

CLOTHING VARIABLES IN RELATION TO SELF-CONCEPT
OF A SELECTED GROUP OF LARGE SIZE WOMEN

By

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CHAPTER I

INTRODUCTION

Portrayal of the ideal body image as that of a slender figure has influenced not only societal attitudes, but also apparel manufacturing. With the advent of mass production in the 1920's, ready-made clothing was generally made for the average figure (Baker, 1931). The woman with figure irregularities was faced with poor fitting garments. In a recent report concerning the growing pains of manufacturers in the large size market, Fendel (1980, p. 27) stated:

. . . that many missy manufacturers entering the large size market remember the obvious size differentials, such as expanded bust and waist measurements, but frequently forget such details as larger armholes.

The News Flash, published by The Fashion Group, Inc. ("Big and Beautiful is Big Business," 1978), reported that 25 million women in the United States wear clothing of size 16 or larger and comprise about 30 percent of today's adult female population. Of the 25 million, over one third (37%) work full or part-time. Based on market research in the late 1970's Jerry November, a designer for large size apparel, estimated that 22 million large size customers existed, of which 60 percent were between the ages of 16 and 30 ("November Pioneers Once More," October 1978, p. A-26).

The magnitude of such a market is evidence that clothing selection is a growing concern of the large size woman. Yet, many of these women have voiced complaints that ready-made clothing does not meet their needs.

According to Buckley and Roach (1974, p. 94), "clothing is used in the satisfaction of human needs and desires." Along with satisfaction of basic needs, clothing has served as a communicator. Horn (1968) explained that in making clothing decisions to satisfy personal needs, individuals communicate the image they seek to convey to others. Smith (1977, p. 113) further stated:

Clothes are a deeply needed, strongly motivated psychological statement - an expression of self. In what people wear and don't wear, in how they wear what they do, in what they do to make their clothes seem unique while still remaining safely part of the group, people are telling the world what they think of themselves.

The relationship between several clothing variables and personality were examined in studies conducted by Lapitsky (1961), Creekmore (1963), Douty (1963), Douce (1969), Humphrey, Klaasen and Creekmore (1971), Hambleton, Roach and Ehle (1972), and Potts (1974). The findings indicated that the self-concept of the individual has influenced clothing selection, behavior, and practices. In summation, Ryan (1966) stated that clothing played an important part in the establishment of self-concept and conversely the self-concept of the individual was important in determining clothing choices. Thus, it is evident that a relationship exists between clothing variables and self-concepts. An examination of this relationship for large size women would aid in understanding their clothing needs and problems.

Purpose

The purposes of the research were to investigate certain clothing variables of a selected group of large size women and to study the relationship to a measure of self-concept.

Objectives

The objectives of the research were:

1. To identify measures of clothing variables and self-concept.
2. To determine the certain clothing variables: aesthetics, clothing interest, comfort, dependence, management, and modesty, and the self-concepts of a selected group of large size women.
3. To study the relationship between certain clothing variables and self-concepts of a selected group of large size women.

Hypotheses

The hypotheses of the research were:

1. The clothing variables scores and self-concept scores of the large size women will not be positive.
2. There will be no correlation between the clothing variable scores of the large size women and the self-concept level.

Assumptions

The assumptions of the research were:

1. Clothing variables are identifiable for large size women.
2. Clothing variables are related to the self-concept level for a selected group of large size women.

Limitations

The limitations of the research were:

1. Large size women included only women who wore clothing

size 16 or larger.

2. The participants were large size women living in the Stillwater, Tulsa, and Oklahoma City areas who voluntarily participated in the survey.

Definition of Terms

1. Aesthetics--The use of clothing to achieve a pleasing or beautiful appearance (Engel, 1967).
2. Appearance--The concern for clothing and the image with regard to line, form, color, texture, and proportion. Also included are proper fit, neatness, suitability to the individual (Parrish, 1975).
3. Attitude Measure--For the purpose of this study the instrument used to assess the self-concepts of the large size women.
4. Clothing Interest--The willingness to give attention, investigate, manipulate or experiment with clothing (Engel, 1967).
5. Clothing Measure--For the purpose of this study the instrument used to assess the clothing variables of the large size women.
6. Clothing Variables--For the purpose of this study six clothing variables assessed in the Clothing Measure were: aesthetics, clothing interest, comfort, dependence, management, and modesty.
7. Comfort--The use of clothing to achieve a sense of well-being concerning such factors as temperature, physical response to textures or tightness or looseness of garments.
8. Dependence--The sensitivity to the influence of clothing feelings - sense of well-being, general good feeling or changing of moods (Engel, 1967).
9. Large Size Woman--For the purpose of this study the large size

woman is a woman who wore clothing of size 16 or larger.

10. Management--The thoughtful and careful use of time, money and energy in planning, buying, and using clothing (Engel, 1967).

11. Modesty--The use of clothing to cover the body in order to prevent embarrassment or shame due to personal, societal, or religious values.

12. Self-concept--For the purpose of this study self-concept is defined as the attitude of the individual concerning his abilities, appearance, and performance as measured by the Attitude Measure used in the questionnaire.

CHAPTER II

REVIEW OF LITERATURE

Research pertaining to clothing variables and self-concept was extensive. However, there was a void in literature concerned with clothing for the large size woman. In accordance with the scope of the study, the review of literature has been divided into four areas: 1) clothing problems of large size women, 2) clothing in relation to behavior and values, 3) clothing in relation to self-concept, and 4) self-concept in relation to obesity.

Clothing Problems of Large Size Women

The large size market has been cited as having important growth potential in recent years. As designer Arthur Kohler stated, "We don't design down to large size women. We think of them as individuals who deserve pretty clothes, as nice as anyone else" ("Our Clothes Aren't After Thoughts," 1979, p. B-40).

Yet, the large size woman is reported still to be dissatisfied with the market of ready-made apparel. A void exists because even with the rapid growth of the large size apparel industry, clothing does not fit. Fendel (1980, p. 5) reported in an interview with Howard Feder of Josephine, a large size apparel manufacturing firm, who stated; ". . . in large sizes, fit is most important. If a customer is happy with the fit of a garment she will come back and buy the entire line."

The Fashion Group, Inc. (1978) reported that the large size woman is concerned about clothing in terms of: 1) fit, 2) quality, 3) color, 4) fashion, and 5) value.

In the late 1930's Veach (1937) examined the problems stout women encounter in the selection of ready-made dresses. Ten manufacturers specializing in dresses for stout women, 21 retail stores with stout size dresses and 230 stout women participated in the study. Areas of interest in the questionnaire included the methods of buying, the percent of stock in large sizes, the size distribution of clothing, the percentage of alterations, the type of alterations, and a description of the stout women and their buying practices. Results indicated that stout women were dissatisfied with ready-made clothing styles due to the poor quality of the garments, the lack of availability of a large range of sizes within the retail store, and the poor fit in garments due to the quality control of the manufacturer.

The same type of problems exist today. Blame for these problems has been placed with both the manufacturers and retailers. Some stores have not done exceptionally well with large sizes due to the fact that the retailer does not completely understand the customer or his needs (Fendel, 1980).

Dorsey (1960) conducted a study in which a total of 40 half-size women were interviewed. The respondents were asked questions concerning satisfactions with texture, fabric, color, fiber, design suitability, and the market offering of half-size dresses. Satisfaction with the texture of the fabrics available was expressed by 80 percent, but most were dissatisfied with the fiber content of the fabric. Eighty percent considered color selection to be limited. Of the 40 half-size

women interviewed, over half (27) felt the design of the garment was suitable for the figure, yet alterations of the garment were quite common. Women who wore sizes 16½ and 18½ were more satisfied with the above mentioned characteristics, however, while over half (62.5%) of the women size 20½ and above expressed dissatisfaction with the designated characteristics.

In a more recent study Salusso-Deonier, DeLong, and Martin (1979) examined the resulting fit and size change of ready-to-wear of 85 women following a reduction in weight. Comparisons of standardized body and size dimensions were made prior to and following the weight loss. Classification of the subject was made according to fat pattern types in three categories: torso fat pattern; lower torso fat pattern; and upper torso fat pattern. The findings indicated that improved fit of ready-to-wear was not guaranteed by the loss of weight. Both prior to and following the weight loss, the subjects had difficulty in obtaining proper fit in ready-to-wear.

Clothing in Relation to Behavior and Values

The effect of clothing upon an individual's attitude and clothing behaviors has been found to be quite complex. According to Gurel and Beeson (1975), clothing affects the individual's behavior, as well as, how others interpret that behavior. The motives behind clothing behavior have been an area of importance to many researchers.

The motives influencing fashion and fashion change were examined in the late 1920's by Hurlock (1929). Results of the study indicated that appearance was important to both men and women. Males were concerned with usefulness, cost, utility, and arbitrary preference while

females were more concerned with becoming colors of dress.

Rosencranz (1962) investigated the symbolic aspects of clothing. Clothing used as a guide in identifying the roles and status of unknown persons was the crux of the study, as well as, the different meanings attached to clothing in specific clothing situations. A Thematic Apperception Test was administered to eighty-two women of various socio-economic backgrounds. A positive relationship was found in terms of clothing awareness in relation to social class, literature choices and verbal intelligence.

Douty (1963) investigated the importance of clothing in the formation of first impressions. A personality assessment scale was designed for use by the four panels of judges. Color slides of photographs of persons/models were projected on a screen and used as the pictorial stimuli. The models were then rated by the judges based on the personality assessment scale. Personality traits and social status were found to be related to the type of costume worn.

Kittles (1961) investigated the relationship existing among race and clothing importance, status, and selection factors. A clothing importance scale along with a background information questionnaire were developed to measure the clothing importance of white and black students. Participants were 181 white college women and 200 black women enrolled in two Southern universities. White students scored significantly higher on clothing importance and desire to own and actual ownership of high status clothing. Size of the participant's hometown was an important factor. White students in large towns of 50,000 or more scored higher than the black students of comparable size towns. While the black students of towns 5,000 or less scored higher

on clothing importance than the white students from comparable size towns. As income increased white students owned more high status clothing while black students owned less. It was determined that the white students used clothing as an ego booster while the black students used clothing as a satisfier of the need to improve their status among peers.

Lapitsky (1961) investigated the relative importance of the aesthetic, economic, political and social aspects of clothing values. The Allport, Vernon, and Lindzey Study of Values Scales and the Taylor Scale of Manifest Anxiety were administered to 160 women consisting of 80 undergraduate female students and 80 teachers. Areas included in the instruments were aesthetic, economic, social I (regard for mankind), anxiety and insecurity, political, and social II (social approval). Aesthetic and economic clothing values ranked the highest among both groups, while regard for mankind ranked the lowest. Among the teachers, social approval ranked above political values which was directly opposite to the ranking of the students. Secure subjects scored significantly higher on the aesthetic clothing value than the insecure subjects. The two groups of insecure subjects scored significantly higher on the social II clothing value, the desire for social approval.

Creekmore (1963) explored the potential relationship existing between clothing behavior, general values, and basic human needs. The three instruments; the Allport, Vernon, and Lindzey Study of Values, the Activities Measure and the Clothing Interest Inventory were administered to 300 female university students. The analysis of data indicated that the aesthetic and religious values were found to be the most important while self-actualizing and physiological needs were the

highest ranked needs. The use of clothing as a status symbol, management, and interest in appearance were the highest ranked clothing behaviors.

Harrel (1971) investigated the perceived clothing needs, occupational aspirations and expectations of performance of adolescent girls. Instruments used were the Clothing Need Form, Occupational Aspiration Questionnaire and a Hometown Map. Areas covered included clothing selection, perceived clothing needs, educational and occupational plans and goals and geographic location. Participants were 192 girls enrolled in the Yale, Cushing and Ponca City, Oklahoma high schools. Results indicated that in two grade levels the clothing needs were not influenced by the levels of occupational aspiration.

