

PREDICTING MATURE FEMALE CONSUMERS' PERCEIVED
HEALTH AND IMPORTANCE OF PRODUCT ATTRIBUTES WITH SELECTED
INDICATORS OF MECHANISTIC CHANGE

BY

SONIA LYNNE PANKRATZ

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
University of Manitoba
Winnipeg, Manitoba

(c) Copyright by Sonia Lynne Pankratz, 1995



National Library
of Canada

Acquisitions and
Bibliographic Services Branch

395 Wellington Street
Ottawa, Ontario
K1A 0N4

Bibliothèque nationale
du Canada

Direction des acquisitions et
des services bibliographiques

395, rue Wellington
Ottawa (Ontario)
K1A 0N4

Your file *Votre référence*

Our file *Notre référence*

The author has granted an irrevocable non-exclusive licence allowing the National Library of Canada to reproduce, loan, distribute or sell copies of his/her thesis by any means and in any form or format, making this thesis available to interested persons.

L'auteur a accordé une licence irrévocable et non exclusive permettant à la Bibliothèque nationale du Canada de reproduire, prêter, distribuer ou vendre des copies de sa thèse de quelque manière et sous quelque forme que ce soit pour mettre des exemplaires de cette thèse à la disposition des personnes intéressées.

The author retains ownership of the copyright in his/her thesis. Neither the thesis nor substantial extracts from it may be printed or otherwise reproduced without his/her permission.

L'auteur conserve la propriété du droit d'auteur qui protège sa thèse. Ni la thèse ni des extraits substantiels de celle-ci ne doivent être imprimés ou autrement reproduits sans son autorisation.

ISBN 0-612-13431-8

Canada

Name _____

Dissertation Abstracts International is arranged by broad, general subject categories. Please select the one subject which most nearly describes the content of your dissertation. Enter the corresponding four-digit code in the spaces provided. 0380

Home Economics

0278

U·M·I

SUBJECT TERM

OR

SUBJECT CODE

0338

Marketing
Subject Categories

THE HUMANITIES AND SOCIAL SCIENCES

COMMUNICATIONS AND THE ARTS

Architecture 0729
 Art History 0377
 Cinema 0900
 Dance 0378
 Fine Arts 0357
 Information Science 0723
 Journalism 0391
 Library Science 0399
 Mass Communications 0708
 Music 0413
 Speech Communication 0459
 Theater 0465

EDUCATION

General 0515
 Administration 0514
 Adult and Continuing 0516
 Agricultural 0517
 Art 0273
 Bilingual and Multicultural 0282
 Business 0688
 Community College 0275
 Curriculum and Instruction 0727
 Early Childhood 0518
 Elementary 0524
 Finance 0277
 Guidance and Counseling 0519
 Health 0680
 Higher 0745
 History of 0520
 Home Economics 0278
 Industrial 0521
 Language and Literature 0279
 Mathematics 0280
 Music 0522
 Philosophy of 0998
 Physical 0523

Psychology 0525
 Reading 0535
 Religious 0527
 Sciences 0714
 Secondary 0533
 Social Sciences 0534
 Sociology of 0340
 Special 0529
 Teacher Training 0530
 Technology 0710
 Tests and Measurements 0288
 Vocational 0747

LANGUAGE, LITERATURE AND LINGUISTICS

Language
 General 0679
 Ancient 0289
 Linguistics 0290
 Modern 0291
 Literature
 General 0401
 Classical 0294
 Comparative 0295
 Medieval 0297
 Modern 0298
 African 0316
 American 0591
 Asian 0305
 Canadian (English) 0352
 Canadian (French) 0355
 English 0593
 Germanic 0311
 Latin American 0312
 Middle Eastern 0315
 Romance 0313
 Slavic and East European 0314

PHILOSOPHY, RELIGION AND THEOLOGY

Philosophy 0422
 Religion
 General 0318
 Biblical Studies 0321
 Clergy 0319
 History of 0320
 Philosophy of 0322
 Theology 0469

SOCIAL SCIENCES

American Studies 0323
 Anthropology
 Archaeology 0324
 Cultural 0326
 Physical 0327
 Business Administration
 General 0310
 Accounting 0272
 Banking 0770
 Management 0454
 Marketing 0338
 Canadian Studies 0385
 Economics
 General 0501
 Agricultural 0503
 Commerce-Business 0505
 Finance 0508
 History 0509
 Labor 0510
 Theory 0511
 Folklore 0358
 Geography 0366
 Gerontology 0351
 History
 General 0578

Ancient 0579
 Medieval 0581
 Modern 0582
 Black 0328
 African 0331
 Asia, Australia and Oceania 0332
 Canadian 0334
 European 0335
 Latin American 0336
 Middle Eastern 0333
 United States 0337
 History of Science 0585
 Law 0398
 Political Science
 General 0615
 International Law and Relations 0616
 Public Administration 0617
 Recreation 0814
 Social Work 0452
 Sociology
 General 0626
 Criminology and Penology 0627
 Demography 0938
 Ethnic and Racial Studies 0631
 Individual and Family Studies 0628
 Industrial and Labor Relations 0629
 Public and Social Welfare 0630
 Social Structure and Development 0700
 Theory and Methods 0344
 Transportation 0709
 Urban and Regional Planning 0999
 Women's Studies 0453

THE SCIENCES AND ENGINEERING

BIOLOGICAL SCIENCES

Agriculture
 General 0473
 Agronomy 0285
 Animal Culture and Nutrition 0475
 Animal Pathology 0476
 Food Science and Technology 0359
 Forestry and Wildlife 0478
 Plant Culture 0479
 Plant Pathology 0480
 Plant Physiology 0817
 Range Management 0777
 Wood Technology 0746

Biology

General 0306
 Anatomy 0287
 Biostatistics 0308
 Botany 0309
 Cell 0379
 Ecology 0329
 Entomology 0353
 Genetics 0369
 Limnology 0793
 Microbiology 0410
 Molecular 0307
 Neuroscience 0317
 Oceanography 0416
 Physiology 0433
 Radiation 0821
 Veterinary Science 0778
 Zoology 0472

Biophysics

General 0786
 Medical 0760

EARTH SCIENCES

Biogeochemistry 0425
 Geochemistry 0996

Geodesy 0370
 Geology 0372
 Geophysics 0373
 Hydrology 0388
 Mineralogy 0411
 Paleobotany 0345
 Paleocology 0426
 Paleontology 0418
 Paleozoology 0985
 Palynology 0427
 Physical Geography 0368
 Physical Oceanography 0415

HEALTH AND ENVIRONMENTAL SCIENCES

Environmental Sciences 0768
 Health Sciences
 General 0566
 Audiology 0300
 Chemotherapy 0992
 Dentistry 0567
 Education 0350
 Hospital Management 0769
 Human Development 0758
 Immunology 0982
 Medicine and Surgery 0564
 Mental Health 0347
 Nursing 0569
 Nutrition 0570
 Obstetrics and Gynecology 0380
 Occupational Health and Therapy 0354
 Ophthalmology 0381
 Pathology 0571
 Pharmacology 0419
 Pharmacy 0572
 Physical Therapy 0382
 Public Health 0573
 Radiology 0574
 Recreation 0575

Speech Pathology 0460
 Toxicology 0383
 Home Economics 0386

PHYSICAL SCIENCES

Pure Sciences

Chemistry
 General 0485
 Agricultural 0749
 Analytical 0486
 Biochemistry 0487
 Inorganic 0488
 Nuclear 0738
 Organic 0490
 Pharmaceutical 0491
 Physical 0494
 Polymer 0495
 Radiation 0754
 Mathematics 0405
 Physics
 General 0605
 Acoustics 0986
 Astronomy and Astrophysics 0606
 Atmospheric Science 0608
 Atomic 0748
 Electronics and Electricity 0607
 Elementary Particles and High Energy 0798
 Fluid and Plasma 0759
 Molecular 0609
 Nuclear 0610
 Optics 0752
 Radiation 0756
 Solid State 0611
 Statistics 0463

Applied Sciences

Applied Mechanics 0346
 Computer Science 0984

Engineering

General 0537
 Aerospace 0538
 Agricultural 0539
 Automotive 0540
 Biomedical 0541
 Chemical 0542
 Civil 0543
 Electronics and Electrical 0544
 Heat and Thermodynamics 0348
 Hydraulic 0545
 Industrial 0546
 Marine 0547
 Materials Science 0794
 Mechanical 0548
 Metallurgy 0743
 Mining 0551
 Nuclear 0552
 Packaging 0549
 Petroleum 0765
 Sanitary and Municipal System Science 0790
 Geotechnology 0428
 Operations Research 0796
 Plastics Technology 0795
 Textile Technology 0994

PSYCHOLOGY

General 0621
 Behavioral 0384
 Clinical 0622
 Developmental 0620
 Experimental 0623
 Industrial 0624
 Personality 0625
 Physiological 0989
 Psychobiology 0349
 Psychometrics 0632
 Social 0451



PREDICTING MATURE FEMALE CONSUMERS' PERCEIVED
HEALTH AND IMPORTANCE OF PRODUCT ATTRIBUTES
WITH SELECTED INDICATORS OF MECHANISTIC CHANGE

BY

SONIA LYNNE PANKRATZ

A Thesis submitted to the Faculty of Graduate Studies of the University of Manitoba
in partial fulfillment of the requirements of the degree of

MASTER OF SCIENCE

© 1995

Permission has been granted to the LIBRARY OF THE UNIVERSITY OF MANITOBA
to lend or sell copies of this thesis, to the NATIONAL LIBRARY OF CANADA to
microfilm this thesis and to lend or sell copies of the film, and LIBRARY
MICROFILMS to publish an abstract of this thesis.

The author reserves other publication rights, and neither the thesis nor extensive
extracts from it may be printed or otherwise reproduced without the author's written
permission.

ACKNOWLEDGEMENT

Many persons provided me with guidance and support as I completed my thesis research and I would like to extend my appreciation and thanks to them.

Sincere thanks to Dr. Lena Horne, my advisor, who assisted me in learning the research process and who provided constructive feedback. Thanks to my committee members, Dr. Susan Turnbull Caton and Dr. Malcolm Smith who offered me support, encouragement and guidance.

I appreciated the assistance from board members of Age and Opportunity, The Manitoba Society Of Seniors and senior centre directors who supported my research and who facilitated my data collection.

Special thanks to the mature females who participated in the pilot study and whose suggestions allowed me to revise my questionnaire. Additionally, the participants' efforts in completing the questionnaire was appreciated.

I am also grateful for suggestions from Llwellyn Armstrong from the Statistical Advisory Service; Dr. John Bond from the Department of Family Studies; and Dr. Laurel Strain from the Centre on Ageing.

I appreciated the ideas of fellow graduate students who together unknowingly served as a sounding board for many of my research interests.

Finally, I would like to thank my family and Dion Wieler, my future husband, who not only assisted me in proof-reading and typing my thesis, but who have supported my never ending desire to learn.

ABSTRACT

This research focused on the ability of the mechanistic changes of social involvement and fashion involvement to predict mature female consumers' perceived health and the importance they place upon the intrinsic attributes of workmanship and comfort and the extrinsic attribute of brand name. The researcher surveyed 75 mature females to investigate their apparel acquisition behaviour and to examine social involvement, fashion involvement, perceived health and the importance of selected product attributes under the concepts of cognitive and chronological age. The results showed that retail stores were the most common source of apparel acquisition and that the majority of participants shopped for their own apparel. Mature consumers perceived workmanship as physical attributes of a garment; perceptions of comfort included both psychological and physical elements. All participants perceived themselves to be younger than their biological age. Social involvement and fashion involvement were each predictors of perceived health, as participants who were more socially involved or more involved in fashion perceived themselves to be in better health than those less socially involved or less involved in fashion. Furthermore, social involvement was a predictor of the importance of comfort as more socially involved participants tended to place less importance on comfort than those less socially involved. Fashion involvement was a predictor of the importance of workmanship, as more socially involved participants placed more importance on workmanship than did less socially involved participants. Social involvement and fashion involvement were not effective in predicting importance of brand name.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
ABSTRACT	ii
CHAPTER	
I. INTRODUCTION	1
Statement of Purpose	2
Objectives	3
Justification	4
Definitions	4
Hypotheses	8
Null Hypothesis One	8
Alternate Hypothesis One	8
Null Hypothesis Two	9
Alternate Hypothesis Two	9
Null Hypothesis Three	9
Alternate Hypothesis Three	10
Null Hypothesis Four	10
Alternate Hypothesis Four	10
Null Hypothesis Five	11
Alternate Hypothesis Five	11
Limitations	12
II. LITERATURE REVIEW	13
The Ageing Consumer Market	13
The Mechanistic and Organismic Models of Human Development	14
Applying Organismic Changes to Consumer Behaviour of Mature Consumers	17
Changes in Body Dimensions	18
Changes in Muscular System	19
Skin Sensitivity	20
Vision	20
Mechanistic Change	21
Social Involvement	22
Fashion Involvement	24
Social Involvement and Fashion Involvement As Related To Perceived Health	25
Social Involvement and Fashion Involvement	26
Social Position	27

	PAGE
Income	29
Human Development Exhibiting Both Organismic And Mechanistic Changes	30
Chronological Age	30
Cognitive Age	31
Summary	32
 III. METHOD	 35
Procedure	35
Development of the Questionnaire	36
Demographic Characteristics	36
Social Position	37
Sources of Clothing Acquisition	38
Importance and Perceptions of Clothing Attributes	38
Social Involvement	39
Fashion Involvement	39
Pilot Study	39
The Sample	40
Data Collection	41
Data Analysis	41
Hypothesis Testing	42
Hypotheses One and Two	42
Hypotheses Three, Four and Five	43
The Wilkes Factor	43
 IV. RESULTS	 44
Demographic Characteristics of the Sample	44
Responses by Site	50
Social Position	52
Descriptive Statistics And Reliability of Measures	54
Cognitive Age	55
Social Involvement (SI)	56
Fashion Involvement Index (FI)	56
Product Attributes	56
Objective One	59
Frequency of Shopping For Own Apparel	59
Sources of Apparel Acquisition	60
Perceptions of Workmanship and Comfort	62
Workmanship	62
Comfort	63

	PAGE
Objective Two	64
Cognitive and Chronological Age	65
Importance of Workmanship	67
Importance of Comfort	67
Importance of Brand Name	72
Social Involvement (SI)	72
Fashion Involvement (FI)	73
Perceived Health	74
Hypothesis Testing	78
Objective Three	78
Hypothesis 1a	79
Hypothesis 1b	79
Hypothesis 1c	80
Hypothesis 1d	80
Hypothesis 1e	80
Social Involvement and The Five Dimensions of Fashion Involvement	81
Objective Four	84
Hypothesis 2a	84
Hypothesis 2b	85
Hypothesis 2c	85
Hypothesis 2d	85
The Five Dimensions of Fashion Involvement ..	86
Objective Five	92
Homoscedacity and Multicollinearity	92
Hypothesis 3	93
Hypothesis 4	94
Hypothesis 5	95
Inter-relationships Between The Dimensions of Fashion Involvement, Social Involvement and Importance of Product Attributes	96
 V. DISCUSSION.....	 101
Demographics and Social Position	101
Objective One	102
Objective Two.....	103
Relationships Between Fashion Involvement, Cognitive Age and Chronological Age.....	104
Relationships Between Cognitive Age, Chronological Age and Perceive Health.....	105

	PAGE
The Relationship Between Cognitive Age, Chronological Age and Importance of Comfort	105
Objectives Three, Four And Five	106
Issues Related to Product Attributes	108
Sample	110
The Fashion Involvement Index	111
VI. CONCLUSIONS, IMPLICATIONS AND SUMMARY	113
Objective One	113
Objective Two	114
Objective Three, Four and Five.	114
Fashion Involvement Index	116
Importance of Product Attributes	117
Social Involvement	118
Summary	119
REFERENCES	122
APPENDICES	
A. Consent Form	129
B. Questionnaire	131
C. Letter of Approval From Ethics Review Committee	144
D. Letter to Senior Centres	146
E. Questionnaire Distribution Sites	148
F. Responses By Site	150
G. Participants' Perceptions of Workmanship and Comfort	157

LIST OF TABLES

Table 1.	Demographic Characteristics of Participants	46
Table 2.	Social Position of Participants and Spouses	54
Table 3.	Cronbach's Alphas For the Cognitive Age Decade Measure	55
Table 4.	Percentage of Sample by Importance of Workmanship, Comfort and Brand Name	57
Table 5.	Means and Ranges of Importance of Workmanship, Comfort, Brand Name, Social Involvement and Fashion Involvement	58
Table 6.	Percent of Sample By Frequency of Shopping For Own Clothing	59
Table 7.	Percent of Sample By Apparel Acquisition Sources	61
Table 8.	Percentages of Sample By Cognitive and Chronological Age Decade	66
Table 9.	Relationships Between The Independent Variables of Cognitive And Chronological Age And The Dependent Variables of Social Involvement, Fashion Involvement, Importance of Product Attributes And Perceived Health	68
Table 10.	Importance of Workmanship, Comfort and Brand Name By Cognitive and Chronological Age	70
Table 11.	Social Involvement, Fashion Involvement and Perceived Health By Cognitive and Chronological Age	75
Table 12.	The Five Dimensions of Fashion Involvement By Cognitive and Chronological Age	77

	PAGE
Table 13. Relationships Between Social Involvement, Product Attributes, Perceived Health and Fashion Involvement	82
Table 14. Relationships Between Social Involvement and the Five Dimensions of Fashion Involvement	83
Table 15. Relationships Between The Independent Variable of Fashion Involvement, Product Attributes and Perceived Health	88
Table 16. Relationships Between Dimensions of Fashion Involvement, Product Attributes and Perceived Health	89
Table 17. Results of Multiple Linear Regression With Independent Variables of Social Involvement (SI) and Fashion Involvement (FI) and Importance of Product Attributes As Dependent Variables	98
Table 18. Inter-Relationships Between Social Involvement, The Five Dimensions of Fashion Involvement and Product Attributes	99

LIST OF FIGURES

Figure 1.	A Comparison of Mechanistic and Organismic Change	16
Figure 2.	Predicted Relationships Between Social Involvement, Fashion Involvement, Product Attributes and Perceived Health	34
Figure 3.	Relationships Between Social Involvement, Fashion Involvement, Product Attributes and Perceived Health	107

CHAPTER ONE

INTRODUCTION

The number of Canadians in the mature market continues to increase as does their purchasing power. The growing number of Canadians in late life may be contributed to longer life expectancy, the ageing of the baby boomers and a decreased birth rate (Chappell, 1990). Kidd (1993) notes that while those Canadians aged 50 and over account for 26% of Canada's total population, they control 60% of the country's discretionary purchasing power. Both industrialised (Hees, 1988) and developing countries (Chappell, 1990) throughout the world have experienced high growth rate in the mature age segment.

The mature market differs from young market segments in several ways. Demographically, the mature market is amongst the fastest growing market segments (Fellegi, 1990) and mature consumers have the highest amount of discretionary income in Canada (Kidd, 1993). Despite the apparent attractiveness of the mature market, few clothing manufacturers have targeted mature consumers. This neglect may stem from manufacturers' lack of understanding of mature consumers, as businesses have long catered to a youth-oriented society (Dychtwald & Gable, 1990; Schewe, 1991).

Mature consumers differ physically and psychologically from younger consumers. Mature consumers experience physiological changes which alter their body dimensions, their visual acuity, their dexterity, and their information processing caused by the deterioration of the five senses (Fitzgerald Bone, 1991). Furthermore, mature consumers experience socio-psychological changes. Mature consumers experience disengagement in

their social networks as they leave the workforce and experience realignment and re-engagement as they realign relationships with family and friends (Fitzgerald Bone, 1991).

Because mature consumers form a heterogeneous group, segmenting the mature market is essential (Chappell, 1990; Fitzgerald Bone, 1991; Hees, 1988; Lazer, 1986; Schewe, 1991). Lazer (1986) comments that segmentation measures used in the past may not be effective today because modern mature consumers differ from their previous counterparts in their attitudes, their outlooks, and their lifestyles. They perceive themselves to be far more youthful than have mature consumers in past years. As such, marketing strategies used in past years may not be effective when used to market products, such as apparel, to the modern mature market. For apparel manufacturers to adequately meet the clothing needs of mature consumers, the manufacturers must abandon stereotypical images of the elderly and must strive to understand the many dimensions of today's mature market.

Statement of Purpose

The purpose of this research was to examine factors influencing mature female consumers' apparel consumption behaviour under the mechanistic model. Specifically, this research investigated the ability of the mechanistic changes of fashion involvement and social involvement to predict importance of workmanship, comfort, brand name and perceived health. Additionally, relationships between cognitive age, chronological age, importance of workmanship, comfort, brand name and perceived health were explored.

Objectives

Five objectives were formulated for this research.

1. To examine mature female consumers' apparel acquisition behaviour and their perceptions of the product attributes of workmanship and comfort.
2. To examine mature females' responses to fashion involvement, social involvement, importance of comfort, brand name and workmanship in apparel, under the concepts of chronological age and cognitive age.
3. To investigate the relationship between social involvement and:
 - a) importance of workmanship;
 - b) importance of comfort;
 - c) importance of brand name;
 - d) perceived health;
 - e) fashion involvement.
4. To investigate the relationship between fashion involvement and:
 - a) importance of workmanship;
 - b) importance of comfort;
 - c) importance of brand name;
 - d) perceived health.
5. To understand inter-relationships between social involvement, fashion involvement and the importance of comfort, workmanship, and brand name.

Justification

Only mature females were included in this research for a variety of reasons. Because females have longer life expectancies than males, the female mature market is larger than the male mature market, possibly indicating more room for market growth. Furthermore, mature females are more likely to be dissatisfied with currently available apparel than are males (Dillard & Feather, 1988).

Additionally, apparel research on mature consumers has typically used chronological age in defining segments of the market. In light of the shortcomings of chronological age, this research applies the concepts of cognitive age and chronological age in order to gain a better understanding of the complex concept of ageing.

Definitions

The following definitions include both conceptual and operational definitions of terms used in this research.

1. Mechanistic Change: Those changes which are caused by environmental influences (Overton & Reese, 1973). In this research mechanistic changes include social involvement, fashion involvement, cognitive age and perceived health.
2. Subjects: Females who attended organised activities at participating senior centres and those who attended questionnaire distribution periods at Age and Opportunity Senior Centres, Age and Opportunity's Lifestyles Convention or Manitoba Society of Senior's Mall Exhibit.

