

THE UNIVERSITY OF MANITOBA

Maternity Employment Apparel Purchase Decisions
of Pregnant Working Women

by

Lisa Marie Lix

A Thesis
Submitted to the Faculty of Graduate Studies
in Partial Fulfilment of the Requirements for the Degree
of Master of Science

DEPARTMENT OF CLOTHING AND TEXTILES

Winnipeg, Manitoba

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To Lorne

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Abstract

Working women account for an increasing proportion of maternity apparel sales, but at present, knowledge of their clothing behaviours is limited. Past research has demonstrated that an understanding of apparel consumer markets may be gained by examining purchase decision behaviour. The purpose of this study was to examine one component of maternity employment apparel purchase decisions, that being the perceived importance of evaluative criteria.

A convenience sample of childbirth education participants from Winnipeg area was surveyed. A total of 203 took part, giving a 65% response rate. Respondents were primarily first-time mothers, aged 25 to 29. The majority were employed in professional or clerical occupations, earned \$20,000 to \$40,000 a year, and reported household incomes of \$40,000 to \$70,000.

Overall, respondents were confident in their ability to dress professionally, felt that wearing appropriate clothing during pregnancy was important to career success, and perceived themselves as being highly visible to others in the workplace. They were mildly dissatisfied with the market selection of maternity employment apparel. Respondents exhibited a neutral career orientation, and positive attitudes toward pregnancy.

Comfort was rated as the most important consideration

in apparel purchase decisions, followed by expands with figure, appropriate for work, fit, and non-restricting style. Personal preference was identified as the most important source of clothing information.

Five hypotheses were tested. The first dealt with identification of dimensions of evaluative criteria importance ratings. Application of factor analysis to the data revealed three importance dimensions, labelled Appearance, Practicality, and Economy.

The remaining four hypotheses examined relationships between evaluative criteria factors and the following: product purchase characteristics, demographics, consumer and situational characteristics, and perceived importance of clothing information sources. One-way ANOVA, simple linear regression, and Pearson product-moment correlations were used to test these hypotheses.

A negative relationship was identified between the perceived importance of economy-oriented evaluative criteria and outfit price. Positive relationships were identified between perceived importance of appearance-oriented criteria, and both maternity employment wardrobe expenditures and perceived importance of clothing during pregnancy. Positive relationships existed between the perceived importance of practicality-oriented criteria, and both self-confidence in dress and perceived importance of clothing during pregnancy.

Positive associations existed between the perceived importance of intrapersonal information sources and scores on each evaluative criteria factor. Positive correlations were also identified for the Appearance factor and interpersonal, print, retail, audio-visual, and professional information indices.

While individual product, demographic, and consumer characteristics could be used to predict the perceived importance of maternity employment apparel evaluative criteria, they were not important predictors. Generally, they could not account for more than 10% of variation in the data. The exception was perceived importance of clothing, which explained 21% of variation in Appearance factor index scores. As well, correlations between factors and information source indices were of a weak to moderate magnitude. It was concluded that multivariate models are necessary to fully explain maternity employment apparel purchase decision behaviour.

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CHAPTER 1
INTRODUCTION

Marketers recognize that a key component to success is the ability to understand and adapt to societal changes by developing new and innovative products or services, and methods of selling. In recent years, women in particular have been given increased attention by marketers. While childbearing and motherhood have long been regarded as women's primary responsibilities, an increasing number are expanding their roles to include work outside the home. At present more than one-half of all Canadian working-aged women are involved in paid employment, and this number is expected to rise (Gower, 1988). Among those entering the workforce are a significant number who balance the traditional and the contemporary by combining the dual roles of expectant mother and working woman (Bloom, 1984). While this has demanded a restructuring of marketing techniques for a variety of product categories, of central interest to this investigation is the influence on the marketing of maternity clothing.

Although the phenomenon of women working during their pregnancies is not new (Groseclose, 1958), it has become more common in recent years. An increasing number of women are entering formerly male-dominated professional and managerial occupations (Duschesne, 1987), and may choose to delay motherhood in order to establish their position in the

workworld (Wilkie, 1981). When these women do decide to have children, they may be unwilling to remove themselves from the labour force for any significant length of time as this may hinder their career advancement (Wilkie, 1981) or leave employers with the impression that they are not serious about their work (Postponed Parenthood, 1982). As well, economic conditions have made the two-paycheck family a necessity (Bartos, 1982). Many women are required to work both before and after the birth of their children in order to maintain the standard of living of their family. In addition, society has become more accepting of the woman who works during her pregnancy, and discrimination against the pregnant employee has been outlawed (When the Mother-To-Be, 1983), thus employed women may choose to work for as long as possible during pregnancy. Recent statistics from the United States reveal that "of the 42 percent of women who work at some point during pregnancy, 48 percent are still working in the third trimester" (Jimenez & Newton, 1982, p. 82).

Marketers of maternity apparel are recognizing the effect that social trends such as these have had on their clientele. Historically, pregnant women have been characterized as young, stay-at-home housewives (Groseclose, 1958; Rivard, 1978). As early as 1978, Gluck characterized the contemporary consumer of maternity apparel as "older, more fashion-conscious, may be working during much of her

pregnancy, and has more to spend than her counterpart a few years ago" (p. 33). Working women now account for a large share of maternity apparel sales (Burggraf, 1987b), are responsible for the growth in the maternity apparel industry (Greer, 1988).

At the same time, there is very little published information pertaining to the characteristics of the working expectant mother as a consumer of maternity apparel. Given the growing importance of working women to the maternity apparel industry, producers and sellers of maternity clothing may find it beneficial to develop a more thorough understanding of the clothing behaviours of this group.

Statement of the Problem

Past research has demonstrated that an understanding of consumer target groups may be gained by examining strategies which precede the decision to purchase a product. For certain products labelled as high involvement products, of which clothing is one, the individual may devote a great deal of time and effort to making the purchase decision. High involvement products may offer the user a great deal of personal satisfaction and they are generally perceived as being representative of one's self-image. Thus, they may also be associated with a high level of perceived risk of making an inappropriate choice (Laurent & Kapferer, 1985).

In high-involvement product purchase decisions, the individual may be more likely to spend considerable time

searching for product information and assessing the relative benefits of each alternative using this information in order to reduce the level of perceived risk associated with the purchase. The decision strategies employed in this effort are considered to be reflective of a variety of internal and external factors. Thus it may be possible to profile consumers by assessing the purchase decision process.

Within the area of clothing research, consumer groups have been described in terms of patterns of information sources consulted in the search process (Midgley, 1983; Shim, 1986) and evaluative criteria used in product comparison (Cassill & Drake, 1987a, 1987b; Eckman, Damhorst, & Kadolph, 1990; Jenkins & Dickey, 1976; Kelley, Strother, Blouin, & Crouch, 1986; Shim, 1986). The latter method is seen as being particularly useful because evaluative criteria are regarded as stable manifestations of consumer motives (Engel, Blackwell, & Miniard, 1986). Research that has pursued this topic of investigation typically has sought to examine the underlying dimensions of evaluative criteria used in clothing purchase decisions. Dimensions of evaluative criteria usage have been related to consumer values and attitudes, lifestyle, and demographic variables. However, a host of other factors may be indicative of prepurchase decision processes, including situational influences and type of planned product choice (Belk, 1975; Shim, 1986).

Although various groups of women have been the focus of research on clothing evaluative criteria, pregnant working women remain an unstudied target. This, coupled with Eckman's et al. (1990) call for further research that can be used in consumer apparel decision process model development, provides the motivation for the current investigation.

The research questions that guided this study were:

1. What underlying dimensions exist in the importance ratings assigned to maternity employment apparel evaluative criteria by pregnant working women?
2. What is the relationship between consumer, demographic, product, and situational characteristics, and evaluative criteria importance dimensions?
3. What is the relationship between the perceived importance of information sources in maternity employment apparel purchase decisions, and evaluative criteria importance dimensions?

Study Purpose

The overall purpose of this study was to describe a sample of pregnant working women from the Winnipeg area in terms of the perceived importance of evaluative criteria in maternity employment apparel purchase decisions. Specific objectives of the study were:

1. To examine the underlying dimensions of importance ratings given to maternity employment apparel evaluative criteria by a sample of pregnant working women;

2. To determine the relationship between selected demographic, consumer, product, and situational characteristics and importance dimensions of evaluative criteria; and
3. To determine the relationship between the perceived importance of selected information sources in maternity employment apparel purchase decisions, and importance dimensions of evaluative criteria.

Study Rationale

Within the maternity apparel industry there is a high level of competition for the consumer's dollar, as only a small proportion of all women are pregnant at any given time, and maternity clothing is needed by these women for only a few months. As well, pregnant individuals may be reluctant to spend a great deal of money on a wardrobe that will only be worn for a short time. Although the working woman may spend more on maternity apparel than her stay-at-home counterpart (Gluck, 1978), she may still have a limited budget. Miller's (1985) study revealed that among the former category, almost half estimated they spent \$250 or less (U. S. funds) on their working wardrobe.

A limited number of studies within the clothing and textile specialization have examined the apparel preferences and needs of the pregnant working woman (Greer, 1988; Miller, 1985; Robichaud, 1987). This empirical research is of value to designers and manufacturers who are concerned

with developing maternity apparel that is suited to the lifestyle demands of the working woman. The present study, which is an attempt to examine the importance of various clothing characteristics to pregnant working women when they purchase maternity employment apparel, may assist both producers and sellers of maternity apparel in focusing on unfulfilled needs. As well, knowledge of the criteria which consumers of maternity employment apparel may rely on in evaluating products, and the information sources which influence consumer choice, may assist marketers in disseminating information on important product characteristics through appropriate channels. Burggraf (1987a) notes that finding cost-effective methods by which to inform potential customers of product offerings is a significant problem for maternity apparel retailers.

Definition of Terms

For the purposes of this study, the following definitions apply:

Pregnant working women: Those women who are pursuing paid employment outside of the home during all or part of their pregnancy.

Maternity employment apparel: Maternity outfits that are representative of what the individual chooses for work during pregnancy.

Source of information: Any supplier of verbal, visual, or written information of a subjective or factual nature which

a consumer may consult to learn more about a product or product class prior to making a purchase decision. This may include internal sources such as existing product knowledge or personal taste.

Evaluative criteria: Attributes or specifications that are used to compare and evaluate products, or brands of a product.

Satisfaction with maternity employment apparel: Level of satisfaction or dissatisfaction with the styles and selection of maternity employment apparel available from the ready-to-wear market.

Self-confidence in dress during pregnancy: Perceived level of confidence in the ability to dress in a professional or appropriate manner for work during pregnancy.

Perceived importance of clothing during pregnancy: Individual perceptions of the value of maternity employment apparel in assisting career advancement and maintaining professional working relations with others.

Career orientation: The extent to which one's work is viewed as a source of personal enjoyment and satisfaction rather than simply a source of income.

Attitude toward pregnancy: Individual feelings of satisfaction toward the prospect of motherhood and the physical changes that accompany pregnancy.

CHAPTER 2

REVIEW OF LITERATURE

Presented in this chapter is a review of literature relevant to the study of maternity employment apparel purchase decisions by pregnant working women. Topics to be discussed include: (a) conceptual framework, (b) evaluative criteria usage in clothing purchase decisions, (c) information search in clothing purchase decisions, (d) relationship between information search and evaluative criteria usage, (e) mediating variables in clothing purchase decisions, and (f) research on pregnant individuals' clothing behaviours.

Conceptual Framework

The conceptual framework for this study was the Engel, Blackwell, and Miniard (EBM) Extended Problem Solving (EPS) Model of Consumer Behaviour. The model was first developed in 1963 by Engel, Kollat, and Blackwell, and revised in 1973, 1978, 1982, and 1986 (Engel et al., 1986). This model depicts consumer decision making as a five-stage process consisting of: (a) problem recognition, (b) information search, (c) alternative evaluation, (d) purchase, and (e) outcomes.

The EBM Model of Consumer Behaviour was chosen as a theoretical basis for the study for several reasons. It depicts consumer decision making as a process rather than a discrete act, while also acknowledging that consumers need

not proceed through all stages of the process before making a product choice. In addition, it is comprehensive in the recognition of the influence of individual characteristics, as well as social and situational variables, on the decision process. The EBM Model has been used in a number of studies as a basis for describing the process by which consumers make clothing choices (Blackwell & Hilliker, 1978; Cassill & Drake, 1987a, 1987b; Jenkins & Dickey, 1976; Shim, 1986; Shim & Drake, 1990).

The most recent revision of the model is based on the premise that all purchase decisions can be classified on a "continuum of decision process strategies based on the extent of active reasoning underlying the behaviour" (Engel et al., 1986, p. 82). At one end of this continuum lies EPS decision making, which occurs when a purchase is perceived as having a high degree of personal importance, competing alternatives are seen as having different but desirable characteristics, and there is sufficient time to consider all product possibilities. Such purchase decisions are characterized by a high degree of motivation to search for information on alternatives, and a lengthy deliberation period. Routine problem solving (RPS), which represents the opposite end of the continuum, involves the least expenditure of decision time and energy, and is characteristic of the majority of daily purchases in which consumers may be involved. The individual is hypothesized

to proceed directly from problem recognition to purchase. EPS processes are considered to be characteristic of clothing purchases, particularly purchases of items of apparel which are perceived as being expensive and highly visible to the public, because clothing is labelled as a high involvement product (Laurent & Kapferer, 1985).

The present study focused on components of the second and third stages of the EPS consumer decision making process as they apply to the purchase of maternity employment apparel. The following discussion will deal with search and alternative evaluation as they are conceptualized in the EBM model.

Information Search

Once an individual has recognized a discrepancy of significant proportions between existing circumstances and an ideal state of affairs, it is hypothesized that there will be motivation to search for information about products and/or brands that will satisfy the perceived need. The individual will begin with a mental search of existing knowledge. If this proves to be inadequate, external search, "a motivated and completely voluntary decision to seek new information" (Engel et al., 1986, p. 68) may be undertaken. Information may be obtained through three general types of sources (Cox, 1967). These include marketer-dominated sources such as retail salespeople, store displays, or retail catalogues; personal sources such as

family, friends, and work colleagues; or neutral sources such as consumer advocates or professional organizations. Product inspection and previous product knowledge have been identified as additional sources of information (Hawkins, Best, & Coney, 1983).

Alternative Evaluation

Engel et al. (1986) suggest that information search and alternative evaluation may occur almost simultaneously. Evaluative criteria, "the standards and specifications used by consumers in comparing and assessing alternatives" (Jenkins & Dickey, 1976, p. 151), form the basis for alternative evaluation, but may also affect information search. Consumers may engage in external search to determine which product or brand criteria are most important, or to obtain information on pre-selected attributes. Although a wide variety of criteria may be important to the consumer, it is assumed that generally six or fewer will be considered in the alternative evaluation process (Engel et al., 1986).

Evaluative Criteria Usage in Clothing Purchase Decisions

Researchers have found various criteria to be important in the selection of apparel. Blackwell and Hilliker's (1978) series of focused group interviews revealed that among the evaluative criteria reported as being important to female consumers were colour, fit, price, method of garment care, and quality of construction for dresses; fit and style

for skirts; fit, fibre content, and design for jeans. O'Bannon, Feather, Vann, and Dillard (1988) concluded that economic factors such as price, finding the best buy for one's money, garment care, and obtaining garments that coordinate with one's wardrobe were important considerations in clothing choices of wheelchair-bound individuals. Martin (1971-72) found female consumers of formal dresses to be more concerned with the physical characteristics of their clothing, such as price, colour, and style, than the psychological implications of brand name, store name, and salespeople's evaluations of the garment.

Eckman et al. (1990) used a free response survey technique to examine evaluative criteria used by female apparel shoppers. Individuals were surveyed at the point of purchase in an attempt to obtain a comprehensive picture of salient garment qualities. A language analysis system was employed to sort responses into four general categories, and 17 subcategories of evaluative criteria. The category of aesthetics consisted of colour/pattern, styling, fabric, uniqueness, and appearance. Usefulness criteria included versatility, matching with other owned garments, appropriateness for specific occasions, and utility. Fit, comfort, care, and workmanship comprised the performance and quality category. Finally, a category of extrinsic criteria was identified, which included price, brand, and competition.

Eckman et al. (1990) found styling to be the most important type of criteria, both for garment purchases in general, and in specific garment purchase decisions. Appearance and workmanship were next in importance for general garment purchase decisions. However, colour/pattern and fit followed styling as important considerations in specific garment purchase decisions.

In contrast to the sorting scheme used by Eckman et al. (1990), several studies have sought to examine the underlying dimensions of evaluative criteria using the technique of factor analysis. Cassill and Drake's (1987a) survey of 842 female consumers resulted in the identification of three dimensions of social apparel evaluative criteria. The first was labelled an Appropriateness factor, and contained the criteria of suitability to the individual, good fit, beautiful or attractive, quality of construction, appropriate for occasion, comfort, and fabric type and quality. Price, good buy, ease of care, and durability all loaded on an Economy factor. Cassill and Drake's Other-People Directed factor contained the criteria of prestige, sexy, brand and store name.

Cassill and Drake (1987a) were only able to identify one major dimension to the evaluative criteria used by female consumers of employment apparel. They labelled it an Evaluative factor. It contained all the criteria

investigated in their study, with the exception of sexy. However Shim (1986), using the same variables, and a similar sample and research design, was able to identify four evaluative criteria dimensions for employment apparel purchase decisions. Her Quality Consciousness factor included fabric type and quality, quality of construction, fibre content, and durability. Prestige, sexiness, fashionability and brand and store name all loaded on the Social Directedness factor. The criteria of suitability to the individual, appropriate for occasion, and fit comprised the third factor of Appropriateness; while those of price and good buy were included in the Economics factor.

Two studies have sought to describe consumers in terms of the evaluative criteria used to make apparel purchase decisions. Jenkins and Dickey (1976) investigated the underlying dimensions of evaluative criteria used by 224 female apparel consumers of low and middle socioeconomic standing. An initial factor analysis of 61 criteria revealed two main categories. The first, labelled an Appearance factor included criteria related to fashion, style, and appearance of clothing. Those in the Practicality factor related to garment care, comfort, versatility, price, construction details, performance, and durability.

Consumers were classified into four groups based on their orientations toward these two dimensions of evaluative

criteria. The first group, described as Fashion Advocates, primarily based their clothing purchase decisions on criteria related to the desire for approval from members of their reference group. Quality Seekers looked mainly to details of fabric, construction, fit, and performance in their evaluation of garments. Frugal Aesthetes were largely concerned with aspects of garment appearance and brand name, the desire for approval from significant others, and getting the best value for their money. Concerned Pragmatics were primarily interested in clothing quality, care, and performance. However, they also rated economy, brand name, and conservative styling as salient apparel attributes.

Kelley et al. (1986) examined consumer preference for 16 aesthetic and performance evaluative criteria across four garment types and six age groups. Cluster analysis was used to identify distinct types of apparel purchasers among a sample of 103 females. The High Expectations group gave high ratings to performance evaluative criteria for innerwear and outerwear across all age groups. Individuals who comprised the Low Expectations group gave the lowest evaluations to performance characteristics, although they were slightly higher for outerwear than for innerwear. The two remaining groups, Middle of the Roaders and Changeables, gave intermediate ratings to performance criteria, while also rating these slightly higher for outerwear than innerwear. Similar evaluations were given to aesthetic

criteria by all four groups.

In summary, while apparel consumers appear to look to many aspects of their clothing when making purchase decisions, there appear to be distinct dimensions to these criteria. Survey formats, employing a distinct set of criteria for individuals to rate in terms of importance in the purchase decision, comprise the typical method of exploring this area of clothing behaviour. Eckman's et al. (1990) research methodology represents a new investigative approach.

Information Search in Clothing Purchase Decisions

Clothing researchers have not only been concerned with investigating the salience of information sources to apparel consumers, but also with examining dimensions of information search.

Blackwell and Hilliker (1978), found that for dress purchases, personal sources were consulted most often by female consumers, while they regarded store displays as an important source of information in casual clothing purchases. In contrast King (1965) found technical sources of fashion information such as fashion shows and magazines, fashion ads in newspapers, and retail shopping trips were rated as most important by female consumers of fashion apparel. Polegato and Wall (1980) in a comparison of the information seeking behaviour of fashion opinion leaders and followers, concluded that both groups consulted marketer-

dominated, consumer-dominated, and neutral sources to learn about clothing fashions. However, there was a greater frequency of usage among leaders for all sources. At the same time, both groups attached the greatest importance to consumer-dominated information sources, particularly observations of clothing worn in public places and classmates.

A comparison of the information sources used by single men and women revealed that both groups relied almost entirely on information available through retailer-controlled or personal sources when making clothing choices (Bruner, 1988). However, single females attached more importance to catalogues, in-store displays, magazine advertisements, personal taste, observations of what others wear, television programs, and magazine articles than did single males.

Chowdhary (1989) examined media usage of college students and individuals aged 65 and older. While she found that younger respondents had a higher overall media usage rate than older individuals, within both groups consumer-dominated sources of information were more popular than either marketer-dominated or neutral sources. Social gatherings and public places were rated as most important by college students, while within the older group, female and male television performers were given the highest ratings.

The investigation by O'Bannon et al. (1988) revealed that mail order catalogues were used frequently by almost half of their sample of wheelchair-bound individuals. Family members were also given a high rating.

Rabolt (1984) examined the relative influence of reference group and marketer-dominated sources on career dress adoption of professional women. Female friends and co-workers were the most commonly mentioned personal sources of information. Women's business magazines, retail clothing displays, fashion magazines, and business clothing departments in retail stores were the most widely used marketer-dominated sources.

Shim (1986) was concerned with examining the underlying dimensions of employment apparel information sources used by 1034 working women. She identified six types of sources, not six types of information searchers, as was concluded in the study.

A variety of magazines, as well as newspaper advertisements and newspaper articles were contained in the Print-Oriented factor. Television commercials and programs and radio advertisements were the variables loading on the Audio-Visual factor. Those loading on the Store Intensive factor included clothing displays in retail stores, looking around the store, and retail store catalogues. The Professional Advice dimension contained two information source variables: dress for success seminars and personal

shoppers or wardrobe consultants. Finally, the Pal Advice factor included friends and career colleagues as well as family and relatives.

Midgley (1983) surveyed 500 males in order to examine patterns of information search for suits. The amount and type of information used to make the purchase decision, as well as the length of time spent in prepurchase deliberation were investigated. Midgley was able to identify five patterns of information seeking. Individuals who displayed the spouse-assisted pattern relied heavily on their wives for clothing advice and spent little time considering the alternatives before making a choice. Members of the peer-assisted group used their peers as both verbal and visual sources of information. Individuals who exhibited the extensive external search pattern spent the most time gathering information, and collected it primarily from retailers. Two minimal external search patterns were identified, deliberate and decisive. Individuals displaying these patterns differed little in sources consulted, but could be differentiated with respect to the length of time alternatives were considered prior to purchase. Almost half of Midgley's sample displayed the latter two types of search behaviour. Another important finding was that interpersonal sources of information were dominant in use, almost to the exclusion of retail and neutral sources.