Peckham (1974) investigated the type of relationship that existed between a woman's personality factors and expressed preferences of selected style features. Three instruments, The Sixteen Personality Factor Test, the Clothing Attitude Scale and the Neckline Style Preference Test were utilized. Participants were 70 undergraduate women enrolled at a Rhode Island university. The results indicated that there was no relationship between specified personality factors and individual preferences for specific neckline styles in women's evening wear. Suggestions, based on the data, indicated that the individuals may use clothing as a supportive measure in their desire to camouflage or compensate for shyness in the use of clothing as an expression of the individual's personality.

Stowell (1971) examined the aesthetics of clothing in terms of the proportions of a garment. The two instruments used included the paired illustrations instrument of current fashions and the preference for

proportions in non-clothing items. Participants were 31 undergraduate and graduate students enrolled at Oklahoma State University. Analysis of data indicated that garments which emphasize natural body proportions are aesthetically more pleasing. Current fashion clothing was found to be aesthetically pleasing regardless of the proportion of the garment.

Williams (1975) sought to identify and examine critically for clarity and significance the concept of clothing behavior. Williams found that many different classes of activities were related to clothing. Some of these terms included:

- acquisition of clothing
- management of clothing
- construction of clothing
- buying of clothing
- use of clothing
- discard of clothing
- care of clothing
- choice and/or selection of clothing, and
- wearing of clothing (p. 109).

After reviewing the pertinent literature and research concerning the definitions of clothing behavior, Williams concluded that

Clothing behavior refers to selected aspects of individual dispositions, namely, perception and cognition, motivation and attitude with respect to the use of clothing as part of one's personal and social environment (p. 132).

Clothing in Relation to Self-Concept

The importance of clothing to self-concept was evidenced by the research in the area. Individuals use clothing to establish their personality traits or to express how they feel about themselves. Stone (1965) proposed the theory that clothing or appearance is one of the most basic components of communication. According to Fisher (1977, p. 109), "As we decorate and clothe ourselves, we are, in a

sense doing a self-portrait. The layers of camouflage that we apply are intended to fill out an image that we have in mind."

Ryan (1954) investigated self-perception in relation to clothing. Measures were designed to examine individuals with respect to dress and appearance, physical appearance, individuality of dress, and self-confidence. In addition to the designed measures, the Bernreuter Personality Inventory was administered to four groups of female college students. The student rated herself on four factors and the group rated the student in a like manner. A significant relationship was found between the self-ratings and the group ratings which was an indication that the individual saw herself as others did.

The projection of two aspects of self-concept, self-esteem and security-insecurity, in the interpretation of clothing was investigated by Dickey (1967). The Social Personality Inventory and Security-Insecurity Inventory developed by Maslow and the Clothing Concern Inventory developed by Dickey were administered to college women. A list of high and low self-esteem words were given to each subject. In turn the subject checked the characteristics of sketched clothed figures which differed only in lines of costume. A difference between self-esteem and security-insecurity was reflected by a difference in the use of words to describe the sketched pictures.

Klaasen (1967) studied the relationship between self-esteem and clothing attitudes. Participants were 251 boys and 270 girls enrolled in senior high school. The Brownfain Self-Rating Inventory and the Importance of Clothing Scales were administered to the participants. A positive relationship was found between self-esteem and the aesthetic use of clothing, as well as, the use of clothing to seek

attention. Self-esteem was not related to use of clothing to gain social approval or to dress like others.

Humphrey (1968) studied the relationship between the various uses of clothing and self-concept. The Brownfain Self-Rating Inventory and the Importance of Clothing Scales were administered to 251 male and 271 female high school students. The stability of self-concept was found to be significantly correlated negatively concerning the management of clothing. Individuals with unstable self-concepts were more interested in the management of clothing than those with a stable self-concept. Self-concept was not related to the use of clothing to gain social approval, attention, modesty, aesthetics, and comfort in clothing.

Fetterman (1968) attempted the estimation of the reliability and validity of the Importance of Clothing Scales which represented improvements and refinements of measures developed by Creekmore, Brady, and Sharp. A measure was designed in which students ranked each of seven words or phrases concerning clothing attitudes. Participants were 269 female and 236 male high school students. Hoyt's analysis of variance method for estimating reliability was used. For each of the items of the scales, item-total correlations, and discriminatory power were computed. Four scales attained or approached a satisfactory level of reliability: interest, psychological dependence, special attention, and social approval uses of clothing. The remaining scales were found to be less reliable. No conclusions were drawn concerning the validity of the scales.

Douce (1969) examined concepts of personality in terms of social acceptance and clothing oriented variables to aid in the determination

of levels of self-esteem and psychological security. Variables examined in relation to the personality concepts were: peer perception of best dresses, awareness and interest in clothing, and perception of clothing in role interpretation. Rosenberg's Self-Esteem Scale and Maslow's Security-Insecurity Inventory were administered to sixty adolescent females. A direct relationship was established between psychological security and self-esteem. A highly significant relationship was determined between the measure of self-confidence and measures of good impression. An inverse relationship was established between self-esteem and social acceptance when psychological security was used as a constant.

Zentner (1971) developed a measure of perception of the participant's own and others' clothing usage and to relate these perceptions to clothing attitudes and practices and to one aspect of self-concept, self-acceptance. Three measures were used: the Berger Measure of Self-Acceptance, a modification of the Creekmore, Brady and O'Connor Scales of clothing attitudes and practices, and an instrument designed to examine the perception of the participant's own and others' clothing usage. Participants were 255 undergraduate students (168 males, 80 females) of a large eastern university. A significant relationship was found between self-acceptance and the perception of the participant's own and others' clothing usage. Males who were less self-accepting perceived the greater use of clothing to achieve desired results. Students having high scores in perception of own clothing usage had higher scores on measures of conformity, fashion, appearance, experimental and management attitudes and practices pertaining to clothing. Significant sex differences occurred on the five attitudes

and practices of clothing usage. Females scored higher on the appearance, experimental, fashion and management attitudes and practices related to clothing. No relationship was found between self-acceptance and any of the clothing attitudes and practices.

Humphrey, Klaasen, and Creekmore (1971) investigated the relationships between self-concept of adolescents and the use of clothing. Creekmore's Clothing Inventory and Brownfain's Self-Rating Inventory were administered to 270 females and 250 males. Results tended to suggest that clothing is used as a means of coping with environmental situations and self-expression. It was also implied that clothing reflected either feelings of self-worth or insecurity.

Parrish (1975) examined the relationship of self-perception to pre-determined clothing attitudes and perception of clothing usage. An Attitude Measure and a Clothing Measure were administered to 100 female high school home economics students which were divided into two groups. Group I consisted of freshmen and sophomores while Group II consisted of juniors and seniors. Areas covered by the instruments included a measure of self-perception, clothing attitudes, and practices concerning fashion, conformity, appearance and experimental use. A significant relationship was found between perception of the individual's own and others' clothing usage and the four clothing attitudes. Group II participants that had a high perception scores of own and others' clothing usage scored high on clothing attitudes and practices. A significant relationship was found between own clothing usage and fashion awareness, conformity to peer group clothing usage, and experimental use of clothing for Group I. In terms of others' clothing usage, Group I participants' high scores were correlated with fashion

awareness, conformity, and appearance. Group I participants scored significantly higher on conformity and perceived clothing usage to ascertain desired results than Group II participants. Parrish (1975) suggested that this conformity may be related to those girls with low self-acceptance who utilized clothing usage to acquire desired results (p. 68).

Hambleton, Roach, and Ehle (1972) studied the relationship between conformity, preferred appearance, self-concept, and socio-economic levels. A significant relationship was found between concepts of personal appearance and socio-economic status. The association between an adolescent's display of preferred appearance and actual conformity to observed norms was positively related for boys and negatively related for girls.

Potts (1974) investigated whether middle-aged women used clothing as a means of meeting psychological needs. Sharpe's Clothing Interest Inventory, the Lapitsky Social Inventory, and the Short Form Dogmatism Scale were administered to 64 married, middle-aged women. Aspects of clothing studied were the middle-aged woman's interest in clothing, social security-insecurity, and open or closed mindedness. No relationship was found between the level of clothing interest and feelings of security-insecurity. A significant relationship was found between social security-insecurity and open or closed mindedness. A significant relationship was also found between the level of clothing interest and open or closed mindedness. Middle-aged women who were closed minded indicated a higher level of clothing interest than the open minded women.

Self-Concept in Relation to Obesity

Child development research has indicated that the formation of a positive self-concept is a vital part of the development and adjustment of the individual. According to Hurlock (1975) several factors affect the older child's self-concept, one factor being that of body build. "A child who is overweight or very short for his age, for example, may be unable to keep pace with his peers and thus develop feelings of inferiority" (Hurlock, 1975, p. 41). Later in life those feelings of inferiority can be reflected in the adult's self-concept.

Irwin (1964) found that 20 million Americans were 10 percent or more overweight and 5 million were at least 20 percent overweight. More recent estimates of obesity for women range from a fourth (25%) to two-thirds (66%). The U. S. Public Health Service (undated) estimated that 25 to 45 percent of people over 30 are more than 20 percent overweight. Numerous studies have focused upon self-concept as it is related to or is affected by various dimensions of the physical body.

Felkner and Kay (1971) studied the effects of self-concept of body type, self- and father's interest in sports of seventh- and eighth-grade boys. Participants were 153 (77 seventh grade, 76 eighth grade) male students in a central Indiana middle school. The Ponderal Index was used to classify the boy's body type - heavy, balanced, or linear. Piers-Harris measure of self-concept was administered along with an instrument designed by the researchers to measure the student and father's interest in sports. A high correlation was found between body type and self-concept of the seventh grade boys. Those subjects having a normal or muscular physique had a significantly higher

self-concept than the obese students.

The findings of the Felkner and Kay (1971) study relate in conjunction to Fisher and Cleveland (1958, p. 111) in that

If an individual perceives his body as ugly and depreciated, it would be assumed that this is a body representation of experiences on some milieu where people reacted to him as if certain aspects of his behavior were ugly and to be depreciated.

Hobfoll and Penner (1978) investigated the effect of a person's physical attractiveness on a therapist's initial judgment of that person's self-concept. Interviews with attractive and unattractive male and female college students were both audiotaped and videotaped. Clinical psychology graduate students rated these persons as to self-concept. Physically attractive persons of both sexes were rated as having better self-concepts than the unattractive persons. The self-concept ratings of the attractive female students increased significantly from the audiotape to the videotape. The ratings of all other tested persons remained the same.

Hoskins (1979) examined the personality characteristics of college women preceding a weight control regimen. The 347 subjects were classified as: 1) underweight-subject's weight deviated more than 10% below ideal weight; 2) middleweight-subject's weight deviated with 10% of ideal weight; and, 3) overweight-weight deviated more than 10% above ideal weight. The participants were administered the Taylor-Johnson Temperment Analysis. Nearly one-fourth (23%) were categorized as suicide prone or being in the stress syndrome. Underweight subjects had the highest percentage (28%) of stress syndrome scores, while the overweight subjects had the lowest percentage (19%). A significant relationship was found between two traits, quiet and

submissive, and the weight of the subject's closest friend either being under- or overweight. A significant relationship was found between the subject who perceived their father to be overweight and the personality trait of being subjective.

Suib (1972) compared an obese group with a group of normal weight subjects on selected measures related to stimulus control. Thirty obese and thirty normal weight students from the State College of Arkansas were administered three instruments. The Group Embedded Figures Test measured cognitive style, the IE scale measured perceived locus of control of reinforcement and the Asch Test measured social influence. Analysis of the data indicated that the obese subjects were not significantly more externally oriented than the normal weight student nor were they significantly different in their internal-external orientation toward sources of reinforcement. Group pressure influences on a social level was not significantly different between the two groups. Sex difference in terms of cognitive style was the only significant finding. Female subjects were more externally oriented than males, regardless of their weight.