3. Chronological Age: A participant's biological age was calculated by subtracting respondents' year of birth from the current year.
4. Cognitive Age: A participant's self-perceived age was calculated as the average of her "look age", "feel age", "interests age" and her "activities age." These four ages were measured using Barak and Schiffman's (1981) age decade scale.
5. Fashion Involvement (FI): The aggregate effect of five fashion behavioural activities which was measured by the fashion involvement index (Tigert, Ring & King, 1976). This index measured five dimensions of fashion involvement including: fashion innovativeness at time of purchase; fashion interpersonal communication; fashion interest; fashion knowledgeability; and fashion awareness. Responses to the five dimensions were summed; FI indices ranged from 5 indicating low fashion involvement to 17, indicating high fashion involvement.
6. Social Involvement (SI): Consumers' involvement with others was measured using three statements from the Well's AIO Item Library (cited in Wilkes, 1992). The statements were: "taking part in social and community activities is very important to me", "I like to be around and involve myself with other people" and "I enjoy having people around." Responses to these three statements ranged from 1 indicating "always" to 5 indicating "never." After reverse coding, responses were summed to give a single social involvement index ranging from 3-15, where high SI indices indicated high social involvement and low SI indices indicated low social involvement.
7. Perceived Health: Perceived health was measured using a single item scale from a study conducted by The Canadian Ageing Research Network (1990). Persons'

perceptions of their health conditions were expressed in terms of excellent, good, fair, poor, and bad health. Each term referred to the extent to which participants perceived that their health was restricting their activities.

8. Education: Participants indicated the highest level of education that they had completed by responding to seven categories ranging from "grade six or less" to "completed graduate degree." The levels of education were taken from the Hollingshead Index of Social Position (cited in Hawkins, Best & Coney, 1992).

9. Occupation: The category of a consumer's occupation. Occupation was measured by asking participants to respond to seven categories ranging from "higher executive" to "have not been employed for pay." These levels were taken from the Hollingshead Index of Social Position (Hawkins et al., 1992).

10. Social Position: A family's position within their social community (Hollingshead & Redlich, 1958). The Hollingshead Index of Social Position (ISP) (Hollingshead & Redlich, 1958) was used to measure participants' ISPs, participants' living or deceased spouses' ISPs and household ISPs. To calculate the social position index for participants and their spouses, the occupation score and the education score were weighted and summed according to the following equation: $ISP \text{ score} = (\text{Occupation score} \times 7) + (\text{Education score} \times 4)$. Household ISPs were calculated by averaging a participant's ISP and her living or deceased spouse's ISP.

11. Importance of brand name: The importance that participants placed upon purchasing brand name apparel was measured using a single item five-point scale ranging from "of no importance" to "extremely important."

12. Importance of workmanship: The concept of workmanship was defined by participants. Participants' perceptions of workmanship are included in Appendix G. The importance that participants placed upon workmanship was measured using a single item five-point scale ranging from "of no importance" to "extremely important."

13. Importance of comfort: The concept of comfort was defined by participants. Participants' perceptions of comfort are included in Appendix G. The importance participants placed upon purchasing comfortable apparel was measured using a single item five-point scale ranging from "of no importance" to "extremely important."

14. Employment status: Participants' involvement in the workforce. The categories were retired, full time employed, part-time employed and other.

15. Income: Total monthly household income, including funds from all contributors, after deductions. Participants responded to three income categories, ranging from \$500 to \$6000 or more. Participants had the opportunity to indicate that they did not know their income.

16. Marital status: Participants' current marital status, indicated by the following response categories: single, married, divorced/separated, and widowed.

Hypotheses

To achieve the objectives for this research, the following null and alternate hypotheses were developed.

Null Hypothesis One

There is no relationship between mature females' SI and:

- a) the importance of workmanship;
- b) the importance of comfort;
- c) the importance of brand name;
- d) perceived health;
- e) FI.

Alternate Hypothesis One

There is a negative relationship between mature females' SI and:

- a) the importance of workmanship;
- b) the importance of comfort;

and there is a positive relationship between mature females' social involvement and:

- c) the importance of brand name;
- d) perceived health;
- e) FI.

Null Hypothesis Two

There is no relationship between mature females' FI and:

- a) the importance of workmanship;
- b) the importance of comfort;
- c) the importance of brand name;
- d) perceived health.

Alternate Hypothesis Two

There is a negative relationship between mature females' FI and:

- a) the importance of workmanship;
- b) the importance of comfort;

and there is a positive relationship between females' FI and:

- c) the importance of brand name;
- d) perceived health.

Null Hypothesis Three

- a) Controlling for FI and interaction between SI and FI, there is no relationship between SI and importance of workmanship.
- b) Controlling for SI and interaction between SI and FI, there is no relationship between FI and importance of workmanship.
- c) Controlling for SI and FI, the interaction between SI and FI and importance of workmanship is not significant.

Alternate Hypothesis Three

- a) Controlling for FI and interaction between SI and FI, there is a negative relationship between SI and importance of workmanship.
- b) Controlling for SI and interaction between SI and FI, there is a negative relationship between FI and importance of workmanship.
- c) Controlling for SI and FI, the interaction between SI and FI and importance of workmanship are negatively related.

Null Hypothesis Four

- a) Controlling for FI and interaction between SI and FI, there is no relationship between SI and importance of comfort.
- b) Controlling for SI and interaction between SI and FI, there is no relationship between FI and importance of comfort.
- c) Controlling for SI and FI, the interaction between SI and FI and importance of comfort is not significant.

Alternate Hypothesis Four

- a) Controlling for FI and interaction between SI and FI, there is a negative relationship between SI and importance of comfort.
- b) Controlling for SI and interaction between SI and FI, there is a negative relationship between FI and importance of comfort.

c) Controlling for SI and FI, the interaction between SI and FI and importance of comfort are negatively related.

Null Hypothesis Five

a) Controlling for FI and interaction between SI and FI, there is no relationship between SI and importance of brand name.

b) Controlling for SI and interaction between SI and FI, there is no relationship between FI and importance of brand name.

c) Controlling for SI and FI, the interaction between SI and FI and importance of brand name is not significant.

Alternate Hypothesis Five

a) Controlling for FI and interaction between SI and FI, there is a positive relationship between SI and importance of brand name.

b) Controlling for SI and interaction between SI and FI, there is a positive relationship between FI and importance of brand name.

c) Controlling for SI and FI, the interaction between SI and FI and importance of brand name are positively related.

Limitations

Findings of this research were limited to Winnipeg, Manitoba. Because the sample for this research was drawn from a limited geographic area, the results may not be generalised to other populations. This research was limited to investigating clothing perceptions of mature females who attended activities in senior centres. As such, the sample was small and participants tended to be socially involved. Those who were ill, had limited mobility, or who were illiterate were excluded. Additionally, flaws in the FI index limited the application of findings related to the concept of fashion involvement.

CHAPTER TWO

LITERATURE REVIEW

This chapter pools relevant literature from apparel and textiles, psychology, marketing and consumer behaviour. Literature from psychology provides the theoretical framework while literature from consumer behaviour and marketing adapt the theoretical framework for consumer studies. Research in apparel and textiles which examined mature consumers' orientation towards apparel provide empirical support for the theoretical framework.

The Ageing Consumer Market

The mature market becomes increasingly attractive as it is amongst the fastest growing market segments (Fellegi, 1990) and because maturites control over half of the Canadian population's discretionary income (Kidd, 1993). Even though mature consumers form a potentially attractive market for goods and services, businesses have not been successful in satisfying the needs of this market (Lumpkin & Festervand, 1987-1988) partly because businesses have long catered only to a youth oriented society (Dychtwald & Gable, 1990; Schewe, 1991). Mature female consumers' dissatisfaction with ready-to-wear apparel has been well documented. The Canadian Ageing Research Network (1994) study found that mature consumers had difficulty finding affordable apparel that fit properly. The dissatisfaction with fit has also been noted by Richards (1981) and the Institute for Standards Research (1993).

In relation to the apparel industry, retailers and marketers have been sceptical about serving the mature market, possibly due to the belief that maturites represent a group of consumers with weak purchasing power (Richards, 1981). In addition, because the mature markets is among the least intensively researched and the least understood (Fisk, 1982; Lazer, 1985), apparel marketers have limited information about this market segment.

In attempting to understand the complex mature market, apparel marketers will have to gain an understanding of mature female consumers' apparel acquisition behaviour and product attributes which motivate mature consumers' apparel selection. Furthermore, apparel marketers must be sensitive to how the mature consumers perceive the product attributes, for as Slater (1985) notes, attributes such as "comfort" may have many different meanings.

Thus, to provide an understanding of mature female consumers' apparel purchasing behaviour, the first objective of this research was to investigate how frequently mature females purchased their own apparel, the participants' sources of apparel acquisition and their perceptions of the attributes of workmanship and comfort.

The Mechanistic and The Organismic Models of Human Development

The need to understand the mature consumer prompts researchers in many disciplines to investigate the marketplace needs and wants of mature consumers. For this research, the researcher examined the relevance of mechanistic and organismic models for

the study of clothing for mature females. The mechanistic and the organismic models have long been used by psychologists in investigating human development. An organismic and mechanistic dialectic model developed by Smith and Moschis (1989) is one of few models which has been adapted for the investigation of mature consumers' behaviour.

In the mechanistic model (Figure 1), humans are portrayed as parts of a machine-like environment and as such, their behaviour is a response to external forces (Overton & Reese, 1973). In contrast, the organismic model views humans as organisms who function by themselves and who are the sources of action. Under the mechanistic mode, changes in behaviour are attributed to forces in the social and psychological spheres where forces in the environment may influence a consumer's thoughts, perceptions and actions (Figure 1).

Under the organismic model, changes in behaviour are attributed to structural and functional changes in the physical sphere (Overton & Reese, 1973). Furthermore, the progression of change under the two models also differs. Under the organismic model, changes such as changes in the body's physical dimensions are systematic in nature as the changes occur regardless of changes in the environment. As such, organismic changes are characterised as discontinuous as they may not be predicted from any parts of the whole. Mechanistic changes, on the other hand, may be predicted from the history of how organisms reacted or behaved in light of earlier environmental change. Hence, mechanistic changes are continuous or predictable in nature.

Figure 1

A Comparison of Mechanistic and Organismic Change

Mechanistic Change	Organismic Change
Change is continuous	Change is discontinuous
Change is motivated from changes within the environment	Change is motivated from within a person
Persons are part of a machine-like environment	Persons are whole in themselves
Change is predictable	Change is not predictable

Adapted from "Proposal and Development of a Dialectic Model: Examining the Elderly Consumer" by R. B. Smith and G. P. Moschis, 1989, *Advances in Consumer Research*, 16, p. 285-292.

Although inferences made by the organismic and the mechanistic models are mutually supportive, as each model portrays a different dimension of ageing and human development, each model has been typically used in isolation of the other model (Overton & Reese, 1973). More recently, however, researchers and gerontologists have noted that the use of more than one model may be necessary when investigating the complex ageing process of human development. Gerontologists and researchers have noted the need to acknowledge the social, psychological and physical aspects of ageing to gain understanding of the development process as a whole (Atchley, 1972; Neugarten, 1968; Riley, Foner, Hess & Toby, 1969; Smith & Moschis, 1989). Thus, to gain an understanding of the mature market, Smith and Moschis (1989) adapted a dialectic model,

for use within consumers studies, which acknowledges both organismic and mechanistic changes.

In regard to consumer behaviour of maturites, the dialectic model implies that changes in consumer behaviour are shaped by colliding events, forces or contradictory values (Van de Ven, 1992). The model's emphasis on change is compatible with the notion that marketplace behaviours of consumers entering late life are accompanied by many changes such as leaving the work force (Fitzgerald Bone, 1991), biological maturing and deterioration (Schewe, 1988), and the questioning of goals and purpose (Dychtwald & Gable, 1990).

In the dialectic model, maturing persons are portrayed as experiencing both predictable or continuous change and unpredictable or discontinuous change. The dialectic framework recognises that as persons age they may simultaneously experience social, psychological and physical changes and that the investigation of any behaviour change must acknowledge biological and socio-psychological changes.

Applying Organismic Changes to Consumer

Behaviour of Mature Consumers

Biological changes experienced by ageing persons are organismic because with ageing the human body undergoes natural changes that typically occur regardless of environmental factors (Smith & Moschis, 1989). In this section, the researcher discusses four types of organismic changes experienced by mature females and the implications for marketing apparel. The organismic changes to be discussed include changes in body

dimensions, deterioration of the muscular system, increased skin sensitivity and decreased vision. These organismic changes were chosen for discussion because they may influence mature consumer's apparel preferences.

Changes in Body Dimensions

Changes in body dimensions are organismic because they tend to be natural bio-physical changes which occur to some extent regardless of changes in the environment. However, environmental factors such as diet and exercise may influence the degree of change.

Gazzuolo (1985) found that as persons age, fat deposits concentrate in the trunk area. The Institute for Standards Research (1993) reported that American women who were 65 and older showed increased shoulder length and the length from the neck to the bust. In addition the abdominal arc measurement when subjects are seated also increased with age. Kart, Metress and Metress (1978) reported that gradual bone loss amongst mature women contributed to the shortening of the vertebral column.

In relation to clothing, changes in body dimensions may influence the fit of apparel. These changes in body dimensions must be recognised in the development of apparel for mature consumers. Many researchers have identified fit as a salient product attribute sought by mature consumers (Horridge & Woodson, 1988; Richards, 1981; Smathers & Horridge, 1979; The Canadian Ageing Research Network, 1994). Despite the choices offered by the numerous apparel sizing systems in North America, research by Kart et al. (1978), Hogge and Baer (1986), Horridge and Woodson (1988), Richards (1981),

Smathers and Horridge (1979) consistently show that mature women are not satisfied with the fit of currently available ready-to-wear. Specifically, Kart et al. (1978) reported that current ready-to-wear did not accommodate the increased hip and waist circumference measures, a lowered shoulder and bustline, thinner legs and a decrease in the overall height of mature females.

For a long time, half-sizes, sizes developed for the petite, full and mature figures (Brown, 1992) were assumed to accommodate the body shape of mature females. However, the Institute For Standards Research (1993) found that only 77% of mature women fell within half-sizes 14 to 20. Therefore, research in clothing provides strong evidence that apparel possessing the attributes desired by mature consumers is lacking in the ready-to-wear market.

Changes in Muscular System

A decline in strength, endurance and speed often accompanies ageing because the skeletal muscles weaken (Carlsson & Steiglitz, 1952). Consequently, the mature person's ability to dress or undress may be affected. Researchers in clothing have recognised the importance of closures in facilitating mature females' dressing (Kernaleguen, 1978; Smathers & Horridge, 1979; Hoffman, 1980; Richards, 1981; Rosenblad-Wallin & Karlsson, 1986; Reich & Otten, 1987).

Furthermore, with ageing, people's connective tissues stiffen (Carlsson & Steiglitz, 1952) resulting in a limited range of movement (Rosenblad-Wallin & Karlsson, 1986). With a limited range of movement, mature persons may have difficulty dressing, especially

if the garments must be pulled over the head. Kernaleguen (1978) and Richards (1981) recommended that front closures be a design feature in garments made for the mature female. Additionally, the use of large buttons or velcro closures could facilitate dressing and undressing.

Skin Sensitivity

With ageing, the skin tends to be easily irritated because it becomes thinner and drier. Tactile qualities of fabrics that are commonly used in apparel for young consumers may be undesirable for mature females because of heightened skin sensitivity which accompanies old age (Reich & Otten, 1987). Moreover, the heightened skin sensitivity may affect mature females' sensitivity to temperature (Laughlin, 1991; Rosenblad-Wallin & Karlsson, 1986). Therefore, soft lightweight clothing which may be layered in adjustment to changes in temperature has been suggested by some researchers (Reich & Otten, 1987; Rosenblad-Wallin & Karlsson, 1986).

Vision

Decreased visual capabilities are generally organismic in nature. As persons age, their eyesight gradually deteriorates (Day, Davis, Dove & French, 1987-1988; Hees, 1988; Schewe, 1988). Visual acuity decreases from childhood and reaches close to zero by the time individuals reach the age of 50 (Schewe, 1988). This decreased visual function may be partially compensated with the use of eye glasses. In addition, with ageing, the eye lens

looses some of its elasticity; consequently mature consumers may experience difficulty in seeing near objects.

As persons mature, their ability to differentiate colours of similar intensity decreases. Differentiation of colours becomes increasingly difficult when viewing colours that have similar textures (Schewe, 1988).

In addition to product features, such as colour, mature consumers' visual capabilities need to be considered in promotion activities. The size of print in labels, packages, advertisements and store signs could be enlarged to compensate for mature consumers' visual loss (Schewe, 1988). The enlarged print size is especially important because mature consumers are keenly interested in acquiring product information (Dychtwald & Gable, 1990). To compensate for mature consumers' inability to see near objects and to distinguish between contrasting shades or tones, illumination may be increased within the retail store setting (Schewe, 1988).

The diminished ability of the eye to adjust to changing amounts of light could have implications for visual merchandising. For in-store displays, alternating bright and dark light emission may be avoided. In advertisements, the use of highly contrasting colours would compensate for mature consumers' decreased ability to differentiate similar colours (Schewe, 1988).

Mechanistic Change

Mechanistic changes typically result from changes within a consumer's surrounding environment and commonly affect a consumer's social and psychological needs.

Consequently, mechanistic changes may influence a consumer's marketplace orientations. In this research, the researcher considered social involvement, fashion involvement, perceived health, social position and income as indicators of mechanistic changes. These factors were chosen because they have been noted in past research to be possible segmentation variables for the mature market.

Social Involvement

Social involvement is a mechanistic change because leaving the workforce (Crawford, 1981) and diminishing parenting responsibilities (Dychtwald & Gable, 1990) may influence the way in which mature consumers define their relationship with others. Gerontologists have classified interpersonal relationships among mature persons as realignment, re-engagement and disengagement (Crawford, 1981). Mature persons commonly realign relationships with family members (Crawford, 1981) and spousal relationships are often strengthened (Dychtwald & Gable, 1990). As mature consumers create new social ties, re-engagement occurs (Crawford, 1981) and disengagement occurs as one terminates social ties with persons from their past work environment (Crawford, 1981). The realignment, re-engagement and disengagement experienced by mature consumers may influence their marketplace behaviour.

Fitzgerald Bone (1991) theorises that in the mature market, separators are those who tend to disengage themselves from others and from social situations. Separators tend not to have strong reference groups and are not concerned with impressing others but may be most concerned with fulfilling their own needs and wants (Fitzgerald Bone, 1991). As

a result, they may purchase products to fulfil their personal needs rather than to use products as a means of gaining acceptance from others (Fitzgerald Bone, 1991). Because interaction with others may not be important to separators, in this research, the researcher rationalised that separators may place little importance on social participation and thus may have low social involvement.

Furthermore, the researcher hypothesised that in relation to apparel, mature consumers with low social involvement may place importance on intrinsic qualities such as comfort and workmanship because they may place importance on meeting their own needs. Likewise, consumers with low social involvement may not place importance on extrinsic qualities such as brand name.

Fitzgerald Bone (1991) also recognises a group of mature consumers who tend to re-engage and realign their relationships with others. This group of consumers, who Fitzgerald Bone (1991) refers to as sociables, value social interactions and are concerned with others' evaluations of themselves. Sociables tend to respond favourably to products that facilitate social interactions because approval from peers is important. Because sociables value social interactions, in this research, the researcher rationalised that they may have high social involvement.

In regards to apparel, mature females who have characteristics of sociables may form a segment of consumers who place importance on the extrinsic qualities of garments. Fashionability and brand name may be important product attributes to this group. Thus, in this research, the researcher hypothesised that those who are socially involved may place

importance on extrinsic attributes such as brand name and may place little importance on intrinsic attributes such as comfort and workmanship.

Fashion Involvement

Involvement with fashion may be a meaningful segmentation variable for mature females because research in clothing suggests that consumers are differentially involved in fashion along a number of dimensions (Sproles & King, 1973). Theoretically, fashion involvement may be defined as the aggregate effect of a variety of important fashion behavioural activities (Tigert et al., 1976). Sproles and King (1973) suggested that there are at least five important dimensions of the aggregate fashion involvement continuum, namely, fashion innovativeness at time of purchase; fashion interpersonal communication; fashion interest; fashion knowledgeability; and fashion awareness. Tigert et al. (1976) developed an index that includes five dimensions of fashion involvement to produce a sum index score of fashion involvement.

According to Tigert et al. (1976) the concept of fashion involvement is based upon three assumptions. Firstly, fashion involvement assumes that the population is distributed across a broad continuum in terms of fashion behavioural activities. Secondly, the population is also distributed on a unidimensional continuum for each of these behavioural activities. Thirdly, it is assumed that these continuums have been, and can be identified for specified geographic sub-markets. Tigert et al. (1976) found that no significant relationship existed between age and fashion involvement and that persons highly involved in fashion were found in all age groups. However, research by Wilkes (1992) and Martin

(1974) suggests that a fashion conscious mature market exists. Wilkes (1992) found that older persons who were socially involved tended to be interested in fashion.

In this research, using Wilkes' findings, the researcher argued that if socially involved mature consumers were interested in fashion, they may also be involved in fashion. Furthermore, if social involvement and fashion involvement are positively related, and if socially involved consumers are concerned with impressing others, then those involved in fashion may also be concerned with impressing others. Thus, the researcher hypothesised that those who are involved in fashion may place importance on the extrinsic characteristic of brand name and may not place importance on the intrinsic attributes of workmanship and comfort. Additionally, the researcher hypothesised that those who are not involved in fashion may place little importance on impressing others; therefore, they may place little importance upon the extrinsic attribute of brand name but may place importance on satisfying their own personal needs which may be achieved through the intrinsic attributes of workmanship and comfort.

Social Involvement and Fashion Involvement

As Related to Perceived Health

Although changes in peoples' actual health are organismic in nature, changes in their perceived health are mechanistic in nature, for perceived health is part of persons' self perceptions which are developed as persons interact with their environment. Because the measurement of actual physical health requires the use of equipment not available to the researcher, self-reported or perceived health was measured.

According to Hees (1988), 67% of Canadians between the ages of 65 to 74 reported having good or excellent health and 57% of those over 75 reported having good or excellent health (Hees, 1988). It seems that the majority of mature Canadian consumers perceive themselves to be in good health. Hees (1988) found that reported level of health was related to level of income and level of education. Persons with higher incomes were more likely to report having good or excellent health than were persons with lower incomes. Likewise, persons who were more educated were more likely to report good or excellent health than were those with less education (Hees, 1988).

In this research perceived health was measured in terms of how restricting participants perceived their health to be on their activities. If consumers perceive their activities to be restricted, they may also perceive their behaviours to be restricted. As defined in this research, social involvement is the importance of social behaviours and fashion involvement is the sum effect of five fashion behaviours. As such, the researcher hypothesised that participants who perceived their health to be restricting on their activities may have low social involvement and low fashion involvement. Likewise the researcher hypothesised that those who perceive their health to be non-restricting on their activities may be involved socially and may be involved in fashion.