These studies of apparel consumer information search display commonalities. It appears that personal sources are largely relied on for clothing information. Midgley (1983) concluded that "the purchase of products whose primary function may be social is likely to invoke the search for information from other individuals rather than objective or impersonal sources" (p. 82). Role models and peers represent frequently used personal information sources. Finally, Midgley's finding of limited information search by a large proportion of his sample parallels study findings of information search by durable goods consumers (see for example Kiel & Layton, 1981).

Relationship Between Information Search and Evaluative Criteria Usage

Within the EBM model, the five stages of the purchase decision are not viewed as a single chain of events, but as a potentially reversible process in which one stage may influence preceding and subsequent stages. Shim (1986) suggests that "knowledge of evaluative criteria may be useful clues as to the type of information the consumer will find relevant in evaluating the product" (p. 35). The reverse may also be true.

Very little research exists which has examined the relationship between information search and salience of evaluative criteria in clothing purchase decisions. Shim (1986) identified a positive relationship between her Social

Directedness factor of employment apparel evaluative criteria and the Print, Audio-Visual, Professional Advice, and Pal Advice information search factors. A negative relationship was identified for the Store Intensive search factor. As well, a negative relationship existed between her Appropriateness evaluative criteria factor and the Audio-Visual search factor. Shim's study provides support for further investigation of associations between the two purchase decision stages.

Mediating Variables in Clothing Purchase Decisions

Differences in purchase decision behaviour are considered to be primarily a function of individual characteristics, and social and situational influences (Engel et al., 1986). Clothing researchers have examined many variables that may have an impact on decision process behaviour. Those of interest in the current investigation include demographics, consumer characteristics, situational characteristics, and product characteristics.

Demographics

Demographic variables have been relied on to explain differences in evaluative criteria usage among apparel consumers. Jenkins and Dickey (1976) found marital status, respondent's educational level, spouse's educational level, respondent's occupation, size of family, number of children, and social class to be indicative of membership in four consumer groups displaying different patterns of evaluative

criteria usage. Similarly, Kelley et al. (1986) used the demographic variables of respondent's age, social class, family composition, and number of household incomes to describe four consumer groups having different clothing criteria orientations.

Other studies provide indirect support for the use of demographic variables to explain purchase decision behaviour. Miller (1985) identified occupation and education as influencing garment preferences of pregnant working women. As well, styles of clothing chosen for work varied with age, education, and occupation of respondents. Gutman and Mills (1982) employed the variables of age, income, education, marital status, and work status to describe seven fashion life-style groups differing in fashion leadership, interest, importance, and attitudes.

Consumer Characteristics

Individual differences in beliefs, attitudes, opinions, values, and lifestyle are thought to play a large part in explaining variation in purchase decision behaviour (Shim, 1986). A comparison of career-oriented and just-a-job working women revealed differences in the evaluative criteria used to make clothing choices for social situations (Cassill & Drake, 1987b). The former groups placed emphasis on the appropriateness of their clothing to the individual and the occasion, while members of the latter were most concerned with economic criteria. Miller (1985) found

career orientation to be a determinant of clothing styles chosen for work among her sample of pregnant individuals.

Cassill and Drake (1987a) also looked at the associations between social and employment apparel evaluative criteria factors and a number of lifestyle factors. Among their findings was a positive relationship between their Appropriateness dimension of social apparel criteria and general self-confidence in one's lifestyle. There also existed a positive association between the Evaluative factor of employment apparel evaluative criteria and this self-confidence variable. Satisfaction with life was positively correlated with the Appropriateness factor, but negatively associated with the Economic factor of social apparel evaluative criteria. It was also negatively correlated with the Evaluative dimension of employment apparel criteria.

A specific component of self-confidence, confidence in the ability to dress professionally for work, has been examined as a determinant of information seeking behaviour. It has been suggested that consumers' level of confidence with respect to a particular task may influence the amount of risk perceived in a decision relating to that task (Locander & Hermann, 1979). As a result, specific self-confidence may influence purchase decision behaviour.

Shim (1986) identified a positive relationship between this type of self-confidence and the use of print, retail,

and personal information sources. Rabolt (1984) found that working women who possessed this form of self-confidence were less likely to seek clothing information from people outside the workplace.

Rabolt (1984) also examined the relationship between self-perceptions of the importance of clothing in career advancement and professional achievement, and information seeking behaviour. Women who attached a high perceived importance to clothing were more likely to use marketer-dominated sources of information such as magazines, books, catalogues, newspapers and retailers. As well, work associates were relied on more heavily by these individuals.

Miller (1985) explored a similar concept among pregnant working women, which she labelled perceived job effectiveness. This variable was defined as one's attitude toward the role of clothing appearance as an influence on perceptions of worth in the workplace. Miller identified a relationship between perceived job effectiveness and both maternity career apparel style choices and outfit preferences. She concluded that study participants perceived clothing as having the ability to influence their effectiveness on the job.

Situational Characteristics

Belk (1975) defined situational variables as including physical surroundings, social surroundings, temporal perspectives, task definition, and antecedent states. Kwon

(1988) suggested the existence of two types of situational influences, exogenous influences such as weather and time constraints; and endogenous influences such as mood, clothing orientation, and personality. Although situational influences are considered to be an important determinant of purchase decision behaviour, they have been examined in only two clothing-related studies.

Both Shim (1986) and Rabolt (1984) explored the influence of situational variables on clothing information seeking behaviour. Rabolt found that women who believed an implicit dress code existed in their place of employment were more likely to look to work associates for clothing information, while length of time in one's job was found to have negative associations with seeking information from this source. Career line, which Rabolt defined as the path one's career follows, was positively related to the seeking of clothing advice from individuals outside the workplace. Shim found that women who perceived time pressure when shopping for clothing were less likely to rely on print sources of apparel information. Both researchers found level of visibility in the workplace to be a nonsignificant influence on information search.

Product Characteristics

The price of an outfit, as well as the type of outfit which an individual plans to purchase have both been examined as determinants of purchase decision behaviour.

Shim (1986) found a negative relationship between outfit price and the use of audio-visual information sources, but price had a positive association with the use of professional sources of clothing information. Kelley et al. (1986) identified type of garment as influencing the salience of aesthetic and performance evaluative criteria in clothing selection. As well, Blackwell and Hilliker (1978) concluded that the type of apparel being purchased influenced the relative importance assigned to social apparel evaluative criteria.

In summary, there appears to be a wide range of variables which may be examined as determinants of purchase decision behaviour. Although demographic and consumer variables have been investigated the most extensively, situation and product variables also offer avenues for further study.

Research on Pregnant Individuals' Clothing Behaviours

"Older expectant mothers, more women working during pregnancy, and more first-born children has brought renewed attention to the maternity apparel market" (Greer, 1988, p.2). As a result, the body of research examining the clothing behaviours of this target group has expanded. Topics that have been investigated include the influence of attitude toward pregnancy on clothing behaviour, clothing preferences, and clothing attitudes and satisfaction.

Influence of Attitude Toward Pregnancy on Clothing Behaviour

Kernaleguen (1980) suggested that an individual's attitude toward pregnancy may influence the styles of maternity apparel chosen: women who express favourable attitudes may be more likely to choose figure-revealing styles, while figure-concealing apparel may be preferred among women with less favourable attitudes toward pregnancy.

Dowdeswell and Kernaleguen (1975) examined the relationship between attitudes and adjustment to pregnancy and values which pregnant individuals express through clothing. Women who placed a high value on aesthetics tended to show a strong concern for the well-being of their unborn child; while a high psychic comfort value was indicative of worry about the baby, an unfavourable attitude towards pregnancy, and the reporting of many somatic symptoms throughout the course of pregnancy. Women who valued clothing as a means of social acceptance were more likely to look to others for emotional support during pregnancy. Those who valued clothing for social recognition tended not to have favourable attitudes towards pregnancy, and reported the occurrence of many somatic symptoms.

Rivard (1978) explored the relationship between attitude toward pregnancy and the onset of wearing maternity clothing. No statistically significant association between the two variables was found. However, individuals' perceptions of their family's attitude toward pregnancy did

influence when they began wearing maternity clothing. This relationship was significant only for women who had other children, or who had been previously pregnant. As well, Rivard found respondents' perceptions of their friends' attitudes toward pregnancy influenced the onset of wearing maternity clothing among career-oriented and noncareer-oriented working women.

Clothing Preferences

Popular literature suggests that women's clothing preferences change little from the prepregnancy state through to pregnancy (Older-Mom Trend, 1988). Several empirical studies have examined the apparel preferences of pregnant individuals.

Robichaud (1987) compared the employment apparel preferences of 72 postpartum women after and during pregnancy. The dress was rated as being most popular at both points in time, followed by the pants and blouse combination. The jumper and blouse combination assumed third place during pregnancy but not after pregnancy, when the skirt with blouse was preferred. The skirt and jacket outfit was given the lowest overall rating during pregnancy.

Greer (1988) examined the frequency with which sixteen types of maternity apparel were purchased. Twenty percent of the 121 respondents had purchased many dresses, this being the most popular choice. Another 60% had purchased some dresses. Slacks also appeared to be popular, as 67% of

the women reported purchasing some pants. Skirts were relatively unpopular, as 60% of respondents had purchased few skirts, and 12% had not purchased any. Over 50% of the respondents had purchased none or few jumpers.

High fashion garments were more popular than classic or casual styles among Miller's (1985) sample of pregnant working women. As well, Miller examined preferences for eight types of maternity outfits. The dress was strongly preferred. The jumper with blouse was rated as second most popular, followed closely by the pants and blouse combination. Skirts with blouses were given the lowest rating.

Clothing Attitudes and Satisfaction

Popular literature has portrayed pregnant individuals, particularly pregnant working women, as being unhappy with available maternity clothing (The Grey Flannel Maternity Suit, 1983; Older-Mom Trend, 1988). However, this supposition does not appear to be entirely supported by empirical research.

A 1983 poll commissioned by Levi Strauss' Maternity Wear division found that less than 20% of women desired more fashion, style, or variety in maternity clothing (cited in Burggraf, 1987a). Miller (1985) reported almost two-thirds of her sample of pregnant working women were satisfied with overall selection, while more than two-thirds of Greer's (1988) respondents were either satisfied or strongly

satisfied with available maternity apparel. Fashion level, price, and sizing were clothing features with which respondents were most dissatisfied in Greer's study.

Miller (1985) also examined problems encountered in finding appropriate maternity clothing for work. Forty percent of respondents reported no problems. For the remainder, complaints of limited selection in terms of price range, quality, and speciality sizes were most common.

In contrast to these studies conducted in the United States, Robichaud's (1987) Canadian sample of postpartum women were quite unhappy with the selection of maternity employment apparel. More than two-thirds could not find the apparel they wanted in the ready-to-wear market. The primary reason, given by more than one-third of respondents, was that maternity clothing was not in keeping with current fashion trends. Poor quality and limited choice of sizes were also common responses.

In summary, there is evidence that attitude toward pregnancy is indicative of clothing behaviour. The findings regarding clothing preferences point to a strong preference for dresses during pregnancy. This research also hints at the possibility of differences in market offerings in Canada and the United States, as reflected in clothing satisfaction data.

Summary

Pregnant working women represent an important target market for producers and sellers of maternity apparel. Past research supports the study of clothing evaluative criteria as a means of describing consumers of maternity employment apparel. As well, previous investigations point to the usefulness of demographics, and consumer, situational, and product characteristics in explaining differences in benefits sought from maternity employment apparel. There is some evidence of relationships between the information search and alternative evaluation phases of apparel purchase decisions.

CHAPTER 3

METHODOLOGY

Methodological topics discussed in this chapter include (a) hypotheses, (b) description of instrument, (c) selection of sample, (d) pilot test, (e) data collection procedure, (f) validity and reliability assessment of instrument, (g) statistical analysis procedures, and (h) assumptions and limitations of the investigation.

Hypotheses

The objectives of the study were threefold: to examine the dimensionality of maternity employment apparel evaluative criteria importance ratings; to examine the relationship between evaluative criteria importance dimensions and selected consumer, demographic, product, and situational characteristics; and to examine the relationship between evaluative criteria importance dimensions and the perceived importance of information sources in maternity employment apparel purchase decisions.

Based on these objectives, five hypotheses were formulated. With the exception of the first hypothesis, all were stated in the null form. The review of literature provides considerable evidence that it is possible to identify dimensions of clothing evaluative criteria. It does not however point to clearly defined directional relationships between clothing evaluative criteria importance dimensions and the selected consumer,

demographic, product, and situational characteristics, and information sources under investigation.

1. It will be possible to identify dimensions in the importance ratings given to maternity employment apparel evaluative criteria.

2. There will be no relationship between evaluative criteria importance dimensions and the product characteristics of:

- (a) price of outfit
- (b) type of outfit.

3. There will be no relationship between evaluative criteria importance dimensions and the demographic characteristics of:

- (a) age
- (b) education
- (c) household income
- (d) personal income
- (e) occupation
- (f) length of time in employment
- (g) maternity employment wardrobe expenditures
- (h) month of pregnancy
- (i) month when maternity clothing was first worn.

4. There will be no relationship between evaluative criteria importance dimensions and the consumer and situational characteristics of:

- (a) self-confidence in dress during pregnancy
- (b) perceived importance of clothing during pregnancy
- (c) satisfaction with maternity employment apparel
- (d) attitude toward pregnancy
- (e) career orientation
- (f) visibility to superiors and the public.

5. There will be no relationship between evaluative criteria importance dimensions and the perceived importance

of information sources in maternity employment apparel purchase decisions.

Description of Instrument

No single instrument existed which would assist the researcher in collecting data in keeping with the objectives of the study. However, Rivard (1978), Rabolt (1984), Miller (1985), Shim (1986), and Robichaud (1987) each had explored topics similar to those under investigation in the current study. The self-administered questionnaires constructed by these researchers were employed in developing the final instrument, as was other relevant information drawn from published clothing and textiles literature.

The questionnaire used in the current investigation was formatted following the guidelines of Dillman's (1978) Total Design Method. Dillman has suggested that by adhering to specific criteria in the design of questions, layout of the instrument, and development of the cover letter, it is possible to obtain high response in mailed questionnaires.

In addition to collecting data on the variables used in hypothesis testing, selected additional topics were explored to provide an enhanced description of the study respondents and their clothing behaviours. These included sources of maternity employment apparel utilized by respondents, the length of time since the most recently acquired maternity employment outfit was purchased, number of children, employment status, and work setting. The final

questionnaire is contained in Appendix A. A description of the method of measurement for each variable follows.

Evaluative Criteria

A list of 25 evaluative criteria which may be perceived as being important in purchases of maternity employment apparel was derived primarily from Shim's (1986) investigation of clothing purchase decisions of working women. Additional criteria considered to be specifically relevant in the clothing choices of pregnant women were identified from Kernaleguen's (1980) work.

Respondents were asked to evaluate the importance of each criterion in the decision to buy their most recently acquired outfit that was typical of what was worn to work during pregnancy. A four-point scale was used to assess perceived importance, with response categories of not important (1), somewhat important (2), important (3), and very important (4).

Information Sources

Twenty-nine information sources that pregnant working women may rely on for clothing information were identified from studies conducted by Brunner (1988), O'Bannon et al. (1988), Polegato and Wall (1980), Rabolt (1984), and Shim (1986). As well, articles pertaining to the marketing of maternity apparel (Gluck, 1978; Burggraf, 1978a, 1978b) were used to complete this list. Personal and marketer-dominated sources were predominant among those identified, as there

are very few neutral sources which can supply clothing information (Midgley, 1983).

Respondents were asked to evaluate the perceived importance of each source in their most recent purchase of a maternity outfit that was typical of what was worn to work during pregnancy. The response scale was the same as that used in assessing the perceived importance of evaluative criteria.

Consumer and Situational Composite Indices

Composite indices were used to measure the individual's self-confidence in dress during pregnancy, perceived importance of clothing during pregnancy, satisfaction with maternity employment apparel, attitude toward pregnancy, career orientation, and visibility to superiors and the public. All items comprising the indices were evaluated by respondents using five-point Likert scales, with response categories of strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). Respondent index scores were derived by summing scores for the individual items comprising each index. A discussion of the indices follows. A list of the items comprising each index is contained in Appendix B.

Self-confidence in dress during pregnancy. Self-confidence in dress was identified by Rabolt (1984) and Shim (1986) as a variable influencing apparel information seeking by employed women. Given the relationships found to exist

between information search and evaluative criteria usage (Shim, 1986), it was hypothesized that self-confidence in dress during pregnancy might also influence perceptions of apparel evaluative criteria.

Rabolt (1984) developed four items designed to measure self-confidence in dress among working women. These were modified to reflect the situation of pregnant working women for use in the current study.

Perceived importance of clothing during pregnancy.

Rabolt (1984) concluded that perceived importance of clothing influenced information seeking behaviour of working women. Miller (1985) demonstrated that perceived job effectiveness was a determinant of clothing selection. Pregnant women who feel that the appropriate maternity clothing may facilitate their career development and enhance their working relationships with colleagues may emphasize different criteria in clothing purchase decisions, than women who feel clothing is unimportant in this capacity.

The items comprising the measure of perceived importance of clothing during pregnancy were adapted from Rabolt's (1984) study, with the exception of one item which was derived from Miller's (1985) study. This item was substituted for one in Rabolt's index which could not effectively be adapted for use in the current study. This item was intended to measure the same concept as those developed by Rabolt.

Satisfaction with maternity employment apparel.

Satisfaction with maternity apparel has been explored by several researchers (Greer, 1988; Miller, 1985; Robichaud, 1987) and has been shown to be variable among maternity apparel consumers. However, it has not been examined as an influence on purchase decision behaviour.

The index, which was developed by the researcher, contained two items. These were intended to measure satisfaction with both styles and selection of maternity employment apparel.

Attitude toward pregnancy. Past research has demonstrated the influence of attitude toward pregnancy on clothing behaviour (Dowdeswell & Kernaleguen, 1975). Therefore responses to pregnancy may influence the evaluation of maternity employment apparel attributes.

A measure of the individual's attitude toward pregnancy was obtained from Rivard's (1978) study. Attitudes towards both physical and psychological aspects of pregnancy were examined. Slight modifications in wording were made to clarify awkward items.

Items 3, 5, 7, 8, and 10 were worded in a negative manner in contrast to the remaining items. Therefore the scores for these items were reversed prior to item score summation.

Career orientation. Cassill and Drake (1987b) found career orientation to be a significant predictor of the

importance of social apparel evaluative criteria among working women. Miller (1985) identified this variable as an influence on maternity styles chosen for work. Thus, the individual's career orientation may affect the perceived importance of various maternity employment apparel evaluative criteria. Miller (1985) developed four items designed to provide a measure of this variable. Slight modifications in wording were made to clarify awkward items.

Scores for the fourth item were reversed prior to item summation. The statement is negatively worded, in contrast with the positive orientation of the remaining items.

Visibility to superiors and the public. Both Shim (1986) and Rabolt (1984) found visibility in the workplace to be a nonsignificant influence on purchase decision behaviour. However, Taylor and Langer (1977) and Davis and Lennon (1983) noted that pregnant women who appear in public may be avoided and stared at due to cultural labelling of pregnancy as a social stigma. Stautberg (1986) cautioned that pregnancy may become a source of distraction in the workplace, and that clothing may be used to minimize this effect. Thus, the effect of visibility in the workplace may have greater salience in the purchase decision behaviour of pregnant working women than working women.

Rabolt (1984) developed two items to provide a measure of this variable. These were used in their original form in the current investigation.

Demographic Variables

Demographic variables have traditionally been employed to explain differences in consumer decision-making behaviours (Haley, 1968). Past research has demonstrated demographics to be useful in explaining variation in clothing evaluative criteria usage (Jenkins & Dickey, 1976; Kelley et al., 1986).

The demographic variables investigated in the present study included age, education, total annual household income, personal annual income, occupation, length of time in employment, month of pregnancy, month when maternity clothing was first worn, and maternity employment wardrobe expenditures.

Responses to all variables, with the exception of month of pregnancy, month when maternity clothing was first worn, and occupation, were made using forced-choice scales. In order to use occupation as a comparison variable in the study, subjects were asked to indicate the job title of their current or most recent job, and the Canadian Classification Dictionary of Occupations (CCDO) (Employment & Immigration Canada, 1990) was used to categorize individuals into one of twenty-three major occupational groups. The variables of month of pregnancy and month when maternity apparel was first worn were evaluated using a fill-in-the-blank format.

Product Variables

The individual's most recent purchase of a maternity outfit that was typical of what was worn to work during pregnancy, was used as a reference point in assessing the perceived importance of evaluative criteria and information sources in the purchase decision. Subjects indicated the type of outfit purchased from six choice categories.

Subjects were also asked to indicate the amount of money they had spent on this outfit. Responses were given on a forced-choice scale, with response categories ranging from less than \$50 (1), to \$300 or more (7).

Selection of Sample

The population that was the intended focus of this study consisted of pregnant women in the Winnipeg area who work during all or part of their pregnancies. Due to the inherent difficulties of defining and obtaining a sampling frame for this population, the decision was made to recruit a convenience sample of women who met the aforementioned criterion through childbirth education classes offered in Winnipeg.

Childbirth education classes are generally offered in the evening, and are attended by expectant mothers and their birth coaches. Although the classes are primarily oriented towards the first-time mother, refresher courses are also offered for multigravidae.

Dowdeswell and Kernaleguen (1975) found that the majority of women who attend childbirth education classes are in their second or third trimesters of pregnancy. Robichaud's (1987) study revealed that almost three-quarters of her sample were wearing maternity clothing by the fourth month of pregnancy. Thus, it was felt that working women who attend childbirth education classes would likely have begun purchasing maternity clothing, and therefore would be in a position to provide the researcher with information pertaining to their maternity employment apparel purchase decisions.

Field Test

Following approval of the study by the Faculty of Human Ecology Ethics Review Committee, the preliminary questionnaire was administered to 11 pregnant working women. In addition, three working women who had recently given birth were asked to evaluate the instrument. The test was conducted to check for clarity of wording, comprehension, and the amount of time required for questionnaire completion. After completing the questionnaire, the pregnant women were asked to do a brief written evaluation of it (see Appendix A). The instrument was revised slightly based on individual responses and recommendations made.

Data Collection Procedure

Permission was obtained to recruit potential study participants through childbirth education classes offered by

three Winnipeg hospitals, the provincial health department, two private instructors, and one non-profit organization. Data collection was undertaken in classes offered between December 1989 and May 1990.

