

CONSUMER VALUES AND THEIR RELATIONSHIP TO
DOLLAR VALUES PLACED ON AESTHETIC AND
UTILITARIAN QUALITIES IN CLOTHING

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CHAPTER I

INTRODUCTION

Values serve as a directing force influencing consumer behavior. Individuals are constantly evaluating actions, objects, and individuals in order to assign meaning and significance to their environment. However, society is experiencing rapid transformation. Increased income levels, advances in technology and higher education levels have all been identified as factors contributing to change (Sheth, 1983). In his book, Future Shock, Toffler (1970, p. 269) states that the "value turnover is now faster than ever before in history. The post industrial value segmentation is transforming both personal and public values." Toffler also suggests that society is becoming less homogeneous in its basic value orientation. He states that "families, peers, mass media, churches, businesses, and educational institutions all represent and advocate various conflicting sets of values" (Toffler, 1970, p. 269).

Lazer (1968, p. 156) points out that ours is a "materialistic, acquisitive, thingminded, abundant economy. In such a setting, marketing becomes one of the cores for understanding lifestyle." As marketing becomes more international, values and lifestyles of other countries and cultures may reverberate throughout a broad international community. Thus, skilled professionals are needed to track trends in values in order to predict future value trends and their consequences (Toffler, 1970). The profound effect of changing values on consumer behavior has been

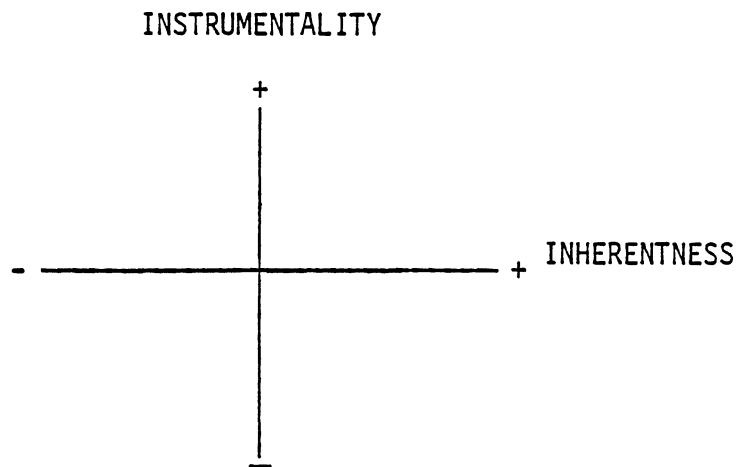
studied by anthropologists (Carman, 1978), marketers (Vinson, Scott, and Lamont, 1977), and psychologists (Rokeach, 1968). Recently, value studies have been conducted to assess general consumer values, to develop instruments for measuring values, and to study specific product attributes valued by consumers for a variety of product categories. Some of the product categories studies include clothing (Morganosky, 1982), clothing and television sets (Prakash, 1984), housing (Stoekler and Hasegawa, 1974), household objects (Boyd and Allen, 1981), automobiles (Vinson, Scott, and Lamont, 1977) and toothpaste (Goldberg, 1976).

Clothing, as an extension of the individual, communicates the wearer's attitudes and values. Social psychological research supports the role of clothing as a communicator of social and political attitudes (Buckley and Roach, 1974) as well as aesthetic, social, religious and power values (Ryan, 1966).

In addition to the symbolic (communicative) function which clothing plays in our society, it also serves an aesthetic and utilitarian function (Holman, Young and Rubicam, 1981; Sproles, 1979). Some examples of the utilitarian function of clothing include the ability of clothing to support the body, regulate body temperature, or provide protection from the elements. Aesthetic components of clothing include color, style, texture, and design details. The aesthetic function is exemplified by clothing which enhances the beauty of the wearer or is considered to be beautiful in and of itself.

Due to the transformation of values occurring in modern society, a study of consumers' values and their relationship to qualities valued in clothing items is necessary to understand the consumer's selection

and use of clothing. The proposed research will contribute to this need. The specific product to be studied is clothing. Aesthetic and utilitarian attributes of clothing will be evaluated using Boyd's Model of Object Value (1976). The model is shown in Figure 1.



From Valuing of Material Environment: Conceptual Model of Object Value (p. 40) by V. T. Boyd, 1976, unpublished doctoral dissertation, Michigan State University.

Figure 1. A Model of Object Value

Boyd's (1976) Model of Object Value combines two dimensions (high and low) of instrumentality (utilitarian qualities) and inherentness (aesthetic qualities) to create a conceptual model which can be used to discriminate object value. This model was adopted by Morganosky (1982) to evaluate clothing items. The model has four quadrants representing two levels of aesthetic and utilitarian qualities of clothing. These four quadrants are: 1) high aesthetic, low utility, 2) low aesthetic, high utility, 3) low aesthetic, low utility, and

4) high aesthetic, high utility. Boyd used the model to measure how individuals assign value to objects in the material environment.

Boyd's model can also be used in evaluating aesthetic and utilitarian qualities in clothing. The purpose of clothing and accessory items is to provide comfort, support, and protection for the body as well as enhance the appearance of the individual. Therefore clothing has both an aesthetic dimension and an utilitarian dimension which must be considered in accessing its value.

Purpose of Study

The purpose of this research is to further the study of values as a basis for understanding and predicting consumer behavior. The research is designed to identify consumers' values and to determine their relationship to aesthetic and utilitarian qualities valued in clothing items.

Objectives

The specific objectives of the study include the following:

1. To identify consumers' global values using the Rokeach Value Survey.
2. To identify consumers' domain specific values (values related to clothing selection and use).
3. To identify consumers' values concerning aesthetic and utilitarian qualities of selected clothing items as indicated by the dollar amount consumers are willing to spend for the clothing items.
4. To determine the relationship between consumers' personal values and the degree to which consumers value aesthetic and utilitarian qualities of selected clothing items.

5. To determine if demographic variables (age, race, education, occupation, income, marital status, and number of children) influence consumers' values for aesthetic and utilitarian qualities of selected clothing items.

Assumptions

The following assumptions are basic to the study:

1. Values are not random.
2. Values serve as a basis for individual and cultural behavior.
3. The dollar amount the consumer is willing to spend on the clothing items serves as an accurate indicator of the value the consumer places on the aesthetic and utilitarian aspects manifested in the clothing items.
4. The clothing items selected accurately represent the four dimensions of aesthetic and utilitarian value. Furthermore, the sample population is familiar with the clothing items used in the study.

Hypotheses

It is hypothesized that the position of the clothing item in Boyd's (1976) Value Model will influence the dollar amount the consumer is willing to spend for that item. In addition, consumers will value the aesthetic qualities in clothing over the functional qualities. Furthermore, consumers' values as indicated by the value surveys, will be related to consumers' values for aesthetic and utilitarian qualities in clothing.

The following hypotheses are proposed for the study:

1. There will be a significant relationship between instrumental values, clothing values, and the dollar amounts consumers are willing to pay for the swimsuits and handbags.
2. Demographic variables such as age, race, income, education, occupation, marital status, and number of children will influence consumers' preference ranking for the swimsuits and handbags.
3. There will be a significant difference between the dollar amounts consumers are willing to spend for swimsuits A, B, C, and D. Dollar amounts for the high aesthetic swimsuits will be greater than dollar amounts for low aesthetic swimsuits.
4. There will be a significant difference between the dollar amounts consumers are willing to spend for handbags A, B, C, and D. Dollar amounts for high aesthetic handbags will be greater than dollar amounts for low aesthetic handbags.

Definition of Terms

The following definitions will be used to guide the study.

Aesthetic Value is defined as the inherent value or the "satisfaction in experience immediately felt" (Lewis, 1962, p. 434). The specific definition of aesthetic value for the clothing items is the degree of pleasure derived from looking at the clothing item.

Clothing Category is one of the two types of clothing (swimsuits and handbags) selected for use in the study. Each clothing category contains four clothing items, each item representing one quadrant of the clothing value model.

Clothing Item is the specific article of clothing within a clothing

category. Four clothing items representing each of the four quadrants of Boyd's (1976) Object Value Model will be selected for use in the study.

Clothing Value Model (Morganosky, 1982) is the model (adapted from Boyd's (1976) Model of Object Value) depicting two dimensions of aesthetic and utility value in clothing.

Clothing Value Model Position is the quadrant in which a clothing item is placed on the Clothing Value Model. The four clothing value model positions are: 1) low aesthetic, low utility value, 2) low aesthetic, high utility value, 3) high aesthetic, low utility value, and 4) high aesthetic, high utility value.

Dollar Amount Consumer is Willing to Spend is the monetary amount the consumers state they are willing to pay for the clothing item.

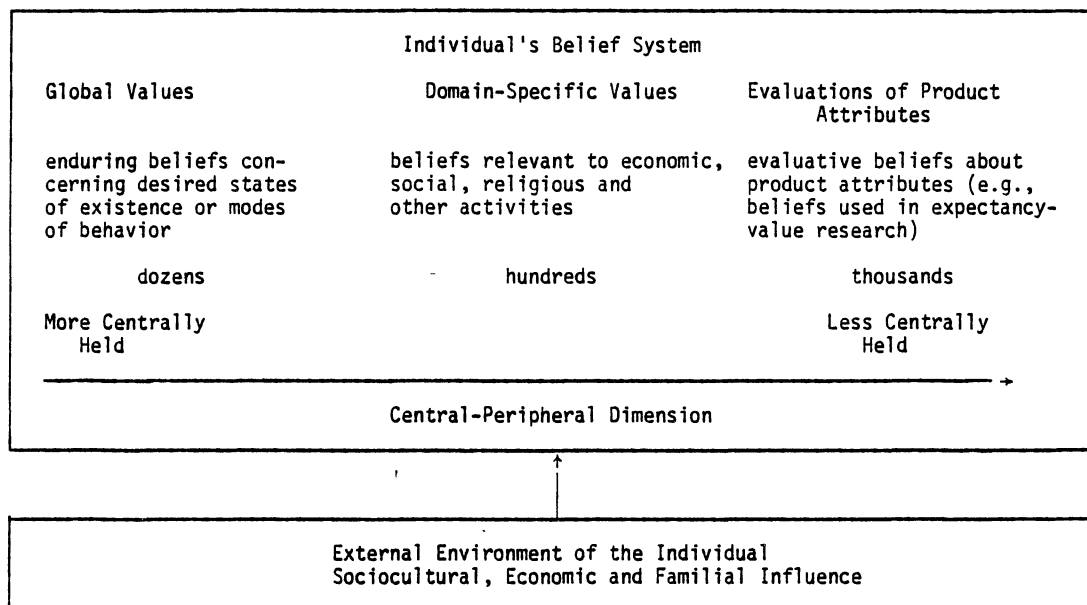
Utility is defined as "useful for the production of other good things but not gratifying in themselves" (Lewis, 1962, p. 435). Specific definitions for utility of each clothing item are as follows: swimsuits, usefulness for swimming; handbags for containing and organizing personal items.

Values are defined as "centrally held evaluative beliefs which provide the criteria for ordering and guiding actions across lifes' situations, for judging personal action, the actions of others and the behavior of objects and institutions" (Scott and Lamont, 1973, p. 284).

Theoretical Framework

The theoretical model of individual value-attitude systems by Vinson, Scott, and Lamont (1977) will serve as the framework for this study. They suggest that three levels of belief exist, two of which

may be classified as values. The three levels are global values, domain-specific values, and descriptive and evaluative beliefs. These three levels are mutually dependent and exist at three levels of abstraction. The socio-cultural, economic, and familial environments are influential in the formation and development of values. The model is shown in Figure 2.



From "The Role of Personal Values in Marketing and Consumer Behavior" by D. E. Vinson, J. E. Scott, and L. M. Lamont, 1977, Journal of Marketing, 41 (2), p. 46.

Figure 2. Organization of the Consumer's Value-Attitude System

Global values are the "centrally held, enduring beliefs which guide actions and judgments across specific situations." Furthermore, these values are "abstract and generalizable, forming the central core of the individual's value system. They consist of closely held personal values which are of high salience in important evaluations and choices" (Vinson, Scott, and Lamont, 1977, p. 45).

Domain-specific values are the second level of values and consist of closely held personal values which are "acquired through experiences or specific situations of domains of activity" (Vinson, Scott, and Lamont, 1977, p. 45). Behavior cannot be understood or efficiently predicted except in the context of a specific environment. Values specific to economics are learned through familial and peer group interaction, and religious values through religious instruction. Domain-specific values bridge the gap between general global values and less closely held descriptive and evaluative beliefs concerning product attributes (Vinson, Scott, and Lamont, 1977). The researchers have found that each of the three domains are cognitively separate but functionally related to an individual's system of global values and the descriptive and evaluative beliefs (Scott and Lamont, 1973).

Evaluative beliefs as the third level on the hierarchy, refer to those qualities of products desired or valued by consumers. The researchers suggest that individuals have dozens of global values, hundreds of domain-specific values and thousands of evaluative beliefs concerning specific products.

This study will assess consumers' global values using the Rokeach Value Survey (1968). Consumers' domain-specific values will be assessed through the use of an instrument developed by Creekmore (1963) to

measure values related to clothing selection and use. The third level of values, the evaluations of product attributes (specifically aesthetic and utility attributes) will be measured by the dollar amount participants are willing to spend for a particular clothing item, as well as preferences for the clothing items (as indicated by the "likelihood to purchase").

CHAPTER II

REVIEW OF LITERATURE

The purpose of this review of literature is to examine the concept of values as a means of studying consumer behavior. The review encompasses literature focusing on the definitions of values, values and consumer behavior, attributes of clothing valued by consumers, and aesthetic and utility attributes of clothing.

Definitions of Values

The term "value" has been assigned a variety of meanings including interests, pleasures, likes, preferences, duties, tastes, and attractions. To add to the ambiguity of the term, it possesses several grammatical variants. "Value" can be used as a noun, verb, or adjective. Values can vary from very complex abstractions to concrete attributes.

Researchers and theorists have approached the study of values from philosophical, sociological, and psychological perspectives. Perry (1926, p. 2) approaches values from a philosophical perspective, defining values as a "thing or object of interest." According to Perry (1926, p. 2) a thing or object is of interest "when its being expected induces actions looking to its realization or non-realization." Perry's definition is quite broad and is limited to concrete objects or things.

Values are generally viewed as an abstract concept, however, the behavior of the individual is believed to be a concrete representation

of the individual's core values. Therefore, values of individuals and groups can be studied through the observation of behavior. Kluckhohn (1951, p. 395) stated that values are "a conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable which influences the selection from available modes, means and ends of action." Kluckhohn's definition incorporated the concept of values as a representation of individual or group behavior. It also incorporates the concept of choice. Individual values serve to guide choices or consequences of actions.

Values do not exist in a vacuum. They are a cultural phenomenon, existing in human nature due to man's conscience or innate sense of morality (Kluckhohn, 1951). Human nature, in an effort to give meaning to its social and material environments, evaluates objects, persons, and actions and assigns meanings to them. This is consistent with the definition of values given by Scott and Lamont (1973). Values are defined as "centrally-held evaluative beliefs which provide the criteria for ordering and guiding actions across life's situations, for judging personal action, the actions of others, and the behavior of objects and institutions" (Scott and Lamont, 1973, p. 284). Furthermore, man's environment, through various channels, presents different sets of value orientations. Cardwell (1971, p. 19) addresses the value learning process, and stated that values are the "learned definitions of relative worth of ends, objects, acts and combinations of these." Individuals are not born with a set of values. It is through experience, learning, observation, and social interaction that values are developed, reinforced, and challenged.

Kluckhohn (1951) believes that values are the product of a culture. The components of a sociocultural system must be "logically consistent or meaningfully congruous" (Kluckhohn, 1951, p. 399). The commonly held values of a group or culture provide individual security and social organization. Common cultural values provide cohesiveness and order in groups and societies.

A further distinction of the term "value" is made by Baier and Rescher (1969) who distinguish the values possessed by material objects from the values held by individuals. The former is an "evaluative property whose possession and magnitude can be ascertained in appraisals" (Baier and Rescher, 1969, p. 40). Values held by individuals are "dispositions to behave in certain ways which can be ascertained by observations" (Baier and Rescher, 1969, p. 40). The values held by an individual are observed in an individual's devotion of resources (time, energy, and money) toward a specific end result.

Values and Consumer Behavior

Using values as a basis for understanding consumers has emerged as a topic of study recently, especially in light of the predictions made concerning changing values. Lazer (1968), Rescher (1969), and Toffler (1970) have forecasted the trend towards transformation of values in America. Research has been conducted by Crosby, Gill, and Lee (1984) and Pollay (1984) which provides evidence for changing value orientations and their impact on consumer behavior. Pollay (1984) studied the distribution of values represented in advertisements from 1900 through the 1970s. Results indicate that values emphasized in print media changed over the 70-year period. Crosby, Gill, and Lee

(1984) examined life status and age as predictors of value orientation. The researchers' findings confirmed that there are indeed age group differences in values.

Other research has sought to explain the relationship between generalized personal values and the standards consumers use to evaluate products (Goldberg, 1976; Jenkins and Dickey, 1976; Prakash, 1984; Scott and Lamont, 1973). The relationship between values and human behavior (specifically consumer behavior) is addressed by Vinson, Scott, and Lamont (1977) in their definition of the function of values.

"Values are responsible for the selection and maintenance of the ends or goals toward which human beings strive and, at the same time, regulate the methods and manner in which this striving takes place" (Vinson, Scott, and Lamont, 1977, p. 45). These researchers suggest that values can be categorized on three levels, a global level, a domain-specific level (which is linked to product-specific values), and evaluative beliefs. The three categories are arranged in a hierarchy (Figure 2).