Kapowitz and Zeis (1975) examined the personality and behavior differences that existed between obese subjects in a weight loss program, obese subjects having rejected a weight loss program, and non-obese subjects. Thirty-six students between the ages of 12 and 15 were administered the Tasks of Emotional Development Test, the Mooney Problem Check List, and the Rotter Internal-External Locus of Control Scale, and were given the opportunity to snack during the testing. Obese adolescents in a weight control program reported fewer 'very trouble-some' problems than the obese adolescents not in a weight

control program or the normal weight adolescents. The highest levels of maturity were indicated for non-obese adolescents while the lowest level was indicated for obese adolescents not in a weight program.

Wunderlich (1974) investigated the personality characteristics of the super-obese person. Twenty-three super-obese subjects (13 female, 10 male) in a six month weight reduction program were compared with normative weight groups on the California Psychological Inventory. Of the 15 predicted scales, the female subjects scored higher on two scales; dominance and psychological mindedness. The male subjects did not score higher than the normative group on any of the 15 scales. The female subjects scored lower on the responsibility, socialization, communality, and femininity scales. The males scored lower on nine of the scales. Only on communality and socialization did both the male and female subjects score lower. Wunderlich indicated that participation in the weight reduction program seemed to affect the score of the subjects; thus, no common response profile could be projected for the super-obese person.

Matthews (1969) investigated the color and design preferences in clothing fabrics in relation to body satisfaction, body awareness, feelings of security and anxiety, and field-dependence of a group of obese college women as compared with normal weight college women. Forty-five college women (18 obese, 27 normal weight) between the ages of 18 and 21 were administered seven instruments used to measure the differences of the two groups in terms of the variables analyzed.

The significant difference was found between the obese and non-obese college women regarding body awareness, feelings of security-insecurity and anxiety, and field-dependence. A significant difference

was found between the body cathexis of the two groups with the obese women being less satisfied. The results showed that the more secure the feelings the obese women had, the more they tended to choose weak figure-ground contrast fabrics. The more secure or less anxious the feelings of the non-obese women, the more they tend to choose strong figure-ground contrast fabrics. Yet, the perceptual-personality characteristics of the obese college women did not significantly differ from the normal weight college women.

Summary

The perusal of the research literature has indicated that large size women do have definite clothing problems, however, because limited research has been conducted in this area. Research concerning clothing in relation to behavior and values has been conducted for the past 50 years. The subjects have been of varying life cycle stages, especially women both as adolescents and adults. Studies dealing with self-concept in relation both to clothing and obesity have indicated that these two factors influence the formation of self-concept throughout the life of the individual.

CHAPTER III

METHODS AND PROCEDURES

Descriptive research is defined by Best (1977, p. 117) as follows:

. . . deals with the relationship between variables, the testing of hypotheses, and the development of generalizations, principles, or theories that have universal validity. It is concerned with functional relationships.

This study was descriptive research of the survey type. The survey method is concerned with the general statistics that result when data are abstracted from a number of individual cases (Best, 1977). Compton and Hall (1972, p. 140) stated that "inferences can be drawn from samples to the whole population regarding the prevalence, distribution, and interrelations of economic, sociological, and psychological variables."

The purposes of the study were to investigate certain clothing variables of a selected group of large size women and to study the relationship to a measure of self-concept. The objectives were:

1. To identify measures of clothing variables and self-concept of large size women.
2. To determine the certain clothing variables: aesthetics, clothing interest, comfort, dependence, management, and modesty, and the self-concepts of a selected group of large size women.
3. To study the relationship between certain clothing variables and self-concepts of a selected group of large size women.

The methods and procedures were organized in relation to the three objectives previously stated and are discussed under the following headings: selection of instrument; collection of data; and, analysis of data.

Selection of Instrument

The research literature was searched in order to identify clothing variables and self-concepts related to the purposes of the study. An examination of instruments used in other research was conducted in order to select measures that were appropriate for the proposed survey of large size women. The qualifying criteria established for use in the selection of instruments were as follows:

1. The instrument(s) could be used to assess a variety of clothing behaviors and/or attitudes related to self-concept.
2. The instrument(s) could (or could be modified to) facilitate similarity in scoring and statistical analysis of the data.
3. The instrument(s) could (or could be modified to) enable ease of participant understanding.

A list of 11 instruments considered for use are exhibited in Appendix A. The following discussion describes the two instruments selected.

Clothing Measure

Five instruments were reviewed and an instrument, the Importance of Clothing Scales, used by Creekmore and five graduate students at Michigan State University in 1966 was selected and adapted to meet the needs of the research. Six of the eight clothing variables used by Creekmore were included in the revised instrument: aesthetics, modesty, clothing interest, comfort, management, and dependence. One

question was deleted from each clothing variable selection in order to clarify the format of the instrument for the purposes of the study.

Attitude Measure

Six measures of self-concept were reviewed and Zentner's (1971) Attitude Measure was selected for the purpose of the study. Modification of the instrument involved the rewording of five questions to eliminate participant confusion. Zentner's research concerned the perception of clothing usage, attitudes, and practices of the participant. Parrish (1975) used Zentner's Attitude Measure in completing a study involving self-perception as related to clothing attitudes, practices, and usage in adolescent females.

Background Information

The management in three large size specialty stores were interviewed to determine the type of background information questions to be used in the study. A personal data section was included to obtain information regarding age, employment status, and clothing buying practices. The questions concerned with clothing buying practices were adapted from a study of the clothing buying habits of two selected groups of college women (Eubanks, 1978).

Pre-Test

The questionnaire was pre-tested with four large size women in the Duncan, Oklahoma, area. These large size women were asked to offer suggestions and criticism. The suggestions were used as a basis for the revision of the questionnaire. Three questions of the Attitude Measure

were revised in order to eliminate confusion on the part of the participants. Refer to Appendix B for a copy of the instruments used in the study.

Collection of Data

Participants in the study were 50 large size women living in the Stillwater, Tulsa, and Oklahoma City areas. The data was collected during September, 1979, to March, 1980. The sample was obtained by volunteer involvement of the participant. The possibility of using the specialty stores to distribute the questionnaires was also discussed. Due to the reluctance of the store management to cooperate in distributing the questionnaires, it was determined that the most feasible source of obtaining a sample were the figure and weight reducing salons in the Stillwater, Tulsa, and Oklahoma City areas. Through the use of the three local area telephone directories a list of salons was compiled. The management of each salon was contacted to enlist their cooperation in obtaining the sample. A list of the nine cooperating salons are exhibited in Appendix C. Qualifying criteria for the participants were:

1. The participant must be a member of the cooperating salon for no longer than a one month period of time. Longer participation would result in an alteration of the woman's self-concept level due to the beginning of the desired effects of the program.

2. The participant must wear clothing size 16 or larger.

Fliers with postal cards attached were left with the management in the nine cooperating salons. The postal card included the participant's name, address, and interest in receiving a summary of the results. Upon receipt of the postal card, the writer sent a copy of the questionnaire

to the participant for completion within ten days. A copy of the flier and attached postal card are in Appendix D. Six postal cards were received between September 1, 1979 through October, 1979. Of the six questionnaires mailed, two were received by the deadline period previously stated. Four questionnaires were received after a follow-up letter was sent to encourage the participant's response. A copy of the follow-up letter is in Appendix E.

Due to the lack of response and an unavoidable time lapse of three months, the writer revised and extended the procedures to obtain additional volunteers during February and March, 1980. The alternative methods used by the researcher are listed in the order of usage by the writer.

1. The original flier was revised and redistributed to the cooperating salons.
2. Advertisements were placed in Stillwater, Oklahoma State University, Tulsa, and Oklahoma City newspapers.
3. The fliers with postal cards attached were left with cooperating Stillwater, Tulsa, and Oklahoma City retail stores that carried clothing which catered to the needs of the large size woman.
4. Additional efforts were made by contact on a one-to-one basis. For a more detailed explanation of the four alternative methods refer to Appendix F.

Through the use of the four alternative methods, the writer received 44 postal cards. Forty-four questionnaires were mailed and 33 questionnaires were returned within the ten day deadline. Follow-up letters were sent to the 11 non-respondents with 11 questionnaires returned. Thus, a total of 50 were received prior to the deadline date

of March 15, 1980. For a more detailed explanation of the responses in terms of each alternative method refer to Appendix G.

Analysis of Data

Frequency of response and percentages were used to describe the participants as indicated by the Personal Data Section of the instrument. The participant's age, employment status, and clothing buying practices were reported in tables. The analysis of data considered in terms of the two hypotheses tested is described in the following discussion.

Responses of the participants to the Attitude Measure and the Clothing Measure were computed according to the following scores:

<u>Score</u>	<u>Response</u>
5	True of myself
4	Mostly true of myself
3	About half-way true of myself
2	Slightly true of myself
1	Not at all true of myself

Eight questions as indicated in Appendix B were scored in reverse due to the rewording of such questions following the pre-test of the questionnaire.

The writer utilized the Statistical Analysis System programming language in computing the data and analyzing the responses of the selected group of large size women. Numbers and percentages were used to tabulate the data. The findings of the Clothing Measure and the Attitude Measure were reported in tables.

Hypothesis one stated that the clothing variable scores and self-concept scores of the large size women would not be positive. The score

level of the participant in terms of the clothing variables was determined by the following scale:

<u>Clothing Variable Composite Score Range</u>	<u>Level</u>	
0-57	Low	
58-114	Medium Low	
115-171	Medium	
172-228	Medium high	} Positive
229-285	High	

The self-concept level was determined by the following scale:

<u>Attitude Composite Score Range</u>	<u>Level</u>	
35-67	High self-concept	
68-86	Medium high self-concept	
87-105	Medium self-concept	
106-124	Medium low self-concept	} Positive
125-143	Low self-concept	

In order to test the hypotheses, the criteria used to designate positive as the two highest score levels, medium high and high, as indicated in the preceding scales was arbitrarily established. The writer utilized the weighted scores to determine the composite score level of the large size woman in terms of the Clothing Measure and the Attitude Measure. Tables were developed to show the score level of the selected group of large size women in terms of the composite responses to each of the measures.

Hypothesis two stated that there would be no correlation between the scores for each of the clothing variables and self-concepts for the selected group of large size women. Pearson's product-moment

coefficient of correlation was used to determine if there was a significant difference between the clothing variables as determined by the composite Clothing Measure score and self-concepts as established by the composite Attitude Measure score of the selected group of large size women.

The composite attitude score range and level, as previously discussed in this chapter, was also compared to the score level for each of the six clothing variables. The weighted scores along with Pearson's product-moment coefficient of correlation were used to statistically determine if there was a significant difference between the scores for each of the six clothing variables and the self-concept level as established by the composite Attitude Measure scores for the selected group of large size women.

The range and level of the weighted scores of the six clothing variables were determined by the number of questions in each group. The scores were grouped according to the following two scales:

<u>Aesthetics, Management, and Dependence Variables Score Range</u>	<u>Level</u>	
0-10	Low	
11-20	Medium Low	
21-30	Medium	
31-40	Medium High	} Positive
41-50	High	

Modesty, Clothing Interest,
and Comfort Variables Score Range

Level

0-9	Low	
10-18	Medium Low	
19-27	Medium	
28-36	Medium High	} Positive
37-45	High	

Tables were developed to indicate the frequencies and percentages of the score range and level of the selected group of large size women in terms of their responses concerning each of the six clothing variables. The results are presented in the findings chapter.

CHAPTER IV

FINDINGS AND ANALYSIS

The general purposes of the study were to investigate certain clothing variables of a selected group of large size women and to study the relationship to a measure of self-concept. The findings are organized according to: 1) characteristics of sample, 2) buying habits, 3) clothing measure, 4) attitude measure, and 5) statistical analysis of clothing variables and self-concepts.

Characteristics of Sample

The sample consisted of 50 large size women living in the Stillwater, Tulsa, and Oklahoma City areas between September, 1979 and March, 1980. The sample was obtained through the volunteer involvement of the participant. Fifty-six questionnaires were mailed; 50 questionnaires were returned and used in the study. Since participation in this study was on a volunteer basis, the responses of the selected large size women might not be representative of the total population of large size women in the Stillwater, Tulsa, and Oklahoma City areas.