Social Involvement and Fashion Involvement

Social involvement and fashion involvement may be positively related, for Wilkes (1992) found that social involvement was positively related to fashion interest. In this research, the researcher conjectured that mature female consumers who are socially

involved and who are involved in fashion may place importance on impressing others; therefore, the researcher hypothesised that when controlling for the variance in FI and in the interaction between SI and FI, mature females who are socially involved may place importance on the extrinsic attribute of brand name. Likewise, the researcher hypothesised that when controlling for the variance in SI and in the interaction between SI and FI, maturites who are involved in fashion may place more importance on the extrinsic attribute of brand name than those who have low fashion involvement. In contrast, the researcher hypothesised that when controlling for the variance in FI and in the interaction between SI and FI, those who have low social involvement may place importance on intrinsic attributes such as workmanship and comfort than those who are more socially involved. Furthermore, the researcher hypothesised that when controlling for variance in SI and in the interaction between SI and FI, those who have low FI may place more importance on intrinsic attributes such as workmanship and comfort than those who are more involved in fashion.

Social Position

Social position is a mechanistic change, for it is influenced by changes in consumers' environment such as persons' positions in their work and education levels. Social rank or position has long been used as a segmentation or positioning variable. Using social position as a segmentation variable is based upon the conceptualisation that social position scales may divide the population into relatively distinct and homogeneous

groups. Persons within each group typically hold similar attitudes, values and lifestyles (Hawkins et al., 1992).

Hawkins et al. (1992) suggest that in consumer research, social position scales should divide a population into sub-groups of consumers who have similar purchasing behaviour. Single item measures which are commonly used in clothing and textiles, such as income or occupation, may not identify groups of consumers with unique behavioural patterns. Thus a measure which has more than one dimension, such as the Hollingshead Index of Social Position (ISP), may be better suited to consumer studies in clothing and textiles. The ISP sums weighted occupation and education scores to produce an index of social position. This index seeks to determine the social position of an individual family within a community context (Hollingshead & Redlich, 1958).

Although this index is well developed and widely used, some modifications would be necessary if it were used within the mature market. Many maturites are retired and many female maturites may never have worked outside of the home. To accommodate for these unique characteristics of mature females, researchers may find it necessary to use mature consumers' occupation before retirement and for married maturites to calculate the ISP for both spouses and to use the average ISP. The social position of participants was measured using a two-item Hollingshead Index of Social Position (Hawkins et al., 1992). The results of the ISP were used as descriptive statistics.

Income

Income is considered a mechanistic change because it is a direct consequence of participation in the workforce. In late life, persons experience a change in total and discretionary incomes. Income from employment may reduce while discretionary income may increase as mortgages are paid off and children leave the home.

Income has long been used by marketers as an indication of a consumer's purchasing power (Fitzgerald Bone, 1991). For the mature consumer market, total income may not be an accurate measure of their purchasing power because although maturites experience a decreased total income (Hees, 1988), they also typically experience a reduced amount of debt and payments; as a result, maturites may have much money to spend on discretionary purchases (Fitzgerald Bone, 1991). Thus, discretionary income, or the income left after living expenses have been paid, may be a better indication of one's purchasing power than total income (Fitzgerald Bone, 1991). Although discretionary income may more accurately represent consumers' purchasing power than total income, discretionary income may be difficult to measure. In this research, results of the pilot study showed that participants were unable to recall their expenditures on living expenses. In many cases, participants were uninvolved with paying bills and as a result were unaware of their expenditures. Furthermore, some participants noted that at times their children would move in with them which altered their monthly expenditures. Because accurate measures of average monthly expenditures would require detailed record-keeping, total income was used as an indication of economic status.

Human Development Exhibiting Both Organismic And Mechanistic Changes

The complex concept of age may exhibit characteristics of both organismic and mechanistic change. Discussed below are two approaches of quantifying age, chronological age being organismic and cognitive being mechanistic in nature.

Chronological Age

Chronological ageing is reflective of organismic change, for the significance of biological age is intrinsic. Marketers and researchers commonly use the chronological age of 65 to define the mature market (Bearden & Mason, 1979; Gutman & Mills, 1982; Lumpkin & Greenberg, 1982; Mason & Bearden, 1978; Schewe, 1988). Chronological age is a convenient measurement because it commonly marks retirement and a change in income as one or one's spouse or both leave the workforce and as such it may have an impact on consumer behaviour.

However, chronological age has limitations as a segmentation variable because it is too simplistic for the concept "mature." Chronological age has been criticised as an inaccurate indicator of health, intellectual ability, and mental outlook; it neglects critical factors such as self perception, identification with reference groups (Barak & Gould, 1985) and does not reveal the motives underlying consumer behaviour (Schewe, 1988).

Cognitive Age

The concept of cognitive age has been applied to consumer behaviour research to compensate for the shortcomings of chronological age. Cognitive age is an element of self concept; it has been defined as the age one perceives oneself to be (Barak & Gould, 1985). As such, cognitive age is mechanistic for it is affected by factors within one's environment. Because cognitive age is more closely related to self perception than is chronological age, cognitive age may be more closely related to behaviour than is chronological age.

In developing apparel for the mature female, chronological age and cognitive age may provide apparel manufacturers with valuable information for developing marketing strategies. For example, because the physiological changes that accompany ageing may create a demand for specific product configuration, chronological age may be an important element in developing product design features. Cognitive age, however, may be relevant for other marketing mix variables such as pricing, promotion and distribution. Barak and Gould (1985) reported that those who perceive themselves to be young tend to be more open to trying new products than those who perceives themselves to be old (Barak & Gould, 1985). Additionally, Wilkes (1992) found that mature consumers with young cognitive ages tended to be more socially involved and more interested in fashion than mature consumers with older cognitive ages. Therefore, chronological age and cognitive age may have implications for social involvement and fashion involvement.

Chronological and cognitive age have each been used as segmentation variables however few researchers have investigated how these variables could be used in apparel

marketing. As such, an objective of this research is to compare consumers' responses to importance of product attributes, perceived health, social involvement and fashion involvement under the concepts of chronological and cognitive age.

Summary

Literature in the area of mature consumers' perceptions of clothing lack theoretical structure. Basing research on theory is crucial in conveying the conceptual framework in which the data were collected, analysed and interpreted. This research will use the mechanistic model as a framework for data collection, analysis and interpretation.

Although the recognition of organismic change is critical in investigating the ageing process, this research focuses on mechanistic changes. With the recent publication of a nation-wide study of mature females' changes in body dimensions, (Institute For Standards Research, 1993) replication on a smaller scale would likely not offer any further insights. Furthermore, exploring other organismic changes such as vision and skin sensitivity would require equipment not available to the researcher.

In attempting to understand the mature consumers, researchers have noted the need to segment the mature market (Day et al., 1987-1988). Because people experience some degree of organismic change as they age, organismic change may not be useful in distinguishing differences in consumers who are at the same stage in the ageing process. However, because each individual consumer ages in a different environment, mature consumers may experience different mechanistic changes. Thus, mechanistic change may be of importance in segmenting the mature market. Mechanistic changes were chosen for

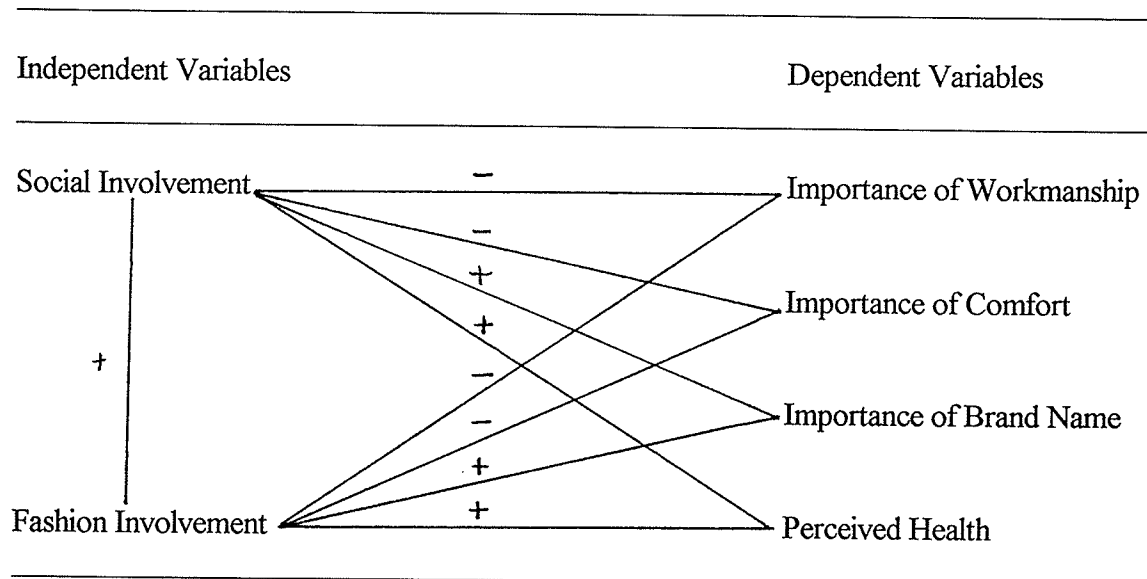
investigation because these changes have been ignored (Wolfe, 1994) as apparel marketers have focused on young consumers and have only recognised the visible organismic changes experienced by mature consumers. An investigation of mechanistic change requires more than a recognition of obvious physical changes, for as Wolfe (1994) suggests, understanding the mature market requires a sensitivity to maturites' subjective selves and their internal feelings and thought processes which motivate their behaviour. As researchers begin to investigate mechanistic changes, marketers may begin to recognise maturites as consumers who not only are physically different than their younger counterparts, but who differ in their marketplace views and outlooks.

From the review of literature, the researcher argues that organismic and mechanistic changes which accompany the ageing process influence consumers' perceptions of apparel. As mature female consumers experience changes, their needs change in terms of fit, colours, styles and garment fabrication.

Figure 2 illustrates the predicted relationships between the mechanistic changes of social involvement, fashion involvement and importance of workmanship, comfort, brand name and perceived health. The relationships in Figure 2 were investigated in this research. Definitions of terms used in Figure 2 can be found in Chapter One.

Figure 2

Predicted Relationships Between Social Involvement, Fashion Involvement, Product Attributes and Perceived Health



CHAPTER THREE

METHOD

The researcher used a survey data collection method because it was convenient and cost efficient. This chapter describes the procedure, the development of the questionnaire, the pilot test, the sample, data collection, data analysis and hypothesis testing.

Procedure

To achieve the objectives of this research, the researcher developed a questionnaire which was distributed during scheduled meetings at participating senior centres and organisations in Winnipeg in May of 1994. During the scheduled meetings, the researcher briefly explained the purpose and importance of the study and requested that participants read and sign the consent form (Appendix A). Next, the researcher distributed the questionnaires (Appendix B) and participants completed them without consulting other participants. After the participants completed the questionnaires, they placed them in a box at the front of the meeting room. The researcher then invited participants to stay for a brief presentation which covered recent developments in clothing for mature consumers. No time restrictions were enforced, participants were welcome to spend as much time as they needed in completing their questionnaires.

Development of the Questionnaire

The questionnaire was designed to gather information about selected demographic characteristics of participants, social position, their sources of clothing acquisition, importance of three clothing attributes, social involvement and fashion involvement.

Demographic Characteristics

The demographic characteristics measured in this research include: chronological age, marital status, employment status, income, education, occupation, cognitive age and perceived health. The variables of chronological age, marital status, employment status and income were all measured using questions which were derived from research conducted by The Canadian Ageing Research Network (1990).

The education and occupation of both the participants and their living or deceased spouses were measured using response scales from the Hollingshead Index of Social Position (Hollingshead & Redlich, 1958). Participants were asked to indicate the highest level of formal education that they and their spouses had completed, according to the following categories: "grade six or less"; "grade seven to nine"; "grade 10-11"; "completed high school"; "one to three year university"; "completed university"; "and completed a graduate degree". For occupation, participants were asked to indicate which occupational class best represented their own and their spouses' occupations according to the following categories: "higher executive, proprietor of large firm, professional"; "business manager, proprietor of medium sized firm"; "administrative personnel, owner of

small business"; "clerical and sales workers, technicians"; "skilled manual employee"; "unskilled labour"; and "other".

Cognitive age was measured using the Barak and Schiffman (1981) age decade scale which consisted of a four-item scale representing four dimensions of self perceived age suggested by Kastenbaum, Derbin, Sabatini & Artt (1972). This measure required participants to indicate the age decade on a categorical scale (twenties, thirties, etc.) which they felt best represented their interests, their activities, the way they felt and the way they looked.

The perceived health measure was taken from a study conducted by The Canadian Ageing Research Network (1990). Participants were asked to indicate whether they perceived their health to be excellent, good, fair, poor or bad, according to how much their health inhibited their activities. Inverse coding was used when coding responses to perceived health.

Social Position

Social position was measured using the Hollingshead Index of Social Position (ISP) (Hawkins et al., 1992) which is the sum of weighted scores of education and occupation as follows:

$$\text{Index of Social Position (ISP)} = 4 (\text{Education}) + 7 (\text{Occupation})$$

According to Hollingshead and Redlich (1958), the ISP reflects a family's overall social position within a community. As such, viewing a married participant's ISP in

isolation of the spouse's ISP would be an inaccurate measure of a family unit's overall standing within a community. For this reason, the ISPs of participants and their spouses were measured and household ISPs were calculated by averaging a participant's ISP with her living or deceased spouse's ISP. The household ISP for single, divorced or separated participants was equal to the participant's ISP.

Sources of Clothing Acquisition

In order to establish whether today's mature consumers frequent retail stores and shop for their own apparel, two questions were developed to enable the researcher to better understand participants' clothing acquisition behaviour. The first question asked respondents if they shopped for their own clothing and the second question inquired what proportion of their clothing they received through various sources.

Importance and Perceptions of Clothing Attributes

Questions were developed to measure the importance of workmanship, comfort and brand name. Recognising that the concepts of comfort and workmanship may have more than one dimension, participants completed open-ended questions defining what comfort and workmanship meant to them. The responses enabled the researcher to clarify the meanings of comfort and workmanship and to avoid misinterpretations of the data.

Social Involvement

Social involvement was measured by asking three questions which were developed by Wells (cited in Wilkes, 1992). These questions include: "taking part in social and community activities is very important to me;" "I like to be around and involve myself with other people;" "I enjoy having people around." The five-point response scale for the questions ranged from 1 indicating "always" to 5 indicating "never". Inverse coding was used when coding the responses to social involvement.

Fashion Involvement

Fashion involvement was measured using the fashion involvement index developed by Tigert et al. (1976). The five dimensions of fashion involvement include: fashion innovativeness at time of purchase; fashion interpersonal communication; fashion interest; fashion knowledgeability; and fashion awareness. The numeric values of fashion innovativeness at the time of purchase, fashion interpersonal communication, fashion interest, and fashion knowledgeability range from one to three. The numeric values of fashion awareness range from one to five. The fashion involvement index is the sum of the five dimensions, resulting in a range of 5 to 17.

Pilot Study

The face validity of this questionnaire was established through a pilot study which was carried out following approval from the Faculty of Human Ecology Ethics Review

Committee (Appendix C), and following verbal approval from the Director of a local Senior Centre.

Questionnaires were distributed on three occasions at a local Senior Centre in March of 1994. At each session, approximately six female members volunteered to complete questionnaires after the researcher explained the purpose of the session and consent forms had been signed. Upon completion of questionnaires, the researcher went through the questionnaire, reading each question and allowing participants to offer comments regarding clarity of questions and instructions, and interpretations of terms used.

After the first two sessions, participants indicated that they preferred responding to categories of income ranges rather than indicating their actual income. Additionally, participants indicated that response scales for SI and FI were unclear. Subsequently, the questionnaire was modified and re-administered. Participants who responded to the revised questionnaire indicated no difficulty with measures of income, SI and FI.

The Sample

The sampling frame included mature females who attended participating senior centres or senior organisations in Winnipeg. To estimate sample size, a power analysis was performed on the first 25 questionnaires. The results showed that an optimum sample size would be 60 to 80 participants. The volunteer convenience sample consisted of 75 mature women aged 56 to 94.

Data Collection

Data collection took place over the months of May and June of 1994. In mid-April, the researcher contacted directors of Winnipeg senior centres and senior organisations. Following telephone conversations, the directors received an information package including a copy of the questionnaire, consent form, approval from the ethics review committee and a cover letter explaining the data collection procedure (Appendix D). The directors were given two weeks to review the information and were contacted again by telephone. The directors of eight sites (Appendix E) expressed an interest in hosting questionnaire distribution sessions and meetings were scheduled at which the researcher personally distributed the questionnaires to interested members of the centres.

Data Analysis

Descriptive statistics were used to describe the demographics of the sample. Frequency tables were used to compare responses to marital status, income, education, occupation, SI, FI, and the importance of product attributes and perceived health. Additionally, responses to the three product attributes and perceived health were compared using cognitive and chronological age decades. Although responses to the four cognitive age items were categorical, the variable of cognitive age (the average of the four items) was treated as an interval level variable because it has been reported as an interval level variable in past research (Stephens, 1991). Analysis of variance was used to

investigate responses to importance of workmanship, comfort, brand name and perceived health under the concepts of cognitive and chronological age. The Cronbach's alpha was used to determine the internal stability of items in the cognitive age decade scale, the SI score, and the FI index. Discussed below are the procedures used in hypothesis testing.

Hypothesis Testing

The following section reports the statistical procedures used to test the hypotheses. The probability level of $p \leq 0.10$ was used in hypothesis testing. This probability level was determined through a power analysis which was conducted on the first 25 questionnaires collected. The results of the power analysis showed that a less conservative probability level would allow the detection of relationships with small effect sizes as may be found in small samples.

Hypotheses One and Two

Linear regressions were used to test null hypotheses 1a to 2d. The linear regressions provided statistical explanations of the ability of social involvement and fashion involvement to predict responses to importance of workmanship, comfort, brand name and perceived health; and the ability of social involvement to predict fashion involvement. R-squareds were reported for each significant relationship.

Hypotheses Three, Four and Five

Null hypotheses 3a to 5c were tested using multiple linear regression which provided a statistical explanation of the ability of the two independent variables, social involvement and fashion involvement, to predict responses to importance of workmanship, comfort, and brand name. R-squareds were reported for each significant relationship. The researcher examined the Pearson correlations between the independent variables of social involvement and fashion involvement to ensure that perfect collinearity did not exist between the two independent variables. Additionally, the researcher examined the residual plots to ensure that heteroscedasticity did not exist.

The Wilkes Factor

Both the linear regressions and multiple linear regressions were based upon the assumption that residuals would be normally distributed. Because the sample was small, the Wilkes factor was used to assess normality of residual distribution; a value of 0.01 or greater indicated that the residuals were normally distributed. If the Wilkes factor suggested non-normality, residual stem-leaf charts were examined to determine whether the residuals maintained a bell-shaped curve. If the distribution of the residuals maintained a bell-shaped curve, the researcher continued to use either simple or multiple linear regressions to test hypotheses.

CHAPTER FOUR

RESULTS

This chapter accounts for the results of this research which include demographic characteristics, responses by site, social position, descriptive statistics, reliability of measures, and a summary of results for each objective stated in Chapter One.

Demographic Characteristics of the Sample

The sample consisted of 75 mature females who ranged in age from 56 to 94 with a mean age of 72 (SD = 8.61). As Table 1 shows, 73.8% of the sample were between the ages of 61 and 80; only one participant was over 90 years of age. Almost one-half of the participants were widowed. Approximately one quarter were married; almost 13% were divorced or separated and approximately 11% were single. The majority of participants were retired; under 10% reported being employed. Additionally, the majority of participants' spouses were retired.

Approximately 41% of the participants had current or past careers in clerical, sales or technician positions, under 18% in skilled manual labour; under 15% were in administration or were small business owners and under 13% were higher executives, proprietor of large firms, or professionals. Under 2% of the sample had careers which did not fall under the Hollingshead occupation classifications. Under 8% of the participants did not and had not worked for pay. Over 20% of the participants' spouses were skilled

manual employees, and almost 18% were higher executives, proprietors of large firms or professionals.

The majority of participants perceived themselves to be in excellent or good health (Table 1). Almost 19% of the participants perceived themselves to be in fair health and under 9% in poor or bad health. All participants were able to attend activities outside their homes as was demonstrated by their attendance at the questionnaire distribution periods.

Participants' incomes after taxes ranged from under \$500 per month to \$6000 or more per month (Table 1). Over one-half of the participants had incomes between \$500 per month and \$1999 per month. Almost 15% of the participants indicated that they did not know their incomes.

For level of education, none of the participants had completed a graduate degree. Under 6% of the participants had completed a university degree. One-third of the participants completed one to three years of university or one to three years of business school. Approximately 30% of the respondents had completed high school; and approximately 30% had not completed high school. Approximately 11% of the participants' spouses had completed university, with only 3.2% having completed graduate degrees. Around 11% had attended university or college but had not completed degrees. Twenty-seven percent of the spouses had not completed high school.

Table 1

Demographic Characteristics of Participants (N = 75)

Characteristic	n*	%
Age		
56-60	5	7.7
61-70	25	38.5
71-80	23	35.3
81-90	11	17
90+	1	1.5
Marital Status		
Single	8	11.3
Married	19	26.3
Divorced/Separated	9	12.7
Widowed	35	49.3
Employment Status		
Retired	59	88.1
Full time	2	3.0
Part time	4	6.0
Looking for employment	2	3.0
Spouses' Employment Status		
Retired	19	90
Full time	1	5
Part time	0	0
Looking for employment	1	5

* Due to missing data, the number of participants reported may be less than 75.

Table 1

Demographic Characteristics of Participants (N = 75) (continued)

Characteristic	<u>n</u> *	%
Occupation		
Higher executive, Proprietor of large firm, Professional	8	12.5
Business manager, Proprietor of medium-sized firm	1	1.6
Administrative personnel owner of small business	9	14.1
Clerical and Sales, Technicians	26	40.6
Skilled manual employees	11	17.2
Unskilled employees	3	4.7
Unclassified	1	1.6
Did not work for pay	5	7.8

* Due to missing data, the number of participants reported may be less than 75.

Table 1

Demographic Characteristics of Participants (N = 75) (continued)

Characteristic	<u>n</u> *	%
Spouses' Occupation		
Higher executive, Proprietor of large firm, Professional	10	17.2
Business manager, Proprietor of medium-sized firm	5	8.6
Administrative personnel owner of small business	5	8.6
Clerical and Sales, Technicians	4	6.9
Skilled manual employees	12	20.7
Unskilled employees	3	5.2
Unclassified	2	3.4
Did not work for pay	0	0.0
Perceived Health		
Excellent	20	29.0
Good	30	43.5
Fair	13	18.8
Poor	4	5.8
Bad	2	2.9

* Due to missing data, the number of participants reported may be less than 75.

