4.51	0.61	-0.20	0.84	4.34	0.74	4.34	0.70	0.00	1.00
5. Color	4.51	0.66	4.45	0.50	-0.57	0.57	4.59	0.55	4.65	0.48	0.49	0.62
6. Price	4.72	0.51	4.69	0.52	-0.27	0.78	4.71	0.52	4.68	0.47	-0.27	0.78
7. Fit	4.81	0.39	4.87	0.33	0.81	0.42	4.96	0.17	4.87	0.33	-1.36	0.18
8. Quality of workmanship	4.60	0.55	4.54	0.56	-0.53	0.60	4.62	0.49	4.65	0.54	0.33	0.74
9. County of origin	2.69	0.76	2.81	0.95	0.61	0.54	2.96	1.06	3.37	1.15	2.75	0.01
10. Prestige	3.78	0.99	3.48	0.87	-1.54	0.13	3.46	1.04	3.65	0.93	1.79	0.08
11. Attractiveness	4.90	0.29	4.75	0.43	-1.97	0.05	4.62	0.70	4.78	0.65	1.97	0.05
12. Care required	4.06	0.86	4.09	0.57	0.17	0.86	3.96	0.93	4.06	0.84	0.77	0.44

[a] t-test - test significance of difference between means

[b] $p < .05$

Evaluation of Message Presentation

Format: Video and Print

The participants' evaluation of the message presentation format was measured with 15 bipolar adjectives. The results are presented in Table XIV and Figure 2. Participants indicated their reaction, and reactions were coded on a scale of 1 to 7. A mean rating was calculated for each set of bipolar adjectives. Analysis of variance was used to determine whether differences were present for the groups. Bipolar adjectives easy to remember/hard to remember and easy to understand/hard to understand showed a significant difference with the video presentation being easier to understand and to remember than the printed brochure. A visual presentation of the mean ratings is presented in Figure 2.

Participants in the video and print groups were asked whether they had heard or read about the impact of imported apparel on the U. S. textile and apparel industry. Over half of the participants in the video group (66.64%) and print group (84.38%) had heard or read about the import situation prior to their participation in this study.

Discussion of Findings

The researcher examined the effectiveness of commercial publications aimed at providing information to the public regarding imported and domestic apparel products. Two message presentation formats (video and print) were compared. To examine the effectiveness of the message presentation format the multigroup pretest-posttest control group design was used. The dependent variables for the study were opinions, attitudes and behavioral intentions. The following is a discussion of findings

TABLE XIV

COMPARISON OF MEAN RATINGS FOR MESSAGE PRESENTATION FORMAT

Variables	Video Group N=33 M[a]	Print Group N=32 M[a]	F-Value	Level of Significance
Complicated/simple	5.63	5.40	.50	.48
Appealing/not appealing	2.48	2.50	.00	.96
Unbelievable/believable	5.93	5.53	1.12	.29
Informative/uninformative	2.15	1.71	1.61	.20
Unimpressive/impressive	5.48	5.75	.55	.46
Trustworthy/untrustworthy	2.15	2.21	.03	.85
Unconvincing/convincing	5.90	5.71	.24	.62
Interesting/uninteresting	2.12	2.53	1.17	.28
Meaningful/meaningless	2.15	2.34	.28	.59
Easy to remember/hard to remember	1.93	2.93	7.74	.01
Important to me/unimportant to me	2.30	2.31	.00	.97
Not worth remembering/worth remembering	5.87	5.43	1.37	.24
Easy to understand/hard to understand	1.60	2.21	4.97	.02
Dishonest/honest	6.03	5.53	1.65	.20
Strong/weak	2.51	2.31	.32	.57

[a]Responses range from 1 to 7.
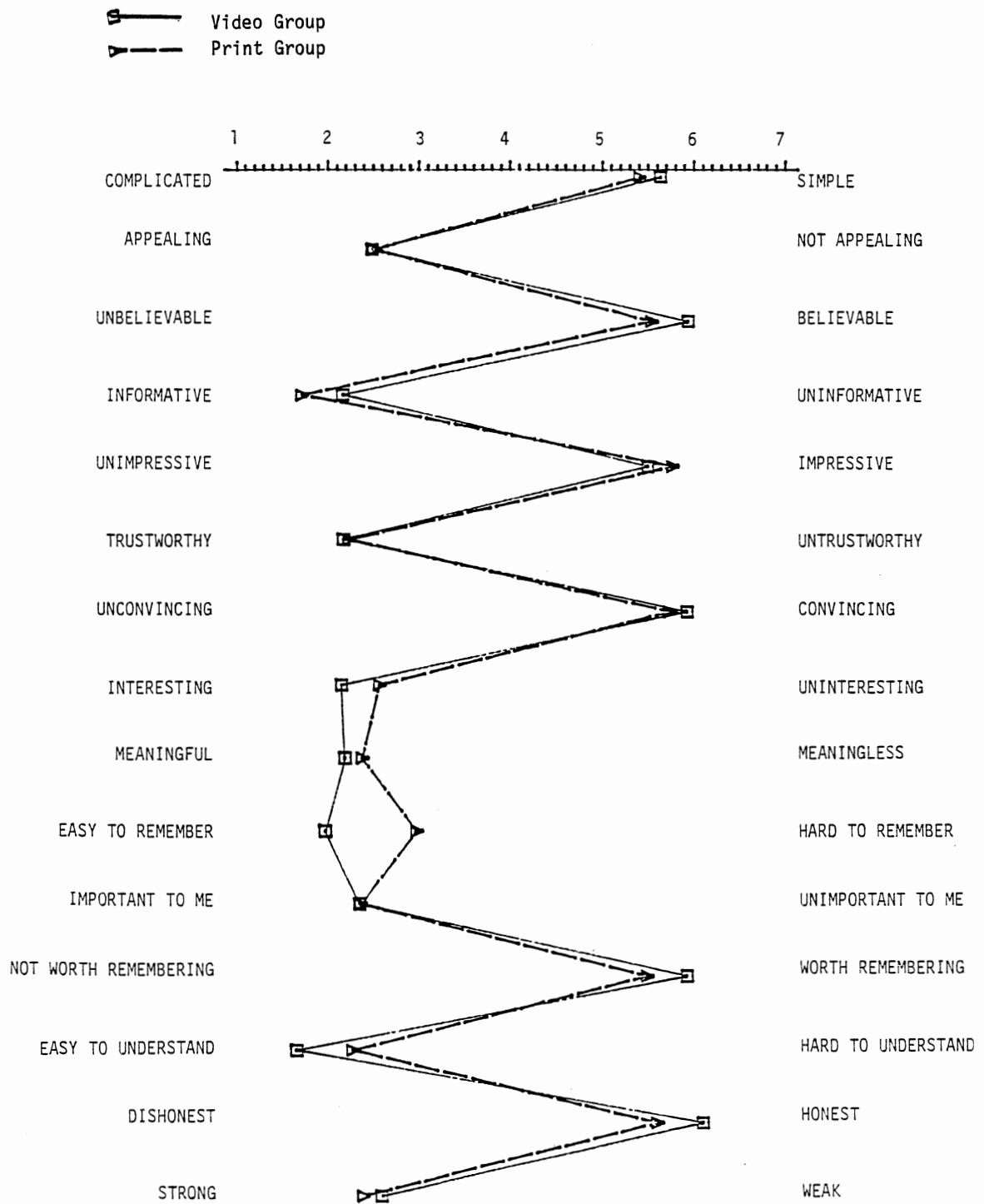
Figure 2. Profile of Participants' Evaluation of Message
Presentation Format (Video and Print)

resulting from statistical analysis of data from pretest and posttest groups regarding the effectiveness of message presentation format.