The characteristics considered in the study were: age, employment status, and number of hours presently employed outside the home. As shown in Table I, one third (32%) of the participants were between 49 - 58 years of age, 22% were between 29 - 38 years of age, 18% were between 39 - 48 years, and 18% were over 59 years of age.

Over three-fourths (78%) of the participants indicated that they were presently employed. Of those employed, 62% were employed over 21 hours per week.

TABLE I
CHARACTERISTICS OF A SELECTED GROUP OF
LARGE SIZE WOMEN
N=50

Characteristic	N	%
<u>Age Group</u>		
18 and under	1	2.00
19 - 28	4	8.00
29 - 38	11	22.00
39 - 48	9	18.00
49 - 58	16	32.00
59 and over	9	18.00
Total	<u>50</u>	<u>100.00</u>
<u>Employment Status</u>		
Employed	39	78.00
Not Employed	11	22.00
Total	<u>50</u>	<u>100.00</u>
<u>Hours of Employment Per Week</u>		
0 hours/week	11	22.00
1 - 5 hours/week	1	2.00
6 - 10 hours/week	3	6.00
11 - 15 hours/week	2	4.00
16 - 20 hours/week	2	4.00
Over 21 hours/week	31	62.00
Total	<u>50</u>	<u>100.00</u>

Buying Habits

The buying habits were identified by questions concerning the participants' shopping habits, types of garments in their wardrobe and the factors considered in the selection of clothing. Tables IX through XV, shown in Appendix H, provide the specific information regarding the buying habits of the 50 large size women responding to the questionnaire.

Approximately two-thirds (64%) of the participants most often acquired garments for their wardrobes by purchasing ready-to-wear items. Garments sewn by the participant represented nearly one-fourth (24%) of the respondents.

The average number of garments owned by 50 percent or more of the participants ranged between 1- 9 items in the following categories: coats/jackets (86%); sweaters (78%); dresses (72%); skirts (66%); slacks (64%); evening dresses (62%); pantsuits (58%); and, blazers (54%). One fifth (20%) of the participants indicated they owned other forms of clothing including 60 percent who owned between 1 - 9 capes/ponchos. However, 66 percent of the participants did not own a jumpsuit. It was noted that 56 percent of the participants owned between 10 - 19 blouses/shirts.

In terms of clothing selection factors, over two-thirds (68%) of the participants considered fit of the garment as being most important. This further supports the findings of Fendel (1980) and The Fashion Group, Inc. (1978). Other factors designated by the participants were; price (46%), becomingness (36%), and style (20%).

Over three-fourths (82%) of the participants indicated that they had not returned garments after purchase. Of the 18 percent who indicated that they returned garments after the purchase, fit was noted by

(45%), construction (18%), and defective merchandise (18%) as the major reasons.

Approximately half (48%) of the participants preferred to shop for clothing in specialty stores and 38 percent preferred department stores. Over half (56%) of the participants did not purchase clothing in large size specialty stores. In terms of shopping in a particular store, the two major reasons identified were that they liked the merchandise (82%) and the styles carried (44%).

The participants were given the opportunity to answer an open-ended question concerning the major problems encountered in finding clothing. Responses most often noted were: lack of young stylish clothing; poor fit particularly tight sleeves and waistline length; and unavailability of clothing for the tall large person. A list of these problems appears in Appendix I.

Clothing Measure

The frequency of composite Clothing Measure scores are shown in Table II. A positive level for the Clothing Measure was designated as the two highest score levels, medium high (score range 172 - 228) and high (score range 229 - 285).

Over three-fourths (80%) of the participants had a composite Clothing Measure score designated as positive. Sixty-eight percent had a composite Clothing Measure score between the range of 229 - 285 designated as high, and 20 percent scored between the range of 172 - 228 designated as medium high. None of the participants had a medium low or low Clothing Measure score.

TABLE II
 FREQUENCY OF COMPOSITE CLOTHING
 MEASURE SCORES
 N=50

Range	N	%
<u>Composite Clothing Measure Score</u>		
0 - 57 (Low)	0	00.00
58 - 114 (Medium Low)	0	00.00
114 - 171 (Medium)	10	20.00
172 - 228 (Medium High)	34	68.00
229 - 285 (High)	6	12.00
Total	50	100.00

The scores on each of the six clothing variables are shown in Table III. For the purposes of this study, a positive level as designated in the procedures was the two highest score levels, medium high and high. For three of the clothing variables, aesthetics, management, and dependence, a positive level was the score range of 31 - 40 (medium high) and a score range of 41 - 50 (high). For the three clothing variables, modesty, clothing interest, and comfort, a positive level was the score range of 28 - 36 (medium high) and a score range of 37 - 45 (high).

Aesthetics measured the participants use of clothing to present a pleasing appearance or to disguise physical imperfections. Four-fifths (80%) of the participants had a positive score level. Approximately three-fourths (74%) scored between the range of 31 - 40 designated as a medium high score level while only 6 percent scored between the range of 41 - 50 designated as a high score level.

TABLE III
 FREQUENCY OF CLOTHING SCORES OF EACH OF
 THE SIX CLOTHING VARIABLES
 N=50

Range	N	%
<u>Aesthetics</u>		
0 - 10 (Low)	0	00.00
11 - 20 (Medium Low)	0	00.00
21 - 30 (Medium)	10	20.00
31 - 40 (Medium High)	37	74.00
41 - 50 (High)	3	6.00
Total	50	100.00
<u>Management</u>		
0 - 10 (Low)	0	00.00
11 - 20 (Medium Low)	3	6.00
21 - 30 (Medium)	10	20.00
31 - 40 (Medium High)	29	58.00
41 - 50 (High)	8	16.00
Total	50	100.00
<u>Dependence</u>		
0 - 10 (Low)	0	00.00
11 - 20 (Medium Low)	5	10.00
21 - 30 (Medium)	15	30.00
31 - 40 (Medium High)	26	52.00
41 - 50 (High)	4	8.00
Total	50	100.00
<u>Modesty</u>		
0 - 9 (Low)	0	00.00
10 - 18 (Medium Low)	1	2.00
19 - 27 (Medium)	21	42.00
28 - 36 (Medium High)	22	44.00
37 - 45 (High)	6	12.00
Total	50	100.00

TABLE III (Continued)

Range		N	%
<u>Clothing Interest</u>			
0 - 9	(Low)	2	4.00
10 - 18	(Medium Low)	5	10.00
19 - 27	(Medium)	12	24.00
28 - 36	(Medium High)	21	42.00
37 - 45	(High)	10	20.00
		Total	50
			100.00
<u>Comfort</u>			
0 - 9	(Low)	0	00.00
10 - 18	(Medium Low)	2	4.00
19 - 27	(Medium)	9	18.00
28 - 36	(Medium High)	27	54.00
37 - 45	(High)	12	24.00
		Total	50
			100.00

Management measured the participant's interest in the planning of large clothing purchases, care of clothing, and protection of clothing due to inclement weather. Nearly three-fourths (74%) of the participants had a positive score level. Approximately three-fifths (58%) scored between the range of 31 - 40 designated as a medium high score level, and 16 percent scored between the range of 41 - 50 designated as a high score level.

Dependence measured the participant's awareness of clothing as a means of improving personal mood, confidence level, and interaction with other individuals. Three-fifths (60%) of the participants had a positive score level. Over half (52%) scored between the range of 31 - 40 designated as a medium high score level, and 8 percent scored between the range of 41 - 50 designated as a high score level. Two-fifths (40%) of the participants scored in the medium (score range 21 - 30) and the medium low (score range 11 - 20) score levels.

Modesty measured the participant's concern about the selection of clothing that did not reveal the body unnecessarily. Over half (56%) of the participants had a positive score level. Nearly half (44%) scored between the range of 28 - 36 designated as a medium high score level, and 12 percent scored between the range of 37 - 45 designated as a high score level. Forty-two percent responded between the range of 19 - 27 which was designated as a medium score level.

Clothing interest measured the participant's interest in shopping for clothing and accessories and in obtaining current information about clothing fashions. Over three-fifths (62%) had a positive score level. Over two-fifths (42%) scored between the range of 28 - 36 designated as a medium high score level, and one-fifth (20%) scored between the range

of 37 - 45 designated as a high score level. Nearly one-fifth (14%) of the participants scored in the medium low (score range 10 - 18) and the low (score range 0 - 9) score levels.

Comfort measured the participant's concern about the selection of clothing according to climate, fit of garment, and fabric type and texture. Over three-fourths (78%) of the participants had a positive score level. Over half (54%) scored between the range of 28 - 36 designated as a medium high score level, and nearly one-fourth (24%) scored between the range of 37 - 45 designated as a high score level.

The frequencies of weighted score ranges for the six clothing variables evidenced that the majority of the large size women in this study scored in the positive level, medium high and high, on each of the variables. These findings indicated that the large size women in this study: 1) were interested in a becoming personal appearance; 2) planned and prepared for clothing decisions; 3) used clothing to improve or alter their feelings; 4) preferred clothing that was not revealing or did not call attention to the body; 5) enjoyed shopping and were aware of fashion; and 6) considered comfort of clothing as being important.

Attitude Measure

For the purposes of this study, a positive level for the Attitude Measure was designated as the two highest score levels, medium high (score range 68 - 86), and high (score range 35 - 67). The frequency of composite Attitude Measure scores for each of the score levels are shown in Table IV.

TABLE IV
 FREQUENCY OF COMPOSITE ATTITUDE
 MEASURE SCORES
 N=50

Range	N	%
<u>Composite Attitude Measure Score</u>		
35 - 67 (High Self-Concept)	25	50.00
68 - 86 (Medium High Self-Concept)	14	28.00
87 - 105 (Medium Self-Concept)	6	12.00
106 - 124 (Medium Low Self-Concept)	3	6.00
125 - 143 (Low Self-Concept)	2	4.00
Total	50	100.00

Over three-fourths (78%) of the participants had a composite Attitude Measure score designated as positive. Half (50%) had a composite Attitude Measure score between the range of 35 - 67 designated as a high self-concept, and over one-fourth (28%) had a composite Attitude Measure score between the range of 68 - 86 designated as medium high self-concept level. Only 10 percent of the participants had a medium low or low self-concept according to this measurement used for the study.

Statistical Analysis of Clothing Variables and Self-Concepts

The clothing variables and self-concepts of the selected group of large size women were statistically analyzed to determine the relationship between the two factors. The data was analyzed in terms of the two hypotheses to be tested as described in the following discussion.

Hypothesis one stated that the clothing variable score and self-concept scores of the large size woman would not be positive. For the purposes of this study, a positive level was designated in the procedures as the two highest score levels, medium high and high. The mean scores of the composite Clothing Measure and the composite Attitude Measure were utilized in determining the self-concepts and clothing variable level of the participants.

Refer to Table V for a presentation of the mean scores, minimum score, and maximum score range of the participants in terms of the Attitude Measure and the Clothing Measure. The analysis of the data indicated that the mean score for the Attitude Measure of the participant was 72.06 which was within the pre-determined range of 68 - 86 designated as a medium high self-concept. Analysis of the data concerning the Clothing Measure indicated that the mean score of the participant was 190.00 which was within the pre-determined range of 172 - 228 designated as a medium high score level.

TABLE V
SELF-CONCEPT AND CLOTHING VARIABLE SCORE LEVEL
OF A SELECTED GROUP OF LARGE SIZE WOMEN

Mean Score	Minimum Score	Maximum Score
<u>Attitude Measure</u>		
72.06	40.00	143.00
<u>Clothing Measure</u>		
190.00	121.00	256.00

From the analysis of the mean scores of the Attitude Measure and the Clothing Measure, hypothesis one was rejected. The participants had a comparatively positive self-concept level and clothing variable score based on the criteria established in the procedures.