Table 1

Demographic Characteristics of Participants (N = 75) (continued)

Characteristic	n*	%
Income		
Less than \$500	1	2.1
\$500-999	9	18.8
\$1000-1499	5	10.4
\$1500-1999	12	25.0
\$2000-2499	4	8.3
\$2500-2999	5	10.4
\$3000-3499	1	2.1
\$3500-3999	1	2.1
\$4000-4499	1	2.1
\$4500-4999	1	2.1
\$5000-5499	0	0.0
\$5500-5999	0	0.0
\$6000 or more	1	2.1
Participant did not know	7	14.6
Education		
Grade 6 or less	3	4.3
Grade 7-9	10	14.5
Grade 10-11	8	11.6
Completed high school	21	30.4
1 to 3 years university or business school	23	33.3
Completed university	4	5.8
Completed graduate degree	0	0.0

* Due to missing data, the number of participants reported may be less than 75.

Table 1

Demographic Characteristics of Participants (N = 75) (continued)

Characteristic	<u>n</u> *	%
Spouse's Education		
Grade 6 or less	2	3.2
Grade 7-9	5	7.9
Grade 10-11	10	15.9
Completed high school	15	23.8
1 to 3 years university or business school	7	11.1
Completed university	5	7.9
Completed graduate degree	2	3.2

* Due to missing data, the number of participants reported may be less than 75.

Responses By Site

Because data were collected from eight different sites, the researcher ascertained the consistency of responses from various sites by examining the means and modes of key variables for each site and by comparing each site to the sample means. Appendix F contains a complete account of the researcher's observations of the eight sites. Although some inconsistencies were noted between sites, the low number of respondents from each site did not warrant further analysis of the inconsistencies. The following is a summary of the similarities and differences found among the eight sites.

1. Product Attributes: Importance of the product attributes of comfort, workmanship and brand name were consistent among sites and site means were consistent with the overall mean.
2. Fashion Involvement: Mean fashion involvement indices by site varied from 7 to 11.7. The site with a mean fashion involvement index of 7 had only one participant and the site with a mean fashion involvement index of 11.7 had only four participants. All other sites were consistent with the overall mean.
3. Social Involvement: Sites three and five had lower means than other sites for the social involvement index. Site two had a modal social involvement index of 9 while all other sites had modal SI indices of 15. Note that site eight had only one participant.
4. Income: Participants from site three had a higher mean income than other sites and than the overall sample mean. For sites one, two and six, the mean incomes were at least two times larger than the modes.
5. Perceived Health: Perceived health appeared to be consistent across all sites and the overall sample. Most participants considered themselves to be in "good" to "fair" health, with the exception of site three which had a mode of "excellent."
6. Career: Participants' careers were generally consistent across all sites and the overall sample. The modal career category was "clerical, sales workers, and technicians" for all sites except site one where the mode was "unskilled labour."

7. Education: Differences in education level between sites were observed. Participants in site one had the lowest level of education (grade six or less). The overall sample mode for education was "completed high school."
8. Marital Status: Sites with higher numbers of participants, including sites two, four and seven, tended to have modal marital statuses of "widowed" while other sites had modes of "single" or "married." The overall sample mode, was widowed while the overall sample mean was "divorced or separated."
9. Chronological Age: Sites two, four and seven tended to have higher mean chronological ages than other sites. Sites two, five and six had mean chronological ages which were at least ten years older than the modal chronological age. Site eight had the lowest mean age. All sites had mean chronological ages which were within five years of the sample mean with the exception of site eight which was approximately seven years younger than the overall mean.

Social Position

This section summarises participants' index of social positions (ISP), spouses' ISPs and household ISPs. Spouses' ISPs were only reported for those participants who were currently married or who were widowed. Spouses' ISPs were not reported for those participants who were divorced, separated or single. Household ISPs for married and widowed participants were derived by averaging the participants' and their spouses' ISPs. Household ISPs for single, separated and divorced participants were equal to the

participants' ISPs. The social position scores were grouped by range of scores as suggested by Hawkins et al. (1992). Table 2 summarises social positions of participants, spouses and household ISPs.

All social strata were represented in the sample. As noted in Table 2, approximately 51% of the participants were within middle class. Almost 10% of the participants were within upper-middle class and approximately 21% were within lower-middle class. The researcher observed differences in social position between participants and their spouses. Under 5% of the participants fell within the upper social stratum while almost 14% of spouses fell within the upper social class. Additionally, more participants (14.3%) fell within the lower stratum than did their spouses (8.1%).

Approximately 71% of participants were in middle and lower-middle classes whereas approximately 49% of spouses fell within middle and lower-middle classes. Additionally, only approximately 14% of participants fell within upper and upper middle-classes while approximately 43% of spouses fell within upper and upper-middle classes. The results show that spouses tended to have higher social positions than did participants.

Furthermore, the participants' ISPs and the household ISPs were concentrated in the middle and lower-middle strata. The household ISPs showed fewer persons in the lower and upper-middle strata than reporting the participants' and spouses' ISPs separately. Overall, the household ISPs had a distribution which was similar to the distribution of the participants' ISPs, with the exception of a greater percent of household

ISPs in the lower-middle stratum and a greater percent of participants in the lower stratum. Household ISPs tended to be lower than spouses' ISPs.

Table 2

Social Position of Participants and Spouses (N = 75)

Social Strata	Range of ISP	Participants		Spouses		Household	
		<u>n</u> *	%	<u>n</u> *	%	<u>n</u> *	%
Upper	11-17	3	4.8	5	13.5	2	4.1
Upper-middle	18-31	6	9.5	11	29.7	4	8.2
Middle	32-47	32	50.8	8	21.7	26	53.1
Lower-middle	48-63	13	20.6	10	27.0	14	28.6
Lower	64-77	9	14.3	3	8.1	3	6.1

* Due to missing data, the number of participants reported may be less than 75.

Descriptive Statistics and Reliability of Measures

This section reports the descriptive statistics for the variables cognitive age, social involvement, fashion involvement, importance of workmanship, importance of comfort and importance of brand name; reliability of the items in the cognitive age decade scale,

the social involvement index, and the fashion involvement index are also reported. For reliability, a Cronbach's alpha above 0.80 was acceptable because at that level correlations were minimally affected by random measurement error (Carmines & Zeller, 1979).

Cognitive Age

Participants' cognitive ages were calculated by taking the average of the four dimensions of cognitive age. The mean cognitive age was 54, while the modal cognitive age was 50 and responses had a range of 48 years. The Cronbach's alpha for cognitive age in this research (0.87) was consistent with alpha scores reported in Table 3, which were found by Barak and Schiffman (1981), Barak and Rahtz (1989), and Wilkes (1992). The high Cronbach's alpha suggested that the items in the cognitive age decade scale were internally stable.

Table 3

Cronbach's Alphas For the Cognitive Age Decade Measure

Researcher	Alpha
Barak & Schiffman (1981)	0.88
Barak & Rahtz (1989)	0.85
Wilkes (1992)	0.89

Social Involvement (SI)

The mean SI was 12.09 and the mode was 12. The responses ranged from 6 to 15 and the three social involvement items showed a Cronbach's alpha of 0.90, which was consistent with Wilkes (1992) who reported a reliability of 0.88 for the same three SI items. Because the three social involvement items were internally stable, they were summed to achieve a social involvement index which was subsequently used in hypothesis testing.

Fashion Involvement Index (FI)

The mean FI was 9.77 and the modal FI was 8. FI indices ranged from 5 to 17 indicating that all possible FI indices were represented in this research. The Cronbach's alpha for the five dimensions of fashion involvement was 0.56. Despite the fact that the five items in the FI index were not internally stable, the researcher proceeded to sum the five dimensions to form the FI index because this was how Tigert et al. (1976) defined and measured the concept of fashion involvement. However, the researcher also examined the five dimensions separately in subsequent data analyses.

Product Attributes

As indicated in Table 4, the attributes of workmanship and comfort tended to be of high importance to participants. As noted in Table 5, importance of workmanship had a

mean of 3.79, comfort had a mean of 4.12 and responses to both attributes ranged from 1 to 5. Approximately 93% of the participants indicated that workmanship was very important or extremely important and 70% indicated that comfort was very important or extremely important (Table 4). The mean for importance of brand name was "of moderate importance" and responses ranged from 1 to 5 (Table 5). Table 4 shows that almost 65% of the sample indicated the brand name was "of moderate importance" or "not very important." It seemed that brand name was less important to participants than were workmanship and comfort.

Table 4

Percentage of Sample by Importance of Workmanship, Comfort and Brand Name (N=75)

Product Attribute	n*	Percentage of Sample By Importance Level				
		Extremely	Very	Moderate	Not Very	Of No Importance
Workmanship	73	24.7	68.5	1.4	4.1	1.4
Comfort	70	15.7	54.3	25.7	1.4	2.9
Brand Name	74	6.8	18.9	37.8	27.0	9.5

* Due to missing data, the number of respondents reported may be less than 75.

Note. Due to rounding, the total percentages may not equal 100%.

Table 5

Means And Ranges of Importance of Workmanship, Comfort, Brand Name, Social Involvement and Fashion Involvement (N=75)

Variable	<u>n</u> *	Mean	Standard Deviation	Range
Workmanship	70	3.79	0.8	1-5
Comfort	73	4.12	0.7	1-5
Brand Name	74	2.86	1.1	1-5
Social Involvement	58	12.1	2.6	6-15
Fashion Involvement	56	9.77	2.5	5-17
Perceived Health	69	3.90	1.0	1-5

* Due to missing data the reported number of participants may be less than 75.

Note. The response scales for workmanship, comfort and brand name were five-point scales ranging from one which indicated "of no importance" to five indicating "extremely important."

The social involvement index ranged from 3-15 with 3 indicating low social involvement and 15 indicating high social involvement.

Fashion involvement ranged from 5-17 with 5 indicating low fashion involvement and 17 indicating high fashion involvement.

Perceived health ranged from 1-5 with 1 indicating bad perceived health and 5 indicating excellent perceived health.

Objective One

Objective one was to examine mature female consumers' apparel acquisition behaviour. This was achieved through examining how frequently mature consumers purchased their own apparel, through examining sources of apparel acquisition and through investigating participants' perceptions of workmanship and comfort.

Frequency Of Shopping For Own Apparel

In Table 6, 85.9% of the participants indicated that they always purchased their own clothing. Approximately 97% of the participants purchased their own clothing at least some of the time. Fewer than 3% of the participants never purchased their own apparel.

Table 6

Percent of Sample By Frequency of Shopping For Own Clothing (N = 75)

Frequency	n*	%
Always	61	85.9
Often	2	2.8
Sometimes	6	8.5
Seldom	0	0.0
Never	2	2.8

* Due to missing data, the number of participants reported may be less than 75.

Sources of Apparel Acquisition

Participants responded to six sources of apparel acquisition (Table 7). Retail stores were a prominent source of apparel acquisition; 71% of the respondents acquired at least 51% of their apparel from retail stores. About 66% of the participants acquired 76 to 100% of their apparel through retail stores. Only 7% of the sample did not purchase any apparel at retail stores.

Table 7 shows that 48% of the participants did not acquire apparel as gifts of new clothing. Of those participants who acquired apparel as gifts of new clothing, a majority received 25% or less of their apparel as gifts. Only 6% of the sample acquired over one-half of their apparel as gifts of new clothing.

Second hand stores were sources of apparel acquisition for approximately 21% of the sample with 4% purchasing between 51 to 75% of their apparel from second hand stores. Second hand stores were not sources of apparel acquisition for approximately 80% of the sample (Table 7).

As reported in Table 7, the majority of participants did not make their own clothing. Those who did sew their own apparel acquired no more than 25% of their apparel through this source. Note that only 2% of the sample paid someone else to sew their garments.

The category of "other" apparel acquisition sources allowed participants to indicate sources not otherwise mentioned in the questionnaire. Table 7 shows that 18%

acquired clothing through factory outlets, donations and discount stores. However, those participants who acquired apparel through these sources acquired no more than 50% of their apparel through these sources.

Table 7

Percent of Sample by Apparel Acquisition Sources (N=75)

Sources of Acquisition	n*	Percent of Apparel Acquired				
		0	1-25	26-50	51-75	76-100
Retail Stores	56	7	9	13	5	66
Gifts of New Clothing	56	48	39	7	4	2
Second Hand Stores	54	80	17	0	4	0
Sewing	55	85	15	0	0	0
Paying Others to Sew	55	98	2	0	0	0
Factory Outlets, Donations or Discounts	52	83	10	8	0	0

* Due to missing data, the number of participants reported may be less than 75.

Note. Due to rounding, the percent of sample may not equal 100%.

Perceptions of Workmanship and Comfort

In addition to indicating the importance of workmanship and comfort, participants responded to open-ended questions which allowed participants to finish a statement such as "To me workmanship is..." These questions were asked in order to provide the researcher with an understanding of what workmanship and comfort meant to participants. Below is a summary of participants' perceptions of workmanship and comfort. Appendix F provides a complete account of the responses.

Workmanship

The following terms were used by participants to describe what workmanship meant to them.

1. **Seams:** Seams were the most commonly reported element of workmanship. Participants indicated that reinforced, well finished, trimmed seams, surged seams were elements of workmanship. Overall, responses tended to indicate that seams which would not ravel or have to be re-sewn were characteristics of workmanship.
2. **Buttons and Buttonholes:** Participants indicated that buttons that were well sewn onto the garment and that properly made button holes were elements of workmanship.
3. **Durability:** Participants indicated that a garment which maintained its appearance through washing was an element of workmanship.

4. Fabrics: Participants indicated that rayon was a characteristic of poor workmanship as were garments which were cut on the bias. Other elements of workmanship included matched fabric patterns and garments with matching colours of fabrics.
5. Other: Other perceptions of workmanship include the fit of a garment, finishing details, hems, thread, linings, collars, sleeves and style.

Comfort

The following terms were used by participants to describe what comfort meant to them.

1. Fit: Fit was the most commonly noted perception of comfort. The fit of specific parts of a garment were noted such as sleeves, shoulders, back waist length, waist, armholes and the length of garments such as slacks, T-shirts and jackets.
2. Styling: Some participants perceived comfort as styles which were appropriate for persons in their age groups or garments which made them look young were comfortable.
3. Ease of Movement: Participants indicated that comfortable apparel would allow them to sit, jog and walk without restrictions in comfortable apparel.
4. Fabric: Participants noted that the hand of fabric was an element of comfort. Soft fabrics and fabrics with patterns that were suitable for persons in their age groups were noted as being comfortable.

5. Colour: Participants indicated that colour was an element of comfort, some indicating that gaudy colours were uncomfortable and others noted that blended shades were comfortable.
6. Other: Other perceptions of comfort included good quality, easy care, ease of putting on, a garment that "feels good," nice looking garments, reasonably priced garments and garments that conceal figure flaws.

Objective Two

Objective two was to investigate SI, FI, importance of workmanship, comfort, brand name and perceived health under the concepts of chronological and cognitive age. To achieve this objective simple linear regressions were used to examine whether responses to the three product attributes differed using cognitive and chronological age as independent variables. Additionally, the researcher examined the means of SI, FI, importance of product attributes and perceived health by cognitive and chronological age decades. No hypotheses were formulated.

Linear regression is based upon the assumption that residuals are normally distributed. Of the relationships between cognitive age, chronological age and SI, FI, perceived health and the importance of selected product attributes, several relationships had non-normally distributed residuals. However, the stem-leaf plots showed that the residuals maintained a bell-shaped curve. Subsequently, the researcher continued to use simple linear regressions to test these relationships.

Cognitive and Chronological Age

As reported in Table 8, the mean chronological age of participants was 72 which was 18 years older than the average cognitive age. Participants ranged in age from 56 to 94 and their cognitive ages ranged from 33 to 80. None of the respondents had cognitive ages which were older than their chronological ages. Approximately 90% of the participants were between the ages of 60 and 89 while approximately 89% of the participants had cognitive ages between 40 and 69. Although none of the participants were chronologically under the age of 50, approximately 30% perceived themselves to be cognitively under the age of 50. The results were consistent with the findings of Wilkes (1992) who reported that mature consumers tended to be cognitively younger than their chronological ages indicated.

Table 8

Percentages of Sample by Cognitive and Chronological Age Decade (N = 75)

<u>Age</u>	<u>n*</u>	<u>%</u>	<u>Mean</u>	<u>Standard Deviation</u>
Cognitive Age	47		54	10.1
30-39	2	4.3		
40-49	12	25.5		
50-59	18	38.3		
60-69	12	25.5		
70-79	1	2.1		
80-89	2	4.3		
90-99	0	0		
Chronological Age	65		72	8.6
30-39	0	0		
40-49	0	0		
50-59	5	7.7		
60-69	22	33.8		
70-79	25	38.5		
80-89	12	18.5		
90-99	1	1.5		

* Due to missing data the number of participants may be less than 75.

Importance of Workmanship

Table 9 shows that responses to workmanship differed by chronological age ($p \leq 0.10$) but not by cognitive age. Either age treatment accounted for 5% or less of the variation in workmanship. Furthermore, Table 10 shows that participants who placed high importance on workmanship were either cognitively in their 70s or chronologically in their 50s. Participants who placed the least importance on workmanship were those who were cognitively in their 30s or who were chronologically in their 80s.

Importance of Comfort

The linear regressions (Table 9) revealed that for each of the two age treatments, responses to comfort did not differ significantly and each measure of age accounted for less than 2% of the variation in comfort (Table 9). Examining the mean responses by age decade revealed that importance placed on comfort tended to be high in all age decades (Table 10). This was not surprising as the majority of participants placed high importance on comfort. Under chronological age, it seemed that with the exception of those in the 70s and 80s, as participants' age increased so did the importance they placed upon comfort. The results showed that regardless of cognitive or chronological age participants tended to place great importance on the attribute of comfort.

Table 9

Relationships Between The Independent Variables of Cognitive And Chronological Age And The Dependent Variables of Social Involvement, Fashion Involvement, Importance of Product Attributes And Perceived Health (N = 75)

	n^*	Wilkes Factor	F	R-squared	Adjusted R- squared
Independent Variable of Cognitive Age					
Social Involvement	42	0.00**	0.274	0.007	-0.018
Fashion Involvement	40	0.49	0.437	0.011	-0.015
Importance of Workmanship	45	0.00**	0.239	0.006	-0.018
Importance of Comfort	47	0.00**	0.478	0.011	-0.016
Importance of Brand Name	47	0.00**	0.024	0.001	-0.022
Perceived Health	46	0.06	2.560	0.055	0.034
Independent Variable of Chronological Age					
Social Involvement	51	0.00**	0.161	0.003	-0.017
Fashion Involvement	48	0.52	0.317	0.007	-0.015
Importance of Workmanship	61	0.00**	2.833	0.046	0.030
Importance of Comfort	63	0.00**	0.112	0.002	-0.015
Importance of Brand Name	64	0.01	0.625	0.010	-0.006
Perceived Health	59	0.00**	1.909	0.032	0.015

* Due to missing data, the reported number of participants may be less than 75.

** Not normally distributed.

*** $p \leq 0.10$

Table 9

Relationships Between The Independent Variables of Cognitive And Chronological Age And The Dependent Variables of Social Involvement, Fashion Involvement, Importance of Product Attributes And Perceived Health (N = 75) (continued)

	p	Slope	Intercept	t-value	p for t-value
Independent Variable of Cognitive Age					
Social Involvement	0.604	-0.22	12.83	-0.52	0.60
Fashion Involvement	0.513	-0.24	10.77	-0.66	0.51
Importance of Workmanship	0.630	0.06	3.48	0.49	0.63
Importance of Comfort	0.493	0.05	4.01	0.69	0.49
Importance of Brand Name	0.878	0.02	2.60	0.16	0.88
Perceived Health	0.117	-0.20	4.97	-1.60	0.12
Independent Variable of Chronological Age					
Social Involvement	0.689	0.02	10.66	0.40	0.69
Fashion Involvement	0.576	-0.03	11.65	-0.56	0.58
Importance of Workmanship	0.098***	-0.02	5.29	-1.68	0.10***
Importance of Comfort	0.739	0.00	4.41	-0.33	0.74
Importance of Brand Name	0.432	0.01	1.94	0.79	0.43
Perceived Health	0.172	-0.02	5.38	-1.38	0.17

* Due to missing data, the reported number of participants may be less than 75.

** Not normally distributed.

*** $p \leq 0.10$

Table 10

Importance of Workmanship, Comfort and Brand Name By Cognitive and Chronological Age (N = 75)

Age Decade	Workmanship						Comfort					
	Cognitive Age			Chronological Age			Cognitive Age			Chronological Age		
	n*	Mean	Standard Deviation	n*	Mean	Standard Deviation	n*	Mean	Standard Deviation	n*	Mean	Standard Deviation
30	2	3.50	0.7	0	0.00	0.0	2	4.00	0.0	0	0.00	0.0
40	12	3.83	0.7	0	0.00	0.0	12	4.25	0.5	0	0.00	0.0
50	17	3.82	0.7	5	4.60	0.5	18	4.33	0.5	5	4.40	0.5
60	11	3.64	1.1	20	3.65	0.9	12	4.17	0.6	22	4.32	0.5
70	1	5.00	0.0	23	3.96	0.7	1	5.00	0.0	25	4.00	0.8
80	2	4.00	0.0	12	3.25	1.0	2	4.50	0.7	10	4.20	0.4
90	0	0.00	0.0	1	4.00	0.0	0	0.00	0.0	1	5.00	0.0

* Due to missing data, the reported number of participants may be less than 75.

Note. The response scales for workmanship, comfort and brand name were five-point scales ranging from 1 which indicated "of no importance" to five indicating "extremely important."

Table 10

Importance of Workmanship, Comfort and Brand Name By Cognitive and Chronological Age (N = 75) (continued)

Age Decade	Brand Name					
	Cognitive Age			Chronological Age		
	<u>n</u> *	Mean	Standard Deviation	<u>n</u> *	Mean	Standard Deviation
30	2	2.00	0.0	0	0.00	0.0
40	12	2.75	1.0	0	0.00	0.0
50	18	2.78	1.0	5	2.60	0.5
60	12	2.92	1.1	22	2.77	1.2
70	1	1.00	0.0	24	2.79	0.9
80	2	2.50	2.1	12	2.92	1.3
90	0	0.00	0.0	1	4.00	0.0

* Due to missing data, the reported number of participants may be less than 75.

Note. The response scales for workmanship, comfort and brand name were five-point scales ranging from 1 which indicated "of no importance" to five indicating "extremely important."

Importance of Brand Name

Table 9 shows that responses to importance of brand name did not differ by cognitive or chronological age treatment. Additionally, cognitive and chronological age each accounted for 1% or less of the variation in responses to brand name.