The results obtained for the pretest allowed the researcher to determine whether the groups were similar relative to their opinions, attitudes and behavioral intentions toward the domestic textile and apparel industry. The print group was different from the video and control groups for opinions but the groups were found to be similar for attitudes and behavioral intentions. The opinion scale consisted of 17 statements and a difference existed among the groups on five of those statements (Appendix I). These five statements were related to industry activities and to the size of the industry. A possible explanation for this difference may be the participants' lack of exposure to in-depth information about the domestic textile and apparel industry.

The posttest results also indicated that the groups were different for opinions but not for attitudes and behavioral intentions. For the posttest, a difference existed on 11 statements for the groups with the print and video group being different from the control group (Appendix I). The five statements that were different for the pretest groups are included in those 11 statements. The additional six statements where a difference was identified related to the impact of imports on the domestic textile and apparel industry with regard to employment status, as well as to possible resolutions that might slow down the flow of imports. The posttest results indicated that the mean opinion score on each of the five statements where pretest differences occurred increased after exposure to the experimental treatment. The control group showed the smallest amount of increase. These findings suggest

that both experimental treatments produced a change in the groups'
opinions about the domestic textile and apparel industry. In addition
to the above findings the video group had a slightly higher increase
than the print group. An evaluation of the message presentation format
(treatment) revealed that the participants perceived the video presen-
tation as somewhat easier to remember and to understand. This finding
may suggest that in general the video might do a better job of communi-
cating a message than print.

Fishbein and Raven (1962) indicated that attitudes are learned
predispositions to respond to an object whereas beliefs (opinions) are
hypotheses concerning the nature of this object and the types of actions
that are to be taken with respect to them. Results for the attitude
data indicated no differences among the groups. Also, the group means
on the attitude scale for the pretest and posttest indicated that all
of the groups in the study held a generally favorable attitude toward
American-made apparel. That is, group means tended to lie toward the
upper end of the 5-point scale. Previous exposure to parts of the video
used in the treatment may be a possible reason for the favorable attitude
of the groups. This result might also be different if the groups
were more representative of the general public, since a more diverse
group would be expected to exhibit a wider range of attitudes than a
homogeneous group. A comparison of attitude scale individual items
for pretest and posttest are shown in Appendix J.

For behavioral intention the groups were different in response
to buying an imported apparel item only if no comparable American
apparel item was available. The print and video groups showed an
increase from pretest to posttest while the control group remained

unchanged. In addition to the increase for both formats, the video group had slightly more of an increase than the print group.

Results of the ratings of the importance of the 12 attributes in the selection of an apparel item reflected that all groups had basically the same degree of relative importance for attributes used to select an apparel item. Based on these results it seems that marketing executives should focus on several attributes of an apparel item in order to reach a wider market.

The comparative results relative to effectiveness of the message presentation format do not truly favor one format over the other. One possible explanation for this finding may be attributed to the message content. Although the message content was not investigated in this study, one might suggest that the strong emotional appeal of the message did not affect attitudes and behavioral intentions; therefore, it cannot be concluded that either format might sufficiently move the consumer toward the purchase stage. Also, the findings suggest that it cannot always be assumed that a change of attitude necessarily follows a change in opinion.

The cognitive structure theory proposed by Mitchell and Olson (1981) suggested that advertisements affect attitudes and intentions through direct effects on beliefs (opinions). Based on the findings of this study, the theoretical model cannot be supported in its entirety. A change in the group's opinion suggested that a new set of opinions was formulated after exposure to both message presentation formats. However, for this study, these new opinions did not cause a change in attitudes and behavioral intentions of the groups.

The threshold concept suggested by Rosenberg (1968) may help to explain the lack of support for the cognitive structure model.

Rosenberg argues that multiple beliefs or attitudes should be attacked in a persuasive message to arouse cognitive inconsistency of participants. The use of repeated exposure to messages may be seen as playing on a threshold concept. The more exposures, the more likely it is that attitudes and beliefs will be brought into close congruence. Also Krugman (1965) agrees that only through message repetition will gradual shifts in cognitive structure take place, which will affect attitude only after purchase if at all. Furthermore, even without repeated exposures, the passage of time may lead to greater consistency between attitudes and beliefs. Perhaps a delayed posttest would have revealed a stronger relationship between attitudes and beliefs.

In summary, the primary contribution of this research was to lay groundwork in the understanding of how to effectively communicate information to the public regarding the impact of imports on domestic textile and apparel industries. The primary objective of these publications is to communicate information which in turn allows behavioral change to occur. However, the present findings indicate that opinions, attitudes and behavioral intentions do not necessarily conform to the cognitive structure model. Fairly consistent support has been obtained by researchers for most of the relationships (beliefs to attitudes to intention to behavior) including Beltman, Capon and Lutz (1975), Dover and Olson (1977), Lutz (1975, 1977), Mazis, Ahtola and Klippel (1975) and Mitchell and Olson (1981). A similar model to the cognitive structure model, such as the attention, interest, desire and action model may provide a better understanding of the consumer responses to the message presentation format. Also the degree of involvement felt by the consumer for a product or situation may cause the flow of the

cognitive structure to differ with regard to the message presentation format. Further study utilizing a variety of methodological approaches can provide insight relative to the effectiveness of message presentation format on the causal relations among opinions, attitudes and behavioral intentions.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The research was conducted to examine the effectiveness of
commercial publications aimed at providing information to the public
regarding imported and domestic textile and apparel products. The
specific objectives of the study were 1) to determine the opinions,
attitudes and behavioral intentions of participants prior to exposure
(pretest) and after exposure (posttest) to each message presentation
format, 2) to examine the effects of each message presentation format
on opinions about the impact of imports on the domestic textile and
apparel industry, 3) to examine the effects of each message presen-
tation format on attitudes and behavioral intentions regarding domestic
apparel, and 4) to compare the effectiveness of each message presenta-
tion format on opinions, attitudes and behavioral intentions regarding
the domestic textile and apparel industry.

Summary of Procedures

The multigroup pretest-posttest control group design was used for
the study. College students enrolled in three home economics courses
during the fall 1986 semester were the participants. The three classes
were randomly assigned as experimental group I, experimental group II
and control group. The message presentation formats used in the study
were adapted from several nationally advertised commercials, a national

discounter and various brochures published by organizations within the textile and apparel industry. Each of the message presentation formats provided the groups with information about the impact of imports on the domestic textile and apparel industry.

