

THE UNIVERSITY OF MANITOBA

Female Stature and its Relationship to Body-Image,
Self-Concept, and Clothing Interest: A Profile
of the Petite Female

by

Selene A. Snell

A Thesis
Submitted to the Faculty of Graduate Studies
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of Master of Science

DEPARTMENT OF CLOTHING AND TEXTILES

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BY SELENE A. SNELL

A thesis submitted to the Faculty of Graduate Studies of
the University of Manitoba in partial fulfillment of the requirements
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MASTER OF SCIENCE

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To Mom, Dad, and John

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ABSTRACT

The purpose of this study was to profile the potential petite female apparel consumer in terms of body-image, self-concept, clothing importance, and clothing interest. A mail questionnaire surveyed 659 randomly selected female staff members at the University of Manitoba Campuses. A sampling error reduced the sample population from 659 to 565. The overall response rate was 64% (n=363); only responses from petite females, 5'4" and under, were used in the data analyses (51.5%, n=187).

The questionnaire included the following scales of measure: Secord & Jourard's Body and Self Cathexis Scale; Gurel's Clothing Interest Scale; and a Personal Data Inventory. The administration of the questionnaire followed Dillman's (1978) Total Design Method for mail and telephone surveys.

Preliminary evaluation of the data included the use of descriptive statistics and Pearson product-moment correlations to examine first order relationships. In terms of personal variables, the average petite female was described as 5'2.7" tall, 127.5 pounds, and 36 years of age with an annual family income of \$36 980. Subjects were moderately satisfied with their bodies and possessed a medium-high level of satisfaction with the self. A low level

of clothing importance and a moderate degree of clothing interest was reported. The average petite female was most interested in clothing to enhance personal appearance while at the same time maintaining a high level of modesty in her clothing behaviour.

First order relationships between the variables revealed that height and weight were positively related. Weight was also positively related with age; weight was negatively correlated with body-cathexis, clothing importance, and clothing interest. Age was positively correlated with self-cathexis, yet almost no relationship between age and body-cathexis existed. Annual family income was found to have almost no relationship with any of the other variables. Consequently, the correlation matrix indicated that the independent variables of weight and age had the strongest impact on the petite female's body-image, self-concept, and clothing interest.

Three research hypotheses were tested in the null form by a two-way analysis of variance (ANOVA). Height and weight were the main effects; age and income were covariates which were considered concurrently with the main effects in the ANOVA. Two research hypotheses were tested with Pearson product-moment correlation coefficients. Two of the five research hypotheses were rejected at the .05 level of significance. Significant relationships were found between body-cathexis, self-cathexis and clothing interest factors

using Pearson correlations. Positive body-images and self-concepts were related to interest in clothing as a concern for appearance, while negative body-images and self-concepts were related to interest in clothing in order to enhance feelings of security.

The three remaining hypotheses were supported. No significant differences between body-cathexis, self-cathexis, and clothing interest scores were found among petite females in the short and average height groups. The two-way ANOVA did reject hypotheses related to weight as the main effect. Significant differences were found between body-cathexis and clothing interest scores among petite females in three weight categories. Heavy-petite females were least satisfied with their bodies, least interested in clothing generally, and least interested in clothing as a concern for personal appearance.

Although the anticipated relationships between body-cathexis, self-cathexis, and overall clothing interest in relation to height were not found, the study demonstrated that positive feelings about the self, including the bodily self, reduced the petite female's need for clothing to improve feelings of self-confidence and self-worth. Yet, the more self-confident about aspects of her self, including the body, the more willing the petite female was to invest in her clothing and appearance.

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CHAPTER 1

INTRODUCTION

Society's concept of the ideal female figure has varied from Botticelli's Venus to the boyish flapper of the 1920's, the curvaceous woman of the 1950's, and finally the thin and toned physique of the 1980's (Kaiser, 1985). Although individuals may share a valued perception of the ideal female figure, individuals do not share the same body type, nor body dimensions of heights and girths. All individuals are physically unique. Furthermore, not all individuals are examples of society's perception of the present ideal body type.

Research has indicated that the mass media and advertising of North American society is presently promoting a thinner ideal of female attractiveness than has been valued in the past (Silverstein, Perdue, Peterson, & Kelly, 1986). The value of fashionable thinness is compounded by the portrayal of the glamorous and tall female fashion model in mass media campaigns. It appears that the mass media is promoting this ideal and that society is accepting the thin female physique as the ideal body type (Davis, 1985).

In keeping with the North American ideal of bodily attractiveness, apparel manufacturers have concentrated on designing and producing clothing for the ideal thin and tall

figure type. Only recently have manufacturers and designers concentrated on producing apparel for people who have special fitting needs such as the tall, petite, obese, or expectant female (Ondovcisik, 1981; Kummen, 1984; Wallach, 1986).

An indepth survey by Nutrition Canada, based on 1972 census data, measured the height and weight of 13,691 Canadians (6,142 males and 7,549 females) between the age categories of 0-5 months and 70 years and older (Demirijian, 1980). The subsequent analyses and report revealed that the mean stature for the adult Canadian female was 158.3 cm (5'2.5"), while the mean weight for height categories of 158-160 cm and 160-162 cm were 60.75 kg (134 lbs) and 63.06 kg (139 lbs) respectively. Obviously the average heights and weights of Canadian females are shorter and heavier than the North American's tall and thin ideal of female bodily attractiveness at 5'7" and 115 pounds (Garner, et al., 1980).

A clothing company by the name Garey Petites has been developing the concept of designing specifically for the petite female and her clothing needs for 25 years. Bernard Garey was quoted as saying, "When you consider that half of all American women are 5'4" and under...! Designers are hung up on the idea of 5'8" woman. They think the world is full of tall women who weigh 110 and look emaciated, when the truth is, those women are in the distinct minority" (Ondovicsik, 1981, p. 20). Based on the revelation that 55% of the American female population, that is 37 million women,

was under 5'4" ("Small clothes are selling big", November 16, 1981) design and clothing companies estimated a 15-60% increase in petite apparel business between the years 1982-1986 (Ondovcsik, 1981). Consequently, specialty stores and boutiques, as well as exclusive petite departments in larger department stores have emerged to meet the special clothing needs of the petite population (Ondovcisik, 1981; Wallach, 1986).

Although the petite female is beginning to be recognized as a large and important market segment, research related to clothing and the petite female is almost nil. To date only Griffin (1985) concentrated clothing research on a petite female population using a small American sample of 176 subjects. She attempted to determine the relationship between petite women's height and attitudes toward clothing and what the petite market segment wanted in ready-to-wear.

The lack of Canadian research and the growing interest in petite-sized clothing suggest that is timely to consider the petite female apparel customer in Canada. In the past the petite woman shopped in junior departments (Ondovcisik, 1981; Wallach, 1986) which resulted in "little girl looks" and dissatisfaction with clothing purchases (Murray, 1988). At present petite clothing merchants' concerns are to educate not only the petite consumer but also the designers, manufacturers, and retailers of petite-sized clothing (Wallach, 1986). The goal is to better satisfy the petite

female's physical and psychological clothing needs.

Education for the petite consumer must address the false connotation and stereotype associated with the word "petite". Once the petite female consumer is aware that petite means short (151 cm or five feet four inches and under) and not small and fragile (Ondovcisik, 1981; Wallach, 1986) the consumer will be more aware of the clothing industry's increased interest in providing mature and sophisticated garments for the adult petite female. Research and education for the designers, manufacturers, and retailers of petite-sized clothing must answer a number of questions in order to better identify the petite female apparel customer. In turn promoters of petite-sized apparel will be better able to tap the petite female apparel market segment.

PURPOSE AND OBJECTIVES

Given the growth of the petite-sized apparel industry, the lack of Canadian based research, and that the mean stature for adult Canadian females is within the petite definition of 5'4" and under, the overall purpose of this investigation was to characterize the potential petite female apparel purchaser based on her body image, self-concept, and clothing interest. Surveying the physical and psychological constructs of the petite female in relation to her clothing interest will benefit petite apparel designers',

manufacturers', and retailers' understanding of their target market segment.

The specific objectives of the investigation were to:

1. To determine whether there is a relationship between the independent variable of the petite female's height and her (a) level of body-cathexis, (b) level of self-cathexis, (c) overall clothing interest, and (d) clothing interest factors.

2. To determine whether there is a relationship between the petite female's clothing interest factors and her levels of (a) body-cathexis, and (b) self-cathexis.

DEFINITION OF TERMS

For the purpose of this study, terms and concepts will be defined as follows:

Petite: 151 cm or five feet four inches and under, as defined by the American and Canadian clothing industries (Ondovcisk, 1981; Wallach, 1986).

Body-Cathexis: the degree of feeling of satisfaction or dissatisfaction with various parts and processes of the body (Secord & Jourard, 1953).

Self-Cathexis: the degree of feeling of satisfaction or dissatisfaction with various parts and processes of the self (Secord & Jourard, 1953).

Self: that aspect of the personality consisting of the individual's conception of himself. The way a person

perceives himself is a result of his experiences with other people, the way they act toward him, and the impression he gets of their view of him (Theodorson & Theodorson, 1969, p. 374).

Clothing Interest: refers to the attitudes and beliefs about clothing; the knowledge of and attention paid to clothing; the concern and curiosity a person has about his/her clothing and that of others. This interest may be manifested by an individual's practices in regard to clothing itself such as the amount of time, energy and money he/she is willing to spend on clothing; the degree to which he/she uses clothing in an experimental manner; and his/her awareness of fashion and what is new (Gurel, 1974, p. 12).

CHAPTER 2

Literature Review

This chapter presents a brief review of literature related to the major areas of study to be included in this investigation. The areas include self-concept, body-image, the ideal body-image, body-and self-cathexis, clothing interest, and the petite apparel market.

Development of the Self-Concept

Self-concept, the evaluated beliefs one holds about oneself, is considered a vital and central component of an individual's life experiences and aspects of behaviour. As such, the self-concept mediates both stimulus and response (Fisher, 1986). Early theoretical writers (James, 1890; Cooley, 1902; and Mead, 1934) assumed that the self was maintained and one's level of self-regard enhanced throughout one's life, and that the standards for self-evaluation developed as a result of social interaction (Wylie, 1961). An understanding of the three empirical self (Me) components of material self, social self, and bodily self are critical to research questioning the relationships between self and clothing.

Burns (1979), commenting on how many ways the three

selves can be combined to render one's self-image stated, "clothing, so much a part of material self, enhances bodily self and satisfy social ends by gaining others' attention" (p. 8). The time and money employed to create a favorable image usually involves the use of clothing items and can be measured as an indication of clothing interest (Creekmore, 1968; Gurel, 1974). Clearly one's physical appearance, including one's body and clothing, can play a significant role in social interaction and self-concept development.

Self Theory

William James (1890) was the first psychologist to fully elaborate on the subject-object theory of the self. He categorized the global self or personality into two components -- "Me", and "I" . James considered the global self to be Me and I simultaneously; each can not exist without the other. Me referred to the self-as-object or the self known, while I was perceived as the self-as-subject or the knowing self. James further delineated his empirical self (Me) into four components each having implications on self-esteem: spiritual self; material self; social self; and bodily self.

Spiritual self, according to James (1890) referred to one's thinking and feeling about what he or she most truly appears to be. More recently, Burns (1979) explained the spiritual self to be a "composite of all one's intellectual,

religious, and moral aspirations" (p. 7).

The material self referred to material possessions, including clothing, which an individual would perceive to be part of him or her self, and use to create a social self. An individual can have many social selves each "reflecting a different interface between self and society" (Dictionary of Psychology, 1985, p. 680). Basically the social self is determined by societal values and social influences which shape an individual's perceptions of how others perceive the social self.

James (1890) labeled the perception of one's physical body structure and functions as the bodily self. He ranked the bodily self as being the least influential of the four empirical self components on self-esteem. Burns (1979) however noted that this ranking could be seen as an error in contemporary society. Children, adolescents, and adults are very concerned with their body-images, to the point of spending considerable time and money to "nourish, maintain and adorn their bodies to produce a favorable image" (Burns, 1979, p. 8). One's appearance and health of the human body is a dominant concern of North American peoples; furthermore, the daily routines and philosophy of North American attractiveness are unique (Miner, 1958).

James (1890) explained feelings of self-worth and self-esteem as a function of what an individual sees him or herself as being and the success or failure at these

aspirations. Clearly, one's self-worth and self-esteem are partially derived from perceptions of where he or she stands in relation to others who are perceived as having similar attributes. Physical appearance including one's body and clothing are extremely visible attributes upon which one can gauge similarity to valued others in social interactions.

The Theory of Symbolic Interactionism

The theory of symbolic interactionism emphasizes the role of visible symbols and the importance of their meanings to individuals involved in social interaction. For meaningful communication, or symbolic interaction, to take place the same meanings must be attached to each symbol by each person involved in a social interaction. Cooley's (1902) and Mead's (1934) writings explained the development of self-concept within the theory of symbolic interaction. Both wrote of the self as being born in society; that is, the self of any individual is the result of social activity and symbolic interaction with significant others.

Cooley's (1902) major contribution to the literature of self-concept and symbolic interactionism is his theory of the "looking-glass self". This theory explained the impact of how one perceived others feedback of him or herself on subsequent feelings about the self, and in particular the social self.

As we see our face, figure, and dress in the glass, and

are interested in them because they are ours, and pleased or otherwise with them according as they do or do not answer to what we should like them to be; so in imagination we perceive in another's mind some thought of our appearance, manners, aims, deeds, character, friends, and so on, and are variously affected by it (p. 152).

He went on to suggest that the "looking-glass self" has three principle elements: (1) the imagination of our appearance to the other person; (2) the imagination of his judgment of that appearance; and (3) some sort of self-feeling, such as pride or mortification. Through the looking-glass self, the self-concept is developed in a social learning situation whereby significant others' imagined opinions of one's social, material, and bodily selves are incorporated into one's self-awareness.

Similarly, Mead (1934) explained that the self-concept developed from social interaction and an individual's awareness of how significant others reacted to him or her. Mead, like James (1890), differentiated between the "Me" and "I". According to Mead (1934), "I" was the impulsive tendency of the individual or the acting part of the self which must come under societal pressures to develop into the "Me". The emergence of "Me" unfolded within the stages of "play" and "game". The play stage involved the ability to

perceive oneself and his or her role in relation to significant others' roles and attitudes toward him or herself. Whereas, the game stage involved the internalization of significant others' roles and attitudes as part of the individual's self. So, self-image becomes consistent with the attitudes and responses of significant others toward the self.

Essentially Cooley's "looking-glass self" theory (1902), and Mead's (1934) theory of emergence of "me" through the stages of play and game stated that "society gives shape and meaning to individual self-conceptualization" (Burns, 1979, p. 16). The "looking-glass self", and play and game stages can operate throughout one's lifespan to maintain or alter one's self-concept. Consequently, one's changing physical appearance and societal roles can continually influence one's self-image.

Symbolic Interactionism, Self-Concept, and Clothing

Symbolic interactionists concur that the self is established, maintained, and altered through some form of interpersonal communication (Cooley, 1902; Mead, 1934; Stone, 1962; Kaiser, 1985). The visible body covering of clothing and one's physical characteristics are the most salient symbols present in interpersonal communication. In turn, one's evaluation of his or her body and clothing as shared symbols within a social interaction can have a positive or

negative effect on one's self-concept.

According to Stone (1962) the writings of many symbolic interactionists suffered from a discursive bias; that is, a tendency to consider only verbal communications and the meaning of language in social interactions. Physical appearances of interacting persons and their perceptions of their appearances, as nonverbal communication, is also important to symbolic interaction. One's appearance can include the body size and shape, clothing, stance, gestures, and facial expressions. We can choose to avoid the discourse but not our physical appearances (Stone, 1962). So, our appearances are always a part of interaction, and discourse is impossible without appearance.

In order to validate his theories, Stone (1962) observed a total of 8,000 responses from subjects who perceived their reactions to be stimulated by others' appearances in social interaction. His findings illustrated the basic structure of Cooley's (1902) "looking-glass self", and the subjects' responses took on three forms. Responses were either made about the wearer of clothes by others, known as reviews; made about the wearer by the wearer, response programs; or represented the wearer's imagination of others' responses to his dress (Stone, 1962).

In terms of appearance's affect on the self, Stone explained that if the reviews and programs of one's appearance were congruent then the self was validated and

established; if the responses tended to be in conflict, then the self in its present form would be challenged. This challenge may lead the individual to attempt to redefine the self-image to the self-image perceived to be held by others. Responses and reactions to a person's clothes and his or her imagination of these responses elicit feedback to the self as a social object, and shape one's self-image, self-concept, and feelings of self-worth.

Kaiser (1985) has also recognized the pervasive nature of clothing and personal appearance to everyday communications, and the lack of an integrated approach to the study of clothing and appearance. Her efforts have therefore been driven towards establishing an interdisciplinary approach to this area of study. Her work combined two theoretical perspectives, symbolic interactionism and social perception. She has stressed that the nonverbal nature of clothing and appearance is integral to social interaction, development of the self, individual behaviour, and forms of collective behaviour. The literature involving the role of clothing in symbolic interactionism and its relation to self-concept development has not been female or petite female specific. The clothing and appearance of males and females in general can reflect feelings about the material self, social self, and bodily self. As well, significant others' reactions to one's clothing and appearance can influence the mental picture one has of his or her body, known as body-

image.

Body-Image

Body-image is a term used interchangeably with body-concept to exemplify "the subjective image one has of one's own body, specifically with respect to evaluative judgments about how one is perceived by others and how well one is adjusted to these perceptions" (Dictionary of Psychology, 1985, p. 99). Some researchers use the term only for one's concept of his or her physical appearance and characteristics, while other researchers also include perceptions of body functions, movement, and coordination.

Body-Image Theory

Fisher's (1986) review of the literature surrounding body perception in the last 20 years included broad definitions and categories of body-image. He included studies which directly or remotely dealt with "how individuals view and assign meaning to their own body" (p. 1). Based on his review, Fisher concluded that a good deal more work in a number of areas related to body-image development is necessary. From this review, a common thread between developmental theories of self-concept and those of body-image emerged; that is, "body-image evolves largely from bodies interacting with bodies, we form impressions of our body in the context of how others react to it" (p. 111).

Once again the importance of social interaction and symbolic interactionism in the development of body-image is supported. However, this should not be considered revelational because body-image is one component of self-concept.

Just as James (1890) categorized the self (me) into four parts -- the spiritual self, the material self, the social self, and the bodily self -- Ryan (1965) categorized the self into two parts: (1) the somatic self; and (2) the social self. The somatic self, similar to James' bodily self, included all the perceived physical characteristics and ideas of self-extension, body-image, and body-cathexis. Ryan also divided her social self into the "sort-of-person-I-am-self" and the "self as a member of a group". The "sort-of-person-I-am-self" was deemed important to a person's initial perception of his or her place in society and societal roles from which follow an individual's feelings about group belongingness and social participation. One's feelings about group belongingness and social participation were said to comprise the "self as a member of a group". Ryan (1965) spoke of a person's use of clothing not only as an indicator of one's somatic or physical self, but also as an illustration of the sort-of-person one may perceive oneself to be and the group memberships one may perceive oneself to possess.