Between the cognitive age decades of 30s and 60s, the importance of brand name increased with increasing cognitive age (Table 10). The importance of brand name decreased for participants in the 70s and 80s cognitive age decades. Note that only three participants fell within the 70s and 80s cognitive age decades. The importance of brand name, when viewed under chronological age decades, showed a similar trend of increasing importance with increasing age.

Social Involvement (SI)

From the linear regressions, social involvement did not differ by cognitive or chronological age (Table 9). Additionally, either age treatment accounted for under 1% of the variation in social involvement. Because social involvement was generally high for the majority of participants, it is not surprising that differences in SI between age groups were not observed (Table 11).

Fashion Involvement (FI)

The linear regression (Table 9) showed that FI did not differ by cognitive and chronological age treatments and that under 2% of the variation in FI was explained by variations in cognitive and chronological age. In addition to the results of the linear regressions, the means by age decade showed that with the exception of the one respondent who had a cognitive age of 70, as the participants' cognitive age increased, their FI decreased (Table 11). This finding lends support to Wilkes' (1992) findings that as persons' cognitive age increased, their interest in fashion tended to decrease.

Furthermore, the chronologically younger participants, those in their 50s, had the highest mean FI index.

Further examination of each of the five dimensions under the concepts of cognitive and chronological age revealed no significant relationships and showed that cognitive and chronological age accounted for minimal variation in responses to the dimensions of FI (Table 12).

Perceived Health

As reported in Table 11 participants perceived themselves to be in fair to good health. As reported in Table 9, responses to perceived health did not differ by cognitive and chronological age treatments. Additionally, cognitive and chronological age accounted for little variation in responses to perceived health.

Upon examining the mean responses by age decade, the researcher observed that participants in the younger cognitive age decades perceived themselves to be in better health than did cognitively older participants (Table 11). A trend between chronological age decades and mean responses to perceived health was not apparent.

Table 11

Social Involvement, Fashion Involvement and Perceived Health By Cognitive and Chronological Age (N = 75)

Age Decade	Social Involvement						Fashion Involvement					
	Cognitive Age			Chronological Age			Cognitive Age			Chronological Age		
	<u>n</u> *	Mean	Standard Deviation	<u>n</u> *	Mean	Standard Deviation	<u>n</u> *	Mean	Standard Deviation	<u>n</u> *	Mean	Standard Deviation
30	2	12.0	1.4	0	0.0	0.0	2	11.0	5.7	0	0.0	0.0
40	11	12.9	2.3	0	0.0	0.0	10	10.1	2.7	0	0.0	0.0
50	17	10.9	2.7	5	11.0	1.9	14	9.3	2.1	5	12.4	2.1
60	8	11.5	3.1	19	12.5	2.6	11	8.7	2.3	17	9.0	2.7
70	1	9.0	0.0	19	11.0	2.8	1	12.0	0.0	19	9.7	2.1
80	2	13.5	2.1	7	13.3	1.6	2	8.5	0.7	7	10.0	3.5
90	0	0.0	0.0	1	11.0	0.0	0	0.0	0.0	0	0.0	0.0

* Due to missing data, the reported number of participants may be less than 75.

Note. The social involvement index ranged from 3 to 15 with three indicating low social involvement and 15 indicating high social involvement. Fashion involvement ranged from 5 to 17 with 5 indicating low fashion involvement and 17 indicating high fashion involvement. Perceived health ranged from 1 to 5 with one indicating bad perceived health and 5 indicating excellent perceived health.

Table 11

Social Involvement, Fashion Involvement and Perceived Health By Cognitive and Chronological Age (N = 75) (continued)

Age Decade	Perceived Health					
	<u>n</u> *	Cognitive Age		<u>n</u> *	Chronological Age	
		Mean	Standard Deviation		Mean	Standard Deviation
30	2	4.5	0.7	0	0.0	0.0
40	12	3.9	0.9	0	0.0	0.0
50	18	3.9	0.9	5	4.4	0.9
60	11	3.7	0.9	21	3.9	0.9
70	1	4.0	0.0	22	4.0	0.9
80	2	3.0	0.0	10	3.3	1.6
90	0	0.0	0.0	1	4.0	0.0

* Due to missing data, the reported number of participants may be less than 75.

Note. The social involvement index ranged from 3 to 15 with three indicating low social involvement and 15 indicating high social involvement. Fashion involvement ranged from 5 to 17 with 5 indicating low fashion involvement and 17 indicating high fashion involvement. Perceived health ranged from 1 to 5 with one indicating bad perceived health and 5 indicating excellent perceived health.

Table 12

The Five Dimensions of Fashion Involvement By Cognitive and Chronological and Cognitive Age (N = 75)

Dimension	Cognitive Age				Chronological Age			
	<u>n</u> *	p	R-squared	Slope	<u>n</u> *	p	R-squared	Slope
Fashion Innovativeness At Time of Purchase	43	0.23	0.03	0.12	56	0.17	0.03	0.02
Fashion Awareness	47	0.66	0.00	-0.08	62	0.34	0.02	-0.02
Fashion Inter-personal Communication	47	0.52	0.01	-0.06	60	0.28	0.02	-0.01
Fashion Knowledgeability	43	0.25	0.03	-0.12	57	0.71	0.00	0.00
Fashion Interest	45	0.21	0.04	-0.12	59	0.30	0.02	0.01

* Due to missing data, the number of participants may be less than 75.

Hypothesis Testing

Objectives three, four and five were achieved through developing and testing hypotheses. Hypotheses one and two were tested using simple linear regressions and hypotheses three, four and five were tested using multiple linear regression. Each of the sections below report the normality of the residuals for relationships tested, the probability that a relationship existed between independent and dependent variables, the probability that the slopes differed from zero, and the amount of variation in the dependent variable that was explained by the independent variable. Additionally, because the FI index lacked internal stability, the researcher further investigated relationships between each of the five dimensions of fashion involvement and the dependent variables.

Objective Three

Objective three was to investigate the relationship between social involvement and the following dependent variables: importance of workmanship, importance of comfort, importance of brand name, fashion involvement and perceived health. Five null hypotheses were formulated and were tested using simple linear regressions.

Because linear regression assumes normal distribution of residuals, the researcher examined distribution of residuals when testing the hypotheses. As Table 13 shows, the residuals for the relationship stated in null hypotheses 1a and 1b were not normally distributed. However, the stem-leaf plots showed that the residuals maintained a bell-

shaped curve. Subsequently, the researcher continued to use simple linear regressions to test these two null hypotheses.

Hypothesis 1a

Null hypothesis 1a stated that there was no relationship between social involvement and importance of workmanship. As indicated in Table 13, the relationship between SI and importance of workmanship was not significant. As null hypothesis 1a could not be rejected, the researcher had no basis to accept the alternate hypothesis which stated a negative relationship between SI and importance of workmanship.

Hypothesis 1b

Null hypothesis 1b stated that there was no relationship between social involvement and importance of comfort. Table 13 shows a significant relationship between social involvement and importance of comfort ($p \leq 0.10$); therefore, the null hypothesis could not be accepted. Because the negative slope indicated an inverse relationship between SI and comfort and the probability that the slope differed from zero was significant, the alternate hypothesis that a negative relationship existed between SI and importance of comfort was supported. Although the relationship was significant, the researcher observed that variations in social involvement accounted for minimal variation in the importance placed upon comfort.

Hypothesis 1c

Null hypothesis 1c stated that there was no relationship between social involvement and importance of brand name. Table 13 revealed that the relationship between social involvement and importance of brand name was not significant. As hypothesis 1c could not be rejected, the researcher could not accept the alternate hypothesis which stated a positive relationship between SI and importance of brand name.

Hypothesis 1d

Null hypothesis 1d stated that there was no relationship between social involvement and perceived health. As indicated in Table 13 a significant relationship ($p \leq 0.10$) existed between these two variables; therefore, null hypothesis 1d could not be accepted. A positive slope was found between SI and perceived health and the probability that the slope differed from zero was significant. Therefore, alternate hypothesis 1d was supported. Although the relationship was statistically significant, the R-squared suggested that variation in SI accounted for minimal variation in participants' perceived health.

Hypothesis 1e

Null hypothesis 1e stated that there was no relationship between social involvement and fashion involvement. As reported in Table 13, the relationship between SI and FI was not significant. As null hypothesis 1e could not be rejected, the researcher

could not accept the alternate hypothesis which stated a positive relationship between SI and FI.

Social Involvement and The Five Dimensions of Fashion Involvement

Because of low internal stability of the FI index, the researcher investigated the relationships between SI and the five dimensions of FI. As reported in Table 14, none of the residuals for the relationships between each of the dimensions and SI were normally distributed. However, the stem-leaf plots showed that the residuals maintained a bell-shaped curve; therefore the researcher continued to use linear regression to investigate the relationship. As shown in Table 14, none of the relationships between SI and the dimensions of FI were significant.

Table 13

Relationships Between Social Involvement, Product Attributes, Perceived Health and Fashion Involvement (N = 75)

H ₀	Dependent Variable	n*	Wilkes	F-Value	p	R-square	Adjusted R-squared	Slope	Intercept	t-Value	p for t-Value
1a	Importance of Workmanship	54	0.000**	0.179	0.674	0.003	-0.016	-0.020	4.039	-0.423	0.674
1b	Importance of Comfort	57	0.000**	5.904	0.018***	0.097	0.081	-0.090	5.211	-2.430	0.018***
1c	Importance of Brand Name	57	0.239	2.154	0.148	0.038	0.020	-0.076	1.898	1.468	0.148
1d	Perceived Health	55	0.114	5.432	0.024***	0.093	0.076	0.093	2.906	2.331	0.024***
1e	Fashion Involvement	46	0.079	0.141	0.710	0.003	-0.020	-0.059	10.232	-0.375	0.710

* Due to missing data, the reported number of participants may be less than 75.

** Not normally distributed.

*** $p \leq 0.10$.

Table 14

Relationships Between Social Involvement and the Five Dimensions of Fashion Involvement (N=75)

Dimension	<u>n</u> *	Wilkes	F	p	R-squared	Adjusted R-squared	Slope	Intercept	t-Value	p for t-Value
Fashion Innovativeness At time of purchase	49	0.000**	0.716	0.402	0.015	-0.0059	-0.032	2.15	-0.846	0.402
Fashion Inter-personnal Communication	51	0.000**	0.038	0.846	0.001	-0.0196	-0.007	1.62	-0.195	0.846
Fashion Interest	54	0.000**	0.708	0.404	0.013	-0.0055	-0.028	2.32	-0.841	0.404
Fashion Knowledgeability	56	0.000**	2.055	0.158	0.037	0.0367	-0.045	2.19	-1.433	0.158
Fashion Awareness	58	0.000**	0.092	0.763	0.002	-0.0162	0.020	2.41	0.302	0.763

* Due to missing data, the reported number of participants may be less than 75.

** Not normally distributed.

Objective Four

Objective four was to examine the relationships between fashion involvement and the following dependent variables: importance of workmanship, importance of comfort, importance of brand name and perceived health. Four null hypotheses were formulated; linear regressions were used to test the hypotheses. Because linear regression assumes normal distribution of residuals, the researcher examined the distributions when testing the hypotheses. As reported in Table 15 residuals for hypotheses 2b were not normally distributed. However, further examination of the stem-leaf chart showed that the residuals maintained a bell-shaped curve. Therefore, the researcher continued to use simple linear regression to test hypothesis 2b.

Hypothesis 2a

Null hypothesis 2a stated that there was no relationship between FI and importance of workmanship. As reported in Table 15, the relationship between FI and importance of workmanship was significant ($p \leq 0.10$), therefore the null hypothesis could not be accepted. The probability that the slope of FI differed from zero was significant. However, alternate hypothesis 2a which stated that participants who had high fashion involvement would place less importance on workmanship than those who had low fashion involvement could not be accepted as the positive slope showed that as participants were more involved in fashion they tended to place greater importance on workmanship. Even

though the relationship was significant, FI accounted for under 20% of the variation in importance of workmanship, leaving over 80% of the variation unexplained.

Hypothesis 2b

Null hypothesis 2b stated that there was no relationship between FI and importance of comfort. As reported in Table 15, the relationship between FI and importance of comfort was not significant, therefore the null hypothesis could not be rejected. Consequently, alternate hypothesis 2b, which predicted a negative relationship between FI and importance of comfort, could not be accepted.

Hypothesis 2c

Null hypothesis 2c stated that there was no relationship between FI and importance of brand name. As reported in Table 15, the relationship between FI and importance of brand name was not significant; thus, the null hypothesis could not be rejected. Consequently, the alternate hypothesis which predicted a positive relationship between FI and importance of brand name could not be accepted.

Hypothesis 2d

Null hypothesis 2d stated that there was no relationship between FI and perceived health. As reported in Table 15, the relationship between FI and perceived health was significant ($p \leq 0.10$); thus, null hypothesis 2d could not be accepted. Furthermore, the

slope was positive and the probability that the slope differed from zero was significant, therefore the alternate hypothesis that as participants were more involved in fashion they tended to perceive themselves to be in better health than did those who were less socially involved was supported. Although alternate hypothesis 2d was supported, the R-squared suggested that FI accounted for approximately 12% of variation in perceived health. As such, much variation in perceived health remained unexplained.

The Five Dimensions of Fashion Involvement

Because the five dimensions of fashion involvement lacked internal stability, the researcher also examined the relationships between each of the five dimensions and workmanship, brand name, comfort and perceived health. Some of the residuals for the relationships between the dimensions of FI and the dependent variables were not normally distributed; however, the researcher examined the stem-leaf plots and found that the residuals maintained bell-shaped curves. Therefore, the researcher continued to use simple linear regressions to investigate the relationships.

Table 16 shows that relationships between the dimension of fashion awareness and all the dependent variables were significant and positive ($p \leq 0.10$). No significant relationships existed between fashion innovativeness at time of purchase and the four dependent variables. The relationship between fashion knowledgeability and workmanship was significant ($p \leq 0.10$). The dimension of fashion interest was significantly related to comfort ($p \leq 0.10$) with fashion interest but explaining about 5% of the variation in

comfort. Fashion interpersonal communication was significantly related to workmanship ($p \leq 0.10$) and explained about 14% of the variation in workmanship.

Although some of the relationships between FI dimensions and the dependent variables of importance of workmanship, comfort, brand name and perceived health were significant, each of the dimensions explained minimal variation in the dependent variables.

Table 15

Relationships Between The Independent Variable Of Fashion Involvement, Product Attributes and Perceived Health (N = 75)

HO	Dependent Variable	<u>n</u> *	Wilkes	<u>F</u>	<u>p</u>	R-squared	Adjusted R-squared	Slope	Intercept	t-Value	p for t-Value
2a	Importance of Workmanship	53	0.147	12.570	0.001***	0.198	0.182	0.142	2.377	3.545	0.001***
2b	Importance of Comfort	56	0.000**	1.453	0.233	0.026	0.008	0.041	3.795	1.205	0.233
2c	Importance of Brand Name	55	0.350	2.758	0.103	0.050	0.032	0.095	1.909	1.661	0.103
2d	Perceived Health	54	0.099	7.374	0.009***	0.124	0.107	0.131	2.623	2.715	0.009***

* Due to missing data, the reported number of participants may be less than 75.

** Not normally distributed.

*** $p \leq 0.10$

Table 16

Relationships Between Dimensions of Fashion Involvement, Importance of Product Attributes and Perceived Health (N = 75)

Dimension	<u>n</u> *	Wilkes Factor	<u>F</u>	<u>p</u>	R-squared	Adjusted R-squared	Slope	Intercept	t-Value	p for t-Value
Fashion Awareness										
Workmanship	67	0.0023	5.343	0.024***	0.076	0.062	0.179	3.284	2.312	0.024***
Comfort	70	0.0001**	2.87	0.094***	0.041	0.027	0.117	3.799	1.696	0.094***
Brand name	71	0.1408	4.523	0.037***	0.062	0.048	0.198	2.281	2.127	0.037***
Health	67	0.0027**	5.980	0.017***	0.084	0.070	0.222	3.280	2.445	0.017***
Fashion Innovativeness At Time of Purchase										
Workmanship	61	0.0001	0.424	0.517	0.007	-0.010	0.100	3.555	0.651	0.517
Comfort	63	0.0001**	0.141	0.709	0.002	-0.014	0.042	4.099	0.375	0.709
Brand name	63	0.005**	0.470	0.496	0.008	-0.009	0.135	2.613	0.686	0.496
Health	60	0.0002**	1.708	0.196	0.029	0.012	0.250	3.404	1.307	0.196

* Due to missing data, the reported number of participants may be less than 75.

** Not normally distributed.

*** $p \leq 0.10$

Table 16

Relationships Between Dimensions of Fashion Involvement, Importance of Product Attributes and Perceived Health (N = 75)
(continued)

Dimension	n*	Wilkes Factor	F	p	R-squared	Adjusted R-squared	Slope	Intercept	t-Value	p for t-Value
Fashion Knowledgeability										
Workmanship	65	0.0007**	5.013	0.029***	0.074	0.059	0.364	3.182	2.239	0.029***
Comfort	69	0.0000**	0.145	0.705	0.002	-0.013	-0.056	4.194	-0.381	0.705
Brand name	69	0.0001**	0.114	0.737	0.002	-0.013	0.071	2.726	0.338	0.737
Health	66	0.0001**	0.456	0.502	0.007	-0.008	0.126	3.718	0.675	0.502
Fashion Interest										
Workmanship	64	0.0001**	1.339	0.252	0.021	0.005	-0.184	3.423	1.157	0.252
Comfort	68	0.0001**	3.642	0.061***	0.052	0.038	0.278	3.556	1.908	0.061
Brand name	68	0.0002**	0.138	0.712	0.002	-0.013	-0.077	3.021	-0.371	0.712
Health	64	0.0003**	2.235	0.140	0.035	0.019	0.266	-3.429	1.495	0.140

* Due to missing data, the reported number of participants may be less than 75.

** Not normally distributed.

*** $p \leq 0.10$

Table 16

Relationships Between Dimensions of Fashion Involvement, Importance of Product Attributes and Perceived Health (N = 75)
(continued)

Dimension	n*	Wilkes Factor	F	p	R-squared	Adjusted R-squared	Slope	Intercept	t-Value	p for t-Value
Fashion Interpersonal Communication										
Workmanship	62	0.0039**	9.992	0.003***	0.143	0.129	0.434	3.125	3.161	0.003***
Comfort	65	0.0000**	0.003	0.956	0.000	-0.016	0.008	4.095	0.056	0.956
Brand name	65	0.0276**	1.205	0.277	0.019	0.003	0.221	2.567	1.098	0.276
Health	62	0.0001**	0.865	0.356	0.014	-0.002	0.177	3.613	0.930	0.356

* Due to missing data, the reported number of participants may be less than 75.

** Not normally distributed.

*** $p \leq 0.10$

Objective Five

Objective five was to investigate inter-relationships between social involvement, fashion involvement and the importance of workmanship, comfort and brand name. Hypotheses three, four and five were tested using multiple linear regression with social involvement and fashion involvement and interaction between SI and FI as the independent variables and importance of workmanship, comfort and brand name as the dependent variables. Because multiple linear regression assumes normal distribution of residuals, the researcher examined the distributions and found that residuals for hypotheses 5a, b and c were not normally distributed. Further examination of the residual stem-leaf plot, however, revealed that the residuals maintained a bell-shaped curve. Thus the researcher continued to use multiple linear regressions to test hypotheses.

Homoscedacity and Multicollinearity

Multiple linear regression is based upon the assumption that independent variables will not have perfect collinearity. To ensure that the independent variables of SI and FI did not have perfect collinearity, the researcher examined the Pearson correlation for the relationship between SI and FI. The correlation was weak, therefore perfect collinearity did not exist. As such, the researcher continued to use multiple linear regressions to investigate hypotheses three, four and five.

Another assumption of multiple linear regression is that the mean error between predicted and actual values is equal to zero. When the mean is zero, homoscedasticity exists. Heteroscedasticity, a non-zero mean, violates the assumptions of multiple linear regression and complications in data analysis may arise. To ensure that heteroscedasticity did not exist in the data, the researcher plotted the predicted values and actual values and found that actual values tended to deviate equally on either side of the predicted value line. Thus, no patterns or trends in the residual distribution were noted.

The lack of perfect collinearity and heteroscedasticity indicated that assumptions of multiple linear regression were not violated. Therefore, the researcher continued to use multiple linear regression to investigate the relationships.

Hypothesis 3

Null hypothesis 3a stated that when controlling for the variance in FI and in the interaction between SI and FI there is no relationship between SI, and importance of workmanship. As noted in Table 17, the relationship between SI, FI and importance of workmanship was significant ($p \leq 0.10$), therefore the null hypothesis could not be accepted. The slope for SI was flat and negative as alternate hypothesis 3a suggested. However, the probability that the slope for SI differed from zero was not significant, therefore the alternate hypothesis could not be accepted.

Null hypothesis 3b stated that when controlling for the variance in SI and in the interaction between SI and FI, there is no relationship between FI and workmanship. As

noted in Table 17, the relationship between SI, FI and importance of workmanship was significant, therefore the null hypothesis could not be accepted. Although the relationship was significant, the probability of the slope for FI was not significant, therefore the alternate hypothesis could not be accepted.

Null hypotheses 3c stated that when controlling for the variance in SI and in FI, the interaction between SI and FI is not related to the importance of workmanship. The relationship between the interaction of SI and FI and importance of brand name was significant, however the probability that the slope for the interaction differed from zero was not significant, therefore the alternate hypothesis could not be accepted.

Further examination of the relationship between SI, FI and importance of workmanship revealed that variations in SI and FI and interaction between the two accounted for over 25% of the variation in importance of workmanship (Table 17). Therefore, although the relationship between SI, FI and importance of workmanship was significant, much of the variation in importance of workmanship remained unexplained.

Hypothesis 4

Null hypothesis 4a stated that when controlling for the variance in FI and in the interaction between SI and FI, there is no relationship between SI, and importance of comfort. Null hypothesis 4b stated that when controlling for the variance in SI and in the interaction between SI and FI, there is no relationship between FI and importance of comfort. Null hypothesis 4c stated that when controlling for the variance in SI and in FI

the interaction between SI and FI is not related to importance of brand name. As reported on Table 17, the relationship between SI, FI, interaction between SI and FI and importance of comfort was not significant, therefore the null hypotheses 4a, 4b and 4c could not be rejected. Because there was no basis to assume a relationship, the alternate hypotheses which predicted negatives relationship could not be accepted.