The researchers studied populations from two culturally distinct regions of the country to determine if different cultural groups possessed different value orientations and if values affected attributes valued in an automobile. Forty-seven marketing students from a western university and 80 students from a southern university served as subjects for the study. Seven-point Likert scales measured the importance of the Rokeach global values. Data were also collected to measure the importance of 10 automobile attributes, the appeal of 10 consumer products and services, and the importance of 15 current social issues. Findings indicated that the two groups had distinctively different global, domain-specific, and product values. Thus, the findings of the study

supported the proposition that values are a product of cultural learning and can be studied using a hierarchical model, such as the Organization of Consumer's Value-Attitude System developed by Vinson, Scott, and Lamont (1977).

Another study which examined values and consumer behavior was conducted by Prakash (1984). The Rokeach value survey was administered using two different ethnic groups, whites and blacks. Prakash hypothesized that there would be significant relationships between value dimensions and product expectations and that the two ethnic groups emphasize different value orientations in their product expectations. The products studied were clothing and television sets. Normative expectations of products were measured on a five-point scale. Subjects ranked the 18 terminal and 18 instrumental values in order of importance from 1 to 18. Factor analysis was performed to produce smaller, more meaningful value dimensions. The resulting seven value factors were personal and social orientation, ethics and social achievement, internal and external gratification, competence and morality, aesthetic value, social safety, and personal happiness and love. The findings indicated that there were significant correlations between ideal expectations from product attributes and personal value dimensions. Furthermore, different ethnic groups emphasized different value orientations. For whites, the primary motivation for purchase of clothing was the aesthetic value. Personal and social orientation was the secondary motivation. For blacks, clothing purchases were largely motivated by the fulfillment of the competency and morality dimension (Prakash, 1984).

Stoekler and Hasegawa (1974) investigated consumer values as a basis for housing decisions. The instrument used consisted of nine

value orientations: 1) economy, 2) family centrism, 3) equality, 4) physical health, 5) leisure, 6) prestige, 7) aesthetics, 8) freedom, and 9) mental health. Subjects were asked to rank order values according to their personal value orientations for housing choices. Aesthetic quality was the first value choice in every category, regardless of economic or social orientation. The research enabled a classifying of consumers based on individual orientations.

Understanding the impact of changing values on human behavior is essential to forecast future actions and consequences. A recent study conducted by Buckley (1985) investigated the acceptance of post-industrial values as indicated by consumption of apparel, food, and household equipment. The shift from industrialized to post-industrial-age values is characterized by reduced complexity and increased macro-responsible consumption of household products. Telephone interviews were administered to 609 respondents. An instrument was developed and validated which measured attitudes and practices of consumers regarding behavioral decisions about apparel, food, and household equipment. The attitudes and values measured by the instrument reflected consumer values. Three value dichotomies were identified which served as indicators of industrial versus post-industrial values. Findings indicated that younger respondents value cost over convenience, quality over quantity in the consumption of apparel and household equipment. This same age group valued function over fashion for food, household equipment, and apparel. The results indicated a transition was occurring concerning values and consumption. Younger respondents exemplified the post-industrial values, reflecting the different values among different age groups (Buckley, 1985).

Values have also been found to influence store patronage behavior. Using the same sample used by Buckley, Morganosky (1985) investigated the influence of values on apparel store patronage. Telephone interviews were made to 609 respondents. Post-industrial values that were the most prominent were quality, need, cost, functionalism, and pro-consumerism. Department store customers value quality, discount store customers were most likely to purchase from a need orientation, national chain store shoppers valued cost and functionalism, while specialty store shoppers were concerned with consumerism. Each store type was found to appeal to consumers with distinctively different value orientations (Morganosky, 1985).

Attributes of Clothing Valued by Consumers

The study of clothing qualities valued by consumers was initiated in the late 1950s and early 1960s. The underlying purpose of these early studies was to determine if individuals' value orientations were linked to qualities valued in clothing. Many of these early studies used the Allport-Vernon value test of six value orientations: 1) theoretical, 2) economic, 3) aesthetic, 4) social, 5) political, and 6) religious. Lapitsky (1961) used a modified version of the Allport-Lindzey Test (omitting religious and theoretical value orientations and substituting two social categories). Of those clothing qualities studied, economic and aesthetic were found to be most important. Significant correlations were found between valuing aesthetic attributes of clothing and general aesthetic values.

Additional studies expanded and supported Lapitsky's findings. Creekmore (1963) investigated the relationship between specific needs,

values, and clothing behaviors. Using a homogeneous group of 300 college students as the sample, Creekmore hypothesized that specific clothing behaviors would be related to specific values for attributes of clothing items. Of the 14 clothing values, appearance was the most pervasive quality of concern to the population studied. Further support of the importance of aesthetic qualities in clothing was indicated by Altpeter's (1963) study of married females, ages 20 to 40. Using a value measure developed by Finlayson (1959), subjects rated aesthetic qualities of clothing of primary importance. Above average scores for economic value were related to buying comfortable, traditional styles, shopping mainly at local department stores, examining seams prior to purchase, and minimal interest in shopping for clothes. Above average scores for aesthetic values were related to enjoyment of shopping, high clothing interest, and appreciation of beautiful and unique clothing.

In a cross-cultural study of clothing values and general values, Mendoza (1965) compared clothing values of 160 American undergraduate women and 160 Filipino undergraduate women. Seven clothing values were used: social, religious, economic, political, exploratory, sensuous, and theoretical. Both aesthetic and sensuous (defined as contributing to warmth, coolness, smoothness, etc.) qualities were highly valued by both groups. Mendoza's study lends further support to the use of general or cultural values as an indicator of qualities valued in clothing.

Other studies supporting the value of aesthetics in clothing purchase decisions included a study by Martin (1971) of the information consumers require in making a clothing purchase. Line drawings of

dresses and coats were presented to women representative of a broad spectrum of age and socioeconomic backgrounds. Following price, aesthetic qualities such as color and fabric were most important to the consumer.

Ryan (1966) studied personal values as expressed in clothing selection. Individuals whose values favor aesthetics (beauty and harmony in appearance), personal power seeking (political value), and status symbolism (display of wealth) have a lot of interest in dress and fashion. Individuals valuing economy prefer purchasing traditional and comfortable styles. High social values have been linked to high orientations towards conformity in dress. Religious values have been linked to modesty in dress (Ryan, 1966).

Further evidence of the importance of aesthetic qualities of clothing is demonstrated in a recent study conducted by Morganosky (1982). The researcher asked 102 mall shoppers to assign dollar amounts to clothing items representing four combinations of aesthetic and utilitarian qualities in five different clothing items. The findings of the study indicated a greater willingness to spend more for aesthetic qualities of clothing.

Using evaluative criteria underlying clothing decisions, Jenkins and Dickey (1976) used another approach for profiling the clothing market. Using 224 mothers of children enrolled in private, government and church-supported schools, the researchers administered a questionnaire composed of three sections: 1) evaluative criteria, 2) activities, interests and opinions, and 3) demographics. The underlying evaluative criteria used to segment the market were appearance and practicality. Of the resulting four typologies, fashion advocates, quality seekers,

frugal aesthetes and concerned pragmatics, two groups indicated higher interests in the appearance of clothing. For several of the criteria, consumers' socioeconomic background, occupation and lifestyle seemed to affect their evaluative criteria for clothing items. Lower socioeconomic groups expressed pragmatic values while the higher socioeconomic groups expressed the greatest concern for aesthetics. The study suggested that lifestyle and demographic criteria used to evaluate clothing can serve as a method for segmenting consumers of clothing.

Research relating consumer values and clothing seems to clearly indicate that values play a vital role in the decisions made concerning clothing purchases. Furthermore, aesthetics seem to play an important role in consumer preferences for clothing items. Socioeconomic background as well as age and ethnic background may influence the individual's general value orientation and, as a result, the specific qualities valued in clothing items. The next section further explores research which has focused on the utilitarian and aesthetic qualities of clothing.

Aesthetic and Functional Attributes of Clothing

Today's consumer has a wide selection of products, information and services available to satisfy wants and needs. Diversification and specialization of products as well as retailers is one of the trends identified for the future (Sheth, 1983). Sheth also explains that as

society progresses on Maslow's hierarchy of needs, psychological wants will dominate consumer motivations over psychological needs. It is no exaggeration to state that as an affluent nation, the United States is a want driven society rather than a need driven society (p. 9).

In a study of consumer satisfaction, Czepiel, Rosenberg, and Akerele (1975) define utilitarian satisfaction as a way to satisfy basic needs,

whereas psychosocial satisfaction involves satisfying higher level needs (social acceptance, personal esteem and self-actualization).

Individual needs such as food, clothing, and shelter all serve basic functions in maintaining human life. Food satisfies nutritional needs for effective bodily functioning, however, food can also be evaluated on its appearance, smell, texture, and taste. Clothing provides protection, support, and comfort. Clothing, however, can also be valued as an item of adornment.

Many items in the material environment combine functional qualities with aesthetic qualities. A recent Newsweek article describes current contemporary furniture as a "triumph of spectacle over function" (Davis, 1985, p. 82). The article discusses the trend in the furniture industry which favors highly stylized, artistic furniture designs, "addressing both the eye and the body at once" (Davis, 1985, p. 83). Another recent example of the pervasiveness of aesthetics in products is in the athletic wear for cyclists and triathletes (an event requiring swimming, cycling, and running). Functional components include several pockets to carry small cargo, gloves cut off above the knuckles to enhance dexterity, and special shoes designed to evenly distribute pressure along the foot. Manufacturers have blended these functional components with new colors, designs, and shapes. The popularity of this garment is reflected in a rapidly expanding 30 million dollar bike clothing market (Henry, 1985).

Utility Attributes

Webster's New Collegiate Dictionary (1979, p. 461) defines functional as "designed or developed chiefly from the point of view of use."

Holman, Young, and Rubicam (1981) define several functions apparel serves. These are parasomatic, utilitarian, mnemonic, emblematic, illustrative, and aesthetic. Parasomatic function refers to clothing which modifies or alters some attribute of the body. Two forms of the parasomatic function are display and camouflage. The utilitarian function of clothing is defined as articles which serve a rational or utilitarian purpose (supportive undergarments, hats, or watches). The mnemonic function of apparel, according to Holman, Young, and Rubicam (1981) is to remind the wearer or the observer of an event of the past of one enduring into the present. Clothing can also serve as a type of nonverbal communication. This is the emblematic function of clothing. Examples of emblematic functions of apparel are uniforms, or emblems indicating the wearer's sex or group membership. The illustrative function is the ability of apparel to punctuate or accentuate verbal communication. The final function of apparel is the aesthetic function. The aesthetic properties of apparel provide visual or nonvisual pleasure through color, texture, or design (Holman, Young, and Rubicam, 1981).

Sproles (1979, p. 21) defines the function of clothing as "the need or needs that a particular form of dress fulfills, and how the consumer uses that form to selectively satisfy that need." Sproles further classifies functions of clothing as utility, modesty, adornment, sexual attraction, symbolic differentiation, social affiliation, psychological self-enhancement, and modernism. Sproles (1979, p. 36) defines the utilitarian properties of clothing as "performing practical functions, providing the wearer with some measure of protection, comfort, and convenience." The protective function occurs when clothing

effectively screens out direct contact between the body and the natural environment. Comfort is enhanced when clothing maintains a desirable body temperature. The convenience aspect of clothing is fulfilled when it permits the wearer freedom of movement, the ability to perform a specific activity with greater ease, or permits ease in transporting additional items in pockets (Sproles, 1979).

Lewis (1962, p. 435) defines utility as "the instrumental value of an object; its usefulness for the production of other good things, but not pleasing in and of itself." This definition was used as a criteria for defining specific utilitarian qualities of clothing in a study conducted by Morganosky (1982). Morganosky evaluated the utility of a clothing item based on the degree to which the item satisfied the purpose it was created for. For example, hats, gloves, and sweaters were evaluated on their usefulness for keeping warm. Shoes were evaluated on their usefulness for walking.

Goldberg (1976) found that functions performed by a product served as a more meaningful method of identifying psychographic segments. The researcher examined consumer venturesomeness, aestheticism-practicality orientation, and the relationship of these two variables to product choice. A group of 167 women were surveyed. The products used were two types of toothpaste, Ultra-Brite (aesthetic product) and Colgate (practical product). Results indicated that consumers with aesthetic orientations were more venturesome, preferring more aesthetic-oriented products while less venturesome consumers were more concerned with practicality, valuing more practical qualities in products.

Utilitarian qualities of products seem to be of greater importance to certain types of consumers. Consumers may not be utility-oriented

in all purchase decisions but may have an overall orientation towards utilitarian qualities in products.

Aesthetic Attributes

In contrasting the aesthetic and utilitarian aspects of clothing Laver (1969) believes that utilitarian properties are less important than the social and communicative aspects. Morganosky's (1982) study used Lewis' (1962) definition of aesthetics to determine aesthetic quality. Lewis defined aesthetics as satisfaction in experience immediately felt. Lewis' explanation of values is similar to the definition proposed by Perry (1954). Individuals have aesthetic interests that may vary, thus, aesthetic value is defined as how agreeable it is to look at a particular item. Webster's New Collegiate Dictionary (1979, p. 19) defines aesthetic quality as anything "relating to or dealing with the beautiful." Unlike utility, aesthetic quality has only one purpose, that is to provide pleasure and visual stimulation.

Child's (1968) definition of aesthetics is from an art perspective. He defines aesthetics as the study of man's behavior and experience in creating art, in perceiving and understanding art, and in being influenced by art. The aesthetic qualities of clothing serve to adorn the wearer. Sproles (1979) classifies the aesthetic qualities of clothing as color, line and shape, and design detail.

Both aesthetic and utilitarian qualities in clothing are important. Consumers' preferences for aesthetic and utilitarian qualities in clothing items may be determined by situational variables, desired end use, or characteristics of the consumer.

Summary

This review of literature has focused on the study of values as a basis for understanding consumption behavior. Society, culture, family, and economic factors play a major role in the development of the individual's values. Values serve as a guide for evaluating objects and behaviors, and are of profound importance in the study of consumer behavior.

Research indicates that consumers' general values are related to product attributes valued by the consumer. Clothing, as a consumer product, has two primary attribute categories, utility and aesthetic. Utility value is defined as the usefulness of an item in performing a specific function (providing warmth, protection, or support) while aesthetic value is the satisfaction derived from the physical appearance of an object. Aesthetic attributes of clothing include color, line, design detail, or texture.

CHAPTER III

PROCEDURE

The procedural framework for this study is presented under the following headings: 1) Selection of the Sample, 2) Selection of the Measures, 3) Collection of Data, and 4) Method of Analysis.

Selection of Sample

The sample consisted of 138 female shoppers from a large regional mall in Northwest Oklahoma City. The mall was chosen because it is a major mall in the metropolitan area, drawing from the surrounding metropolitan areas.

The researcher obtained permission from the mall management to conduct the study. A community booth located near a major department store and a major mall entrance served as the location for the survey. Surveys were conducted over a two-day period, 10:00 a.m. to 8:00 p.m., Saturday, February 21 and from 1:00 to 6:00 p.m., Sunday, February 22, 1986. A major arts and crafts festival was being held in the mall on these two days, increasing the number of shoppers in the mall.

Selection of Measures

The research design is both experimental and descriptive. The value surveys and demographic data are descriptive in nature. However, the portion of the study using actual clothing items which were

manipulated by the researcher to represent four dimensions of aesthetic and utilitarian value were experimental in nature.

The variables studied include the demographic variables of age, race, education, occupation, income, marital status and number of children, global values, domain-specific values, evaluations of clothing attributes as indicated by the dollar amount the consumer is willing to spend and preferences for clothing items.

Consumer Values

Global Values. The measurement of respondent's global values made up Part III of the survey. The instrument selected to measure consumer's global values was the Rokeach Value Survey (1968). This instrument was designed to assess an individual's instrumental values (preferable modes of conduct) and terminal values (preferable states of existence). The original survey consisted of 18 instrumental values and 18 terminal values. In order to make the survey less time consuming for respondents to complete, the 18 terminal values were omitted. Instrumental values are less abstract and more closely linked to actual behavior, therefore these values may serve as a better predictor of consumer behavior in the selection of clothing items.

Other revisions to the Rokeach Value Survey were based on suggestions made by Clawson and Vinson (1977). Clawson and Vinson (1977) suggested adding youthfulness, physical attractiveness, and peer approval to the original list of 18 instrumental values, making a total of 21 instrumental values. The researcher felt these particular values may provide further insights into the clothing qualities valued by the respondents. Respondents were asked to indicate the importance

they associated with each of the 21 values using a seven-point Likert-type scale ranging from very important to very unimportant.

For purposes of analysis, the 21 instrumental values were categorized into four value groupings based on the results of a factor analysis test conducted by Vinson, Munson and Nakanishi (1974). The value, broadminded, did not factor and was deleted from the factors. Youthfulness, physical attractiveness and peer approval were added by the researcher in the social values factor. The resulting four categories are as follows.

Competence: Ambition, capable, courageous, imaginative, independent, intellectual, and logical.

Compassion: Cheerful, forgiving, and loving.

Sociality: Clean, obedient, peer approval, physical attractiveness, polite, and youthful.

Integrity: Honest, responsible, self-controlled.

Using a seven point Likert-type scale, ranging from very important to very unimportant, respondents were asked to indicate the importance they associated with each value by checking the box corresponding to their answer. Responses were coded as 1 for very unimportant, 2 - unimportant, 3 - somewhat unimportant, 4 - neutral important, 5 - somewhat important, 6 - important, and 7 - very important.