Hypothesis two stated that there would be no correlation between the clothing variable scores of the large size women and the self-concept level. Pearson's product-moment coefficient of correlation was utilized in determining whether there was a significant difference. Refer to Appendix J for the complete table used to analyze the data in terms of hypothesis two.

Analysis of the findings indicated a Pearson r value of -0.006 which was not significant at the ($p < .05$ level). Thus, a negative correlation between the self-concept level and the composite clothing variables score of the participant existed as shown in Table VI. There was no significant correlation at the ($p < .05$ level), and hypothesis two was not rejected. This finding suggested that the more positive the self-concept level of the participant, the less positive the clothing variable score.

TABLE VI
CORRELATION OF COMPOSITE ATTITUDE MEASURE SCORE
WITH COMPOSITE CLOTHING MEASURE SCORE

Description	Pearson r Value Composite Clothing Measure Score	Significance Level
Composite Attitude Measure Score	-0.006	.96

The Pearson's product-moment coefficient of correlation was also utilized to determine whether there was a significant correlation between the self-concept level of the participant and the scores on each of the six clothing variables; aesthetics, modesty, clothing interest, comfort, management, and dependence. The relationship between the composite Attitude Measure and the clothing variables, clothing interest, aesthetics, modesty, comfort and dependence are shown in Table VII.

TABLE VII
CORRELATION OF COMPOSITE ATTITUDE MEASURE SCORE
WITH THE CLOTHING SCORE OF THE VARIABLES
MANAGEMENT, CLOTHING INTEREST,
AESTHETICS, MODESTY, COMFORT,
AND DEPENDENCE

Composite Attitude Measure Score	Pearson r Value Composite Clothing Measure Score	Significance Level
Management	-0.385	.0057 ^a
Clothing Interest	-0.16	.26
Aesthetics	0.129	.369
Modesty	0.158	.27
Comfort	0.164	.25
Dependence	0.17	.231

^aSignificant at the ($p < .01$ level)

In terms of the clothing variable, management, a Pearson r value of -0.0385 was obtained which indicated a negative correlation significant at the ($p < .01$ level). Thus, a significant negative correlation was found between the self-concept level and the management variable score of the participant which was also reported in a study conducted by Humphrey (1967). This finding suggested that the more positive the self-concept level of the participant the less positive the management of clothing score.

Another negative correlation was indicated by the variable, clothing interest (Pearson r value = $-.16$); however, the findings were not significant at the ($p < .05$ level). This analysis suggested that the more positive the self-concept level of the participant, the less positive the clothing interest score.

Further analysis of the data indicated positive correlations between the self-concept level and aesthetics (Pearson r value = $.129$); modesty (Pearson r value = $.158$); comfort (Pearson r value = $.164$); and, dependence (Pearson r value = $.17$). Nevertheless, none of these variables were significant at the ($p < .05$ level).

These findings suggested that the more positive the self-concept of the participant, the more positive the Clothing Measure score of the participant in terms of four of the six clothing variables; namely, aesthetics, modesty, comfort, and dependence.

Implications

Based on the findings of this study, several implications were drawn and stated as follows:

1. The 50 large size women volunteered to participate in the study and their willingness to complete the questionnaire may suggest that they were secure in their feelings about their appearance. Therefore, the positive self-concept established in the study may not be characteristic of the large size woman.

2. Seventy-eight percent of the participants were employed at the time the study was conducted. The clothing needs expressed by the large size women suggest a lack of availability of appropriate clothing to wear to work.

3. Major problems existed in terms of fit, price, becomingness, and style in ready-to-wear for the large size women in the study. Concerted efforts should be made on the part of the manufacturers and retailers in order to increase the availability of ready-to-wear designed specifically for large size women.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

The general purposes of the research were to investigate certain clothing variables of a selected group of large size women and to study the relationship to a measure of self-concept. Three objectives were developed to guide the study: 1) to identify measures of clothing variables and self-concept of large size women; 2) to determine the certain clothing variables: aesthetics, clothing interest, comfort, dependence, management, and modesty, and the self-concepts of a selected group of large size women, and 3) to study the relationship between certain clothing variables and self-concepts of a selected group of large size women. The hypotheses were stated as follows: 1) the clothing variable scores and self-concept scores of large size women will not be positive; 2) there will be no correlation between the clothing variable scores of the large size women and the self-concept level.

Summary

Data were collected through questionnaires distributed to large size women on a volunteer basis between September, 1979 and March, 1980. The sample consisted of 50 large size women from the Stillwater, Tulsa, and Oklahoma City areas. A summary of the characteristics of the participants follows: approximately one-third (32%) were between 49 - 58 years of age, (22%) between 29 - 38, (18%) between 39 - 48, and (18%)

over 59 years of age. Over three-fourths (78%) were presently employed with (62%) employed over 21 hours per week.

The hypotheses were used to categorize the data for computer programmed statistical analysis. Pearson's product-moment coefficient of correlation was used to determine whether a relationship existed between the clothing variable scores of the selected group of large size women and their self-concepts.

Over three-fourths of the composite scores for the Clothing Measure (80%) and the Attitude Measure (78%) were designated as positive according to the established criteria. In regard to the six clothing variables 50 percent or more of the participants scored in the positive level as indicated: aesthetics (80%), comfort (78%), management (74%), clothing interest (62%), dependence (60%), and modesty (56%). Results of the study revealed no significant correlations ($p < .05$ level) between the composite Attitude Measure score and the composite Clothing Measure score. A significant negative correlation ($p < .01$ level) was found between the composite Attitude Measure scores and the management clothing variable. Thus, the less positive the score level in terms of management details, such as, planning of large clothing purchases, care of clothing, and protection of clothing due to inclement weather, the more positive the self-concept level.

Conclusions

Based on the analysis of data, the following conclusions were drawn about the large size women in the study:

1. Clothing was important to the participants as indicated by their interest in a becoming personal appearance, preference for

clothing that was not revealing and did not call attention to the body, enjoyment of shopping and awareness of fashion, considered comfort of clothing as being important, planned and prepared for clothing decisions, and used clothing to improve or alter their feelings.

2. The participants had a feeling of security and acceptance of self as indicated by their responses to questions regarding their self-concept.

3. The more positive the self-concept level, the less importance the participant placed on clothing management details, such as planning of large clothing purchases, care of clothing and protection of clothing due to inclement weather.

4. The findings in terms of the importance of fit in clothing along with price, becomingness, and style concurs with the literature reported in the study.

Recommendations

The research was concerned with large size women living in the Stillwater, Tulsa, and Oklahoma City areas who volunteered to participate; therefore, it is not necessarily representative of other large size women in a larger population. Recommendations for further study include the following:

1. Replicate the study using the following ideas:
 - A. A larger random sample of large size women and investigate further the relationship between self-concepts and clothing variables.
 - B. A sample including a control group of normal size women and a selected group of large size women. Differences between

the two groups would enlighten even further the findings and needs concerning large size women.

- C. A more detailed self-concept instrument examining several facets of self-concept, i.e., self-esteem, security-insecurity, open or closed mindedness, etc. A more extensive comparison between these attitude variables and the six clothing variables might indicate more significant correlations.
- D. Examine the self-concepts and clothing variables of large size men.

2. Conduct a longitudinal study to determine changing patterns in self-concepts and clothing practices of large size women in terms of socio-economic status and career paths.

3. Conduct a study working with large size apparel manufacturers in terms of standardization of large size women's figure dimensions and fitting problems.

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APPENDIXES

APPENDIX A

LIST OF INSTRUMENTS CONSIDERED
FOR USE IN THE STUDY

SELF-CONCEPT INSTRUMENTS

1. Allport, Vernon, and Lindzey Study of Values Scale

Creekmore, M. A. Clothing behaviors and their relation to general values and to the striving for basic needs. Unpublished doctoral dissertation, The Pennsylvania State University, 1963.

Lapitsky, M. Clothing Values and Their Relation to General Values and to Social Security and Insecurity. (Doctoral dissertation, The Pennsylvania State University) Ann Arbor, Mich.: University Microfilms, 1961, No. 61-2382.

2. Attitude Measure

Zentner, M. A. Perception of clothing usage, clothing attitudes and practices, and self-acceptance. Unpublished doctoral dissertation, The Pennsylvania State University, 1971.

3. Bernreuter Personality Inventory

Ryan, M. S. Perception of Self in Relation to Clothing, Part IV: Psychological Effects of Clothing. Cornell University (New York) Agricultural Experiment Station Bulletin No. 905, 1954.

4. Brownfain Self-Rating Inventory

Humphrey, C. A. The relationship of stability of self-concept to the clothing of adolescents. Unpublished master's thesis, Michigan State University, 1968.

Humphrey, C., Klaasen, M., and Creekmore, A. Clothing and self-concept of adolescents. Journal of Home Economics, 1971, 63 (4), 246-250.

Klaasen, M. G. Self-esteem and its relationship to clothing. Unpublished master's thesis, Michigan State University, 1967.

5. California Psychology Inventory

Wunderlich, R. A. Personality characteristics of super-obese persons as measured by the California Psychological Inventory. Psychological Reports, 1974, 35, 1029-30.

6. Rosenberg's Self-Esteem Scale

Douce, P. D. M. Selected aspects of personality related to social acceptance and clothing oriented variables. Unpublished doctoral dissertation, Utah State University, 1969.

CLOTHING VARIABLE INSTRUMENTS

1. Clothing Concern Inventory

Dickey, L. E. Projection of the self through judgments of clothed-figures and its relation to self-esteem, security-insecurity and to selected clothing behaviors. Unpublished doctoral dissertation, The Pennsylvania State University, 1967.

2. Clothing Interest Inventory

Creekmore, A. M. Clothing behaviors and their relation to general values and to the striving for basic needs. Unpublished doctoral dissertation, The Pennsylvania State University, 1963.

3. Importance of Clothing Scales

Fetterman, N. I. An analysis of the Creekmore scales of eight clothing variables. Unpublished master's thesis, Michigan State University, 1968.

Humphrey, C. A. The relationship of stability of self-concept to the clothing of adolescents. Unpublished master's thesis, Michigan State University, 1968.

Klaasen, M. G. Self-esteem and its relationship to clothing. Unpublished master's thesis, Michigan State University, 1967.

4. Sharpe's Clothing Interest Inventory

Potts, B. C. Clothing interest of adult women as related to feelings of social security-insecurity and open or closed mindedness. Unpublished master's thesis, The Ohio State University, 1974.

5. Thematic Apperception Test

Rosencranz, M. L. Clothing symbolism. Journal of Home Economics, 1962, 54 (1), 79-81.

APPENDIX B
QUESTIONNAIRE

Dear Participant,

Your willingness to help with the investigation of the "Big Beautiful Market" is greatly appreciated. As The Fashion Group, Inc. has reported, twenty five million women in this country wear size 16 or larger. Fortunately more and more manufacturers are hearing that challenge - - the large market is growing. In 1955, only 155 manufacturers mainly of budget clothing existed. In today's market there are at least 500 manufacturers of large size clothing.

Completion of the questionnaire should take no more than 20-25 minutes of your valuable time. Your particular answers will be kept in the strictest of confidence. Please return the completed questionnaire with 10 days. The data will be compiled and if so indicated, you will receive a copy of the findings. Thank you for participating in this research project.

Sincerely yours,

Kimberlee A. Pyle
Graduate Student

ATTITUDE MEASURE

This is a study of your attitudes. There are no right or wrong answers. The best answer is what you feel is true of yourself. Read each of the statements carefully. Circle the number corresponding to the way you feel about each statement. Please circle only one (1) corresponding number for each statement.