Both Ryan's somatic self (1965) and James' material and bodily selves (1890) are components of the self-concept which

comprise one's body-image. Self-concept and body-image are social phenomena. One gains knowledge about his or her body by introjecting the body-images of others into themselves (Schilder, 1950). Social comparison with others can lead to negative or positive feelings about the body and self. Since clothes are part of the body schema, they can have the same symbolic significance as parts of the body to one's body-image. Clothes can be a method of transforming the body-image and feelings of self-worth. Self-concept and body-image, developed and modified through socialization processes, are a function of the cultural context in which socialization and social learning occurs.

The Ideal Body-Image

No one universal image of the ideal body exists. The ideal body-image is not only sex specific but also time and culture specific (Miner, 1958; Schilder, 1950). The ideal body-image for males and females differ, and it changes over time between and within specific cultures. The idealized images of the male and female body in any culture are "translated into clothing fashions, references for certain body builds, health and exercise regimens, and a thousand body camouflaging strategies" (Fisher, 1986, p. 123).

Mass Media and the Ideal Female Body

The strongest portrayal of an ideal female body is occurring in the 21st century due to the technological advances and availability of mass media. Mass media's portrayal of the cultural stereotype of the ideal female body may in fact be affecting the body-image and subsequent self-concept of North American women.

A number of studies have addressed the impact of mass media communications on the cultural stereotype of the ideal female body (McMullen, 1984; Waldfogel, 1986; Silverstein, Perdue, Peterson, & Kelly, 1986). Each study concluded that the mass medium of advertising, television, and fashion magazines are portraying an ideal female body which is unattainable to the average North American woman. The ideal female body used in mass media may be reflecting society's social values and perception of physical attractiveness for females. In order to attain an ideal female body many North American females have become obsessed with extreme dieting and exercise programs.

McMullen studied the relationships between physical stereotypes portrayed through media, and the body-image and self-esteem of media users (1984). Specific attention was given to the physical stereotype of women presented on television as young, tall, thin, and beautiful, as the only desirable physical type. A total of 254 University of Texas male and female students were surveyed regarding their media

use, types of favorite program, favorite characters, and reasons for their choices. Subjects were also asked how television's portrayal of the world and its people compared with their personal experiences, people they knew, and themselves.

Based on the subjects' responses McMullen concluded that subjects believed television accurately depicted how people in the real world should and could look with the proper effort. Although the subjects were fairly satisfied with their own physical appearance they did not believe they could be as attractive as media characters. This self-doubt leads to depression after viewing attractive people on television. McMullen's work clearly illustrated the role of the "looking-glass self" and how our perception of ourselves in relation to the ideal depicted by media sources, can influence our self-concept and self-esteem.

Waldfoegel (1986) explored the history behind the notion of ideal feminine beauty and the history of advertising in the 20th century. Her work addressed the development of temporal and cultural versions of ideal feminine beauty, how this ideal was reflected in advertising and popular literature, as well as its adaptation as a social norm.

Waldfoegel stated that the social ideology of advertising encouraged this century's preoccupation with the physical self. Ideal feminine beauty has become an essential component of American consumer behaviour, material culture,

and the self-definition of American women. Waldfogel identified a possible source of female dissatisfaction with their physical image and traced its impact back to the early 20th century. With the loosening of sexual morals, freedom in dress, importance of fashion, and advanced media communications since the 1950's, it may be that the impact of advertising today is stronger but its attempts are perceived as more subtle.

Similar to Waldfogel's (1986) historical investigation of ideal feminine beauty, Silverstein, Perdue Peterson, & Kelly (1986) demonstrated that the current standard of attractiveness for women is the thin woman. Mass media is portraying a much thinner ideal now than in the past. Their work consisted of four separate studies. The first study analyzed weight-ratings of television characters who may have served as role models and means of social comparison for viewers. The second study involved a content analysis of weight messages appearing in the most popular women's and men's magazines to determine if articles and advertisements were communicating the same standards of attractiveness for males and females. In the third study, The Ladies Home Journal and Vogue magazines were used to analyze the curvaceousness of females portrayed in mass media by examining bust-to-waist ratios from 1901 to 1981. The final study involved the analysis of the curvaceousness of the most popular female movie stars of the past 50 years, again using

bust-to-waist ratios.

The results indicated that the mass media did play a role in promoting a thinner standard of attractiveness for females than for males, and that the standard has become less curvaceous since 1930. Consequently, the popularity of television, movies, and magazines combined with the surge of eating disorders in women suggests that the female population may be dissatisfied with their physical image. The female population may not perceive their own physical image as being within the ideal physical image accepted in North American culture.

Body-Cathexis and Self-Cathexis

The degree of satisfaction or dissatisfaction a person has with various parts or processes of his or her body has been defined as body-cathexis (Secord & Jourard, 1953). Similarly self-cathexis is defined as the degree of satisfaction or dissatisfaction with parts or processes of the self (Secord & Jourard, 1953). The attitude toward one's body was believed to be crucial to one's self-understanding and an integral yet separate component of self-concept. To demonstrate that the body and body attitudes were related to other personality variables, Secord & Jourard investigated whether body attitudes (body-cathexis) corresponded with attitudes toward the self (self-cathexis). In addition, they questioned whether negative body-cathexis would correspond

with bodily anxiety, and be associated with feelings of insecurity about the self.

In order to measure these psychological constructs Secord and Jourard developed the Body- and Self-Cathexis Scale. The scale consisted of 46 body parts and functions as well as 55 items representing various aspects the self. The initial administration of the scale was performed on 70 college males and 56 college females. Subjects were required to indicate on a scale of 1 to 5 the strength and direction of feelings about each item.

Intercorrelations between values of body-cathexis and self-cathexis scores for males and females indicated that both sexes tended to cathect their bodies and selves to the same degree. Women, however, cathected their bodies more highly, irrespective of the direction, than males. Secord and Jourard suggested that this may be due to the social importance of the female body, and the unproven idea that females develop more anxiety around their bodies than males.

Expanding on the issue of the social importance of the female body Secord and Jourard (1955) tested whether cathexis ratings for certain body parts correlated with the actual size of these parts. In essence they explored the relationships between cathexis ratings for selected body parts and the measured size, self-estimated size, and self-ratings of ideal size. The use of a modified body-cathexis questionnaire, body-estimate questionnaire, and

body-cathexis questionnaire, body-estimate questionnaire, and ideal-body questionnaire on 60 female university students indicated that a shared ideal for certain female figure dimensions existed. Self-satisfaction of the subjects' bodies varied with the amount of deviation between the measured size and their own concept of the ideal size. Secord and Jourard paraphrased the ideal for this group of female subjects as "it is good to be smaller than you are in all dimensions except bust" (1955, p. 246). Women who were large wanted to be smaller but not as small as the small women; small women wanted to be larger but not as large as the large women.

Since the ideal was seen as difficult to attain for most women, Secord and Jourard believed that "insofar as the ideal is internalized by women, the ideal is indirectly responsible for much anxiety and insecurity among women" (Secord & Jourard, 1955, p. 246). Although Secord and Jourard's initial work was completed four decades ago the issues of the ideal female figure, body-image, self-concept, and their relationships to clothing have continued to be studied by clothing researchers (Tyrchniewicz, 1972; Williams, 1974; Karhoff, 1979; Davis, 1985).

Body-Cathexis, Self-Cathexis, and Clothing

The variables of body- and self-cathexis, clothing attitudes, and age were studied by Tyrchniewicz (1972). The

purpose of her study was to determine if women from various age groups had similar body- and self-cathexis scores and attitudes toward clothing. In addition, Tyrchniewicz analyzed whether correlations between clothing attitudes and cathexis scores existed.

The study used a mail questionnaire which was administered to 267 female Support Staff Association members of the University of Manitoba who ranged in age from 19 to 65 years. The instruments used were Creekmore's Importance of Clothing Scale, Secord & Jourard's Body- and Self-cathexis Scale, and a Personal Data Inventory.

The findings indicated that body-cathexis scores decreased with age while self-cathexis scores remained relatively constant. However, clothing attitudes changed with age; interest, special attention, social approval, and psychological dependence decreased with age while modesty values increased with age. The increase in modesty values may be the result of negative feelings a person has about the body as he or she gets older, or may also reflect different cultural, religious, or generations' attitudes towards modesty in clothing behaviour. In general, Tyrchniewicz found support for the notion that feelings about the body and self are correlated with certain attitudes toward clothing.

Karhoff (1979) also found correlations between body satisfaction and clothing attitudes. His study of 190 women indicated that women most interested in wearing femininely

styled clothing were most satisfied with their bodies. Women who were uninterested in clothing fashions were less satisfied with their body characteristics, while fashion leaders and fashion conformists were satisfied with their physical image. Yet, Williams (1974) failed to identify a correlation between body-cathexis and the type of clothing worn. His investigation involved 140 college women whose responses indicated that body satisfaction was not correlated to the degree of closeness-looseness of clothing worn. These results suggested that body satisfaction and attitudes toward clothing are affected by the fashion, and style present at any one time in North American culture. Fashion and style are both closely linked to mass media communications.

Leslie Davis (1985) explored the areas of female body-image, body-cathexis and the ideal female somatotype. The purpose of this study was to investigate the relationship between perceived somatotype and body-cathexis and to determine if a commonly perceived ideal somatotype existed amongst college females. Since clothing has been considered to be an extension of the physical self and an integral part of body-image, Davis examined the relationship between perceived somatotype and attitudes toward fashion and clothing use.

A sample of 91 female university students with an average age of 20 years was used in the study. To assess self-perceived body build, Davis used the Tucker Perceived

Somatotype Scale (1982). This scale showed a row of seven female figures all drawn at 6.5 cm high representing seven different ranges of three basic somatotypes: ectomorphic (thin); mesomorphic (muscular); and endomorphic (fat). The subjects were asked to select the figure that most closely resembled their own body build, and the body build they would like to have (perceived somatotype-ideal). A shortened version of Secord & Jourard's Body Cathexis Scale was used to measure satisfaction with body and body build. To measure subjects' attitudes toward fashion and clothing use, Davis used a shortened Creekmore's Importance of Clothing Questionnaire (1971), a general Clothing Interest Inventory (Schrank & Gilmore, 1973), and a Fashion Opinion Leadership and Innovativeness Scale (Hirschman & Adcock, 1978).

Davis reported that college females wanted to be thinner than they perceived themselves to be, and that satisfaction with their body and body build decreased as their perceived body build grew more muscular or fatter. Satisfaction with body and body build also decreased as the perceived somatotype-self deviated from the perceived cultural ideal of ectomorphy (thinness). The findings support the social stereotype of the thin female physique as most socially desirable for females. Davis concluded that the discrepancy between one's perceptions of actual and ideal body build could account for individual dissatisfaction with personal body build. However, dissatisfaction with one's body and

body build, and disinterest in fashion and clothing did not coincide. Females who perceived themselves as meso- or endomorphic were as interested in fashion and clothing as females who perceived themselves as being ectomorphic. Therefore, clothing may have an important role to play in the development of the body-image and self- concept regardless of body build. Clothing may even be used to improve body- image and enhance self-esteem.

Clothing Studies Related to the Petite Female

Clothing studies which relate attitudes toward the physical characteristic of height to attitudes about clothing are limited. To date only one study has been reported (Griffin, 1985). A questionnaire to determine preferences in petite-sized ready-to-wear was administered to a group of 176 working women under 5'5" tall.

Griffin categorized and labelled the respondents into the following height, weight, and age groups:

Height:	4'10.75" - 5'1" (shorter)	31% of sample
	5'2.75" - 5'4.75" (taller)	68% of sample
Weight:	90-119 lbs. (lighter)	46% of sample
	120-170 lbs. (heavier)	54% of sample
Age:	18-34 years (younger)	71.5% of sample
	35-64 years (older)	28.5% of sample

The first section of the questionnaire asked the

subjects to indicate changes they would like apparel manufacturers to make in garments in order to make the garments more acceptable to shorter women. The most common concern for change was "to designate garment size by size and height i.e., size 8 short or size 8 tall" (Griffin, 1985).

Secondly, respondents were asked which one type of dress was preferred over all others. The majority (53%) preferred a one-piece dress with a waistline including elasticized waists, while only 5% preferred dresses with no waistlines. Statistical analyses showed no significant association between height, weight, or age, and any of the dress preference variables. In conjunction with preferences for dress styles, subjects were asked their preference for dress fabric designs. Results indicated that 56% preferred solid colors with no preferences for horizontal stripes, checks or large patterns. An association between age and dress fabric design preference was reported. The older subjects preferred solid colours while the younger subjects preferred small patterns, vertical stripes, border prints, and plaids.

The final section of the questionnaire explored petite females' interest in creating illusions through the use of their clothing. Subjects were given the following options of how they would like their garments to make them appear: thinner, taller, about the same height, heavier or shorter. Twenty-four percent stressed the illusion of taller height, 65% stressed the illusion of thinness, 1% preferred a heavier

illusion, 10% preferred garments which would portray their actual height, and no one preferred a shorter illusion.

The results illustrated that petite females were aware of what the fashion industry and the North American society perceive as the ideal female figure (tall and thin). Furthermore, they preferred clothing which created the valued illusion of height and thinness. Marketing strategies to promote petite apparel which would be in keeping with petite females' perceptions of their bodies and their selves is an area needing research. The first step is to identify the petite females' body-images and self-concepts.

Clothing Interest

Until recently the term clothing interest was defined in a myriad of ways within clothing behaviour research. The extensive work of Gurel (1974), and Gurel & Gurel (1979) has clarified and presented a definite terminology of clothing interest. Gurel & Gurel (1979) defined clothing interest as referring to the attitudes and beliefs about clothing; the knowledge of attention paid to clothing; the concern and curiosity a person has about his or her own clothing and that of others. This interest may be manifested by an individual's practices in regard to clothing itself; the amount of time, energy, and money a person is willing to spend on clothing; the degree to which clothing is used in an experimental manner; and an awareness of fashion and what is

new (p. 3).

Gurel's definition pointed to the multidimensional nature that could comprise an individual's interest in clothing. Gurel & Gurel's (1979) identification of the underlying dimensions of clothing interest, as measured by Creekmore's Importance of Clothing Questionnaire (1968), has resulted in clothing behaviour research being more specifically focused on identifiable factors of clothing interest.

Creekmore's questionnaire was developed in 1968 to measure eight dimensions of clothing attitudes and behaviours: aesthetics, approval, attention, modesty, psychological dependence, interest, management, and comfort. Earlier, Creekmore (1966) had stated that interest in clothing was seldom differentiated from awareness or importance of clothing; yet, interest was defined as a feeling of concern about something and active involvement with the object, not simply awareness of its existence. Consequently, Gurel (1974) set out to differentiate and define specific dimensions of clothing behaviours. Due to the numerous clothing studies which used Creekmore's scale of clothing importance (1968), and the fact that the scale was already subdivided into eight groups, Gurel (1974) based her factor analyses work upon Creekmore's scale.

Gurel administered Creekmore's (1968) scale to 500 university students. The responses were factor analyzed in

order to identify and isolate "importance of" and "interest in" clothing as distinct dimensions of clothing behaviour. Gurel identified five factors central to the concept of clothing interest: Concern for Personal Appearance, Experimenting with Appearance, Heightened Awareness of Clothing, Enhancement of Security, Enhancement of Individuality. She defined these factors in terms of the type of person who would show consistent agreement with the clothing interest statements making up any one factor. She identified three additional factors which were believed to be representative of personality dimensions (Modesty, Conformity, and Attention to Comfort) and therefore not within the domain of clothing interest.

The dimension of clothing interest has also been used to identify relationships to a number of different variables. Positive relationships between interest in clothing and socioeconomic status, education, verbal intelligence, and membership in social organizations have been reported (Rosencranz, 1948; Ryan, 1966; Vener, 1957).

Tyrchniewicz (1972) and Edmond (1982) also correlated clothing interest to the demographic variable age. Tyrchniewicz (1972), working before Gurel's (1974) redefinition of clothing interest, used the operational definition of Klaasen (1967), "interest in clothing includes the willingness to give attention to investigate, manipulate or experiment with putting together the parts of the costume"

(p. 4). Using Creekmore's eight dimensional Scale of Clothing Importance (1968), Tyrchniewicz investigated whether women of various age groups had similar clothing and body attitudes. Her results suggested that interest in clothing decreased with age and that feelings about the body and self were correlated with attitudes toward clothing.

Edmond (1982) used Gurel's (1979) redefinition and refactoring of Creekmore's scale (1968) to identify clothing interest and clothing related behaviours of middle-aged women. Her results indicated that clothing interest was not affected significantly by age; rather, conformity and modesty behaviours were more evident with increasing age. In addition, Edmond's (1982) factor analysis work of Creekmore's scale (1968) confirmed Gurel's (1979) redefinition and factor analyses of clothing interest.

A study by Davis (1985) explored the relationships between clothing interest and an individual's perceived somatotype. She used a 24-item version of Creekmore's Importance of Clothing Questionnaire (1971) and a general Clothing Interest Inventory (Schrank & Gilmore, 1973) on 91 female university students. Davis found that interest in clothing was not related to any one perceived somatotype; that is, females who perceived themselves as mesomorphic (muscular) or endomorphic (fat) were as interested in fashion and clothing as females who perceived themselves as ectomorphic (thin). Therefore, body-concept and

body-satisfaction did not positively relate to clothing interest.

No study has examined the impact of height on body-image, self-concept, and clothing interest. It may be that clothing interest, "extent to which an individual is favorably predisposed toward clothes" (Kaiser, 1985, p. 159), correlates to specific height and weight categories. Individuals who perceive themselves as being less than the ideal tall and thin female figure may express greater or less interest in clothing than individuals who perceive themselves as being close to the ideal female figure. The identification of the petite female's body-image and self-concept in relation to her clothing interest will add to the market's understanding of her physical and psychological clothing needs.

Petite Clothing and the North American Markets

The increased interest in designing fashions suited to the petite female figure (5"4" and under) began in early 1978 (Ondovcisik, 1981; Wallach, 1985; Ludwig, 1988). This was an attempt to meet the fit and style needs of a female segment of the population which had been neglected. Petite adult females were shopping in junior departments and ending up with "little girl looks".

Not only have mass manufacturers begun to produce petite lines under their own names, but well known designers have

also included petite apparel into their already established fashion lines. According to Ludwig (1988), Leslie Fay was one of the first well known design companies to introduce petite fashions in 1978. Leslie Fay designs specifically for petites rather than grading missy designs to smaller sizes and proportions. Merchandisers for Leslie Fay describe the Leslie Fay petite lines as conservative and geared to women 35 and older.

Evan-Picone entered the petite clothing market in 1980 with specific designs for petites as well as reportioned designs from the Evan-Picone's misses collection. The Evan-Picone customer is perceived to be a career woman in upper to middle management who prefers and expects quality in timeless clothing styles.

Both Liz Claiborne and Jones New York took on designing for petites in 1981. The designer, Liz Claiborne designs for a clientele of 18 years and older. The company prides itself on meeting the needs of grandmothers, mothers, and daughters alike. The company sees its future goals as increasing the casual and weekend-wear components of its petite line (Ludwig, 1988).

Jones New York lines are reportioned from its misses collection to suit the petite woman who is 25 and older, and "who is sure of herself and who she is and wants clothing to stand up to who she is" (Don Horning, VP of sales in Ludwig, 1988, p. 163). Future plans for the petite line include the

Jones sportslines in petite sizes.