For the data collection, an instrument was designed to fulfill the objectives of the study. The instrument consisted of an opinion scale, attitude scale, and a series of subjective questions to measure behavioral intention which included possible attributes that might be used in the selection of an apparel item. The data were collected from the groups on two separate occasions.

The groups completed a self-administered questionnaire on the first contact and three weeks later the experimental groups were shown either video or printed information. Immediately after the viewing or the reading of the information, the groups completed a questionnaire which was identical to the first one except for the treatment evaluation sheet. The control group also completed the questionnaire a second time, but there was not a treatment.

Mean scores were computed for the groups on the opinion scale, attitude scale, attribute variables and behavioral intention questions. A total mean score was used for the opinion and attitude scales. The difference between the pretest and posttest mean scores was used to determine if a significant difference in message presentation format existed among the experimental groups and the control group. One-way analysis of variance and the Duncan-multiple range test were the statistical procedures used for the study. Also the t test for correlated samples was used to determine the amount of increase for the groups.

Conclusions

The message presentation formats used represented existing formats used by industry organizations to inform the public about the impact of imports on the domestic textile and apparel industry. The results of the study indicated that the groups who were exposed to the two message presentation formats changed their opinions but not necessarily their attitudes or their behavioral intentions.

The following conclusions can be drawn from this study:

1. There were significant differences among group mean gain scores on opinions about the impact of imports on the domestic textile and apparel industry after exposure to the experimental treatment. The researcher rejected the null hypothesis.

2. There were no significant differences among group mean gain scores on attitudes regarding domestic apparel after exposure to the experimental treatment. The researcher failed to reject the null hypothesis.

3. There were no significant differences among group mean gain scores on behavioral intentions regarding domestic apparel after exposure to the experimental treatment. The researcher failed to reject the null hypothesis.

The findings of the study lead to the conclusion that the present information regarding the impact of imports on the domestic textile and apparel industry whether the format is video or print is effective in producing a change in opinions but not necessarily in attitudes and behavioral intentions. Follow-up research could focus on a more precise measure such as Attitude-Behavior Consistency.

The message presentation formats (video and print) appeared to accomplish what they were designed to do; to inform the consumer about the impact of imports on the domestic textile and apparel industry. Informing the consumer is the initial process, but marketers and researchers must continue to seek the link between advertising exposure and format and the overall formation of attitudes and behavioral intentions relative to a specific product or situation.

These conclusions and any other generalizations should be considered in light of the limitations of the study. The participants were undergraduate students; therefore generalizability of the results is limited. Also, the results pertain to two specific message presentation formats as well as to specific information about the impact of imports on the domestic textile and apparel industry; therefore, the overall results can not be generalized to other consumers, formats or information that is disseminated to the public. In summary, the study has underscored the need for a better understanding of the effectiveness of the message presentation format.

Recommendations for Future Study

On the basis of the results obtained in the present study, the following recommendations for further study are suggested.

1. Test the message presentation formats with a larger more representative sample of consumers including the lowest and highest income consumers and the youngest and oldest consumers.

2. Conduct a study in which participants would be involved in multiple exposure to a message to determine if repetition of the message influences opinions, attitudes, and behavioral intentions toward the domestic textile and apparel industry.

3. Conduct a similar study in which participants would be exposed to both sides of the import situation to determine whether opinions, attitudes and behavioral intentions are influenced.

4. Conduct a similar study, but use a hypothetical buying situation in which the participants would have to actually choose among apparel items.

5. Compare a simple repetition of the same commercial publication with an equal number of different message presentation formats to determine if repetition influences the effectiveness of the message presentation format.

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APPENDIXES

APPENDIX A

TELEVISION FACT SHEET-1986

<u>Television Fact Sheet</u>
<u>1986</u>

<u>TOTAL IMPRESSIONS BY FLIGHT</u>

EASTER	1,410,923,000	EASTER	3/03 - 4/06
SPRING	1,031,404,500	SPRING	5/19 - 6/15
FALL	1,200,117,500	FALL	9/01 - 9/28
CHRISTMAS	1,162,210,900	CHRISTMAS	11/17 - 12/24

In 1986 this campaign will reach 93% of total adults in the U. S.
giving them an opportunity to see the Crafted With Pride message an
average of 30 times. During each of the four flights of television
activity, these adults will be exposed to the message 7-8 times.

<u>TYPES OF PROGRAMMING</u>*

Morning News: Good Morning America
                   CBS Morning News
                   Today Show

Evening News: World News Tonight
                   CBS Evening News (Monday--Sunday)

Primetime: Knots Landing
                   Dallas
                   Bob Newhart
                   Scarecrow & Mrs. King
                   Falcon Crest
                   Kate & Allie
                   Cagney & Lacey
                   Murder She Wrote
                   Cosby Show
                   Family Ties
                   Cheers
                   Night Court

*Programming is basically consistent throughout the year. Each flight
may vary slightly.

APPENDIX B

CRAFTED WITH PRIDE IN U.S.A. CAMPAIGN

AD AWARENESS AND IMPACT RESEARCH

TRACK STUDY I

PURPOSE AND OBJECTIVE

This report covers key findings from two nationally representative
surveys which measure the awareness and impact of the Crafted With
Pride in the U.S.A. Campaign.

BACKGROUND

The first survey was conducted in June, 1985 before the advertising
was aired. Advertising began on August 26 and continued through
September 22, during the fall shopping season in 24 target TV
markets.* Then, a second flight of advertising was aired nationally
from November 18 through December 15, during the Thanksgiving/Pre-
Christmas shopping season.

The first follow-up tracking study was conducted immediately afterward
from mid-December, 1985 through the first week in January, 1986.

For ease of reading, the tables are presented on the right page
while a synopsis is presented on the left page.

KEY FINDINGS

- Advertising is being seen: 66 percent of respondents saw
  advertising.

- Message is being remembered: 31 percent of respondents
  recalled specific advertising points.

- Message is convincing: 72 percent of those who saw advertising
  found it convincing.

- Message is leading to action. Consumer is looking and buying:
  47 percent more shoppers look for "Made in U.S.A." labels
  after remembering advertising. 87 percent of those who look
  for and find U.S.-made items buy them.

*24 Markets: New York, Los Angeles, Chicago, Washington, D.C.,
 Dallas, Atlanta, Detroit, Cincinnati, San Francisco, St. Louis,
 Miami, Cleveland, Tampa, Pittsburgh, Boston, Philadelphia, Little
 Rock, Houston, Seattle, Minneapolis, Denver, Nashville, Kansas City,
 and Memphis.

Distribution of Interviews

By Design . . .
    Sex:
            Female   67%
            Male   33%

    Age:
            18-24   20%
            25-34   25%
            35-49   25%
            50+   30%

For both studies, by design, the interviews were distributed so as to be nationally representative and allocated two-thirds female to one-third male and in the proportions for the four age groups shown. This distribution is consistent with industry's understanding of the apparel and home fashion shopper profile.

Geographical Disperson
Crafted with Pride in the U.S.A.