SCALE:

5-True of myself
4-Mostly true of myself
3-About half-way true of myself
2-Slightly true of myself
1-Not at all true of myself

-
- | | | | | | |
|---|---|---|---|---|---|
| 1. I feel guilty about my feelings toward certain people. | 5 | 4 | 3 | 2 | 1 |
| 2. Although I know I am not living very effectively, I just don't use my energies in better ways. | 5 | 4 | 3 | 2 | 1 |
| 3. I do not worry or condemn myself if other people pass judgment against me. | 5 | 4 | 3 | 2 | 1 |
| 4. I am frequently bothered by feelings of inferiority. | 5 | 4 | 3 | 2 | 1 |
| 5. I feel that people do not like me so I do not try to be friendly. | 5 | 4 | 3 | 2 | 1 |

Scale:

- 5-True of myself
 4-Mostly true of myself
 3-About half-way true of myself
 2-Slightly true of myself
 1-Not at all true of myself
-

- | | | | | | |
|--|---|---|---|---|---|
| 6. When I have to address a group, I feel self-conscious and have difficulty in saying things well. | 5 | 4 | 3 | 2 | 1 |
| 7. Even when people do think well of me, I feel sort of guilty because I know I must be fooling them. If I were really to be myself, they wouldn't think well of me. | 5 | 4 | 3 | 2 | 1 |
| 8. I feel that people are apt to react differently to me than they would to others. | 5 | 4 | 3 | 2 | 1 |
| 9. In order to get along and be liked, I tend to be what people expect me to be. | 5 | 4 | 3 | 2 | 1 |
| 10. I feel confident that I can do something about the problems that may arise in my future. | 5 | 4 | 3 | 2 | 1 |
| 11. I don't question my worth as a person, even if I think others do. | 5 | 4 | 3 | 2 | 1 |
| 12. I am quite shy and self-conscious in social situations. | 5 | 4 | 3 | 2 | 1 |
| 13. I think that I'm emotionally unstable. | 5 | 4 | 3 | 2 | 1 |
| 14. I cannot take criticism. | 5 | 4 | 3 | 2 | 1 |
| 15. I think I have certain abilities, but I'm not giving them an importance beyond what they deserve. | 5 | 4 | 3 | 2 | 1 |
| 16. I am not the person I pretend to be so I guess I'm putting on a show to impress someone. | 5 | 4 | 3 | 2 | 1 |
| 17. Even if a job turns out well, something inside of me will not let me be satisfied. | 5 | 4 | 3 | 2 | 1 |
| 18. When I'm in a group I usually don't say much for fear of saying the wrong things. | 5 | 4 | 3 | 2 | 1 |
| 19. Social situations cause me to feel shy and self-conscious. | 5 | 4 | 3 | 2 | 1 |
| 20. I have a tendency to sidestep my problems. | 5 | 4 | 3 | 2 | 1 |

Scale:

5-True of myself

4-Mostly true of myself

3-About half-way true of myself

2-Slightly true of myself

1-Not at all true of myself

21.	I live too much by other peoples' standards.	5	4	3	2	1
22.	When people say nice things about me, I think they may be kidding me or not sincere.	5	4	3	2	1
23.	I'm not afraid of meeting new people. I feel that I'm a worthwhile person and there's no reason why they should dislike me.	5	4	3	2	1
24.	I'm very sensitive. I have a tendency to think people are criticizing me or insulting me in some way; later, when I think of it, I realize that criticism was not intended.	5	4	3	2	1
25.	I'd accomplish more if I had better luck.	5	4	3	2	1
26.	I feel self-conscious when I'm with people who have a superior position to mine in business or at school.	5	4	3	2	1
27.	If people I like really knew me, I'm afraid they would be disappointed in me.	5	4	3	2	1
28.	Other people have kept me from achieving as much as I should have achieved.	5	4	3	2	1
29.	I only half-way believe in myself.	5	4	3	2	1
30.	I feel that I'm a person of worth, on an equal plane with others.	5	4	3	2	1
31.	I look on most of the feelings and impulses I have toward people as being quite natural and acceptable.	5	4	3	2	1
32.	I'd like it if I could find someone who would tell me how to solve my personal problems.	5	4	3	2	1
33.	I feel that I'm on the same level as other people and that helps to establish good relations with them.	5	4	3	2	1
34.	I seem to have a real inner strength in handling things.	5	4	3	2	1

Scale:

- 5-True of myself
 - 4-Mostly true of myself
 - 3-About half-way true of myself
 - 2-Slightly true of myself
 - 1-Not at all true of myself
-

35. I feel different from other people. I'd like to have the feeling of security that comes from knowing I'm not too different from others.
- 5 4 3 2 1

CLOTHING MEASURE

Read the following statements and circle the number which corresponds most closely to you. There are no right or wrong answers. The best answer is what you feel is true of yourself. Please circle only one (1) corresponding number for each statement.

SCALE:

- 5-Almost always
 - 4-Usually
 - 3-Sometimes
 - 2-Seldom
 - 1-Almost never
-

- | | | | | | |
|---|---|---|---|---|---|
| 1. The way I look in my clothes is important to me. | 5 | 4 | 3 | 2 | 1 |
| 2. When shopping I tend to select clothing that is appealing to me even if the style may not be the most becoming. | 5 | 4 | 3 | 2 | 1 |
| 3. A person with an unkempt appearance bothers me. | 5 | 4 | 3 | 2 | 1 |
| 4. I consider the fabric texture with the line of the garment when selecting clothing. | 5 | 4 | 3 | 2 | 1 |
| 5. I use clothing as a means of disguising physical problems and imperfections through a skillful use of color, line and texture. | 5 | 4 | 3 | 2 | 1 |
| 6. I will wear a garment even if a button, snap or other detail is torn or missing. | 5 | 4 | 3 | 2 | 1 |
| 7. I consider pleasing color combinations of clothing to be an important factor in selecting a garment. | 5 | 4 | 3 | 2 | 1 |
| 8. I carefully coordinate the accessories that I wear with each outfit. | 5 | 4 | 3 | 2 | 1 |
| 9. I will wear fashionable clothing even though it may not be as becoming to me. | 5 | 4 | 3 | 2 | 1 |

Scale:

5-Almost always

4-Usually

3-Sometimes

2-Seldom

1-Almost never

10.	I spend more time coordinating the colors in my wardrobe than most people.	5	4	3	2	1
11.	Unlined sheer dresses or blouses reveal too much of the body.	5	4	3	2	1
12.	I select clothes that are conservative in style.	5	4	3	2	1
13.	I feel uncomfortable when someone has forgotten to close their zipper.	5	4	3	2	1
14.	I choose clothing with small prints, even though a larger design looks equally well on me.	5	4	3	2	1
15.	I feel embarrassed when I see someone in too low cut a dress.	5	4	3	2	1
16.	I select clothes which do not call attention to myself in any way.	5	4	3	2	1
17.	I feel embarrassed when I see someone in clothes that are too tight.	5	4	3	2	1
18.	I like dark or muted colors rather than bright ones for my clothes.	5	4	3	2	1
19.	I hesitate to associate with those whose clothes seem to reveal too much of their body.	5	4	3	2	1
20.	I enjoy trying shoes of different styles or colors.	5	4	3	2	1
21.	When shopping I will look at the accessories in the store to find attractive combinations.	5	4	3	2	1
22.	I enjoy trying on the newest fashion of clothing each season.	5	4	3	2	1
23.	I read magazines and newspapers to learn what is new in clothing.	5	4	3	2	1
24.	I enjoy combining different garments and accessories.	5	4	3	2	1

Scale:

- 5-Almost always
 4-Usually
 3-Sometimes
 2-Seldom
 1-Almost never

25.	I experiment with new or different "hair-do's".	5	4	3	2	1
26.	I stay informed about the latest clothing styles even if I would not want to wear them.	5	4	3	2	1
27.	I try on clothing just to see how I will look in them without the intention of buying.	5	4	3	2	1
28.	When I buy a new garment I try many different accessories before wearing it.	5	4	3	2	1
29.	The way my clothes feel to my body is important to me.	5	4	3	2	1
30.	There are certain textures in fabrics that I like and especially try to buy, for example, soft, fuzzy, sturdy, smooth.	5	4	3	2	1
31.	I am more sensitive to temperature changes than others and I have difficulty being comfortable in my clothes as a result.	5	4	3	2	1
32.	I wear my pants or slacks with an easy fit even when tight ones are fashionable.	5	4	3	2	1
33.	I get rid of garments I like because they are not comfortable.	5	4	3	2	1
34.	I find it difficult to buy clothes suitable to the temperature.	5	4	3	2	1
35.	I avoid garments that bind the upper arm.	5	4	3	2	1
36.	I am irritable if my clothes are uncomfortable.	5	4	3	2	1
37.	I am extremely sensitive to the texture of the fabrics in my clothing.	5	4	3	2	1
38.	I plan for and prepare clothes to wear several days in advance.	5	4	3	2	1
39.	I see that my out-of-season clothing is cleaned and stored.	5	4	3	2	1
40.	I look over the clothing in my wardrobe before each season so that I know what I have.	5	4	3	2	1

Scale:

5-Almost always

4-Usually

3-Sometimes

2-Seldom

1-Almost never

41.	I am enticed into buying garments I like without having anything to go with them.	5	4	3	2	1
42.	I enjoy trying to get the most for my money in clothing purchases.	5	4	3	2	1
43.	I wear a raincoat or carry an umbrella to protect my clothes in rainy weather.	5	4	3	2	1
44.	I have something to wear for any occasion that occurs.	5	4	3	2	1
45.	I plan ahead when purchasing more expensive items of clothing such as coats or suits.	5	4	3	2	1
46.	I carefully plan every purchase so that I know what I need when I get to a store.	5	4	3	2	1
47.	I am more concerned about the care of my clothing than my friends are about theirs.	5	4	3	2	1
48.	Certain clothes make me feel more sure of myself.	5	4	3	2	1
49.	When I am dressing I will select a garment to wear according to my mood that day.	5	4	3	2	1
50.	On days when I feel low I will wear cheerful clothes.	5	4	3	2	1
51.	I "dress-up" to make an ordinary occasion seem more exciting.	5	4	3	2	1
52.	I am aware of being more friendly and outgoing when I wear particular clothes.	5	4	3	2	1
53.	My feelings and actions differ according to whether I am wearing my best clothing or not.	5	4	3	2	1
54.	I buy clothing to boost my morale.	5	4	3	2	1
55.	I do not enjoy constantly wearing the same kind of clothing.	5	4	3	2	1
56.	I have more self-confidence when wearing better clothing.	5	4	3	2	1
57.	When things are not going well I like to wear brighter colors.	5	4	3	2	1

QUESTIONNAIRE

PERSONAL DATA

Please check the following as they apply to you.

1. Age Group

<input type="checkbox"/> (1) 18 and under	<input type="checkbox"/> (4) 39-48
<input type="checkbox"/> (2) 19-28	<input type="checkbox"/> (5) 49-58
<input type="checkbox"/> (3) 29-38	<input type="checkbox"/> (6) 59 and over

2. Are you presently employed outside the home?

<input type="checkbox"/> (1) Yes	<input type="checkbox"/> (2) No
----------------------------------	---------------------------------

 If yes, check below:

<input type="checkbox"/> (1) 1-5 hours per week	<input type="checkbox"/> (4) 16-20 hours per week
<input type="checkbox"/> (2) 6-10 hours per week	<input type="checkbox"/> (5) over 21 hours per week
<input type="checkbox"/> (3) 11-15 hours per week	

3. How do you acquire garments for your wardrobe most frequently?
(Check one)

<input type="checkbox"/> (1) New ready-to-wear garments
<input type="checkbox"/> (2) Custom-made garments (local seamstress)
<input type="checkbox"/> (3) Self-sewn garments
<input type="checkbox"/> (4) Other/Specify _____

4. List the average number of items in your current wardrobe that you can presently wear in the following apparel classifications.

