

Effect of Fashion Coordination Cues on Liking of the Male Wearers

Ji-Won Ryu and Jae-Sook Kim[†]

Dept. of Beauty Coordination, Cheongyang Provincial College
Dept. of Clothing and Textiles, Chungnam National University[†]

(Received April 24, 2006 : Accepted October 13, 2006)

Abstract

The purposes of this study were to found out the effects of appearance variables in fashion coordination cues of a male stimulus person and perceiver's traits on the liking of the stimulus person with person perception theory as the research background.

The study consisted of a survey and a quasi-experiment. The experimental materials used for this study were 18 stimuli and instruments to measure fashion interest, liking toward the stimulus, and gender body ideology.

The sampling method was a convenient sampling. The subjects consisted of 940 male and female undergraduate students aged from 18 to 51, in three areas including Daejeon, Cheongyang and Nonsan provinces. The data collection was conducted between May 1 and June 30, 2004. The validity of the measuring instruments were confirmed by pre-tests and judge group discussions, and reliability was evaluated by Cronbach' alpha analysis.

The results showed that Clothing formality, make-up, hair style of stimulus person, and traits of subjects meaningfully affected on the liking toward the stimulus person.

The result of the study will serve as a basic information on total fashion coordination for young male adults.

Key words : fashion coordination cues, GBI, fashion interest, liking.

1. Introduction

The impression means the abstract image forming from perceptible cues through the person perception and impression formation is a process of understanding the other people searching the consistent characteristics obtained from available cues.

Mainly, clothing, hair style and make-up were formatted and transferred the liking for the individual by fashion trends containing beauty con-

sciousness, subject's traits, social and cultural context. The evaluation and response toward appearance glooming were a trend accepting not only clothing but also hair style and make up in order to create ideal images creation in the field of male fashion. Therefore, it is very important to conduct researchs to total fashion coordination effects attribute to the image formatting factors of males such as clothing formality, make up, hair style and subject's traits.

The purposes of this study were to find out the effects of total fashion coordination for cues

[†] Corresponding author E-mail : jaesook@cnu.ac.kr

of a male stimulus person and subject's traits on the likeness of the stimulus person with person perception theory as the research background.

The total fashion Coordination is a major fashion trend of Modern clothing culture as the formation of integrating impressions unified several appearance symbol. The impression formation is an unify process as the total image by the interaction of several information like traits or characteristics.

The messages transmitted through fashion symbols are nonlinguistic, and receivers of verbal communication usually respond to this communication with additional verbal communication.

The code used or transmit fashion symbol messages does not have the same characteristics as the code used for verbal messages.

Perceivers tended to develop a general and organized judgment to wearers on the basis of attributed traits¹⁾ and the implicit personality theory interrelated with the external appearance variables and internal traits of the perceived persons²⁾.

Some researches indicated that appearance cue and perceiver's traits affected on the liking toward stimulus person and it showed the significant interaction effects with such grooming variable as hair styles and make up^{3,4)}. So, apparent attractiveness is an important dimension of which effect on the liking toward stimulus person and it significantly affected on the halo effect for other traits^{5,6)}.

II. Theoretical Background

1. Fashion Coordination Cues

Humans use symbols, whether they be verbal or nonverbal, as a means of communicating with one another. our verbal language is based upon our use and shared understanding of symbols.

The specific combinations of these components of the fashion code can be used to convey specific social meanings to others.

Our fashion-related appearances can best accomplished by analyzing them as a form of nonverbal communication. and nonverbal communication generally refers to human communication that transcends the spoken or written word⁷⁾.

The meaning of the symbol may be shared by a large group of individuals, such as the national or international use of a particular language in communication. The meaning of the symbol may be shared by a smaller group of individuals as a means of communication with that group.

Social psychologists have investigated how one perceives and interprets appearance symbols from social-cognition perspective. With its basis in cognitive psychology, social cognition deals with the perceptual processes used in our perception and interpretations of any social object or event⁸⁾.

According to this perspective, fashion cues, due to there visible nature, impact this social perception process and the meanings given to the appearance of others.