Prenatal class members were approached as a group by the researcher at each class site. They were provided with a brief explanation of the purpose and significance of the investigation, the time commitment and information required if they wished to participate, and the requirements for inclusion in the investigation. Only those women who were currently working, or who had worked at some point during their pregnancy, were invited to take part in the study. Assurances of confidentiality of responses and anonymity were made. The women were offered a summary copy of the results as a token reward for their participation in the study.

Women who were interested in taking part in the study, and were eligible for inclusion, were provided with a questionnaire, and a cover letter (see Appendix A) that summarized the researcher's verbal address. Wherever possible, individuals completed the questionnaire on-site and returned it immediately to the researcher. For the majority of the classes attended, there was insufficient time available for this procedure to occur. In these cases, the women were directed to complete the questionnaire on their own time and return it by mail to the researcher.

Postage-paid, self-addressed envelopes were provided for the questionnaires' return. In classes where this latter method of data collection was used, wherever possible the class instructor was asked to remind the women at the following session to return their questionnaires.

Validity and Reliability Instrument Assessment

Assessments of the validity and reliability of the indices designed to measure self-confidence in dress during pregnancy, perceived importance of clothing during pregnancy, satisfaction with maternity employment apparel, career orientation, and attitude toward pregnancy were made following data collection. Comparisons were made with assessments conducted by previous researchers.

To determine reliability of the scales, Cronbach's alpha was used. The value of alpha is dependent on the number of items in the scale, and the mean interitem correlation. Generally, an alpha coefficient greater than 0.70 is considered to be indicative of a reliable scale (Carmines & Zeller, 1979).

Construct validity of the scales was investigated using factor analysis. It is suggested that if only one conceptual dimension of a specific attitude is contained within a measure, then all items within the index should have high loadings on a single factor (Carmines & Zeller, 1979). However, the emergence of multiple factors within one scale has no simple interpretation. The items forming

the scale may be measuring more than a single conceptual dimension of the attitude under investigation.

Alternatively, response set, "the general tendency to respond to interview or questionnaire items in a particular manner, irrespective of the content" (Carmines & Zeller, 1979, pp. 65-66), may create erroneous results if the scale contains items worded in both a positive and negative direction.

Principal components factor analysis with varimax rotation was performed on the data, which was randomly split into two subsamples. Split-half analysis was used as a cross-validation technique to assess the reliability of the factor solution.

Rabolt (1984) calculated a Cronbach's alpha coefficient of 0.82 for her original measure of self-confidence in dress, using a sample of working women. The revised measure, employed in the present study, had a reliability coefficient of 0.80. Factor analysis revealed a unidimensional factor solution, suggesting that only one conceptual dimension of self-confidence was being measured.

Rabolt (1984) established an alpha coefficient of 0.77 for the original measure of perceived importance of clothing. The revised instrument had an alpha coefficient of 0.75. The application of factor analysis to the data resulted in the emergence of a single factor.

Reliability and validity of the Satisfaction with Maternity Employment Apparel index had not been previously established, as it was newly developed for use in the current study. A reliability coefficient of 0.86 was calculated, and a unidimensional factor solution was derived using factor analysis.

Miller (1985) had conducted neither a reliability nor validity assessment of her Career Orientation index when it was used in an investigation of the clothing behaviours of pregnant working women. However, it appears to be both valid and reliable, as an alpha coefficient of 0.77 was calculated in the current investigation, and all items loaded on a single factor.

Rivard (1978) calculated a reliability coefficient of 0.87 for the original measure of attitude toward pregnancy, with a sample containing both working and non-working pregnant women. In the current investigation, an alpha coefficient of 0.87 was also calculated. Thus this measure of attitude toward pregnancy appears to be reliable.

However, the validity of this instrument is questionable. A three-factor solution emerged in both data sets, but the same items did not load together in each data set. Thus, no reliable factor pattern could be identified. Although more than one concept may be represented in the items comprising the measure, factor analysis does not clearly reveal which items represent the different

dimensions of attitude toward pregnancy.

Statistical Analysis

The Statistical Analysis System (SAS) was used to conduct all data analysis. Initially, percentage and frequency distributions, ranges, modes, means and standard deviations were used to characterize the sample in terms of all variables. Pearson product moment correlations Spearman rank order correlations, and the chi-square test of independence were used to assess first-order variable relationships.

To test the first hypothesis regarding the existence of dimensions in the evaluative criteria importance ratings, principle components factor analysis with varimax rotation was conducted on the 25 evaluative criteria variables. Factor analysis is used to reduce a large variable set to a smaller number of uncorrelated factors which represent the underlying dimensions of the data. Varimax rotation is an orthogonal rotation technique which seeks to maximize the number of high correlations and minimize the number of low correlations associated with each factor. To cross validate the results of factor analysis, a split-half assessment was conducted.

Index scores rather than factor scores were computed for each individual. This was done by simply summing the scores for the criterion variables which had high loadings on each factor. Factor analysis assumes a normal

distribution of responses for variables entering into the analysis. This study, like previous investigations (Jenkins & Dickey, 1976; Shim, 1986), revealed criterion variables having strongly skewed distributions, as individuals tend to have distinct opinions on the importance of evaluative criteria. Due to violation of the normality assumption, weights assigned to criterion variables in the computation of factor scores may not be highly accurate. Thus the decision was made to forego the development of factor scores in favour of less complex index scores. Index scores were regarded as being continuous and interval in nature.

Hypotheses 2 and 3 were concerned with examining the relationships between evaluative criteria importance dimensions and product and demographic variables. The data collected on the independent variables was essentially categorical in nature. Therefore, one-way analysis of variance (ANOVA) was used to test hypothesis 2, and one-way ANOVA and t-tests were used to test hypothesis 3. Where statistically significant F values were identified, comparisons of individual pairs of means was conducted using the Scheffe test.

Hypothesis 4, concerning the relationship between evaluative criteria importance dimensions and consumer and situational characteristics, was tested using simple linear regression analysis. Data collected on the independent variables was regarded as continuous and interval in nature.

The existence of collinearity among the independent variables precluded the use of multivariate modelling.

A dependent/independent variable relationship does not clearly exist between evaluative criteria importance ratings and the perceived importance of clothing information sources, according to the EBM Model of Consumer Behaviour (Engel et al., 1986), therefore Pearson product moment correlations were used to test the fifth hypothesis.

Since univariate relationships were examined under all hypotheses, conducting individual tests at a nominal alpha level of .05 would result in a dramatic inflation of the type I error rate. To control this error rate for each evaluative criteria importance dimension, individual tests were conducted at a reduced alpha level. For example, for hypothesis 2, in which there were two independent variables, each individual hypothesis was assessed for acceptance or rejection using a critical alpha value of .025.

Study Assumptions and Limitations

A number of assumptions and limitations were recognized in conducting the investigation and interpreting the findings.

The assumptions made include the following:

1. Participant recall is a reliable and accurate form of data collection.

2. Study participants are able to identify the information sources and evaluative criteria used in making apparel purchase decisions, and evaluate their relative importance.

The limitations of the study include the following:

1. The sampling method employed was a non-random technique, therefore it is difficult to generalize the findings beyond the research sample.
2. Women who attend prenatal classes tend to be of a higher socioeconomic status than the average pregnant individual, and also tend to be primarily first-time mothers. Thus it cannot be assumed that the research sample is typical of Canadian women who are pregnant.

CHAPTER 4

PRESENTATION AND DISCUSSION OF RESULTS

Childbirth education participants who worked during all or part of their pregnancy were surveyed to obtain information on their maternity employment apparel purchase decisions. A descriptive analysis of the collected data is followed by the results of hypothesis testing. A discussion of the results concludes the chapter.

Response Rate

Between December 1989 and May 1990, 42 childbirth education classes were attended by the researcher for purposes of recruiting study participants. Only one of these classes was designated as a refresher course. The remainder, which could be attended by either primigravidae or multigravidae, were attended primarily by the former. Although classes varied in size from 3 couples to approximately 50 couples, enrollment in most was limited to between 10 and 12 couples.

A total of 314 questionnaires were distributed to class participants. The majority of these were returned to the researcher by mail, as only 52 were completed on-site. The final sample consisted of 203 questionnaires, yielding a response rate of 65%.

Profile of Respondents

Table 1 reveals that although the study participants ranged in age from less than 19 years to between 40 and 44

Table 1

Distribution of Subject Responses for Age, Education,
Household Income, and Personal Income

Variable Category	n	%
<u>Age (N=201)</u>		
19 or younger	2	1.0
20 - 24	21	10.4
25 - 29	114	56.7
30 - 34	47	23.4
35 - 39	16	8.0
40 - 44	1	0.5
<u>Education (N=202)</u>		
Some high school	5	2.5
High school diploma	47	23.2
Some post-secondary education	17	8.4
Post-secondary certificate or diploma	54	26.7
Bachelor's degree	52	25.7
Some post-graduate education	16	7.9
Master's degree or Ph.D.	11	5.4
<u>Household Income (N=197)</u>		
Less than \$10,000	1	0.5
\$10,000 - 19,999	3	1.5
\$20,000 - 29,999	12	6.1
\$30,000 - 39,999	12	6.1
\$40,000 - 49,999	39	19.8
\$50,000 - 59,999	47	23.9
\$60,000 - 69,999	42	21.3
\$70,000 - 79,999	21	10.7
\$80,000 - 89,999	12	6.1
\$90,000 - 99,999	2	1.0
\$100,000 or more	6	3.0
<u>Personal Income (N=198)</u>		
Less than \$10,000	8	4.0
\$10,000 - 19,999	39	19.7
\$20,000 - 29,999	75	37.9
\$30,000 - 39,999	54	27.3
\$40,000 - 49,999	15	7.6
\$50,000 - 59,999	4	2.0
\$60,000 - 69,999	0	0.0
\$70,000 - 79,999	1	0.5
\$80,000 - 89,999	1	0.5
\$90,000 - 99,999	0	0.0
\$100,000 or more	1	0.5

years, the majority (56.7%) were in the 25 to 29 years category. Only 11.4% were younger than 25, while almost one-third were 30 or older, indicating the distribution of ages within the sample was positively skewed.

The distribution of responses for highest level of educational attainment was essentially trimodal, with almost equal numbers of respondents clustered in the high school diploma, post-secondary certificate or diploma, and Bachelor's degree categories (see Table 1). Only five women (2.5%) had not completed their high school education. At the opposite end of the scale, more than twice this number had completed either a Master's degree or a Ph. D.

Table 1 reveals that reported annual household incomes and personal incomes both ranged from less than \$10,000 to more than \$100,000. The modal response category for household income was \$50,000 to \$59,999, while for personal earnings it was \$20,000 to \$29,999. This suggests that overall, members of the sample were contributing approximately half of their households' total incomes.

At the time of completing the questionnaire, slightly more than three-quarters of the women (77.7%) were working full-time (see Table 2). Only 8.9% were not working. Of this latter group, the majority (88.2%) had worked within the two months prior to their participation in the survey.

A wide variety of occupations were represented within the sample. However, close to one-third of the women

Table 2

Distribution of Subject Responses for Employment Status,
Occupation, and Length of Time in Employment

Variable Category	n	%
<u>Employment Status (N=202)</u>		
Working full-time	157	77.7
Working part-time	20	9.9
Self-employed	7	3.5
Not presently working	18	8.9
<u>Occupation (N=202)</u>		
Managerial/Administrative	37	18.3
Natural Sciences/Engineering/Math	9	4.5
Social Sciences	8	4.0
Teaching	23	11.4
Medicine/Health	33	16.3
Artistic/Literary/Performing Arts	7	3.5
Sports/Recreation	1	0.5
Clerical	60	29.7
Sales	13	6.4
Service	9	4.5
Processing	1	0.5
Material Handling	1	0.5
<u>Length of Time in Employment (N=202)</u>		
Less than 6 months	7	3.5
6 - 12 months	14	6.9
1 - 2 years	43	21.3
3 - 5 years	80	39.6
6 - 10 years	49	24.3
More than 10 years	9	4.5

(29.7%) were employed in clerical positions (see Table 2). Forty percent of the study participants were employed in professional occupations, which include the natural sciences, engineering, and math; social sciences; religion; teaching; medicine and health; and artistic, literary, and performing arts (Silver, 1989). The largest proportion of respondents within this category were found in medical and health care occupations.

The vast majority of the respondents (93.9%) were employed outside of the home. Seven (3.5%) primarily conducted their business from their own homes, while five (2.5%) split their work time between home, and an external location.

As shown in Table 2, almost two-thirds of respondents (63.9%) had worked in their current job for between three and ten years. Only 10.4% had been employed less than one year.

Almost all of the women (94%) were having their first child (see Table 3). Multigravidae are less likely to attend childbirth education classes because they may have attended them during their first pregnancy, or may feel more confident about pregnancy and motherhood than first-time mothers.

Table 3 also reveals that a large percentage of the respondents (81.1%) were in the third trimester when they completed the questionnaire. Only one individual (0.5%) was

Table 3

Distribution of Subject Responses for Number of Children,
Month of Pregnancy, Month when Maternity Clothing was First
Worn, and Maternity Employment Wardrobe Expenditures

Variable Category	n	%
<u>Number of Children (N=202)</u>		
None	190	94.0
One	10	5.0
Two	2	1.0
<u>Month of Pregnancy (N=202)</u>		
3 - 3.5	1	0.5
4 - 4.5	5	2.5
5 - 5.5	12	6.0
6 - 6.5	20	9.9
7 - 7.5	78	38.6
8 - 8.5	72	35.6
9 months	14	6.9
<u>Month When Maternity Clothing was First Worn (N=201)</u>		
Not yet wearing	3	1.5
2 - 2.5	7	3.4
3 - 3.5	43	21.2
4 - 4.5	89	43.8
5 - 5.5	44	21.7
6 - 6.5	14	6.9
7 - 7.5	2	1.0
8 - 8.5	0	0.0
9 months	1	0.5
<u>Maternity Employment Wardrobe Expenditures (N=201)</u>		
Less than \$200	63	31.3
\$200 - 399	69	34.3
\$400 - 599	43	21.4
\$600 - 799	14	7.0
\$800 - 999	5	2.5
\$1000 or more	7	3.5

in the first trimester of pregnancy. The mean response given for month of pregnancy was 7.3 months, with a standard deviation of 1.1 months.

Close to half of the women (43.8%) reported that they had begun wearing maternity clothing when they were between 4 and 4.5 months pregnant (see Table 3). The mean response given was 4.3 months, with a standard deviation of 1.0 months. Although three women (1.5%) had not yet begun to wear maternity clothing, all had already made purchases of maternity clothing in anticipation of the event.

When asked how much they had spent, or planned to spend on maternity clothing for work, two-thirds of the women indicated expenditures of less than \$400, and 87% were not prepared to spend more than \$600 (see Table 3). Only seven women (3.5%) were planning to, or had spent \$1000 or more.

These expenditures for maternity clothes were primarily incurred by women who purchased fashion apparel for work. Only 11.4% of the women indicated that they were required to wear uniforms on the job. Of these, all were employed in the health care field.

Sources of Maternity Employment Apparel

Results for the frequency of use of eight sources of maternity employment apparel are presented in Table 4. Buying new clothing was the most common method of obtaining maternity employment apparel. Thirty-seven percent of the respondents reported that all, or almost all of their

Table 4

Sources of Maternity Employment Apparel (N=162)

Source	None		Very Little		About Half		Almost All		All	
	n	%	n	%	n	%	n	%	n	%
New Clothing	6	3.7	55	34.0	41	25.3	48	29.6	12	7.4
Secondhand Clothing	138	85.2	15	9.3	6	3.7	3	1.9	0	0.0
Borrowed Clothing	41	25.3	55	34.0	33	20.4	33	20.4	0	0.0
Gifts	83	51.2	69	42.6	9	5.6	1	0.6	0	0.0
Sew Own Clothing	109	67.3	34	21.0	11	6.8	7	4.3	1	0.6
Custom-Made Clothing	156	96.3	5	3.1	0	0.0	1	0.6	0	0.0
Rented Clothing	159	98.1	1	0.6	0	0.6	1	0.6	0	0.0
Reuse Clothing from Last Pregnancy	154	95.1	2	1.2	4	2.5	2	1.2	0	0.0

maternity clothing was, or would be purchased new. However, borrowed clothing was also utilized to a large extent. Approximately 20% of the women reported that about half of their clothing was, or would be borrowed, and an equal number borrowed, or planned to borrow almost all of their maternity employment wardrobe. However, no one reported borrowed clothing as their only source of work apparel.

The majority of the women (67.3%) had not, or were not planning to sew any of their maternity employment apparel. Rented clothing was the source with the least reported usage, followed closely by custom-made clothing, and clothing from a prior pregnancy.

Clothing Purchase Characteristics

Tables 5 and 6 respectively contain the results for type and price of maternity employment outfit most recently purchased by study respondents. Almost half of the women (46.0%) had last purchased a pants outfit. Skirts and separates were the second most common type of outfit, followed by dresses. The most common response given in the other category was duty uniform. Thus, it could not be determined what type of uniform had been purchased (ie. dress, pants outfit). Overalls and swimsuit were also responses given in the other category.

When asked how much had been paid for this outfit, the modal response given (42.3%) was \$50 to \$99. Another 39.3% of respondents reported outfit expenditures of less than

Table 5

Distribution of Responses for Type of Maternity Employment
Outfit Last Purchased (N=198)

Category	n	%
Pants and Separates	91	46.0
Skirt and Separates	33	16.7
Dress	32	16.2
Jumper and Separates	17	8.6
Suit	4	2.0
Other	21	10.6

Table 6

Distribution of Responses for Price of Maternity Employment
Outfit Last Purchased (N=196)

Category	n	%
Less than \$50	77	39.3
\$50 - 99	83	42.3
\$100 - 149	22	11.2
\$150 - 199	13	6.6
\$200 - 249	1	0.5

\$50. In addition to spending limited amounts on their entire maternity employment wardrobe, the women were not prepared to spend a great deal on individual outfits.

Perceived Importance of Evaluative Criteria

Study participants were asked to rate the importance of each of 25 evaluative criteria in their most recent acquisition of a maternity outfit for work. Mean scores for each criterion are presented in Table 7.

Overall, comfort was regarded as the most important criterion. Eighty-one percent of the respondents rated it as being very important in the purchase decision, and no one indicated that comfort was unimportant. The criterion of expands with figure assumed secondary importance. Again, no one rated this criterion as being unimportant in the purchase decision, and two-thirds of respondents perceived it as being very important. The evaluative criteria of appropriate for work, fit, and non-restricting style were respectively identified as the third, fourth, and fifth most important in maternity employment apparel purchase decisions.

Fashionability of clothing, while regarded as important in the purchase decision, was less important than appropriateness for work. However, only seven women (3.6%) rated fashionability as unimportant and one-third felt that it was very important in the purchase decision.

Table 7

Mean Perceived Importance of Evaluative Criteria in Rank Order

Criterion	N	\bar{x}^a
Comfort	196	3.81
Expands with Figure	194	3.61
Appropriate for Work	195	3.52
Fit	195	3.50
Non-Restricting Style	194	3.49
Suitability to the Individual	195	3.38
Attractiveness of Outfit	196	3.33
Good Buy	196	3.31
Price	196	3.30
Ease of Dressing	195	3.17
Coordinates with Existing Wardrobe	196	3.13
Fashionability	195	3.10
Ease of Care	196	3.05
Colour	196	3.02
Fabric Type and Quality	196	2.99
Quality of Construction	195	2.92
Durability	196	2.90
Minimizes Size of Figure	195	2.57
Fibre Content	195	2.42
Pleasing to Others	196	2.34
Enhances Pregnant Shape	196	2.23
Appropriate for Post- Pregnancy Use	196	1.81
Prestige	196	1.69
Sexiness	195	1.55
Brand and Store Name	196	1.29

^a1=Not Important 2=Somewhat Important 3=Important
4=Very Important

The criterion of good buy was considered as important as price. However, while close to 50% of respondents felt that receiving good value for their money was very important, only 38% of the women responded that the price of the outfit was a very important consideration in the decision to purchase.

The criterion of brand and store name received the lowest overall rating. Slightly more than three-quarters of the women (78.6%) considered this attribute to be unimportant in their clothing purchase decisions and only four respondents (2.0%) felt it was very important. The criteria of sexiness, appropriate for post-pregnancy use, and enhances pregnant shape were also given low ratings.

Perceived Importance of Information Sources

Respondents rated the perceived importance of each of 29 information sources in the clothing purchase decision. The mean values for each information source, in rank order, are presented in Table 8.

The results indicate that with the exception of personal preference, none of the sources were regarded as having great importance in the decision to purchase maternity employment apparel. Slightly more than half of the respondents (54.4%) considered personal preference to be a very important source of information, and 8.2% regarded it as being unimportant. Respondents considered their spouses to be of secondary importance, followed by displays in

Table 8

Mean Perceived Importance of Information Sources in Rank Order

Source	N	\bar{x}^a
Personal Preference	195	3.33
Spouse	196	2.21
Displays in Clothing Stores	195	1.98
Social Gatherings	194	1.85
Salespeople in Clothing Stores	195	1.85
Public Places	195	1.82
Family or Relatives	195	1.79
Past Purchases of Maternity Clothing	194	1.72
Pregnant Friends	196	1.66
Magazines for Pregnant Women or New Mothers	196	1.62
Pregnant Work Associates	196	1.55
Maternity Books	195	1.49
Fashion Magazines	196	1.42
Retail Store Catalogues	192	1.41
Non-Pregnant Friends	196	1.40
Newspaper Ads	196	1.39
Non-Pregnant Work Associates	196	1.38
Pattern Books	194	1.34
General Women's Magazines	196	1.29
Newspaper Articles	196	1.26
Personal Shoppers or Wardrobe Consultants	194	1.24
Doctors or Nurses	195	1.24
General Interest Magazines	196	1.23
Women's Business Magazines	196	1.22
Prenatal Classes	195	1.22
TV Commercials or Programs	195	1.20
"Dress for Success" Books	195	1.17
Radio Ads or Programs	195	1.13
Clothing Seminars	195	1.10

^a1=Not Important 2=Somewhat Important 3=Important
4=Very Important

clothing stores, social gatherings, and salespeople in clothing stores.

Pregnant friends were rated as being slightly more important than pregnant work associates in providing clothing information relevant to the purchase decision. Pregnant friends were considered more important than non-pregnant friends as sources of clothing information. The same relationship held true for pregnant and non-pregnant work associates.

Clothing seminars were rated as the least important source of clothing information. Almost all of the women (91.3%) considered this source to be unimportant in clothing purchase decisions. As well, radio advertisements and programs, dress for success books, and television commercials and programs were also regarded as having low salience.

Consumer and Situational Composite Indices

Study participants responded to a number of items dealing with their attitudes towards maternity clothing for work, their jobs, and their pregnancies using five-point response scales. The results for each of the composite indices that comprise this section are presented in Table 9.