One of the recent well known designer labels to produce petite apparel in 1985 is Anne Klein II. Its Anne Klein II Petites line is promoted to the "successful, aware, motivated, and busy customer between the ages of 25 and 49 with a household income of \$35,000 or more" (Ludwig, 1988).

The above data reflects the vague perception of the petite female and her needs held by the larger North American design houses. Research into petite females' perceptions of their bodies and selves would do much to move ahead the design business and marketing techniques of petite apparel.

The Future of the Petite Clothing Market

It has been suggested that the maximum potential of petite apparel sales has not been reached (Ondovcisk, 1981; Wallach, 1986). Organizations have projected increases in petite sportswear over 1986 to be 24-26% while increases in petite dresses were estimated at 15-17% for 1986 (Wallach, 1986). No explanation, however, has been offered to explain these increases. Meeting the projections for sales volume growth, and complete tapping of the petite market are only possible by educating merchants and consumers about "who the petite apparel consumer is". In order to increase sales, marketers must be aware that there may be a number of petite market segments with not only different price points and looks (Wallach, 1986) but also with different lifestyles,

psychological constructs, and physical statures. In addition, consumers need to be aware that they may be petite, what kinds of petite clothing are available, and where petite clothing is located in a store (Wallach, 1986).

A number of marketing strategies and sales approaches for petite apparel have been reported ("Small clothes", 1981; Wallach, 1986). Some retailers have been training their salespersons how to sell to the petite customer, offering fashion shows and fashion clinics to the public, and using direct mailing of catalogues and promotional information. A Jones Store's representative has compared the petite customer with the large size woman, who "seems to have an identity", in order to identify the petite female's identity (Wallach, 1986). However, in order to use the identity of the petite female in effective marketing, marketers must be aware of what characterizes the petite identity and spirit. This means that marketers must identify the relationships between height, weight, body-image, self-concept and petite females' interest in clothing.

CHAPTER 3

METHODS, PROCEDURE AND HYPOTHESES

This study was designed to characterize a sample of potential petite female apparel purchasers based on their body-image, self-concept, and clothing interest. This chapter identifies the independent and dependent variables, and describes the instruments used, the selection and rationale for the sample population, data collection procedures, the statistical analyses and assumptions and limitations of the study.

Identification of Variables

Independent variables which may affect the perceptions of the body, self, and petite apparel consumers' clothing interest were measured. They included weight, age, annual family income, and height. Weight, age, and income are variables which have been commonly used in sociopsychological studies of clothing (Tyrchniewicz, 1972; Edmond, 1982; Kummen, 1984). Height has not been linked specifically to relationships between clothing and aspects of the self. It is possible that height could account for negative body-images, poor self-concept, and the need for increased self-esteem. Understanding how the variable of

height affects the petite female's perception of her body in relation to her self-concept and interest in clothing will benefit the clothing industry's understanding of the petite target market.

The dependent variables in this study included body-cathexis, self-cathexis, and clothing interest. These variables provided the necessary data needed to characterize petite females' body-image, self-concept, and level of clothing interest.

Objectives and Hypotheses

The major objective of this study was to characterize petite apparel consumers, or potential consumers of petite-sized apparel, based on their body-image, self-concept, and clothing interest. More specific objectives were as follows: 1) to determine if the petite female's height is associated with her level of body-cathexis; 2) to determine if the petite female's height is associated with her level of self-cathexis; 3) to determine if the petite female's height is associated with her clothing interest and/or its factors; 4) to determine if clothing interest and /or its factors are associated with the petite female's body-cathexis; and 5) to determine if clothing interest and/or its factors are associated with the petite female's self-cathexis.

Based on the objectives five hypotheses to be tested in

the null form were developed.

HYPOTHESIS 1: There is no significant difference between the mean body-cathexis scores obtained by each height category.

HYPOTHESIS 2: There is no significant difference between the mean self-cathexis scores obtained by each height category.

HYPOTHESIS 3a: There is no significant difference between the mean overall clothing interest scores obtained by each height category.

HYPOTHESIS 3b: There is no significant difference between the mean clothing interest factor scores obtained by each height category.

HYPOTHESIS 4: There is no significant relationship between the petite female's clothing interest and/or its factors and her level of body-cathexis.

HYPOTHESIS 5: There is no significant relationship between the petite female's clothing interest and/or its factors and her level of self-cathexis.

Description of Measurement Instruments

Empirical studies involving the perception of the physical and psychological self have employed various instruments. The present study used the Body- and Self-Cathexis Scale developed by Secord and Jourard (1953) and restructured and factor analyzed by Tucker (1981);

Gurel's (1974) refactoring of Creekmore's (1968) Clothing Importance Questionnaire; and a Personal Data Inventory devised for this study. See Appendix A for the questionnaire documents.

Body- and Self-Cathexis Scale

The Body- and Self-Cathexis Scale (Secord & Jourard, 1953; Tucker, 1981) was used as a measure of body-image and self-concept. It consisted of two distinct parts: the body-cathexis scale and the self-cathexis scale.

The body-cathexis scale consisted of 40 words representing body parts or processes such as hair, body build, and energy level to which the subjects responded on a one to five Likert-type satisfaction scale. The 40-item version was Tucker's restructured scale based on male subjects (1981, 1983) and substantiated and compared with female subjects (1985). Tucker shortened the scale from 46 to 40 items and identified four different factors operating within the measure for males and females. Studies with male subjects identified the following four independent factors: (1) Health and Physical Fitness; (2) Face and Overall Appearance; (3) Subordinate and Independent Body Features; and (4) Physique and Muscular Strength. His study with females (1985) also found four independent reference points operating within the female body-concept: (1) Physical Skills and Fitness; (2) Face and Overall Appearance;

(3) Miscellaneous Items; and (4) Weight and Lower Body. Tucker (1985) has concluded that the Body-Cathexis Scale is a complex measure of the self. Tucker also suggested that future research using the scale could benefit by either eliminating or replacing the following four items -- voice, sleep, knees, and back. This study eliminated the four items and used a final total of 36 body related items.

Since the Body-Cathexis Scale identified the body-image construct of the self, the Self-Cathexis Scale was used to determine if feelings about one's body also reflect similar feelings about other aspects of one's self such as first name, emotional control, and taste in clothes. It was used in its original form (Secord & Jourard, 1953) and consisted of 53 words or phrases responded to a one to five Likert-type satisfaction scale.

The Body- and Self-Cathexis Scale (Tucker, 1981; Secord & Jourard, 1953) was chosen because recent studies have established the reliability and validity of the measure as an adequate indicator of body-image and self-concept. Since the major purpose of the present investigation was to characterize the petite female apparel customer in terms of her body-image and self-concept, the Body- and Self-Cathexis Scale resulted in an informative perception of the subjects' satisfaction or dissatisfaction with either their body, self or both. Tucker's (1981) work with male respondents found the test-retest reliability coefficient to be .87, while

Balogun's (1986) work with female subjects found a similar coefficient of .89. The reliability as well as the internal validity has been established.

Clothing Interest

A number of scales purporting to measure clothing interest have been used in clothing related research (Creekmore, 1968; Schrank & Gilmore, 1973; Gurel, 1974; Lapitsky & Smith, 1981). For the purpose of this study Gurel's (1974) restructured and factor analyzed version of Creekmore's (1968) Clothing Importance Questionnaire was considered to be most appropriate. Gurel defined her factors in terms of the type of person who would show consistent agreement with the clothing interest items. Therefore, the refactored scale allowed for a comprehensive profile of the petite female's clothing interest and personality dimensions related to clothing behaviour.

From Gurel's work (1974, 1979), Creekmore's Clothing Importance Questionnaire (1968) has been identified as containing five underlying dimensions central to the concept of clothing interest, and three factors which primarily represent personality dimensions. The item pools illustrated that interest in clothing included five factors: (1) Concern with Personal Appearance; (2) Experimenting with Personal Appearance; (3) Heightened Awareness of Clothes; (4) Enhancement of Security; and (5) Enhancement of

Individuality. The three remaining factors identified as personality dimensions included Conformity, Modesty and Attention to Comfort. Edmond's (1982) results, from middle-aged University of Manitoba Alumni, supported the clothing behaviour dimensions of clothing interest and personality identified by Gurel (1974; 1979).

The present study included all of Creekmore's 88 statements as modified by Tyrchniewicz (1972), and the eight underlying dimensions as identified by Gurel (1974; 1979). It was believed that many of the statements representing the three personality dimensions of conformity, modesty, and attention to comfort would be valuable to marketers' profiles of apparel consumer target markets.

The subjects responded to the statements on a Likert-type scale for each factor (5 for almost always, 3 for sometimes, and 1 for almost never). Total factor scores for respondents were found by summing statement scores.

Personal Data Inventory

A personal data inventory was also used in the present study to measure the most important independent variable of height. Additional variables of weight, age, and annual family income were included to further describe and segment the sample.

Selection and Description of Sample

The population for this study was female AESES members on the University of Manitoba Fort Garry and Health Sciences Campuses. This sampling frame provided a variety of height, weight, age, and income groups which adequately characterized potential petite apparel consumers. The sampling frame consisted of approximately 1300 female names which had equal chances of being selected for the sample population. A systematic sampling procedure with a random start was used to select 659 subjects.

Data Collection Procedure

The data was collected using Dillman's (1978) Total Design Method for mail questionnaires. According to Dillman, properly administered mail questionnaires can expect response rates of 70% and more; therefore, 455 completed questionnaires were expected. In addition, it was assumed that the independent variable of height was normally distributed with a mean of 158.3 cm (5'2.5") (Demirijian, 1980). Using an approximation to the normal curve, 70% of the 455 returned questionnaires were expected to be completed by petite females and therefore usable in the analyses. The initial administration of the questionnaire included a cover letter explaining the purpose of the study and importance of the responses along with a copy of the

questionnaire and return envelope to each subject. One week later each subject also received a postcard reminder, thanking those who completed and returned the questionnaire and reminding others to do the same. Three weeks from the initial mailout date a follow-up letter and replacement questionnaire were sent to non-respondents. Copies of the correspondence which accompanied the administration of the questionnaire are provided in Appendix A.

Each questionnaire was coded in order to keep track of returned questionnaires. Once returned no further identification of the subject was possible. Finally, a letter reassuring the subjects of continued confidentiality and the researcher's thanks was sent.

Data Analyses

Initially data were analyzed using measures of centrality and diversity. Means, standard deviations, ranges, and frequency distributions were calculated for each variable in the questionnaire. Cross-tabulations were run on all variables and Pearson correlation coefficients were also calculated.

Since the data collected were considered to be interval in nature, parametric statistical tests were used to test the null hypotheses. Hypotheses one to three were tested using two-way analyses of variance (ANOVA). The independent variables of height and weight were considered the main

income were used as covariates and were considered concurrently with the main effects in the two-way ANOVA. Hypotheses four and five were tested using Pearson product-moment correlation coefficients.

Assumptions and Limitations

A number of assumptions, besides that of honesty on the part of the subjects, were made throughout this study and led to the identification of possible limitations at the outset. The initial assumptions and limitations were:

1. The results may be limited due to a non-response rate. That is, potential subjects who perceive themselves either extremely negatively or positively in terms of body-image, self-concept, and clothing interest may not respond to the questionnaire or specific items of the questionnaire. Therefore, body-image, self-concept, and clothing interest scores may be a source of non-response error.

2. The results will only be representative of petite female AESES members on the University of Manitoba Campuses. Generalizations to the petite female population in general should be avoided.

CHAPTER 4

RESULTS

A sample of female support staff of the University of Manitoba was randomly selected to participate in a survey to identify the petite female's body-image, self-concept, and clothing interest. Subjects were mailed an explanatory cover letter and a questionnaire booklet to answer. This chapter presents analyses of the data obtained from the returned questionnaires. It includes the following sections: 1) response rate; 2) a description of the subjects; 3) a description of the results of each dependent variable measure; 4) a description of the first order relationships between the variables measured; 5) the testing of the hypotheses; and 6) a discussion of the results.

Response Rate

Six hundred and fifty-nine female members of the Association of Employees Supporting Educational Services (AESES) at the University of Manitoba Fort Garry and Health Sciences Centre Campuses were randomly selected from the membership list in the fall of 1988. The administration of the questionnaire followed Dillman's Total Design Method for mail surveys (1978) and involved an initial mail out to the

selected sample, a reminder post card to all selected subjects, and a second questionnaire to non-respondents. Of the original 659 questionnaires, 88 were returned to the researcher because the individual was no longer employed in the department; six were returned from male subjects. Another 14 questionnaires were returned unanswered and three telephone calls were received requesting removal from the study. The usable sample was reduced from 659 to 565 female subjects.

The overall response rate was 64.25% (363). A total of 187 questionnaires (51.5%) were completed by petite females and therefore usable in the ensuing analyses; 176 (48.5%) questionnaires were completed by non-petite subjects and therefore eliminated from the analyses.

Description of Respondents

Since the petite clothing industry utilizes 5'4" and under as its criteria for petite females, the same criteria was used to define the petite female in this study. The questionnaires which reported the respondents to be 64.00 inches (5'4") and under were used in the analyses (n=187). As indicated in Table 1 the petite subjects' heights ranged from 57.00 inches to 64.00 inches. Although the height range was 7 inches, the frequency distribution showed a number of distinct value clusterings likely due to subjects' tendencies to approximate or round at whole height values

from 61.00 to 64.00 inches. The modal value was 64.00 inches.

Table 2 presents the frequency distribution for the independent variable of weight in pounds. The table indicates that all categories except "UNDER 89 lbs." were used by the respondents. A wide weight range for the sample was found with the distribution skewed to the right and 25% of the subjects reporting a weight within the 110-119 pound category. The majority of the subjects (81%) were 149 pounds and under.

The frequency distribution of the independent variable age is reported in Table 3. A wide age range from "UNDER 19" to "65 AND OVER" with a right-hand skew was found. As indicated in the table, over 50% of the subjects were found to be in the 25-39 years of age range. In addition, 59.7% (111) of the subjects were 39 years of age or under.

Table 4 indicates that the independent variable of annual family income was widely distributed with all income categories represented in the responses. The distribution was skewed to the right and was bimodal with the income categories of "\$20,000-24,999" and "\$60,000 or more" providing two peaks.

The mean values of the independent variables which represented the respondents' demographic characteristics are presented in Table 5. The mean height for the petite respondents was 62.7 inches with a standard deviation of 1.26

Table 1

Frequencies of Petite Subject Height (n=184)

Recorded Height Value (Inches)	Frequency (n)	Percent (%)	Cumulative Percent
57.00	1	.5	.5
59.00	1	.5	1.1
59.50	1	.5	1.5
60.00	8	4.3	6.0
60.50	1	.5	6.5
61.00	12	6.4	13.0
61.50	3	1.6	14.7
61.75	1	.5	15.2
62.00	45	24.1	39.7
62.50	4	2.1	41.8
63.00	40	21.4	63.6
63.50	9	4.8	68.5
63.75	1	.5	69.0
64.00	57	30.5	100.0

Table 2

Frequencies of Petite Subject Weight (n=186)

Weight Category (Pounds)	Frequency (n)	Percent (%)	Cummulative Percent
90 - 99	5	2.7	2.7
100 - 109	21	11.2	14.0
110 - 119	47	25.1	39.2
120 - 129	23	12.3	51.6
130 - 139	32	17.1	68.6
140 - 149	22	11.8	80.6
150 - 159	12	6.4	87.1
160 - 169	8	4.3	91.4
170 - 179	4	2.1	93.5
180 - 189	6	3.2	96.8
190 - 199	4	2.1	98.9
200 or more	2	1.1	100.0

Table 3

Frequencies of Petite Subject Age (n=186)

Age Category (Years)	Frequency (n)	Percent (%)	Cummulative Percent
under 19	1	.5	.5
20 - 24	11	5.9	6.5
25 - 29	32	17.1	23.7
30 - 34	33	17.6	41.4
35 - 39	34	18.2	59.7
40 - 44	25	13.4	73.1
45 - 49	15	8.0	81.2
50 - 54	18	9.6	90.9
55 - 59	10	5.3	96.2
60 - 64	6	3.2	99.5
65 and over	1	.5	100.0

Table 4

Frequencies of Annual Family Income (n=169)

Income Category	Frequency (n)	Percent (%)	Cummulative Percent
less than \$10 000	2	1.1	1.1
\$10 000 - 14 999	6	3.2	4.7
15 000 - 19 999	12	6.4	11.8
20 000 - 24 999	24	12.8	26.0
25 000 - 29 999	15	8.0	34.9
30 000 - 34 999	18	9.6	45.6
35 000 - 39 999	16	8.6	55.0
40 000 - 44 999	10	5.3	60.9
45 000 - 49 999	10	5.0	66.9
50 000 - 54 999	9	4.8	72.2
55 000 - 59 999	15	8.0	81.1
60 000 or more	32	17.1	100.0

Table 5
Summary of Respondent Characteristics

Characteristic	(n)	Mean	S.D.	Range
Height	187	62.7	1.26	57.00-64.00
Weight	186	127.5	24.00	90-200+ lbs
Age	186	36.4	10.75	>19 - 65 +
Income	169	\$36 979.60	\$2504.50	>10000-60000

Table 6
Rank Order of Body-Cathexis, Self-Cathexis, Clothing Interest,
and Clothing Importance Item Mean Scores

Mean Rank	Scale	Range		Mean	S.D.	Item Mean
		Poss	Actual			
1	Self-Cathexis	53-265	102-265	188.89	24.38	3.56
2	Body-Cathexis	36-180	64-167	119.57	15.75	3.32
3	Interest	56-280	98-212	165.55	21.66	2.96
4	Importance	88-440	130-275	224.07	26.48	2.55

This average is higher than the mean height of all adult Canadian females of 62.35 inches, as reported in the Nutrition Canada Anthropometry Report (Demirjian, 1980). When the subjects were asked "do you consider yourself to be petite or not?" the response frequencies showed that 50.3% of the subjects did not consider themselves to be petite. Four subjects (2.1%) did not respond to this question and 47.6% responded they did consider themselves to be petite.

The three remaining independent variables (weight, age, income) were presented to the respondents in categories; consequently, the means were calculated based on the mean category and extrapolated to actual variable values. For example the mean weight in category units was 5.75 or 120-129 pounds. When extrapolated to actual pounds the mean weight was found to be 127.53 pounds. The standard deviation for weight was 24 pounds. The mean age of the respondents was 36.37 years with a standard deviation of 10.75 years.

Results of Individual Measures

In this section the description of the data for each of the dependent variable measures used in the questionnaire are presented: body-cathexis, self-cathexis, clothing importance, clothing importance factors, and clothing interest. Table 6 presents the range, means, standard

deviations, and rank order of item means for these scale scores.