Domain-Specific Values. Domain-specific values comprised Part IV of the survey. The instrument used to measure domain-specific values was a revised version of Creekmore's Clothing Value Survey (1965). Creekmore (1965) developed the instrument to study consumers' clothing behaviors and their relationship to general values and to the striving for basic needs. Creekmore's (1965) instrument consisted of eight

clothing values: aesthetic, economic, exploratory, political, religious, sensory, social and theoretical. Creekmore developed statements which represented each of the clothing values.

For the purposes of this study, theoretical values were eliminated resulting in seven values. For purposes of analysis, the remaining six values were combined into three value categories. Thus, each statement selected from Creekmore's (1965) survey was representing one of these three clothing values.

Aesthetic and exploratory values were combined into one value category, aesthetics. These two values are similar because they both refer the appreciation of beauty and self-expression. Creekmore's (1965) definitions of economic values and sensory values both referred to practical aspects of clothing selection and use (cost, care, comfort, and fit). Therefore these two values (economic and sensory) were combined to form one value, utilitarian clothing values. Social clothing values were defined by combining Creekmore's (1965) definitions of religious, social and political values. All of these values refer to the individual's use of clothing in social situations. The definitions for each value category are stated below.

Valuing of Aesthetic Aspects: The appreciation of beauty in clothing as well as the desire for and appreciation of clothing items as a source of experimentation to manipulate appearance.

Valuing of Utilitarian Aspects: Desire for the conservation of time, energy, and money in relation to clothing use and selection, as well as the desire for comfort in clothing (such as warmth or coolness) fit and hand.

Valuing of Social Aspects: Desire for prestige, distinction, leadership or influence through the use of clothing, desire for symbolic expression in clothing as well as the desire for social approval and peer acceptance (Creekmore, 1965).

For each of the three categories of clothing values, three statements were selected from Creekmore's Clothing Value Survey (1965). These nine statements were revised to accommodate a Likert-type scale response rather than an open-ended response as had been designed by Creekmore (1965). Responses were measured using a seven-point Likert-type scale ranging from very important to very unimportant. Subjects were instructed to place an "x" in the space which corresponded to the degree of importance they placed on each statement.

The nine statements representing the three clothing values are listed below.

Social Qualities Values in Clothing

- 1) Wearing clothes which make me stand out in a group,
- 2) Wearing clothes which make an especially good impression on others, and
- 3) Wearing clothing items that are extremely fashionable.

Utilitarian Qualities Valued in Clothing

- 1) Selecting clothing which requires a minimum of care,
- 2) Selecting clothing which is comfortable and easy to wear, and
- 3) Selecting clothing items which are versatile.

Aesthetic Qualities Valued in Clothing

- 1) Selecting beautiful clothing with flattering lines and colors,
- 2) Trying on the latest fashion just to see how it looks on me, and
- 3) Spending a little bit more to purchase a clothing item that is particularly beautiful.

Evaluation of Product Attributes

The evaluation of product attributes were measured by the dollar amount the consumer was willing to spend for the item as well as the consumer's ranking of the item, measured by their "most likely to buy" response. The respondent assigned a dollar amount to each item and indicated for each category the item they would be most likely to buy, second most likely to buy, third most likely to buy, and least likely to buy.

The selection of the items to be used in the study was based on Boyd's Model of Object Value (1976). The four quadrant model can be used to categorize objects according to their utilitarian and aesthetic qualities. The four quadrants are: 1) low aesthetic, low utility value, 2) low aesthetic, high utility value, 3) high aesthetic, low utility value, and 4) high aesthetic, high utility value. A representation of Boyd's Model is shown in Figure 1. For both of the clothing categories, four clothing items were selected which represented one of the four quadrants of Boyd's Model.

Aesthetic Value. For the purpose of this study, aesthetic value is defined according to Lewis (1962, p. 434) as the "satisfaction of an experience immediately felt." In selecting clothing items to be used in the study, the variables of color and style were controlled to prevent biased judgments by the respondents. All handbags selected for use in the study were black leather. All of the swimsuits used in the study were solid black or a combination of black and white. All of the price tags and labels were concealed to prevent them from biasing or influencing subjects' and raters' responses.

A distinction must be made between aesthetic value and fashion. The timeliness of a clothing item is not synonymous with its beauty or design quality. A current style may lack aesthetic quality, while an out-of-date style may be much more aesthetically pleasing. Therefore, the researcher controlled for the concept of "fashion" by selecting clothing items that are similar in style, fashionability, and were in season.

The use of actual clothing items was based upon previous research which indicates the importance of using real products in research examining responses to product design (Holbrook, 1983). Photographs or drawings are unrealistic stimuli and may dull the satisfaction or dissatisfaction the subject experiences when viewing the item. Furthermore, the research is designed to simulate the actual environment in which clothing purchase decisions are actually made. By conducting the study in a shopping mall and using actual clothing items, a more accurate representation of consumers' values may be obtained.

Utility Value. Utility value for the clothing items was determined in a process similar to aesthetic value. Two separate definitions of utility were assigned to each clothing category. The concept of utility can be more concretely defined whereas aesthetic quality is more abstract and complex. The definition of utility given for the handbags was "useful for containing and organizing personal items." For the swimsuit, utility was defined as "useful for swimming."

Rating of Clothing Items

A major department store in the shopping mall cooperated in the study by allowing their merchandise to be used in the study. The

researcher relied on her own understanding of design in selecting handbags and swimsuits that would fit into each of the four quadrants in Boyd's Model of Object Value. The researcher selected 10 handbags and 12 swimsuits which were rated by a panel of 26 clothing, textiles and merchandising professors and graduate students. This group served as the expert raters. The panel independently rated each item using a 1 to 10 scale on their aesthetic and utilitarian value. A rating of 1 was low and a rating of 10 was high. The definitions of aesthetic value and utility values were included on the rating sheets. (See Appendix A, Clothing Items Pretests.) The aesthetics and utility ratings/scores were combined to assign each of the clothing items to a position on the clothing value model.

Ideally, the high aesthetic, high utility items would have a mean rating of "10" for aesthetics and a "10" for utility. The low aesthetic, low utility items would have a rating of "1" for utility and "1" for aesthetics. High aesthetic, low utility items would have a rating of "10" for aesthetics and "1" for utility. Finally, low aesthetic, high utility items would have a rating of "1" for aesthetics and "10" for utility. Theoretically, the results of the mean ratings would create a perfect square on the Clothing Value Model. Ratings which most nearly matched the ideal were accepted.

A listing of the mean and median scores for aesthetics and utility for each of the items used in the study is shown in Tables I and II respectively. Their positions in the clothing value model are illustrated in Figures 3 and 4. By looking at the figures, one can see that the swimsuits and handbags selected did not fit into the model perfectly. However, due to the exploratory nature of the study less than the ideal was accepted.

TABLE I
 MEAN AESTHETIC AND UTILITARIAN RATINGS FOR EIGHT CLOTHING ITEMS
 BY 26 DESIGN EXPERTS

Clothing Item	Aesthetic Rating	Utilitarian Rating
Handbag A (high aesthetic, low utility)	6.88	4.88
Handbag B (low aesthetic, high utility)	5.37	7.88
Handbag C (low aesthetic, low utility)	3.77	4.00
Handbag D (high aesthetic, high utility)	7.68	8.00
Swimsuit A (high aesthetic, low utility)	7.04	4.04
Swimsuit B (high aesthetic, high utility)	7.13	7.04
Swimsuit C (low aesthetic, low utility)	3.45	2.30
Swimsuit D (low aesthetic, high utility)	4.85	7.40

TABLE II
 MEDIAN AESTHETIC AND UTILITARIAN RATINGS FOR EIGHT CLOTHING ITEMS
 BY 26 DESIGN EXPERTS

Clothing Item	Aesthetic Rating	Utilitarian Rating
Handbag A (high aesthetic, low utility)	7.0	5.0
Handbag B (low aesthetic, high utility)	6.0	8.0
Handbag C (low aesthetic, low utility)	3.0	4.0
Handbag D (high aesthetic, high utility)	8.0	8.0
Swimsuit A (high aesthetic, low utility)	8.0	3.0
Swimsuit B (high aesthetic, high utility)	8.0	7.0
Swimsuit C (low aesthetic, low utility)	7.0	2.0
Swimsuit D (low aesthetic, high utility)	5.0	6.5

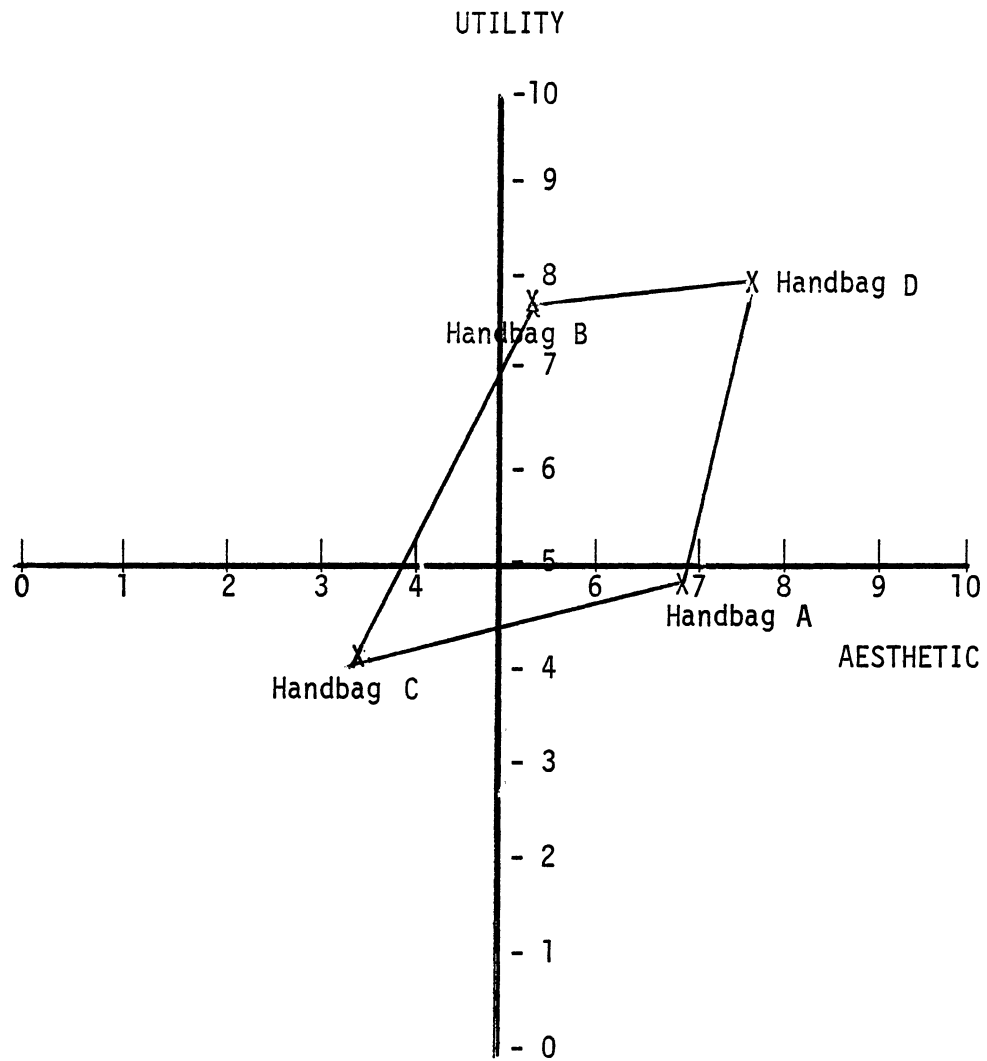


Figure 3. Placement of Clothing Category Handbags into the Clothing Value Model

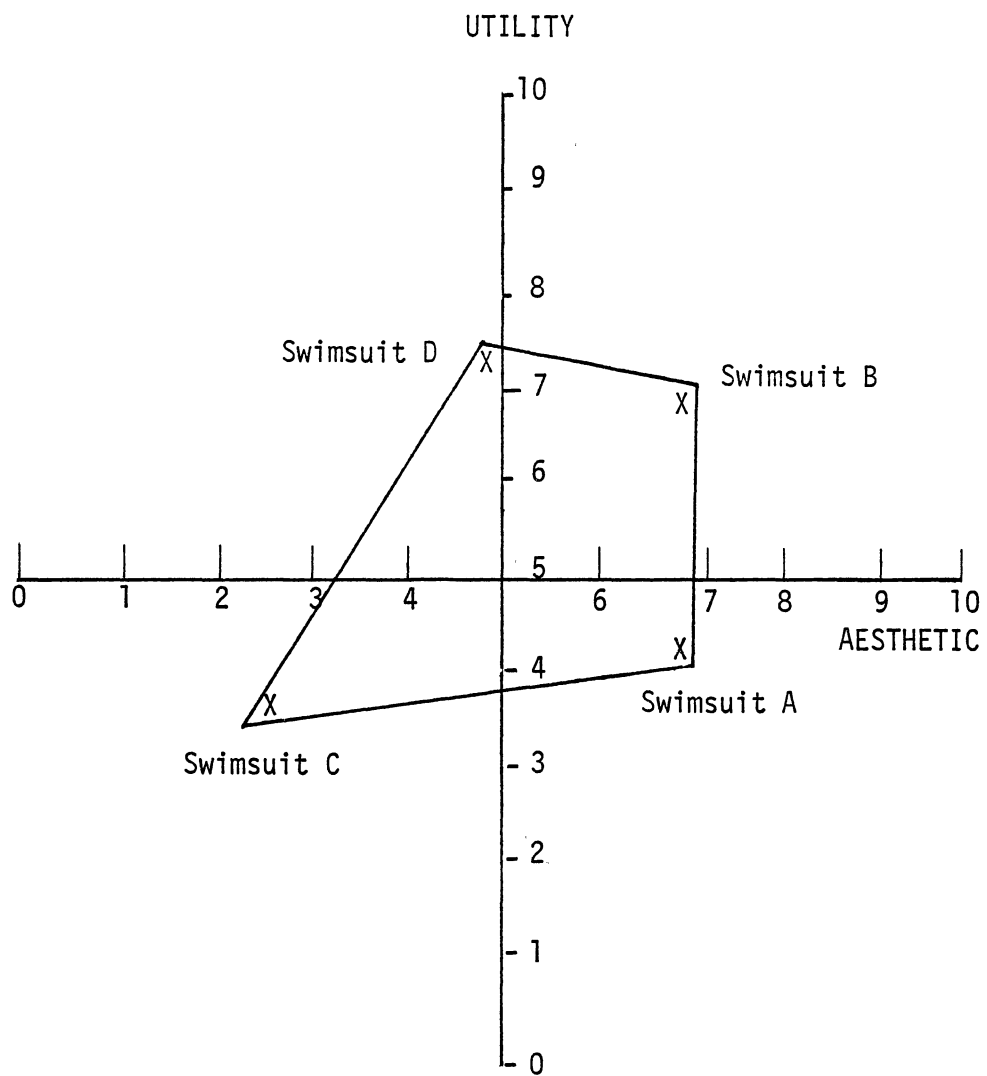


Figure 4. Placement of Clothing Category Swimsuits into the Clothing Value Model

Preferences for Clothing Items

Each respondent was asked to indicate the item they would be most likely to buy, second most likely to buy, third most likely to buy, and least likely to buy. After responding to each question the researcher asked them to explain why they chose it as their first, second, third, or fourth choice. When coding these data, reasons were classified as aesthetic reasons, functional (utility) reasons, or both. These decisions were based on the following criteria. Reasons mentioning style, design features, texture, cut, or overall appearance of the item were classified as aesthetic reasons. Reasons relating to size, versatility, ease of use or care, comfort, usefulness, or ease of opening (or adorning) were classified as functional reasons. If both types of reasons were mentioned, the response was coded as both aesthetic and functional.

Dollar Amount Consumer is Willing to Spend for Each Clothing Item

In order to determine the value consumers placed on the clothing items, a quantitative method of assigning values was used. Values were measured quantitatively using dollar amounts. Assigning a dollar amount allowed the researcher to determine which of the clothing items was valued most by the consumer as well as its relative value compared to the other items. The dollar amount the consumer is willing to spend for a clothing item was determined by asking the participants how much they would be willing to pay for each of the clothing items (Appendix A, Consumer Clothing Survey, Part I).

Collection of Data

The clothing items were randomly ordered and labeled "A," "B," "C," or "D." They were then displayed laying flat on the counter of the octagonal shaped booth. Each item had a 3"x5" card with the item's randomly assigned letter on it. The interviewer approached each person by introducing herself and explaining that she was conducting a survey to determine consumer preferences for handbags and swimsuits. She then asked the individual if they would have a few minutes to answer some questions. The presence of the actual clothing items seemed to stimulate interest in the survey. Upon completion of Part I of the survey (which was the portion administered by the interviewer), the individual was asked to step over to an empty counter at the booth and complete the remainder of the survey. An assistant collected the completed surveys. After administering Part I of the survey to the individual, the interviewer approached the next approaching female.

Method of Analysis

A total of 138 surveys were collected. One hundred thirty-six were usable surveys. The surveys were coded and entered into a computer file. The statistical package used for analysis of the data was SAS (Statistical Analysis System).

The researcher used chi-square analysis to test significant relationships among categorical data. Analysis of variance was used to test for significant variations in dollar amounts respondents were willing to spend for swimsuits and handbags. This test was followed by the Tukey post hoc test to determine where the significant differences occurred.