Hypothesis 5

Null hypothesis 5a stated that when controlling for the variance in FI and in the interaction between SI and FI there is no relationship between SI, and importance of brand name. Null hypothesis 5b stated that when controlling for the variance in SI and in the interaction between SI and FI, there was no relationship between FI and importance of brand name. Null hypothesis 5c stated that when controlling for the variance in SI and in FI, the interaction between SI and FI is not related to importance of brand name. As reported in Table 17, the relationship between SI, FI, the interaction between SI and FI and importance of brand name was not significant, therefore the null hypothesis could not be rejected. Because there was no basis to assume a relationship, alternate hypothesis 5a, 5b and 5c which predicted positive could not be accepted.

Inter-Relationships Between The Dimensions of Fashion Involvement,

Social Involvement and Importance of Product Attributes

Because FI lacked internal stability the researcher investigated the relationships between SI and each of the five dimensions of FI as independent variables, and the attributes of workmanship, comfort and brand name as dependent variables. The results show that some of the relationships between SI, dependent variables and the dimensions of FI did not have normally distributed residuals (Table 18). Although residuals for these relationships were not normally distributed, the residual stem-leaf plots maintained bell shaped curves. Thus, the researcher continued to use multiple regression to investigate these relationships. The following sections report the results of the multiple linear regressions.

Investigation of relationships between SI, importance of workmanship and the five dimensions of fashion revealed two significant relationships: when controlling for the variance in SI, and the interaction between SI and fashion awareness, fashion awareness was negatively related to importance of workmanship; when controlling for the variance in SI, and in the interaction between SI and fashion interpersonal communication, fashion interpersonal communication was positively related to importance of workmanship (Table 18).

Examination of relationships between SI, dimensions of FI and importance of comfort revealed that all of the relationships had significant p-values; however, in some

relationships, the probability that the slope differed from zero was not significant. The low R-squared showed that SI and each of the FI dimensions accounted for less than 15% of the variation in importance of comfort. For the relationships between SI, importance of comfort and dimensions of FI, all dimensions had negative SI slopes. Fashion knowledgeability, and fashion innovativeness at time of purchase had negative slopes while fashion awareness, fashion interest and fashion interpersonal communication had positive slopes.

Examining relationships between SI, importance of brand name and the five dimensions of FI revealed a significant relationship; when controlling for the variance of SI, and in the interaction between fashion awareness and SI, fashion awareness was positively related to brand name. Although this relationship was significant, the low R-squared showed that SI and fashion awareness accounted for under 10% of the variation in importance of brand name. The slope for SI and importance of brand name were flat but positive for each of the five dimensions. The slopes for fashion interest and fashion knowledgeability were flat and negative whereas the slopes for fashion innovativeness, at time of purchase, fashion interpersonal communication and fashion awareness were flat and positive.

Table 17

Results of Multiple Linear Regression With Independent Variables of Social Involvement (SI) and Fashion Involvement (FI) and Importance of Product Attributes As Dependent Variables (N = 75)

H ₀	Variable	n*	Wilkes Factor	F	p	R-squared	Adjusted R-squared	Intercept	Slope	t-Value	p for t-Value
3a-3c	Importance of Workmanship	43	0.190	4.706	0.007***	0.266	0.209	3.541			
3a	SI								-0.109	-0.546	0.588
3b	FI								0.084	0.347	0.731
3c	SI x FI								0.006	0.310	0.758
4a-4c	Importance of Comfort	46	0.001**	1.898	0.145	0.119	0.057	4.545			
4a	SI								-0.051	-0.301	0.765
4b	FI								0.066	-0.311	0.758
4c	SI x FI								-0.003	-0.200	0.843
5a-5c	Importance of Brand name	45	0.282	1.276	0.295	0.085	0.019	2.040			
5a	SI								0.019	0.068	0.946
5b	FI								-0.043	-0.128	0.899
5c	SI x FI								0.009	0.314	0.755

* Due to missing data the number of reported participants may be less than 75.

** Not normally distributed.

*** $p \leq 0.10$.

Table 18

Inter-Relationships Between Social Involvement, Five Dimensions of Fashion Involvement and Product Attributes (N = 75)

Dimension	n*	Wilkes	F	p	R-squared	Adjusted R-squared	Slope SI	Dimension Slope	Intercept
Fashion Interest									
Workmanship	50	0.0157	0.944	0.396	0.039	0.002	-0.031	0.214	3.756
Comfort	54	0.0001**	4.191	0.021***	0.141	0.108	-0.102	0.148	5.051
Brand Name	53	0.8160	1.922	0.569	0.071	0.034	0.086	-0.220	2.255
Fashion Awareness									
Workmanship	54	0.0015**	2.471	0.095***	0.088	0.053	-0.021	0.195	3.5220
Comfort	57	0.0001**	4.035	0.023***	0.130	0.978	-0.092	0.106	4.954
Brand Name	57	0.1908	2.638	0.081***	0.089	0.055	0.071	0.176	1.484
Fashion Knowledgeability									
Workmanship	52	0.0049**	2.005	0.146	0.076	0.038	-0.015	0.369	3.350
Comfort	55	0.0001**	4.226	0.020***	0.140	0.107	-0.108	-0.184	5.714
Brand Name	55	0.2121	0.958	0.390	0.036	-0.002	0.073	-0.016	1.966
Fashion Interpersonal Communication									
Workmanship	48	0.0187	7.993	0.001***	0.262	0.229	0.572	-0.050	3.510
Comfort	51	0.0010**	3.451	0.040***	0.126	0.089	-0.106	0.025	5.351
Brand Name	50	0.5111	1.403	0.256	0.026	0.016	0.088	0.127	1.621
Fashion Innovativeness At Time of Purchase									
Workmanship	46	0.0006**	0.475	0.625	0.022	-0.024	-0.050	0.021	2.471
Comfort	48	0.0004**	2.749	0.075***	0.109	0.069	-0.082	-0.089	5.296
Brand Name	48	0.3644	1.216	0.306	0.051	0.009	0.087	0.154	1.468

* Due to missing data, the reported number of participants may be less than 75.

**Not normally distributed.

*** $p \leq 0.10$

Table 18

Inter-Relationships Between Social Involvement, Five Dimensions of Fashion Involvement and Product Attributes (N = 75) (continued)

Dimension	t-value Dimension	t-value SI	p for t-value Dimension	p for t-value SI
Fashion Interest				
Workmanship	1.161	-0.674	0.252	0.504
Comfort	0.924	-2.618	0.360	0.012***
Brand Name	-0.989	1.603	0.327	0.115
Fashion Awareness				
Workmanship	2.179	-0.456	0.034***	0.650
Comfort	1.433	-2.509	0.158	0.015***
Brand Name	1.744	1.403	0.087***	0.166
Fashion Knowledgeability				
Workmanship	1.894	-0.322	0.064***	0.749
Comfort	-1.132	-0.846	0.263	0.006***
Brand Name	-0.068	1.339	0.946	0.187
Fashion Interpersonal Communication				
Workmanship	3.819	-1.283	0.000***	0.206
Comfort	0.156	-2.617	0.877	0.012***
Brand Name	0.106	1.573	0.558	0.122
Fashion Innovativeness At Time of Purchase				
Workmanship	0.106	-0.935	0.916	0.355
Comfort	-0.635	-2.320	0.529	0.025***
Brand Name	0.689	1.478	0.495	0.146

* Due to missing data, the reported number of participants may be less than 75.

**Not normally distributed.

*** $p \leq 0.10$

CHAPTER FIVE

DISCUSSION

The results of this research raise numerous methodological and conceptual issues. This chapter includes discussions of these issues beginning with the demographic characteristics and following with each of the five objectives.

Demographics and Social Position

Participants ranged in age from 56 to 94. The mean household income after taxes and deductions was between \$18,000 and \$23,988 which is comparable to the national household income, before deductions, for females over the age of 65 which is \$37,909 (Rashid, 1994). In this research, participants' household incomes after taxes ranged from under \$500 per month to above \$6000 per month. Thus, persons with a wide range of financial backgrounds were represented in this research. This finding suggests that apparel manufacturers should recognise that mature market is diverse and that both affluent and financially strained segments exist.

Almost one-half of the participants were widowed which is similar to national statistics which show that 46.7% of females over the age of 65 were widowed (Norland, 1994). Under 6% of the participants had completed a college or university degree which is similar to the national average of 5.1% of females 65 years of age or older having completed a degree (Norland, 1994). Consumers from all social strata were represented in this research.

Objective One

Objective one was to investigate whether participants shopped for their own clothing, their sources of apparel acquisition and participants perceptions of workmanship and comfort. Results of this research indicate that about 86% of the participants always shopped for their own clothing, suggesting that they were autonomous. Furthermore, contrary to Gelb's (1978) suggestion that mature consumers may not frequent retail stores due to decreased mobility, retail stores were a source of apparel acquisition for the majority of participants in this research. This finding supports Barnes and Peters (1982) who suggested that mature consumers frequent retail stores.

Over one-half of the participants received apparel as gifts of new clothing with 6% of the participants receiving over 50% of their apparel as gifts of new clothing. This implies there are consumers who purchase clothing for an older person, forming a segment where the purchaser of the good is not the ultimate user.

Results of this research also show that mature females purchased clothing from second hand stores, factory outlets and discount stores. Although these sources accounted for about 20% of mature consumers' apparel acquisition, these patterns signify the existence of sub-segments which could be explored in further research.

Participants' perceptions of the attributes of workmanship and comfort allowed the researcher to understand the meaning of the two attributes as seen from the participants' perspectives. Perceptions of workmanship primarily included physical elements of apparel such as seams, buttons and buttonholes. Perceptions of comfort included physical

elements such as fabrics used and the fit of a garment, but also included psychological comfort elements such as feeling good in a garment. The finding that participants perceived comfort to include physical and psychological elements of comfort supports Slater's (1985) theory that comfort is a multi-dimensional concept.

Objective Two

Objective two was to investigate the importance of product attributes, social involvement, fashion involvement and perceived health under the concepts of cognitive and chronological age. Results of this research show that participants self-perceived ages (mean of 50) were lower than their actual biological ages (mean of 72). This finding supports researchers who found that mature consumers tend to have cognitive ages which are lower than their chronological ages (Wilkes, 1992; Barak & Schiffman, 1981).

When examining the theory upon which the cognitive age concept was based, it is not surprising that participants perceived themselves to younger than their biological ages indicated. Today's mature consumers tend to be younger in their attitudes and outlooks (Lazer, 1986). As persons age chronologically they may realise that they are physically no longer the same as they were in younger years, but as Wilkes (1992) suggested, they may be able to accept age incongruencies in their internal selves. As such, internally they may feel younger than their chronological ages suggest. Furthermore, in feeling younger, maturites may be motivated to maintain the interests that they had in younger years and to participate in activities which they perceive to be popular amongst persons who are chronologically younger than they are.

Very few relationships existed between the variables of importance of brand name, importance of comfort, importance of workmanship, social involvement, fashion involvement and perceived health and cognitive and chronological age. Additionally, few recognisable patterns were observed when examining mean responses to variables by cognitive and chronological age decades. In the following sections, the researcher discusses the relationships and patterns that are worthy of attention even though they are not statistically significant.

Relationships Between Fashion Involvement,

Cognitive Age and Chronological Age

When examining mean fashion involvement by cognitive age and chronological age decades, the trend of increasing fashion involvement with decreasing cognitive age was observed. This observation is similar to Wilkes' (1992) finding that there is a negative relationship between cognitive age and fashion interest. In this research, there was no evidence of a relationship between chronological age and fashion involvement. One explanation for the relationship between fashion involvement and cognitive age may be that fashion involvement is driven by social and psychological needs and as such may be influenced by the mechanistic change of fashion involvement. Chronological age, on the other hand, may not influence fashion involvement because amongst mature consumers actual age is commonly incongruent with their self perceived age.

Relationships Between Cognitive Age, Chronological Age and Perceived Health

With the exception of one participant who was cognitively in her 70s, participants who perceived themselves to be cognitively younger tended to perceive themselves to be in better health than did participants with older cognitive ages. Trends were observed between perceived health and cognitive age possibly because both are part of a consumer's self-perception and if consumers have positive self-perceptions they may tend to perceive themselves to be younger and to be in good health. No trends were observed between participants' chronological ages and their perceived health, perhaps because chronological age did not account for mechanistic changes which accompany the ageing process.

The Relationship Between Cognitive Age,

Chronological Age and Importance of Comfort

After examining the mean importance of comfort by cognitive and chronological age decades, participants who were chronologically older tended to place more importance on comfort than did cognitively and chronologically younger participants. As persons age chronologically, their bodies go through organismic changes and finding comfortable apparel may be difficult; therefore the element of comfort may increase in importance.

It seems that cognitive age is a concept that warrants further investigation. However, the number of participants in this research was not large enough to provide sizeable sub-samples when the sample was divided into cognitive age decades. Therefore,

further research with larger samples would be required to gain further insight into the influences and implications of cognitive age.

Objectives Three, Four and Five

Objectives three, four and five were to investigate the researcher's application of the mechanistic model. Under the model of mechanistic change, changes in behaviour are the result of changes within one's environment and therefore, changes may be predicted.

In this research, the mechanistic changes of social involvement and fashion involvement were used as predictors of importance of workmanship, comfort, brand name and perceived health. The product attributes of workmanship and comfort were classified as intrinsic attributes while brand name was classified as an extrinsic attribute.

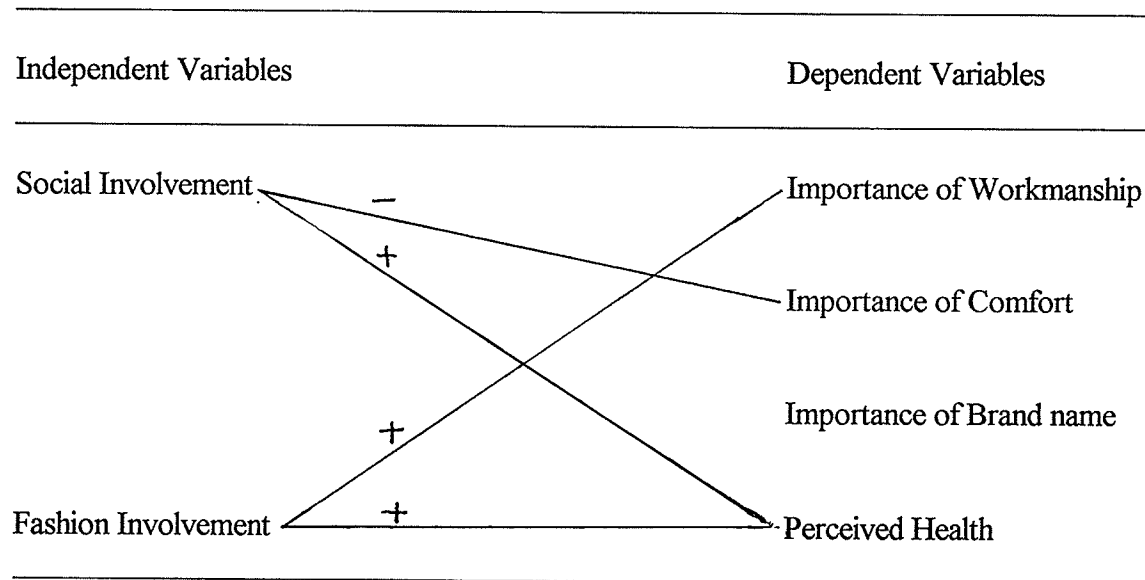
Applying the mechanistic model, the researcher hypothesised that as participants were more socially involved and as they were more involved in fashion, they may place greater importance on impressing others than those less involved. As such, extrinsic attributes, such as brand name, may be of importance to socially involved participants and to participants who were involved in fashion. Inversely, those participants who were not socially involved or who were not involved in fashion may not be concerned with impressing others. As a result, they may place importance on intrinsic attributes of apparel, such as importance of workmanship and comfort.

After testing the hypotheses, the researcher found four significant relationships (Figure 3). The alternate hypothesis that social involvement was negatively related to importance of comfort was supported. Thus, as participants' social involvement increased,

the importance they placed on comfort tended to decrease. This finding supports the notion that socially involved participants may place less importance on intrinsic attributes, such as comfort, than less socially involved participants.

Figure 3

Relationships Between Social Involvement, Fashion Involvement, Product Attributes and Perceived Health



Fashion involvement was found to be positively related to importance of workmanship. This finding contradicts the researcher's prediction that fashion involvement would be negatively related to importance of workmanship. However, the researcher's theory was based upon the assumption that workmanship was an intrinsic attribute. The meanings that participants assigned to workmanship revealed that the concept of workmanship may have extrinsic elements.

As both social involvement and fashion involvement were positively related to perceived health, these relationships supported the researcher's theory that participants who were socially involved tended to perceive themselves to be in better health than those less involved socially. Social involvement, and perceived health may be positively related because persons with good perceived health do not feel that their health restricts their activities and as such, they may be socially involved and involved in fashion.

Multiple linear regressions were used to investigate inter-relationships between social involvement, fashion involvement and product attributes. The multiple linear regressions revealed no significant relationships, and the independent variables explained minimal variation in the dependent variables.

Issues Related To Product Attributes

Although the simple linear regressions revealed four significant relationships, they provided limited support for the researcher's theory. Many possible reasons exist for the lack of support; possible explanations will be discussed below.

The researcher applied Fitzgerald Bone's (1991) theory that the importance mature persons place on impressing others varies by their social orientations. Dychtwald and Gable (1990) on the other hand, suggest that mature consumers in general may place little importance on impressing others. As such, maturites may place importance on intrinsic attributes.

Indeed, the results of this research seem to support the suggestion made by Dychtwald and Gable (1990) that as persons age they place importance on intrinsic

attributes. This tendency to place importance on intrinsic attributes was evidenced in the results of this research which showed that the majority of participants indicated that workmanship and comfort were "extremely important" or "very important."

Responses to importance of single product attributes may not realistically represent the way mature consumers process information. Mowen (1987) suggested that in high involvement purchases, such as clothing, consumers may use a compensatory model of choice. In a compensatory model, consumers may compensate one attribute if the a product has other desirable attributes. For example, although participants may indicate that the attribute of comfort was of great importance, they may compensate and purchase less comfortable garments if the style, colour, and price of a garment fulfil their needs.

Furthermore, Dychtwald and Gable (1990) theorise that as persons age, they become experienced consumers who can see through trivial product variations; they may evaluate products by the overall package of benefits rather than specific attributes. Therefore, although the results of this research show that participants place high importance on workmanship and comfort and moderate importance on brand name, this information may offer limited insight into the complex purchasing decisions of mature consumers.

The researcher was well aware of the multidimensional nature of the concepts of comfort and workmanship. However, the researcher could not locate empirical works that delineate the dimensions of comfort and workmanship. Therefore, in this research, the researcher allowed participants the opportunity to convey what the attributes meant to them. The meanings that participants assigned to workmanship and comfort seemed to

indicate that the concepts were indeed multi-dimensional. Furthermore, the two concepts possessed both intrinsic and extrinsic elements.

Sample

Firstly, the linear regressions used to test hypotheses one and two and the multiple linear regressions used to test hypotheses three, four and five were based upon the assumption that residuals for the responses would be normally distributed. With a small sample, however, achieving normality may be problematic. Because many of the relationships investigated in this research were not normally distributed, the assumptions of the linear and multiple linear regressions were not fulfilled. Therefore, conclusions were tenuous at best.

Secondly, all because the majority of participants were active members of senior centres, maturites who were not socially involved were not represented in this research. Additionally, those who were not mobile, did not have access to transportation, were ill or who were not associated with a senior's organisation were not represented in this research. Furthermore, all participants volunteered to participate in this research; thus, those who were not interested in participating were not represented in this research.

Thirdly, the examination of importance of workmanship, brand name and comfort and perceived health under the concepts of cognitive age and chronological age was hampered by the small sample size. Dividing the small sample by age categories resulted in very small sub-groups sometimes consisting of only one participant. As such, within group variations and between group variations were not revealed.

The Fashion Involvement Index

Throughout this research, the researcher observed flaws in the fashion involvement index when measuring the fashion involvement of mature females. Conceptually, the five items in the FI index represent five different dimensions of fashion involvement. In this research the low Cronbach's alpha (0.56) for the five items suggested that the five items were not internally stable. Thus, the practice of adding the scores from the five dimensions to achieve an index was questioned.

Two items in the FI index (fashion interpersonal communication and fashion knowledgeable) were based upon the assumption that consumers exchange fashion information. In the mature market this may not be a realistic assumption. As persons age they become less concerned with others think of them and as such may not seek fashion advice from others. As such, exchange of fashion information may not occur. Thus, the assumption upon which fashion interpersonal communication and fashion knowledgeable were based may be violated. If exchange of fashion information did not occur, responses to fashion interpersonal communication and fashion knowledgeable may not be meaningful.

The item used to measure the dimension of fashion innovativeness at the time of purchase was based upon the assumption that participants acquired clothing through retail stores. As the results of this research showed, participants acquired apparel through a variety of sources. Limiting mature females' acquisition of clothing at the retail level may not be a realistic treatment of fashion involvement.

The weaknesses of applying the FI index to mature females support the need for researchers and marketers to recognise the uniqueness of the mature market and to establish fashion involvement measures which accurately reflect mature persons' involvement with fashion. Furthermore, researchers could investigate other related variables such as importance of appearance. Perhaps importance of appearance would be an alternative segmentation variable as Richards (1981) notes, older consumers may not be concerned with wearing what is in fashion, but they do seek attractive styles.

CHAPTER SIX

CONCLUSIONS, IMPLICATIONS AND SUMMARY

In this chapter, conclusions are made and implications for future research are discussed. A summary of the research follows.

Objective One

Objective one was to investigate mature female consumers' apparel acquisition behaviour. Findings of the research show that the mature females represented in this research frequent retail stores which is consistent with suggestions of Barnes and Peters (1982). Additionally, the results of this research show that mature consumers represented in this research shopped for their own apparel. From this finding the researcher concluded that the mature female consumers represented in this research remained active in the apparel acquisition process and that retail stores tended to be the primary source of apparel acquisition for the maturites. As maturites frequent retail stores, they deserve attention from apparel retailers.

Participants indicated that elements of workmanship included seams, buttons, button holes, durability and fabrication. These elements are similar to definitions of workmanship used in the clothing and textiles industry. However, participants' perceptions of comfort ranged from psychological elements, such as "feels good" to physical elements such as fabric choice. From the results of the open-ended perception

questions the researcher concluded that allowing participants to record their perceptions of attributes is valuable, for it adds relevance to the results.

Objective Two

The results of this research show that the participants perceived themselves to be younger than their biological ages. This finding supports Wilkes (1992) who found that in late life persons tended to have cognitive ages which were younger than their chronological ages. As such, the researcher concluded that in general mature persons perceive themselves to be younger than their biological ages show.