<input type="checkbox"/> (1) Jeans	<input type="checkbox"/> (7) Dresses
<input type="checkbox"/> (2) Slacks	<input type="checkbox"/> (8) Pantsuits
<input type="checkbox"/> (3) Skirts	<input type="checkbox"/> (9) Jumpsuits
<input type="checkbox"/> (4) Blouses/Shirts	<input type="checkbox"/> (10) Evening dresses
<input type="checkbox"/> (5) Sweaters	<input type="checkbox"/> (11) Coats/Jackets
<input type="checkbox"/> (6) Blazers	<input type="checkbox"/> (12) Other/Specify _____

5. Which of the following factors do you feel are most important in the selection of your clothes? (Check two)

<input type="checkbox"/> (1) Price	<input type="checkbox"/> (6) Brand names
<input type="checkbox"/> (2) Color	<input type="checkbox"/> (7) Construction
<input type="checkbox"/> (3) Fit	<input type="checkbox"/> (8) Prestige
<input type="checkbox"/> (4) Style	<input type="checkbox"/> (9) Becomingness
<input type="checkbox"/> (5) Care	<input type="checkbox"/> (10) Other/Specify _____

6. Have you returned any garments you purchased in the past three months?

<input type="checkbox"/> (1) Yes	<input type="checkbox"/> (2) No
----------------------------------	---------------------------------

 If yes, for what reason(s) did you return the item(s)? (Check two)

<input type="checkbox"/> (1) Fit	<input type="checkbox"/> (4) Impulse purchase
<input type="checkbox"/> (2) Construction	<input type="checkbox"/> (5) Defective Merchandise
<input type="checkbox"/> (3) Style	<input type="checkbox"/> (6) Other/Specify _____

7. What type of store do you shop most frequently for clothing?
(Check one)
- | | |
|---|--|
| <input type="checkbox"/> (1) Specialty store | <input type="checkbox"/> (4) Mail order catalogs |
| <input type="checkbox"/> (2) Department store | <input type="checkbox"/> (5) Other/Specify _____ |
| <input type="checkbox"/> (3) Discount store | _____ |
8. When shopping for clothing do you purchase the majority of your clothing in a store that specialized in large sizes?
 (1) Yes (2) No
9. What are your major reasons for shopping in a particular store?
(Check two)
- | | |
|---|---|
| <input type="checkbox"/> (1) Like merchandise | <input type="checkbox"/> (6) Sales help |
| <input type="checkbox"/> (2) Brands carried | <input type="checkbox"/> (7) Charge account |
| <input type="checkbox"/> (3) Location | <input type="checkbox"/> (8) Friend shops there |
| <input type="checkbox"/> (4) Atmosphere | <input type="checkbox"/> (9) Parent |
| <input type="checkbox"/> (5) Styles carried | <input type="checkbox"/> (10) Other/Specify _____ |
| | _____ |
10. What are the major problems you have in finding clothing for yourself?
- _____
- _____
- _____

THANK YOU for completing the questionnaire. Please fold on the lines provided on the back of this sheet. Our return address should be seen on the outside. Staple the questionnaire once in the center to seal. Postage is prepaid. RETURN within 10 days of receiving the questionnaire.

****Clothing Measure**

Variable	Questions
Aesthetics	1 - 10
Modesty	11 - 19
Clothing Interest	20 - 28
Comfort	29 - 37
Management	38 - 47
Dependence	48 - 57

APPENDIX C

LIST OF COOPERATING SALONS

Stillwater

Clinic of Medical Reducing

Magic Mirror Figure Salon

Nautilus Fitness Centers of Stillwater, Inc.

Pat Walker's Figure Perfection Salon

Tulsa

Diet Wise Workshop

Figurama

Overeater's Anonymous

Oklahoma City

Figure World

International Fitness Racquetball and Nautilus Center

APPENDIX D

ORIGINAL FLIER AND POSTAL CARD

YOUR HELP IS URGENTLY NEEDED!!!!

Clothing problems of large size women is the subject of a study being conducted in August and September by a graduate student in Clothing, Textiles and Merchandising at Oklahoma State University. The Fashion Group, Inc. reports that twenty five million women in this country wear size 16 or larger.

According to this study, the "Big Beautiful Market" wanted:

First . . . Fit
Second . . . Quality
Third . . . Color
Fourth . . . Fashion
Fifth . . . Value

Fortunately, more and more manufacturers are hearing that challenge - - the large market is growing. In 1955 there were about 150 manufacturers, largely of budget clothing. In 1978, there are at least 500 manufacturers of large size clothing.

Please fill out the attached postcard IMMEDIATELY so that you can receive one of the questionnaires. A summary of the results will be sent to all participants.

APPENDIX E

FOLLOW-UP LETTER

OKLAHOMA STATE UNIVERSITY

DEPARTMENT OF CLOTHING, TEXTILES, AND MERCHANDISING

Dear

A few days ago you received a questionnaire to complete concerning my research study. The questionnaire is designed to provide needed information about the clothing practices and behaviors of the large size woman.

Would you complete and return the questionnaire to me as soon as possible? I realize your time is precious; however, it should only take 30 minutes to complete. If you have already returned the questionnaire, please accept my thanks and ignore this letter.

Sincerely,

Kimberlee A. Pyle
Graduate Student

APPENDIX F

ALTERNATIVE METHODS OF COLLECTING DATA

Alternative Methods of Collecting Data

The alternative methods are listed and explained in their order of usage.

1. The original flier was revised and redistributed to the cooperating salons.

The same procedures were used in that the participant mailed the completed postal card to the writer. In turn, a copy of the questionnaire was sent to the participant for completion within ten days. A follow-up letter was sent to the non-respondents to encourage completion of the questionnaire. A copy of the revised flier refers to the following page.

2. Advertisements were placed in Stillwater, Oklahoma State University, Tulsa, and Oklahoma City newspapers.

Interested participants called the writer for further information concerning the study. During the phone conversation, the writer explained the purpose of the study and the resulting use of the questionnaire. A copy of the questionnaire was sent to the participant for completion within ten days. A follow-up letter was sent to encourage the non-respondents' participation. A copy of the advertisement refer to the following page.

3. The fliers with postal cards attached were left with cooperating Stillwater, Tulsa, and Oklahoma City retail stores that carried clothing which catered to the needs of the large size woman.

Upon receipt of the completed postal card, the writer sent a copy of the questionnaire to the participant for completion within ten days. Follow-up letters were sent to the non-respondents to encourage their completion of the questionnaire. Refer to the following page for a list of the cooperating retail stores.

4. Additional efforts were made by contact on a one-to-one basis.

The writer contacted friends, faculty, and staff members of Oklahoma State University to identify large size women. Questionnaires were distributed to the large size women for completion within ten days. Follow-up letters were sent to the non-respondents to encourage completion of the questionnaire.

ARE YOU A MEMBER OF THE BIG BEAUTIFUL MARKET?

Clothing problems of large size women is the subject of a study being conducted by a graduate student in Clothing, Textiles and Merchandising at Oklahoma State University. A recent report by The Fashion Group, Inc. indicated that twenty five million women in this country wear size 16 or larger. The "Big Beautiful Market" is concerned about clothing in terms of:

Fit

Quality

Color

Fashion

Value.

Fortunately, more and more manufacturers are handling that challenge - - - the large size market is GROWING! In 1955 there were about 150 manufacturers, largely of budget clothing. Today over five times as many manufacturers produce clothing for the large size woman.

YOUR HELP IS URGENTLY NEEDED!! Please fill out the attached postcard IMMEDIATELY so that you can receive a questionnaire. A summary of the findings will be made available to all participants.

Advertisement

Are you a member of the Big Beautiful Market? Please help solve the clothing problems of large size women. For more information call 372-5857 after 5 p.m.

List of Coöperating Stores

Stillwater

Bonney's
The Clothes Closet
Elsie's
The First Floor
McKeowan's Showcase
The Morning Star
C. R. Anthony's
Beall's
Katz Department Store

Tulsa

Betty Claire's
Woman's World Shops

Oklahoma City

Betty Claire's
Dee Hall Women's Wear
Lane Bryant
Woman's World Shops

APPENDIX G

RESPONSE RATE IN THE USE OF
ALTERNATIVE METHODS

Response Rate in the Use of Alternative Methods

The response rate is explained in the order of usage of the alternative methods.

1. The original flier was revised and redistributed to the cooperating salons.

Six (12%) postal cards were received through the use of alternative method one. Six questionnaires were mailed with four questionnaires received by the deadline date of ten days. Follow-up letters were sent to the non-respondents with two questionnaires returned.

2. Advertisements were placed in Stillwater, Oklahoma State University, Tulsa, and Oklahoma City newspapers.

Through the use of alternative method two, nine (18%) phone calls from the Stillwater area were received by the writer. Three participants requested additional questionnaires. A total of 15 questionnaires were mailed. Seven (14%) questionnaires were received by the deadline date of ten days. Two (4%) questionnaires were returned after follow-up letters were sent to the non-respondents.

3. The fliers with postal cards attached were left with cooperating Stillwater, Tulsa, and Oklahoma City retail stores that carried clothing which catered to the needs of the large size woman.

Sixteen (32%) postcards were received through the use of alternative method three. Sixteen questionnaires were mailed with 12 questionnaires received within the deadline date specifications. Follow-up letters were sent with four questionnaires returned.

4. Additional efforts were made by contact on a one-to-one basis.

The writer distributed 13 (26%) questionnaires on a one-to-one basis to volunteering participants. Ten questionnaires were received within the ten day deadline. Follow-up letters were sent to the non-respondents with three questionnaires returned. Forty-four additional questionnaires were received by these alternative methods; thus, a total of 50 volunteers participated in the study.

APPENDIX H

BUYING HABITS TABLES

TABLE VIII
 GARMENT ACQUISITION OF LARGE SIZE WOMEN
 N=50

Variable	N	%
Ready-to-Wear Garments	32	64.00
Custom-made Garments (local seamstress)	3	6.00
Self-sewn Garments	12	24.00
Other ^a	<u>3</u>	<u>6.00</u>
Total	50	100.00

^aThe responses of the participants who checked "other" are as follows:

1. I sew and buy some.
2. Mother-in-law sews for me.
3. Used good clothes handed down from a friend.

TABLE IX
 NUMBER OF GARMENTS OWNED AS INDICATED BY A
 SELECTED GROUP OF LARGE SIZE WOMEN
 N=50

Classification	N ^a	%	Classification	N ^a	%
<u>Jeans</u>			<u>Skirts</u>		
0	33	66.00	0	15	30.00
1-9	17	34.00	1-9	33	66.00
10-19	0	00.00	10-19	2	4.00
20-29	0	00.00	20-29	0	00.00
30-39	<u>0</u>	<u>00.00</u>	30-39	<u>0</u>	<u>00.00</u>
Total	50	100.00	Total	50	100.00
<u>Slacks</u>			<u>Blouses/Shirts</u>		
0	9	18.00	0	8	16.00
1-9	32	64.00	1-9	8	16.00
10-19	8	16.00	10-19	28	56.00
20-29	0	00.00	20-29	4	8.00
30-39	<u>1</u>	<u>2.00</u>	30-39	<u>2</u>	<u>4.00</u>
Total	50	100.00	Total	50	100.00

TABLE IX (Continued)

Classification	N ^a	%	Classification	N ^a	%
<u>Sweaters</u>			<u>Pantsuits</u>		
0	9	18.00	0	15	30.00
1-9	39	78.00	1-9	29	58.00
10-19	2	4.00	10-19	4	8.00
20-29	0	00.00	20-29	2	4.00
30-39	<u>0</u>	<u>00.00</u>	30-39	<u>0</u>	<u>00.00</u>
Total	50	100.00	Total	50	100.00
<u>Blazers</u>			<u>Jumpsuits</u>		
0	22	44.00	0	44	88.00
1-9	27	54.00	1-9	6	12.00
10-19	1	2.00	10-19	0	00.00
20-29	0	00.00	20-29	0	00.00
30-39	<u>0</u>	<u>00.00</u>	30-39	<u>0</u>	<u>00.00</u>
Total	50	100.00	Total	50	100.00
<u>Dresses</u>			<u>Evening Dresses</u>		
0	6	12.00	0	18	36.00
1-9	36	72.00	1-9	31	62.00
10-19	6	12.00	10-19	1	2.00
20-29	1	2.00	20-29	0	00.00
30-39	<u>1</u>	<u>2.00</u>	30-39	<u>0</u>	<u>00.00</u>
Total	50	100.00	Total	50	100.00

TABLE IX (Continued)

Classification	N ^a	%	Classification	N ^a	%
Coats/Jackets			<u>Other</u> ^a		
0	6	12.00	0	40	80.00
1-9	43	86.00	1-9	10	20.00
10-19	1	2.00	10-19	0	00.00
20-29	0	00.00	20-29	0	00.00
30-39	<u>0</u>	<u>00.00</u>	30-39	<u>0</u>	<u>00.00</u>
Total	50	100.00	Total	50	100.00

- ^aThe responses of the participants who checked "other" are as follows:
1. Eight participants responded that they had 1-9 'capcs/ponchos' in their wardrobe.
 2. One participant responded that she had four 'vests' in her wardrobe.
 3. One participant responded that she had four 'nursing uniforms' in her wardrobe.