Multiple regression analysis was used to predict consumers' preferences (criterion variable) for swimsuits and handbags. The predictor variables were instrumental values, clothing values, preference ranking, and reason for preference ranking. This procedure was also used to predict consumer preferences for swimsuits and handbags using age, race, marital status, number of children, occupation, and income as the predictor variables.

CHAPTER IV

RESULTS AND DISCUSSION

The purpose of this study was to further the study of values as a basis for understanding and predicting consumer behavior. The research was designed to identify consumers' values and to determine their relationship to aesthetic and utilitarian qualities valued in clothing items. The objectives of the study were to identify consumers' global values using the Rokeach Value Survey, to identify consumers' domain specific values using the Creekmore Clothing Value Survey, and to identify consumers' values concerning aesthetic and utilitarian qualities of swimsuits and handbags as indicated by the dollar amount consumers were willing to spend for the clothing items. Other objectives of the study were to determine the relationship between consumers' personal values and the degree to which consumers value aesthetic and utilitarian qualities of swimsuits and handbags. Finally, the study sought to determine if demographic variables influenced consumers' values for aesthetic and utilitarian qualities of selected clothing items, and/or consumers' personal values.

Discussion of the results includes a description of the sample, preference rankings of clothing items and dollar amounts consumers were willing to spend for each item, description of consumers' values and predictors of clothing preferences based on respondent's demographic data and values. A summary of the results concludes the chapter.

Description of Sample

The sample consisted of 136 women ranging in age from 13 to 67 or more years of age. The distribution of ages is given in Table III. Fifty-four percent of the sample were 30 years of age or less. Seventy-six percent of the sample were 42 years of age or less.

TABLE III
DISTRIBUTION OF SAMPLE BY AGE

Age	N	%
13-18	24	17.9
19-24	24	17.9
25-30	24	17.9
31-36	14	10.4
37-42	16	11.9
43-48	6	4.5
49-54	11	8.2
55-60	8	6.0
61-66	5	3.7
67 and above	<u>2</u>	<u>1.5</u>
Totals	134	99.9 ^a

^aTotal does not equal 100 percent due to rounding.

Table IV shows the distribution of the respondents by race. Eighty-nine percent of the respondents were white. Eight percent of the sample were black and the remaining three percent were either Asian, Hispanic, or other ethnic backgrounds.

TABLE IV
DISTRIBUTION OF SAMPLE BY RACE

Race	N	%
Asian	1	0.7
Black	11	8.2
White	119	88.8
Hispanic	1	0.7
Other ^a	<u>2</u>	<u>1.5</u>
Totals	134	99.9 ^b

^aBlack/Hispanic or Black Lebanese.

^bTotal does not equal 100 percent due to rounding.

The distribution of the respondents by marital status is shown in Table V. Approximately 55 percent of the respondents were married, 39 percent were single, and seven percent were divorced.

The distribution of the respondents by number of children is shown in Table VI. Fifty percent of the sample had no children. Twelve percent had one child, 19 percent had two children, 11 percent had three children, and five percent had four or more children.

TABLE V
DISTRIBUTION OF SAMPLE BY MARITAL STATUS

Marital Status	N	%
Single	52	38.8
Married	73	54.5
Divorced	<u>9</u>	<u>6.7</u>
Totals	134	100.0

TABLE VI
DISTRIBUTION OF SAMPLE BY NUMBER OF CHILDREN

Number of Children	N	%
0	68	50.7
1	17	12.7
2	26	19.4
3	16	11.9
4	5	3.7
5	<u>2</u>	<u>1.5</u>
Totals	134	99.9 ^a

^aTotal does not equal 100 percent due to rounding.

Table VII illustrates the distribution of the respondents by education level attained. Forty-one percent of the sample completed high school or less. Fifty-nine percent of the sample attended or completed junior college, college, or a professional degree.

TABLE VII
DISTRIBUTION OF SAMPLE BY EDUCATION LEVEL

Education Level	N	%
Less than 8 grades	0	0.0
8 grades of elementary school	3	2.2
1-3 years of high school	16	11.9
Completed high school	36	26.9
Completed junior college, trade or vocational school (2 year program)	8	6.0
1-3 years of college	30	22.4
Completed college (4 year degree)	26	19.4
Graduate college or professional degree	14	10.4
Other	<u>1</u>	<u>0.7</u>
Totals	134	99.9 ^a

^aTotal does not equal 100 percent due to rounding.

Respondents were allowed to select more than one category for occupation, therefore, frequency totals and percentage totals exceeded 100. Table VIII presents the distribution of the respondents by occupation. Almost 25 percent of the respondents were students, 11.9 percent were teachers, 30 percent were in professional/managerial positions, 11.9 percent were in sales positions, 18.7 percent were in

clerical positions, and 5.2 percent were in other occupations. A majority of the respondents reported having full-time occupations.

TABLE VIII
DISTRIBUTION OF SAMPLE BY OCCUPATION

Occupation	N	% ^a	Part-Time		Full-Time	
			N	% ^a	N	% ^a
Student	33	24.6	7	5.2	25	18.7
Teacher	16	11.9	7	5.2	8	6.0
Homemaker	33	24.6	3	2.2	26	19.4
Professional/Manager	30	22.4	6	4.5	22	16.4
Sales	16	11.9	10	7.5	6	4.5
Clerical	25	18.7	6	4.5	17	12.7
Other ^b	7	5.2	1	0.7	5	3.7

^aPercents exceed 100 percent since respondents could choose more than one category.

^bSecurity officer, cook.

Income levels of respondents are given in Table IX. Incomes of \$19,999 or less were reported by 20 percent of the sample. Sixty-four percent of the sample reported incomes of \$20,000 to \$59,999. Fifteen percent of the sample reported incomes of \$60,000 or higher.

TABLE IX
DISTRIBUTION OF SAMPLE BY INCOME LEVELS

Income Level	N	%
Less than \$5,000	3	2.4
\$5,000 to 9,999	5	4.0
\$10,000 to 14,999	9	7.1
\$15,000 to 19,999	9	7.1
\$20,000 to 29,999	22	17.5
\$30,000 to 39,999	19	15.1
\$40,000 to 49,999	22	17.5
\$50,000 to 59,999	18	14.3
\$60,000 to 69,999	5	4.0
\$70,000 to 79,999	8	6.3
\$80,000 to 89,999	5	4.0
\$90,000 or more	1	0.8
Totals	126 ^a	100.1 ^b

^aEight respondents did not answer.

^bTotal does not equal 100 percent due to rounding.

Preference Rankings of Clothing Items and Dollar Amounts Consumers are Willing to Spend

This section presents data on consumer preference rankings, reasons for preferences, and the dollar amounts respondents were willing to spend for each item. The eight clothing items are presented according to their Clothing Value Model position. As discussed previously, this model was developed by Morganosky (1982) from Boyd's Model of Object Value. The four quadrants of the model are as follows: 1) high aesthetic, high utility, 2) high aesthetic, low utility, 3) low aesthetic, high utility, and 4) low aesthetic, low utility. These four

dimensions are represented by each of the four items in the two clothing categories (handbags and swimsuits). Lastly, results of ANOVA tests and the Tukey post hoc are given to indicate significant differences in the mean dollar amounts respondents were willing to spend for swimsuits and handbags.

Swimsuits

Table X presents the frequencies and percentages for consumers' swimsuit preferences according to their Clothing Value Model position. Swimsuit B (high aesthetic, high utility) was selected by 40 percent of the respondents as their first choice. Swimsuit A (high aesthetic, low utility) was selected as the first choice by 37 percent of the respondents. Swimsuit D (low aesthetic, high utility) was selected as the first choice of 16 percent of the respondents and swimsuit C (low aesthetic, low utility) was the first choice of seven percent of the respondents.

The second choice of 34 percent of the respondents was swimsuit B (high aesthetic, high utility). Thirty-three percent of the respondents favored swimsuit A (high aesthetic, low utility) as their second choice. Swimsuit D (low aesthetic, high utility) was selected by 24 percent of the respondents and swimsuit C (low aesthetic, low utility) was selected by nine percent of the respondents.

Swimsuit D (low aesthetic, high utility) was selected by 40 percent of the respondents as their third choice. Twenty-six percent selected swimsuit A (high aesthetic, low utility) as their third choice.

The swimsuit selected as the last choice by the majority of the sample was swimsuit C (low aesthetic, low utility) followed by swimsuit

TABLE X
 PREFERENCES FOR SWIMSUITS BY CLOTHING VALUE MODEL POSITION
 (N=136)

Category	Most Likely to Buy		Second Most Likely to Buy		Third Most Likely to Buy		Least Likely to Buy	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Swimsuit A (HA,LU) ^a	50	37	45	33	35	26	7	5
Swimsuit B (HA,HU) ^b	55	40	46	34	21	15	13	10
Swimsuit C (LA,LU) ^c	9	7	12	9	26	19	90	66
Swimsuit D (LA,HU) ^d	22	16	33	24	54	40	26	19
Totals	136	100	136	100	136	100	136	100

^ahigh aesthetic, low utility.

^bhigh aesthetic, high utility.

^clow aesthetic, low utility.

^dlow aesthetic, high utility.

D (low aesthetic, high utility) which was chosen by 19 percent of the respondents.

Table XI presents the reason for the swimsuit preference ranking and the swimsuits Clothing Value Model position. The reason reported may have been positive or negative, however if it related to the aesthetic qualities of the swimsuit it was classified as an aesthetic reason. For example, if the respondent selected the swimsuit as her first choice because she liked the style of the swimsuit, the response was considered to be related to an aesthetic attribute of the swimsuit (style), therefore it was classified as an aesthetic reason and is labeled A in Table XI. If a respondent chose a swimsuit as her last choice because she felt it would be difficult to swim in, this was considered a utilitarian reason since it related to the functional attributes of the swimsuit and is labeled U in Table XI. If the respondent mentioned both aesthetic and utilitarian reasons (for example, if she liked the style and thought it would be a good suit to swim in) this was classified as both aesthetic and utilitarian and is labeled B in Table XI.

As shown in Table XI, the majority of the reasons given for the ranking of the swimsuits were related to the aesthetic attributes of the swimsuits. Aesthetic reasons accounted for 83 percent of the first choice selections. Eighty-six percent of the second choice reasons related to aesthetic attributes. Aesthetic reasons were responsible for 85 percent of the third choice selections and 86 percent of the fourth choice selections.

Table XII presents the mean dollar amounts, standard deviation, and range of dollar amounts indicated by respondents. The first choice

TABLE XI
 SWIMSUIT PREFERENCE RANKINGS, REASON FOR RANKING AND CLOTHING VALUE MODEL POSITION
 (N=136)

Category	Most Likely to Buy			Second Most Likely to Buy			Third Most Likely to Buy			Least Likely to Buy			
		A ^a	U ^b	B ^c	A	U	B	A	U	B	A	U	B
Swimsuit A (HA,LU) ^d	N	42	4	4	40	3	2	32	2	1	6	1	0
	%	31	3	3	29	2	1	23	1	1	4	1	0
Swimsuit B (HA,HU) ^e	N	49	4	2	42	2	2	18	3	0	10	3	0
	%	36	3	1	31	1	1	13	2	0	7	2	0
Swimsuit C (LA,LU) ^f	N	6	1	2	10	1	1	22	2	2	76	9	5
	%	4	1	1	7	1	1	16	1	1	56	7	4
Swimsuit D (LA,HU) ^g	N	16	3	3	25	8	0	43	8	3	25	1	0
	%	12	2	2	18	6	0	32	6	2	18	1	0
Totals	N	113	12	11	117	14	5	115	15	0	117	14	5
	%	83	9	8	86	10	4	85	11	4	86	10	4

^arepresents aesthetic reason.

^brepresents utilitarian reason.

^crepresents both utility and aesthetic reasons.

^dhigh aesthetic, low utility.

^ehigh aesthetic, high utility.

^flow aesthetic, low utility.

^glow aesthetic, high utility.

TABLE XII
 MEAN DOLLAR AMOUNTS, STANDARD DEVIATION, DOLLAR AMOUNT RANGE AND
 FIRST CHOICE RANKINGS FOR SWIMSUITS BY
 CLOTHING VALUE MODEL POSITION
 (N=136)

Clothing Model Position	First Choice Rankings	Mean Dollar Amounts	Standard Deviation	Range
Swimsuit A (HA,LU) ^a	2	\$26.72	10.82	\$5.00-\$62.00
Swimsuit B (HA,HU) ^b	1	27.46	10.19	5.00- 60.00
Swimsuit C (LA,LU) ^c	4	17.90	13.35	.50- 60.00
Swimsuit D (LA,HU) ^d	3	21.32	11.02	.50- 50.00

^ahigh aesthetic, low utility.

^bhigh aesthetic, high utility.

^clow aesthetic, low utility.

^dlow aesthetic, high utility.

preference rankings of the swimsuits corresponded to the mean dollar amounts respondents were willing to pay for the items. Swimsuit B (high aesthetic, high utility) was preferred as first choice by 40 percent of the sample. It was also assigned the highest mean dollar amount. Swimsuit C (low aesthetic, low utility) was assigned the lowest mean dollar amount. The mean dollar amount that respondents were willing to pay for swimsuit C was \$17.90.

ANOVA was used to test the hypothesis that there would be a significant difference between the dollar amounts respondents would be willing to spend for the four swimsuits. Results of the ANOVA tests, presented in Table XIII reveal two significant main effects for the dollar amounts respondents were willing to pay for swimsuits. These two main effects occurred between the dollar amounts subjects were willing to pay for the swimsuits and between the subjects. Both of these main effects were significant at the .0001 level.

TABLE XIII
ANALYSIS OF VARIANCE FOR DOLLAR AMOUNTS CONSUMERS
WERE WILLING TO PAY FOR SWIMSUITS
(N=136)

Source of Variation	df	Sum of Squares	F Value	PR<F
Mean Dollar Amounts for Swimsuits	3	8448.4	35.7	0.0001
Between Subjects	135	38330.7	3.60	0.0001

Tukey post hoc tests were run to determine where the significant differences between swimsuit mean dollar amounts occurred. Table XIV presents the results of the Tukey test. Mean dollar amounts for swimsuit A (high aesthetic, low utility) and swimsuit B (high aesthetic, high utility) with dollar amount means of \$26.72 and \$27.46 did not differ significantly. However, significant differences occurred between the mean dollar amounts for swimsuits A and B and swimsuit C (low aesthetic, low utility) which had a mean dollar amount of \$17.90 and swimsuit D (low aesthetic, high utility) which had a dollar amount mean of \$21.32.

TABLE XIV
TUKEY POST HOC COMPARISONS FOR SWIMSUITS
(N=136)

Clothing Model Position	Swimsuit Dollar Amount Mean
Swimsuit A (HA,LU) ^a	\$26.72
Swimsuit B (HA,HU) ^b	27.46
----- Swimsuit C (LA,LU) ^c	17.90
----- Swimsuit D (LA,HU) ^d	21.32

^aHigh aesthetic, low utility.

^bHigh aesthetic, high utility.

^cLow aesthetic, low utility.

^dLow aesthetic, high utility.

Handbags

Table XV presents the frequencies and percentages for respondents' handbag preferences according to their Clothing Value Model Position. Handbag D (high aesthetic, high utility) was selected by 36 percent of the respondents as their first choice. Handbag A (high aesthetic, low utility) was selected by 26 percent of the sample as their first choice. Handbag B (low aesthetic, high utility) was selected by 25 percent of the sample as their first choice and handbag C was the first choice of only 13 percent of the sample.

The second choice of 37 percent of the respondents was handbag D (high aesthetic, high utility). Handbag C (low aesthetic, low utility) was selected by 37 percent of the sample as the third choice. The handbag most respondents were least likely to buy was split between handbag A (high aesthetic, low utility) and handbag C (low aesthetic, low utility). Handbag C was selected as the last choice by 32 percent of the sample. Handbag A was selected as last choice by 30 percent of the sample.

Table XVI presents the reasons for the handbags preference ranking and the handbags' Clothing Value Model Position. As previously stated, reasons were classified as one of the following: aesthetic, utilitarian, or both. The reasons given may have been positive or negative concerning the aesthetic and/or utilitarian attributes of the handbag. Fifty percent of the respondents reported utilitarian reasons for their first choice, 36 percent reported aesthetic reasons, and 13 percent reported both reasons. This is in contrast to the findings for swimsuits in which 83 percent of the reasons given were attributed to aesthetic

TABLE XV
 PREFERENCES FOR HANDBAGS BY CLOTHING VALUE MODEL POSITION
 (N=136)

	Most Likely to Buy		Second Most Likely to Buy		Third Most Likely to Buy		Least Likely to Buy	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Handbag A (HA,LU) ^a	36	26	25	18	33	24	41	30
Handbag B (LA,HU) ^b	34	25	36	27	32	24	35	26
Handbag C (LA,LU) ^c	17	13	25	18	50	37	43	32
Handbag D (HA,HU) ^d	49	36	50	37	21	15	17	12
Totals	136	100	136	100	136	100	136	100

^ahigh aesthetic, low utility.

^blow aesthetic, high utility.

^clow aesthetic, low utility.

^dhigh aesthetic, high utility.