This finding may have many implications for apparel marketers. Mature consumers may respond favourably to cognitively young endorsers. Additionally, in targeting mature consumers, apparel manufacturers must realise that although a consumer may be over 65, she may not feel or act like a stereotypical senior. Promotions and products should be designed according to mature consumers' cognitive ages because cognitive age is part of one's self identity and as such drives behaviour, such as purchasing behaviour.

Objectives Three, Four and Five

Objectives three, four and five were to test the researcher's theory that socially involved persons or persons involved in fashion tend to place importance on extrinsic attributes and those not involved in fashion or not socially involved tend to place

importance on intrinsic attributes. Additionally the researcher theorised that social involvement or fashion involvement may be positively related to perceived health. Providing some support for the theory were the positive relationships between social involvement and perceived health and fashion involvement and perceived health. These positive relationships are not surprising for the researcher applied Wilkes' (1992) finding that socially involved persons tend to have high self-confidence and as such, the researcher rationalised that socially involved persons may perceive themselves to be in good health. Additionally, persons involved in fashion may feel good about themselves and may therefore have good perceived health.

The finding that SI and FI are each positively related to perceived health supported the researcher's theory that people who perceive their health to be non-restricting on their activities may be involved social and in fashion. Further investigation is needed to understand how perceived health could be used as a segmentation variable in the apparel industry.

The researcher also found a negative relationship between social involvement and importance of comfort. This finding supports the notion that consumers who have low social involvement may be concerned with meeting their own personal needs and may place importance on the intrinsic attribute of comfort.

Although the relationship between social involvement and importance of comfort is statistically significant, the researcher questioned the practical implications of the finding for 70% of the sample indicated that comfort was extremely important or very important

to them. Under 5% of the sample indicated that comfort was not very important or of no importance. As such, the attribute of comfort would likely not be a meaningful segmentation variable, for it failed to create boundaries that separate consumers' behaviour into distinct groups.

Although some significant relationships were found, the researcher concluded that her theory gained little support from the research results. The small sample size, the ineffectiveness of the fashion involvement index, the fact that the majority of the participants were socially involved and the finding that the vast majority of mature females represented in this research tended to place high importance on workmanship and comfort, may have contributed to the lack of support.

Fashion Involvement Index

The ineffectiveness of the FI index to measure the fashion involvement of mature female consumers raises many concerns with using scales or measures which were not designed with the characteristics of mature consumers in mind. As the mechanistic model indicates, persons continually undergo mechanistic change; static periods of human development are essentially non-existent. Scales measuring behaviour of mature consumers should be representative of mature consumers' experiences in late life. In attempting to establish scales for the mature market, researchers could begin with naturalistic studies which allow participants to construct their own reality.

Furthermore, fashion involvement may not be a meaningful concept within the mature market. As persons age they become less concerned with what others think of them (Dychtwald & Gable, 1990). Therefore, seeking advice from peers, in relation to fashion, may not occur. As defined by Tigert et al. (1976), two dimensions of the FI index (fashion advice and fashion knowledgeability) are based upon the assumption that consumers exchange fashion information. If mature consumers are not concerned with what others think of them they may not exchange fashion information, and as such the FI dimensions of fashion advice and fashion knowledgeability would be irrelevant to mature consumers. If mature consumers do not engage in the exchange of fashion information the concept of fashion involvement as defined by Tiger et al. (1976) may not be a meaningful concept within the mature market.

Comments made by participants after the questionnaire distribution sessions support the notion that fashion involvement may not be a meaningful concept within the mature market. Respondents indicated that they were unaware of others' involvement with fashion which may indicate that fashion may not be discussed by mature female consumers. Therefore, future researchers could re-evaluate the concept of fashion involvement for mature consumers.

Importance of Product Attributes

Regardless of social involvement or fashion involvement the majority of mature female consumers represented in this research indicated that comfort and workmanship

were very important to extremely important. Brand name tended to be of moderate importance. This finding provides support to Dychtwald and Gable (1990) theory that as persons age they may place less importance on what looks good and are more concerned with what feels good.

The finding that comfort and workmanship are of great importance to mature consumers should be noted by apparel marketers. The attributes of comfort and workmanship were more important to participants than was brand name. The finding that brand name may not be of great importance to mature female consumers is consistent with the finding of Lumpkin, Greenburg and Goldstucker (1985) who suggest that store image was more important to mature consumers than was brand name. Hence, in garment design the attributes of comfort and workmanship would be critical selling features.

Social Involvement

The mature female consumers represented in this research tended to be socially involved which contradicts the stereotypical image of the introverted, withdrawn elderly consumer. The fact that the majority of the participants were highly socially involved biased the sample. Wolfe (1990) suggested that mature consumers have diverse lifestyles. In order to gain an understanding of social involvement as a segmentation variable, participants at all levels of social involvement should be represented in the research.

Summary

The purpose of this research was to investigate how mechanistic changes of social involvement and fashion involvement influence mature female consumer's perceived health and the importance they place upon product attributes. Additionally, cognitive and chronological ages, and mature consumers' apparel acquisition behaviour was investigated.

In April, 1994, a questionnaire was developed and pretested. After testing the questionnaire, it was revised and administered to 75 mature female consumers who were members of Age and Opportunity and Manitoba Society of Seniors.

The participants ranged in chronological age from 50 to 94 with an average age of 74. Many participants were widowed, and nearly all participants were retired. Incomes ranges from less that \$500 per month to over \$6000 per month with a majority receiving between \$500 and \$2999 per month. The majority of participants had completed high school although few had completed university.

The researcher theorised that socially involved mature consumers or consumers involved in fashion may place importance on impressing others, and as such, they may also place importance of extrinsic attributes such as brand name. The researcher further theorised that mature consumers who are not socially involved or who are not involved in fashion may not place importance on impressing other but may seek self-satisfaction and as such they may place importance on intrinsic attributes such as comfort and workmanship. This theory received little support from the results of this research.

All participants perceived themselves to be younger than their chronological ages indicated. This may suggest that apparel marketers targeting the mature market must carefully assess their strategies. The participants tended to be socially involved. Those who were more socially involved tended to place less importance on comfort and perceived themselves to be in better health than less socially involved participants.

The participants' fashion involvement was found to influence the importance they placed upon workmanship and their perceived health. As participants were more involved in fashion, they tended to place greater importance on workmanship and perceived themselves to be in better health than were participants who were less involved in fashion.

Comfort and workmanship were important attributes while brand name was found to be of moderate importance to the majority of mature female consumers participating in this research. This finding is consistent with Dychtwald and Gable's (1990) theory that as persons age they tend to place importance on what feels good rather than what looks good.

Under the mechanistic model of change, consumers undergo social and psychological development through all life stages. As such, in late life consumers think and behave differently than younger consumers. Classifying mature consumers into the same categories that have been used in younger markets may not be effective. Concepts that are meaningful within younger markets and research tools developed for young markets may not accurately interpret behaviours and perceptions of older consumers.

Future researchers need to appreciate that the mature market is different than younger market segments. Naturalistic studies would facilitate in identifying concepts meaningful to the mature market and factors motivating behaviour.

REFERENCES

- Atchley, R. C. (1972). The social forces in later life: An introduction to social gerontology. Belmont, CA: Wadsworth.
- Barak, B., & Gould, S. (1985). Alternative age measures: A research agenda. Consumer Research, 12, 53-58.
- Barak, B., & Rahtz, D. R. (1989). Cognitive age and youthfulness: Demographic and Psychographic Dimensions. In R. E. Kriner & G. T. Baker (Eds.), Advances in Health Care Research (pp. 47-51). Silver Springs, MD: American Association for Advances in Health Care Research.
- Barak, B., & Schiffman, L. G. (1981). Cognitive age: A nonchronological age variable. Advances in Consumer Research, 8, 602-606.
- Barnes, N. G., & Peters, M. P. (1982). Modes of retail distribution: Views of the elderly. Akron Business And Economic Review, 3, 26-31.
- Bearden, W. O., & Mason, J. B. (1979). Elderly use of in-store information sources and dimensions of product satisfaction/dissatisfaction. Journal of Retailing, 55, 78-91.
- Brown, P. (1992). Ready-to-wear apparel analysis. New York, NY: MacMillan Publishing Company.
- Carlsson, J. J., & Steiglitz, E. J. (1952). The physiological changes in aging. Annals of the American Academy of Political and Social Sciences, 279, 18-31.
- Carmines, E. G., & Zeller, R. A. (1979). Reliability and validity assessment. Newbury Park, CA: Sage Publications, Inc.

- Chappell, N. L. (1990). About Canada: The aging of the Canadian population.
Winnipeg, MB: Canadian Studies Directorate.
- Crawford, M. P. (1981). Retirement and disengagement. Human Relations, 24(3), 42-46.
- Day, E., Davis, B., Dove, R., & French, W. (1987-1988). Reaching the senior citizen markets. Journal of Advertising Research, 27(6), 23-30.
- Dillard, B. G., & Feather, B. C. (1988). Clothing behavior of older consumers. An overview. Canadian Home Economics Journal, 38, (3), 118-120.
- Dychtwald, K., & Gable, G. (1990). Portrait of a changing consumer. Business Horizons, 33(1), 62-73.
- Fellegi, I. P. (1990). Demography: An older (and wiser?) society. Dialogue, 14(1), 3-7.
- Fisk, G. (1982, Fall). Marketing implications of an aging workforce. The Collegiate Forum, pp. 18.
- Fitzgerald Bone, P. F. (1991). Identifying mature segments. Journal of Marketing, 8(4), 19-32.
- Gazzuolo, E. B. (1985). A theoretical framework for describing body form variation relative to pattern shape. Unpublished master's thesis, The University of Minnesota, Minneapolis, MN.
- Gelb, B. D. (1978). Exploring the gray market segment. Michigan State University Business Topics, 26 (2), 41-46.
- Gutman, J., & Mills, M. K. (1982). Fashion life style, self-concept, shopping orientation, and store patronage: An integrative analysis. Journal of Retailing, 58(2), 64-86.

- Hawkins, D. I., Best, R. J., & Coney, K. A. (1992). Consumer behaviour: Implications for marketing strategy. Boston, MA: Richard D. Irwin Inc.
- Hees, G. (1988). Canada's seniors: A dynamic force. Ottawa, ON: Supply and Services Canada.
- Hoffman, A. M. (1980). Clothing for the handicapped, the aged, and other people with special needs. Rehabilitation Literature, 41(1-2), 31-32.
- Hogge, V. E., & Baer, M. M. (1986). Elderly women's clothing: Acquisition, fit and alterations of ready-to-wear garments. Journal of Consumer Studies and Home Economics, 10, 333-341.
- Hollingshead, A. B., & Redlich, F. C. (1958). Social class and mental illness: A community study. New York, NY: John Wiley & Sons, Inc.
- Horrige, P. E., & Woodson, E. M. (1988). Apparel sizing solutions for an aging problem. Journal of Consumer Studies and Home Economics, 12, 277-288.
- Institute For Standards Research. (1993). Development of body measurement tables for women 55 and older and the relationship to ready-to-wear garment size. Philadelphia, PA: Author.
- Kart, C. S., Metress, E. S., & Metress, J. F. (1978). Aging and health. Menlo Park, CA: Addison-Wesley Publishing Company.
- Kastenbaum, R., Derbin, V., Sabatini, P., & Artt, S. (1972). "The ages of me: Toward personal and interpersonal definitions of functional aging. Aging and Human Development, 3, 197-211.

- Kernaleguen, A. (1978). Clothing for the elderly. Canadian Home Economics Journal, 28(1), 13-15.
- Kidd, K., (1993, May). The new middle age. Globe and Mail Report on Business Magazine. pp. 42-50.
- Laughlin, J. (1991). Perception of fabrics. International Journal of Clothing Science and Technology, 3(5), 20-31.
- Lazer, W. (1985, March). Inside the mature market. American Demographics, pp. 23-25, 48-49.
- Lazer, W. (1986). Dimensions of the mature market. Journal of Consumer Marketing, 3(3), 23-34.
- Lumpkin, J. R., & Greenberg, B. A. (1982). Apparel-shopping patterns of the elderly consumer. Journal of Retailing, 58(4), 68-89.
- Lumpkin, J. R., Greenberg, B. A., & Goldstucker, J. L. (1985). Marketplace needs of elderly: Determinant attributes and store choice. Journal of Retailing, 61, 75-105.
- Lumpkin, J. R., & Festervand, T. A. (1987-1988). Purchase information sources of the elderly. Journal of Advertising Research, 27(6), 31-43.
- Martin, C. R. (1974). A transgenerational comparison - The elderly fashion consumer. Advances in Consumer Research, 3, 453-456.
- Mason, J. B., & Bearden, W. O. (1978). Profiling the shopping behaviour of elderly consumers. The Gerontologist, 18, 454-461.
- Mowen, J. C. (1987). Consumer behavior, New York, NY: MacMillan Publishing Company.

- Neugarten, B. (1968). Middle age and aging: A reading in social psychology. Chicago, IL: University of Chicago Press.
- Norland, J. A. (1994). Profile of Canada's seniors. Ottawa, ON: Statistics Canada and Prentice Hall Canada, Inc.
- Overton, W. F., & Reese, H. W. (1973). Models of development: Methodological implications. In J. R. Nesselroade & H. W. Reese (Eds.), Life-span developmental psychology methodological issues (pp. 65-86). New York, NY: Academic Press.
- Rashid, A. (1994). Family income in Canada. Ottawa, ON: Statistics Canada and Prentice Hall Canada, Inc.
- Reich, N., & Otten, P. (1987). What to wear: A challenge for disabled elders. American Journal of Nursing, *87*, 207-210.
- Richards, M. L. (1981). The clothing preferences and problems of elderly female consumers. The Gerontologist, *21*, 263-267.
- Riley, M. W., Foner, A., Hess, B., & Toby, L., (1969). Socialization of the middle and later years. In D. A. Goslin (Ed.), Handbook of socialization theory and research (pp. 951-981). Chicago, IL: Rand McNally and Company.
- Rosenblad-Wallin, E., & Karlsson, M. (1986). Clothing for the elderly at home and in nursing homes. Journal of Consumer Studies and Home Economics, *10*, 343-357.
- Schewe, C. D. (1988). Marketing to our aging population: Responding to physiological changes. The Journal of Consumer Marketing, *5*(3), 61-73.
- Schewe, C. D. (1991). Strategically positioning your way into the aging marketplace. Business Horizons, *34*(3), 59-66.

- Slater, K. (1985). Human comfort. Springfield, IL: Charles C. Thomas.
- Smathers, D. G., & Horridge, P. E. (1979). The effects of physical changes on clothing preferences of elderly women. International Journal of Aging and Human Development, 9, 273-278.
- Smith, R. B., & Moschis, G. P. (1989). Proposal and development of a dialectical model: Examining the elderly consumer. Advances in Consumer Research, 16, 285-292.
- Sproles, G. B., & King, C. W. (1973). The consumer fashion change agent: A theoretical conceptualization and empirical identification. Institute for Research in the Behavioural, Economic, and Management Sciences, Purdue University, Paper No. 433, December.
- Stephens, N. (1991). Cognitive Age: A useful concept for advertising. Journal of Advertising, 20 (4), 37-48.
- The Canadian Ageing Research Network. (1990). Market needs of elderly interview schedule. Winnipeg, MB: The University Of Manitoba Centre On Aging.
- The Canadian Ageing Research Network. (1994). Clothing preferences and problems of older adults. Winnipeg, MB: University Of Manitoba Centre On Aging.
- Tigert, D. J., Ring, L. R., & King, C. W. (1976). Fashion involvement and buying behaviour: A methodological study. Advances in Consumer Research, 3, 46-52.
- Van de Ven, A. H. (1992). Suggestions for studying strategy process: A research note. Strategic Management Journal, 13, 169-188.
- Wilkes, R. E. (1992). A structural modelling approach to the measurement and meaning of cognitive age. Journal of Consumer Research, 19, 292-301.

Wolfe, D. B. (1990). Serving the ageless market. New York, NJ: McGraw-Hill, Inc.

Wolfe, D. B. (1994, March). Targeting the mature mind. American Demographics.

pp. 32-36.

11320
11321

APPENDIX A

CONSENT FORM

Thank you for agreeing to meet with me. My name is Sonia Pankratz and my master's thesis is on clothing for mature females. Today, I would like you to fill out a questionnaire about behavior and perceptions of clothing. The questionnaire will take about 20 to 30 minutes to complete. Your participation is strictly voluntary; you can withdraw anytime; you can skip questions with which you do not feel comfortable.

You need not give your name on the questionnaire. When I report my results in my thesis, I will only mention the name of the center. The information that you will give me will be used only for my thesis. My advisor and I are the only persons who will have access to your answers.

If you would like to receive a summary of the results of my research, please leave me your name and mailing address on these cards. I assure you your name will not be revealed to anyone.

Before you begin, please sign your name.

I agree to participate and I have been informed of the terms and conditions.

Signature

Date

APPENDIX B

BEHAVIOUR AND PERCEPTIONS OF CLOTHING

Below and on each of the following pages are questions which relate to clothing and to your background. Your answers to these questions will provide me with a better understanding of you as a consumer of clothing. Please answer each section of the questionnaire carefully and thoughtfully. Feel free to omit any questions which you may feel uncomfortable answering. Thank you for your co-operation.

SECTION 1

Please note, the questions in Section 1 should be answered in reference to your behavior towards and perceptions of clothing **EXCLUDING** undergarments, shoes, jewelry and accessories.

The following questions are related to clothing. Your responses will allow me to better understand you as a consumer of clothing. Please circle **ONE** answer, unless otherwise indicated.

Q-1 Do you shop for your own clothing? (Circle ONE number)

- 1 ALWAYS
- 2 OFTEN
- 3 SOMETIMES
- 4 SELDOM
- 5 NEVER

Q-2

What percent of your clothing do you get:
(PLEASE ENTER A "0" IF THE CATEGORY DOES
NOT APPLY)

- 1 AS GIFTS OF NEW CLOTHING _____ %
- 2 AT RETAIL STORES _____ %
- 3 AT SECOND HAND STORES _____ %
- 4 BY SEWING THEM _____ %
- 5 BY PAYING SOMEONE TO HAVE THEM SEWN _____ %
- 6 OTHER (please specify) _____ %

Q-3

Please circle the number that best indicates the importance of each
of the following items, when you buy clothing.

Workmanship (Circle ONE number):

- 1 OF NO IMPORTANCE
- 2 NOT VERY IMPORTANT
- 3 OF MODERATE IMPORTANCE
- 4 VERY IMPORTANT
- 5 EXTREMELY IMPORTANT

Well known brand name (Circle ONE number):

- 1 OF NO IMPORTANCE
- 2 NOT VERY IMPORTANT
- 3 OF MODERATE IMPORTANCE
- 4 VERY IMPORTANT
- 5 EXTREMELY IMPORTANT

Q-6 In general, would you say you **buy women's clothing** *earlier* in the season, about the *same time*, or *later* in the season than most other women in your age group? (Circle ONE number)

1 EARLIER IN THE SEASON THAN MOST OTHER WOMEN
MY AGE

2 ABOUT THE SAME TIME AS MOST OTHER WOMEN
MY AGE

3 LATER IN THE SEASON THAN MOST OTHER WOMEN
MY AGE

Q-7 Would you say you give *very little information*, an *average amount of information*, or a *great deal of information* about new women's fashions to your friends? (Circle ONE number)

1 I GIVE VERY LITTLE INFORMATION TO MY FRIENDS

2 I GIVE AN AVERAGE AMOUNT OF INFORMATION TO
MY FRIENDS

3 I GIVE A GREAT DEAL OF INFORMATION TO MY
FRIENDS

Q-8 In general, would you say you are *less interested*, about *as interested*, or *more interested* in women's clothing fashions than most other women in your age group? (Circle ONE number)

1 LESS INTERESTED THAN MOST OTHER WOMEN
MY AGE

2 ABOUT AS INTERESTED AS MOST OTHER WOMEN
MY AGE

3 MORE INTERESTED THAN MOST OTHER WOMEN
MY AGE

Q-9 Compared with most other women your age, are you *less likely*, about *as likely*, or *more likely* to be asked for advice about new women's clothing fashions? (Circle ONE number)

- 1 LESS LIKELY TO BE ASKED THAN MOST OTHER
WOMEN MY AGE
- 2 ABOUT AS LIKELY TO BE ASKED AS MOST OTHER
WOMEN MY AGE
- 3 MORE LIKELY TO BE ASKED THAN MOST OTHER
WOMEN MY AGE

Q-10 Which one of the statements below best describes your reaction to changing fashion in women's clothes? (Even though there may be no statement listed which exactly describes you, make the best choice you can from the answers listed.) (Circle ONE number)

- 1 I READ FASHION NEWS REGULARLY AND TRY
TO KEEP MY WARDROBE UP TO DATE WITH
FASHION TRENDS.
- 2 I KEEP UP TO DATE ON ALL FASHION CHANGES
ALTHOUGH I DON'T ALWAYS ATTEMPT TO
DRESS ACCORDING TO THOSE CHANGES.
- 3 I CHECK TO SEE WHAT IS CURRENTLY
FASHIONABLE ONLY WHEN I NEED TO
BUY CLOTHES.
- 4 I DON'T PAY MUCH ATTENTION TO FASHION TRENDS
UNLESS A MAJOR CHANGE TAKES PLACE.
- 5 I AM NOT AT ALL INTERESTED IN FASHION TRENDS.

SECTION 2

The following questions about your background will enable me to analyse and interpret the results of the questionnaire. Please circle only ONE answer unless otherwise stated.