Body-Cathexis

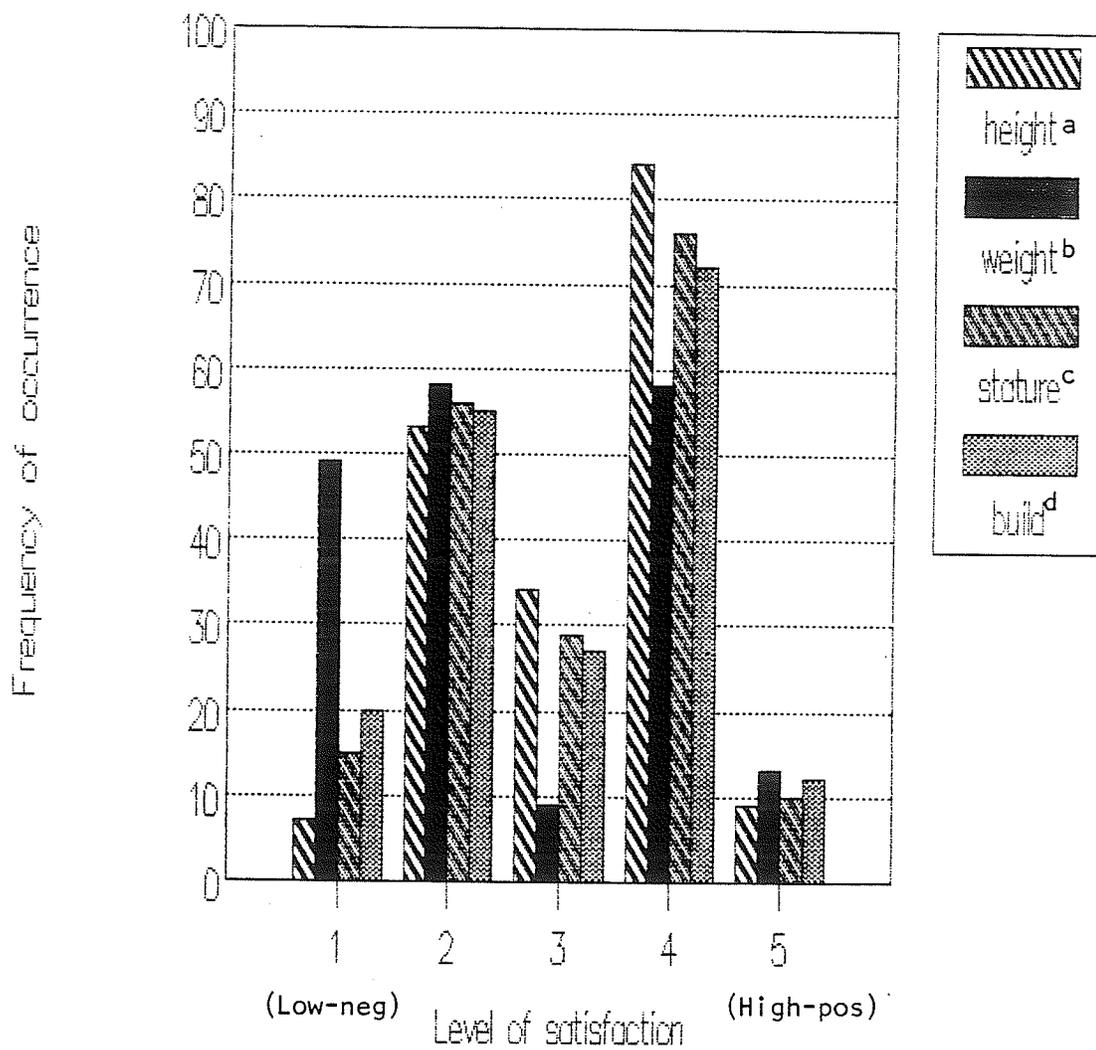
The Body-Cathexis Scale was composed of 36 statements which the respondents rated from 1-5 (one indicating low satisfaction, five indicating high satisfaction). The total score on the scale had a possible range of 36-180. The actual range had a wide degree of variation from 64-167. The mean total score for the Body-Cathexis Scale was equal to 119.57 and the mean item value was 3.32 which indicated a medium level of satisfaction with the body.

Frequencies of individual body-cathexis items were also analyzed; bar graphs are presented in Figures 1 and 2. The items selected for the frequency analyses were based on the body parts which commonly have been used to describe the ideal female figure in the 20th century, namely height, weight, bust, waist, and hips. These factors were also used by Secord & Jourard (1955). Two additional items, physical stature and body build, were also selected, based on the belief that they would be indicative of the respondent's overall satisfaction with her physical form.

For each item the entire scale (1-5) was utilized. The greatest frequencies were found for scale ratings of 2 and 4 indicating that the respondents had definite opinions about the body-cathexis items, few people gave a neutral rating of

Figure 1

Frequency Distribution and Levels of Satisfaction of Selected Body-cathexis Items: Height, weight, stature, and body build



^an=187

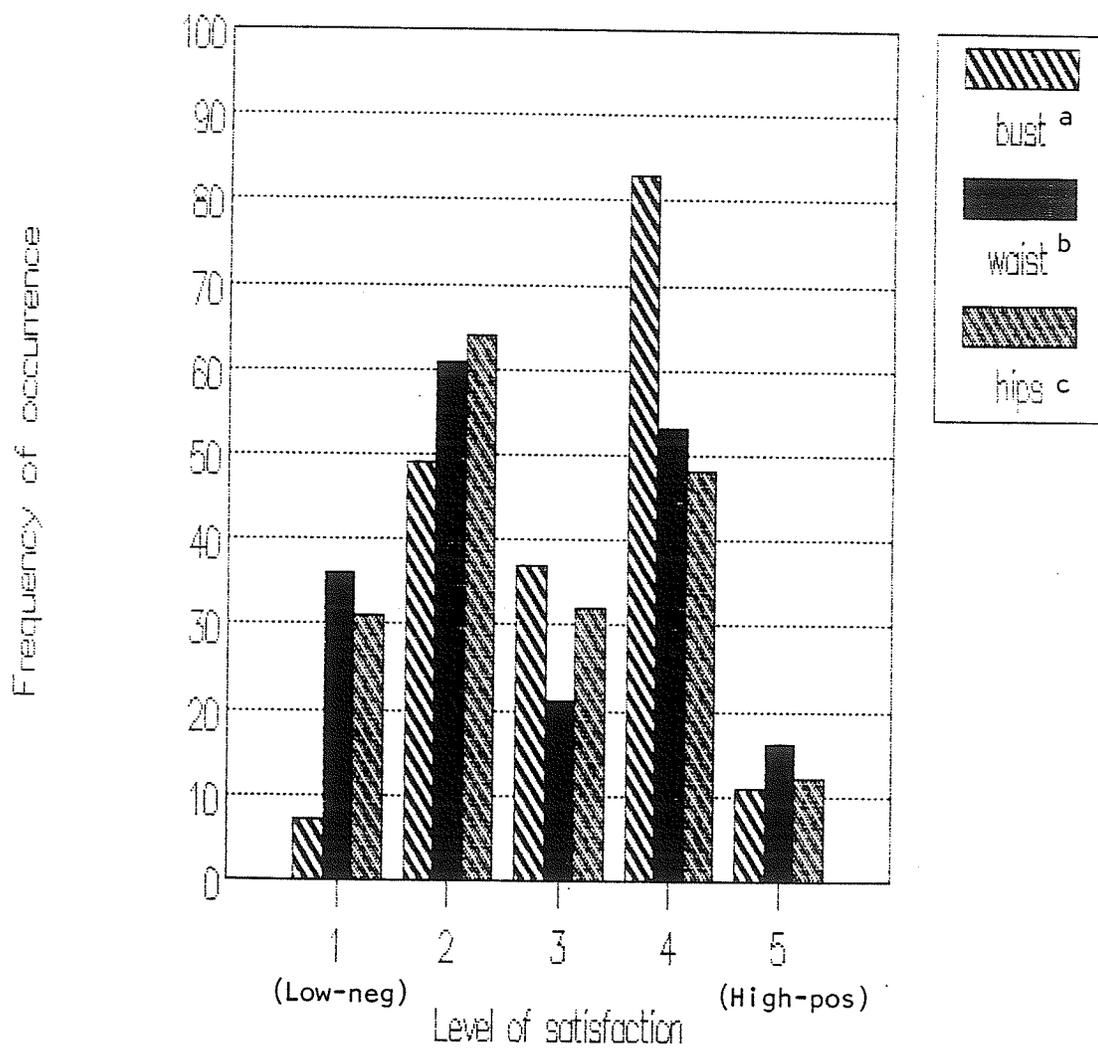
^bn=187

^cn=186

^dn=186

Figure 2

Frequency Distribution and Levels of Satisfaction of Selected Body-cathexis Items: Bust, waist, and hips



^a_n=187

^b_n=187

^c_n=187

3 about their satisfaction with their body parts. From Figures 1 and 2 it is evident that a larger proportion of the sample rated height, bust, physical stature, and body build positively (4 or 5) rather than negatively (1 or 2). However, waist, hips, and weight were more often rated negatively (1 or 2) than positively (4 or 5) by the majority of the sample. Table 7 presents the mean, standard deviation and mean rank of each of these seven selected body-cathexis items.

Self-Cathexis

The Self-Cathexis Scale also made use of a rating scale ranging from 1-5. The scale was composed of 53 statements related to parts or processes of the self; the possible range of the scale was from 53-265. The actual range (102-265) indicated a wide variation in scores, however the total mean score (188.89) and the mean item value (3.56) indicated a medium-high level of satisfaction with the self. Since a number of the specific objectives of this study were to examine stature and the body's relationships to body-image, self-concept and clothing interest, select key factors of self-cathexis were not examined. Yet from total mean scores, it was clear that respondents were more satisfied with aspects of their selves than with aspects of their bodies.

Table 7

Mean and Standard Deviation of Selected Body-Cathexis Items in Rank Order of Means

Rank	Body Cathexis Item	Mean Rating	S.D.
1	Bust	3.23	1.02
2	Height	3.19	1.02
3	Physical Stature	3.05	1.12
4	Body Build	3.01	1.17
5	Waist	2.74	1.29
6	Hips	2.71	1.20
7	Weight	2.62	1.35

Clothing Importance

Eight individual factors measured by a total of 88 Likert-type scale statements (1-5) comprised the Clothing Importance Scale. The overall clothing importance scores will be presented in this section followed by a discussion of scores on the eight individual factors. Five of the eight factors also comprise Gurel's (1974; 1979) Clothing Interest Scale (See Table 8). The possible range of scores for the entire scale was 88-440; the actual range as indicated in Table 6 was narrow (130-275). The total mean score and mean item value were 224.07 and 2.55 respectively, representing a low-medium level of clothing importance.

Clothing Importance Factors

Table 8 presents the range, mean, standard deviation, and rank order (based on item mean) of the eight Clothing Importance factors. It is evident that the factor sensitivity to comfort had the smallest variation in scores, while the experimentation with appearance factor had the largest variation in scores. Comfort and concern for personal appearance ranked 1 and 2 respectively based on item mean values of 3.50 and 3.30. The individuality and conformity factors ranked 7 and 8 with item mean values of 2.34 and 2.19 respectively. The possible total scores for each of the eight factors were divided into three equal intervals to establish criteria for low, medium, or high

Table 8

Rank Order of the Individual Clothing Interest^a and Clothing Importance^b Factors

Mean Rank	Factor Name	Range		Factor Mean	S.D.	Item Mean
		Poss	Actual			
1	Comfort	9-45	21-45	31.5	4.71	3.50
2	Appearance	16-80	32-71	52.7	7.91	3.30
3	Modesty	10-50	15-45	30.4	5.81	3.04
4	Security	9-45	9-38	25.7	4.89	2.85
5	Experimenting	12-60	12-51	38.8	8.50	2.74
6	Awareness	9-45	9-40	22.8	4.96	2.54
7	Individuality	11-55	11-45	25.7	6.47	2.34
8	Conformity	13-65	15-46	28.6	6.09	2.19

^a Clothing Interest = Factors 2 & 4-7
^b Clothing Importance = Factors 1-8

obtained values (See Appendix B for establishment of score ranges). The factor means for individuality (25.74) and conformity (28.57) were low; whereas, the total factor means for the remaining six factors obtained medium scores. Neither expressing individuality through dress nor conforming to others' dress were highly valued by the petite females in this study. However individuality in dress was more valued (2.34) than conforming clothing behaviour (2.19).

Clothing Interest

Fifty-six corresponding statements made up the Clothing Interest Scale. Five factors were included in the scale: concern with personal appearance, experimenting with personal appearance, heightened awareness of clothing, clothing interest as an enhancement of personal security, and clothing interest as an enhancement of individuality. Clothing Interest scores had a possible range of 56-280. The actual range as presented in Table 6 was fairly wide from 98-212. The total factor mean score was 165.55 and the item mean value was 2.96 indicating a medium level of clothing interest. However, the level of clothing interest based on item mean scores (2.96) was higher than the level of clothing importance (2.55).

Description of First Order Relationships Between Variables

Pearson product-moment correlations were calculated between all independent and dependent variables of the study. The correlations allowed for the identification of significant relationships. An alpha level of .05 was used to determine significance of the correlations. The coefficients are presented in the following order: independent variables; dependent variable measures of body-cathexis, self-cathexis, clothing importance; factors of clothing importance; and clothing interest. Due to the large number of negligible relationships only the coefficients above .15 will be presented in detail. See Appendix C, Tables 27-32 for the correlation matrix.

Independent Variables

A low positive association existed between height and the independent variable weight (.20), indicating that as height increased weight increased. All of the negative correlations with the height variable were negligible. Analyses of the weight variable resulted in two positive and significant correlations. Weight had a low positive association with height (.20) and a moderate degree of association with age (.34). Therefore increases in age and height were related positively to increases in subjects' weights. In addition, seven negative correlations related to

weight were found. All associations were considered negligible (below .09) or low (below .29).

The age of respondents was found to have a moderate positive correlation with weight (.34). Only one negative correlation between age and clothing interest as an enhancement of security (-.17) was found, but this association was considered low. As already mentioned increased weight was related to increased age, but decreased use of clothing to enhance feelings of personal security was related to increased age.

No significant positive or negative correlations were found between annual family income and the other variables of height, weight, age, body- and self-cathexis, clothing importance, and clothing interest.

Dependent Variable Measures

Body-Cathexis Scale

A moderate, positive association between body-cathexis and self-cathexis (.49) was found. As expected the increased satisfaction with the body was related to increased satisfaction with the self. All negative associations were low.

Self-Cathexis Scale

In addition to the moderate association with body-cathexis (.49) noted above, the level of satisfaction with

the self was also associated with age (.15), but this correlation was considered low. Any significant negative correlations were also low. Positive feelings about the self were related to positive feelings about the body, and increased age.

Clothing Importance Scale

As expected strong, positive correlations were found between overall levels of clothing importance and clothing interest (.94). Other substantial associations were also found between overall clothing importance and the eight factors within the clothing importance scale: appearance (.65); experimentation (.72); awareness (.72); security(.70); individuality (.56); modesty (.58); conformity (.49); and comfort (.45). Of the independent variables one negative but low association was found between clothing importance and weight (-.15). This suggested that a minimal number of respondents with higher weight values considered clothing to be unimportant.

Factors of Clothing Importance

Concern with personal appearance was strongly associated with clothing interest (.74), and substantially associated with experimentation (.52), and individuality (.46). All other positive and negative associations between the appearance factor of clothing importance and the other

independent and dependent variables were low.

Experimenting with personal appearance was also strongly correlated with clothing interest (.80). A substantial positive relationship was found with individuality (.65); awareness (.44) was considered to be moderately associated with appearance experimentation.

Heightened awareness of clothing, clothing interest, and clothing importance were strongly associated at levels of .72 each. A substantial positive correlation with security (.62) was also reported. No significant negative correlations existed between awareness and the other variables measured.

Clothing interest as an enhancement of security was substantially associated in a positive direction with clothing importance (.69) and clothing interest (.62). The factors of modesty (.47) and conformity (.43) were moderately associated. All significant negative correlations were found to be low.

Clothing interest as an enhancement of individuality was substantially associated with clothing interest (.61) and clothing importance (.56). Negative correlations were low.

Three factors which were part of the clothing importance scale are considered to be indicative of personality dimensions rather than clothing interest (Gurel, 1979). They are modesty, conformity, and comfort. Modesty

was substantially associated with overall clothing importance (.58). A moderate positive correlation for the factor of conformity existed with overall clothing importance (.49). No significant correlations in either direction were found between conformity and the independent variables of height, weight, age, and annual family income. Comfort was substantially associated in a positive direction with overall clothing interest (.51), but only moderately associated with overall clothing importance (.45). All other correlations, including those with the independent variables and those in the negative direction, were below .20 and considered to be weak.

Clothing Interest Scale

The clothing interest scale was made up of the five factors of appearance, experimenting, security, individuality, and awareness. First order relationships with these factors have already been presented. No significant relationships with body-cathexis and self-cathexis were found. However, as expected, overall clothing interest was very strongly and positively correlated with clothing importance (.94).

Summary

An alpha level of .05 was used to identify significant associations between variables. Due to the number of very

low correlation coefficients only coefficients of .15 and higher were presented. Other significant but low associations which were considered to be of interest are summarized here and will be analyzed in greater detail in the final discussion section of this chapter. The independent variables of height and weight had a low positive and significant association. Weight had a significant moderate positive association with age; weight was negatively correlated with body-cathexis, overall clothing importance and clothing interest, and four clothing interest factors (appearance, experimenting, security, individuality) at low levels. Age was weakly and positively correlated with self-cathexis; yet, almost no relationship between age and body-cathexis existed. Annual family income was found to have no significant relationship with any of the other variables. Consequently, first order relationships indicated that the independent variables of weight and age had the most impact on the petite female's body-image, self-concept, clothing importance, and clothing interest.

Hypotheses Testing

Five hypotheses which had been developed for the study were tested. Since the initial assessment of the data indicated that height and weight were slightly correlated ($r=.20$), the first three hypotheses were tested using two-

way analyses of variance. A two-way analysis of variance tests for interaction effects between multiple variables on dependent measures. The remaining independent variables of age and income were used as covariates and were considered concurrently with the main effects in the two-way analysis of variance. The final two hypotheses were tested using Pearson product-moment correlation coefficients. Each hypothesis will be discussed in this section.

Hypothesis 1

There is no significant difference between body-cathexis scores for women in the two height groups.

The body-cathexis item scores were totalled for each respondent resulting in a single overall body cathexis rating per female. The reported height values were used to divide the respondents into two groups representing short petite females and average petite females. Group one was categorized as females from 4'9" to 5'2" and group two was categorized as females from 5'2.5" to 5'4".

As shown in Table 9 no significant difference between mean scores on the body-cathexis scale existed for the independent variable of height. The subjects in both height groups were found to hold similar scores on the body-cathexis scale. The null hypothesis was accepted.