TABLE X
 CLOTHING SELECTION FACTORS DEEMED IMPORTANT
 BY A SELECTED GROUP OF LARGE SIZE WOMEN
 N=50

Factors	N ^a	%
Price	23	46.00
Color	6	12.00
Fit	34	68.00
Style	10	20.00
Care	5	10.00
Brand Names	0	00.00
Construction	3	6.00
Prestige	0	00.00
Becomingness	18	36.00
Other ^a	0	00.00

^a Participants were requested to check two reasons which applied.

TABLE XI
 PERCENTAGE OF PURCHASED GARMENTS RETURNED
 BY A SELECTED GROUP OF
 LARGE SIZE WOMEN
 N=50

Responses	N	%
Yes	9	18.00
No	41	82.00
Totals	<u>50</u>	<u>100.00</u>

TABLE XII
 REASONS FOR RETURN OF GARMENTS AFTER PURCHASE
 BY A SELECTED GROUP OF LARGE SIZE WOMEN
 N=50

Reasons	N ^a	%
Fit	5	10.00
Construction	2	4.00
Style	1	2.00
Impulse Purchase	1	2.00
Defective Merchandise	2	4.00
Other	0	0.00

^aParticipants were requested to check two reasons which applied.

TABLE XIII
 TYPE OF STORE SHOPPED AS INDICATED BY A SELECTED
 GROUP OF LARGE SIZE WOMEN
 N=50

Store Type	N	%
Specialty Store	24	48.00
Department Store	19	38.00
Discount Store	3	6.00
Mail Order Catalogs	2	4.00
Other ^a	2	4.00
Total	<u>50</u>	

^aResponse of participants who checked "other" are as follows:
 1. TG&Y for material
 2. Fabric Shop

TABLE XIV
 PERCENTAGE OF CLOTHING PURCHASES IN A LARGE SIZE
 SPECIALTY STORE AS INDICATED BY A
 SELECTED GROUP OF
 LARGE SIZE WOMEN
 N=50

Responses	N	%
Yes	22	44.00
No	28	56.00
Totals	50	100.00

TABLE XV
 REASONS WHY A SELECTED GROUP OF LARGE SIZE
 WOMEN SHOPPED IN A PARTICULAR STORE
 N=50

Reasons	N ^a	%
Liked Merchandise	41	82.00
Brands Carried	7	14.00
Location	7	14.00
Atmosphere	2	4.00
Styles Carried	22	44.00
Sales Help	8	16.00
Charge Account	4	8.00
Friends Shop There	0	00.00
Parent	0	00.00
Other ^b	1	2.00

^aParticipants were requested to check two reasons which applied.

^bThe participant indicated the following reason as to why she shopped in a particular store:

1. Low prices.

APPENDIX I

PARTICIPANT COMMENTS CONCERNING THE
PROBLEMS IN FINDING CLOTHING

Participant Response Concerning the Finding of Clothing

Question: What are the major problems you have in finding clothing for yourself?

Participant Number	Comments
1	I am a tall person and clothes, such as long dresses and pants, are never long enough. I can never find a simple conservative style, they are all this new modern floppy look.
2	Finding a variety of clothing to select from. I want to mention a serious problem in this field - a pregnant woman, who is large, almost has to sew her own clothes. During my pregnancy, the only store I found good fitting pants was Sears. All other stores didn't carry large sizes.
3	I am a tall woman, cannot find clothes long enough in the sleeves and legs. Very difficult to shop in a store that carried tall girl fashions.
4	I find that they are higher in price. Have too many large prints or plaids. The styles are made for older women and quite often are not as well made.
5	None, I usually find more than I can afford. I have to choose the best one for me.
6	None.
7	Clothes that fit well yet are stylish. Usually the really stylish clothing seems made for the small person. But perhaps I'm not shopping in the right places.
8	Sleeves too long. Poor fit in general. None for large busted women. Arms tight. Waists not long enough. Not tailored enough. Too large necks.
9	Large upper arms - too tight in sleeves. Too tight across hips. Too long in waist.
10	Larger sizes that look younger and stylish in smaller towns.
11	My major problem is my height (5'9") and being 20 lbs. overweight.
12	Don't fit just right.

Participant Number	Comments
13	Attractive clothes.
14	Everything in my size is much too long. The larger sizes also seem to be mostly for older women. They don't realize that there are many large size younger women also.
15	Style - size - poor workmanship. Patterns are not cut full enough for my taste and not enough variety of patterns.
16	Many of the styles are too matronly. Only few pretty styles in sizes 16 up.
17	None.
18	I'm tall, must have custom made.
19	I'm 5'2" and everything is too long in sleeves and length.
20	I enjoyed doing this. My problem is different from most large women. I am size 18-1/2 now but tall (5'8"). When I was 40 lbs. underweight, I still wore an 18. (16 was too small). Have 7-5/8" wrist bone, so wear men's bracelets, 9-1/2 rings, etc. This is why I make all clothes so I can get young clothes in large sizes and long enough. I even make bras for myself as I wear a 42-B. Need to know outlet for bra fitments since Nimble Thimble quit business. Finding patterns that are youthful in feel, but large.
21	I have a good body, my stomach is large on account of a hernia, which I like a full front to cover up. Not allowed to wear girdles.
22	I am 6'1" tall. I never find pants long enough. My hips are large so I have problems getting tops to fit in the waist.
23	Not large enough - too short in the legs.
24	The sizes do not run true, from one brand to another.
25	I am short waisted. My abdomen is larger than my shoulders and hips.
26	Large bust, hips and thighs, narrow shoulders, small waist, slightly low waisted.

Participant Number	Comments
27	My top usually doesn't fit if the bottom does. Styles are too old for me in my size.
28	None.
29	I wear an 18 to 20 and it is difficult to find becoming clothes ready-made.
30	Frequently clothes in size 16 and up are so matronly looking for the younger person. We still like style and youthfulness in our clothes, just larger sizes.
31	Buying a garment to fit my hips and having to alter the waist line.
32	Skirts and dresses sometimes are not long enough. Very hard to find dresses that fit. For bust it takes a 16 sometimes hips only take a 14.
33	Larger size clothing are cut for large busted women. I have a small average bust line and clothing hangs on me. Larger sizes look as if they are styled for women past 50. There is very few youthful looking outfits.
34	Look like boxes - not stylish - no young styles.
35	None really except maybe for a special time of the year when I need something fancy or have something in mind and can't find it.
36	None.
37	Clothes that are becoming and large and long enough. Too many shapeless or skimpy.
38	I wear size 18-20 usually. Clothes in this size range are too matronly looking. They have no waistline. My waist is always 12-14" smaller than my bust and hips which are usually the same.
39	Too few stores carry better dresses. With so much available in the market, it is unbelievable they are not carried in more places.
40	Sleeves are too tight and too long.
41	None.
42	Not enough stores that handle half sizes.

Participant Number	Comments
43	No response.
44	My husband is an Evangelist and I have a <u>very</u> limited clothing budget but consider that I have met the challenge of dressing reasonably well on such little money, because I sew. However I feel if I had more money, I would still like to sew because sewing is to me a creative hobby. I sew for my teenage daughter some. All weather coats with a zip-out lining, I find that I cannot sew properly. Finding a simple pile lined all weather coat in navy blue. I finally ordered one from Sears. I like to feel the material and try on for a fit. It has not come yet so I don't know if I can use it.
45	Large enough sizes in fashion and fit. Not enough merchandise to select from in larger sizes.
46	Some stores don't carry young looking styles.
47	Tall garments not available.
48	Not styled for larger size person - would make large look larger. Hard to find 'good' dress of high quality in large sizes.
49	Time to shop and sew.
50	No response.

APPENDIX J

TABLE ANALYZING DATA CONCERNED WITH
HYPOTHESIS TWO

TABLE ANALYZING DATA CONCERNED WITH
HYPOTHESIS TWO

	CORRELATION COEFFICIENTS / PROB > P UNDER H ₀ :RHO=0 / N = 50							
	ATTITUDE	AESTHET	MODESTY	INTEREST	COMFORT	MANGMT	DEPEND	COMPOSIT
ATTITUDE	1.00000 0.0000	0.12974 ^b 0.3692	0.15862 ^b 0.2712	-0.16228 ^b 0.2602	0.16451 ^b 0.2536	-0.38546 ^a 0.0057	0.17246 ^b 0.2311	-0.00657 ^b 0.9639
AESTHET	0.12974 0.3692	1.00000 0.0000	0.17212 0.2320	0.50423 0.0002	0.26470 0.0632	0.41351 0.0028	0.54962 0.0001	0.65619 0.0001
MODESTY	0.15862 0.2712	0.17212 0.2320	1.00000 0.0000	-0.01423 0.9219	0.41659 0.0026	0.12799 0.3758	0.11846 0.4126	0.42729 0.0020
INTEREST	-0.16228 0.2602	0.50423 0.0002	-0.01423 0.9219	1.00000 0.0000	0.07163 0.6211	0.48785 0.0003	0.66294 0.0001	0.75443 0.0001
COMFORT	0.16451 0.2536	0.26470 0.0632	0.41659 0.0026	0.07163 0.6211	1.00000 0.0000	0.24246 0.0398	0.25540 0.0734	0.52466 0.0001
MANGMT	-0.38546 0.0057	0.41351 0.0028	0.12799 0.3758	0.48785 0.0003	0.24246 0.0898	1.00000 0.0000	0.35428 0.0116	0.63066 0.0001
DEPEND	0.17246 0.2311	0.54962 0.0001	0.11846 0.4126	0.66294 0.0001	0.25540 0.0734	0.35428 0.0116	1.00000 0.0000	0.79399 0.0001
COMPOSIT	-0.00657 0.9639	0.65619 0.0001	0.42729 0.0020	0.75443 0.0001	0.52466 0.0001	0.63066 0.0001	0.79399 0.0001	1.00000 0.0000

^aIndicated significant (p < .01 level) relationship.

^bRelationships analyzed in the study.

VITA¹

Kimberlee A. Pyle

Candidate for the Degree of

Master of Science

Thesis: CLOTHING VARIABLES IN RELATION TO SELF-CONCEPT OF A SELECTED GROUP OF LARGE SIZE WOMEN

Major Field: Clothing, Textiles and Merchandising

Biographical:

Personal Data: Born in Duncan, Oklahoma, August 23, 1956, the daughter of Mr. and Mrs. Edwin C. Pyle.

Education: Graduated from Duncan High School, Duncan, Oklahoma, in May, 1974; received Bachelor of Science in Home Economics degree from Oklahoma State University in 1978; completed requirements for the Master of Science degree at Oklahoma State University in May, 1980.

Professional Experience: Intern assistant buyer at Foley's, Houston, Texas, October, 1979 to December, 1979; Sales clerk at Buster Simon's for Women, Stillwater, April, 1979 to October, 1979.

Professional Organizations: Phi Upsilon Omicron, American Home Economics Association, Oklahoma Home Economics Association.