Self-Confidence in Dress during Pregnancy

Total scores on the index of self-confidence in dress had a potential range of 16 points. Actual scores ranged only from 7 to 20, and the distribution had a slight

Table 9

Summary of Consumer and Situational Composite Indices

Index ^a	Range of Scores		Index Mean	Index S.D.	Item Mean
	Possible	Actual			
SCD (N=201)	4 - 20	7 - 20	15.17	2.71	3.79
PIC (N=201)	6 - 30	13 - 20	22.51	3.64	3.75
SMEA (N=200)	2 - 10	2 - 10	5.03	2.04	2.52
ATP (N=199)	12 - 60	21 - 60	44.60	7.32	3.72
CO (N=201)	4 - 20	4 - 20	13.19	3.54	3.30
VSP (N=201)	2 - 10	4 - 20	7.91	1.60	3.96

^aSCD = Self-confidence in dress during pregnancy
 PIC = Perceived importance of clothing during pregnancy
 SMEA = Satisfaction with maternity employment apparel
 ATP = Attitude toward pregnancy
 CO = Career orientation
 VSP = Visibility to superiors and the public

negative skew. Scores for the individual items comprising this measure primarily ranged from 2 (disagree) to 5 (strongly agree). The mean total score of 15.17, and the mean item score of 3.79 both suggest that the women were highly confident in their ability to dress in an appropriate and professional manner for work during pregnancy.

Perceived Importance of Clothing during Pregnancy

Possible minimum and maximum values for this index of six items, were 6 and 30 respectively. Actual scores had a much narrower range, but scores for individual index items covered the entire range from one to five. The mean total score of 22.51, and mean item score of 3.75, both indicate a high level of perceived importance of clothing during pregnancy. In general, it appears that the women felt it was important to dress in a professional or business-like manner while they were pregnant.

It is interesting to note that the lowest item score of 3.33 was associated with the statement "I consider the maternity clothing I buy for work a good investment." The highest item score (4.17) was associated with the statement "It is especially important for pregnant women who deal with the public or clients to portray a professional appearance". More than 80% of respondents agreed or strongly agreed.

Satisfaction with Maternity Employment Apparel

The actual range of scores for the satisfaction index covered the possible range from 2 to 10. The mean total

score was 5.03. The results suggest that the women were mildly dissatisfied with the maternity clothing available for working women. Item 2 had a slightly lower score than item 1, indicating the women were less satisfied with selection than with styles of maternity employment apparel.

Attitude toward Pregnancy

For the twelve items used to assess the individual's satisfaction with various aspects of her pregnancy, the possible range of scores was from 12 to 60, but the actual range was much narrower. The mean total score of 44.60, and the mean item score of 3.72 indicate that the women were generally satisfied with their pregnancies.

An evaluation of individual item scores revealed that the statement "I look forward to being a mother" received the most positive response, with a score of 4.63. No one strongly disagreed with this statement, and only one individual disagreed with it. The lowest individual score (2.40) was associated with the statement "I wear maternity clothes to hide my abdomen", which reinforces the notion that the respondents viewed their pregnancies in a positive manner.

Career Orientation

The combined score for the four items used to assess career orientation had a possible range of 16 points, and actual scores covered this entire range. The mean total score was 13.19, while the mean item score was 3.3. These

results suggest that the women were somewhat neutral with respect to career orientation.

The highest score was associated with the statement, "I view my work as a career rather than a job." Approximately 62% of the women strongly agreed or agreed with this statement. "The main reason I work is for the financial contribution I make to my family's welfare" was given the lowest rating. Slightly more than one-quarter of the women were in disagreement or strong disagreement with this statement.

Visibility to Superiors and the Public

The mean total score of 7.91 for the perceived visibility measure, out of a possible range from 4 to 10, indicates that generally the women were highly visible to others in their place of employment. The mean score was slightly higher for the second item, suggesting that respondents felt they had more contact with their superiors than with the public.

Development of Information Source Indices

Rather than using individual source variables in hypothesis testing, the decision was made to reduce the data into scales. Originally, factor analysis was planned for use as a data reduction technique for the 29 information source variables. However, initial computer runs with factor analysis revealed neither a reliable nor logically interpretable factor solution. Instead, the 29 variables

were grouped to form composite indices based on the results of past research. Shim (1986) identified five types of source variables used in employment apparel purchase decisions. Her scheme was used to classify the individual source variables in the present investigation.

Table 10 lists the individual source variables which comprise each index and their associated Cronbach's alpha reliability coefficients. Although Shim (1986) did not differentiate between interpersonal sources and intrapersonal sources, both were recognized as potential sources of information in the current investigation due to the suggestions of Bruner (1988).

As shown by the alpha coefficients, the intrapersonal and retail indices did not have high reliabilities, while the remaining indices did. Both sources comprising the intrapersonal index were not highly correlated with any of the remaining source variables. For the retail index, while the variables of displays in clothing stores and salespeople in clothing stores were moderately correlated, retail store catalogues had low correlations with these two variables.

Respondents were given a score on each composite index by summing the scores for the individual items comprising it. A descriptive analysis of the six indices is provided in Table 11.

Table 10

Composition of Information Source Indices

Index	Component Items
<u>Interpersonal</u> (alpha=.78)	Pregnant Friends Pregnant Work Associates Non-Pregnant Friends Non-Pregnant Work Associates Spouse Family or Relatives Social Gatherings Public Places
<u>Intrapersonal</u> (alpha=.49)	Personal Preference Past Purchases of Maternity Clothing
<u>Audio-Visual</u> (alpha=.82)	TV Commercials or Programs Radio Advertisements or Programs
<u>Print</u> (alpha=.90)	Newspaper Advertisements Newspaper Articles Women's Business Magazines General Women's Magazines General Interest Magazines Fashion Magazines Magazines for Pregnant Women or New Mothers "Dress for Success" Books Maternity Books Pattern Books
<u>Retail</u> (alpha=.61)	Displays in Clothing Stores Retail Store Catalogues Salespeople in Clothing Stores
<u>Professional</u> (alpha=.80)	Clothing Seminars Doctors or Nurses Prenatal Classes Personal Shoppers or Wardrobe Consultants

Table 11

Summary of Information Source Composite Indices

Index	Range of Scores		Index Mean	Index S.D.	Item Mean
	Possible	Actual			
Interpersonal (N=193)	8 - 32	8 - 32	13.64	4.43	1.70
Intrapersonal (N=194)	2 - 8	2 - 8	5.05	1.50	2.52
Audio-Visual (N=195)	2 - 8	2 - 6	2.34	0.80	1.17
Print (N=194)	10 - 40	10 - 33	13.40	4.60	1.34
Retail (N=191)	3 - 12	3 - 11	5.25	1.81	1.75
Professional (N=192)	4 - 16	4 - 12	4.81	1.58	1.20

Only the scores on the interpersonal and intrapersonal indices covered the entire potential range of scores. With the exception of the intrapersonal index, all of the remaining scales had distributions which were negatively skewed, as scores tended to cluster among the lower values. Intrapersonal sources were perceived as having the greatest importance in the purchase decision, with a mean total score of 5.05 and a mean item score of 2.52. Yet, the items which comprised this index were still only regarded as being of moderate importance. Retail sources were given a higher rating than interpersonal sources. Both professional and

audio-visual sources were judged to be the least important sources of information. Print sources were also given a low rating.

Description of First-Order Variable Relationships

Relationships among the independent variables were examined using chi-square analysis, Spearman rank order correlations, and Pearson product moment correlations. Variable associations are discussed under the headings: (a) product variables, (b) demographic variables, (c) consumer and situational composite indices, and (d) information source composite indices. All results are contained in Appendix C, Tables 34 to 37. Only relationships that were significant at a critical alpha level of .05 are discussed.

Product Variables

The chi-square test of independence was used to assess the relationship between price and type of maternity employment outfit last purchased. Responses to each variable were collapsed into three classes (for price of outfit, Group 1 = less than \$50, Group 2 = \$50 to \$99, and Group 3 = \$100 or more; for type of outfit, Group 1 = pants and separates, Group 2 = suits, dresses, jumpers and separates, and skirts and separates, and Group 3 = other). A significant association existed between the two variables. Women who had purchased a pants outfit most often paid less than \$50 for it, while those who had bought suits, dresses,

jumpers, or skirts and separates most frequently paid between \$50 and \$99. Twenty-nine percent of those who had purchased a skirted outfit had paid \$100 or more for it, while only 13% of buyers of pants and separates had done so. Respondents who identified their purchase as belonging in the other category typically paid \$50 to \$99 for their selection, but never more than \$100.

Demographic Variables

An assessment of the associations among the demographic variables was conducted using Spearman rank-order correlations. Occupation was treated as a rankable variable, since the CCDO numerical coding system uses a method of classification which represents a continuum from white-collar to blue-collar occupations as the occupation code increases in size.

Age was negatively correlated with month when maternity clothing was first worn ($r = -.15$) and occupation ($r = -.14$), but positively correlated with length of time in employment ($r = .19$), household income ($r = .29$), personal income ($r = .34$), and education ($r = .25$). Women who were older tended to have worked in their current job longer, were more highly educated, and reported higher incomes than younger women. Seventy percent of the women who were 30 or older were employed in managerial or professional occupations, while over three-quarters of those employed in clerical, sales, service, manufacturing, or processing occupations were under

30. Older members of the sample had a tendency to begin wearing maternity clothing at an earlier date than younger respondents.

Education was positively correlated with household income ($r=.41$) and personal income ($r=.36$), but negatively correlated with occupation ($r= -.32$). Respondents who were highly educated tended to earn more, and have higher household incomes than women who had received relatively little education. Bachelor's degrees or higher levels of education were most common among members of professional occupations, while those employed in clerical positions had typically not advanced beyond high school.

Household income and personal income were highly correlated ($r=.63$). As expected, maternity employment wardrobe expenditures were positively correlated with household income ($r=.25$) and personal income ($r=.26$). Occupation proved to have moderate negative correlations with both types of incomes (household income $r= -.31$; personal income $r= -.38$). Increases in personal income were associated with increases in household income, and increases in the amount of money spent on the working wardrobe during pregnancy. Close to 90 percent of the women indicating household incomes of \$70,000 or more, and personal incomes of \$30,000 or more, were employed in managerial, administrative, and professional occupations.

Consumer and Situational Composite Indices

Pearson product moment correlations were used to examine the relationships among the consumer and situational characteristics. Self-confidence in dress during pregnancy was moderately correlated with perceived importance of clothing ($r=.37$). It appears that women who were confident in their ability to dress appropriately for work during pregnancy also regarded maternity clothing as being important to career success. Self-confidence in dress also had weak positive associations with the remaining indices of career orientation ($r=.20$), satisfaction with maternity employment apparel ($r=.19$), visibility to superiors and the public ($r=.26$), and attitude toward pregnancy ($r=.22$).

Perceived importance of clothing during pregnancy was somewhat associated with career orientation ($r=.23$), and visibility to superiors and the public ($r=.29$). Women who attached importance to dressing appropriately for work were also likely to be career oriented and to have a high level of visibility in the workplace. As well, career orientation and visibility to superiors and the public were positively correlated ($r=.32$).

Information Source Composite Indices

With the exception of the intrapersonal measure, all of the indices showed moderate to strong positive correlations with one other. The audio-visual and print measures were most highly related ($r=.75$). Respondents who gave high

ratings to audio-visual sources were likely to do the same for print sources.

The intrapersonal measure was weakly associated with the other five measures. However, the correlations were considered to be negligible.

Hypothesis Testing

Five hypotheses were tested. The first dealt with the identification of dimensions of maternity employment apparel evaluative criteria importance ratings. The remaining four hypotheses were concerned with examining relationships between evaluative criteria importance dimensions and product, demographic, consumer, situational, and information source variables.

Hypothesis 1

It will be possible to identify dimensions in the importance ratings given to maternity employment apparel evaluative criteria.

Factor analysis with varimax rotation was applied to the 25 evaluative criteria variables. The number of factors extracted from the data was based on the work of Jenkins and Dickey (1976), who identified practicality and appearance dimensions to evaluative criteria used by female apparel purchasers.

A two-factor model was used to determine the existence of similar dimensions among the criteria used in the current investigation. After the first application of factor

analysis to the data, all variables that had factor loadings above 0.40, or below 0.40 on both factors in both data sets were removed from the variable pool to provide a more clearly interpretable factor solution. A factor loading of 0.40 has been accepted as a cut-off point for assessing inclusion of variables in a data set (Rummel, 1970). At this point, four criterion variables were removed from the analysis.

Factor analysis was conducted again on the reduced set of variables. With the exception of the two variables of price and good buy, the same variables loaded together in both data sets, suggesting the existence of a stable factor pattern.

Since price and good buy loaded together, but on different factors in both data sets, there was the suggestion that a third dimension existed within the reduced variable pool. Thus, factor analysis was conducted a third time using a three-factor model. At this point, another variable was removed from the variable pool because it had low loadings on all factors. Factor analysis was performed a final time on the reduced data set.

The final factor solution explained 45% of the variation in the data. The three factors that emerged from the data, and factor loadings for the variables associated with each factor are presented in Table 12.

Table 12

Evaluative Criteria Factors

Item	Factor Loading
<u>Factor 1 (Practicality)</u>	
Quality of Construction	0.69
Non-Restricting Style	0.68
Fiber Content	0.68
Fabric Type and Quality	0.65
Ease of Care	0.64
Expands with Figure	0.63
Ease of Dressing	0.60
Durability	0.54
Comfort	0.50
19.4% of variation explained	
<u>Factor 2 (Appearance)</u>	
Fashionability	0.74
Attractiveness of Outfit	0.65
Prestige	0.65
Sexiness	0.60
Minimizes Size of Figure	0.59
Pleasing to Others	0.56
Suitability to Individual	0.56
Enhances Pregnant Shape	0.49
Colour	0.48
16.8% of variation explained	
<u>Factor 3 (Economy)</u>	
Good Buy (Good Value for Money)	0.76
Price	0.75
8.7% of variation explained	

Two factors were similar in content to those identified by Jenkins and Dickey (1978), and thus were respectively labelled as Practicality and Appearance factors. The former accounted for approximately 19% of the variation in the data and contained nine evaluative criteria loading above 0.40. The Appearance factor accounted for approximately 17% of the variation in the data and also contained nine evaluative criteria loading above 0.40. Jenkins and Dickey (1978) found that the criteria relating to price of apparel loaded on their Practicality factor. However, in the current investigation, both the criteria of price and good buy had high factor loadings on a separate factor, which was labelled an Economy factor. It was responsible for approximately 9% of the variation in the data.

The five criteria excluded from the final factor solution included brand and store name, coordinates with existing wardrobe, fit, appropriate for work, and appropriate for post-pregnancy use. A post-hoc analysis of the correlation matrix for all 25 evaluative criteria, revealed that brand and store name and appropriate for post-pregnancy use were not highly correlated with any of the remaining variables, while fit was moderately correlated with almost all of the remaining variables.

Table 13 provides a descriptive analysis of the factor index scores. The potential range of scores for the

Table 13

Summary of Evaluative Criteria Factor Index Scores

Factor	Range of Scores		Index Mean	Index S.D.	Item Mean
	Possible	Actual			
Appearance (N=192)	9 - 36	9 - 36	23.20	4.68	2.58
Practicality (N=192)	9 - 36	17 - 36	28.45	4.29	3.16
Economy (N=196)	2 - 8	3 - 8	6.61	1.34	3.30

Appearance factor was from 9 to 36. While the actual scores did cover this range, the distribution had a slight negative skew. The mean total score was 23.20, with a mean criterion score of 2.58, indicating that most women felt appearance-oriented criteria were mildly important in their purchase decisions.

Scores on the Practicality dimension also had a potential range of 27 points, but the actual range was much narrower. The mean total score of 28.45, and the mean item score of 3.16, indicate that in general the respondents considered criteria related to the practicality of their clothing to have high salience in the purchase decision.

With respect to the Economy factor, index scores only ranged from 3 to 8, while the potential minimum and maximum score values were 2 and 8 respectively. The distribution of

scores was negatively skewed. The mean total score of 6.61 suggests that the women considered price, and getting good value for their money to be quite important when making maternity employment apparel purchase decisions.

In assessing the results of the remaining hypotheses, those for the Economy factor should be interpreted with caution, as the results indicate the data violates the assumption of a normal distribution. The validity of the results may be questionable, as there is an increased chance of Type I errors in the hypothesis testing.

Hypothesis 2

There will be no relationship between evaluative criteria importance dimensions and the product characteristics of: (a) price of outfit and (b) type of outfit.

Price. Responses to price of maternity employment outfit last purchased were grouped into three categories (Group 1 = less than \$50, Group 2 = \$50 to \$99, and Group 3 = \$100 or more). The results of the ANOVA, presented in Table 14, reveal no statistically significant relationship between outfit price and the perceived importance of practicality- or appearance-oriented evaluative criteria. However, results for the Appearance factor approached statistical significance. Outfit price was significantly related to perceptions of the importance of economy-oriented criteria. Scores on the Economy dimension decreased as

Table 14

ANOVA: Evaluative Criteria Factor Index Scores by Price of Outfit

Group ^b	Mean Factor Index Scores ^a		
	Appearance	Practicality	Economy
1	22.73 A (75) ^c	28.18 A (76)	7.06 A (76)
2	23.00 A (80)	28.33 A (79)	6.54 A (83)
3	25.03 A (36)	29.28 A (36)	5.83 C (36)
df	191	191	194
F	3.65	0.85	11.80 ^d
p	.0279	.4294	.0001

^aMeans with the same letter are not significantly different

^bGroup 1 = Less than \$50
 2 = \$50 to \$99
 3 = \$100 or more

^cNumbers in parentheses represent group sizes

^dModel $r^2 = .1040$

price increased. The Scheffe test revealed that groups 1 and 3, and groups 2 and 3 responded in a significantly different manner.

Type of outfit. Originally, respondents were asked to indicate the type of maternity employment outfit last purchased from among six choices. Due to the distribution of responses, these were subsequently collapsed into three categories for analysis (Group 1 = pants outfits; Group 2 = suit, dress, jumper and separates, skirt and separates; and Group 3 = other).

The results contained in Table 15, reveal no significant relationship between type of outfit and Practicality, Appearance, or Economy factor index scores. Regardless of the type of outfit purchased, each type of evaluative criteria assumed similar importance to subject respondents.

Hypothesis 3

There will be no relationship between evaluative criteria importance dimensions and the demographic characteristics: of (a) age, (b) education, (c) household income, (d) personal income, (e) occupation, (f) length of time in employment, (g) maternity employment wardrobe expenditures, (h) month of pregnancy, and (i) month when maternity clothing was first worn.

Age. Respondents were classified into three groups according to age (Group 1 = under 25 years, Group 2 = 25 to

Table 15

ANOVA: Evaluative Criteria Factor Index Scores by Type of Outfit

Group ^b	Mean Factor Index Scores ^a		
	Appearance	Practicality	Economy
1	23.51 A (89) ^c	28.12 A (90)	6.39 A (91)
2	22.66 A (81)	28.59 A (81)	6.79 A (83)
3	24.29 A (21)	29.15 A (20)	6.67 A (21)
df	191	191	195
F	1.34	0.55	1.98
p	.2642	.5781	.1408

^aMeans with the same letter are not significantly different

^bGroup 1 = Pants outfits

2 = Suit, dress, jumper and separates, skirt and separates

3 = Other

^cNumbers in parentheses represent group sizes

Table 16

ANOVA: Evaluative Criteria Factor Index Scores by Age

Group ^b	<u>Mean Factor Index Scores^a</u>		
	Appearance	Practicality	Economy
1	23.58 A (24) ^c	28.17 A (24)	6.64 A (25)
2	23.38 A (107)	28.50 A (105)	6.54 A (107)
3	22.97 A (60)	28.60 A (62)	6.73 A (63)
df	190	190	194
F	0.22	0.094	0.40
p	.8035	.9164	.6739

^aMeans with the same letter are not significantly different

^bGroup 1 = Under 25 years
2 = 25 to 29 years
3 = 30 years or older

^cNumbers in parentheses represent group sizes

29 years, and Group 3 = 30 years or older). Results of the one-way ANOVA in Table 16 reveal no significant differences in Appearance, Practicality, or Economy factor scores among the three groups. Subject age does not appear to be a good predictor of the perceived importance of these three types of evaluative criteria in purchase decisions involving maternity employment apparel.

Education. Responses to highest level of educational attainment were originally made using a seven-point forced-choice scale. These were subsequently collapsed into four categories (Group 1 = high school diploma or less; Group 2 = some post-secondary education or post-secondary certificate or diploma; Group 3 = Bachelor's degree, and Group 4 = some post-graduate education, Master's degree or Ph.D). The ANOVA results (see Table 17) give no indication of a relationship between education level and Appearance, Practicality, or Economy factor index scores. It appears that level of educational attainment is not an influence on perceptions of the salience of maternity employment apparel evaluative criteria.

Household income. Respondents were grouped into six categories according to reported household earnings (Group 1 = less than \$40,000, Group 2 = \$40,000 to \$49,999, Group 3 = \$50,000 to \$59,999, Group 4 = \$60,000 to \$69,999, Group 5 = \$70,000 to \$79,999, and Group 6 = \$80,000 or more). Household income was found to have no significant

Table 17

ANOVA: Evaluative Criteria Factor Index Scores by Education

Group ^b	Mean Factor Index Scores ^a		
	Appearance	Practicality	Economy
1	23.67 A (48) ^c	28.87 A (47)	6.73 A (49)
2	23.39 A (67)	28.35 A (68)	6.64 A (69)
3	22.98 A (51)	28.26 A (50)	6.51 A (51)
4	22.84 A (25)	28.58 A (26)	6.54 A (26)
df	190	190	194
F	0.27	0.20	0.27
p	.8443	.8975	.8480

^aMeans with the same letter are not significantly different

^bGroup 1= High school diploma
 2= Some post-secondary education or post-secondary certificate or diploma
 3= Bachelor's degree
 4= Some post-graduate education, Master's degree or Ph.D.

^cNumbers in parentheses represent group sizes

Table 18

ANOVA: Evaluative Criteria Factor Index Scores by Household Income

Group ^b	Mean Factor Index Scores ^a		
	Appearance	Practicality	Economy
1	23.03 A (31) ^c	30.25 A (32)	6.91 A (33)
2	24.00 A (34)	28.06 A (33)	6.86 A (35)
3	23.41 A (44)	27.91 A (45)	6.82 A (45)
4	23.46 A (41)	27.88 A (40)	6.09 A (41)
5	22.95 A (21)	29.05 A (21)	6.86 A (21)
6	22.10 A (20)	28.30 A (20)	6.05 A (20)
df	190	190	194
F	0.49	1.59	3.00
p	.7849	.1653	.0125

^aMeans with the same letter are not significantly different

^bGroup 1 = Less than \$40,000
 2 = \$40,000 to \$49,999
 3 = \$50,000 to \$59,999
 4 = \$60,000 to \$69,999
 5 = \$70,000 to \$79,999
 6 = \$80,000 or more

^cNumbers in parentheses represent group sizes

relationship with factor index scores, and therefore does not appear to be an important predictor of the perceived importance of appearance-, practicality-, or economy-oriented criteria in maternity employment apparel purchase decisions (see Table 18).