However, for the independent variable of weight (Group 1=less than 89 to 119lbs.; Group 2=120 to 139lbs.; and Group

Table 9

Two-way Analysis of Variance: Body-Cathexis by Height and Weight with Age and Income as Covariates, $n=158^a$

Source of Variation	df	SS	MS	F(p) ^b
Main Effects	5	2427.91	485.58	2.20 (.06)
Height	1	8.93	8.93	.04 (.84)
Weight	2	2379.71	1189.85	5.39 (.005)
Age (Covar)	1	463.77	463.77	2.10 (.15)
Income (Covar)	1	77.96	77.96	.35 (.55)
Interaction Effect	2	192.10	96.05	.44 (.65)
Height X Weight	2	192.10	96.05	.44 (.65)
Explained	7	2620.01	374.29	1.70 (.11)
Residual	150	33121.94	220.81	
Total	157	35741.95	227.66	

^a Adjusted for missing data

^b Level of significance = .05

3=140 to 200 lbs. or more) significant differences among mean scores on the body-cathexis scale were found. Petite females in the three weight groups were found to hold significantly different body-cathexis scores. Post hoc analyses presented in Table 10 indicated where the significant differences existed in the data. The most significant difference existed between petite females in the light and heavy weight categories and between petite females in the average and heavy weight categories. Petite females in the heavy weight group were least satisfied with their bodies. Yet, as indicated in Table 9 there was no interaction between the effects of height and weight on the level of satisfaction with the body.

Hypothesis 2

There is no significant difference between self-cathexis scores for petite females in the two height groups (Group 1 = 4'9" to 5'2"; Group 2 = 5'2.5" to 5'4").

The self-cathexis item scores were totalled for each respondent resulting in a single overall self-cathexis rating per female. A two-way analysis of variance using height and weight as the major factors, and age and income as covariates was used. As shown in Table 11 no significant difference among mean scores on the self-cathexis scale existed for the independent variable of height. Therefore, the null hypothesis was accepted. The subjects in both

Table 10

Scheffé S Test of Weight Group Body-Cathexis Means and Differences at the .05 Level of Significance

<u>Weight Group Means</u>			Difference	Scheffe Test (.05)	Sig
1	2	3			
(90-119)	(129-139)	(140-200+)			
(Weight in Pounds)					
122.35	120.13		2.22	5.62	No
122.35		114.16	8.19	5.42	Yes
	120.13	114.16	5.97	5.57	Yes

Table 11

Two-way Analysis of Variance: Self-Cathexis by Height and Weight with Age and Income as Covariates, $n=158^a$

Source of Variation	df	SS	MS	F(p) ^b
Main Effects	5	1996.50	399.30	.69 (.63)
Height	1	29.23	29.23	.05 (.82)
Weight	2	498.84	249.42	.43 (.65)
Age (Covar)	1	1111.74	1111.74	1.92 (.17)
Income (Covar)	1	498.21	498.21	.86 (.36)
Interaction Effect	2	90.52	45.26	.08 (.93)
Height X Weight	2	90.52	45.26	.08 (.93)
Explained	7	2087.01	298.14	.52 (.82)
Residual	150	86712.87	578.09	
Total	157	88799.87	565.60	

^a Adjusted for missing data

^b Level of significance = .05

height groups were found to hold similar scores on the self-cathexis scale. Similarly, petite females in the three weight categories were also found to hold similar self satisfaction scores. There was no joint interaction between the effects of height and weight on the level of satisfaction with the self.

Neither of the main independent variables of height and weight, nor the covariates of age and income indicated any significant differentiation of petite females' level of satisfaction with the self. Since there was no significant difference for self-cathexis between petite females of short and average heights, the second hypothesis was accepted at the .05 level.

Hypothesis 3a

There is no significant difference between overall clothing interest scores for petite females in the two height groups (Group 1 = 4'9" to 5'2"; Group 2 = 5'2.5" to 5'4").

The clothing interest item scores were totalled for each respondent resulting in a single overall clothing interest score. Two-way analysis of variance was used to test for both interaction effects between height and weight and covariate effects of age and income. As indicated in Table 12 no significant difference among mean scores on the clothing interest scale were found for the independent

Table 12

Two-way Analysis of Variance: Clothing Interest by Height and Weight with Age and Income as Covariates, n=158^a

Source of Variation	df	SS	MS	F(p) ^b
Main Effects	5	3750.13	750.03	1.58 (.17)
Height	1	16.86	16.86	.04 (.85)
Weight	2	3099.47	1549.73	3.26 (.04)
Age (Covar)	1	1019.48	1019.48	2.14 (.15)
Income (Covar)	1	419.00	419.00	.88 (.35)
Interaction Effect	2	361.77	180.89	.38 (.68)
Height X Weight	2	361.77	180.89	.38 (.68)
Explained	7	4111.90	587.42	1.23 (.29)
Residual	150	71376.28	475.84	
Total	157	75488.18	480.82	

^a Adjusted for missing data

^b Level of significance = .05

variable of height. The null hypothesis was accepted; the subjects in both height groups were found to hold similar clothing interest scores.

However, the independent variable of weight resulted in significant differences among mean scores on the clothing interest scale. A null hypothesis related to weight and clothing interest was rejected. Post hoc analyses confirmed this finding. As depicted in Table 13 a significant difference in clothing interest levels for petite females in medium and heavy weight groups was found. Petite females in the heavy group were less interested in clothing. Furthermore, as shown in Table 12 there was no joint interaction effect between height and weight on level of clothing interest.

Hypothesis 3b

There is no significant difference between clothing interest factor scores for petite females in the two height groups (Group 1 = 4'9" to 5'2"; Group 2 = 5'2.5" to 5'4").

A total score for each of the five factors of clothing interest (appearance, experimentation, awareness, security and individuality) was obtained for each respondent. Two-way analysis of variance using height and weight as the major factors and age and income as covariates was used.

As shown in Table 14 no significant difference among scores on the clothing interest factor of concern for

Table 13

Scheffé S Test of Weight Group Clothing Interest Means and Differences at the .05 Level of Significance

<u>Weight Group Means</u>			Difference	Scheffe Test (.05)	Sig
1 (90-119)	2 (120-139)	3 (140-200+)			
164.47	170.04		5.57	6.86	No
164.07		160.02	4.05	9.59	No
	170.04	160.02	10.02	8.02	Yes

Table 14

Two-way Analysis of Variance: Concern for Personal Appearance
by Height and Weight with Age and Income as Covariates, $n=162^a$

Source of Variation	df	SS	MS	F(p) ^b
Main Effects	5	1152.57	230.51	4.41 (.001)
Height	1	32.75	32.75	.59 (.44)
Weight	2	532.71	266.37	4.79 (.01)
Age (Covar)	1	908.11	908.11	16.36 (.000)
Income (Covar)	1	11.96	11.96	.22 (.64)
Interaction Effect	2	170.13	85.09	1.53 (.22)
Height X Weight	2	170.13	85.09	1.53 (.22)
Explained	7	1322.74	188.96	3.40 (.002)
Residual	154	8571.60	55.66	
Total	161	9894.35	61.46	

^a Adjusted for missing data

^b Level of significance = .05

personal appearance existed for the independent variable of height. The null hypothesis was accepted; subjects in both height groups were found to have similar levels of concern for personal appearance.

The independent variable of weight and the covariate of age resulted in significant differences among concern for personal appearance scores. The subjects in the three weight categories and the three age categories had significantly different scores related to concern for personal appearance. Table 15 indicates that the most significant difference existed between petite females in the medium and heavy weight groups. Heavy-petite females were less interested in clothing as a concern for personal appearance.

Table 16 indicates that the most significant differences existed among young and middle, and young and old age groups. The young petite females were less interested in clothing as a concern for personal appearance. Furthermore, there was no interaction between the effects of height and weight on concern for personal appearance.

Tables 17 through 20 indicate that no significant differences among the scores obtained on the remaining clothing interest factors (experimentation with personal appearance, heightened awareness of clothing, clothing as enhancement of security, and clothing as enhancement of individuality) existed for the independent variable of

Table 15

Scheffé S Test of Weight Group Concern for Personal Appearance Means and Differences at .05 Level of Significance

<u>Weight Group Means</u>			Difference	Scheffe Test (.05)	Sig
1 (90-119)	2 (120-139)	3 (140-200+)			
	54.42		1.63	2.84	No
52.79		50.74	2.05	3.40	No
	54.42	50.74	3.68	2.51	Yes

Table 16

Scheffé S Test of Age Group Concern for Personal Appearance Means and Difference at .05 Level of Significance

<u>Age Group Means</u>			Difference	Scheffe Test (.05)	Sig
1 (19-34)	2 (35-44)	3 (45-65+yrs)			
50.47	53.63		3.16	2.64	Yes
50.47		54.82	4.35	2.94	Yes
	53.63	54.82	1.19	2.53	No

Table 17

Two-way Analysis of Variance: Experimentation with Personal Appearance by Height and Weight with Age and Income as Covariates, $n=162^a$

Source of Variation	df	SS	MS	F(p) ^b
Main Effects	5	469.09	93.82	1.26 (.29)
Height	1	130.45	130.45	1.75 (.19)
Weight	2	322.45	166.23	2.15 (.12)
Age (Covar)	1	5.25	5.25	.07 (.79)
Income (Covar)	1	14.88	14.88	.20 (.66)
Interaction Effect	2	117.51	58.76	.79 (.46)
Height X Weight	2	117.51	58.76	.79 (.46)
Explained	7	586.59	83.80	1.12 (.35)
Residual	154	11505.16	74.71	
Total	161	12091.75	75.10	

^a Adjusted for missing data

^b Level of significance = .05

Table 18

Two-way Analysis of Variance: Heightened Awareness of Clothing by Height and Weight with Age and Income as Covariates, $n=162^a$

Source of Variation	df	SS	MS	F(p) ^b
Main Effects	5	62.92	12.58	.48 (.79)
Height	1	4.53	4.53	.17 (.68)
Weight	2	16.81	8.41	.32 (.73)
Age (Covar)	1	18.05	18.05	.69 (.41)
Income (Covar)	1	19.83	19.83	.76 (.38)
Interaction Effect	2	37.02	18.51	.71 (.49)
Height X Weight	2	37.02	18.51	.71 (.49)
Explained	7	93.94	14.27	.55 (.80)
Residual	154	4010.61	26.04	
Total	161	4110.55	25.53	

^a Adjusted for missing data

^b Level of significance = .05

Table 19

Two-way Analysis of Variance: Clothing as Enhancement of Security by Height and Weight with Age and Income as Covariates, $n=162^a$

Source of Variation	df	SS	MS	F(p) ^b
Main Effects	5	160.48	32.10	1.35 (.25)
Height	1	17.53	17.53	.74 (.39)
Weight	2	36.09	18.05	.76 (.47)
Age (Covar)	1	64.88	64.88	.72 (.10)
Income (Covar)	1	11.56	11.56	.49 (.49)
Interaction Effect	2	20.84	10.42	.44 (.65)
Height X Weight	2	20.84	10.42	.44 (.65)
Explained	7	181.32	25.90	1.09 (.37)
Residual	154	3668.56	23.82	
Total	161	3849.88	23.91	

^a Adjusted for missing data

^b Level of significance = .05

Table 20

Two-way of Analysis of Variance: Clothing as Enhancement of Individuality by Height and Weight with Age and Income as Covariates, $n=162^a$

Source of Variation	df	SS	MS	F(p) ^b
Main Effects	5	256.93	51.39	1.26 (.28)
Height	1	46.69	46.69	1.15 (.29)
Weight	2	171.16	85.58	2.10 (.13)
Age (Covar)	1	2.14	2.14	.05 (.82)
Income (Covar)	1	9.53	9.53	.23 (.63)
Interaction Effect	2	255.86	127.93	3.15 (.05)
Height X Weight	2	255.86	127.93	3.15 (.05)
Explained	7	512.79	73.26	1.80 (.09)
Residual	154	6264.82	40.68	
Total	161	6777.61	42.10	

^a Adjusted for missing data

^b Level of significance = .05

height. Short and average petite females were found to hold similar scores on all five of the clothing interest factors. The null hypotheses were accepted at a .05 level of significance.

A joint interaction between the effects of height and weight can be seen in Table 20. Clothing interest as an enhancement of individuality was found to be jointly affected by the main factors of height and weight even though the main effects of these factors were not found to be significant. The mean differences between the height categories were not constant across the three weight categories.

The cross-tabulation presented in Table 21 suggested that the short and heavy petite female was least interested in clothing as an enhancement of individuality (23.2). A similar score (23.9) was also reported for short and light petite females. Short petite females who were categorized as light or heavy were least concerned with clothing to enhance individuality.

Hypothesis 4

There are no significant relationships between body-cathexis and overall clothing interest or individual clothing interest factors.

Non-directional two-tailed tests of significance with an alpha equal to .05 were used. The tests revealed that

Table 21

Cross-tabulation of Mean Clothing Interest as Enhancement of Individuality Scores by Height and Weight Groups, (n)

Height	Weight		
	>89-119 lbs. (light) (64)	120-139 lbs. (medium) (47)	140-200+ lbs. (heavy) (51)
57" to 62" (short)	23.9 (31)	28.7 (16)	23.2 (18)
62.5" to 64" (average)	27.4 (33)	26.0 (31)	24.6 (33)

Table 22

Pearson Product-Moment Correlation Coefficients between Body-Cathexis and Overall Clothing Interest and Factors Scores

Variable	r	p ^a	Critical r
Clothing Interest	.06	.41	.14
Appearance	.18	.02	.14
Experimentation	.09	.25	.14
Awareness	.01	.91	.14
Security	-.20	.005	.14
Individuality	-.01	.92	.14

^a Level of significance = .05

clothing interest was tenable. Petite females' scores on the body-cathexis scale were not significantly related to clothing interest scores. Satisfaction with one's body did not correlate with interest in clothing.

As shown in Table 22 two null hypotheses between body-cathexis and the clothing interest factors of concern for personal appearance and enhancement of security were rejected. A significant relationship between body-cathexis and concern for personal appearance existed in a positive direction; whereas, the significant relationship between body-cathexis and clothing interest as an enhancement of security was negative. Increased satisfaction with the body was significantly related to petite females' increased interest in clothing as a concern for personal appearance. Yet, increased satisfaction with the body was significantly related to decreased interest in clothes to boost morale or increase feelings of self-confidence and security.

All other null hypotheses, as depicted in Table 22, were accepted. Body-cathexis was not significantly related to experimentation, heightened awareness, or enhancement of individuality.

Hypothesis 5

There are no significant relationships between self-cathexis and overall clothing interest or individual clothing interest factors.

Two-tailed tests of significance with an alpha equal to .05 were performed. Table 23 indicates that the null hypothesis that no significant relationship exists between self-cathexis and overall clothing interest was accepted. The petite female's satisfaction with her body was not significantly related to her interest in clothing.

Significant relationships were however found between self-cathexis and two clothing interest factors namely, concern for personal appearance and interest in clothing as an enhancement of security. These two null hypotheses were rejected. Self-satisfaction and concern for personal appearance were significantly related in a positive direction; self-satisfaction and interest in clothing as enhancement of security were negatively related. Increased self-satisfaction was related to increased interest in clothing as concern for personal appearance, and decreased interest in clothing as an enhancement of security. Table 23 also indicates that the remaining three null hypotheses were accepted. No significant relationships existed between self-cathexis and the clothing interest factors of experimentation, heightened awareness, and enhancement of individuality.

Further analyses of the personality dimensions included in the clothing importance scale revealed significant relationships with body- and self-cathexis. As shown in Table 24 modesty was found to significantly relate to body

Table 23

Pearson Product-Moment Correlation Coefficients between Self-Cathexis and Overall Clothing Interest and Factor Scores

Variable	r	p ^a	Critical r
Clothing Interest	.02	.70	.14
Appearance	.14	.06	.14
Experimentation	.03	.65	.14
Awareness	-.05	.47	.14
Security	-.20	.005	.14
Individuality	-.08	.52	.14

^a Level of significance = .05

Table 24

Pearson Product-Moment Correlations Between Body-Cathexis, Self-Cathexis and the Three Personality Dimensions of the Clothing Importance Scale

Personality Dimension	Body-Cathexis(p)	Self-Cathexis(p) ^a	Critical r
Modesty	-.23 (.002)	-.20 (.006)	.14
Conformity	-.11 (.15)	-.23 (.002)	.14
Comfort	.03 (.67)	-.02 (.76)	.14

^a Level of significance = .05

and self-cathexis in a negative direction. Increased satisfaction with the body and self were related to decreased concern for modesty. Conformity was negatively associated with self-cathexis; increased satisfaction with the self was related to decreased conformity in clothing and appearance behaviours.

Discussion of Results

A profile of the respondents demonstrated that the average petite female was 62.7 inches, 127.5 pounds, and 36 years old with an annual family income of \$36,980. The mean height finding was taller than the mean value, 62.4 inches, reported for all adult Canadian females in the Nutrition Canada Anthropometry Report (Demirijian, 1980). Since the present study included only subjects who reported themselves to be 5'4" (64.00 inches) and under the average height of the petite subjects was surprising. The researcher anticipated obtaining a smaller mean height value for petite females than that obtained for all adult Canadian females.

The average weight of the petite female was 127.5 pounds which is light when compared to the same height groups reported in the 1980 Nutrition Canada Report. Adult Canadian females in two inch height categories from 58 inches to the petite criteria of 64 inches, had mean weights of 127.4, 133.7, and 136.2 pounds respectively. The differences in weight between the two samples can be explained by the

suggestion that the females in the present study were not actually weighed. The researcher assumed that the respondents would know their own weights and would report them honestly. It is possible that the subjects underestimated or overestimated their actual weights.

The average age of 36 years was somewhat higher than a previous study's finding which used the same population frame (Tyrchniewicz, 1972). Her findings indicated that the mean age group of her sample was 30-34 years. Consequently, a slight age increase in the female AESES members occurred over the last 16 years.

The mean annual family income of \$36,980 can not be said to be representative of a double income family. Neither marital status nor household dwellings were surveyed in this study. Therefore, the average income may reflect single persons' or students' parental annual income as well as a family's annual income. However, the average family income obtained in the present study does compare closely with the average one family household income in Canada (\$39,011) and in Manitoba (\$36,394) (Statistics Canada, March 1988).

Although all the questionnaires used in this study were completed by petite females, those 5'4" and under, 50% of the respondents did not consider themselves to be petite. A better understanding of what these responses indicate about consumers' perceptions and use of the term "petite" would be possible by including both petite and non-petite females'

responses in the analyses, and correlating them to their actual reported heights and weights. Such an approach may be able to identify whether there is a misconception about the term "petite". For example, if short-heavy females do not consider themselves petite but slight-tall females do consider themselves petite, there may be reason to suggest that consumers need to be made more aware of industry's criteria for petite-sized clothing. On the other hand it may be that a new term other than petite should be used to define the female who is 5'4" and under (Wallach, 1986; Ondovcisik, 1981).

Petite females in this study were moderately satisfied with parts or processes of their body ($\bar{X}=3.32$). Their overall body-image was positive. Tyrchniewicz (1972) found a similar level of body-cathexis, $\bar{X}=3.34$, from an earlier sample frame. This may suggest that the present sample of petite females perceived the ideal body, as compared to their own bodies, in a similar manner as the sample of female AESES members 16 years ago.

When satisfaction with individual body parts was analyzed, petite females were highly satisfied with their height, bust, physical stature, and body build. They held negative images of their waist, hips, and weight. The scores on the individual items of physical stature and body build were indicative of the petite female's positive overall body-image.

The positive image and high level of satisfaction with the bust was surprising. Secord & Jourard (1955) found that women wanted to be smaller in all dimensions except bust. More recently there has been an increasing emphasis in fashion for the "bustier look", and increases in the number of females wanting and having breast augmentations (Alderson, 1988). This evidence suggested that many females would be dissatisfied with their bust. However, the results of the present study supported the positive images of the bust found by Berscheid, Walster, and Bohrnstedt (1973), who found that 26% of females from a stratified sample of 2,000 were dissatisfied with their bust. The remaining 74% of the sample held positive images of their bust.