	Benchmark Study	Tracking Study I
One flight markets	275	298
Two flight markets	3,580	903
Total sample	3,855	1,201

Since there were two flights of TV commercials, one in fall '85 in 24 markets and the second in the holiday period running nationally in all markets, this permits studying the difference in effectiveness between areas receiving one flight versus two flights of advertising. Interviews for the second study were conducted in key "two flight" markets (New York, Chicago, and Cincinnati).

Percentage of Respondents Who Claimed to Have Seen/Heard
Ad Promoting Clothing or Textiles Made in U. S. A.

	Benchmark Study	Tracking Study I
Total Claimed Recall	37%	66%
Total No Recall or Awareness	63%	34%
Proven Recall	12%	31%
General Recall	25%	35%

All differences between the two studies are significant at the 99% level of confidence.

Respondents were questioned as to their recollection of any advertising which promoted apparel or home fashions made in the U.S.A. and, if so, what could they recall.

All responses were examined against the actual advertising copy points so as to classify the responses as Proven Recall (could remember a specific visual or copy point) or General Recall (comments not specifically related to the actual advertising).

It is a well understood phenomenon that people will claim to have seen advertising when none has aired. This is referred in research circles as "noise in the system." In truth, many advertisers were promoting American Made products (automobiles, beer, etc.) before the Crafted Campaign was aired. Therefore, it is not too surprising to have a claimed figure of 37% at the time of the Benchmark Study.

The key number to examine is the change between the Benchmark and the Tracking Study I.

Percentage of Respondents Who Claimed to Have Seen/Heard
Ad Promoting Clothing or Textiles Made in the U.S.A.

	Benchmark Study	Tracking Study I
Two Wave Markets	41%	74%
One Wave Markets	36%	65%

All Differences Between Studies are Significant at the 99% level of Confidence.

On the facing page, there is a significant increase in the level of claimed recall for both two wave and one wave markets between the Benchmark and Tracking Study I.

Moreover, there is a significant difference in the level of claimed recall (74% vs. 65%) at the time of the Tracking Study I between markets receiving two flights of advertising and those receiving one flight of advertising.

Recall of Copy Points Related to the Crafted
Campaign

	Benchmark Study	Tracking Study I
Total Proven Recall	12%	31%
Specific Points:		
U. S. A. Made Label	12%	26%
Celebrity Mentions	0%	14%

This table presents the advertising elements that were recalled by respondents that were related to the Crafted campaign.

How Convincing Was the Advertising Message?

Tracking Study I

	Crafted with Pride Advertising	Norm For Advertising
Message was Convincing	72%	55%
Proven Recall	77%	

Those who claimed to have seen the Crafted advertising were asked, "how convincing was this message to you personally?"

From our experience, it is our expert opinion that the norm for this type of question would be 55% stating the message as convincing versus the 72% figure achieved here, a statistically significant difference.

For those who could specifically recall a copy point or visual (Proven Recall) the conviction figure was 77%.

As a Result of Seeing This Ad Are You More or Less Inclined to Buy Clothing Made in America?

Tracking Study I

	Proven Recall	General Recall	Total
More Inclined to Buy	72%	65%	69%

Respondents who claim to have seen the advertising were asked, "as a result of seeing this ad are you more or less inclined to buy clothing made in America?"

The difference between the proven recall and the general recall groups is statistically significant at the 95% level of confidence.

Influence of Crafted with Pride Advertising

	Total Respondents
Are Looking for U.S.A. Items	39%

By Advertising Recall:

	No Recall	Proven Recall	% Change
Looking for U.S.A. Items	32%	47%	47%

Respondents who had purchased clothing or home fashions in the past 3 months (78% of the total) were asked a series of questions as follows:

1. When you were recently out shopping, have you ever made it a point to look for clothing or home fashions made in the U.S.A.?

2. On that particular occasion, were you able to find items made in the U. S. A.?

3. Did you buy them?

When we examined the research data, a number of impressive findings emerged, such as:
- Many people (39% - 4 out of 10) are looking for clothing and home fashions made in the U.S.A.
- Those who indicate they are looking for "Made in the U.S.A." clothing without recalling Crafted with Pride advertising numbered 32%. This number jumps by almost half for the group who could correctly remember Crafted with Pride advertising (47%).

Influence of Crafted with Pride Advertising

Tracking Study I

		Total Respondents
Looked for U. S. items		39%
Found U.S. items		31%
	(Lookers who found 80%)	
Found U. S. Items		31%
Bought U. S. items		27%
	(Finders who bought 87%)	

- Thirty-one percent of the recent shoppers say they found an article made in the U.S.A. Importantly, 80% of the "lookers" found such items.
- Twenty-seven percent of the recent shoppers bought an article made in the U.S.A. That means that 87% of the "finders" bought.

Appendix

Methodology

Two data collection vehicles were employed in the Benchmark Study, a phone and a mail survey; while a phone survey was used in Tracking Study I.

For both studies, the telephone questionnaires were administered by E&L in its Atlanta WATS center using CATS (Computer Aided Telephone Survey). CATS is an extremely efficient computer driven interview system because it controls skip patterns, randomizations and rotations of questions. In addition to CATS, E&L's CLUSFONE, a random digit telephone number generator, was employed in both studies to sample each market as well as the rest of the nation.

About Elrick and Lavidge

Established in 1951, E&L has been a wholly owned subsidiary of
Equifax, Inc. since 1980. Currently ranked 13th among all research
firms, E&L has full service offices in Atlanta, New York, Chicago,
and San Francisco. Revenues in 1985 were just under 2.5 million.

E&L, which specialized in survey research for consumer and business-
to-business clients, operates six telephone interviewing centers,
dedicated to Bell operating companies. The other five have a total
of 150 interviewing stations, 120 of which are CRT-equipped. It also
owns Quick Test Opinion Centers, fully equipped mall interviewing
facilities, located in twenty malls throughout the country.

APPENDIX C

INSTRUMENT

GENERAL INSTRUCTIONS:

1. Participation in this survey is voluntary, however, we do hope you will participate. All of the information will be kept confidential. The questionnaires are not coded in any way and we have no way of knowing who filled out each questionnaire. Your completion of the instrument will indicate your consent to participate in the study.

2. Do not sign your name anywhere on this material.

3. Please answer all the questions to the best of your ability. There are no right or wrong answers. Your answers are important to the success of the study.

4. Please do not discuss the questions with anyone. We want your opinion.

5. Feel free to refer back to these instructions when necessary.

THANK YOU FOR YOUR COOPERATION!

Part I

Please answer the following personal data questions carefully. Place an X in the designated space by the correct or most nearly correct answer where applicable.