¹ S. B. Kaiser, *The Social Psychology of Clothing: Symbolic Appearances in Context*, 2nd ed., (New York: Macmillan Publishing Co, 1990).

² D. J. Schneider, A. H. Hastorf and P. C. Ellsworth, *Person Perception*, 2nd ed., Reading, (Mass.: Addison-Wesley Publishing Co, 1979).

³ C. Cox and W. Glick, "Resume Evaluations and Cosmetics Use: When More is Not Better," *Sex Roles* 14 (1986), 51-58.

⁴ Jae-sook Kim and Ji-won Ryu, "Interaction Effects of Two Salient Cues on Males Fashion Images; Hair Lengths & Hair Colors," *Journal of the Korean Society of Clothing and Textiles* 28, no. 9/10 (2004): 1320-1328.

⁵ S. J. Lennon and R. V. Clayton, "Influence of Age, Body Type, Fashion, and Garment Type on Women's Professional Image," *Home Economics Research Journal* 19, no. 2 (1990): 139-1501.

⁶ L. A. Zebrowitz, *Social Perception*, (Pacific Grove, Cal.: Brooks/Cole Publishing Co, 1990).

⁷ Mark L. Knapp, *Nonverbal communication in Human Interaction*, 2d ed., (New York: Holt, Rinehart and Winston, 1978).

⁸ Susan T. Fiske and Shirley F. Taylor, *Social Cognition*, (Reading MA: Addison-Wesley, 1984).

In virtually every society, clothing, as the main component of fashion-related appearance, has been used as a means of communicating personal and social characteristics. Fashion cues, as forms of nonverbal communication, are context-dependent in that their meanings are dependent on the social situation in which they are perceived. Fashion cues are also a visual medium that often are interpreted in many ways.

Fashions communicate both demographic characteristics (e.g., age, sex, occupation, marital status, religion, economic status, self-esteem, attitudes, and values) and social characteristics (e.g., formality of a situation, social roles, importance of the situation, and evidence of physical activity). The specific fashions that communicate these various cultural meanings change over time and among different groups of people. It can be said that fashions have a symbolic life cycle that represents the changing meanings attributed to them.

The last two stages of using fashion cues as a form of nonverbal communication involve our judgments of and responses toward the wearer of the fashion. Based upon our interpretations of the cues, we often infer characteristics about the wearer of the fashion and may possibly respond to the wearer in a certain manner based upon these inferences.

Because of the symbolic nature of fashion, individuals may purchase fashions because of their communicative qualities. Symbolic consumption, as this practice is known, forms the basis for impression management, the active management of self-presentation cues. The symbolic nature of fashion also forms the foundation for costume design when the designer wants to portray aspects of the character by means of the costume worn.

Impression and liking management involves the purposeful manipulation of clothing formality level, make-up, hair styles in appearance cues to convey an intended image.

2. GBI(Gender Body Ideology)

A contextual perspective⁹⁾ was the major theory for the study since the integrative nature of a contextual approach allowed researchers to consider the construct and reconstruct to interpret male and female body and to consider the means for classifying individuals on the basis of body type and the resulting gender stereotypes about personality trait and perpetuate gender-logy.

Body image were closely related with gender-logy according to relational study between body image and gender-logy: there were a significant gender difference in attitude toward appearance and healthiness: females were more interested in their appearances but males were more interested in their healthiness.

Gender role is the normative expectation for classified task between male and female¹⁰⁾. Females are expected to do expressive role and males are expected to do expressive role¹¹⁾.

Lee(2000)¹²⁾ founded that Yin-Yang level of clothing is affected social factor and dynamic factor. In social factor feminine clothing is more attractive and sociable. This is supporting that stereotype of clothing is exist in impression forming.

3. Fashion Interest

Vocational activities linked to clothing might include fashion design or illustration, apparel marketing or retailing, or fashion journalism. It is also important to note that interest in fashion is closely connected to a wide range of other avo-

⁹ M. E. Roach and J. B. Eicher, *Press Adornment and The Social Order*, (New York: John Wiley, 1965), 12-15.