Satisfaction with height was also not anticipated. It was assumed that females 5'4" and under would perceive themselves as short and therefore unlike the ideal female figure portrayed in mass media. It was further assumed that this perception would lead to dissatisfaction with and negative images of their height. Height ranked second highest out of seven individual body parts analyzed for level of satisfaction. Similar to Davis' (1985) findings of a student sample of varying heights, the present sample of petite females reported to be satisfied with their height. Since the majority of petite females were of average weight, and few were extremely short it may be that they had less reason to be dissatisfied with height than petite females who

were above average weight and below average height. Analyses of and comparison with non-petite females' satisfaction scores may however confirm the initial supposition that petite females' level of satisfaction with height may be lower than non-petite females'.

The negative images and dissatisfaction of the waist, hips, and weight were anticipated. This finding supported research which concluded that the current cultural demand on the female in western society is to be thin (Berscheid, et al., 1973; Davis, 1985; Garner, et al., 1980; Silverstein, et al., 1986; Waldfogel, 1986).

Petite females in the present study were characterized by a positive self-concept. A medium-high level of satisfaction with the self, $\bar{X}=3.56$, was found which was somewhat higher than Tyrchniewicz's (1972) finding of $\bar{X}=3.46$. However, in both studies the respondents were more satisfied with aspects of their selves than with aspects of their bodies. In this study, petite females held a more positive self-concept than body-image. This finding points to the interrelationship between self-concept and body-image. Since self-concept is composed of a number of different constructs such as spiritual self, material self, social self, and bodily self (James, 1890; Mead, 1934; Burns, 1979), it is not surprising that the overall self-concept score would be higher than the score of one of its components, in this instance the bodily self or body-image.

Medium levels of clothing interest and clothing importance were found to characterize the petite females in this study. Out of a possible mean item score between one and five, clothing interest items scored higher, $\bar{X}=2.96$, than clothing importance items, $\bar{X}=2.55$. The clothing interest factors based on item means ranked as follows: 1) concern for personal appearance; 2) clothing interest as enhancement of security; 3) experimentation with personal appearance; 4) heightened awareness of clothing; and 5) clothing interest as enhancement of individuality. As shown in Table 25 a ranking similar to Edmond's study of female university graduates between the ages of 40-65 was found. This may suggest that the clothing interest of petite females' in this study does not differ significantly from a sample of older petite and non-petite, highly educated females represented in Edmond's study. Further analyses of the non-petite respondents in the present study may support this comparative statement.

Gurel's (1974) student sample of 500 subjects also ranked two of the clothing interest factors similarly to Edmond's and the present study. Concern for personal appearance was the main reason for student interest in clothing, while clothing interest as an enhancement of individuality ranked last. Putting time and effort into achieving an attractive appearance through the use of clothing and grooming is highly valued by many females

Table 25

Clothing Interest and Importance Scores: Item Means and Rank Order of Importance in Three Studies

Factor Name	Present Study n=187 (19-65 yrs)	Rank	Edmond (1982) n=472 (40-65 yrs)	Rank	Gurel (1974) n=500 (18-21 yrs)	Rank
Clothing Interest	2.96		3.02		2.80	
Appearance	3.30	1	3.92	1	3.59	1
Security	2.85	2	2.97	2	2.13	4
Experimenting	2.74	3	2.60	4	3.32	2
Awareness	2.54	4	2.69	3	2.92	3
Individuality	2.34	5	2.44	5	2.05	5
Personality Dimensions						
Comfort	3.50	1	3.50	1	3.35	1
Modesty	3.04	2	2.86	2	2.71	2
Conformity	2.19	3	2.68	3	2.36	3
Clothing Importance (8 Factor Mean)	2.55		2.99		2.85	

regardless of physical stature, age, education, or income level.

For the present sample of petite females the three personality dimensions included in the clothing importance scale were predominantly displayed. Comfort in clothing was perceived as the most important consideration overall. The petite female would not sacrifice comfort in order to experiment with styles or enhance images of individuality. A more important consideration is that the petite female may be more sensitive to comfort in clothing due to difficulty in finding stylish clothing in appropriate sizing for her frame. Furthermore, the last few years have been characterized by a push toward marketing functional and comfortable garments. Fashionable, comfortable, casual sportswear has enhanced the general population's awareness of clothing comfort.

Overall concern for modesty in clothing was an important aspect of clothing behaviour for petite female respondents, being ranked third in the clothing importance scale. Previous studies have concluded that modesty was positively related age (Tyrchniewicz, 1972; Edmonds, 1982). A similar result was found in the present study; age and modesty were positively related at the low value of $r=.15$. Although no significant relationship existed between weight and modesty, it was apparent that petite females in the heavy category were most concerned for modesty in clothing. Since weight

and body-cathexis, and body-cathexis and modesty were negatively associated, $r = -.23$, the present study suggested that heavy-petite females held more negative body-images and were more concerned with modesty than light-petite females. Petite females who perceive themselves to be closer to the ideal thin female figure may be less concerned about modesty in clothing, and in turn more comfortable revealing or emphasizing certain aspects of their bodies.

Conforming behaviour or the need to attain social approval and feelings of group membership through the use of clothing ranked last in the clothing importance scale. This level of importance for conformity in dress was the same as that obtained by Gurel's student sample (1974). Gurel suggested that the younger generation was more inclined to "do-their-own-thing" than the older generation. For petite females it may be that "doing-their-own-thing" rather than conforming to the group is a reflection of present western society. Expression of individuality in dress has been widely portrayed in modern mass media.

In terms of profiling the petite female's clothing behaviour, the present study's subjects were most concerned with comfort in clothing. Emphasis on comfort may reflect the petite female's difficulty in finding appropriate-sized apparel. Such difficulty may be linked to the finding that 50% of the subjects did not perceive themselves to be petite and could therefore be assumed to be purchasing clothing

other than petite-sized clothing. Petite females in this study also demonstrated a high concern for personal appearance. They were willing to invest time, energy, and money on their clothing appearance. The petite female was moderately modest, clothing conscious, and interested in clothing but she could not be described as preoccupied with her personal appearance. For the petite female as a group, clothing was used to enhance feelings of self-esteem and self-confidence. Clothing is therefore an important extension of the petite female's self.

Less characteristic of the petite female surveyed in the present study is interest in clothing as experimenting with appearance. She was not highly interested in playing with the effects which can be achieved through clothing. Since she was willing to invest time, money, and energy in clothing to contribute to her appearance, it can be suggested that the lack of interest in experimentation with appearance through clothing may simply reflect this lack of interest, may reflect an acceptance of and satisfaction with her physical image, or may reflect dissatisfaction with the clothing selection available. On the other hand it may be indicative of dissatisfaction with her overall appearance. Petite females with negative body-images may be less interested in experimenting with their clothing and appearance than petite females with positive body-images.

Petite females were characterized by a low-medium

awareness of clothing. They were not overly sensitive to the issues or characteristics of clothing other than those that were directly and obviously visible. They did not perceive clothing in an academic or impersonal manner.

Interest in clothing reflecting a need for enhancing individuality did not describe the petite female. She did not consider the latest fashions important enough to sacrifice economy or convenience. Establishing uniqueness through the use of clothing, and clothing as a status symbol was not valued.

The petite female was not willing to jeopardize her unique physical appearance by purchasing clothing which would exhibit conforming behaviour. Overall, the sample of petite females was not interested in clothing to achieve group belongingness, but rather to attain an attractive appearance and enhance feelings of self-assurance.

The four independent variables of height, weight, age, and annual family income did not strongly correlate within themselves. Height and weight had a low positive and significant association ($r=.20$), while weight and age were somewhat more strongly associated ($r=.34$) in a positive direction. These associations were anticipated. The variable of weight will usually increase with increases in stature. Other research has also demonstrated that increases in weight are a function of the ageing process to an optimum level (Demirijian, 1980; Goldman & Rockstein, 1975; Hogge &

Baer, 1986).

Body- and self-cathexes were moderately associated in a positive direction ($r=.49$). As reported by Secord & Jourard (1953), Tucker (1981) and Balogun (1986), feelings about one's body and one's self are reflected in the same direction. It follows that the more positive one's body-image the more positive one's self-concept.

The two remaining dependent variables, clothing interest and clothing importance, held a strong positive association with one another ($r=.94$). The five clothing interest factors had an average correlation of .70 with overall clothing interest; overall clothing importance and its eight factors had an average correlation of .61. The three factors considered to be indicative of personality dimensions held the lowest correlations with overall clothing interest and clothing importance scores. The mean correlation with clothing interest was equal to .36 and the mean correlation with clothing importance was equal to .51.

The low correlation with clothing interest supported Gurel's (1979) finding that the five factors used to describe the domain of clothing interest share importantly in this role. The three factors of conformity, modesty and comfort were more importantly related with clothing importance and are therefore apparent in a number of behaviours other than those related to clothing and appearance. The present study's findings confirmed the conclusion of Gurel (1979)

and Edmond (1982) that clothing interest is a distinct multi-dimensional variable that should not include the dimensions conformity, modesty, and comfort, which are more indicative of personality.

Neither clothing interest nor clothing importance were found to significantly correlate with body-cathexis or self-cathexis. It was assumed by the researcher that individuals with either strong negative or positive body-images and self-concepts would have either weak or strong clothing interest and clothing importance scores. Such associations were found between the separate factors of the clothing importance scale and body- and self-cathexes. Two of four significant associations found were between body- and self-cathexes scores and two of the three personality dimension factors. Body-cathexis was negatively associated with modesty ($r = -.23$); self-cathexis was negatively associated with conformity ($r = -.23$). Petite females with negative body-images may be more concerned with modesty, while those with negative self-concepts may be more concerned with conformity and group belongingness.

The remaining two significant associations were between body-cathexis and security ($r = -.20$) and self-cathexis and security ($r = -.20$). Security was also found to correlate substantially with modesty ($r = .47$) and conformity ($r = .43$). Petite females with negative body-images and self-concepts were interested in clothing as an enhancement of security

and self-esteem. Furthermore, the need for increased self-esteem and self-confidence for petite females with negative body and self-concepts, was reflected in concern for modesty and conformity in clothing and appearance. These associations further supported the notion that the factors of conformity and modesty may be better used to measure personality dimensions, self-concept, values, or life satisfaction (Gurel, 1974, 1979; Edmond, 1982).

In summary, first order relationships indicated that the independent variable weight had the most affect on the petite female's body-image, self-concept, clothing interest, and clothing importance. The petite female with a negative body-image and self-concept expressed her interest in clothing as an enhancement of security. The need to use clothing to boost morale and self-confidence was further reflected in the negative relationships between body-cathexis and modesty, and self-cathexis and conformity.

The first three of five hypotheses tested for significant differences between body-cathexis scores, self-cathexis scores, and clothing interest scores for petite females in two height categories (4'9" to 5'2"; 5'2.5" to 5'4"). The three null hypotheses were accepted. The subjects in both height groups were found to hold similar body-cathexis, self-cathexis and clothing interest scores. It was not possible to significantly differentiate petite females' satisfaction with the body, self, and clothing

interest based on height. Petite females were satisfied with their height. Stature is a physical characteristic which can not be changed or controlled. Therefore, one can suggest that petite females have accepted their height because they have no permanent means of controlling physical height.

The main independent variable of height was slightly associated with weight ($r=.20$). Since weight, in turn, was found to correlate significantly with a number of variables, a two-way analyses of variance was used to test the first three null hypotheses. Consequently, it was possible to test for significant differences on a dependent variable measure between height groups, weight groups, and an interaction of height and weight groups.

Additional tests substituting the weight groups for height in the null hypotheses resulted in the rejection of two of three null hypotheses testing the impact of weight. Significant differences between mean scores on the body-cathexis and clothing interest scales were found for petite females in the three weight categories (89-119 lbs; 120-139 lbs; 140-200 lbs. or more). The most significant differences were between petite females in the light and heavy weight groups, as well as those in the average and heavy weight groups. Heavy-petite females were least satisfied with their bodies most likely due to the thin cultural demand present in western society.

Petite females in the three weight categories and three age categories also differed significantly in their clothing interest as concern for personal appearance. Within the weight categories the most significant differences were found between petite females in the average and heavy weight groups. Petite females in the heavy category were least concerned with clothing as concern for personal appearance. Since they were also least satisfied with their bodies, it can be suggested that the heavy-petite female's lack of clothing interest as concern for personal appearance reflected her acceptance of the thin female as the ideal. Until the body is perceived as being closer to the ideal, heavy-petite females may not be able to justify time, money, and energy costs on clothing.

Finally a joint interaction between the effects of height and weight for clothing interest as an enhancement of individuality was found. Petite females who were in the short and heavy or short and light groups were least concerned with clothing to enhance individuality. This may suggest that the short petite female in the two extreme weight categories perceives herself as an individual due to her extraordinary stature. Her body build is not only different compared to present western society's ideal female figure, but it is also different compared to the average adult Canadian female at 62.4 inches and approximately 135.1 pounds (Demirijian, 1980). Also, it can be suggested that

the average weight petite female perceives herself as "thin enough" to be considered close to the ideal in terms of weight.

The final two hypotheses tested for significant relationships between body-cathexis and self-cathexis and clothing interest and its five factors. Results indicated that body-cathexis and self-cathexis were not significantly related with overall clothing interest. However, two clothing interest factors, concern for personal appearance and enhancement of security, were significantly related to body-cathexis and self-cathexis. Petite females with positive body-images and self-concepts were interested in clothing as a concern for personal appearance but were not interested in clothing to enhance security. Satisfaction with the body and the self were related to increases in the amount of time, money, and energy the petite female was willing to put into her clothing and appearance. Furthermore, positive body-images and self-concepts were related to a decreased need for petite females to use clothing to enhance feelings of self-esteem and self-confidence.

Although the anticipated relationships between body-cathexis, self-cathexis, and overall clothing interest were not found, the present study has demonstrated that positive feelings about the self, including the bodily self, lessened the petite female's need for clothing to improve feelings of

self-confidence and self-worth. Yet, the more self-confident about aspects of her self, including the body, the more willing was the petite female to invest in her clothing and appearance.

CHAPTER 5

CONCLUSIONS

This chapter contains a summary of the results, conclusions drawn, and limitations and recommendations for further study.

Summary of the results

The purpose of the research was to characterize the potential Canadian petite female apparel purchaser based on her body image, self-concept, and clothing interest. An understanding of the petite woman's body image, self-concept, and clothing interest will add valuable information to the petite-sized clothing market's demographics of its consumers and potential consumers.

The thin female physique has been identified as the ideal female body type (Berscheid, et al., 1973; Davis, 1985; Garner, et al., 1980; Secord & Jourard, 1955; Silverstein, et al., 1986; Waldfogel, 1986) and this current cultural demand is believed to be the product of fashion and mass media. The image and value of fashionable thinness is intensified through the use of glamorous and tall female fashion models. However, all females are physically unique and few females

are examples of western society's ideal tall and thin female figure. Attempts to achieve this figure type often result in distorted body-images and negative self-concepts.

The average adult Canadian female stature has been identified as 158.3 cm (5'3") with mean weights ranging from 122.6 to 156.8 pounds for height categories between 4'8" and 5'10" (Demirijian, 1980). North American clothing manufacturers and designers base the production of petite-sized apparel on the maximum height criteria of 5'4" (Ondovcisk, 1981; Wallach, 1986; Murray, 1988). Although the average and therefore the majority of adult Canadian females meet this height criteria, petite-sized apparel is a recent (1978) development in ready-to-wear and is considered a specialty market. The term petite has been described as a useless indicator of this market because the public has misconceived petite to mean small and dainty regardless of height (Wallach, 1986; Ondoviscik, 1981). One subject from the present study commented that "... at 5'4" and 130 pounds, I do not consider myself petite but petite sizes 12-14 are my best fit".

The data for the study was collected through a mail questionnaire. The questionnaire included measures to obtain data about the petite female's body image, self-concept, and clothing interest. The scales of measure utilized were Secord & Jourard's Body and Self Cathexis Scale, Gurel's Clothing Interest Scale, and a Personal Data Inventory. The

sampling frame consisted of the female support staff members of the University of Manitoba Fort Garry and Health Sciences Campuses (N=1 318). A total of 659 females were randomly selected from the membership list in the autumn of 1988. The data were statistically analyzed in a manner that provided answers to five proposed null hypotheses.

Sampling error reduced the sample population from 659 to 565. The overall response rate of the study was 64% (n=363). The questionnaires which were answered by females who reported themselves to 5'4" and under were used in the analyses (51.5%, n=187). In terms of the personal variables measured, the average petite female studied was characterized as 62.7 inches, 127.5 pounds, and 36 years of age with an annual family income of \$36,980.

Average scores on the Body-Cathexis Scale indicated a medium level of satisfaction with the body. The petite female's overall body-image was positive. However, negative images and feelings of dissatisfaction were expressed for three of five individual body parts used to describe the female figure. The petite female was dissatisfied with her waist, hips, and weight and satisfied with her height and bust.

Average scores on the Self-Cathexis Scale indicated a medium-high level of satisfaction with parts or processes of the self. Although the petite female held negative feelings about three specific body parts, her overall body-image and

self-concept were positive. Yet, the respondents were more satisfied with aspects of their selves than with aspects of their bodies. Both the Body- and Self-Cathexis Scale scores were widely distributed; however, the self-cathexis scale's standard deviation was much wider. Although petite females were more satisfied overall with their selves than with their bodies, there was greater variation in self-concept scores than in body-image scores.

Average low-medium scores on the Clothing Importance Scale suggested that the petite female did not consider clothing to be very important. On the other hand medium level scores on the Clothing Interest Scale indicated that the petite female was interested in clothing even though she did not consider it to be very important. The results indicated a wide variation in the subjects' perceptions of importance of and interest in clothing as illustrated by the response ranges and wide standard deviations. Respondents were most interested in clothing to enhance personal appearance while at the same time maintaining a high level of modesty in their clothing behaviour.

A correlation matrix was developed to examine the relationships between all the variables in the study. While many of the correlation coefficients were significant, the degree of association between the pairs of variables was most often weak. The strongest associations were found between the dependent variable measures of clothing importance and

clothing interest ($r=.94$), and body-image and self-concept ($r=.49$). The correlation matrix indicated that the independent variables of weight and age had the most impact on the petite female's body-image, self-concept, and clothing interest.

Of the five research hypotheses tested in the null form, two could be rejected at the .05 level of significance. The final two hypotheses testing for no significant relationships between body-cathexis or self-cathexis and clothing interest factors were rejected. Significant relationships were found between body-cathexis and concern for personal appearance ($r=.18$), body-cathexis and clothing interest as an enhancement of security ($r=-.20$), self-cathexis and concern for personal appearance ($r=.14$), and self-cathexis and clothing interest as an enhancement of security ($r=-.20$). For the petite females studied, positive body-images and self-concepts were related to interest in clothing as a concern for appearance, while negative body images and self-concepts were related to interest in clothing in order to enhance feelings of security.