1. CLASSIFICATION: _____Freshman   _____Senior

                   _____Sophomore   _____Graduate Student

                   _____Junior   _____Special Student

2. COLLEGE ENROLLED IN: ___Agriculture   ___Engineering

                        ___Arts & Sciences ___Home Economics

                        ___Business   ___Vet Medicine

                        ___Education   ___Graduate College

3. SEX: _____Female   _____Male

4. Indicate the age group in which you fall:

   _____18-19   _____22-24

   _____20-21   _____25 or over

Part II

Your opinion of the validity (truthfulness) of the statements in relation to the U. S. textile and apparel industry is needed for this experimental study. Please indicate your degree of agreement or disagreement with each of the following statements by circling the appropriate alternative to the right of each statement.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1. The U. S. textile and apparel industry provides essential products for the American consumer.	1	2	3	4	5	____
2. U. S. textile and apparel industry provide goods that are essential to human life.	1	2	3	4	5	____
3. American support of attempted solutions to the textile and apparel industry problem is important to the U. S. economy.	1	2	3	4	5	____
4. Consumer purchases of imports force U. S. textile and apparel manufacturers to stop making certain products.	1	2	3	4	5	____
5. American-made textile and apparel products are equal to or superior in quality to foreign imports.	1	2	3	4	5	____
6. American workers lose their jobs as price-competitive foreign-made products flood the U. S. market.	1	2	3	4	5	____
7. The U. S. textile and apparel industry is attempting to increase public awareness of the high quality, fashionable and economic values available from American manufacturers.	1	2	3	4	5	____
8. Legislation is an effective attempt to curb the increased expenditure for foreign imports within the U. S. economy.	1	2	3	4	5	____
9. Every effort should be made by Americans to be aware of the textile and apparel industry's problems.	1	2	3	4	5	____
10. The U. S. textile and apparel industry devotes billions of dollars to research and development of new fibers, and textile and apparel products.	1	2	3	4	5	____
11. The U. S. textile and apparel industry employs more workers than the automobile and steel industries combined.	1	2	3	4	5	____
12. The increased flow of foreign imports has significantly changed U. S. clothing expenditures.	1	2	3	4	5	____
13. The U. S. textile and apparel industry established an organization to promote American-made textile and apparel products.	1	2	3	4	5	____
14. The U. S. textile and apparel industry needs American support in its effort to compete with foreign imports.	1	2	3	4	5	____
15. The U. S. textile and apparel industry provides employment opportunities for workers in allied and support industries.	1	2	3	4	5	____
16. One in every eight manufacturing jobs in the U. S. is in the textile and apparel industry.	1	2	3	4	5	____
17. The U. S. textile and apparel industry significantly contributes to the U. S. economy.	1	2	3	4	5	____

Part III

Please indicate your degree of agreement or disagreement with each of the following statements by underline circling how you feel about American-made apparel items in the United States.

American-made apparel items:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1. are thrown together with cheap material	1	2	3	4	5	____
2. are of high quality style and construction	1	2	3	4	5	____
3. are of low prestige, so I do not want others to know that I buy them	1	2	3	4	5	____
4. are poor substitutes for really fine apparel	1	2	3	4	5	____
5. are to be bought only if you are willing to gamble on quality	1	2	3	4	5	____
6. are well made	1	2	3	4	5	____
7. are of lasting quality	1	2	3	4	5	____
8. are a disappointment	1	2	3	4	5	____
9. typically meet high quality control standards	1	2	3	4	5	____
10. are noted for their superior quality	1	2	3	4	5	____
11. are unsatisfactory	1	2	3	4	5	____
12. are very sound products	1	2	3	4	5	____
13. are to be avoided if possible	1	2	3	4	5	____
14. are likely to give much difficulty (i.e., care, fit)	1	2	3	4	5	____
15. are typically shoddy	1	2	3	4	5	____
16. are highly respected	1	2	3	4	5	____
17. are very fashionable	1	2	3	4	5	____
18. are cheap imitations of really fine apparel	1	2	3	4	5	____
19. are among the world's best	1	2	3	4	5	____
20. are very durable	1	2	3	4	5	____
21. lack the polish and detail found in really fine merchandise	1	2	3	4	5	____
22. are items of real craftsmanship	1	2	3	4	5	____
23. are of questionable material and workmanship	1	2	3	4	5	____
24. are superior in most respects to imports	1	2	3	4	5	____

Part IV

Please indicate your response to the following question by circling the appropriate alternative.

How important are the following attributes in your selection of an apparel item?	Very Unimportant	Not Important	Neutral	Somewhat Important	Very Important	
1. Quality of fabric	1	2	3	4	5	___
2. Style	1	2	3	4	5	___
3. Brand name	1	2	3	4	5	___
4. Compatibility with other items in your wardrobe	1	2	3	4	5	___
5. Color	1	2	3	4	5	___
6. Price	1	2	3	4	5	___
7. Fit	1	2	3	4	5	___
8. Quality of workmanship	1	2	3	4	5	___
9. Country of origin	1	2	3	4	5	___
10. Prestige/status	1	2	3	4	5	___
11. Attractiveness	1	2	3	4	5	___
12. Care required	1	2	3	4	5	___

Part V

Please indicate your response to the following questions by circling the appropriate alternative.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1. To what extent do you agree with this statement. I will buy an imported apparel item only if there is no comparable (i.e., style, fit, price, etc.) American apparel item available.	1	2	3	4	5	___

	Very Unlikely	Unlikely	Maybe	Likely	Very Likely	
2. During your next shopping trip will you intentionally look for American-made apparel items?	1	2	3	4	5	___
3. During your next shopping trip will you intentionally buy American-made apparel items?	1	2	3	4	5	___

	American	Imported	Don't Know	
4. Generally, if you were shopping and found two apparel items of equal quality, an American brand and an imported brand both priced at $100, which brand would you probably purchase?	1	2	3	___
5. If the American brand cost $110 and the imported brand $100, which would you probably purchase?	1	2	3	___
6. If the American brand cost $150 and the imported brand $100, which would you probably purchase?	1	2	3	___
7. If the imported brand cost $150 and the American brand cost $100, which would you probably purchase?	1	2	3	___

APPENDIX D

CONTENT OF VIDEO PRESENTATION

Narrative

For over a century, American craftsmanship in the textile and apparel industry has been a part of the American tradition. But there is no question about it; today the textile and apparel industry is hurting because of foreign imports. With all of its problems, the industry continues to employ more Americans (principally minorities and women) than the automobile and steel industries combined.

Yes, foreign imports are undercutting the very heart of American enterprise, the U. S. textile and apparel industries, but some American companies are concerned enough to work together cooperatively to ensure that consumers are offered quality American-made products.

Commercial Video Segment from Wal-Mart

Over the years the American textile industry has been one of those hardest hit by foreign competition. At Wal-Mart, we thought it was time to do something to reverse the trend. So we went to one of the best names in the business - Cannon Mills and asked them if they could compete with our foreign source for a line of kitchen towels and dish clothes. What they came back with was so much better in quality - we were amazed. It is thicker and plusher, a full 25% heavier than its foreign-made counterpart. It is such an obvious superior value that we are selling it in record numbers at Wal-Mart, and because of Cannon's dedication, a whole line once lost to foreign mills is back shere it belongs - in the beautiful North Carolina countryside - where it could not be in more capable hands - all 44 thousand of them. Cannon at Wal-Mart because American goods are good for America.

Believe it or not - American goods are good for America. The textile and apparel industry is not the only economic sector of our society that's being hurt because of the increase of foreign imports. For every 1,000 textile plant jobs lost, 1,000 jobs will also be lost in:

eating places	drug stores
apparel shops	jewelry stores
sport stores	gas stations
automobile accessory stores	automobile dealerships
food stores	hardware stores

Continued growth and prosperity is an American dream for everyone; but especially for a small American town like Brinkley, Arkansas. Through the joint efforts of a retailer and a manufacturer, one small American town will be around a little longer.