Personal income. Respondents were classified into four personal income groups (Group 1 = less than \$20,000, Group 2 = \$20,000 to \$29,999, Group 3 = \$30,000 to \$39,999, and Group 4 = \$40,000 or more). As shown in Table 19, no significant relationship existed between personal income and the three dependent variables. It appears that personal income is not an important predictor of the perceived importance of maternity employment apparel evaluative criteria.

Occupation. Respondents were categorized into four occupational categories (Group 1 = managerial and administrative, Group 2 = professional, Group 3 = clerical, and Group 4 = sales, service, processing, and material handling). Results of the one-way ANOVA are given in Table 20. No significant relationships between the independent variable and each of the dependent variables is evident. It appears that subject occupation can not be used to predict the perceived importance of maternity employment apparel evaluative criteria.

Length of time in employment. Respondents were classified into three employment time categories (Group 1 =

Table 19

ANOVA: Evaluative Criteria Factor Index Scores by Personal Income

Group ^b	<u>Mean Factor Index Scores^a</u>		
	Appearance	Practicality	Economy
1	22.69 A (49) ^c	29.04 A (49)	6.98 A (51)
2	23.59 A (69)	28.10 A (70)	6.61 A (70)
3	23.71 A (52)	28.78 A (51)	6.25 A (52)
4	22.52 A (21)	27.76 A (21)	6.64 A (21)
df	190	190	194
F	0.72	0.75	2.63
p	.5416	.5251	.0512

^aMeans with the same letter are not significantly different

^bGroup 1 = Less than \$20,000
 2 = \$20,000 to \$29,999
 3 = \$30,000 to \$39,999
 4 = \$40,000 or more

^cNumbers in parentheses represent group sizes

Table 20

ANOVA: Evaluative Criteria Factor Index Scores by Occupation

Group ^b	Mean Factor Index Scores ^a		
	Appearance	Practicality	Economy
1	24.22 A (37) ^c	27.95 A (37)	6.54 A (37)
2	22.67 A (73)	28.88 A (74)	6.55 A (76)
3	23.29 A (58)	28.21 A (57)	6.75 A (58)
4	23.65 A (23)	28.78 A (23)	6.65 A (23)
df	190	190	193
F	1.00	0.52	0.32
p	.3946	.6708	.8126

^aMeans with the same letter are not significantly different

^bGroup 1 = Managerial and administrative

2 = Professional

3 = Clerical

4 = Sales, service, processing, and material handling

^cNumbers in parentheses represent group sizes

Table 21

ANOVA: Evaluative Criteria Factor Index Scores by Length of Time in Employment

Group ^b	<u>Mean Factor Index Scores^a</u>		
	Appearance	Practicality	Economy
1	23.94 A (62) ^c	28.39 A (61)	6.70 A (63)
2	22.56 A (77)	27.79 A (77)	6.42 A (77)
3	23.56 A (52)	29.60 A (53)	6.80 A (55)
df	190	190	194
F	1.70	2.90	1.52
p	.1849	.0574	.2221

^aMeans with the same letters are not significantly different

^bGroup 1 = Two years or less
 2 = Three to five years
 3 = Six or more years

^cNumbers in parentheses represent group sizes

two years or less, Group 2 = three to five years, and Group 3 = six or more years). The ANOVA results (see Table 21) give no indication of a relationship between length of time in employment and either Appearance, Practicality, or Economy factor index scores. This suggests that the independent variable can not be used to predict the salience of maternity employment apparel evaluative criteria.

Maternity employment wardrobe expenditures. A test for equality of mean Appearance, Practicality, and Economy factor scores was conducted for three classes of maternity employment wardrobe expenditures (Group 1 = less than \$200, Group 2 = \$200 to \$399, and Group 3 = \$400 or more). The results presented in Table 22 identify a statistically significant relationship between wardrobe expenditures and the perceived importance of appearance-oriented evaluative criteria, but not for perceptions of practicality- or economy-oriented criteria. However the results approached significant for the Economy factor.

Perceptions of the importance of appearance-oriented criteria increased as reported wardrobe expenditures increased. When comparing mean Appearance factor index scores for each group, the Scheffe test revealed that women who reported expenditures of less than \$200 (group 1), and those who reported expenditures of \$400 or more (group 3) responded in a significantly different manner. The Scheffe test did not indicate a significant difference in mean

Table 22

ANOVA: Evaluative Criteria Factor Index Scores by Maternity
Employment Wardrobe Expenditures

Group ^b	Mean Factor Index Scores ^a		
	Appearance	Practicality	Economy
1	22.09 A (58) ^c	28.33 A (57)	6.80 A (59)
2	22.75 A B (64)	28.34 A (65)	6.86 A (67)
3	24.76 B (67)	28.76 A (67)	6.19 A (67)
df	188	188	192
F	6.19 ^d	0.21	5.26
p	.0025	.8076	.0060

^aMeans with the same letter are not significantly different

^bGroup 1 = Less than \$200
2 = \$200 to \$399
3 = \$400 or more

^cNumbers in parentheses represent group sizes

^dModel $r^2 = .0624$

Appearance factor index scores for groups 1 and 2, or groups 2 and 3.

Month of pregnancy. It had been previously established that the mean response to month of pregnancy when the questionnaire was completed was 7.3 months. A t-test was used to examine whether respondents who were less than 7.3 months pregnant responded differently regarding the perceived importance of appearance-, practicality-, and economy-oriented criteria, than those women who were more than 7.3 month pregnant. The results provided in Table 23 reveal that the two groups did not have significantly different scores on each of the three dependent variables. Month of pregnancy appears to have no relationship with perceptions of maternity employment apparel evaluative criteria.

Month when maternity clothing was first worn. A t-test was also used to examine the relationship between the variable of month when maternity clothing was first worn and perceived importance of the three types of evaluative criteria. The mean response for this variable had been previously established as 4.3 months. Respondents were dichotomized into two groups according to whether their response fell above or below the mean. As revealed in Table 24, no differences in mean scores for the two groups were identified for the three factors. It appears that month when maternity clothing was first worn is not an important

Table 23

T-Test: Evaluative Criteria Factor Index Scores by Month of Pregnancy

Group ^a	<u>Mean Factor Index Scores</u>		
	Appearance	Practicality	Economy
1	23.60 (82) ^b	28.42 (83)	6.74 (85)
2	23.04 (109)	28.54 (108)	6.52 (110)
df	189	189	193
T	0.84	-0.18	1.16
p	.4030	.8538	.2487

^aGroup 1 = Less than 7.3 months

2 = More than 7.3 months

^bNumbers in parentheses represent group sizes

Table 24

T-Test: Evaluative Criteria Factor Index Scores by Month When Maternity Clothing was First Worn

Group ^a	<u>Mean Factor Index Scores</u>		
	Appearance	Practicality	Economy
1	23.17 (104) ^b	28.77 (104)	6.68 (107)
2	23.40 (87)	28.15 (87)	6.53 (88)
df	189	189	193
T	-0.34	1.00	0.77
p	.7311	.3192	.4423

^aGroup 1 = Less than 4.3 months

2 = More than 4.3 months

^bNumbers in parentheses represent group sizes

predictor of the perceived importance of evaluative criteria in maternity employment apparel purchase decisions.

Hypothesis 4

There will be no relationship between evaluative criteria importance dimensions and the consumer and situational characteristics of: (a) self-confidence in dress during pregnancy, (b) perceived importance of clothing during pregnancy, (c) satisfaction with maternity employment apparel, (d) attitude towards pregnancy, (e) career orientation, and (f) visibility to superiors and the public.

Self-confidence in dress during pregnancy. No statistically significant relationship existed between self-confidence in dress during pregnancy and Appearance or Economy factor index scores (see Table 25). A positive and significant relationship did exist with the Practicality factor. It appears that increased confidence in the ability to dress in a professional or appropriate manner for work is accompanied by a greater perceived importance of practicality-oriented criteria in maternity employment apparel purchase decisions.

Perceived importance of clothing during pregnancy. No statistically significant relationship existed between perceived importance of clothing during pregnancy and Economy factor index scores. However Table 26 reveals that the value of the slope coefficient was significant and positive in both the Appearance and Practicality models.

Table 25

Regression Analysis: Evaluative Criteria Factor Index
Scores by Self-Confidence in Dress during Pregnancy

	<u>Factor Index</u>		
	Appearance	Practicality	Economy
Parameter Estimate	.2922	.3336	.0233
Standard Error	.1212	.1126	.0357
df	189	188	191
F	5.818	9.853 ^a	.4250
p	.0168	.0020	.5153
^a Model $r^2 = .0450$			

Table 26

Regression Analysis: Evaluative Criteria Factor Index
Scores by Perceived Importance of Clothing during Pregnancy

	<u>Factor Index</u>		
	Appearance	Practicality	Economy
Parameter Estimate	.5907	.2467	.0104
Standard Error	.0813	.0839	.0266
df	189	188	191
F	52.830 ^a	8.647 ^b	.154
p	.0001	.0037	.6951
^a Model $r^2 = .2152$ ^b Model $r^2 = .0391$			

Pregnant working women who place a high value on clothing as a means of enhancing work-related performance are more likely to regard criteria associated with the appearance and practicality of maternity employment apparel as having salience in the purchase decision.

Satisfaction with maternity employment apparel.

Satisfaction with maternity employment apparel did not yield a slope coefficient significantly different from zero when regressed against Appearance, Practicality, and Economy factor index scores (see Table 27). It appears that this variable is not related to perceptions of the importance of maternity employment apparel evaluative criteria.

Attitude toward pregnancy. As revealed in Table 28, no statistically significant relationship existed between scores on the Attitude Toward Pregnancy index and Appearance, Practicality, or Economy factor index scores. It appears that perceptions of the importance of maternity employment apparel can not be predicted by pregnant working women's attitude toward pregnancy.

Career orientation. No statistically significant relationship existed between career orientation and either Appearance, Practicality, or Economy factor index scores (see Table 29). The results did approach significance for the Economy dimension; the relationship being negative. However, it appears that the career orientation of pregnant working women is not an important predictor of the perceived

Table 27

Regression Analysis: Evaluative Criteria Factor Index
Scores by Satisfaction with Maternity Employment Apparel

	<u>Factor Index</u>		
	Appearance	Practicality	Economy
Parameter Estimate	-.1168	-.2821	.0031
Standard Error	.1626	.1514	.0473
df	189	188	191
F	.516	3.474	.004
p	.4734	.0639	.9482

Table 28

Regression Analysis: Evaluative Criteria Factor Index
Scores by Attitude toward Pregnancy

	<u>Factor Index</u>		
	Appearance	Practicality	Economy
Parameter Estimate	-.0533	.0795	.0029
Standard Error	.0452	.0420	.0132
df	189	188	191
F	1.391	3.582	.049
p	.2398	.0599	.8252

importance of appearance-, practicality, or economy-oriented evaluative criteria.

Visibility to superiors and the public. Within all three regression models, visibility to superiors and the public did not yield a slope coefficient significantly different from zero (see Table 30). The relationship did approach significance for the Appearance factor model, with a positive slope coefficient. However, it appears that no relationship exists between the independent variable and perceptions of the salience of evaluative criteria in maternity employment apparel purchase decisions.

Hypothesis 5

There will be no relationship between evaluative criteria importance dimensions and the perceived importance of information sources in maternity employment apparel purchase decisions.

Correlation coefficients depicting the relationship between Appearance, Practicality, and Economy factor scores, and scores on each of the six information source indices are contained in Tables 31 through 33. Within the social and behavioural sciences, most correlations are relatively low because there may be many factors impinging on a particular response. Thus, Kenny (1987) suggests that size of correlation coefficients be interpreted accordingly. Magnitude of coefficients has been operationally defined by Kenny in the following manner: small correlations have a

Table 29

Regression Analysis: Evaluative Criteria Factor Scores by Career Orientation

	<u>Factor Index</u>		
	Appearance	Practicality	Economy
Parameter Estimate	-.0172	.0319	-.0669
Standard Error	.0979	.0899	.0276
df	189	188	191
F	.031	.126	5.867
p	.8607	.7232	.0163

Table 30

Regression Analysis: Evaluative Criteria Factor Index Scores by Visibility to Superiors and the Public

	<u>Factor Index</u>		
	Appearance	Practicality	Economy
Parameter Estimate	.4768	.3046	-.0768
Standard Error	.2044	.1927	.0600
df	189	188	191
F	5.440	2.498	1.728
p	.0207	.1157	.1902

magnitude of between .10 and .29, moderate correlations are .30 to .49 in value, and large correlations have values of .50 or greater. These definitions will be used to discuss the hypothesis testing results.

Interpersonal information sources. Scores on the interpersonal index were significantly and positively correlated with scores on the Appearance dimension of evaluative criteria importance ratings, and the association was of a moderate magnitude. A high perceived importance of interpersonal information sources is associated with a high perceived importance of appearance-oriented evaluative criteria, but not of practicality- or economy-oriented evaluative criteria.

Intrapersonal information sources. Intrapersonal index scores were significantly and positively correlated with Appearance, Practicality, and Economy factor index scores. Thus, an increased salience of intrapersonal information sources in maternity employment purchase decisions is associated with an increased salience of all three dimensions of maternity employment apparel evaluative criteria. The intrapersonal variable was most highly correlated with the Appearance factor ($r=.33$), and the association was of a moderate magnitude. Weak associations were identified for the Practicality and Economy factors.

Table 31

Pearson Product Moment Correlations for Information Source
Indices and Appearance Factor Index Scores

Information Source Index	N	Correlation Coefficient	p
Interpersonal	189	.43	.0001
Intrapersonal	190	.33	.0001
Audio-Visual	191	.25	.0005
Print	190	.30	.0001
Retail	188	.29	.0001
Professional	188	.23	.0015

Table 32

Pearson Product Moment Correlations for Information Source
Indices and Practicality Factor Index Scores

Information Source Index	N	Correlation Coefficient	p
Interpersonal	189	.15	.0400
Intrapersonal	190	.27	.0002
Audio-Visual	191	.05	.4920
Print	191	.17	.0174
Retail	189	.17	.0178
Professional	188	.12	.0959

Table 33

Pearson Product Moment Correlations for Information Source Indices and Economy Factor Index Scores

Information Source Index	N	Correlation Coefficient	p
Interpersonal	193	.15	.0400
Intrapersonal	194	.20	.0058
Audio-Visual	195	.04	.5900
Print	194	.09	.5900
Retail	191	.14	.0479
Professional	192	-.003	.9658

Audio-visual information sources. There proved to be no significant relationship between scores on the audio-visual index and scores on either the Practicality or Economy factors. The perceived importance of audio-visual information sources was significantly and positively correlated with the perceived importance of appearance-oriented evaluative criteria, however, the magnitude of the correlation coefficient was small ($r=.25$). Women who perceive radio and television as being important sources of information on maternity employment apparel, are more likely to perceive appearance-oriented evaluative criteria as having a high degree of salience in the purchase decision.

Print information sources. A moderate, positive correlation existed between scores on the print index and

Appearance factor index scores. No linear relationship existed between scores on the print index and Economy or Practicality factor index scores. An increased perceived importance of magazines, newspapers, and books as sources of clothing information appears to be associated with an increasing perceived importance of appearance-oriented evaluative criteria, but not of economy- or practicality-oriented criteria, in maternity employment apparel purchase decisions.

Retail information sources. Statistically significant relationships existed between scores on the retail index and index scores for the Appearance factor. The correlation coefficient was positive, but weak. It appears that as the perceived importance of retailer-dominated information sources increases in maternity employment apparel purchase decisions, so does the perceived importance of appearance-oriented evaluative criteria. However, there appears to be no relationship between the perceived importance of retail sources and practicality- or economy-oriented evaluative criteria.

Professional information sources. A statistically significant association was identified between professional index scores and Appearance factor index scores. The association was positive, but of a small magnitude. As professional sources of information become more salient in maternity employment apparel purchase decisions, it appears

that appearance-oriented evaluative criteria will also become more important.

Discussion of Results

Demographically, study participants represent a select group of individuals. Members of the sample, who were predominantly first-time mothers, were older than other pregnant Canadian and Manitoban women according to national birth statistics. In 1985, 36% of Manitoban live births, and 34% of Canadian live first births were to women between the ages of 25 and 29 (Statistics Canada, 1986). Within the sample, 57% of the women were in this same age bracket. As well, while almost one-quarter of respondents were ages 30 to 34, only 14% of Canadian live first births and 20% of all Manitoban births were to women of these ages (Statistics Canada, 1986). This trend within the sample may be a result of the fact that all of the respondents were working women, who may choose to delay having children until they have established their position in the workforce.

Members of the sample were also more highly educated than employed Canadian women. Less than 10% of working Canadian females in 1982 attained a university degree (Statistics Canada, 1984). Slightly more than one-quarter of respondents had earned their Bachelor's degree, and another 5.4% had attained a Master's degree or Ph.D. Almost 35% of working females in 1982 had not earned their high school diploma (Statistics Canada, 1984), but within the

sample only 2.5% of the women were at this same level. These findings are consistent with those of Vinal (1982), who reported that childbirth education participants tend to be more highly educated than non-participants.

Although study respondents represented a range of occupations, 30% were employed in clerical positions. This is similar to both Manitoban and Canadian figures from 1985, which respectively show 29.4% and 32.5% of women in this occupational category (Statistics Canada, 1987). However, the sample was overrepresented in managerial and administrative positions: 18% as compared to less than 9% both nationally and provincially. This same trend was evident in professional occupations, which encompass the natural sciences, engineering, and math; the social sciences; religion; teaching; medicine and health; artistic, literary, and performing arts; sports and recreation (Silver, 1989). While 40% of study participants were employed in these areas, half that proportion of Manitoban and Canadian women work in these areas.

Both household and personal incomes within the sample tended to be higher than suggested by Canadian data. The 1987 national average for two-income families without children was \$48,731 while for dual-income families with children it was \$49,156 (Statistics Canada, 1990). Two-thirds of study respondents reported household incomes of \$50,000 or more. With respect to personal earnings, the

1987 national average for full-time female employees was \$19,995 (Statistics Canada, 1990). Within the sample, more than three-quarters of the women earned \$20,000 or more annually.

The finding that the vast majority of the women were in their third trimester when they completed the questionnaire is consistent with that of Dowdeswell and Kernaleguen (1978); childbirth education participants tend to be advanced in their pregnancies. An explanation for this is expectant mothers may wish to ensure there are not complications with the fetus before investing time in childbirth preparation classes. As well, if classes are attended immediately prior to one's due date it is less likely that information pertaining to labour and delivery will be forgotten.

The finding that only 9% of respondents were not working at the time of completing the questionnaire is consistent with that of Robichaud (1987). Eighty-six percent of Robichaud's sample worked beyond the seventh month of pregnancy. Many working women may choose to continue their employment until their due date so as to allow the longest possible maternity leave for the postpartum period.

Members of the sample had, on average, begun wearing maternity clothing when they were 4.3 months pregnant. This finding is consistent with Rivard's (1978) conclusion that

most women require maternity clothing for approximately four to five months of their pregnancy. Generally women do not experience abdominal enlargement until the second trimester (Tate & Glisson, 1961). Given the loose fit of some of today's styles, women may continue wearing their regular clothing well into the second trimester of pregnancy.

The finding of a negative correlation between age and month when maternity clothing was first worn parallels that of Rivard (1978). Rivard found older, non-career oriented individuals began wearing maternity clothing at an earlier date than younger individuals. Rivard suggested that older women may be more anxious to make others aware of their condition than younger women.

Study respondents, although relying primarily on ready-to-wear garments for work, were not prepared to spend large sums of money on their maternity employment wardrobes. Two-thirds of respondents indicated they had not spent, or were not planning to spend more than \$400. A limited duration of need for maternity clothing, coupled with the need to purchase items for the new child may preclude large expenditures on maternity clothing for many women. Instead, the findings suggest that the women were supplementing their wardrobes with borrowed clothing. Greer (1988) also found new clothing and borrowed clothing comprise the majority of the pregnant individual's wardrobe.

As well, the results indicate the women were not sewing their maternity employment apparel to any large extent. Miller (1985) suggested that working women may find sewing too time-consuming to incorporate into their schedules. Although the literature suggests a growing popularity of rental clothing (Ryan, 1989; Burggraf, 1987b), this was the least used source of maternity employment apparel. At the time of the survey, only one maternity clothing rental company was operating in Winnipeg (Graham, 1989), thus women may have found their access to this source limited.

From the types of outfits indicated as being purchased for work, it is evident that the women preferred casual clothing, as pant outfits were the most popular. They may also have been preferred for cost-related reasons. The chi-square test of independence revealed a relationship between type and price of outfit, with women purchasing pant outfits typically paying less than \$50 for them. Pant outfits may be less expensive than suits or dresses, and may also be more versatile for work and after-work activities.

It is interesting to note that Miller (1985), Robichaud (1987) and Greer (1988) all found dresses to be the popular choice among pregnant individuals. In the present study, dresses were purchased less frequently than either pant or skirt outfits. The differences between the present investigation and these earlier studies may be attributed in part to geographic location, as both Miller's and Greer's

research was conducted in the southern United States. As well, Robichaud's study took place in early fall. The current study was conducted primarily over the winter months in Winnipeg, when pant outfits may be preferred for warmth.

That comfort was the most important evaluative criterion in maternity employment apparel purchase decisions is not inconsistent with the findings on type of outfit purchased. Pant outfits may be more comfortable than dresses or suits. Clothing that expands as the figure changes is also likely to be more comfortable, thus explaining why the criterion of expands with figure assumed secondary importance.

Among the five most important evaluative criteria were fit, comfort, and appropriate for work, which Shim (1986) also found to be highly salient in working women's clothing purchase decisions. Working women may emphasize the same criteria in employment apparel purchases regardless of the impact of pregnancy. The relationship between clothing and the physical self was obviously also an essential component of the purchase decision, as the criteria of expands with figure and non-restricting style were among the five criteria perceived as being most important. The results suggest that members of the sample were looking for maternity clothing that met the demands created by the physical changes accompanying pregnancy, as well as being suitable for the work environment.

The five evaluative criteria perceived as being least important in maternity employment apparel purchase decisions were brand and store name, sexiness, prestige, appropriate for post-pregnancy use, and enhances pregnant shape. Since maternity clothing is worn for a short period of time, and is generally not produced under the same brand labels or sold in the same stores as regular women's wear, there may be less likelihood that pregnant women will develop brand or store loyalties. Clothing that has connotations of sexiness may be deemed inappropriate for the workplace. Brand name may be indicative of clothing prestige, thus offering a potential explanation for the low perceived salience of prestige in clothing purchase decisions. Pregnant women may be eager to adopt their regular clothing following pregnancy, thus appropriateness for post-pregnancy use may not be an important consideration in clothing purchase decisions.