TABLE XVI
 HANDBAG PREFERENCE RANKINGS, REASON FOR RANKING AND CLOTHING VALUE MODEL POSITION
 (N=136)

Category	Most Likely to Buy ^a			Second Most Likely to Buy ^{b*}			Third Most Likely to Buy ^c			Least Likely to Buy ^d			
		A ^e	U ^f	B ^g	A	U	B	A	U	B	A	U	B
Handbag A (HA,LU) ^h	N	21	5	10	19	4	2	25	3	4	21	17	3
	%	15	4	7	14	3	1	18	2	3	15	12	2
Handbag B (LA,HU) ⁱ	N	1	30	3	5	30	1	9	19	4	20	10	5
	%	1	22	2	4	22	1	7	14	3	15	7	4
Handbag C (LA,LU) ^j	N	9	6	2	22	1	2	28	16	6	30	9	4
	%	7	4	1	16	1	1	21	12	4	22	7	3
Handbag D (HA,HU) ^k	N	18	27	4	12	30	8	8	11	2	16	1	0
	%	13	20	3	9	22	6	6	8	1	12	1	0
Totals	N	49	68	19	58	65	13	70	49	16	87	37	12
	% **	36	50	13	43	48	9	52	36	11	64	27	9

^a $\chi^2=43.77$ $p=0.00$

^hhigh aesthetic, low utility

^b $\chi^2=60.06$ $p=0.00$

ⁱlow aesthetic, high utility

^c $\chi^2=21.62$ $p=0.001$

^jlow aesthetic, low utility

^d $\chi^2=13.29$ $p=0.039$

^khigh aesthetic, high utility

^erepresents an aesthetic reason

^frepresents utilitarian reason

^grepresents both utility and aesthetic reasons

*N=135

**Totals do not equal 100 percent due to rounding.

characteristics of the item. Utilitarian responses accounted for 48 percent of the reasons given for second choice preferences, while 43 percent of the reasons pertained to aesthetic attributes of the handbags. For the third and fourth choices of handbags, respondents reported primarily aesthetic reasons. Fifty-two percent of the reasons given for the third choice were classified as aesthetic. Aesthetic reasons were responsible for 64 percent of the fourth choice selections. However, positive and negative reasons were not distinguished. Many of the reasons were negative evaluations of the handbags aesthetic and/or utilitarian qualities.

Table XVII presents the mean dollar amounts, first choice rankings, and the range of dollar amounts respondents indicated they would be willing to spend for each category. Dollar amount means for the most preferred handbag and least preferred handbag corresponded. Handbag D (high aesthetic, high utility) was ranked as the first choice by the largest percentage of the sample and also had the highest dollar amount mean, 23.71 dollars. Handbag A (high aesthetic, low utility) was the second most popular first choice handbag and had a mean of 21.72 dollars. Handbag B (low aesthetic, high utility) had the second highest dollar amount mean (23.19) and handbag C (low aesthetic, high utility) had the lowest dollar amount mean, 18.79 dollars.

ANOVA was used to test the hypothesis that there would be no significant difference between the dollar amounts respondents were willing to pay for the four handbags. Results of the ANOVA tests, presented in Table XVIII, reveal two significant main effects for the dollar amounts consumers were willing to pay for handbags. These two main effects occurred between the dollar amounts subjects were

TABLE XVII

MEAN DOLLAR AMOUNTS, STANDARD DEVIATION, DOLLAR AMOUNT RANGE AND
FIRST CHOICE RANKINGS FOR HANDBAGS BY
CLOTHING VALUE MODEL POSITION
(N=136)

Clothing Model Position	First Choice Rankings	Mean Dollar Amounts	Standard Deviation	Range
Handbag A (HA,LU) ^a	2	\$21.72	13.27	\$.50-\$65.00
Handbag B (LA,HU) ^b	3	23.19	16.40	1.00- 85.00
Handbag C (LA,LU) ^c	4	18.79	11.74	.50- 50.00
Handbag D (HA,HU) ^d	1	23.71	12.94	4.00- 60.00

^ahigh aesthetic, low utility.

^blow aesthetic, high utility.

^clow aesthetic, high utility.

^dhigh aesthetic, high utility.

willing to pay for the swimsuits and between the subjects themselves. Both of these main effects were significant at the .0001 level.

TABLE XVIII
ANALYSIS OF VARIANCE FOR DOLLAR AMOUNTS CONSUMERS
WERE WILLING TO PAY FOR HANDBAGS
(N=136)

Source of Variation	df	Sum of Squares	F Value	PR<F
Mean Dollar Amounts for Handbags	3	1991.5	5.57	0.0001
Between Subjects	135	52979.2	3.29	0.0001

Table XIX presents the results of the Tukey post hoc test which was run to determine where the significant differences between handbag mean dollar amounts occurred. Mean dollar amounts for handbags A, B, and D did not differ significantly. However, handbag C (low aesthetic, low utility) with a mean dollar amount of 18.79 did differ significantly from handbags A, B, and D.

Demographic Variables, Preference

Rankings and Dollar Amounts

In order to obtain smaller cell sizes, some of the variable categories were collapsed. Age groups were classified as follows: 13-18, 19-24, 25-30, 31-36, 37-48, and 49 and above. Race was

collapsed into two categories. Whites were classified into one group and Blacks, Hispanics, and Asians were classified into one group. Categories for marital status and number of children were not changed.

TABLE XIX
TUKEY POST HOC COMPARISONS FOR HANDBAGS
(N=136)

Clothing Model Position	Handbag Dollar Amount Mean
Handbag A (HA,LU) ^a	\$21.72
Handbag B (LA,HU) ^b	23.19
Handbag D (LA,LU) ^c	23.71
Handbag C (HA,HU) ^d	18.79

^aHigh aesthetic, low utility.

^bLow aesthetic, high utility.

^cLow aesthetic, low utility.

^dHigh aesthetic, high utility.

Chi-square tests were conducted between the demographic variables and the preference rankings for swimsuits and handbags. The chi-square tests which were significant are shown in Table XX, for swimsuits, age, marital status and number of children were found to be significant. Race was the only significant demographic variable influencing preference rankings.

TABLE XX
SUMMARY OF CHI-SQUARE ANALYSES OF DEMOGRAPHIC VARIABLES AND PREFERENCE RANKINGS

Demographic Variable	Clothing Category	Preference Ranking	df	χ^2	Level of Significance	N
Age	Handbags	Most Likely to Buy	15	46.92	0.000	134
Age	Handbags	Third Most Likely to Buy	15	25.11	0.05	134
Age	Handbags	Least Likely to Buy	15	38.64	0.001	134
Race	Swimsuits	Second Most Likely to Buy	3	10.85	0.013	136
Race	Swimsuits	Least Likely to Buy	3	7.65	0.054	136
Marital Status	Handbags	Most Likely to Buy	6	20.50	0.002	134
Marital Status	Handbags	Least Likely to Buy	6	21.78	0.001	134
Number of Children	Handbags	Most Likely to Buy	15	41.39	0.00	134

As shown in Table XX, age, race and marital status were the demographic variables which had a statistically significant impact on the preference rankings for handbags. Age was significant on the first, third and fourth choices of handbags at the .001 level, .05 level and .001 level respectively. Younger respondents (ages 13-24) preferred handbag A (high aesthetic, low utility) for the first choice while respondents ages 25 and above preferred handbag B (low aesthetic, high utility) and handbag D (high aesthetic, high utility). Respondents preference for handbag B (low aesthetic, high utility) increased with age. Respondents age 25 and above tended to select handbag A (high aesthetic, low utility) as their last choice.

Marital status was significant at the .002 level for most likely to buy handbag and at the .001 level for the least likely to buy handbag. Single respondents selected handbag A (high aesthetic, low utility) and handbag D (high aesthetic, high utility) for their first choices. While married and divorced respondents tended to prefer handbags B (low aesthetic, high utility) and D (high aesthetic, high utility) for their first choice. For their last choice of handbags, single respondents selected handbags B (low aesthetic, high utility) and C (low aesthetic, low utility) while married respondents tended to select handbags A (high aesthetic, low utility) and C (low aesthetic, low utility).

A similar trend was found for number of children. Respondents without children showed a higher preference for handbag A (high aesthetic, low utility) for their first choice selection. Respondents with one or more children preferred handbags B (low aesthetic, high utility) and handbag D (high aesthetic, high utility).

Race was the only demographic variable which was significant for respondents preferences for swimsuits. For their second choice preference, most whites (67 percent) selected swimsuits A (high aesthetic, low utility) or swimsuit B (high aesthetic, high utility). All other races second choice preferences were more evenly distributed over the four swimsuits.

Analysis of variance tests were conducted between the mean dollar amounts respondents were willing to pay for swimsuits and demographic variables. The results of the ANOVA tests are presented in Table XXI. Statistically significant differences occurred between the individual respondents, between swimsuits and between age groups at the .0001 level. Income and marital status did not have a significant influence on the mean dollar amounts consumers were willing to spend for the swimsuits.

Table XXII presents the swimsuit mean dollar amounts, standard deviations and ranges by age category. Age categories were regrouped in order to achieve more appropriate cell sizes. Group one consisted of respondents ages 13-18; group two, 19-30; and group three, 31 and above. As shown in Table XXII, respondents in age groups two and three had the highest dollar amount means for swimsuits A, B, and C. Respondents ages 13-18 had the highest dollar amount mean for swimsuit D. Thus, older respondents tended to be willing to pay more for the swimsuits than were younger respondents. This may be due to the fact that older respondents may have more disposable income or they may be used to spending more money on swimsuits.

Table XXIII presents the analysis of variance between mean dollar amounts consumers were willing to pay for handbags and significant demographic variables. Marital status, age, income and the swimsuit

itself had a significant influence on the mean dollar amounts. All of these variables were significant at the .0001 level. This finding differs from the findings for swimsuits in which age was the only demographic variable which proved to be significant.

TABLE XXI

ANALYSIS OF VARIANCE BETWEEN DOLLAR AMOUNTS CONSUMERS ARE WILLING TO PAY FOR SWIMSUITS BY RESPONDENT, SWIMSUITS, AGE GROUPS, SWIMSUITS X AGE GROUPS, INCOME GROUPS, AND MARITAL STATUS GROUPS
(N=126)

Source of Variation	df	Sum of Squares	F Value	PR<F
Between Respondents	125	3494.8	4.70	0.0001
Between Swimsuits	3	7327.5	41.04	0.0001
Between Age Groups	9	5843.6	9.41	0.0001
Swimsuits X Age Groups	27	3569.4	2.20	0.007
Between Income Groups	11	611.3	0.93	0.508
Between Marital Status Groups	2	267.2	2.24	0.107

Table XXIV presents the mean dollar amounts for handbags by age groups. Group one (13-18 year olds) had the lowest mean dollar amounts for three of the four bags. Group two (19-30) had the highest mean dollar amount for handbag A (\$23.97), however, group three had the highest mean dollar amounts for handbags B, C, and D.

TABLE XXII
 MEANS, STANDARD DEVIATIONS AND RANGE FOR SWIMSUIT
 DOLLAR AMOUNTS BY AGE CATEGORIES

	Age Group 1 (13-18) N=24	Age Group 2 (19-30) N=48	Age Group 3 (31 & above) N=62
Swimsuit A (HA, LU) ^a			
Mean	25.12	28.00	26.00
Standard Deviation	10.16	11.15	10.83
Range	5.00-45.00	8.00-62.00	5.00-55.00
Swimsuit B (HA, HU) ^b			
Mean	25.04	26.10	29.12
Standard Deviation	10.60	10.10	9.93
Range	5.00-45.00	5.00-60.00	5.00-60.00
Swimsuit C (LA, LU) ^c			
Mean	17.54	18.56	17.75
Standard Deviation	15.18	12.56	13.44
Range	1.00-52.00	0.50-50.00	1.00-60.00
Swimsuit D (LA, HU) ^d			
Mean	23.20	21.22	20.30
Standard Deviation	9.90	10.72	11.57
Range	9.00-40.00	1.00-46.00	0.50-50.00

^aHigh aesthetic, low utility.

^bHigh aesthetic, high utility.

^cLow aesthetic, low utility.

^dLow aesthetic, high utility.

Overall, the groups' preference rankings parallel the mean dollar amounts for each handbag. Handbag A, which was the predominant first choice of the 13-18 year old group, was also the handbag that this age group was willing to pay the most for.

TABLE XXIII

ANALYSIS OF VARIANCE BETWEEN DOLLAR AMOUNTS CONSUMERS
ARE WILLING TO PAY FOR HANDBAGS BY RESPONDENT,
HANDBAGS, AGE GROUPS, HANDBAG X AGE GROUPS,
INCOME GROUPS, AND MARITAL STATUS
(N=126)

Source of Variation	df	Sum of Squares	F Value	PR<F
Between Respondents	125	49130.8	8.6	0.0001
Between Handbags	3	1998.1	14.6	0.0001
Between Age Groups	9	16382.9	39.8	0.0001
Handbags X Age Groups	27	8035.4	6.51	0.0001
Between Income Groups	11	3510.4	6.98	0.0001
Between Marital Status Groups	2	1132.9	12.38	0.0001

Group three, who selected handbags B and D as their first choice handbags also had the highest dollar amount means for these two handbags, \$26.22 and \$24.81, respectively.

Table XXV presents the mean dollar amounts for handbags by income groups. Income categories were regrouped to achieve more appropriate

TABLE XXIV
 MEAN, RANGE AND STANDARD DEVIATION FOR HANDBAG
 DOLLAR AMOUNTS BY AGE CATEGORIES

	Age Group 1 (13-19) N=24	Age Group 2 (19-30) N=48	Age Group 3 (31 & above) N=62
Handbag A (HA, LU) ^a			
Mean	22.75	23.97	19.62
Standard Deviation	9.98	12.89	14.38
Range	8.00-49.00	0.50-60.00	0.50-65.00
Handbag B (LA, HU) ^b			
Mean	18.79	21.40	26.22
Standard Deviation	10.59	14.56	19.04
Range	5.00-40.00	1.00-85.00	1.00-80.00
Handbag C (LA, LU) ^c			
Mean	15.91	18.12	20.35
Standard Deviation	8.85	11.84	12.21
Range	3.00-36.00	2.00-50.00	0.50-50.00
Handbag D (HA, HU) ^d			
Mean	20.16	23.38	24.81
Standard Deviation	10.88	10.65	14.83
Range	5.00-49.00	5.00-45.00	5.00-60.00

^aHigh aesthetic, low utility.

^bLow aesthetic, high utility.

^cLow aesthetic, low utility.

^dHigh aesthetic, high utility.

TABLE XXV
 MEAN, RANGE AND STANDARD DEVIATION FOR HANDBAG
 DOLLAR AMOUNTS BY INCOME CATEGORIES

	Less than \$5,000 to \$19,999 (N=36)	\$20,000 to \$59,999 (N=81)	\$60,000 to \$90,000 or more (N=19)
Handbag A (HA, LU) ^a			
Mean	20.94	22.54	19.68
Standard Deviation	12.70	12.85	15.17
Range	2.00-49.00	0.50-60.00	0.50-65.00
Handbag B (LA, HU) ^b			
Mean	18.13	25.12	24.52
Standard Deviation	12.97	17.43	15.44
Range	4.00-60.00	1.00-85.00	9.00-80.00
Handbag C (LA, LU) ^c			
Mean	16.16	19.88	19.10
Standard Deviation	10.69	11.75	13.37
Range	1.00-40.00	1.00-50.00	0.50-50.00
Handbag D (HA, HU) ^d			
Mean	21.47	23.96	26.84
Standard Deviation	12.58	12.51	15.16
Range	5.00-50.00	5.00-50.00	9.00-60.00

^aHigh aesthetic, low utility.

^bLow aesthetic, high utility.

^cLow aesthetic, low utility.

^dHigh aesthetic, high utility.

cell sizes. Categories were regrouped as follows: less than \$5,000 to \$19,999; \$20,000 to \$59,999; and \$60,000 or more. Subjects in the lowest income category had the lowest mean dollar amounts. The middle income category had the highest mean dollar amounts for handbags A, B, and C. However, the high income category had the highest mean dollar amount for handbag D, \$26.84. This may be due to the fact that respondents were only willing to pay up to a certain amount for a handbag, regardless of their income.

Marital status also proved to be significant in determining the mean dollar amounts consumers were willing to pay for handbags. The mean dollar amounts, standard deviation and range by marital status are shown in Table XXVI. Married respondents had the highest mean dollar amounts for handbags A, B, and D. Divorced respondents had the highest mean dollar amount for handbag C (low aesthetic, low utility), \$22.22. Results paralleled the findings shown in Table XXIII. Younger and single respondents tended to prefer handbags A and D and also assigned the higher dollar amounts to these two items. Married and divorced respondents tended to prefer handbags B and D and assigned the higher dollar amounts to these two items. Married respondents may also have more disposable income (due to a dual income family) and therefore may be willing to spend more for a handbag.

Values

Data for values are presented in two parts. First, descriptive data are given for the instrumental values (adapted from the Rokeach Value Survey) and for the clothing values (adapted from Creekmore's Clothing Value Survey). Results of stepwise regression are given in

TABLE XXVI
 MEAN, RANGE AND STANDARD DEVIATION FOR HANDBAG
 DOLLAR AMOUNTS BY MARITAL STATUS

	Single (N=52)	Married (N=73)	Divorced (N=9)
Handbag A (HA, LU) ^a			
Mean	21.63	22.17	18.88
Standard Deviation	10.57	15.22	9.30
Range	1.00-45.00	0.50-65.00	10.00-40.00
Handbag B (LA, HU) ^b			
Mean	19.88	25.44	23.66
Standard Deviation	10.02	18.94	22.31
Range	4.00-45.00	1.00-85.00	1.00-60.00
Handbag C (LA, LU) ^c			
Mean	16.07	20.25	22.22
Standard Deviation	9.74	12.70	9.71
Range	3.00-45.00	0.50-50.00	5.00-40.00
Handbag D (HA, HU) ^d			
Mean	22.11	25.32	15.55
Standard Deviation	10.71	13.96	11.58
Range	5.00-50.00	5.00-60.00	5.00-30.00

^aHigh aesthetic, low utility.

^bLow aesthetic, high utility.

^cLow aesthetic, low utility.