Commercial Video Segment from Wal-Mart

Brinkley, Arkansas was a bustling all American town. A great place to raise a family and you could always count on good steady work down at the shirt factory. But then came the hard times, big stores started going overseas to buy shirts - the jobs went with them and it looked like Brinkley would be left behind in the dust. At Wal-Mart we think towns like Brinkley deserve better, as one of America's largest retailers we go out of our way to offer well made American goods. There is not always an American made option, but when there is we want to have it. So when we found a new factory in Brinkley that could turn out flannel shirts competitive in price and even better in quality we decided to put them on our shelves - that helped to put a lot of experienced shirt makers back on the job and a wonderful town back on its feet. Brinkley, Arkansas is living proof of something we believe very strongly at Wal-Mart - American goods are good for America.

What the future holds for the textile and apparel industry should matter to everyone. In spite of various legislation, foreign imports continue to affect our economy. The multi-fiber arrangement is a law which attempts to regulate foreign imports by allowing foreign textile and apparel products to be imported to the United States and other developed countries at a growth rate that does not harm the domestic industry. Because of the current problems of the U. S. textile and apparel industry the law may need to be more stringently enforced. Therefore, the American industry association, including man-made and natural fiber producers, a broad array of textile and apparel manufacturers and industry labor unions, have launched a nationwide campaign to increase public awareness of the high quality, dollar bargains and fashion values available in American textile and apparel products. Also, the industry associations continue to lobby for better laws to regulate the rate of foreign imports and to make the consumer aware of quality American-made products.

Commercial Video Segment from Crafted With Pride USA

Made in the USA
American made fashion it matters to me
Made in the USA
It matters to me and me too
Ask for the Made in the USA
label because it does matter
to all of us
Made in the USA
Now everything that says American
made style and quality say
it proudly
You had better believe it matters
to me
Ask for and buy Made in
the USA
Made in the USA.

What can you do? The steady flow of foreign imports into the
United States will not stop overnight; but as an American consumer
you can support America's oldest manufacturing industry in the following
ways:

- The next purchase you make - and everyone thereafter - stop,
  think and ask: Was it made in America?
- Look for the "Crafted with Pride in USA" or other "Made in
  America" label.
- Tell merchants you prefer American-made products.
- Ask merchants to stock, identify, and promote American textiles
  and apparel products.
- Inform merchants that buying American-made garments and textile
  products creates jobs and fuels the economy.
- Urge your elected representatives in Washington to actively
  support U. S. fair trade policies.
- If you live or work in an apparel or textile town, get involved
  in "Crafted with Pride" rallies.
- And remember: Buy textile and apparel products "Crafted With
  Pride in USA." It will keep American jobs in America and keep
  America healthy and strong.

APPENDIX E

CONTENT OF PRINTED BROCHURE

WHAT'S THE ISSUE?

You, as a consumer, are being shortchanged. The quality, price and fashion values of American-made textiles and apparel are being swept aside as foreign imports flood American markets.

America's domestic manufacturing capacity is threatened, as well. Hundreds of thousands of job opportunities are being lost; but the industry continues to employ more Americans (especially minorities and women) than the auto and steel industries combined.

The American textile and apparel industry spans a diverse but intricately related web of enterprises including cotton, wool, man-made fibers, textiles and apparel manufacturing. Today the industry faces the greatest threat in its 200-year history.

WHAT'S BEING DONE ABOUT THIS?

American industry associations, including man-made and natural fiber producers, a broad array of textile and apparel manufacturing groups and industry labor unions, have created "Crafted With Pride in USA." It's a nationwide effort to increase public awareness of the high quality, dollar bargains and fashion values available in American textile and apparel products. Also, the multi-fiber arrangement is a law which attempts to regulate foreign imports by allowing foreign textile and apparel products to be imported to the U.S. and other developed countries at a growth rate that does not harm the domestic industry.

Right at the center of the "Crafted With Pride in U.S.A." campaign is you, the consumer, who is concerned more than ever with quality and value. American textiles and apparel offer both and much more. Virtually all the modern improvements and inventions in fibers, textiles and clothing, were born in the United States: wash-and-wear...permanent press...soil release...flame retardants...stretch fabrics...fabrics to guard against heat and cold...and even bullet-proof fabrics.

Fiber suppliers have devoted millions of dollars to research, and the textile industry has added even more to make it the most productive, efficient and innovative anywhere in the world. And for you, the consumer, apparel remains the biggest bargain of all. From 1967 through 1984 annual apparel consumer price increases averaged only 3.6 percent, while the annual increase for all consumer prices averaged 6.9 percent.

HOW BIG IS THE PROBLEM?

Imagine stretching a bolt of fabric to the moon. That's 238,857 miles away. Now imageine that same bolt of fabric making 12 round trips. That's how much textiles and apparel -- 10.2 billion square yards -- were imported into the United States last year. Enough to wrap 231 (yard wide) belts around the earth's equator.

Twenty-five years ago you could walk into the average clothing department and find fewer than four imported garments for every 100 made in America.

But today:
. 24 out of 100 playsuits are imported;
- 62 out of 100 girl's and women's sweaters are imported, and
- 55 out of 100 men's and boy's cotton sportcoats are imported.

The list goes on and on. It all adds up to $19 billion in textile and apparel imports for 1984, compared to a little over $4 billion a decade ago. From 1973 to 1984 employment in the industry dropped 21 percent, putting more than a half-million men and women out of work. At least that many more jobs could be lost in the next 10 years if import growth isn't controlled.

When the competitive abilities of American manufacturers are threatened, foreign producers may gain substantial control of American markets. And the prices rise. It has already happened to steel, autos, electronics and machine tools.

America's plants close down. American workers lose jobs. Retailers lose customers. Unemployment payments and welfare expenses go up. Fewer products are on the market. Everybody suffers.

A SMALL AMERICAN TEXTILE TOWN SUCCUMBS TO UNFAIR TRADE

When imports forced Riegel Textiles to shut down its plant in Ware Shoals, South Carolina, 900 people lost their jobs. In a town with only 1,900 people, the Riegel shutdown has been nothing short of catastrophic. And what's more, Riegel paid 60% of Ware Shoal's property taxes and owned the city's water system.

The plant was an efficient one that had recently completed an extensive modernization program. But skilled, hard working employees in a ship-shape facility were not enough to curb the devastating effects that unfair imports have had on that town's economy.

WHAT CAN YOU DO?

We Americans have the ingenuity and dedication to outthink and outproduce any workers in the world. You can help support America's oldest manufacturing industry in the following ways:

- The next purchase you make--and every one thereafter--stop, think and ask: "Was it made in America?"
- Look for the "Crafted With Pride in U.S.A." or other "Made in America" label.
- Tell merchants you prefer American-made products.
- Ask merchants to stock, identify and promote American textile and apparel products.