The three remaining hypotheses were accepted. No significant differences between body-cathexis, self-cathexis, and clothing interest scores were found between petite females in the short and average height groups. Subjects in both height groups were found to hold similar body-cathexis, self-cathexis, and clothing interest scores. Since petite

females rated the height, and body build items positively, it appeared that they were either satisfied or had come to accept their stature.

A slight association was found between height and weight ($r=.20$). In addition a number of associations were identified in the correlation matrix between weight and the dependent variables. Therefore, two-way analyses of variance were used to test for interaction effects between height and weight. Although all the hypotheses related to height were supported, two of the three hypotheses which replaced height with its associated variable of weight were rejected.

Significant differences were found between body-cathexis and clothing interest scores between petite females in three weight categories. Petite females in the light and heavy groups, and in the average and heavy groups differed most significantly in their level of satisfaction with their bodies. Heavy-petite females were least satisfied and held the most negative feelings toward their bodies.

Petite females in the average and heavy weight categories differed most significantly in their level of clothing interest. The heavy-petite female was least interested in clothing. When the five factors comprising the clothing interest scale were tested for significant differences in relation to weight, one clothing interest factor resulted in significant differences. Clothing interest as a concern for personal appearance differed

significantly for petite females in the three weight categories. Petite females in the medium and heavy weight groups differed most significantly; heavy-petite females were least interested in clothing as a concern for personal appearance.

Finally, the two-way analyses of variance using height and weight found a joint interaction between the effects of these two independent variables for clothing interest as an enhancement of individuality. Petite females who were short and heavy or short and light were not interested in clothing to enhance feelings of individuality.

The initial correlation matrix suggested that firstly the independent variable of weight and secondly the independent variable of age had the most impact on the petite female's body image, self-concept, and clothing interest. The results obtained from the hypotheses testing supported the matrix findings.

Conclusions

A number of possible explanations can be given for the results obtained in this study. Petite females held an overall body-image which was positive; they were satisfied with their physical stature and body build. The components of height and bust were not perceived negatively (Berscheid, et al., 1973; Davis, 1985). Three other body components critical to the description of the female figure were however

negatively perceived and cathected. Petite females' dissatisfaction with the waist, hips, and weight may be the product of an unrealistic ideal female figure and cultural demand in western society for females to be thin (Berscheid, et al., 1973, Davis, 1985; Garner, et al., 1980; Silverstein, et al., 1986; Waldfogel, 1986).

The positive self-concept held by petite females was more positive than the body-image. The bodily self is only one of a number of constructs which comprise our overall self-concept (James, 1890; Mead, 1934; Burns, 1979; Fisher, 1986). It is therefore logical that the petite female's overall self-concept score would be more positive than the score of the interrelated body-image construct. Furthermore, it may be easier to maintain a high level of satisfaction with the self, based on conceptual aspects of the self, than it is to maintain a high level of satisfaction with the body. The physical images which are highly visible to ourselves, along with the perception of others feedback to these images and the fashionable images portrayed in mass media, may act as reminders of our bodily imperfections. Imperfections which according to the media should be within our ability to correct.

The medium level of interest in clothing and rank order of the clothing interest factors suggested that petite females do not differ significantly from other female groups surveyed (Gurel, 1974; Edmond, 1982). Regardless of physical

stature, age, education or income level, clothing interest expressed as concern for an attractive personal appearance is highly valued by females. The lack of interest in clothing as an enhancement of individuality may be interpreted to be the result of a stable and positive self-concept. The acceptance of and satisfaction with the self exemplified by this petite female sample may reflect an already established sense of individuality which need not be enhanced through clothing.

The high value placed on comfort in clothing may be the product of the petite female's increased sensitivity to comfort due to difficulty in finding stylish clothing for her frame. Furthermore, it may be the result of a general awareness of clothing comfort established by the increased marketing of functional and comfortable garments. Therefore, the importance of comfort in clothing may be a prominent personality dimension expressed in the clothing behaviours of most female consumers. The personality dimension of modesty was also highly valued by this sample of petite females. However, heavy-petite females were found to possess more negative body-images and to express more modesty in their clothing behaviours than light-petite females. The higher value placed on modesty by heavy-petite females may be interpreted to be the product of social comparison and symbolic interactionism (Stone, 1962). Petite females who perceive themselves to be closer to the ideal thin female

figure may be more comfortable emphasizing certain aspects of their bodies with clothing and accessories.

The correlation matrix developed to examine first order relationships between all variables in the study indicated that the dependent variable measures used were internally valid. Associations within and between components of the dependent variable measures ranged from moderate to very strong. Examination of associations between independent and dependent variables suggested that the independent variable of weight, rather than height, would have the most impact on the dependent variables. Testing of the null hypotheses supported this claim.

It was not possible to reject the null hypotheses related to height at the .05 level of significance; therefore, it was not possible to characterize differences in petite females' body-images, self-concepts, or levels of clothing interest based on height. However, it was possible to differentiate petite females on the above characteristics through the use of weight categories. Petite females in the heavy category were found to be least satisfied with their bodies and least interested in clothing as a concern for personal appearance. This finding may be interpreted to suggest that the petite female is aware of and has accepted the current cultural demand to be thin (Berscheid, et al., 1973; Davis, 1985; Garner, et al., 1980; Silverstein, et al., 1986; Waldfogel, 1986). At any height, body weight,

which can be changed, appears to more important to the perception of attractiveness and in turn critical to the formation of a positive body-image than stature (Lennon, 1988). Until the body is perceived as being closer to the ideal female figure, females may not be able to justify time, money and energy costs on clothing. The use of diversified female body images in mass media and fashion promotion may do much to increase females' clothing interest and consumption.

It was also not possible to reject the hypotheses that no significant relationships existed between body-cathexis or self-cathexis and overall clothing interest. However, positive body-images and self-concepts did relate significantly to petite females' concern for personal appearance as an indicator of clothing interest. On the other hand, clothing interest as an enhancement of security was significantly related to negative body-images and self-concepts of petite females.

Since the data suggested that positive feelings about the self, including the bodily self, were related to increased interest in clothing for petite females, it may be feasible to suggest that fashion advertising campaigns need to emphasize the beauty of physical uniqueness. The physical and psychological health of females is at risk with the current unrealistic ideal female figure emphasized in the fashion and media worlds. The portrayal of varied and realistic body types as attractive and fashionable is

necessary in order for females in western society to overcome the negative stigma attached to characteristics perceived as being body imperfections. With such an approach to apparel marketing, petite females may come to realize that they are more average and acceptable in society than they may have originally believed. Jasper (1988) reported that advertisements aimed at women in such magazines as Vogue cater to a woman's need for a positive self-image. If retailers plan to continue the use of a marketing strategy which emphasizes a female's need for social acceptance of her self-image, then it is suggested that retailers eliminate the use of images which result in social comparisons to an unrealistic female form. The use of varied and realistic female figures in advertisements and fashion layouts may do much develop more positive body-images for petite females of varying statures. As the present study's results suggested, positive body-images may lead to increased interest in clothing for petite females and perhaps increased consumption of petite-sized apparel.

Summary of Conclusions

The conclusions of the study can be summarized as follows:

- 1) Examination of the associations between independent and dependent variables, along with the ANOVA, suggested that the independent variable of weight, rather than height, had

the most impact on the dependent variables. This sample of petite females was satisfied with their height but held negative feelings about their weight. Heavy-petite females were: a) least satisfied with their bodies; b) least interested in clothing; and, c) most concerned about modesty in their clothing behaviour.

2) Although the findings suggested that the petite female's height had no impact on her body-image, self-concept, and clothing interest, it may be that further analyses of the remaining data base of non-petite females may support the initial assumption. That is, it may be found that differences between petite and non-petite females' body-images, self-concepts, and clothing interest are related to differences in their height.

3) Body- and self-cathexis levels were not related to overall clothing interest for petite females in this study. However, positive body-images and self-concepts were related to clothing interest expressed as a concern for personal appearance. Negative body-images and self-concepts were related to interest in clothing as an enhancement of security.

4) For petite females of varying heights in this study, body weight, which can be altered, appeared to be more

important to the perception of attractiveness and in turn critical to the formation of positive body-images than stature. The petite females surveyed accepted the current cultural demand to be thin. Therefore, until the body is perceived as being closer to the ideal female figure, the petite females surveyed may not be able to justify time, money and energy costs on clothing.

5) The data suggested that positive feelings about the self, including the bodily self, were related to petite females' increased interest in clothing. Consequently, the portrayal of varied and realistic body types as attractive and fashionable may lead to more positive body-images for petite females, as well as for females with other unique body proportions.

Limitations and Recommendations for Further Study

The present study was based on the responses of petite females, 5'4" and under. The analyses of the remaining data base, questionnaire responses from non-petite females, may actually support the researcher's initial assumptions. Significant differences, based on height, between petite and non-petite females' body-images, self-concepts, and clothing interest may be found. In addition, analyses of the

non-petite questionnaires would help to clarify whether there is a misconception surrounding the term "petite". For the purpose of profitable marketing of petite-sized apparel it is important to determine if only slight females, whether they be short or tall, perceive themselves to be petite. If such is the case, either a clarification of the criteria defining petite-sized apparel or the use of a new term to define the female who is 5'4" and under is necessary.

Since the sample was randomly selected from the female AESES membership list, the results are only representative of this Canadian petite female sample. The results can not be generalized to or be said to represent the Canadian petite female population in general. Consequently, the replication of the study using a wide variety of population frames is recommended. A comparative study with different cultural and socioeconomic groups adequately represented in the sampling is also recommended.

The Body-Cathexis Scale resulted in a level of satisfaction or dissatisfaction with the parts and processes of the body. It was a pen and paper scale which requested a satisfaction rating on specific parts and processes of the body (1=satisfaction; 5=dissatisfaction). The use of an additional methodology incorporating silhouette drawings on one's own and the ideal female figure would add to understanding the self-perception and social comparison processes of the petite female. The marketing of

petite-sized apparel could then include female figures which were consistent with the average petite female's perception of her body.

The clothing interest scale measured specific aspects of clothing behaviour. In order to fully understand the petite female and her physical and psychological clothing needs, it is recommended that further aspects of clothing behaviour such as the petite female's concerns with clothing fit, quality, the availability of suitable apparel, fashion information sources and shopping behaviour be explored.

APPENDICES

APPENDIX A
QUESTIONNAIRE DOCUMENTS

INTRODUCTORY COVER LETTER

Dear _____

North Americans' changing perception of the ideal female body stems from the images portrayed in magazines and advertising campaigns. However, no one really knows how the average female perceives her body, self, and clothing in relation to the ideals being marketed through mass media.

In order to determine females' opinions related to stature, self and clothing a small number of females on the University of Manitoba Campus have been randomly selected to respond to the enclosed questionnaire. To ensure that the results will truly represent the thinking of the female staff of the U of M, it is important that each questionnaire be completed and returned as soon as possible.

You may be assured of complete confidentiality. The questionnaire has an identification number for mailing purposes only. This is so that we may check your name off of the mailing list when your questionnaire is returned. Your name will never be placed on the questionnaire.

The results of this research will be beneficial to clothing manufacturers, designers, retailers, and marketers. I hope that ultimately the results will address and begin to meet the needs of the Canadian female clothing consumer.

I would be most happy to answer any questions you might have. Please write or call. The telephone number is 474-9292.

Thank you for your assistance.

Sincerely

Selene Snell
Graduate Student
Faculty of Human Ecology
Department of Clothing & Textiles
University of Manitoba

Dr. Susan Turnbull
Major Advisor

POSTCARD REMINDER

Last week a questionnaire seeking your opinions related to stature, self, and clothing was mailed to you. Your name was drawn in a random sample of female Support Staff on the U of M campus.

If you have already completed and returned it to us please accept my sincere thanks. If not, please do so today. Because it has been sent to only a small number of female support staff it is extremely important that your completed questionnaire also be included to ensure accurate representation of your organization's members.

If by some chance you did not receive the questionnaire, or it got misplaced, please call me right now at 474-9292 and I will get another one in the mail to you today.

Sincerely

Selene Snell
Graduate Student
Faculty of Human Ecology
Department of Clothing & Textiles
University of Manitoba

FOLLOW-UP LETTER

Dear _____

About three weeks ago I wrote to you asking you to complete a questionnaire entitled Opinions about the Female Figure, Self, and Clothing. As of today I have not yet received your completed questionnaire.

This study is being conducted because of the belief that Canadian female clothing consumers' psychological and physical needs are not being met by clothing manufacturers, designers, and retailers.

I am writing to you again because of the significance each questionnaire has to the usefulness of this study. Your name was drawn through a scientific sampling process in which every female Support Staff member had an equal chance of being selected. Only 659 names were selected. In order for the results of this study to be truly representative of the opinions of all female Support Staff members it is essential that each person in the sample return their questionnaire.

In the event that your questionnaire has been misplaced, a replacement is enclosed. If you have questions feel free to contact me at 474-9292 or 275-0367.

Your cooperation is greatly appreciated.

Sincerely

Selene Snell
Graduate Student
Faculty of Human Ecology
Department of Clothing & Textiles
University of Manitoba

OPINIONS ABOUT THE FEMALE FIGURE,
SELF, AND CLOTHING

Please answer all the questions.
Any additional comments will be
read and taken into account in the
analysis of the results.

Selene A. Snell
Graduate Student
Faculty of Human Ecology
Department of Clothing & Textiles
University of Manitoba
Winnipeg, Manitoba

On the following pages are listed a number of things characteristic of yourself or related to you. You are asked to indicate which things you worry about and would like to change if it were possible, which things you have no feelings about one way or the other, and which things you are satisfied with or consider yourself particularly fortunate to possess.

Consider each item listed below and circle the number which best represents your feelings about yourself now, according to the following scale:

1. Have strong dislike and wish to change somehow.
2. Don't like, but can put up with.
3. Have no particular feelings one way or the other.
4. Like, am satisfied and/or pleased with.
5. Consider myself particularly and/or unusually fortunate to possess.

So that you will be able to judge each item carefully in terms of the above five statements, the scale will be at the top of each page. You may refer back to the scale as often as necessary to make your judgement of how you feel. Judge each item carefully. Do not use the same number for every item, but please answer each question.

- 2 -

OPINIONS ABOUT THE FEMALE FIGURE

Consider each item listed and circle the number which best represents your feelings about yourself now, according to the following scale:

1. Have strong dislike and wish to change somehow.
2. Don't like, but can put up with.
3. Have no particular feelings one way or the other.
4. Like, am satisfied or pleased with.
5. Consider myself particularly and/or unusually fortunate to possess.

OPINIONS. . . .

1	2	3	4	5	hair
1	2	3	4	5	facial complexion
1	2	3	4	5	appetite
1	2	3	4	5	hands

1	2	3	4	5	hair distribution
1	2	3	4	5	nose
1	2	3	4	5	physical stature
1	2	3	4	5	elimination

1	2	3	4	5	muscular strength
1	2	3	4	5	waist
1	2	3	4	5	energy level
1	2	3	4	5	ears

1	2	3	4	5	chin
1	2	3	4	5	keenness/senses
1	2	3	4	5	age
1	2	3	4	5	body build

1	2	3	4	5	profile
1	2	3	4	5	height
1	2	3	4	5	pain tolerance
1	2	3	4	5	shoulder width

1	2	3	4	5	arms
1	2	3	4	5	bust/chest
1	2	3	4	5	eyes/appearance
1	2	3	4	5	coordination

- GO TO NEXT PAGE -

- 3 -

OPINIONS ABOUT THE FEMALE FIGURE Continued

Please use the following scale:

1. Have strong dislike and wish to change somehow.
2. Don't like, but can put up with.
3. Have no particular feelings one way or the other.
4. Like, am satisfied and/or pleased with.
5. Consider myself particularly and/or unusually fortunate to possess.

1	2	3	4	5	resistance/illness
1	2	3	4	5	legs
1	2	3	4	5	teeth/appearance
1	2	3	4	5	over-all appearance

1	2	3	4	5	muscle toneness
1	2	3	4	5	health
1	2	3	4	5	physical skills
1	2	3	4	5	face

1	2	3	4	5	weight
1	2	3	4	5	hips
1	2	3	4	5	flexibility
1	2	3	4	5	sex organs

- GO TO NEXT PAGE -

- 4 -

HOW DO YOU FEEL ABOUT YOURSELF?

Consider each item listed and circle the number which best represents your feelings about yourself now, according to the following scale:

1. Have strong dislike and wish to change somehow.
2. Don't like, but can put up with.
3. Have no particular feelings one way or the other.
4. Like, am satisfied and/or pleased with.
5. Consider myself particularly and/or unusually fortunate to possess.

FEELINGS

1	2	3	4	5	first name
1	2	3	4	5	morals
1	2	3	4	5	ability to express myself
1	2	3	4	5	taste in clothes
1	2	3	4	5	sense of duty
1	2	3	4	5	sophistication
1	2	3	4	5	self-understanding
1	2	3	4	5	life goals
1	2	3	4	5	artistic goals
1	2	3	4	5	tolerance
1	2	3	4	5	moods
1	2	3	4	5	general knowledge
1	2	3	4	5	imagination
1	2	3	4	5	popularity
1	2	3	4	5	self-confidence
1	2	3	4	5	ability to express sympathy
1	2	3	4	5	emotional control
1	2	3	4	5	generosity
1	2	3	4	5	ability to accept criticism
1	2	3	4	5	ability to lead
1	2	3	4	5	last name
1	2	3	4	5	impulses
1	2	3	4	5	manners
1	2	3	4	5	handwriting
1	2	3	4	5	dreams

- GO TO NEXT PAGE -

- 5 -

HOW DO YOU FEEL ABOUT YOURSELF Continued

Please use the following scale:

1. Have strong dislike and wish to change somehow.
2. Don't like, but can put up with.
3. Have no particular feelings one way or the other.
4. Like, am satisfied and/or pleased with.
5. Consider myself particularly and/or unusually fortunate to possess.

1	2	3	4	5	intelligence level
1	2	3	4	5	athletic skill
1	2	3	4	5	happiness
1	2	3	4	5	creativeness
1	2	3	4	5	love life
1	2	3	4	5	conscience
1	2	3	4	5	skill with hands
1	2	3	4	5	fears
1	2	3	4	5	capacity for work
1	2	3	4	5	conscientiousness
1	2	3	4	5	ability to meet people
1	2	3	4	5	self-discipline
1	2	3	4	5	neatness
1	2	3	4	5	strength of conviction
1	2	3	4	5	thoughts
1	2	3	4	5	artistic and literary taste
1	2	3	4	5	ability to concentrate
1	2	3	4	5	ability to take orders
1	2	3	4	5	will power
1	2	3	4	5	sensitivity to opinions of others
1	2	3	4	5	self-assertiveness
1	2	3	4	5	memory
1	2	3	4	5	vocabulary
1	2	3	4	5	procrastination
1	2	3	4	5	ability to make decisions
1	2	3	4	5	thriftiness
1	2	3	4	5	personality
1	2	3	4	5	self-respect

CLOTHING OPINIONS

Read the following statements and rate each according to the scale given below. Place the number corresponding to your choice on the blank in front of each statement. The statements generally refer to an office situation.