^dHigh aesthetic, high utility.

an effort to predict dollar amounts consumers were willing to spend for the two clothing categories examined in this study.

Table XXVII presents the mean value scores for each of the 21 instrumental values. A one to seven scale was used to code the responses. Seven represented very important; 6, important; 5, somewhat important; 4, neutral importance; 3, somewhat unimportant; 2, unimportant; and 1, very unimportant. This same scale was used to code the clothing values. The scores were skewed towards the 'important' side of the continuum. The value with the highest mean score was honesty (6.78) followed by responsible (6.52) and ambition (6.44). The three values with the lowest means are peer approval (4.80), physical attractiveness (5.29), and youthfulness (5.51).

Table XXVIII presents the mean scores for the nine clothing values. Respondents tended to rank the clothing values lower overall than the instrumental values. Item four (selecting clothing which is comfortable and easy to wear) received the highest mean score, 6.40. This particular statement was designed to represent the clothing value category of utility. Item seven which assesses social clothing values received the lowest mean score, 4.45.

Table XXIX presents the mean, range and standard deviation for the three categories of clothing values analyzed in the study. These three categories were social clothing values, utility clothing values, and aesthetic clothing values. The clothing value category with the highest mean score was the clothing utility values (17.69). Aesthetic clothing values had the second highest mean score (16.27) and social clothing values had the lowest mean score (14.33).

TABLE XXVII
 MEAN, RANGE AND STANDARD DEVIATION FOR 21 INSTRUMENTAL VALUES
 (N=134)

Value	Mean	Range	Standard Deviation
Ambition ^a	6.47	4-7	0.62
Broadminded ^a	6.19	4-7	0.77
Capable	6.38	3-7	0.76
Cheerful	6.34	1-7	0.82
Clean	6.29	1-7	0.95
Courageous	6.24	3-7	0.79
Forgiving	6.31	1-7	0.83
Helpful	6.28	1-7	0.82
Honest	6.78	1-7	0.64
Imaginative	5.91	3-7	0.85
Independent	6.21	3-7	0.85
Intellectual	6.07	3-7	0.86
Logical	6.02	2-7	0.84
Loving	6.44	4-7	0.73
Obedient	5.90	3-7	1.01
Peer Approval ^b	4.80	1-7	1.29
Physical Attractiveness	5.29	1-7	1.27
Polite	6.30	1-7	0.96
Responsible	6.52	1-7	0.87
Self-Controlled	6.18	2-7	0.80
Youthfulness	5.51	1-7	1.27

^aN=135.

^bN=133.

TABLE XXVIII
 MEAN, RANGE AND STANDARD DEVIATION
 FOR NINE CLOTHING VALUES
 (N=134)

Value	Mean	Range	Standard Deviation
1) Wearing clothes which make me stand out in a group (S)	4.52 ^a	1-7	1.52
2) Selecting clothing which requires a minimum of care (U)	5.61 ^a	1-7	1.15
3) Selecting beautiful clothing with flattering lines and colors (A)	6.07 ^a	1-7	1.10
4) Selecting clothing which is comfortable and easy to wear (U)	6.40 ^a	1-7	0.84
5) Wearing clothes which make an especially good impression on others (S)	5.44 ^a	1-7	1.14
6) Trying on the latest fashion just to see how it looks on me (A)	4.68	1-7	1.50
7) Wearing clothing items that are extremely fashionable (S)	4.45	1-7	1.54
8) Selecting clothing items which are versatile (U)	5.78	1-7	1.20
9) Spending a little bit more to purchase a clothing item that is particularly beautiful (A)	5.54	1-7	1.40

^aN=133.

Note: S represents social value of clothing.

U represents utilitarian value of clothing.

A represents aesthetic value of clothing.

TABLE XXIX
 MEAN, RANGE AND STANDARD DEVIATION FOR THREE CLOTHING
 VALUE CATEGORIES
 (N=134)

	Mean	Range	Standard Deviation
Social Clothing Values	14.33	2-21	3.68
Utility Clothing Values	17.69	2-21	2.62
Aesthetic Clothing Values	16.27	7-21	2.99

Stepwise regression analysis was the statistical procedure used to identify the relationships between the dollar amount the consumer was willing to pay for each swimsuit and the swimsuits preference ranking, reasons for preference ranking and values. Results of these tests are presented in Tables XXX through XXXIII.

As shown in Table XXX, the R^2 value for swimsuit A (high aesthetic, low utility) was 0.2937. Preference ranking was the only significant predictor variable. As shown in Table XXXI, swimsuit B (high aesthetic, high utility) had an R^2 value of 0.1739. The preference ranking for the swimsuit and the respondents' clothing value utility score were the two significant predictor variables used in the model.

Table XXXII presents the ANOVA table and regression model for swimsuit C (low aesthetic, low utility). The R^2 value was 0.2843. Preference ranking and clothing utility value scores were the two predictor variables in the model. Regression analysis results for swimsuit D (low aesthetic, high utility) are presented in Table XXXIII.

TABLE XXX
 ANALYSIS OF VARIANCE TABLE AND MODEL FOR
 SWIMSUIT A (HA,LU)^a IDENTIFIED USING
 STEPWISE REGRESSION ANALYSIS

Source	df	Sum of Squares	Mean Square	F Value	Prob<F
Regression Model	1	4579.24	4579.24	54.90	0.0001
Error	132	11010.31	83.41		

$$R^2 = 0.2937$$

$$Y = 39.63 - 6.58x_1 + \text{error}$$

When: Y = Dollar amount consumer is willing to pay for swimsuit A

x_1 = preference ranking for swimsuit A, $R^2 = 0.2937$

^aHigh aesthetic, low utility.

TABLE XXXI

ANALYSIS OF VARIANCE TABLE AND MODEL FOR
 SWIMSUIT B (HA,HU)^a IDENTIFIED USING
 STEPWISE REGRESSION ANALYSIS

Source	df	Sum of Squares	Mean Square	F Value	Prob<F
Regression Model	2	2382.88	1191.44	13.79	0.0001
Error	131	11320.44	86.42		

$$R^2 = 0.1739$$

$$Y = 34.83 + x_1 + x_2 + \text{error}$$

When: Y = Dollar amount consumer is willing to pay for swimsuit B

x_1 = preference ranking for swimsuit B, $R^2 = 0.1342$

x_2 = clothing utility value score, $R^2 = 0.1739$

^aHigh aesthetic, high utility.

TABLE XXXII
 ANALYSIS OF VARIANCE TABLE AND MODEL FOR
 SWIMSUIT C (LA,LU)^a IDENTIFIED USING
 STEPWISE REGRESSION ANALYSIS

Source	df	Sum of Squares	Mean Square	F Value	Prob<F
Regression Model	2	6671.80	3335.90	26.02	0.0001
Error	131	16795.22	128.21		

$$R^2 = 0.2843$$

$$Y = 34.22 - 7.65x_1 + 0.5821x_2 + \text{error}$$

When: Dollar amount consumer is willing to pay for swimsuit C

x_1 = Preference ranking for swimsuit C, $R^2 = 0.2712$

x_2 = Clothing utility value score, $R^2 = 0.2843$

^aLow aesthetic, low utility.

TABLE XXXIII

ANALYSIS OF VARIANCE TABLE AND MODEL FOR
 SWIMSUIT D (LA,HU)^a IDENTIFIED USING
 STEPWISE REGRESSION ANALYSIS

Source	df	Sum of Squares	Mean Square	F Value	Prob<F
Regression Model	2	3527.21	1813.60	19.20	0.0001
Error	131	12376.62	94.47		

$$R^2 = 0.2266$$

$$Y = 24.39 - 5.15x_1 + 0.5904x_2 + \text{error}$$

When: Y = Dollar amount consumer is willing to pay for swimsuit D

x_1 = preference ranking for swimsuit D, $R^2 = 0.2068$

x_2 = clothing utility value score, $R^2 = 0.2266$

^aLow aesthetic, high utility.

The R^2 value was 0.2266. Again, the two significant predictor variables were the preference ranking for the swimsuit and the clothing value utility score.

All of the swimsuits had the same two predictor variables (swimsuit preference ranking and clothing utility value score) except for swimsuit A (high aesthetic, low utility) which had only one predictor variable, swimsuit preference ranking. It should be pointed out that aesthetic attributes of the swimsuits were the primary reasons given by the respondents when questioned about their ranking of the swimsuits. However, their clothing utility value score was the second most important predictor variable.

Stepwise regression analysis and models for handbags are presented in Tables XXXIV through XXXVII. For handbag A (high aesthetic, low utility), presented in Table XXXIV, the R^2 value was 0.3419. The predictor variables for the model include handbag A preference ranking, competence value score, clothing utility value score, and the sociality value score.

As shown in Table XXXV, the R^2 value for handbag B (low aesthetic, high utility) was 0.2976. The predictor variables for the model were the preference ranking for handbag B, the preference reason, and the respondents clothing utility value score. Table XXXVI presents the results of the stepwise regression analysis for handbag C (low aesthetic, low utility). The three predictor variables in the model are the preference ranking for handbag C, the clothing utility value score and the competence value score. The R^2 value is 0.1628 for the model.

TABLE XXXIV
 ANALYSIS OF VARIANCE TABLE AND MODEL FOR
 HANDBAG A (HA,LU)^a USING STEPWISE
 REGRESSION ANALYSIS

Source	df	Sum of Squares	Mean Square	F Value	Prob<F
Regression Model	4	7944.46	1986.11	16.59	0.0001
Error	128	15319.84	119.69		

$$R^2 = 0.3419$$

$$Y = 49.77 - 6.04x_1 + 0.88x_2 - 0.99x_3 + 0.54x_4 + \text{error}$$

When: Y = Dollar amount consumer is willing to spend for Handbag A

x_1 = Handbag A preference ranking, $R^2 = 0.2569$

x_2 = Competence value score, $R^2 = 0.2851$

x_3 = Clothing utility value score, $R^2 = 0.3211$

x_4 = Sociality value score, $R^2 = 0.3415$

^aHigh aesthetic, low utility.

TABLE XXXV
ANALYSIS OF VARIANCE TABLE AND MODEL FOR
HANDBAG B (LA,HU)^a USING STEPWISE
REGRESSION ANALYSIS

Source	df	Sum of Squares	Mean Square	F Value	Prob<F
Regression Model	3	10706.02	3568.67	18.36	0.0001
Error	130	25268.83	194.38		

$$R^2 = 0.2976$$

$$Y = 17.1970 + 4.27X_1 + 6.38X_2 + 0.79X_3 + \text{error}$$

When: Y = Dollar amount consumer is willing to pay for handbag B

X_1 = Handbag B preference ranking, $R^2 = 0.2684$

X_2 = Handbag preference reason, $R^2 = 0.2830$

X_3 = Clothing utility value score, $R^2 = 0.2976$

^aLow aesthetic, high utility.

TABLE XXXVI
ANALYSIS OF VARIANCE TABLE AND MODEL FOR
HANDBAG C (LA,LU)^a USING STEPWISE
REGRESSION ANALYSIS

Source	df	Sum of Squares	Mean Square	F Value	Prob<F
Regression Model	3	2970.74	990.25	8.44	0.0001
Error	130	15257.23	117.36		

$$R^2 = 0.1628$$

$$Y = 34.7866 - 4.14x_1 + 0.69x_2 - 0.37x_3 + \text{error}$$

When: Y = Dollar amount consumer is willing to spend for Handbag C

x_1 = Handbag C preference ranking, $R^2 = 0.1323$

x_2 = Clothing utility value score, $R^2 = 0.1495$

x_3 = Competence value score, $R^2 = 0.1630$

^aLow aesthetic, low utility.

Table XXXVII presents the stepwise regression ANOVA table and the model for handbag D (high aesthetic, high utility). The R^2 value is 0.3037. The respondents' preference ranking for handbag D and their clothing aesthetic value score were the two predictor variables in the model.

Each of the models for handbags varied. The preference ranking of the handbag was the only variable which appeared in every model. The variable clothing utility value also occurred in every model except the model for handbag D (high aesthetic, high utility) which included the clothing aesthetic value score in its model.

Competence values (ambition, capable, courageous, imaginative, independent, intellectual and logical) and sociality values (clean, obedient, peer approval, physical attractiveness, polite and youthful) were the only two instrumental value categories which proved to be significant predictor variables in the model.

Discussion of Findings

The preceding sections and tables present the description of the sample as well as the significant relationships between the variables studied. The following discussions will interpret these findings by comparing them with previous research.

The importance consumers place on the aesthetic qualities of products ranging from housing to clothing is indicated by previous research (Lapitsky, 1961; Alpeter, 1963; Creekmore, 1963; Mendoza, 1965; Stockler and Hasegawa, 1974; and Morganosky, 1982). The results of this study add further support to these findings. Aesthetics seems to be the primary consideration in the selection of many material goods.

TABLE XXXVII

ANALYSIS OF VARIANCE TABLE AND MODEL FOR
 HANDBAG D (HA,HU)^a USING STEPWISE
 REGRESSION ANALYSIS

Source	df	Sum of Squares	Mean Square	F Value	Prob<F
Regression Model	2	6627.11	3313.55	28.57	0.0001
Error	131	15193.64	115.98		

$$R^2 = 0.3037$$

$$Y = 22.9762 - 6.61x_1 + 0.87x_2 + \text{error}$$

When: Y = Dollar amount consumer is willing to spend for Handbag D

x_1 = Handbag D preference ranking, $R^2 = 0.2618$

x_2 = Clothing aesthetic value, $R^2 = 0.3037$

^aHigh aesthetic, high utility.

In particular, aesthetics are an important factor influencing consumers' preferences for a specific item as well as the dollar amount the consumer is willing to pay for the item. Morganosky (1982) found that consumers were willing to pay more for clothing items high in aesthetic quality. The findings of this study are consistent with the results of Morganosky's (1982) study. Not only did respondents indicate a preference for high aesthetic, high utility items, but they were also willing to pay more for these characteristics in the products studied. Consumers' willingness to pay more for high aesthetic, high utility items is a phenomenon that merits further investigation.

The importance placed on aesthetic and utilitarian aspects of a particular product may vary according to the product being studied and the demographic/psychographic profile of the consumer. The results of this study indicate that the importance of aesthetics varies according to the product category being studied. Aesthetic reasons were responsible for the first choice preference rankings of swimsuits, however utilitarian reasons were more important in the first choice selections of handbags. Therefore, consumers may have varying expectations for different products. Consumers may select a swimsuit to attract attention, enhance appearance or to gain peer approval. Since respondents were not allowed to try the swimsuits on, the utilitarian aspects of the swimsuit such as comfort, fit and support could not be evaluated by the respondent. Handbags, on the other hand, may be selected based on the ability to satisfy specific functional needs. Thus, aesthetic and utilitarian aspects may be equally important in the selection of a handbag.

Demographic/psychographic characteristics play an important role in the emphasis the consumer places on aesthetic and utilitarian aspects in the selection of a clothing item. As seen in this study, demographic variables such as age, marital status, number of children and race had a significant impact on consumer's preferences for specific clothing items. Age, marital status and number of children were significant factors influencing consumer's preference for handbags. This finding is consistent with the findings of Crosby, Gill and Lee (1984) which indicate that life status and age group effects the values of the individual. As an individual matures and takes on new roles and responsibilities, his or her values may change.

Morganosky's (1982) study revealed that education and income were unable to account for any of the dollar amount variation. Age was found to be the most predictive of dollar amounts respondents were willing to spend for the items in this study. The results from this study also indicate that age may be the best demographic variable in determining the dollar amounts consumers are willing to spend for clothing items.

However, the overall lack of relationship between dollar amounts and demographic variables may suggest that the consumer may be more influenced by the aesthetic and utilitarian qualities of a clothing item rather than by one's income, race, occupation, education or age. This is supported by the findings of Jenkins and Dickey (1976) which indicate that consumers' concern with aesthetics does not seem to be influenced by socioeconomic factors.

Jenkins and Dickey (1976) also found that younger, middle class whites placed emphasis on aestheticism and de-emphasized clothing

benefits such as care-performance, economy, quality and refinement conscious factors. Results from this study also indicate that younger respondents (ages 13-19) were consistently more concerned and aware of the aesthetic qualities of the clothing items and less concerned with the practical, utilitarian aspects of the items.

Although the results of the value survey did not reveal any significant relationships between instrumental values and consumers' preferences for clothing items or the dollar amounts they were willing to spend for the clothing items, antecedent variables such as age may be a good predictor of values. However, the link between lifestyle variables and values merits further research.

Clothing utility values had the highest mean score of the clothing values studied. This finding contradicts the emphasis respondents placed on aesthetics when indicating preferences and dollar amounts for actual clothing items. Previous studies of clothing values used questionnaires to determine consumers clothing values (Lapitsky, 1961; Alpeter, 1963; Creekmore, 1963; and Mendoza, 1965). The methodology used in studying consumer's clothing values may influence the responses received. Consumers indicated that in general, utilitarian qualities were the most important consideration when selecting clothing items. However, when asked to indicate their preference among actual clothing items, consumers' responses did not necessarily reflect this generality. There seems to be an inconsistency between what qualities consumers indicate are important to them and the qualities represented in the items that they actually select. Therefore caution should be exercised in making inferences from survey responses. Presenting the consumer with an actual item to respond to may provide a more accurate

representation of consumers' product-specific values. Holbrook (1983) also suggests that research confronting the consumer with abstract or unrealistic stimuli may fail to represent the types of product variations present in the retail environment. Furthermore, since many of the utilitarian qualities of a clothing item cannot be experienced until the item has been washed and worn (care, performance, color-fastness, durability, etc.), consumers may be responding to their visual appraisal of the item.