- Inform merchants that buying American-made garments and textile products creates jobs and fuels the economy.
- Urge your elected representatives in Washington to actively support U.S. fair trade policies.
- If you live or work in an apparel or textile town, get involved in "Crafted With Pride" rallies.
- And remember: Buy textile and apparel products "Crafted With Pride in U.S.A." It will keep American jobs in America and keep America healthy and strong.

Adapted from:

Crafted With Pride in U.S.A.
American Textile Manufacturers Institute, Inc.
1101 Connecticut Avenue, NW - Suite 300
Washington, D.C. 20036

Give America a Fighting Chance
Fiber, Fabric & Apparel Coalition for Trade
1101 Connecticut Avenue, NW - Suite 300
Washington, D.C. 20036

APPENDIX F

CONCEPTUAL STATEMENTS

1. The textile and apparel industry is vital to the U. S. economy.

2. U. S. textile and apparel production are basic industries providing goods that are essential to human subsistence.

3. U. S. textile and apparel industries are the largest industrial employers.

4. American support of the textile and apparel industry problem is important to the economy.

5. Americans need to be aware of the textile and apparel industry problem.

6. Imports are increasing rapidly; thus claiming over 50 percent of the U. S. clothing market.

7. Imports force U. S. manufacturers to stop making certain products; thus foreign manufacturers respond by raising their prices for those items.

8. American-made textile and apparel products can be equal to or superior in quality to imports.

9. American workers lose their jobs as foreign-made products flood the U. S. market.

10. U. S. textile and apparel manufacturing are labor intensive industries--they employ a large number of women and minorities.

11. U. S. textile and apparel industries employ workers in support and allied industries.

12. U. S. textile and apparel industries are attempting to increase public awareness of the high quality, dollar bargain and fashion values available in American industries.

13. Legislation can be an effective attempt to curb the increased flow of imports.

14. U. S. textile and apparel industries are considered to be a leader in modern improvements and technologies in fiber, textile and apparel products.

APPENDIX G

TREATMENT EVALUATION

Part II

Please evaluate the commercial publication using the series of descriptive scales below. Answer according to what you think about the commercial publication. This is how you are to use these scales.

If you think that the commercial publication is very closely related to one end of the scale, place your checkmark as follows:

Unimportant __X__:____:____:____:____:____:____: Important

Unimportant ____:____:____:____:____:____:__X__: Important

If you think that the commercial publication is quite closely related to one or the other end of the scale, (but not extremely) place your checkmark as follows:

Interesting ____:__X__:____:____:____:____:____: Uninteresting

If you think that the commercial publication seems only slightly related (but not really neutral) to one end of the scale, place your checkmark as follows:

Unimpressive ____:____:____:____:__X__:____:____: Impressive

Commercial Publication

Complicated ____:____:____:____:____:____:____: Simple ____

Appealing ____:____:____:____:____:____:____: Not Appealing ____

Unbelievable ____:____:____:____:____:____:____: Believable ____

Informative ____:____:____:____:____:____:____: Uninformative ____

Unimpressive ____:____:____:____:____:____:____: Impressive ____

Trustworthy ____:____:____:____:____:____:____: Untrustworthy ____

Unconvincing ____:____:____:____:____:____:____: Convincing ____

Interesting ____:____:____:____:____:____:____: Uninteresting ____

Meaningful ____:____:____:____:____:____:____: Meaningless ____

Easy to Remember ____:____:____:____:____:____:____: Hard to Remember ____

Important to Me ____:____:____:____:____:____:____: Unimportant to Me ____

Not Worth Remembering ____:____:____:____:____:____:____: Worth Remembering ____

Easy to Understand ____:____:____:____:____:____:____: Hard to Understand ____

Dishonest ____:____:____:____:____:____:____: Honest ____

Strong ____:____:____:____:____:____:____: Weak ____

Prior to the previous commercial publication, have you heard or read about the impact of imported apparel on the U. S. textile and apparel industry?

____Yes ____No

APPENDIX H

CONTROL GROUP OPINIONS, ATTITUDES, AND

BEHAVIORAL INTENTION MEAN SCORES

ASSESSED BY THE CORRELATED

SAMPLE t TEST

TABLE XV

CONTROL GROUP OPINIONS, ATTITUDES, AND BEHAVIORAL INTENTION MEAN SCORES
ASSESSED BY THE CORRELATED SAMPLE t TEST

Variable	Control Group N=39 Pretest M	SD	Posttest M	SD	t^a	p^b
Opinion	64.71	8.58	65.41	8.52	.99	.32
Attitude	88.64	13.64	87.97	12.26	-.39	.69
Attribute						
1. Quality of fabric	4.56	.59	4.64	.53	1.00	.32
2. Style	4.66	.52	4.66	.52	.00	1.00
3. Brand name	3.12	1.12	3.07	1.28	-.25	.80
4. Compatibility	4.25	.71	4.41	.59	1.78	.08
5. Color	4.48	.64	4.48	.68	.00	1.00
6. Price	4.58	.54	4.56	.64	-.24	.81
7. Fit	4.92	.26	4.87	.33	-.81	.42
8. Quality of workmanship	4.58	.59	4.43	.64	-1.97	.06
9. Country of origin	2.43	1.23	2.51	1.25	.84	.40
10. Prestige	3.15	1.22	3.10	1.16	-.29	.77
11. Attractiveness	4.78	.47	4.66	.47	-1.07	.29
12. Care required	4.07	.92	4.02	.98	-.42	.67
Behavioral Intention						
1. Buy an imported apparel item if no comparable American apparel item available	2.76	1.13	2.76	.98	.00	1.00
2. Look for American-made apparel item	2.76	1.24	3.00	1.12	1.86	.07
3. Buy American-made apparel item	2.74	1.20	2.87	1.04	1.00	.32
4. American brand and imported brand equally priced	1.74	.93	1.71	.94	-.22	.83
5. American brand slightly higher	2.02	.53	1.94	.51	-1.36	.18
6. American brand substantially higher	2.02	.36	2.05	.32	.44	.66
7. Imported brand substantially higher	1.07	.35	1.00	.00	-1.36	.18