¹⁰ He Won Kabng, *Clothing Social Psychology*, (Kyo-Moon Publishing, 1998), 298.

¹¹ David R. Shaffer, *Developmental Psychology*, (trans. K. Y. Song, et al., eds., Σ Sigma Press, 2000), 496-499.

¹² Mi Sook Lee, "The Effect of TV Media on Body Images, Clothing Behaviors and Star-entertainer Imitation Behaviors" (Ph. D. diss., Chungnam National University, 2000).

cational activities such as sports, music, or even antique cars.

It should be clear now that interest in, and involvement with, clothing is more complex than tangible indicators would suggest, because it is a multi-dimensional construct. The different dimensions of interest in fashion identified by researchers.

In the Gurel and Gurel(1979)¹³ developed a measure of interest in clothing, this frequently used measure was analyzed by identify and characterize distinct dimensions.

The First dominant dimension is concern with personal appearance. Individuals who express a high degree of concern with how they look are likely to spend a great deal of time, money, and energy pursuing appearance management. Also, they are likely to engage in such activities as shopping or experimentation for purposes of improving their appearances.

A second dimension of interest in fashion is experimentation with appearance. Although experimentation may be closely aligned with concern with personal appearance, there is a distinction between the two in the sense that experimentation may be a creative outlet in its own right.

A third dimension associated with fashion interest is heightened awareness of fashion. This dimension appears to refer to a focus on the structural details of clothes—the fabrics of which they are made, garment features such as darts or tucks, accessories such as buttons or lace, and the like.

A fourth dimension of fashion interest is enhancement of personal security. At times, clothes may be used to boost morale or to make one feel more self-confident.

A fifth and final dimension of interest in fashion is enhancement of individuality. Distinctiveness and uniqueness are likely to be important to a person scoring high on this dimension.

It is important to distinguish the research on interest in clothing from that focusing more exclusively on interest in fashion. Individuals who keep up with fashion trends may do so for different reasons, some of which may relate to the various dimensions of interest in fashion noted earlier. Yet one might be interested in clothing and appearance without necessarily being concerned with wearing only the latest fashions.

III. Research Method

1. Objective of the Study

The purpose of this study were to find out the effects of total fashion coordination of appearance cues and subject's traits on the liking of a male stimulus person.

- 1) The effects of clothing formality level on liking of the Male Wearers
- 2) The effects of use of make-up on liking of the male wearers
- 3) The effects of hair styles on liking of the male wearers
- 4) The effects of subject's internal traits and demographics traits on liking of the male wearers

2. Research Method

1) Instruments

The research consisted of a survey and a quasi-experiment: the experimental materials used for this study were 18 stimuli, the dependent variables were clothing formality (3 levels), make-up (2 levels), hair style (3 levels) and the dependent variable was a set of 7-point semantic differential of scales which was consisted of 36 bi-polar adjectives, and instruments to measure fashion interest, liking toward the stimulus, and GBI scale were composed of 7-point Likert type scales.

2) Sampling Method and Data Analysis

¹³ L. M. Gurel and I. Gurel. "Clothing interest: Conceptualization and measurement," *Home Economics Research Journal* 7 (1979): 274-282.

The sampling method was a convenient sampling. The subjects consisted of 940 male and female undergraduate students aged from 18 to 51, in three areas including Daejeon, Cheongyang and Nonsan provinces. The quasi-experiment was conducted between May 1 and June 30, 2004. The validity of the measuring instruments were confirmed by pre-tests and judge group discussions and reliability was evaluated by Cronbach' alpha analysis.

The data were analyzed by the frequency analysis, 3-way ANOVA, *t*-test.

IV. Results

1. Factor Analysis of Subject's GBI

The factor analysis of gender body ideology was separated into 2 factors: hedonic and agonic traits(Table 1).

2. Effects of Appearance Variables Liking of Male Wearers

Clothing formality level, make-up, hair style of stimulus person, and traits of subjects meaningfully affected on the liking toward the stimulus person. Subject's traits affected on liking(Table 2).