- Scale: 5. **ALMOST ALWAYS** -- very few exceptions
4. **USUALLY** -- majority of the time
3. **SOMETIMES**
2. **SELDOM** -- not very often
1. **ALMOST NEVER** -- very few exceptions

- ___ 1. The way I look in my clothes is important to me.
- ___ 2. When I am shopping I choose clothes that I like even if they do not look best on me.
- ___ 3. It bothers me when my blouse keeps coming untucked.
- ___ 4. I consider the fabric texture with the line of the garment when choosing my clothes.
- ___ 5. I use clothing as a means of disguising physical problems and imperfections through skillful use of color, line and texture.
- ___ 6. I wear clothes which have buttons or snaps missing.
- ___ 7. I pay attention to pleasing color combinations.
- ___ 8. I keep my shoes clean and neat.
- ___ 9. I carefully coordinate the accessories that I wear with each outfit.
- ___ 10. I wear the clothing fads that are popular in our office even though they may not be as becoming to me.
- ___ 11. I think I spend more time than others coordinating the colors in my clothes.
- ___ 12. I try to figure out why some people's clothes look better on them than on others.
- ___ 13. I think unlined sheer dresses or blouses reveal too much of the body.

- 7 -

CLOTHING OPINIONS continued . . .

- Scale: 5. ALMOST ALWAYS
4. USUALLY
3. SOMETIMES
2. SELDOM
1. ALMOST NEVER

- ___14. I select clothes that are conservative in style.
- ___15. I feel uncomfortable when someone has forgotten to close their zipper.
- ___16. The first time in the season that I go to a public beach or pool I feel exposed in my bathing suit.
- ___17. I would choose clothing with small prints, even if a larger design looked equally well on me.
- ___18. I feel embarrassed when I see someone in a dress cut too low.
- ___19. I select clothes which do not call attention to myself in any way.
- ___20. I feel embarrassed when I see someone in clothes that are too tight.
- ___21. I like dark or subdued colors rather than bright ones for my clothes.
- ___22. I hesitate to associate with those whose clothes seem to reveal too much of their body.
- ___23. I wonder why some people wear clothes that are immodest.
- ___24. My friends and I try each others' clothes to see how we look in them.
- ___25. I enjoy trying shoes of different styles and colors.
- ___26. I study collections of accessories in the stores to see what I might combine attractively.
- ___27. I try on some of the newest clothes each season to see how I look in the styles.

- 8 -

CLOTHING OPINIONS continued . . .

Please refer to top of opposite page for scale.

- ___ 28. I read magazines and newspapers to find out what is new in clothing.
- ___ 29. I like to try on different garments and accessories to see how they look together.
- ___ 30. I experiment with new or different "hair dos" to see how I will look.
- ___ 31. I like to know what is new in clothing even if none of my friends care.
- ___ 32. I try on clothes in shops just to see how I will look in them without really planning to buy.
- ___ 33. When I buy a new garment I try many different accessories before I wear it.
- ___ 34. I am curious about why people wear the clothes they do.
- ___ 35. The way my clothes feel to my body is important to me.
- ___ 36. There are certain textures in fabrics that I like and especially try to buy, for example, soft, fuzzy, sturdy, smooth.
- ___ 37. I am more sensitive to temperature changes than others and I have difficulty being comfortable in my clothes as a result.
- ___ 38. I wear my pants or slacks with an easy fit even when tight ones are fashionable.
- ___ 39. I do not wear garments that are uncomfortable even if I do like them.
- ___ 40. I find it difficult to buy clothes suitable to the temperature.
- ___ 41. I would buy a very comfortable bathing suit even if it were not the current style.

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- 9 -

CLOTHING OPINIONS continued . . .

- Scale: 5. ALMOST ALWAYS
4. USUALLY
3. SOMETIMES
2. SELDOM
1. ALMOST NEVER

- ___42. I am irritable if my clothes are uncomfortable.
- ___43. I am extremely sensitive to the texture of the fabrics in my clothing.
- ___44. I wonder what makes some clothes more comfortable than others.
- ___45. When new fashions appear on the market, I am one of the first to own them.
- ___46. I have clothes that I don't wear because everyone else has them.
- ___47. I like to be considered an outstanding dresser by my friends.
- ___48. I try to keep my wardrobe in line with the latest styles.
- ___49. I go to other cities to shop for better fashions.
- ___50. I try to buy clothes which are very unusual.
- ___51. I avoid wearing certain clothes because they do not make me feel distinctive.
- ___52. I enjoy wearing very different clothing even though I attract attention.
- ___53. I try to buy clothes with the best labels.
- ___54. I wear unusual clothes to impress people.
- ___55. I am interested in why some people choose to wear such unusual clothes.
- ___56. I plan for and prepare clothes to wear several days in advance.
- ___57. I see that my out-of-season clothing is cleaned and stored.

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CLOTHING OPINIONS continued . . .

Please refer to top of opposite page for scale.

- ___58. I look over the clothing in my wardrobe before each season so that I know what I have.
- ___59. I am enticed into buying garments I like without having anything to go with them.
- ___60. I enjoy trying to get the most for my money in clothing purchases.
- ___61. I wear a raincoat or carry an umbrella to protect my clothes in rainy weather.
- ___62. I have something to wear for any occasion that occurs.
- ___63. I have a long-term idea for purchasing more expensive items of clothing such as coats or suits.
- ___64. I carefully plan every purchase so that I know what I need when I get to a store.
- ___65. I am more concerned about the care of my clothing than I believe my friends are about theirs.
- ___66. I try to find out how I can save as much time, energy, and money as possible with my clothes.
- ___67. I check with my friends about what they are wearing to a gathering before I decide what to wear.
- ___68. I would rather miss something than wear clothes which are not really appropriate.
- ___69. I feel more a part of the group if I am dressed like my friends.
- ___70. I wear clothes that everyone is wearing even though they may not look as good on me.
- ___71. I am uncomfortable when my clothes are different from all others at a party.
- ___72. I try to dress like others in my group so that people will know we are friends.

- GO TO NEXT PAGE -

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CLOTHING OPINIONS continued . . .

- Scale: 5. ALMOST ALWAYS
4. USUALLY
3. SOMETIMES
2. SELDOM
1. ALMOST NEVER

- ___73. I get new clothes for a special occasion if the clothes I have are not the type my friends will be wearing.
- ___74. I have gone places and then wished after I got there that I had not gone because my clothes were not suitable.
- ___75. I wear what I like even though some of my friends do not approve.
- ___76. When I buy a new article of clothing I try to buy something similar to what my friends are wearing.
- ___77. When someone comes to the office dressed unsuitably, I try to figure out why she is dressed as she is.
- ___78. Certain clothes make me feel more aware of myself.
- ___79. I decide on the clothes to wear according to the mood I am in that day.
- ___80. Days when I feel low I wear my gayest clothes.
- ___81. I "dress up" to make an ordinary occasion seem more exciting.
- ___82. I am aware of being more friendly and out-going when I wear particular clothes.
- ___83. I feel and act differently according to whether I am wearing my best office clothes or not.
- ___84. I buy clothing to boost my morale.
- ___85. I get bored with wearing the same kind of clothes all the time.
- ___86. I have more self-confidence when I wear by best office clothes.
- ___87. When things are not going well I like to wear brighter colors.
- ___88. I wonder why some clothes make me feel better than others.

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Any additional comments you would like to add about yourself and/or your clothing would be greatly appreciated either in the space below or on a separate page.

Your contribution to this study is greatly appreciated. If you would like a summary of the results please write "copy of results requested" on the back of the return envelope and print your name and address below it. I will ensure that a copy is sent to you.

APPENDIX B

**ESTABLISHMENT OF LOW, MEDIUM, AND HIGH
SCORE RANGES OF DEPENDENT VARIABLES**

Table 26

Development of Low, Medium, and High Score Ranges of the Dependent Variable Measures: Body-Cathexis, Self-Cathexis, Clothing Importance, and Clothing Interest

Scale	Possible Range	Low	Medium	High
Body-Cathexis	36 - 180	36 - 84	84.5 - 132*	132.5 - 180
Self-Cathexis	53 - 265	53 - 124	124.5 - 195*	195.5 - 265
Clothing Importance	88 - 440	88 - 205	205.5 - 322	322.5 - 440
Clothing Interest	57 - 280	57 - 130	130.5 - 204	204.5 - 280
Clothing Interest Factors				
Appearance	16 - 80	16 - 37	37.5 - 58*	58.5 - 80
Experimenting	12 - 60	12 - 28	28.5 - 44*	44.5 - 60
Awareness	9 - 45	9 - 21	21.5 - 33*	33.5 - 45
Security	9 - 45	9 - 21	21.5 - 33*	33.5 - 45
Individuality	11 - 55	11 - 26*	26.5 - 41	41.5 - 55
Personality Dimensions				
Comfort	9 - 45	9 - 21	21.5 - 33*	33.5 - 45
Conformity	13 - 65	13 - 30*	30.5 - 47	47.5 - 65
Modesty	10 - 50	10 - 23	23.5 - 36*	36.5 - 50

* Score range which was represented by mean score

APPENDIX C
CORRELATION MATRIX

Table 27

Pearson Correlations between Independent Demographic Variables

Coefficient / (Cases) / Significance

Variables	Height	Weight	Age	Income
Height	1.00 (184) p=.00			
Weight	.20 * (184) p=.00	1.00 (186) p=.00		
Age	-.01 (187) p=.91	.34 * (186) p=.00	1.00 (186) p=.00	
Income	.04 (168) p=.58	-.02 (169) p=.83	.02 (169) p=.82	1.00 (169) p=.00

* Significance level = .05

Table 28

Pearson Correlations between Dependent Variable Scales

Coefficient / (Cases) / Significance

Scales	B-Cathexis	S-Cathexis	Interest	Importance
B-Cathexis	1.00 (187) p=.00			
S-Cathexis	.49 * (187) p=.00	1.00 (187) p=.00		
Interest	.06 (177) p=.41	.02 (177) p=.80	1.00 (177) p=.00	
Importance	-.03 (172) p=.67	-.08 (172) p=.28	.94 * (172) p=.00	1.00 (172) p=.00

* Significance level = .05

Table 29

Pearson Correlations between Independent Demographic
Variables and Dependent Variable Scales

Coefficient / (Cases) / Significance

Independent Variables	Dependent Variables			
	B-Cathexis	S-Cathexis	Interest	Importance
Height	.03 (184) p=.66	.02 (184) p=.79	.00 (176) p=.96	.01 (172) p=.86
Weight	-.23 * (186) p=.00	.01 (186) p=.85	-.21 * (176) p=.00	-.15 * (172) p=.04
Age	.04 (186) p=.58	.15 * (186) p=.05	.02 (176) p=.82	.09 (172) p=.25
Income	-.06 (169) p=.41	.08 (169) p=.30	-.06 (162) p=.48	-.04 (158) p=.62

* Significance level = .05

Table 30

Pearson Correlations between Clothing Interest Factors and Three Personality Dimensions
Coefficient / (Cases) / Significance

Factors	1	2	3	4	5	A	B	C
1 Appearance	1.00 (182) p=.00							
2 Experimenting	.52 (177) p=.00	1.00 (182) p=.00						
3 Awareness	.33 (182) p=.00	.44 (182) p=.00	1.00 (187) p=.00					
4 Security	.18 (181) p=.01	.34 (182) p=.00	.62 (186) p=.00	1.00 (186) p=.00				
5 Individuality	.46 (181) p=.00	.65 (182) p=.00	.33 (186) p=.00	.38 (186) p=.00	1.00 (186) p=.00			
Dimensions								
A Comfort	.30 (182) p=.00	.21 (181) p=.00	.30 (186) p=.00	.24 (185) p=.00	.61 (177) p=.00	1.00 (186) p=.00		
B Conformity	.08 (180) p=.27	.09 (179) p=.22	.27 (184) p=.00	.43 (183) p=.00	.13 (185) p=.08	.05 (184) p=.47	1.00 (184) p=.00	
C Modesty	.17 (178) p=.02	.19 (178) p=.01	.37 (182) p=.00	.47 (182) p=.00	.18 (183) p=.01	.18 (183) p=.02	.32 (180) p=.00	1.00 (182) p=.00

Table 31

Pearson Correlations between Demographic Variables and Clothing Interest Factors

Coefficient / (Cases) / Significance

Demographic Variables	Clothing Interest Factors				
	1 ^a	2 ^b	3 ^c	4 ^d	5 ^e
Height	.02 (180) p=.80	-.08 (180) p=.31	-.01 (184) p=.87	.02 (183) p=.79	.12 (183) p=.10
Weight	-.20 * (181) p=.00	-.19 * (181) p=.00	-.12 (186) p=.10	-.17 * (185) p=.02	-.19* (185) p=.00
Age	.17 (181) p=.02	.00 (181) p=.91	-.01 (186) p=.89	-.17 * (185) p=.02	-.07 (185) p=.36
Income	.05 (166) p=.51	-.05 (165) p=.56	-.09 (169) p=.24	-.04 (168) p=.57	.09 (168) p=.27

- a Concern for Personal Appearance
 b Experimentation with Personal Appearance
 c Heightened Awareness of Clothing
 d Enhancement of Security
 e Enhancement of Individuality

* Significance level = .05

Table 32

Pearson Correlations between Demographic Variables and Three Personality Dimensions

Coefficient / (Cases) / Significance

Demographic Variables	Personality Dimensions		
	Comfort	Conformity	Modesty
Height	.03 (184) p=.67	.08 (182) p=.29	.02 (181) p=.82
Weight	-.04 (185) p=.60	-.09 (183) p=.22	.08 (182) p=.29
Age	.02 (185) p=.78	.08 (183) p=.28	.15 * (182) p=.04
Income	-.07 (169) p=.40	.05 (167) p=.48	.01 (166) p=.88

* Significance level = .05

APPENDIX D
ADDITIONAL COMMENTS FROM SUBJECTS

COMMENTS WITH REFERENCE TO PETITE FEMALE STATURE

1. "At 5'4" and 130 lbs I do not consider myself petite but petite sizes 12-14 are my best fit."
2. "For the petite (hard to fit) there should be more sophisticated designers at an affordable cost for the office and entertainment."
3. "I would like to see more fashionable styles for young petite woman. Even though the fit is good I feel much older and ultraconservative in petite clothing. It is getting better but there is still a long way to go! (especially casual clothing -- cotton blouses, jeans, sweaters)."
4. "We need petite clothing with a wider waist. The size 14 does not fit me anymore at the waist -- up till now I bought all my clothing at 'Just Petites' or I made them myself."
5. "There does not seem to be a good variety of fashionable clothing for those individuals who are irregular sizes i.e. petite, larger sizes. And if you find some, the prices are exorbitant! This applies also to shoes in hard-to-find sizes..."
6. "I feel I wear clothing which enhances my appearance according to height and weight, but a lot of nice styles are not always made for my structures."
7. "I usually purchase according to my budget. I also purchase clothing that suits my figure. Perhaps there should be a seminar on appropriate dress and accessories for different figure types."

COMMENTS WITH REFERENCE TO THE MARKET PLACE

1. "I feel very strongly about the media representation of the "ideal" female body. As a person who has just recently given up a 25 year cycle of gaining and losing weight, and who is large, I really hope that someday, through the results of research like yours, the female body is portrayed as being variable in size and shape. And beautiful in its variations."
2. "I feel that the clothing industry does not cater to clothing needs of this era. One must possess the body of a fashion model to look decent in the clothes available in the market today. Some of us are not blessed with a perfect figure. Shorties like me spend a lot of time coordinating 'I-want-to-look-taller' clothes."
3. "I like comfortable, good fitting clothes which are hard to find unless you have a young figure, so I don't make too many clothes purchases in a year. Colors and styles in moderately priced stores generally are not too appealing.... To me comfort is a bigger concern than trying to make a fashion statement."
4. "Styles are changed yearly so that buyers feel obligated to purchase a new wardrobe. This is very unfair. Clothes do not 'make' a person. There is too much emphasis placed on clothes, less on personality."
5. "I sew much of my own clothing because I do not like the choice (fabric & price) that are available to me in the stores -- I often choose European patterns/styling because I feel that the choices are more 'me' -- more my taste in clothing & colours. I have purchased clothing (pants, especially) in Europe and I have found them to fit my body more attractively than North American styles -- many N. American styles are BORING, TRENDY, DULL."
6. "I like to buy clothing that is made with quality fabric and sewing. However, its usually very expensive so I'll wait for a sale to buy but then choice is usually limited. Proper fit that enhances my figure is very important to me."

7. "Overall, while I like clothes and like looking good in my clothes, they are not usually on overwhelming concern. I do strongly feel however, that the industry enchantment with the thin, androgynous female figure is unhealthy and should be changed."

COMMENTS WITH REFERENCE TO LIFESTYLE

1. "As I am overweight my interest in clothing is not as high as it was when I could fit into anything and look reasonably attractive. There is no question in my mind that 'clothes make the man/woman'. I feel more capable of doing a better job if I am dressed suitably in office attire. People judge others by what they wear whether it's a fair image or not! ..."
2. "I cannot afford to dress up -- I am a poor student. However, I realize that if I had the money, and if I had the time, I could buy myself clothing which would enhance my appearance. Unfortunately clothing is not a high priority. When I do purchase new clothes, they should satisfy 3 criteria: 1) be inexpensive; 2) be comfortable; 3) be durable (I wear what I do have a lot).
3. "Commenting as a mother and a family unit, it is very costly to keep yourself (husband/wife) and children dressed in current styles and the cost! It's a real challenge to clothe individual needs. I sometime find myself doing without to accommodate the family".
4. "I have always felt that your appearance is very important. Although I try to shop frugally always, I do have a nice selection of clothes. I work in a school and I feel that people meeting the public in a job or when you work with teenagers one should be an example of proper dress in the working world. Although I have struggled with overweight all my life I have always tried to dress as becoming as possible regardless of the weight".
5. "I wear what looks good on me, colours that suit me and clothes that are comfortable."
6. "I almost never wear accessories. I fairly small and adding bits and pieces to what I wear seems to minimize my size, just as small prints do. I like to maximize

my size. I could be wrong but at least I feel bigger if I keep my clothing simple as opposed to fussy. I find it possible to do that and at the same time wear clothes that are bold, different, striking, modern and sexy. (By sexy I don't mean revealing or such obvious displays, but rather just being appealing as a female, enough to be noticed)."

COMMENTS WITH REFERENCE TO THE QUESTIONNAIRE

1. "If my income were higher and I was single I would have a different opinion on some of the questions."
2. "Most of the questions were regarding office and office wear are not applicable to me because I work in a lab where uniforms are supplied."
3. "I found the options available in the first sections not very helpful -- more often than not I dislike something and want to change it, but do not dislike it strongly. Likewise in the last section, the correct answer is not one given, but often 'it would never occur to me to feel that way', especially concerning peer pressure."
4. "Do not believe that personal income data should be requested."
5. "Scale too restrictive need an additional item: 1) mild dislike, but not necessarily desirous of change, or 2) dislike and endeavoring to change."
6. "I had trouble with the 'I wonder' questions. Maybe momentary I wonder but then I decide for myself why they dress as they dress -- so I could answer 4 or 1. "
7. "I failed to answer some of the questions in your survey because I felt they were far too personal and I really didn't see how they would contribute your study."
8. "I found you repeated some questions. The first section was ambiguous at times and hard to answer. But overall, not a bad questionnaire."
9. "..... Family income may not reflect my income as a graduate student even though I live at home."
10. "Petite meaning shorter but not tiny weight wise."

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