Summary

The study revealed that the respondents preferred high aesthetic, high utility items for the product categories of swimsuits and handbags and were willing to pay the most for these items. The importance of aesthetic and utilitarian characteristics varied according to the product category as well as by the specific characteristics of the respondents (such as age, income, and marital status).

In addition, responses to attitudinal statements showed that comfort, ease of care and versatility (utilitarian values) were the most important consideration in the selection of clothing items for the respondents. However, for the four swimsuits used in this study, the aesthetic attributes of the item (as well as its utilitarian attributes) contributed significantly to the desirability of the product. For handbags, respondents tended to cite utilitarian reasons for their choice of handbags. Thus, utilitarian reasons were a more important factor influencing respondents' preferences for handbags.

CHAPTER V

SUMMARY, IMPLICATIONS, RECOMMENDATIONS

The purpose of this study was to further the study of values as a basis for understanding and predicting consumer behavior. The research was designed to identify consumers' global values, domain specific values, and values concerning aesthetic and utilitarian qualities of swimsuits and handbags as indicated by the dollar amounts consumers were willing to spend for the clothing items. An additional objective of the study was to determine the relationship between demographic variables and consumers' preferences for swimsuits and handbags.

Summary

The Clothing Value Model adapted by Morganosky (1982) from Boyd's Model of Object Value (1976) was used in evaluating the aesthetic and utilitarian qualities of 12 swimsuits and 10 handbags. The model consists of four quadrants: high aesthetic, high utility; low aesthetic, low utility; high aesthetic, low utility; and low aesthetic, high utility. The items were evaluated by 26 clothing, textiles and merchandising graduate students and faculty. From these evaluations, four swimsuits and four handbags were selected to represent each of the four quadrants in the Clothing Value Model.

The questionnaire consisted of four parts. Part I was administered by the researcher. In this part of the survey, respondents were shown

the four swimsuits and asked to indicate the suit they would be most likely to buy, second most likely to buy, third most likely to buy, and least likely to buy. Respondents were also asked to state the reason for their preference ranking and to indicate how much they would be willing to spend for each suit. This procedure was followed for the second item, handbags.

Part II of the survey consisted of demographic data (age, race, marital status, number of children, education level attained, and income level). Part III of the survey consisted of 21 instrumental values (adapted from the Rokeach Value Survey). Part IV of the survey consisted of nine statements adapted from Creekmore's (1963) Clothing Value Questionnaire. A seven point Likert-type scale ranging from very important to very unimportant was used to measure the importance respondents associated with each value listed in Part III and IV of the survey.

The sample consisted of 136 females surveyed in a Northwest Oklahoma City shopping mall. The data was collected over a two day period using the mall intercept method.

The sample ranged in age from 13 to 67. Fifty-four percent of the sample were 30 years of age or less. The majority of the sample was white (89 percent). Eleven percent of the sample was black, Asian, Hispanic, or from other ethnic backgrounds.

The majority of the sample were married (54 percent). Thirty-four percent of the sample was single and six percent of the sample was divorced.

The majority of the sample, 50.7 percent, did not have any children. Approximately 13 percent of the sample had one child, 19.4 percent of

the sample had two children, and 17.1 percent of the sample had three or more children.

Due to the large number of younger women in the survey, 41 percent of the sample had completed high school or less. Forty-seven percent of the sample had attended or completed a college or junior college program. Eleven percent of the sample reported completing graduate college or other professional degrees.

The occupations of the sample were varied. It should be noted that respondents were allowed to check more than one category. Due to the characteristically young age of the sample, 24.6 percent were students, 24.6 percent of the sample were homemakers, 11.9 percent were teachers, 22.4 percent were professionals or managers, 11.9 percent were in sales, 18.7 percent were in clerical positions, and 5.2 percent were in other positions.

Incomes of 19,999 dollars or less were reported by 20.6 percent of the sample, 64.4 percent of the sample reported incomes of 20,000 to 59,999 dollars. Incomes above 60,000 dollars were reported by 15.1 percent of the sample.

As hypothesized, respondents preferred the high aesthetic items over the low aesthetic items. For the category of swimsuits, 87 percent of the sample preferred the high aesthetic swimsuits. Respondents indicated that aesthetic reasons were the primary reason for their preference rankings. Aesthetic reasons accounted for 83 percent of the first choice selections, 86 percent of the second choice reasons, 85 percent of the third choice selections, and 86 percent of the fourth choice selections.

Respondents also indicated that they were willing to spend more for high aesthetic items as hypothesized. For swimsuit B (high aesthetic, high quality) the mean dollar amount was 27.46 dollars. For swimsuit A (high aesthetic, low utility) the mean dollar amount was 26.72 dollars. For swimsuit D (low aesthetic, low utility) the mean dollar amount was 17.92 dollars.

For handbags, the largest number of respondents, 36 percent, selected handbag D (high aesthetic, high utility) as their first choice. Handbag A (high aesthetic, low utility) was the second most popular handbag, selected by 26 percent of the respondents.

Although the majority of the respondents chose the high aesthetic handbags for their first choice (so designated by the panel of experts), yet utilitarian aspects were responsible for the respondents' first and second choices for handbags. Sixty-eight percent of the reasons for the first choice selections were related to utility and 48 percent of the second choice selections were based on utility reasons. Third and fourth choice selections were related primarily to aesthetics. Respondents explanations for their preference rankings were not classified as positive or negative. Explanations for first and second choice selections were generally referring to attributes of the handbag the respondent liked (size, shape, strap, closures, pockets, etc.). For the third and fourth choice selections, respondents explanations tended to be related to characteristics of the handbag the respondent did not like. For example, respondents may have disliked the texture, style or shape of the handbag.

Dollar amounts consumers were willing to spend for the handbags supported the hypothesis that consumers were willing to spend more for

high aesthetic handbags. The mean dollar amount consumers were willing to spend for handbag D (high aesthetic, high utility) was 23.71 dollars. Handbag B (low aesthetic, high utility) had the second highest dollar amount mean, 23.19 dollars.

Although respondents chose the high aesthetic handbags for their first and second choices and were willing to pay more for these handbags, the reasons they gave for their selection related to utilitarian aspects of the handbags. The reasons given for third and fourth choices of handbags were primarily aesthetic reasons.

The utilitarian characteristics of a handbag seem to be the most important consideration in the selection of a handbag. Although the aesthetic attributes of a handbag are important, consumers may have functional expectations they place on a handbag concerning the appropriate size, strap length, width and adjustability, type of closures and number of compartments or pockets.

The results of chi-square analyses indicate that age, marital status and number of children were significant demographic variables which influence respondents' preference rankings for the handbags. Respondents age 25 and above tended to prefer handbag B (low aesthetic, high utility) and D (high aesthetic, low utility). Younger respondents tended to prefer handbags A (high aesthetic, low utility) and D (high aesthetic, high utility). A similar pattern was also found for divorced or married respondents versus single respondents, and respondents without children versus respondents with children. Overall, married respondents, above age 25 with children, tended to prefer handbag B (low aesthetic, high utility) while younger, single respondents showed a greater preference for handbag A (high aesthetic, low utility). From these

findings, it appears that utilitarian attributes of handbags are more important to the woman who is above 25 years of age, married women, and women with one or more children. For younger respondents (ages 13-19), utilitarian aspects of a handbag are less important than the aesthetic attributes of the handbag.

Race was also a significant variable in the selection of swimsuits. Whites indicated a definite preference for the high aesthetic swimsuits while all other races (blacks, Asians, and Hispanics) responses were more evenly distributed over the four swimsuits.

Results of ANOVA tests show that dollar amounts for swimsuits were significantly different at the .001 level of significance. The two main effects were between the individual respondents and between the swimsuits. Tukey post hoc tests revealed that the difference in mean dollar amounts occurred between swimsuits A and B, and swimsuit C, and swimsuit D.

Age was the only demographic variable which proved to be significant for the mean dollar amounts respondents were willing to pay for the swimsuits. Respondents ages 19 to 30 were willing to spend the most for swimsuits A, C, and D. Respondents age 31 and above had the highest mean dollar amount for swimsuit B.

Results of ANOVA tests indicate that dollar amount means for handbags were significant at the .0001 level of significance. The two main effects were between the individual respondents and between the individual handbags. Tukey post hoc tests revealed that the differences in mean dollar amounts occurred between handbags A, B, D, and handbag C.

Age, income and marital status were found to be significant demographic variables which influenced the mean dollar amounts assigned

to the handbags by the respondents. Married respondents, respondents over 19 years of age and respondents with incomes of \$20,000 to \$59,999 were the groups with the highest mean dollar amounts for handbags.

Results of the value survey indicate that honesty, responsibility, and ambition received the highest mean scores. Mean scores for honesty, responsibility, and ambition were 6.78, 6.52, and 6.44, respectively. Respondents ranked peer approval, physical attractiveness, and youthfulness as the least important values. The mean scores for these value categories were 4.80, 5.29, and 5.51, respectively.

When questioned about their clothing values, respondents indicated that utilitarian aspects are the most important, followed by aesthetic values and social values. The mean scores for these values were 17.69, 16.27, and 14.33 respectively. However, the emphasis the consumer places on aesthetic and utilitarian qualities for a particular clothing item may vary. The clothing item itself as well as the lifestyle and needs of the consumer may influence the aesthetic and utilitarian characteristics desired in the clothing item.

Results of the stepwise regression analysis for swimsuits and handbags revealed that preference rankings for the clothing items were the best predictor variable in determining the dollar amounts consumers were willing to spend for the clothing items used in the study.

Implications

The findings from this research have implications for apparel and accessory designers, manufacturers, retailers, and advertisers. The study was designed to replicate the atmosphere in which clothing

purchase decisions are made. However, since respondents could not actually try on the swimsuits, and were not actually purchasing them, utilitarian aspects such as fit, ease of movement, or ease of care may not have been considered in their preference rankings.

Swimsuits may be regarded as an article of adornment, used primarily for tanning, water sports, and swimming. Since swimsuits are actually put on the body (whereas handbags are carried) the wearer's identity may be more closely associated with the appearance of the swimsuit.

Handbags, as an accessory item may serve a more functional purpose. Consumers consider size, ease of opening and closing, number of pockets or compartments, and strap width and length in the selection of a handbag. Consumers may evaluate a handbag by its ability to satisfy these needs.

It is clear that the product studied as well as the characteristics of the sample influence the importance of the products' aesthetic and utilitarian qualities. Designers and advertisers should be aware of the aspects of a specific product that are most important to their target market. Those aesthetic and/or utilitarian characteristics of the product most important to the consumer should be emphasized in the design process as well as in the promoting and advertising of the product.

Values did not prove to be a significant market segmentation variable for this study. The concern with aesthetics in clothing may transcend demographic and value boundaries. Age, however, did prove to be a valuable predictor of consumers' preferences. As pointed out by Crosby, Lee and Gill (1984), age may be an antecedent variable

which determines both values and lifestyle and as a result, influences expectations and preferences for products.

Recommendations for Further Study

Further investigation is necessary to determine the role of values as an indicator of consumers' preferences for clothing items. Future research could define specific categories of clothing in which aesthetic attributes of the item are more important to the consumer than functional attributes.

The role of the mass media in influencing consumers' perceptions of aesthetics could also be investigated. Another possibility would be to determine the values emphasized in clothing advertisements and compare them to the clothing values of consumers to determine the role of the media in shaping our value orientations. Defining the concepts of aesthetically pleasing and fashionable also merits further investigation.

A similar study could be conducted using male subjects and men's apparel and/or accessory items. Males and females may differ in the value they place on aesthetic and utilitarian qualities in clothing. A replication of this study could be carried out using different types of clothing/accessory items to determine the importance of aesthetics and function for different clothing categories.

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APPENDIXES

APPENDIX A

INSTRUMENTS

CLOTHING ITEM AESTHETIC VALUE PRE-TEST

SWIMSUITS

Directions: Please rate each of the following swimsuits on a scale of 1 to 10 according to how pleasing to look at each appears to you.

1 = Very Unpleasing

10 = Very Pleasing

Swimsuit #1 _____

Swimsuit #2 _____

Swimsuit #3 _____

Swimsuit #4 _____

Swimsuit #5 _____

Swimsuit #6 _____

Swimsuit #7 _____

Swimsuit #8 _____

Swimsuit #9 _____

Swimsuit #10 _____

Swimsuit #11 _____

Swimsuit #12 _____

CLOTHING ITEM UTILITY VALUE PRE-TEST

SWIMSUITS

Directions: Please rate each of the swimsuits on a scale of 1 to 10
according to how useful for swimming each appears to you.

1 = Very Nonuseful

10 = Very Useful

Swimsuit #1 _____

Swimsuit #2 _____

Swimsuit #3 _____

Swimsuit #4 _____

Swimsuit #5 _____

Swimsuit #6 _____

Swimsuit #7 _____

Swimsuit #8 _____

Swimsuit #9 _____

Swimsuit #10 _____

Swimsuit #11 _____

Swimsuit #12 _____

CLOTHING ITEM AESTHETIC VALUE PRETEST

HANDBAGS

Directions: Please rate each of the handbags on a scale of 1 to 10
according to how pleasing to look at each appears to you.

1 = Very unpleasing

10 = Very pleasing

Handbag #1 _____

Handbag #2 _____

Handbag #3 _____

Handbag #4 _____

Handbag #5 _____

Handbag #6 _____

Handbag #7 _____

Handbag #8 _____

Handbag #9 _____

Handbag #10 _____

CLOTHING ITEM UTILITY VALUE PRE-TEST

HANDBAGS

Directions: Please rate each of the following handbags on a scale of 1 to 10 according to how useful it is for containing and organizing personal items.

1 = Very nonuseful

10 = Very useful

Handbag #1 _____

Handbag #2 _____

Handbag #3 _____

Handbag #4 _____

Handbag #5 _____

Handbag #6 _____

Handbag #7 _____

Handbag #8 _____

Handbag #9 _____

Handbag #10 _____

Consumer Clothing Survey

Part I.

Which of these four swimsuits would you be most likely to buy? _____

Explain. _____

Which of these four swimsuits would you be second most likely to buy? _____

Explain. _____

Which of these four swimsuits would you be third most likely to buy? _____

Explain. _____

Which of these four swimsuits would you be least likely to buy? _____

Explain. _____

How much would you be willing to pay for swimsuit A? _____

How much would you be willing to pay for swimsuit B? _____

How much would you be willing to pay for swimsuit C? _____

How much would you be willing to pay for swimsuit D? _____

Which of these four handbags would you be most likely to buy? _____

Explain. _____

Which of these four handbags would you be second most likely to buy? _____

Explain. _____

Which of these four handbags would you be third most likely to buy? _____

Explain. _____

Which of these four handbags would you be least likely to buy? _____

Explain. _____

How much would you be willing to pay for handbag A? _____

How much would you be willing to pay for handbag B? _____

How much would you be willing to pay for handbag C? _____

How much would you be willing to pay for handbag D? _____

Part II.

Personal Information

Instructions: Please read each question and mark an X in the space preceeding your answer.

1. What is your age?

- | | | | | |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|---------------------------------------|
| <input type="checkbox"/> 13-18 | <input type="checkbox"/> 25-30 | <input type="checkbox"/> 37-42 | <input type="checkbox"/> 49-54 | <input type="checkbox"/> 61-66 |
| <input type="checkbox"/> 19-24 | <input type="checkbox"/> 31-36 | <input type="checkbox"/> 43-48 | <input type="checkbox"/> 55-60 | <input type="checkbox"/> 67 and above |

2. What is your race?

- | | | |
|--|--------------------------------|--|
| <input type="checkbox"/> American Indian | <input type="checkbox"/> Black | <input type="checkbox"/> Hispanic |
| <input type="checkbox"/> Asian | <input type="checkbox"/> White | <input type="checkbox"/> Other (please indicate) _____ |

3. What is your present marital status?

- | | |
|----------------------------------|-----------------------------------|
| <input type="checkbox"/> single | <input type="checkbox"/> divorced |
| <input type="checkbox"/> married | <input type="checkbox"/> widowed |

4. How many children do you have?

- | | | | |
|----------------------------|----------------------------|----------------------------|------------------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 2 | <input type="checkbox"/> 4 | <input type="checkbox"/> 6 |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 3 | <input type="checkbox"/> 5 | <input type="checkbox"/> 7 or more |

5. How many years of schooling have you completed?

- | | |
|--|---|
| <input type="checkbox"/> less than 8 grades | <input type="checkbox"/> 1-3 years of college |
| <input type="checkbox"/> 8 grades of elementary school | <input type="checkbox"/> completed college (4 year degree) |
| <input type="checkbox"/> 1-3 years of high school | <input type="checkbox"/> graduate degree or professional degree |
| <input type="checkbox"/> completed high school | <input type="checkbox"/> other (please explain) _____ |
| <input type="checkbox"/> completed junior college, trade or vocational school (2 year program) | |

6. Please indicate your occupation below and whether you work part time or full time at that occupation.

- | | | |
|--|------------------------------------|------------------------------------|
| <input type="checkbox"/> student | <input type="checkbox"/> part time | <input type="checkbox"/> full time |
| <input type="checkbox"/> teacher | <input type="checkbox"/> part time | <input type="checkbox"/> full time |
| <input type="checkbox"/> homemaker | <input type="checkbox"/> part time | <input type="checkbox"/> full time |
| <input type="checkbox"/> professional/manager | <input type="checkbox"/> part time | <input type="checkbox"/> full time |
| <input type="checkbox"/> sales | <input type="checkbox"/> part time | <input type="checkbox"/> full time |
| <input type="checkbox"/> clerical/secretarial | <input type="checkbox"/> part time | <input type="checkbox"/> full time |
| <input type="checkbox"/> other | <input type="checkbox"/> part time | <input type="checkbox"/> full time |
| <input type="checkbox"/> (If other please explain) _____ | | |

7. Which of the following categories best describes your total family income before taxes during 1985? (check one)

- | | | |
|---|---|---|
| <input type="checkbox"/> less than \$5,000 | <input type="checkbox"/> \$20,000 to 29,999 | <input type="checkbox"/> \$60,000 to 69,999 |
| <input type="checkbox"/> \$5,000 to 9,999 | <input type="checkbox"/> \$30,000 to 39,999 | <input type="checkbox"/> \$70,000 to 79,999 |
| <input type="checkbox"/> \$10,000 to 14,999 | <input type="checkbox"/> \$40,000 to 49,999 | <input type="checkbox"/> \$80,000 to 89,999 |
| <input type="checkbox"/> \$15,000 to 19,999 | <input type="checkbox"/> \$50,000 to 59,999 | <input type="checkbox"/> \$90,000 or more |

Part III.