- Q-11 Most of the time, I feel like I'm in my: (Circle ONE answer)
TEENS 20s 30s 40s 50s 60s 70s 80s 90s
- Q-12 Most of the time, I look like I'm in my: (Circle ONE answer)
TEENS 20s 30s 40s 50s 60s 70s 80s 90s
- Q-13 My interests are those of a person in her: (Circle ONE answer)
TEENS 20s 30s 40s 50s 60s 70s 80s 90s
- Q-14 I do the things a person does in her: (Circle ONE answer)
TEENS 20s 30s 40s 50s 60s 70s 80s 90s
- Q-15 In what year were you born? _____
- Q-16 What is your marital status? (Circle ONE number)
- 1 SINGLE (If single go to Q-20 and continue)
 - 2 MARRIED (If married go to Q-17 and continue)
 - 3 DIVORCED/SEPARATED
(If divorced/separated go to Q-20 and continue)
 - 4 WIDOWED (If widowed go to Q-18 and continue)
- Q-17 Is **YOUR SPOUSE** currently employed? (Circle ONE number)
- 1 HE IS RETIRED
 - 2 YES, FULL TIME
 - 3 YES, PART TIME
 - 4 OTHER (specify) _____

Q-18

Which of the following best describes **YOUR SPOUSE'S** current career or his career before retirement? **IF** your spouse is deceased, which of the following best describes his career? (circle ONE number)

- 1 HIGHER EXECUTIVE, PROPRIETOR OF LARGE FIRM, PROFESSIONAL
- 2 BUSINESS MANAGER, PROPRIETOR OF MEDIUM SIZED FIRM
- 3 ADMINISTRATIVE PERSONNEL, OWNER OF SMALL BUSINESS
- 4 CLERICAL AND SALES WORKERS, TECHNICIANS
- 5 SKILLED MANUAL EMPLOYEE
- 6 UNSKILLED LABOUR
- 7 OTHER: _____

Q-19

What is the highest level of education that **YOUR SPOUSE** completed? **IF** your spouse is deceased, what was his highest level of education? (Circle ONE number)

- 1 GRADE 6 OR LESS
- 2 GRADE 7 TO 9
- 3 GRADE 10 TO 11
- 4 COMPLETED HIGH SCHOOL
- 5 ONE TO THREE YEARS OF UNIVERSITY (ALSO BUSINESS SCHOOLS)
- 6 COMPLETED UNIVERSITY (four-year degree)
- 7 COMPLETED A GRADUATE DEGREE (i.e. Masters or PhD)

Q-20

What is the highest level of education that you have completed?
(Circle ONE number)

- 1 GRADE 6 OR LESS
- 2 GRADE 7 TO 9
- 3 GRADE 10 TO 11
- 4 COMPLETED HIGH SCHOOL
- 5 ONE TO THREE YEARS OF UNIVERSITY (ALSO
BUSINESS SCHOOLS)
- 6 COMPLETED UNIVERSITY (four-year degree)
- 7 COMPLETED A GRADUATE DEGREE (i.e. Masters
or PhD)

Q-21

Are you currently employed? (Circle ONE number)

- 1 I AM RETIRED
- 2 YES, FULL TIME
- 3 YES, PART TIME
- 4 OTHER (specify) _____

Q-22

Which of the following best describes your current career or your career before retirement? (circle ONE number)

- 1 HIGHER EXECUTIVE, PROPRIETOR OF LARGE FIRM, PROFESSIONAL
- 2 BUSINESS MANAGER, PROPRIETOR OF MEDIUM SIZED FIRM
- 3 ADMINISTRATIVE PERSONNEL, OWNER OF SMALL BUSINESS
- 4 CLERICAL AND SALES WORKERS, TECHNICIANS
- 5 SKILLED MANUAL EMPLOYEE
- 6 UNSKILLED LABOUR
- 7 I DID/DO NOT WORK FOR PAY
- 8 OTHER: _____

Q-23

Would you say in general your health is ... (Circle ONE number)

- 1 EXCELLENT (MY HEALTH NEVER PREVENTS MY ACTIVITIES)
- 2 GOOD (MY HEALTH RARELY PREVENTS MY
- 3 FAIR (MY HEALTH OCCASIONALLY PREVENTS MY ACTIVITIES)
- 4 POOR (MY HEALTH VERY OFTEN PREVENTS MY ACTIVITIES)
- 5 BAD (MY HEALTH PREVENTS MOST ACTIVITIES)

Q-24

You may have many sources of income. Including income from all sources, what is your total **MONTHLY** household income after deductions (i.e. "take-home" pay)? (Circle ONE number)

- 1 LESS THAN \$500
- 2 \$500-999
- 3 \$1000-1499
- 4 \$1500-1999
- 5 \$2000-2499
- 6 \$2500-2999
- 7 \$3000-3499
- 8 \$3500-3999
- 9 \$4000-4499
- 10 \$4500-4999
- 11 \$5000-5499
- 12 \$5500-5999
- 13 \$6000 OR MORE
- 14 I DO NOT KNOW

Q-25

Taking part in social and community activities is very important to me.
(circle ONE number)

1 _____ 2 _____ 3 _____ 4 _____ 5
ALWAYS _____ NEVER

Q-26

I like to be around and involve myself with other people.
(circle ONE number)

1 _____ 2 _____ 3 _____ 4 _____ 5
ALWAYS _____ NEVER

APPENDIX C

UNIVERSITY OF MANITOBA
FACULTY OF HUMAN ECOLOGY

APPROVAL FOR RESEARCH PROPOSAL INVOLVING HUMAN SUBJECTS

This is to certify that Ms. Sonia Pankratz, of the Faculty of Human Ecology, submitted a proposal for a research project entitled:

Clothing for Mature Female Consumers

The Faculty of Human Ecology Ethics Review Committee is satisfied that the appropriate ethical criteria for research involving human subjects have been met.

Members of the Committee:

<u>Name</u>	<u>Position</u>	<u>Department</u>
K. Duncan	Assistant Professor	Family Studies
G. P. Sevenhuysen	Associate Professor	Foods and Nutrition
S. Sinnott	Assistant Professor	Clothing and Textiles

Date: March 7, 1994

Rosemary Mills
Committee Chair

APPENDIX D



THE UNIVERSITY OF MANITOBA

FACULTY OF HUMAN ECOLOGY

DEPARTMENT OF CLOTHING AND TEXTILES

Duff Roblin Building
Winnipeg, Manitoba
Canada R3T 2N2

(204)

(204)

Fax

April 18, 1994

Dear

I am a graduate student in the Clothing and Textiles Department who is currently working on a master's thesis on mature females' perceptions of clothing. My work is supervised by Dr. Lena Horne. I am requesting your assistance in contacting female members of your senior centre to participate in my research.

Research has shown that although mature consumers have clothing needs that are different from their young counterparts, a void exists in the ready-to-wear market to serve the clothing needs of the mature consumers. Results of my research may assist apparel manufacturers in meeting the clothing needs of this particular group of consumers.

For my research, I would like to have a sample of 60 to 80 females who are members of various senior centres in Winnipeg to respond to a questionnaire about clothing. A copy of the questionnaire is enclosed for your information. A pilot test has been completed for the questionnaire; it will take approximately 30 minutes to complete the questionnaire.

If your centre agrees to participate in my research, I will provide you information about my research that you could include in newsletters and posters for the centre's bulletin boards. The data collection process entails meeting with female members of your centre and asking them to complete a questionnaire. Questionnaires will be returned to me immediately after they have completed them. I will also make a short presentation at the end to inform participants of recent developments in clothing for mature females.

Please be assured that your members' participation is voluntary; they can withdraw anytime; they can omit questions with which they do not feel comfortable; and their identities will not be revealed to anyone.

My research has been approved by the Ethics Review Committee. Enclosed you will find a package of information containing the questionnaire, the approval form from the Ethics Review Committee and the consent form.

Thank you for your time and consideration. I will call you in a week to seek your response to my request. Meanwhile, please do not hesitate to call me at [redacted] or Dr. Horne at [redacted] if you have any questions.

Sonia Pankratz, B.A.
Graduate Student

Lena Horne, Ph.D.
Assistant Professor

APPENDIX E

QUESTIONNAIRE DISTRIBUTION SITES

Smith Street Senior Center

St. Vital Senior Center

West End Senior Center

Main Street Senior Center

St. James Senior Center

Stradbrook Senior Center

Manitoba Society of Seniors Mall Exhibit, Unicity Mall

Age and Opportunity Lifestyles Convention

APPENDIX F

Appendix F

Fashion Involvement and Social Involvement By Site

Site	Fashion Involvement						Social Involvement				
	N	n	Mean	Standard Deviation	Mode	Range	n	Mean	Standard Deviation	Mode	Range
1	9	8	8.6	1.3	10	3	6	12.3	3.0	15	6
2	11	8	11	2.7	11	8	8	11.8	1.6	11	5
3	9	6	8.8	2.2	10	6	9	10.7	2.7	8	7
4	25	16	10.3	2.8	7	10	16	12.1	2.4	15	6
5	4	3	10.0	1.0	9	2	4	10.8	4.4	6	9
6	5	5	11.0	2.8	8	6	5	13.2	2.7	15	6
7	11	9	9.2	2.4	9	7	9	13.7	2.1	15	5
8	1	1	9.8	0	8	12	1	6	0	6	0
Overall	75	56	9.8	2.5	8	12	58	12.1	2.6	15	9

Appendix F (continued)

Importance of Brand Name and Comfort By Site

Site	Brand Name						Comfort					
	<u>N</u>	<u>n</u>	Mean	Standard Deviation	Mode	Range	<u>n</u>	Mean	Standard Deviation	Mode	Range	
1	9	9	2.9	0.9	2	2	9	3.9	0.8	4	3	
2	11	11	2.7	1.0	2	3	11	4.5	0.5	4	1	
3	9	9	2.6	0.7	3	2	9	4.4	0.5	4	1	
4	25	25	3.0	1.3	3	4	23	4.0	1.0	4	4	
5	4	4	3.0	0.0	3	0	4	4.0	0.0	4	0	
6	5	5	2.8	0.4	3	1	5	4.2	0.4	4	1	
7	11	10	2.8	1.4	2	4	11	3.9	0.7	4	3	
8	1	1	3.0	0.0	3	0	1	4.0	0.0	4	0	
Overall	75	74	2.9	1.0	3	4	73	4.1	0.7	4	4	

Appendix F (continued)

Importance of Workmanship and Chronological Age By Site

Site	Workmanship						Chronological Age				
	<u>N</u>	<u>n</u>	Mean	Standard Deviation	Mode	Range	<u>n</u>	Mean	Standard Deviation	Mode	Range
1	9	8	3.4	1.2	3	4	6	68.0	4.5	72	11
2	11	11	4.2	0.6	4	2	10	72.0	13.0	57	37
3	9	8	4.1	0.6	4	2	8	68.3	6.7	69	21
4	25	23	3.6	0.9	4	4	22	75.1	7.3	74	25
5	4	4	3.8	0.5	4	1	4	67.8	7.9	56	17
6	5	5	4.0	0.7	4	2	4	63.0	3.9	59	8
7	11	10	3.7	0.7	4	2	10	75.7	7.1	73	21
8	1	1	4.0	0.0	4	0	1	65.0	0.0	65	0
Overall	75	70	3.8	0.8	4	4	65	71.9	8.6	65	38

Appendix F (continued)

Perceived Health and Marital Status By Site

Site	Perceived Health						Marital Status				
	N	n	Mean	Standard Deviation	Mode	Range	n	Mean	Standard Deviation	Mode	Range
1	9	9	4.0	0.7	4	2	8	3.0	1.1	2	2
2	11	9	3.8	1.2	4	4	11	3.0	1.4	4	3
3	9	9	3.8	1.1	3	3	9	2.8	1.1	2	3
4	25	22	3.8	1.0	4	3	23	3.3	1.0	4	3
5	4	4	3.8	1.0	3	2	4	2.8	1.0	2	2
6	5	4	4.5	0.6	4	1	4	2.0	0.0	2	0
7	11	11	4.0	1.2	4	4	11	2.9	1.3	4	3
8	1	1	2.0	0	2	0	1	3.0	0.0	3	0
Overall	75	69	3.9	1.0	4	4	71	3.0	1.1	4	3

Appendix F (continued)

Education and Career By Site

Site	Education						Career				
	<u>N</u>	<u>n</u>	Mean	Standard Deviation	Mode	Range	<u>n</u>	Mean	Standard Deviation	Mode	Range
1	9	8	2.6	1.6	1	4	6	4.2	1.9	6	5
2	11	11	4.0	1.5	2	4	11	4.1	2.3	4	6
3	9	9	4.3	1.0	4	3	9	3.0	1.2	4	3
4	25	20	4.0	1.1	4	4	19	4.4	1.7	4	7
5	4	4	3.8	1.3	4	3	4	4.0	0.8	4	2
6	5	5	4.4	0.9	5	2	5	3.6	1.5	4	4
7	11	11	4.1	1.1	5	3	9	4.2	1.0	4	3
8	1	1	5.0	0.0	5	0	1	4.0	0.0	4	0
Overall	75	69	3.9	1.3	5	5	64	4.0	1.6	4	7

Appendix F (continued)

Income By Site

Site	N	Income				
		n	Mean	Standard Deviation	Mode	Range
1	9	4	6.5	5.3	2	12
2	11	5	6.8	6.2	1	13
3	9	6	8.2	4.6	6	10
4	25	15	4.3	3.0	2	12
5	4	2	3.0	1.4	2	2
6	5	4	7.3	3.1	3	7
7	11	11	5.9	4.3	4	12
8	1	1	4.0	0.0	4	0
Over all	75	48	5.8	4.1	4	13

APPENDIX G

Perceptions of Workmanship

1. Well-made, attractive.
2. Very important.
3. Essential in view of present prices and workmanship.
4. Clothes that are made so that minor alterations can be done. For example, I just bought a blouse and tried to remove the shoulder pads but they were sewn into the shoulder seam. That is very bad workmanship as far as I am concerned.
5. Important.
6. Important to know seams will not split, to ensure a good fit I find workmanship good in petite stores.
7. I like clothes that are well-made, but when I am buying I sometimes forget to look at workmanship. Clothes that are well-made, having a good feeling about them.
8. Very important to me as it makes your clothes last longer and keep there appearance.
9. Ironing, mending.
10. Seams that are not overcast, for longer wear, material that is well-made.
11. Very important.
12. Good stitching, no skimping on material, no fraying, good fit.
13. Well sewn garment, good seams, not skimpy, something that will look good after washing, ie., interfacing that will not shrink, no ravelling at hem.
14. Seams sewn well and straight, buttons that stay on, hems that do not unravel, no puckers in hemline.

15. Good material, cut well, thread that does not ravel, seams finished properly, buttons sewn on with more than half a dozen stitches and garments sized properly.
16. Very important, quality is number one especially in clothes made out of Canada. Buy, "Made in Canada" when possible.
17. Seams well finished, so they do not unravel, materials well matched where necessary. The garment will fit and have a good overall appearance. Buttons well sewn on, hems well stitched.
18. Checking seams and hems for good work.
19. Good workmanship would finish the seams properly, cut off ends of threads, and buttons well sewn on.
20. To me workmanship is important I like all seams done properly with no loose threads.
21. Very important not to have to remodel or readjust.
22. Matching patterns on collars, pockets, seams etc. Long seams overrun to neaten the inside. Properly sewn on buttons, buttonholes, lining in skirt. Fully fashioned armhole and necks on knitted clothes.
23. Like well fitting clothes and good neat-looking.
24. Sewn properly, large buttons or velcro.
25. Important, I do not like poor workmanship and will not buy something even if I like it, if it has poor workmanship.
26. Very important, however, they are still sewing on buttons with little or no thread, that melts or breaks. Seams too seem to have to be re-sewn.

27. Properly finished seams, decent hem. Enough seam allowances, good colour pattern match in garments, proper button holes and buttons.
28. Well-made garment, colour as well as style. I also feel very comfortable in a two piece suit or one piece dress as well as inter-change.
29. Enough seam allowance, matched patterns, good fit.
30. Garments that are well sewn, good seams that are well matched especially in checks or plaids. That have sleeves that are properly set in, that have linings that fit the garment, that have collars that lay well and both sides are properly matched. Good workmanship covers details in the finishing of a garment.
31. Important if you are paying a substantial amount you expect it to look good and last awhile.
32. Pretty important.
33. Seams that do not pull apart, buttons on solid even seams, re-enforced where needed, like underarms.
34. Everything sloppy seams and hems turn me off, as I do some sewing and know what good sewing looks like.
35. Most important, if a dress requires repairs before wearing, then it is not worth the ticket price. However, should the dress be reduced in price then I would give it a second thought to the ultimate purchase.

36. Is very important, the clothing of today is poorly put together, I have had accidents the first time on, and I have returned it and demanded my money with a battle also.

Clothes come to the store and hang on a hanger and they look like a rag and then they expect me to buy them, no thanks.

37. Good appearance overall, no threads hanging or loose buttons. T-shirts that hang well, not something that has been cut on the bias as one I own which is always a nuisance and requires straightening with an iron, reinforced seams.

38. Fit neatly.

39. Very important.

40. Stays together.

41. Most important.

42. I have done my own sewing in younger age and do look for good workmanship.

43. A good fit, easy to get into, looks good, not unravelling.

44. Very important, especially the thread, it always seems to fall apart, regardless of what I pay. Probably because it's not made in Canada with good thread. Rayon should be taken off the market.

45. Well sewn, plaid matching, overall appearance of the article.

46. Workmanship is an important quality to look for. Too many items are not well-made and the seams tend to come apart with the first wearing.

47. Seam properly sewn and not just surged. Need material to let out seams. Finishing details.

48. I do not like to have seams come undone or threads not tied off. Buttons falling off, hems uneven, workmanship is really very important.
49. Being comfortable.
50. Good seams, not skimpy.
51. The quality of the work being put into the construction of a garment.
52. Very important.
53. Very important, to be sewn right and comfortable. To be completed to look professional.
54. Durability, well finished seams, able to withstand numerous washings and look good.
55. The seams are strong and well finished. No threads un-snipped, collars made neatly, buttons and buttonholes properly made. Skirt length not too short, shoulders neat, design of fabric not dowdy, style not dowdy.
56. Seams that are seams, not just finished edges. Material pattern should be properly matched, very important. Buttonholes must be well-made, stitching should be small and trim stitching should be nicely done, no loose or broken threads.
57. 5/4 seam allowance, lots of ease, seams overcast by hand or machine so no unravelling.
58. Detail to all aspects of the garment, such as button holes, (frayed), hems (frequently, they are uneven), threads dangling or applied so that if thread is pulled, button comes off. Finishing seams (no ravelling).

Perceptions of Comfort

1. Being happy with myself.
2. Good fit. Good styling, reasonable price.
3. That the garment fits and my bulges don't show too much. That the colour is right for me.
4. Colour, make of material, (quality), and a perfect fit.
5. Clothing made to my figure (smaller shoulder, shorter back where needed for short ladies). Material patterns should suit my age. Clothing should not fall apart after a couple of wearings. Length of skirt should be longer so it can be shortened. Clothing should be washable and require little or no ironing. Clothing does not have to necessarily look the same as for young people (styles).
6. Having a blouse fit properly and not be so tight as to have sleeves be too tight.
7. Very important.
8. Lots of ease, happy with the item, blended shades.
9. Clothing that fits also clothing that I feel good in. Colour choices play a big part. Clothing that's in style and makes me look as young as possible.
10. Putting on a garment and forgetting how it looks. Instead, I enjoy what I wear.
11. Important particularly to have a size what it should be. Example, not when a size 14 is labelled size 16.

12. I have to feel good in what I wear and that is comfort. To feel good not to have loud colours or patterns, as mature women are not as small as they used to be and waistlines are out. Jackets need longer lengths. The tailor look makes any woman attractive, comfortable and good looking.

13. I am tall, so clothing has to be made with taller people in mind, without having to go into the "tall girl" shops which are too pricy. Having slacks long enough, waist to crotch and leg length in size 14. T-shirts are often not made for the taller person. Same with jackets and coats. I have to try on alot before I purchase any item. Even underpants are often too short from waist to crotch.

14. Comfort is most important and if an item of clothing is comfortable I enjoy wearing it whether or not it is in style.

15. Something I can move around in without feeling a pulling or tugging. Something easy to get on and off. Not too many buttons.

16. Being able to wear an item for a period of time (day) and not feel uncomfortable.

17. Important but sometimes it does not make me look so good.

18. As you grow older, comfort is most important.

19. Proper fit, soft materials that don't wrinkle and don't need ironing. Nice, not gaudy colours. Proper buttons or zippers, not covered buttons or zippers that are nylon and pucker in the dryer. Clothes that I can wash and wear and that are moderately priced. I am 5'1" and I can never ever buy clothing that fits properly in larger sizes without paying an arm and a leg.

20. Fit neatly.

21. Very important.
22. Loose, flattening to my non-figure.
23. Nothing too tight, light and comfortable.
24. A good fit, easy to get into, looks good, not too revealing.
25. Of most comfort.
26. To feel good, look nice.
27. Easy to put on, movability, pockets.
28. Feeling good in my clothes, having colours and sizes that fit me, sometimes it seems I am hard to fit.
29. A second priority with me.
30. Arm movement without pulling up, not too tight at neck. Neck without buttons or openers, cover arms to wrist. Proper hip fit (not too tight or loose) proper length to waist (I am long waisted). Enough lengthen rear area so waist is not up in front, down in back.
31. Good quality not too tight fit. When buying I also check workmanship.
32. Comfort when walking, loose but stylish, wrinkle free.
33. Having a garment that fits well, is well made and in a fabric that is not stiff but moves well. Also a fabric that is easy to care (a blend as opposed to silk for instance).
34. Important if you're comfortable you look good in your clothes.
35. No pinching, riding up, not cumbersome or binding all knee highs should have wide bands.

36. Having clothes that fit properly are well sewn (no raggedy hems) and are not matronly. When I shop I look for style and comfort at reasonable prices. I don't mind paying a little more if garments are worth the money.
37. Extremely important.
38. Being happy and relaxed in whatever one buys. If I cannot be comfortable in whatever I buy, then I don't buy it!
39. Clothing that is suitable and relaxing. Like housecoat on evening and slacks and blouse in the daytime. Dresses in evening.
40. Feels comfortable when you sit down, does not pull across the bust. Armholes are larger. Waist is not too tight. I prefer dresses with no waist.
41. Loose fitting clothing.
42. Wearing something that fits reasonably well without strain, and the colour suits me.
43. To me getting the right size is very important.
44. To be able to jog or walk in a comfortable manner.
45. Putting on the garment, and being able to then forget it, knowing that I look my best.
46. Well-fitting, not too tight, attractive.
47. A good fit, a good price, nice material.
48. Essential.
49. Having clothes that fit nicely and look attractive.
50. One requisite, well made clothes are comfortable, I enjoy being able to move freely, be able to take a deep breath.
51. Not important.

52. Important, if an article of clothing does not feel right I would not wear it.
53. Very important, freedom of moving.
54. Loose clothing, mostly cotton and easy laundering.
55. Good length, good fit, my favourite colours, material that doesn't wrinkle easily, styles that look good on me at my age.
56. Very important.
57. Clothes that don't bind me in the waist, shoes that don't fall off my feet and a low heel. Wearing slacks or sweats and joggers. For a dress up, nice pair of slacks with elastic waist and a nice long pullover and a good pair of arthritic shoes or well fitted shoes (low heel).
58. Everything loose around the waist.
59. Easy to get into and out of, elastic waists to allow for slight changes of weight, feeling smart in the outfit, ample cut.
60. Feeling good in that garment, being able to move freely, comfort is a garment that will go from one place to another with maybe only minor accessories. Something with pockets at the sides for keeping Kleenex. Something that is easy to put on and take off.

Something that goes from dryer to hanger, that travels well and looks good after being in a suitcase. In-expensive to maintain, no dry cleaning, something that goes from one season to the next.
61. Wearing a garment that fits well, hangs on my figure well, is cool in summer, warm in winter and makes me feel good when I have it on.