[a] t-test - test significance of difference between means

[b] p < .05

APPENDIX I

COMPARISON OF OPINION SCALE

INDIVIDUAL ITEMS FOR

PRETEST AND POSTTEST

TABLE XVI

COMPARISON OF OPINION SCALE INDIVIDUAL ITEMS FOR PRETEST AND POSTTEST

Items	PRETEST					POSTTEST				
	Video Mean N=33	Print Mean N=32	Control Mean N=39	F-Value	Level of Significance[a]	Video Mean N=33	Print Mean N=32	Control Mean N=30	F-Value	Level of Significance[a]
1. The U.S. textile and apparel industry provides essential products for the American consumer.	4.00	4.15	3.94	.59	NS	4.24	4.50	4.12	2.97	NS
2. U. S. textile and apparel industry provide goods that are essential to human life.	3.84	3.93	3.97	.23	NS	4.21	4.43	4.10	2.16	NS
3. American support of attempted solutions to the textile and apparel industry problem is important to the U. S. economy.	4.33	4.34	4.28	.10	NS	4.69	4.65	4.33	3.98	.02
4. Consumer purchases of imports force U. S. textile and apparel manufacturers to stop making certain products.	3.48	3.75	3.43	.99	NS	4.06	4.12	3.69	2.72	NS
5. American-made textile and apparel products are equal to or superior in quality to foreign imports.	3.63	3.53	3.74	.37	NS	3.78	3.81	3.58	.53	NS
6. American workers lose their jobs as price-competitive foreign-made products flood the U. S. market.	3.96	4.25	4.02	1.10	NS	4.51	4.43	4.02	4.81	.01
7. The U. S. textile and apparel industry is attempting to increase public awareness of the high quality, fashionable and economic values available from American manufacturers.	4.00	4.25	3.92	1.77	NS	4.36	4.25	4.02	1.68	NS
8. Legislation is an effective attempt to curb the increased expenditure for foreign imports within the U. S. economy.	3.36	3.62	3.46	.59	NS	3.54	3.87	3.52	1.43	NS
9. Every effort should be made by Americans to be aware of the textile and apparel industry's problems.	3.81	4.28	4.12	2.80	NS	4.39	4.48	4.02	4.36	.02

TABLE XVI (Continued)

Items	PRETEST					POSTTEST				
	Video Mean N=33	Print Mean N=32	Control Mean N=39	F-Value	Level of Significance[a]	Video Mean N=33	Print Mean N=32	Control Mean N=39	F-Value	Level of Significance[a]
10. The U. S. textile and apparel industry devotes billions of dollars to research and development of new fibers, and textile and apparel products.	3.42	3.96	3.58	4.88	.0095	3.66	4.25	3.48	8.16	.0005
11. The U. S. textile and apparel industry employs more workers than the automobile and steel industries combined	3.21	3.87	3.58	5.47	.0055	3.63	4.59	3.61	18.11	.0001
12. The increased flow of foreign imports has significantly changes U. S. clothing expenditures.	3.93	3.84	3.71	.65	NS	4.12	4.31	3.79	5.75	.0043
13. The U. S. textile and apparel industry established an organization to promote American-made textile and apparel products.	3.60	4.06	3.84	3.37	.03	3.96	4.43	4.00	5.81	.0041
14. The U. S. textile and apparel industry needs American support in its effort to compete with foreign imports.	4.36	4.37	4.23	.49	NS	4.54	4.50	4.18	3.04	.05
15. The U. S. textile and apparel industry provides employment opportunities for workers in allied and support industries.	3.72	3.96	3.71	1.23	NS	4.18	4.18	3.79	3.22	.04
16. One in every eight manufacturing jobs in the U. S. is in the textile and apparel industry.	3.21	4.09	3.41	13.67	.0001	3.51	4.31	3.48	12.15	.0001
17. The U. S. textile and apparel industry significantly contributes to the U. S. economy.	3.96	4.09	3.89	5.87	.0039	4.39	4.50	4.00	3.98	.02

[a] $p < .05$

APPENDIX J

COMPARISON OF ATTITUDE SCALE

INDIVIDUAL ITEMS FOR

PRETEST AND POSTTEST

TABLE XVII

COMPARISON OF ATTITUDE SCALE INDIVIDUAL ITEMS FOR PRETEST AND POSTTEST

Items	PRETEST Video Mean N=33	Print Mean N=32	Control Mean N=39	F-Value	Significance	POSTTEST Video Mean N=33	Print Mean N=32	Control Mean N=39	F-Value	Level of Significance
1. are thrown together with cheap material	5.00	5.00	5.00	-	-	5.00	5.00	5.00	-	-
2. are of high quality style and construction	3.60	3.71	3.71	.22	NS	2.00	2.00	2.00	-	-
3. are of low prestige, so I do not want others to know that I buy them	4.09	4.15	4.07	.09	NS	4.18	4.15	4.15	.01	NS
4. are poor substitutes for really fine apparel	4.00	3.90	3.87	.22	NS	4.15	4.06	3.92	.72	NS
5. are to be bought only if you are willing to gamble on quality	4.00	3.96	4.02	.07	NS	4.18	4.15	3.94	.93	NS
6. are well made	3.78	3.87	3.74	.26	NS	4.06	3.96	3.84	.73	NS
7. are of lasting quality	3.72	3.78	3.56	.69	NS	3.93	3.93	3.69	1.13	NS
8. are a disappointment	3.78	3.87	3.82	.09	NS	4.03	4.15	3.84	1.36	NS
9. typically meet high quality control standards	3.66	3.56	3.58	.16	NS	3.87	3.90	3.82	.12	NS
10. are noted for their superior quality	3.21	3.34	3.15	.45	NS	3.45	3.53	3.33	.43	NS
11. are unsatisfactory	4.00	3.93	3.82	.45	NS	4.00	4.09	3.89	.61	NS
12. are very sound products	3.51	3.75	3.68	.75	NS	3.78	3.81	3.71	.16	NS
13. are to be avoided if possible	4.21	4.25	4.23	.02	NS	4.21	4.15	4.10	.17	NS
14. are likely to give much difficulty (i.e., care, fit)	4.09	3.96	3.97	.25	NS	4.18	4.12	3.94	.90	NS
15. are typically shoddy	4.09	3.93	4.00	.32	NS	4.12	4.09	3.94	.47	NS
16. are highly respected	3.42	3.50	3.17	1.22	NS	3.69	3.71	3.30	2.25	NS

TABLE XVII (Continued)

Items	PRETEST					POSTTEST				
	Video Mean N=33	Print Mean N=32	Control Mean N=39	F-Value	Level of Significance	Video Mean N=33	Print Mean N=32	Control Mean N-39	F-Value	Level of Significance
17. are very fashionable	3.90	3.71	3.33	5.65	.0047	3.90	3.87	3.58	1.59	NS
18. are cheap imitations of really fine apparel	3.66	3.90	3.74	.69	NS	3.84	4.03	3.60	1.90	NS
19. are among the world's best	3.30	3.50	3.20	1.17	NS	3.51	3.65	3.25	1.75	NS
20. are very durable	3.69	3.65	3.56	.31	NS	3.81	3.87	3.61	1.27	NS
21. lack the polish and detail found in really fine merchandise	3.81	3.46	3.53	1.19	NS	3.66	3.90	3.46	· 1.84	NS
22. are items of real craftsmanship	3.48	3.43	3.15	1.62	NS	3.63	3.68	3.35	1.87	NS
23. are of questionable material and workmanship	3.78	3.62	3.66	.29	NS	3.75	3.75	3.51	.90	NS
24. are superior in most respects to imports	3.51	3.21	3.07	1.84	NS	3.48	3.43	3.23	.69	NS

VITA

Gina Elaine Eubanks

Candidate for the Degree of

Doctor of Philosophy

Thesis: EFFECTIVENESS OF MESSAGE PRESENTATION FORMAT ON CONSUMER
         OPINIONS, ATTITUDES AND BEHAVIORAL INTENTIONS TOWARD THE
         DOMESTIC TEXTILE AND APPAREL INDUSTRY

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