Instructions: Below is a list of 21 values. Indicate their importance to you by marking an X in the appropriate space.

	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Neutral Importance</i>	<i>Somewhat Important</i>	<i>Unimportant</i>	<i>Very Unimportant</i>
1) AMBITIOUS hard-working, aspiring							
2) BROADMINDED open-minded							
3) CAPABLE competent, effective, efficient							
4) CHEERFUL lighthearted, joyful							
5) CLEAN neat, tidy							
6) COURAGEOUS standing up for your beliefs							
7) FORGIVING willing to pardon others							
8) HELPFUL working for the welfare of others							
9) HONEST sincere, truthful							
10) IMAGINATIVE daring, creative, individualistic							
11) INDEPENDENT self-reliant, self-sufficient							
12) INTELLECTUAL intelligent, reflective							
13) LOGICAL consistent, rational, practical							

	Very Important	Important	Somewhat Important	Neutral Importance	Somewhat Unimportant	Unimportant	Very Unimportant
14) LOVING affectionate, tender							
15) OBEDIENT dutiful, respectful							
16) PEER APPROVAL fitting in with friends							
17) PHYSICAL ATTRACTIVENESS beauty, pleasing to look at							
18) POLITE courteous, well-mannered							
19) RESPONSIBLE dependable, reliable							
20) SELF-CONTROLLED restrained, self-disciplined							
21) YOUTHFULNESS staying young, healthy, active							

Part IV.

Clothing Value Survey

Instructions: Below is a list of six statements concerning clothing selection. Indicate the value you place on each item by marking an X in the space which corresponds to the degree of importance you place on each statement.

	Very Important	Important	Somewhat Important	Neutral Importance	Somewhat Unimportant	Unimportant	Very Unimportant
1) Wearing clothes which make me stand out in a group.							
2) Selecting clothing which requires a minimum of care.							
3) Selecting beautiful clothing with flattering lines and colors.							
4) Selecting clothing which is comfortable, and easy to wear.							

	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Neutral Importance</i>	<i>Somewhat Important</i>	<i>Unimportant</i>	<i>Very Unimportant</i>
5) Wearing clothes which make an especially good impression on others.							
6) Trying on the latest fashion just to see how it looks on me.							
7) Wearing clothing items that are extremely fashionable.							
8) Selecting clothing items which are versatile.							
9) Spending a little bit more to purchase a clothing item that is particularly beautiful.							

APPENDIX B
CORRESPONDENCE



Oklahoma State University

DEPARTMENT OF CLOTHING, TEXTILES & MERCHANDISING
COLLEGE OF HOME ECONOMICS

STILLWATER, OKLAHOMA 74078-0337
HOME ECONOMICS WEST 312
(405) 624-5034

November 6, 1985

Dear Dr. Morganosky,

I wanted to write to express my appreciation to you for your time and helpful discussion of your research at the ACPTC meeting. I really enjoyed meeting you and have found your dissertation to be very stimulating as well as a tremendous resource for generating further research ideas.

If possible, I would like to request your permission to use your consumer survey, as printed in the appendix of your dissertation, in my research. The survey and permission for its use would be credited to you. Some minor revisions will be made to accommodate for different clothing items and demographic variables. Please let me know if this arrangement would be acceptable. If you have any questions please do not hesitate to contact me at the address below.

I sincerely appreciate your helpfulness and cooperation and look forward to hearing from you.

Sincerely,

Nancy Kollmorgen

Nancy Kollmorgen
307 Home Economics West
Stillwater, OK 74078
(405) 624-5036

University of Illinois
905 S. Godwin Avenue
Urbana, IL 61801





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STILLWATER, OKLAHOMA 74078-0337
HOME ECONOMICS WEST 312
(405) 624-5034

December 6, 1985

Patty Grove, Mall Manager
Quail Springs Mall
Memorial Road and May Avenue
Oklahoma City, OK 73120

Dear Ms. Grove:

As a graduate student studying clothing, textiles and merchandising at Oklahoma State University, I am currently researching the area of consumer values as they relate to qualities valued in clothing items. Consumers would be asked to complete a brief questionnaire consisting of demographic information, a personal value scale and information regarding qualities valued in selected clothing items. Mall intercept (the surveying of shopping mall patrons) has proven to be an effective method of collecting consumer information regarding qualities valued in selected clothing items.

The proposed dates for conducting the survey are early January or in late February. I am writing to request your permission to conduct this study at Quail Springs Mall. I would be glad to send you a copy of the study when it is completed.

I sincerely appreciate your consideration and cooperation in this matter and will be contacting you within the next week. Meanwhile, if you have any questions or would like additional information please contact me at the address listed below. Thank you.

Sincerely,

Nancy Kollmorgen

Nancy Kollmorgen
Graduate Assistant
307 Home Economics West
Oklahoma State University
Stillwater, OK 74078

Donna Branson

Dr. Donna Branson, Associate Professor
Clothing, Textiles & Merchandising Dept.
Oklahoma State University





Oklahoma State University

DEPARTMENT OF CLOTHING, TEXTILES & MERCHANDISING
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(405) 624-5034

February 26, 1986

Ms. Shelli Phillips
Merchandise Manager
Dillard's/Quail Springs Mall
Oklahoma City, OK 73102

Dear Ms. Phillips:

I wanted to write to express to you my sincere appreciation for your cooperation in my research project. It was a pleasure to have the opportunity to work with Dillard's on this project. The assistance of your sales associates (Kathleen and Kathrine) in the Better Dresses Department was a tremendous asset to the project. Their helpfulness in the loaning, purchasing and returning of the merchandise is greatly appreciated.

I also wanted to update you on the current status of the study. All of the merchandise was returned to Dillard's Monday morning, February 24. The next step is to analyze and interpret the data (which should be very interesting). I will send a copy of the study to you upon its completion.

Once again, thank you for your support and cooperation.

Sincerely,

Nancy Kollmorgen

Nancy Kollmorgen
Graduate Student

3700 W. 19th G-6
Stillwater, OK 74074



APPENDIX C

FIGURES OF CLOTHING ITEMS



Figure 5. Handbag A (high aesthetic,
low utility)



Figure 6. Handbag B (low aesthetic,
high utility)

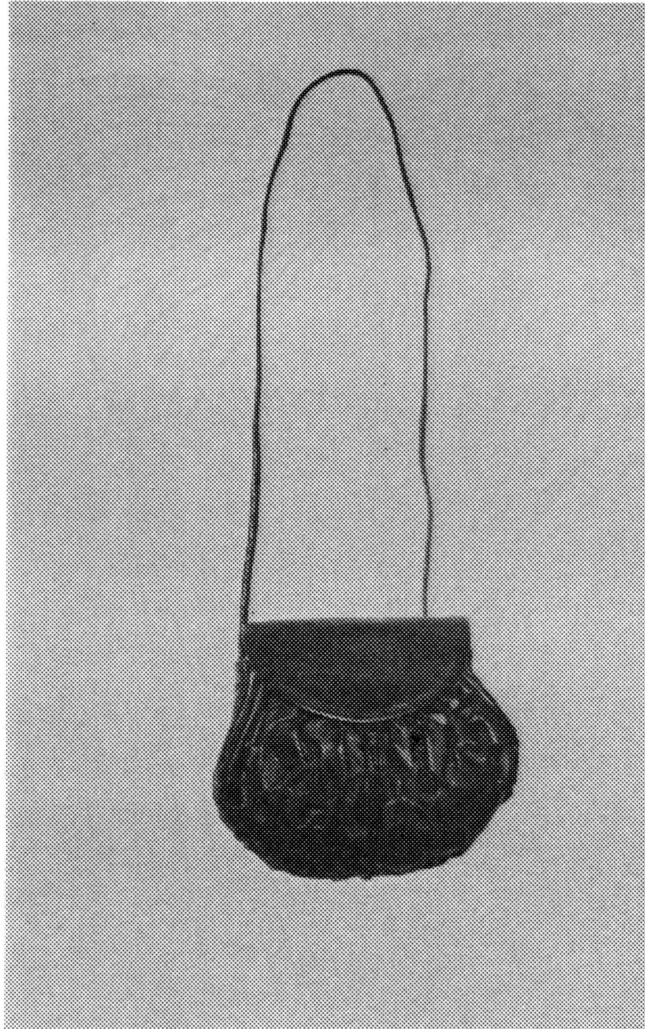


Figure 7. Handbag C (low aesthetic,
low utility)



Figure 8. Handbag D (high aesthetic,
high utility)

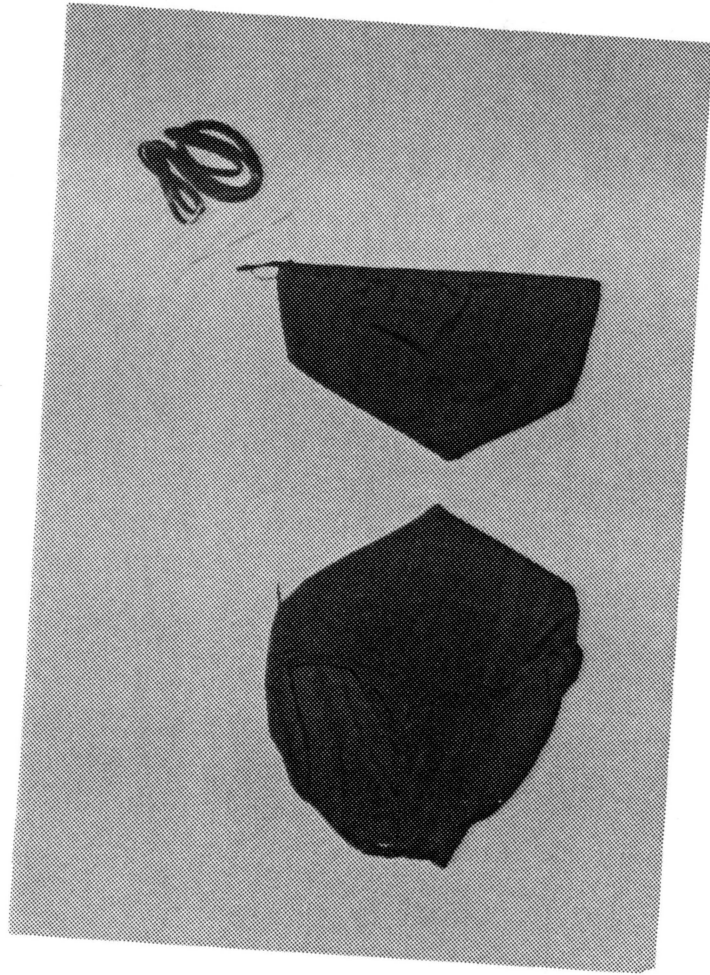


Figure 9. Swimsuit A (high aesthetic,
low utility)

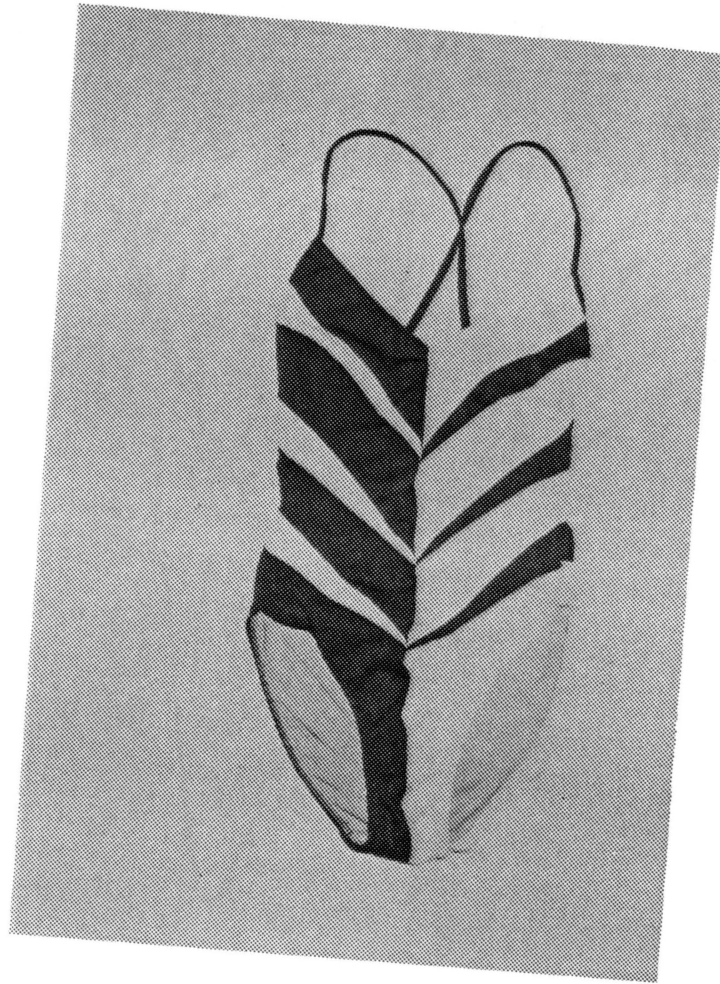


Figure 10. Swimsuit B (high aesthetic,
high utility)

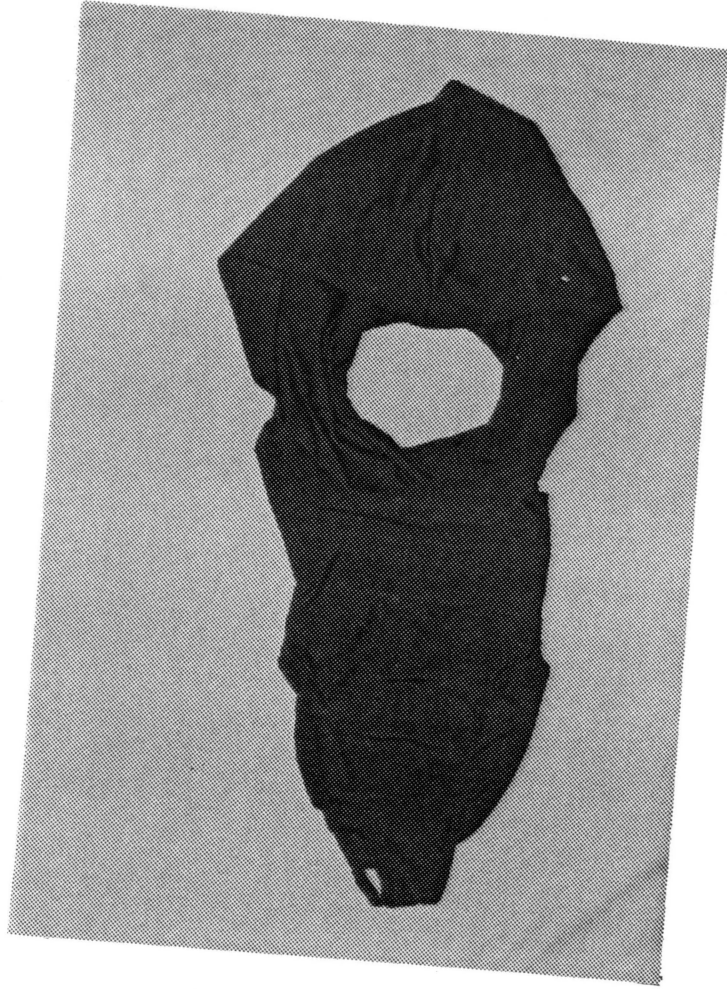


Figure 11. Swimsuit C (low aesthetic,
low utility)



Figure 12. Swimsuit D (low aesthetic, high utility)

VITA

Nancy Jo Kollmorgen

Candidate for the Degree of

Master of Science

Thesis: CONSUMER VALUES AND THEIR RELATIONSHIP TO DOLLAR VALUES PLACED ON AESTHETIC AND UTILITARIAN QUALITIES IN CLOTHING

Major Field: Clothing, Textiles and Merchandising

Biographical:

Personal Data: Born in Iowa City, Iowa, February 19, 1962, the daughter of Mrs. Jeanne E. Kollmorgen and Mr. G. Mark Kollmorgen.

Education: Graduated from Putnam City High School, Oklahoma City, Oklahoma, in May 1980; received Bachelor of Science degree in Clothing, Textiles and Merchandising from Oklahoma State University in May, 1984; completed requirements for Master of Science degree at Oklahoma State University in July, 1986.

Professional Experience: Graduate Teaching Assistant, Department of Clothing, Textiles and Merchandising, Oklahoma State University, 1985-1986; Graduate Research Assistant, Department of Clothing, Textiles and Merchandising, Oklahoma State University, 1984-1985.

Professional Organizations: Phi Kappa Phi, Omicron Nu, Phi Upsilon Omicron.