Price, good buy, and fashionability respectively were ranked as being the eighth, ninth, and twelfth most important evaluative criteria. It was expected that these would be given higher ratings. Much of the literature suggests pregnant women are primarily concerned with obtaining fashionable and economically-priced maternity clothing (Gluck, 1978; Burggraf, 1987a). As well, a large number of the clothing-related comments provided by study respondents at the end of the questionnaire dealt with

concerns about price and fashionability of clothing (see Appendix D). However, it appears that while pregnant working women may have concerns about these criteria, they attach more importance to those clothing criteria associated with the end-use characteristics of their clothing.

Of interest to the researcher was the higher overall perceived importance attached to minimizes size of figure than to enhances pregnant shape. Although the Attitude towards Pregnancy index indicated the women had a relatively positive orientation towards pregnancy, they placed a greater emphasis on clothing that would conceal rather than reveal their body shape. As previously noted, Stautberg (1986) suggested that pregnancy can become a source of distraction in the workplace, and that clothing should be used to minimize this effect. Study respondents may have recognized this in making their clothing purchase decisions.

In terms of the perceived importance of information sources, a mix of personal and marketer-dominated sources were represented among the five given the highest overall ratings. It was anticipated by the researcher that study respondents would rely primarily on themselves in making clothing purchase decisions as Bruner (1988) also found personal taste to be highly important among male and female clothing purchasers. Spouses, who received the second highest overall rating, are easily accessible and would probably also be perceived as credible sources of

information. Bruner (1988) also found store displays to be important among females, paralleling the findings of the current investigation. That social gatherings were rated as the fourth most important source of employment apparel information was somewhat surprising. However pregnant working women's clothing may be required to be versatile for both work and social events. For this reason, social gatherings may be an important source of ideas about what to buy for work.

Salespeople in clothing stores were also given a relatively high overall rating. Gluck (1978) noted that first-time mothers may not know what to expect in terms of figure changes, therefore salespeople may be useful in assisting clientele in selecting styles that will fit throughout pregnancy. One study participant commented that she felt this was an important role for salespeople to play.

Clothing seminars, radio advertisements and programs, dress for success books, and television commercials and programs were all perceived as having the lowest overall importance in the purchase decision. Only approximately one percent of women are pregnant in any given year (Morley, 1990), therefore advertisers may find promotion through mass media sources uneconomical. For this same reason there may also be a limited supply of speciality services such as seminars and books on maternity employment apparel.

Shim's (1986) factor solution was subsequently used to group the 29 information sources into six categories. As mentioned previously, although factor analysis was planned as a method of analysis for this data, no logically interpretable or stable factor solution could be identified. This was due primarily to the limited variation in scores for each source variable and the skewed distribution of responses. Factor analysis assumes a normal distribution of responses, and is not considered an appropriate statistical technique when the range of responses is small.

The results of the consumer composite indices suggest that in general study participants were quite confident in their ability to dress in an appropriate or professional manner for work. This confidence may stem from the relatively long time which most of the women had worked in their jobs. As length of time in a particular job increases, the individual may feel more secure in the ability to correctly interpret clothing norms in the workplace.

Overall, respondents also had a high perceived importance of clothing during pregnancy. Of the six items used to measure this concept, it is interesting to note that the statement "I consider the maternity clothing I buy for work a good investment" received the lowest rating. Morley (1990) suggested that pregnant working women are more concerned with obtaining comfortable, casual apparel than

with items that have the classic lines and quality fabrics associated with investment apparel, thus providing a potential explanation for the neutral response associated with this item.

Even though members of sample obviously preferred pant outfits, they still felt it important to dress in an appropriate and professional manner for work. Thus pants were likely perceived as being able to fulfill this need. Dillon (1980) found that level of formality of clothing was less important in females' evaluation of the appropriateness of a garment for work than it was for males. Respondents may have concentrated on other aspects of their clothing in ensuring they were appropriately dressed for work.

The finding that members of the sample were mildly dissatisfied with maternity employment apparel available in the ready-to-wear market is in contrast to that of both Miller's (1985) and Greer's (1988) research. However, it is consistent with Robichaud's (1987) work. These findings suggest the possibility of a difference in maternity apparel offerings in Canada and the United States. More than one study participant felt the Canadian market was poor in comparison with that of the United States (see Appendix D).

Fashion level and price were the two clothing features with which members of Greer's (1988) sample were most dissatisfied. Robichaud (1987) also found fashion level to be a cause of dissatisfaction with maternity employment

apparel. This is concurrent with an examination of participant comments given in the current survey (see Appendix D).

Attitude toward pregnancy was favourable among study respondents. Women who attend prenatal classes are likely to have planned their pregnancies (Vinal, 1982), and thus are likely to respond favorably to the prospects of motherhood, and the changes occurring within their bodies.

The existence of three dimensions underlying the maternity employment apparel evaluative criteria investigated in the study may be compared to the findings of several researchers. The derived factor solution was directly patterned on the work of Jenkins and Dickey (1976), who identified both an Appearance and Practicality dimension to the criteria used by female purchasers of family apparel. Although these two authors found that price-related clothing criteria fell within the parameters of their Practicality factor, other studies (Cassill & Drake, 1987a, 1987b; Shim, 1986) have identified a separate Economy dimension among the evaluative criteria used by working and non-working women in purchases of employment and social apparel.

Shim's (1986) Social Directedness factor and Cassill and Drake's (1987a) Other-People Directed factor both contained the criteria of prestige, sexy, brand and store name, and fashionable, which were among those loading on the Appearance factor of the present study. Shim's Quality

Consciousness factor, which contained fabric type and quality, quality of construction, fiber content, and durability, is also comparable to the Practicality dimension of the current investigation.

The sorting scheme used by Eckman et al. (1990) which revealed four broad categories of evaluative criteria used by female clothing purchasers, may also be compared to the factor solution identified by the researcher. Their scheme consisted of aesthetic criteria, which correspond to those in the Appearance factor; usefulness, and performance and quality criteria which encompass those found in the Practicality factor; and extrinsic criteria which included price, similar to the Economy dimension.

Although the findings of the study indicated a significant relationship between price of outfit and Economy factor index scores, the proportion of variation in the data attributable to the independent variable was small, only 10%. Price of outfit, in and of itself, cannot be regarded as being a powerful predictor of the perceived importance of economy-oriented evaluative criteria.

The relationship between maternity employment outfit price and Economy factor scores is however intuitively logical. Higher ratings were given to the evaluative criteria of price and good buy among study participants who had paid the least for an outfit. Women who purchase less expensive items may be on a limited clothing budget and

therefore may give more attention to finding clothing that fits within budgetary constraints and offers good value for their money.

The results indicated no significant relationship between type of outfit and Appearance, Practicality or Economy factor scores. This suggests that the perceived importance of the various types of evaluative criteria remains relatively stable across product choices for employment situations.

Only one statistically significant relationship was found among the nine demographic variables and Appearance, Practicality, and Economy factor index scores. The analysis indicated a positive relationship between maternity employment wardrobe expenditures and Appearance factor index scores. Pregnant working women who pay more for their working wardrobes may feel that their clothing should reflect its expensiveness in terms of level of fashionability, attractiveness, and suitability to the individual. This in turn may lead then to emphasize such evaluative criteria in the purchase decision.

However, only 6% of the variation in the data could be attributed to the independent variable. Therefore, reported wardrobe expenditures do not appear to be a strong predictor of the perceived importance of appearance-oriented maternity employment apparel evaluative criteria.

Only three statistically significant relationships were identified when scores on each of six consumer and situational composite indices were regressed against Appearance, Practicality, and Economy factor index scores. Self-confidence in dress was found to have a positive relationship with the perceived importance of practicality-oriented evaluative criteria. Similarly, Cassill and Drake (1987a) identified a positive relationship between general self-confidence in one's lifestyle and an Appropriateness dimension of social apparel evaluative criteria. The Appropriateness factor contained similar criteria to those loading on the Practicality factor: quality of construction, comfort, and fabric type and quality. Rosenfeld and Plax (1977), in investigating the association between dress and personality, found that women who received high scores on a Practicality dimension of clothing behaviour were more likely to possess self-confidence than low-scorers. General self-confidence is likely to be related to self-confidence in a specific task. Pregnant women who feel confident in their ability to dress in a professional manner for work are likely to feel at ease in selecting apparel that projects the desired image. Appearance-oriented evaluative criteria may be given less thought and the focus may turn to criteria such as comfort, quality, ease of care, and durability in clothing purchase decisions.

At the same time, only 4.5% on the variation in Practicality factor index scores could be attributed to the self-confidence variable. This suggests that self-confidence in dress during pregnancy, by itself, is not an important predictor of the perceived importance of practicality-oriented maternity employment apparel evaluative criteria.

A positive relationship was identified between perceived importance of clothing during pregnancy and Appearance factor index scores. Pregnant women who regard clothing as a contributor to career success and favourable working relations with others are likely to have a heightened awareness of the dual process of impression formation and impression management (Kaiser, 1990). Standards for appropriate dress in the workplace will be based on such considerations as concealment or enhancement of the pregnant shape, level of fashionability, and acceptability to colleagues or clients. Thus, appearance-related evaluative criteria may assume a greater salience in the purchase decision among women who hold a high perceived importance of clothing during pregnancy.

It should be noted that 21% of the variation in Appearance factor index scores could be attributed to perceived importance of clothing during pregnancy. It appears that the independent variable is an important predictor of the perceived importance of appearance-oriented

evaluative criteria in maternity employment apparel purchase decisions.

Perceived importance of clothing during pregnancy was also positively related to the perceived importance of practicality-oriented criteria. However, the model r^2 value was only .04, substantially smaller than in the Appearance model. Index scores for the Practicality and Appearance factors were moderately correlated ($r=.34$). This association provides a possible explanation for the statistically significant relationship between scores on the Perceived Importance of Clothing index and Practicality factor index scores. As well, clothing attributes such as fabric type and quality, quality of construction, and fibre content also contribute to the overall appearance of apparel.

It was expected that a significant relationship would exist between attitude toward pregnancy and the perceived importance of maternity employment apparel evaluative criteria, particularly those criteria associated with clothing appearance. The literature suggests that clothing offers one a means of maintaining a positive self-image throughout pregnancy. However, no such relationship was identified. A possible explanation is that there was not enough variability in scores on the Attitude Toward Pregnancy index, as the majority of the women expressed a relatively positive attitude. Perhaps among women who were

disatisfied with their pregnancies, attitude toward pregnancy would be of greater importance in predicting purchase decision behaviour.

It was also expected that visibility to superiors and the public would influence the perceived importance of maternity employment apparel evaluative criteria, particularly those related to clothing appearance. However, no statistically significant relationships were identified. A potential explanation is that the actual parameters of the work environment may be less important than individual perceptions of the situation. Miller, Davis, and Rowald (1982) identified a positive relationship between public self-consciousness and interest, and involvement in clothing. Public self-consciousness was defined as the degree of awareness of oneself in relation to the external environment. Miller et al. suggest that public self-consciousness may influence the process of self-evaluation, and consequently self-presentation. Pregnant working women who possess a high level of public self-consciousness may be more inclined to emphasize appearance-related evaluative criteria in clothing purchase decisions.

A number of statistically significant associations were identified between evaluative criteria factor scores and scores on each of the six information source indices. However, all correlations were moderate to weak, with none of the coefficients exceeding .43 in value. Therefore the

amount of variation in factor scores attributable to the information source variables was in all cases less than 20%.

A moderate positive correlation existed between Appearance factor index scores and interpersonal index scores. This was the largest correlation observed among all calculated. This finding supports that of Shim (1986), who identified a positive association between the use of personal advice information sources and a Social-Directedness dimension of employment apparel evaluative criteria. Personal sources, such as family, friends, spouse, and work associates, are more likely to be able to provide pregnant working women with normative or subjective clothing advice. This might include advice on apparel suitability to the individual, outfit attractiveness, and appropriateness for work according to other's standards. Thus pregnant working women who regard clothing appearance as an important consideration may rely on interpersonal sources in making the final purchase decision.

Positive associations existed between the perceived importance of intrapersonal sources and each of the appearance-, practicality-, and economy-oriented evaluative criteria importance dimensions. This was expected, as internal sources of information were rated as the most important among study participants. Regardless of the type of criteria that assume importance in the purchase decision, it appears pregnant working women will rely primarily on

themselves in making clothing choices. However, it should be noted that the intrapersonal index did not yield a high reliability coefficient. Therefore these results may not have a great deal of meaning.

The finding of significant positive correlations between Appearance factor scores and scores on each of the print, audio-visual, and professional source indices is consistent with that of Shim (1986). Her Social-Directedness factor also had positive associations with these types of information sources. It is possible that women who emphasize the importance of appearance-oriented evaluative criteria are more prone to influence from several types of information sources.

However, while Shim (1986) identified a negative relationship between her Social-Directedness factor and retail sources of information, the present investigation revealed a positive relationship between Appearance factor scores and retail index scores. A possible explanation for this finding is that retail salespeople may provide subjective evaluations of maternity clothing to their clientele, and store displays offer the individual an opportunity to evaluate a garment's appearance. Therefore women who regard clothing appearance as a major consideration in the purchase decision may place a high importance on retail sources. Again however, it should be noted that the retail index did not possess a high degree of

reliability. Therefore, the findings for this index may not have a great deal of meaning.

CHAPTER 5

SUMMARY AND CONCLUSIONS

Presented in this chapter is a summary of the study results, conclusions that were drawn from these results, and recommendations for further research.

Summary of Results

The purpose of this study was to describe a sample of pregnant working women in terms of the perceived importance of evaluative criteria in maternity employment apparel purchase decisions. This research was undertaken to increase the body of empirical literature which has examined the clothing behaviours of pregnant employed individuals, and to aid understanding of clothing purchase decision behaviour.

The literature suggests that apparel consumers have distinct opinions about the importance of evaluative criteria in purchase decisions, and that it is possible to identify dimensions of evaluative criteria usage. Demographic variables, and consumer attitudes, interests, and opinions have been used to explain individual differences in evaluative criteria usage. Other potential determinants have been explored in related literature, among them situational and product characteristics. The relationship between information seeking behaviour and evaluative criteria usage has also been examined.

Research on pregnant individuals' clothing behaviours

point to additional determinants of purchase decision behaviour. These investigations have focused on relationships between attitude toward pregnancy and clothing behaviour, as well as descriptive analyses of clothing preferences and satisfaction.

Data for the present study was collected via a self-administered questionnaire. It contained questions pertaining to the perceived importance of various evaluative criteria and information sources in the individual's most recent purchase of a maternity outfit that was typical of what was worn to work during pregnancy. Various consumer attitudes were investigated, including self-confidence in dress during pregnancy, perceived importance of clothing during pregnancy, satisfaction with maternity employment apparel, career orientation, and attitude toward pregnancy. The situational variable of level of visibility in the workplace was examined, as were demographic variables. Details of the purchase of a recently acquired maternity employment outfit were investigated. Information on sources of maternity employment apparel was collected.

Childbirth education participants from the Winnipeg area were recruited to take part in the study. A total of 203 questionnaires were collected, giving a 65% response rate.

Almost all of the respondents were first-time mothers. The majority were between the ages of 25 and 29. Modal

personal and household incomes were respectively \$20,000 to \$29,999 and \$50,000 to \$59,999. The majority of respondents were employed in professional and clerical occupations and had earned a post-secondary certificate, diploma, or Bachelor's degree. The sample proved not to be representative of either pregnant women or working women, according to Manitoban and Canadian census data.

Three-quarters of the sample were between 7 and 8.5 months pregnant, and almost half began wearing maternity clothing when they were between 4 and 4.5 months pregnant. The vast majority of participants were not prepared to spend more than \$600 on their working wardrobe and more than \$100 on an individual outfit for work. Yet most individuals purchased the bulk of their maternity clothing. However, borrowed clothing was also used extensively.

Pants outfits were most popular for work. According to the responses given for perceived importance of evaluative criteria, respondents were primarily looking for clothing that was comfortable and would expand along with the figure. Clothing that was purchased had to be suitable for the work environment. Fit and non-restricting features were also important considerations.

The results suggest that respondents primarily relied on their own personal preference when making clothing choices, and did not feel that external information sources were important in making the decision to purchase maternity

employment apparel.

Information sources were categorized into six groups to develop composite indices for subsequent hypothesis testing. These included intrapersonal, interpersonal, print, retail, professional, and audio-visual information sources. Intrapersonal sources were rated as being most important in the purchase decision, followed by retail sources. Both of these indices yielded low reliability coefficients, while the remaining indices had an acceptable level of reliability.

Overall, study participants had a high degree of confidence in their ability to dress in a professional or appropriate manner for work, and felt that clothing played an important role in career success during pregnancy. There was mild dissatisfaction with maternity employment apparel available in the marketplace. Positive attitudes towards pregnancy were expressed. The women demonstrated a neutral career orientation. They perceived themselves as having a high level of visibility in the workplace.

Five hypotheses were tested. The first related to the dimensionality of importance ratings assigned to maternity employment apparel evaluative criteria. This hypothesis was accepted, as the application of factor analysis to the evaluative criteria data revealed three dimensions of criteria importance ratings. These were labelled Appearance, Practicality, and Economy factors. The

Practicality factor accounted for the greatest proportion of variation in the data, while the Economy factor was responsible for the least. An analysis of individual factor index scores revealed that economy-oriented criteria were rated as most important in the purchase decision, followed by practicality- and appearance-oriented criteria.

The second hypothesis dealt with the relationships of the product characteristics of outfit type and outfit price to scores on the Appearance, Practicality, and Economy factors. One-way ANOVA was used to test the hypothesis. Type of outfit was found to have no relationship with the perceived importance of appearance-, practicality-, or economy-oriented evaluative criteria. A negative relationship existed between price of outfit and scores on the Economy factor. No statistically significant relationship existed between outfit price and either of the Appearance or Practicality factors.

The third hypothesis examined the relationships between nine demographic variables and evaluative criteria factor index scores using one-way ANOVA. The only statistically significant relationship was between reported maternity employment apparel wardrobe expenditures and the perceived importance of appearance-oriented evaluative criteria. As wardrobe expenditures increased, so did scores on the Appearance factor.

Simple linear regression analysis was used to test the

fourth hypothesis for relationships between evaluative criteria factor index scores and scores on the consumer and situational composite indices. A positive relationship was identified between self-confidence in dress during pregnancy and the perceived importance of practicality-oriented evaluative criteria. Positive relationships were also identified between perceived importance of clothing during pregnancy and the perceived importance of both appearance- and practicality-oriented evaluative criteria.

The fifth hypothesis relied on Pearson product moment correlations to test for associations between evaluative criteria factor index scores and scores on each of the six information source composite indices. Scores on the intrapersonal index were positively correlated with scores on each of the Appearance, Practicality, and Economy dimensions of evaluative criteria importance ratings. Positive associations were also evident for the Appearance factor and each of the interpersonal, audio-visual, print, retail, and professional indices.

Conclusions

A number of conclusions may be drawn based on the findings of the study. That four of the five evaluative criteria perceived as being most important in maternity employment apparel purchase decisions represent a concern for the relationship between the physical self and clothing was not unexpected. Pregnancy may serve to raise awareness

of the body and its sensations (Dowdeswell & Kernaleguen, 1975). Pregnant individuals are likely to have a heightened sensitivity to comfort, fit, restrictiveness and expansion of clothing. Yet at the same time, study participants did not ignore the relationship between the social self and the external environment in their clothing choices, as they placed a high importance on the suitability of clothing for the workplace.

Members of the sample perceived little importance of external information sources in their clothing purchase decisions. This is consistent with the findings of Midgley (1983) and Shim (1986). A potential explanation is that individuals may not recognize the subtle impact of the mass media or reference group influence on their behaviour, and thus underestimate the importance of various information sources. Alternatively, they may simply not have engaged in external information search. If there is little risk perceived in a purchase situation, there is limited motivation to search for information as a risk-reducing strategy (Engel et al., 1986). Scores on the self-confidence in dress index revealed a high level of confidence in the ability to dress in a professional or appropriate manner for work. Pregnant working women who possess this type of self-confidence may perceive little risk of making incorrect employment apparel choices.

Additionally, because maternity clothing is worn for

only a short period of time, there may also be minimal risk associated with making an inappropriate purchase decision. It is obvious from the low importance attached to the criterion of appropriate for post-pregnancy use, that the respondents did not expect their maternity apparel to have an extended wear life. Pregnancy may constitute a period of experimentation in dress, given that it can be discarded following birth. For this reason the negative consequences of purchasing clothing that is not reflective of the self-concept may be regarded as being minimal.

Results of the hypothesis testing suggest that pregnant working woman essentially look to three types of evaluative criteria when making maternity employment apparel purchase decisions. Economy-oriented evaluative criteria may be given the greatest attention in the purchase decision because maternity clothing has a short wear life. Therefore pregnant working women may be highly conscious of clothing cost, and attempt to minimize their expenditures. As well, first-time mothers may find themselves with many child-related expenses. These may reduce the amount of discretionary income available for clothing expenditures.

Furthermore, the results of the hypothesis testing suggest that it is possible to predict the salience of these different type of evaluative criteria in the purchase decision. Outfit price was found to be a statistically significant predictor of perceptions of economy-oriented

evaluative criteria; self-confidence in dress and perceived importance of clothing during pregnancy were found to be statistically significant predictors of the perceived importance of practicality-oriented evaluative criteria; and maternity employment wardrobe expenditures and perceived importance of clothing during pregnancy were found to be indicative of the salience of appearance-oriented criteria.

However, in terms of the practical significance of these findings, it is evident that individually, these variables were not important predictors of the perceived importance of maternity employment apparel evaluative criteria. The exception was the variable of perceived importance of clothing during pregnancy, which explained a significant proportion of the variation in the importance attached to appearance-oriented evaluative criteria.

The hypothesis testing results also point to a relationship between the information search and alternative evaluation stages of the consumer decision process. This is particularly evident for the perceived importance of appearance-oriented evaluative criteria, which was positively associated with the perceived importance of all six types of information sources that were investigated. Pregnant working women who emphasize appearance criteria in maternity clothing purchase decisions may be more prone to seek information from a diverse range of information sources.

This study has several implications for the marketing of maternity apparel. Even though members of the sample enjoyed high household and personal incomes, relative to comparison data, they were not prepared to spend high amounts of money on either individual outfits, or their entire working wardrobes. One might assume that pregnant working women with lower incomes would have more limited clothing expenditures, and therefore would be prone to rely heavily on borrowed or secondhand clothing. While pregnant working women desire low-cost clothing, judging by participant comments made at the end of the questionnaire, they are not willing to sacrifice clothing quality or fashionability. Producers and sellers of maternity apparel appear to face a difficult task, as clothing quality and fashion level generally have a direct bearing on price.

The ways that clothing responds to the physical changes accompanying pregnancy also appears to be an important consideration to pregnant working women. Producers of maternity clothing must therefore give attention to clothing features that ensure fit and comfort throughout pregnancy. However, these garment details also add to a garment's total cost. A careful balancing act is required to maintain the right mix of price and styling.

This study suggests that marketers of maternity apparel can develop profiles of the pregnant working consumer, based

on the evaluative criteria judged to be important in the purchase decision, by using demographic variables, consumer attitudes towards employment apparel, and product-related variables. However, these profiles must be multi-dimensional. Consumer purchase decision behaviour is too complex to be adequately predicted by individual variables.

Given that the results of this investigation suggest pregnant working may not rely heavily on external sources of information when making clothing purchase decisions, the effectiveness of mass media advertising may be limited. Knowledgeable sales staff may be a key means of product promotion.

Recommendations for Further Research

The current investigation of the maternity employment apparel purchase decisions of pregnant working women was limited to a select group of individuals, namely childbirth education participants. Studies of pregnant individuals' clothing behaviours have relied heavily on this population (Greer, 1988; Miller, 1985; Rivard, 1978). Research in this area needs to be extended to a more diverse group of pregnant individuals to determine the validity of variable relationships already identified.

The variation in Appearance, Practicality, and Economy factor index scores that was attributable to the independent variables was generally less than 10%. This suggests that other potential determinants of maternity employment apparel

purchase decision behaviour need to be examined. For example, Cassill and Drake (1987a) found lifestyle variables to be useful in explaining patterns of evaluative criteria usage among female purchasers of social and employment apparel. Also, multivariate data analysis needs to be utilized, as multiple influences on the purchase decision process exist.

Explorations of the perceived importance of evaluative criteria in maternity employment apparel purchase decisions could take other forms. Structured lists of evaluative criteria used in self-administered questionnaires, while convenient to use for both the researcher and respondent, may not contain all salient criteria. Eckman's et al. (1990) free response interview technique offers the opportunity to identify a broader range of criteria that may be important in product selection. The same recommendation applies to the investigation of the perceived importance of clothing information sources.

As well, it cannot be determined from this study whether the information collected on the perceived importance of evaluative criteria and information sources is indicative of actual purchase decision behaviour. Experimental simulations of the actual purchase situation may be used to assess the value of survey techniques.

The data collected for this study could be subjected to further analysis. Relationships between demographic

variables and consumer and situational variables could be explored, as could relationships between demographic variables and the perceived importance of clothing information sources.

Recommendations for revision of the instrument employed in this study may also be made. Several study participants commented to the researcher that it was easier to report data pertaining to their pregnancy in weeks rather than months. This would apply to questions on month of pregnancy and month when maternity employment apparel was first worn. Data collected on sources of maternity employment apparel were nonsensical in many cases, indicating the question posed to study participants was not clearly understood. Several respondents recommended substituting the word professional for business-like in the employment apparel attitude statements. Finally, the items comprising the attitude toward pregnancy index failed to exhibit construct validity. A more valid instrument should be developed, or an existing one that displays this quality should be employed in subsequent investigations.

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APPENDICES

Appendix A
Questionnaire Documents

Questionnaire Cover Letter

Dear Participant:

Today, more and more women are working during all or part of their pregnancy. Maternity apparel that is suited to the lifestyle demands of working women is now making an appearance in the marketplace. However, in order for maternity apparel marketers to ensure that this clothing is meeting the needs of working women, they need to have a thorough understanding of the women who purchase their products.

In hopes of being able to assist marketers in furthering this knowledge, I am currently undertaking a study of the factors which are important in the clothing purchase of pregnant working women, and how working women feel about their clothing, jobs, and pregnancies. If you are currently working, or have worked at some point since you began wearing maternity clothing, your input on these topics would be greatly appreciated. Since only a small number of women like you are being asked to participate, your response will help to ensure that this survey accurately reflects the views of Winnipeg women.

The questionnaire will require approximately 20 minutes of your time. Please return it to me upon completion. You may be assured of complete confidentiality in your responses, as your name will never be placed on the questionnaire.

If you would like to receive a summary of the study results, please print your name and address on the card that accompanies this questionnaire. Return this to me separately from the questionnaire.

If you wish to contact me at any time with questions about my study, I may be reached at 474-9292.

Thank you for your assistance.

Sincerely,

Lisa M. Lix
Graduate Student

Elizabeth Shannon
Research Advisor

Questionnaire

CLOTHING DECISIONS OF PREGNANT WORKING WOMEN

**LISA M. LIX
GRADUATE STUDENT
DEPARTMENT OF CLOTHING AND TEXTILES
UNIVERSITY OF MANITOBA
WINNIPEG, MANITOBA**

Please answer all questions to the best of your ability.
Do not put your name on this booklet.
Your responses will be kept strictly confidential.

Thank you for your help.

The questions contained in this booklet deal with your purchases of maternity clothing for work, and your feelings about your job, your clothing, and your pregnancy.

Please read each question carefully and circle the number of the response which is most applicable to you, or best describes your feelings. Try to respond to all questions. Any comments you may wish to make may be added at the end of the questionnaire.

SECTION 1

This section contains questions on the decisions you make about the maternity clothing that you purchase to wear to work. Please read each question and circle the number that corresponds to your answer.

1. How much of the maternity clothing that you wear to work has/will be obtained in each of the following ways? Please circle the number that corresponds to your response. Use the following scale:

- 1 NONE
2 VERY LITTLE
3 ABOUT HALF
4 A GREAT DEAL
5 ALL

1	2	3	4	5	Buy New Clothing
1	2	3	4	5	Buy Secondhand Clothing
1	2	3	4	5	Borrow From Family/Friends
1	2	3	4	5	Gifts of Maternity Clothing
1	2	3	4	5	Sew Maternity Clothing
1	2	3	4	5	Buy Custom-Made Clothing
1	2	3	4	5	Rent Maternity Clothing
1	2	3	4	5	Reuse Clothing From Last Pregnancy

THE NEXT QUESTIONS DEAL ONLY WITH YOUR PURCHASES OF NEW MATERNITY CLOTHING

2. Think back to your last purchase of a maternity outfit that is typical of what you wear to work. Circle the number that corresponds to the type of outfit this was.

- 1 SUIT
2 DRESS
3 JUMPER AND SEPARATES
4 SKIRT AND SEPARATES
5 PANTS AND SEPARATES
6 OTHER (please specify) _____

3. How long ago did you make this purchase? (circle number)

- 1 LESS THAN TWO WEEKS AGO
2 MORE THAN TWO WEEKS, BUT LESS THAN A MONTH AGO
3 ONE TO TWO MONTHS AGO
4 THREE TO FOUR MONTHS AGO
5 MORE THAN FOUR MONTHS AGO

4. How much did you pay for this outfit? (circle number)

- 1 LESS THAN \$50
- 2 \$50 - 99
- 3 \$100 - 149
- 4 \$150 - 199
- 5 \$200 - 249
- 6 \$250 - 299
- 7 \$300 OR MORE

5. Keep this same outfit in mind while reading each item below. Please indicate how important each of these factors was in your decision to purchase this particular outfit by circling the appropriate number. Use the following scale:

- 1 NOT IMPORTANT
- 2 SOMEWHAT IMPORTANT
- 3 IMPORTANT
- 4 VERY IMPORTANT

- | | | | | |
|---|---|---|---|------------------------------------|
| 1 | 2 | 3 | 4 | Pleasing to Others |
| 1 | 2 | 3 | 4 | Fabric Type and Quality |
| 1 | 2 | 3 | 4 | Quality of Construction |
| 1 | 2 | 3 | 4 | Ease of Dressing |
| 1 | 2 | 3 | 4 | Brand and Store Name |
| 1 | 2 | 3 | 4 | Ease of Care |
| 1 | 2 | 3 | 4 | Expands with Figure |
| 1 | 2 | 3 | 4 | Fiber Content |
| 1 | 2 | 3 | 4 | Non-Restricting Style |
| 1 | 2 | 3 | 4 | Comfort |
| 1 | 2 | 3 | 4 | Suitability to Individual |
| 1 | 2 | 3 | 4 | Coordinates with Existing Wardrobe |
| 1 | 2 | 3 | 4 | Minimizes Size of Figure |
| 1 | 2 | 3 | 4 | Good Buy (Good Value for Money) |
| 1 | 2 | 3 | 4 | Fashionability |
| 1 | 2 | 3 | 4 | Price |
| 1 | 2 | 3 | 4 | Enhances Pregnant Shape |
| 1 | 2 | 3 | 4 | Fit |
| 1 | 2 | 3 | 4 | Appropriate for Work |
| 1 | 2 | 3 | 4 | Colour |
| 1 | 2 | 3 | 4 | Sexiness |
| 1 | 2 | 3 | 4 | Appropriate for Post-Pregnancy Use |
| 1 | 2 | 3 | 4 | Prestige |
| 1 | 2 | 3 | 4 | Durability |
| 1 | 2 | 3 | 4 | Attractiveness of Outfit |

6. Keep this same outfit in mind while completing the next question. Below are a list of possible sources of information about maternity clothing. How important was each source in helping you make the decision to purchase this outfit (ie. what to buy, where to buy, style, etc)? Please circle the number that corresponds to your response. Use the following scale:

- 1 NOT IMPORTANT
 2 SOMEWHAT IMPORTANT
 3 IMPORTANT
 4 VERY IMPORTANT

1	2	3	4	Pregnant Friends
1	2	3	4	Pregnant Work Associates
1	2	3	4	Non-Pregnant Friends
1	2	3	4	Non-Pregnant Work Associates
1	2	3	4	Spouse
1	2	3	4	Family or Relatives
1	2	3	4	TV Commercials or Programs
1	2	3	4	Radio Advertisements or Programs
1	2	3	4	Newspaper Advertisements
1	2	3	4	Newspaper Articles
1	2	3	4	Women's Business Magazines
1	2	3	4	General Women's Magazines
1	2	3	4	General Interest Magazines
1	2	3	4	Fashion Magazines
1	2	3	4	Magazines for Pregnant Women or New Mothers
1	2	3	4	"Dress For Success" Books
1	2	3	4	Maternity Books
1	2	3	4	Retail Store Catalogues
1	2	3	4	Pattern Books
1	2	3	4	Clothing Seminars
1	2	3	4	Past Purchases of Maternity Clothing
1	2	3	4	Displays in Clothing Stores
1	2	3	4	Salespeople in Clothing Stores
1	2	3	4	Personal Preference
1	2	3	4	Personal Shoppers or Wardrobe Consultants
1	2	3	4	Social Gatherings
1	2	3	4	Public Places
1	2	3	4	Doctors or Nurses
1	2	3	4	Prenatal Classes

SECTION 2

This section deals with your attitudes toward your pregnancy, your job, and the maternity clothing that you wear to work. Please read each statement and circle the number of the response that best describes your feelings. Use the following scale to make your responses:

- 1 **STRONGLY DISAGREE**
- 2 **DISAGREE**
- 3 **NEUTRAL (NO PARTICULAR FEELING EITHER WAY)**
- 4 **AGREE**
- 5 **STRONGLY AGREE**

- | | | | | | |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | I feel confident in putting together a business-like appearance during my pregnancy. |
| 1 | 2 | 3 | 4 | 5 | I consider the maternity clothing I buy for work a good investment. |
| 1 | 2 | 3 | 4 | 5 | It is especially important for pregnant women who deal with the public or clients to portray a professional appearance. |
| 1 | 2 | 3 | 4 | 5 | I am secure in my ability to dress appropriately for work during my pregnancy. |
| 1 | 2 | 3 | 4 | 5 | It is important for me to portray a business-like image at work during my pregnancy. |
| 1 | 2 | 3 | 4 | 5 | I am satisfied with the kinds of maternity clothing styles that are available for working women. |
| 1 | 2 | 3 | 4 | 5 | My self-confidence is high in selecting maternity clothing for work. |
| 1 | 2 | 3 | 4 | 5 | It is important for me to wear business-like maternity clothing when attending meetings with colleagues or supervisors. |

Scale:

1 **STRONGLY DISAGREE**
 2 **DISAGREE**
 3 **NEUTRAL**
 4 **AGREE**
 5 **STRONGLY AGREE**

- | | | | | | |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | I feel that the appropriate maternity clothing for work can have a positive effect on the way I feel in business situations, as well as how others feel about me. |
| 1 | 2 | 3 | 4 | 5 | Undoubtedly, I am good at choosing appropriate maternity clothing for work. |
| 1 | 2 | 3 | 4 | 5 | I feel there is a good variety of maternity clothing available for working women. |
| 1 | 2 | 3 | 4 | 5 | Wearing business-like clothing helps me gain respect from others at work during my pregnancy. |
| 1 | 2 | 3 | 4 | 5 | I interact regularly with the public or clients on a face-to-face basis in my work. |
| 1 | 2 | 3 | 4 | 5 | I enjoy working and would continue to do so regardless of financial need. |
| 1 | 2 | 3 | 4 | 5 | The way I feel about my work is more important than the amount of money I make. |
| 1 | 2 | 3 | 4 | 5 | I interact regularly with my superiors on a face-to-face basis in my work. |
| 1 | 2 | 3 | 4 | 5 | I view my work as a career rather than a job. |
| 1 | 2 | 3 | 4 | 5 | The main reason I work is for the financial contribution I make to my family's welfare. |

Scale:

- 1 STRONGLY DISAGREE
- 2 DISAGREE
- 3 NEUTRAL
- 4 AGREE
- 5 STRONGLY AGREE

- | | | | | | |
|---|---|---|---|---|--|
| 1 | 2 | 3 | 4 | 5 | A woman can look as attractive during her pregnancy as she normally does. |
| 1 | 2 | 3 | 4 | 5 | My pregnancy is a happy event. |
| 1 | 2 | 3 | 4 | 5 | I like having others know I am pregnant. |
| 1 | 2 | 3 | 4 | 5 | I wanted to wear my regular clothes for as long as possible during my pregnancy. |
| 1 | 2 | 3 | 4 | 5 | I was happy to learn I was pregnant. |
| 1 | 2 | 3 | 4 | 5 | I feel less attractive now than I did before I was pregnant. |
| 1 | 2 | 3 | 4 | 5 | I look forward to being a mother. |
| 1 | 2 | 3 | 4 | 5 | I don't like seeing my body so large. |
| 1 | 2 | 3 | 4 | 5 | I wear maternity clothes to hide my abdomen. |
| 1 | 2 | 3 | 4 | 5 | I enjoy seeing my body change during pregnancy. |
| 1 | 2 | 3 | 4 | 5 | I do not enjoy wearing maternity clothes. |
| 1 | 2 | 3 | 4 | 5 | A pregnant woman can dress as fashionably as other women. |

SECTION 3

This section deals with personal information that will be used for group comparisons of data. Please read each question and circle the appropriate number, or fill in the blank.

1. Estimated amount you will/have spent on maternity clothing for work during this pregnancy. (circle number)

- 1 LESS THAN \$200
- 2 \$200 - 399
- 3 \$400 - 599
- 4 \$600 - 799
- 5 \$800 - 999
- 6 \$1000 OR MORE

2. How many months pregnant were you when you began wearing maternity clothing? (fill in blank)

_____ MONTHS

3. How many months pregnant are you now? (fill in blank)

_____ MONTHS

4. Is this your first child? (circle number)

- 1 YES
- 2 NO ↘

If no, how many other children do you have?
(circle number)

1 2 3 4 5 OR MORE

5. Your age. (circle number)

- 1 19 OR YOUNGER
- 2 20 - 24
- 3 25 - 29
- 4 30 - 34
- 5 35 - 39
- 6 40 - 44
- 7 45 OR OLDER

6. What is the highest level of education you have completed?
(circle number)

- 1 SOME HIGH SCHOOL
- 2 HIGH SCHOOL DIPLOMA
- 3 SOME POST-SECONDARY EDUCATION
- 4 POST-SECONDARY CERTIFICATE OR DIPLOMA
- 5 BACHELOR'S DEGREE
- 6 SOME POST-GRADUATE EDUCATION
- 7 MASTER'S DEGREE OR PH.D.

7. What is your current employment status? (circle number)

- 1 WORKING FULL-TIME, PAID EMPLOYEE
- 2 WORKING FULL-TIME, VOLUNTEER OR UNPAID EMPLOYEE
- 3 WORKING PART-TIME, PAID EMPLOYEE
- 4 WORKING PART-TIME, VOLUNTEER OR UNPAID EMPLOYEE
- 5 SELF-EMPLOYED
- 6 NOT PRESENTLY WORKING



When did you last work? (circle number)

- 1 LESS THAN TWO MONTHS AGO
- 2 TWO TO FOUR MONTHS AGO
- 3 FIVE TO SIX MONTHS AGO
- 4 MORE THAN SIX MONTHS AGO

8. Describe your present or most recent occupation. (fill in blank)

JOB TITLE: _____

9. How long have you been working at your present or most recent job? (circle number)

- 1 LESS THAN 6 MONTHS
- 2 6 - 12 MONTHS
- 3 1 - 2 YEARS
- 4 3 - 5 YEARS
- 5 6 - 10 YEARS
- 6 MORE THAN 10 YEARS

10. Are/were you required to wear a uniform for this job? (circle number)

- 1 YES
- 2 NO

11. Which of the following best describes the work setting of your present or most recent occupation? (circle number)

- 1 I PRIMARILY WORK IN A BUSINESS/OFFICE SETTING
 2 I PRIMARILY WORK OUT OF MY OWN HOME
 3 OTHER (please specify) _____

12. Your family's total annual income before taxes. (circle number)

- | | | | |
|---|--------------------|----|-------------------|
| 1 | LESS THAN \$10 000 | 7 | \$60 000 - 69 999 |
| 2 | \$10 000 - 19 999 | 8 | \$70 000 - 79 999 |
| 3 | \$20 000 - 29 999 | 9 | \$80 000 - 89 999 |
| 4 | \$30 000 - 39 999 | 10 | \$90 000 - 99 999 |
| 5 | \$40 000 - 49 999 | 11 | \$100 000 OR MORE |
| 6 | \$50 000 - 59 999 | | |

13. Your annual personal income before taxes. (circle number)

- | | | | |
|---|--------------------|----|-------------------|
| 1 | LESS THAN \$10 000 | 7 | \$60 000 - 69 999 |
| 2 | \$10 000 - 19 999 | 8 | \$70 000 - 79 999 |
| 3 | \$20 000 - 29 999 | 9 | \$80 000 - 89 999 |
| 4 | \$30 000 - 39 999 | 10 | \$90 000 - 99 999 |
| 5 | \$40 000 - 49 999 | 11 | \$100 000 OR MORE |
| 6 | \$50 000 - 59 999 | | |

Any additional comments you would like to make about yourself, your clothing, or your pregnancy would be appreciated. Please feel free to use the space below, or a separate page.

Questionnaire Evaluation Form

I WOULD APPRECIATE YOU PROVIDING YOUR CRITICAL REACTION TO THE QUESTIONNAIRE ONCE YOU HAVE COMPLETED IT.

1. DID YOU FIND THE QUESTIONNAIRE EASY TO FILL OUT?

___ NO ___ YES

2. ABOUT HOW LONG DID IT TAKE YOU TO FILL OUT THE QUESTIONNAIRE?

_____ MINUTES

3. WERE THERE QUESTIONS FOR WHICH YOU COULD NOT FIND AN APPROPRIATE ANSWER, OR HAD NO OPPORTUNITY TO LIST YOUR OWN ANSWER? (PLEASE INDICATE THE NUMBER OF THE QUESTIONS AND YOUR ANSWER)

4. WHAT ADDITIONAL PROBLEMS, IF ANY, DID YOU HAVE IN ANSWERING THE QUESTIONS?

5. WAS THE SIZE OF PRINT TOO SMALL?

___ NO ___ YES

6. PLEASE FEEL FREE TO PROVIDE ANY ADDITIONAL SUGGESTIONS OR COMMENTS THAT WOULD HELP ME IMPROVE THIS QUESTIONNAIRE.

RETURN THIS CRITIQUE FORM WITH YOUR COMPLETED QUESTIONNAIRE
THANK YOU FOR YOUR HELP

Appendix B
Consumer and Situational Composite Indices

Consumer and Situational Composite Indices

Self-Confidence in Dress During Pregnancy

1. I feel confident in putting together a business-like appearance during my pregnancy.
2. I am secure in my ability to dress appropriately for work during my pregnancy.
3. My self-confidence is high in selecting maternity clothing for work.
4. Undoubtedly, I am good at choosing appropriate maternity clothing for work.

Perceived Importance of Clothing During Pregnancy

1. I consider the maternity clothing I buy for work a good investment.
2. It is especially important for pregnant women who deal with the public or clients to portray a professional appearance.
3. It is important for me to wear business-like maternity clothing when attending meetings with colleagues or supervisors.
4. It is important for me to portray a business-like image at work during pregnancy.
5. I feel that the appropriate maternity clothing for work can have a positive effect on the way I feel in business situations, as well as how others feel about me.
6. Wearing business-like clothing helps me gain respect from others at work during my pregnancy.

Satisfaction with Maternity Employment Apparel

1. I am satisfied with the kinds of maternity clothing styles that are available for working women.
2. I feel there is a good variety of maternity clothing available for working women.

Attitude Toward Pregnancy

1. My pregnancy is a happy event.
2. I like having others know I am pregnant.

3. I wanted to wear my regular clothes for as long as possible during my pregnancy.
4. I was happy to learn I was pregnant.
5. I feel less attractive now than I did before I was pregnant.
6. I look forward to being a mother.
7. I don't like seeing my body so large.
8. I wear maternity clothes to hide my abdomen.
9. I enjoy seeing my body change during pregnancy.
10. I do not enjoy wearing maternity clothing.
11. A woman can look as attractive during her pregnancy as she normally does.
12. A pregnant woman can dress as fashionably as other women.

Career Orientation

1. I enjoy working and would continue to do so regardless of financial need.
2. The way I feel about my work is more important than the amount of money I make.
3. I view my work as a career rather than a job.
4. The main reason I work is for the financial contribution I make to my family's welfare.

Visibility to Superiors and the Public

1. I interact regularly with the public or clients on a face-to-face basis in my work.
2. I interact regularly with my superiors on a face-to-face basis in my work.

Appendix C
First-Order Variable Relationships

Table 34

Chi-Square Test of Independence for Price of Outfit and Type of Outfit (N=195)

Type of Outfit ^b	Price of Outfit ^a			Row Total
	1	2	3	
1	42	37	12	91
2	25	34	24	83
3	9	12	0	21
Column Total	76	83	36	195
Chi-square Statistic	DF	p		
14.292	4	.006		

^aPrice of outfit: Group 1=less than \$50
Group 2=\$50 to \$99
Group 3=\$100 or more

^bType of outfit: Group 1= pants outfit
2= dress, suit, jumper and separates,
skirt and separates
3= other

Table 35

Spearman Rank Order Correlations for Demographic Variables

	<u>Correlation Coefficient/P-Value/N</u>								
	1 ^a	2 ^b	3 ^c	4 ^d	5 ^e	6 ^f	7 ^g	8 ^h	9 ⁱ
1	1.00 .00 200	.24 .0004 200	.29 .0001 195	.34 .0001 196	-.14 .0523 200	.19 .0082 200	.005 .9400 198	-.16 .0272 198	-.01 .8800 200
2		1.00 .00 201	.41 .0001 196	.36 .0001 197	-.32 .0001 201	-.03 .6741 201	.04 .5826 199	.07 .3089 199	.06 .3746 201
3			1.00 .00 196	.63 .0001 195	-.31 .0001 196	-.04 .5400 196	.25 .0005 194	.04 .5409 194	.13 .0614 196
4				1.00 .00 197	-.38 .0001 197	.08 .2781 197	.26 .0002 195	.06 .3729 195	.11 .1296 197
5					1.00 .00 201	-.03 .6600 201	-.10 .1685 199	.12 .0847 199	-.13 .0700 197
6						1.00 .00 201	-.003 .9685 199	-.02 .7200 196	.10 .1465 201
7							1.00 .00 200	-.11 .1123 197	.03 .6613 199
8								1.00 .00 199	.11 .1097 199
9									1.00 .00 201

- ^a Age
- ^b Education
- ^c Household Income
- ^d Personal Income
- ^e Occupation
- ^f Length of time in employment
- ^g Maternity employment wardrobe expenditures
- ^h Month when maternity clothing was first worn
- ⁱ Month of pregnancy

Table 36

Pearson Product Moment Correlations for Consumer and Situational Indices

Correlation Coefficient/P-Value/N						
	SCD ^a	PIC ^b	CO ^c	SMEA ^d	VSP ^e	ATP ^f
SCD	1.00 .00 203	.37 .0001 203	.20 .0043 203	.19 .0060 202	.26 .0017 201	.22 .0017 201
PIC		1.00 .00 203	.23 .001 203	-.04 .5256 202	.29 .0001 203	.05 .4747 201
CO			1.00 .00 203	-.04 .5263 202	.29 .0001 203	-.10 .1698 201
SMEA				1.00 .00 202	-.06 .3810 202	.08 .2403 200
VSP					1.00 .00 201	.03 .6841 201
ATP						1.00 .00 201

^aSelf-confidence in dress during pregnancy

^bPerceived importance of clothing during pregnancy

^cCareer orientation

^dSatisfaction with maternity employment apparel

^eVisibility to superiors and the public

^fAttitude towards pregnancy

Table 37

Pearson Product Moment Correlations for Information Source Indices

Correlation Coefficient/P-Value/N						
	1 ^a	2 ^b	3 ^c	4 ^d	5 ^e	6 ^f
1	1.00 .00 193	.55 .0001 193	.62 .0001 191	.48 .0001 188	.28 .0001 191	.56 .0001 190
2		1.00 .00 195	.75 .0001 193	.42 .0001 190	.20 .0042 193	.61 .0001 191
3			1.00 .00 194	.50 .0001 191	.20 .0044 192	.59 .0001 191
4				1.00 .00 191	.24 .0007 191	.41 .0007 189
5					1.00 .00 194	.19 .0086 191
6						1.00 .00 192

^aIntrapersonal sources

^bAudio-visual sources

^cPrint sources

^dRetail sources

^eIntrapersonal sources

^fProfessional sources

Appendix D
Participant Comments

Participant Comments

"Several questions deal with variety, etc. A bigger concern is cost. Exclusive market = increased prices, though well-made, etc. I'd consider more than \$50 to \$80 an outfit too much for a limited time wardrobe you'll never want to see again after wearing it day in and out throughout pregnancy. Too expensive for variety."

"Maternity clothes are too expensive!"

"The main focus should not only be style. Because it is a specialized 'niche' market, prices are ridiculously high and manufacturers feel they can charge that because of constant demand. There is too much competition for a new parent's consumer dollar at this time, and while I would like to have been able to buy more clothing appropriate for work (which also makes you feel better about yourself during a time of rapid body change), we needed a crib, diapers, stroller, baby clothes, etc. more."

"There are some very nice maternity clothes out there, if you shop around, pay a little more and co-ordinate. I had a harder time finding nice casual clothes. Everything was frills or bows, plaids and pastel colours."

"Further to question #1 - Reuse clothing from last pregnancy - Most prenatal classes are only attended by first-time mothers."

"I feel that maternity clothing should be less expensive and much more selection."

"I went to France in the fall hoping to find interesting pregnancy clothing but realized the North American market caters better to my needs, but there is still a long way to go. I buy mostly at Shirley K stores--good quality vs. price."

"I personally feel that maternity clothes, in most stores, are very 'maternity'. They put bows, roses, and anything else they can find on jumpsuits, sweaters, and just about everything else. I prefer to dress very plainly but stylish. I don't put rose appliques on my clothes when I am not pregnant, so I certainly don't want them now."

"I often have to work 'in the field' which requires work clothing (ie. overalls, parkas, work pants, etc.). I have yet to see any of this clothing available anywhere. I'm sure other pregnant women working in non-traditional roles (ie. welders, engineers, trades people) also find this a problem."

"Need more fashionable maternity clothes using different fabrics (ie. more cotton and wool as opposed to polyester). Maternity clothes are very expensive. Need to develop an affordable line of maternity clothing."

"Maternity clothing is generally expensive - not enough competition. You have to have the means to buy something different and fashionable."

"If pregnant in winter months, stores don't tend to carry bathing suits, except for specialty stores (ie. high prices)."

"I am disappointed in the selection available for business wear maternity clothes. I am not prepared to spend \$150 on a business outfit that I will be able to wear for only 3 or 4 months, whereas I would do this for regular business attire. Consequently I have rented most of my maternity clothes this time."

"They do not provide proper business clothing for larger women who are pregnant. Hard to find good clothes in sizes 18 to 20. Also, maternity bras only go up to size 40C--very few have size 42D or any bigger."

"I work in a casual office atmosphere and therefor have been able to wear casual clothes (ie. sweatshirts, knit pants, etc.), and therefore have not had to spend a great deal of money on my maternity wardrobe. My maternity wardrobe consists of: 1 skirt, 4 pairs of pants, 6-8 sweatshirts/sweaters."

"I had trouble making the transition between regular and maternity clothing. There's an awkward stage between 3 and 4 months when 'skinny' or 'fat' clothes don't fit."

"Selection of maternity clothing is hard to find in my size (16-18)."

"I found it very difficult to purchase maternity clothes for the office that were both fashionable and professional and yet affordable. Also, as I am only 27, I found many of the styles looked too old for me and choices of fabric were often 'old-fashioned'. I also found it difficult to find clothes in my size - 7/8 or 9/10. I also have long legs and I found that the fabrics used for pants (corduroy, cotton) shrunk a lot. The selection was overall very poor. I found Shirley K to be very high in cost and poor in quality. Again, they tended to cater to older women and larger sizes. They didn't have much in the way of coordinates either. The selection at Bella Donna was great but they were very expensive and if you waited for sales the smaller sizes were

gone. I'm pleased that you have chosen this area for your studies and hope that more attention is paid to providing working women with professional clothing at reasonable costs."

"I feel it is too bad that maternity clothes for work are so expensive. I would sooner make them myself and have them less expensive. I would never consider spending large amounts of money on a new wardrobe for pregnancy."

"I really like the clothes I bought but all the clothes that suited my style, especially the blouses, are rayon and have to be drycleaned. As I wear each outfit at least one time every 8 working days, I am saying it is expensive getting them dry-cleaned. Also, maternity clothes in stores should be more in season, not like is as usual for other clothes. I'm due in April and didn't start shopping till November/December for maternity clothes, and summer clothes were starting to be on shelves. I wanted to wait to make sure everything with baby was OK before I started buying, and the choice was getting slim and was very ugly with lots of frills etc. We aren't all early 20's. I needed some professional looking clothes."

"Apart from my employment the only clothes I need are pants and sweatpants as normal sweaters are big enough for me, as well as sweatshirts. If I worked in a business office I feel I would have a very hard time dressing because I have tried on pants and blouses for special occasions and have found them to be huge, or the legs unproportional to the waist (too big). I am not a small or petite lady to begin with, but I think businesses should be aware that there are a lot of pregnant women who do not bloat up or expand greatly except for their abdomen."

"I feel the clothes in maternity shops are all geared for: (1) bigger women, or (2) the last month of pregnancy. Also, quality in sewing is poor compared to 'regular' clothes, unless you buy the outrageously expensive 'Shirley K' clothes, etc. Personally, I have found shopping in maternity stores discouraging. I only have maternity clothes thanks to gifts or borrowed clothes. Otherwise, I've bought elastic-waisted 'regular' clothes or shirts a size too large - fit is as good as maternity wear and prices are better."

"Three previously pregnant friends lent casual clothes. This was very helpful. Department stores (ie. Eatons, Sears, Woolco) carry poor selections of maternity clothes. Shirley K has a nice selection of casual and dress clothes, but very expensive. Where are the moderately priced 'nice' clothes?"

"I had a hard time buying slacks which were long enough and blouses with long enough sleeves. I am 5' 10" tall. I have been able to wear some loose non-maternity tops. I wear a lab coat over my clothes at work. Clothes that I wear to work must be washable and may become stained. I don't like to spend a lot of money on clothes for work because they take a lot of abuse. At the same time, I like to appear neat and professional."

"I find maternity clothing is far too expensive. This makes it very hard to purchase appropriate clothes for work. All my purchases were on sale. All regular priced clothing is extremely expensive. I refuse to pay over \$100 for an outfit that will be worn for a few months."

"Maternity stores need to cater also to petite women. A lot of the styles are too big for someone 5' 4" and under. There needs to be more variety of maternity clothing. You go into a store expecting a large selection and it just isn't so."

"Maternity clothing selection which is not extremely expensive (unless on sale) is quite difficult to find. Also, light shirts which are not hot are in short supply."

"Maternity clothing stores are far too expensive. I have only purchased sale items."

"Just a few comments:

- variety is limited
- difficult to maintain standards in style and quality unless one is willing to pay outrageous prices or sew
- seldom pay full price for pieces
- like to see more lingerie."

"I found selection and quality of clothing to be acceptable. However, the expense was substantial."

"I feel maternity clothing is over-priced. Often the quality does not meet the price charged. It is as though manufacturers/distributors or retailers are taking advantage of the pregnant woman. Also, I believe more creativity and thought could be given to maternity fashion design."

"I am very disappointed with the selection of maternity clothing in Winnipeg. I don't mind spending money on good quality clothing and fashionable garments. Shirley K seems to be the only place in this city to purchase maternity clothes with style and quality."

I feel strongly that there is a dearth of suitable and affordable clothing for pregnant women in business. Most of

what is available is unfashionable at best. So who wants to wear it when you're feeling big?"

"Pregnant women can dress as fashionable as non-pregnant women, provided they can afford it. Unless you find a sale, maternity clothes are too expensive and there isn't the best selection, especially for short people. I am only 5' 2" and find many of the clothes too long."

"I enjoy the fabric, styles, and fit of the one-size-fits all bought at stores like Au Coton, Freedom, Karuba/Sportelle. They are fashionable, fun and dressy. But the larger sizes I now need are always sold out first! I find I like the styles of clothing at the 'maternity' stores, but the prices seem outrageous! Are they preying on/taking advantage of our situation? I do plan to have at least one other child, but can't justify buying a \$250 outfit that will probably be out of style when I am pregnant again."

"Fifty percent of my purchases have been made in the United States. Canada is lacking in variety and price conscious maternity wear."

"I have happily completed this survey, but in all honesty, feel I am not the most suitable of candidates. I work as a secretary, but in a very small, casual office, where I am not required to 'dress up'. My work wardrobe is the same as my casual leisure-time wardrobe."

"I am single. I had trouble finding dresses I could wear for work and I prefer dresses during pregnancy because I find skirts or pants very uncomfortable. There were lots of fancy dresses available."

"In my place of work (school) casual dress is quite acceptable. This would differ from an office setting."

"I find the selection of maternity clothing is terrible and that the kind of clothing I would choose is very expensive or at least pricey for something that will not be worn for a great deal of time. The less expensive clothing is gaudy and I would never wear it (ie. the stuff with the arrows and loud announcements of the pregnant state). The colours of the cheaper clothing tend to mirror those that babies are forced to wear. In general I feel there is a lack of dignity in maternity wear. There are very few stores that carry 'nice' clothing and never at a reasonable price unless on sale, and then it is out of season."

"There doesn't seem to be enough blouses that you can wear on the outside of skirts for a professional look."

"I normally sew most of my clothes, so continued to do so for maternity clothes."

"I was going to buy maternity uniforms for work, but after buying casual clothing for everyday wear outside of work, I didn't want any additional expenses. I wear strictly pants and usually a t-shirt or casual shirt at work with a lab coat. I feel the clothes I bought I will be able to wear in the next pregnancy."

"I find that generally, the quality of construction of maternity clothes is very poor compared to regular apparel. I also used a lot of items from my existing wardrobe, as did a lot of my friends."

"Personally I find that department store which do tend to have the more economically priced clothing have no selection and very limited sizes. There really are not a lot of places you can buy maternity clothes. Even specialty maternity shops are few and far between."

"Maternity clothes are over-priced for the quality of material and especially the poor construction of them in most stores. There is very little available to the person who makes a low income yet who would like to dress nicely and fashionable during pregnancy. Patterns for clothes are limited and styles are very limited. If you find a dress in a store that is beyond your budget, you can't find a pattern like it. Materials are of poorer quality and fabric selection is poorer over the years. As a nurse, maternity uniforms to buy are very expensive and not worth the price for the short time they are worn. On average, you pay no less than \$50-\$60 per uniform. Because maternity (fashionable dresses and suits) clothes are getting higher in price, you see most women wearing track suits. I like to dress nicely, but have found most things I like too expensive and not worth the price. My uniforms were made for work. I bought casual clothes from Shirley K and it cost me an arm and a leg. I'm tired of wearing the same things over and over and can't wait to get into 'normal' clothes again and have a waist!"

"Maternity clothes are usually more expensive than regular clothes and are never on sale. Considering I can only wear them for a few months, this is quite discouraging."

"Maternity clothes should cost a lot less in price than they usually do because you only wear them for a few months."

"Maternity clothes were made much too large making me look twice my actual size. Couldn't find fashionable maternity clothes for petite women. Therefore I wore regular clothing

through to 37 weeks."

"I attended the pre-natal class on February 21, 1990 at St. Boniface Hospital and obtained this survey and I must say at first I was not going to participate because I only wear uniforms to work. But I would like to strongly voice my opinion of the maternity selection in the stores and shops of Winnipeg.

Last weekend my husband and I planned the whole day to shop for a new wardrobe for me. I came home with only two items and also very depressed. I found that the stores only had a maximum three racks of maternity clothes and a very slim selection of styles and sizes. We went to about seven major store outlets and two specialty shops. The specialty shops were very over-priced and did not have a wide selection either. So, as I said I came home very depressed. My only option now is to plan a trip to Grand Forks, North Dakota to shop for a new wardrobe of maternity clothes. I am writing to you in hopes that possible, if only in some small way, this will add to your survey and future selection of maternity clothing. Thank you.

P. S. In looking back at the selection of clothes I saw I am glad I wear uniforms to work as the selection of professional clothes was very slim and unappealing."

"I am going to be a single parent. I would appreciate seeing a much larger selection and reasonable prices."

"I feel that there are not enough maternity shops available for pregnant women. I also feel that there should be more of a selection for younger women (ie. more fashionable dresses, more modern). I found myself having to sew outfits that are currently popular because they weren't available. And I also feel the price of most outfits you buy are outrageous. I feel they could be less expensive."

"Concerns about exercise/active leisure wear may be helpful to the development and availability of appropriate or functional clothing for exercise. Lycra is a very good fabric for support/movement ability."

"I would really have loved to be able to buy maternity long underwear. Also, more variety and better fit in bras without the unreasonable high prices."

"My main concern in buying clothes during my pregnancy, was the price and sizing of items. I found it very hard buying clothes to fit me in the later part of my pregnancy. Maternity departments seem to have lots of items for size nine to fourteen. But my concern is as you increase in size, for some women, these sizes are too small. In my experience, I could fit into size fourteen until my sixth

month--by my eighth month I was looking for size 18 just for the comfort and room (my weight gain is only 20 pounds). I watched for new shipments of clothing each week however, when it did come, the largest size was 14. In order to obtain the larger sizes you have to go to a maternity store, and they charge outrageous prices for their clothes.

Which brings me to my second point. I don't understand why the prices are so high. For a pair of pants you pay as much as \$40. For a dress as much as \$60-70. Some prices are even higher.

When you are working, especially in an office atmosphere, you have dress codes so you aren't able to wear sweats to work, therefore you have to go out and buy a new wardrobe for a few months use. After your baby is born, this wardrobe is no longer usable. Some women just can't afford this.

In addition, I would like to state the material I found the best to be cotton. I feel pre-shrunk would be best as you wouldn't have to worry about the shrinkage.

I think this study you are doing is a terrific idea so the manufacturers and retailers will learn more about our concerns and needs. My husband and myself wish you luck in your studies and thank you."

"Being a large size before pregnancy, it is difficult to find maternity clothes in large sizes as well, so I generally sew most of my clothes and use a lot of knits for their stretchability and comfort. They are not as durable as other fabrics (wool, etc.) so not really "investment" maternity wear."

"As a consumer, I feel that there is not a very large selection of maternity clothing. The choices just aren't there."

"I feel that the prices of maternity clothing are too high for the amount of time they are to be used. More clothing that is on the casual side is needed because most pieces can be dressed up with scarves, pins and other accessories or jewelry for a more business-like look."

"Very difficult to find comfortable and fashionable uniforms. I did not buy any maternity uniforms from a specialty uniform shop. I did not find that they were comfortable or nice looking. Also, they were too expensive considering the fabric and quality. I preferred to purchase pants and tops; front stretch panel pants and cotton/polyester good quality t-shirts with shoulder pads, or blouses with short sleeves. I did not purchase any tops with bands around the bottom."

"I had to travel to Vancouver and Calgary to find appropriate professional maternity wear. I could find nothing in Winnipeg and didn't hear of any stores in Winnipeg that carried high quality career dresses/suits in natural fibres (or otherwise) for maternity wear. I hate Fortrel and babyish or faddish styles such as Shirley K stocks - ugh!"

"Having a salesclerk assist in the selection of appropriate size clothing is helpful for a first pregnancy as it is hard to imagine how large one will become. There is very little maternity clothing suitable for petite women. Most pant hems become too short as the abdomen expands. Prices of maternity clothing are prohibitive."

"I found the price of maternity clothes was very high compared to similar regular clothes. Also, selection in most stores was either very casual or very high fashion with few stores carrying middle-of-the-road fashions."

"As a nurse the selection of maternity uniforms is poor. There are even fewer mix/match separates to coordinate a wardrobe. There is definitely room for improvement in this area."

"I feel that ready made maternity clothes available are rarely something I would buy because: (1) they are really overpriced, or (2) they are non-descript and cheap looking, or (3) the colors available this year are terrible for the most part (pastels and/or primary colors are really hard to find). Because of this, I have chosen to make most of my own maternity clothes. I end up with styles, fabrics, and colors that I like at a fraction of the price (usually about one-third of the retail price)."

"Separates are more economical than dresses. People would buy more if more reasonably priced, as a major consideration is that you are only wearing the articles for 5 months."

"I prefer to purchase 'large' t-shirts, jumpers, etc. rather than maternity clothes per se just because they are more comfortable and versatile."

"I find that maternity clothing is very expensive, especially for the short time that you wear it. I must say that there is a nice selection to choose from."

"Cheap maternity clothing is exactly that - CHEAP. It looks and feels cheap. Nice maternity clothing is very overpriced and there are very limited styles to choose from. The only place in Winnipeg to buy half-decent maternity clothing is Shirley K but the prices are much too high. I have just

been buying over-size, normal clothing."

"I feel that fashionable work maternity wear is available in good quantity at better stores, but the average working woman cannot afford the current prices. You must pay for a decent wardrobe in these stores, so we must look and shop elsewhere."

"I found I didn't have to buy that much in maternity clothing because of the style of big baggy clothing. Clothes I already owned, a few I bought but will be able to wear them after the pregnancy."

"I did not want to invest much money in clothing to be worn for a few months. Ninety-five percent of my wardrobe was borrowed and I'm happy with that."

"Reasonably priced, fashionable clothing is very important because they will be worn for only a short time."

"I find the price of maternity clothing is high."

"I found maternity clothes in department stores overpriced and not good quality. Because of functions I must attend I bought one quality outfit for later pregnancy but at 70% reduced. For day to day I made several outfits. I am very happy with the clothes I made for comfort and suitability. The dress I bought is more formal. For work (in studio) I like comfortable casual clothes--loose cotton oversized tee shirts and legging pants were appropriate. I also wore a pair of pregnancy blue jeans often.

In the winter I wore sweaters almost every day (oversized). I got sick of dressing for warmth as I bus around and don't have a car (would have appreciated one smart warm outfit). Summer clothes are easier to be satisfied with --loose dresses, pregnancy coveralls, etc. Much of these items were hand me downs from friends. I am making a few items--shirt and dress--for clothes more suited to my taste and public functions.

I am an accomplished sewer I must add, but have a hard time finding the time to sew as much as I would like. The time for sewing I view as a luxury.

I am very sick of pregnancy clothes that look cute. I like plain tailored items or somewhat feminine items. No slogans on tee shirts--to me this is very poor taste.

There are very nice clothes to be bought through stores like Bella Donna but I find the price prohibitive except at sale time when it becomes better. I am also interested in clothes that can be adapted for the post partum period when spending real money."

"I'm 5'11.5" tall with a 37 inch inseam. It's almost impossible for me to buy clothes off the rack. Luckily I have a friend who is 6 feet tall who has just finished her pregnancy. She made some beautiful clothes which I can wear."

"The maternity clothing available for women today is beautiful, however nice outfits are extremely expensive. I wouldn't mind paying for these clothes, especially for work, if I was pregnant for only one season. However, I needed both winter and spring/summer clothes which, in my opinion makes it impractical and not cost effective to purchase too many 'nice' client outfits. As a result, I purchased three winter/spring 'client' outfits and two spring/summer outfits--both on sale. The rest of the time at the office I dress fairly casually, since it is both accepted and significantly more economical (particularly if you want more than 2 or 3 outfits). I also purchased a number of 'regular' clothes from stores like Au Coton which fit me now and will be fine after pregnancy as well."

"I do a lot of sewing for myself and was very disappointed in the variety of patterns available, especially for the work environment."

"They are quite expensive. While attractive they are often made cheaply (cut corners) - poor seams and finishing, etc."