First, The clothing formality level of stimulus person showed significantly affected on the liking toward the wearer.

Second, The use of make-up showed no significant difference in the liking toward wearers.

Third, The hair style of stimulus person showed significantly affected on the liking.

Fourth, The clothing formality level of the stimulus person showed significant interaction effects with gender, major and fashion interests

of subject's on the liking toward the stimulus.

Fifth, such subject's traits as agonic GBI showed significant difference in evaluation of liking toward stimulus person.

Sixth, subject's fashion interests showed significant difference in evaluation of liking toward stimulus person.

Seventh, subject' gender showed a significant difference in evaluation of liking toward stimulus person, however major and resident area of the subjects did not showed significant effects on the liking evaluation.

<Table 2> Effects of Appearance Variables & Subject's Traits on Liking of the Male Wearers (N=940)

| Variables | Liking |
|--|-----------|
| Clothing Formality Level | 79.10*** |
| Hair Style | 3.41* |
| Clothing Formality Level* Gender | 9.88*** |
| Clothing Formality Level* Major | 6.11** |
| Clothing Formality Level* Fashion Interest | 5.38*** |
| GBI Agonic | 7.18*** |
| Fashion Interest | 4.58** |
| Gender | 9.54** |
| Impression Dimensions | 228.64*** |

* $P < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Contents are *F* values.

Only statistically significant results were listed.

<Table 1> Structure of Subject's GBI

(N = 940)

| Measurement Tool | | Igen Value | Explanatory Variance(%) |
|-----------------------|---------------------------|------------|-------------------------|
| GBI (24 questions) | Hedonic (12 questions) | 4.01 | 16.3 |
| | Agonic (12 questions) | 3.40 | 14.6(31.27) |

1) Effects of Clothing Formality Level on Liking of Male Wearers

The clothing formality level ($F=79.10$, $p<0.001$) showed significantly affected on liking toward the wearer, formal outfit wearers received more liking than semi-formal and casual outfit wearers (Table 3). It knew the difference of group for and in order to analyze Duncan's group classification it used.

The effect of attractiveness dimension ($F=151.01$, $p<0.001$) was the most powerful among the 5 impressional dimensions and the most big effect showed even in liking. Therefore attractiveness, liking of the image-making of male must for emphasize the clothing formality.

2) Effects of Make-Up on Liking of Male Wearers

The use of make-up showed no significant difference in the liking toward wearers. This male wearing make-up level with make-up of the woman thinks with the fact that because different it does not have a showed significantly effect to the liking. There were no significant differences in perceiver's liking between male with make-up and without make-up. The differences

between 2 make-up level were not significant enough since stimulus pictures were showed to the perceivers.

3) Effects of Hair Styles on Liking of Male Wearers

The hair style level ($F=3.41$, $p<0.05$) of stimulus person significantly affected on the liking and models with strait hair or strong waved hair received more liking than models with weak waved hair (Table 4). Since the subjects for the study were college students, they seemed prefer salient cues to common cues.

The analysis of clothing formality and hair style showed somewhat controversial results. Subjects favoured formal out fit with salience hair style cues. is appearing by same form in West that culture is different. The straight hair on extremely waved hair seemed to be more distentive then weak waved hair style. This is appearing by same form in west what culture is different.

This result agreed with the research of Cash(1985)¹⁴, that Straight hair style is preferred in administrative position woman's appearance cue and was evaluated in regular government

<Table 3> Effects of Clothing Formality Level on Liking of Male Wearers (N=940)

| Clothing Formality Level | Liking |
|--------------------------|--------------------|
| Formality | 3.340 A (1.441) |
| Semi-Formality | 2.337 B (1.170) |
| Casual | 2.193 B (1.109) |
| F Value | 79.10*** |

*** $p<0.001$.

Contents were evaluated mean values (standard deviation ; SD).

A, B : Duncan's group classification.

<Table 4> Effects of Hair Styles on Liking of Male Wearers (N=940)

| Hair Styles Level | Liking |
|-------------------|--------------------|
| Straight Hair | 2.729 A (1.419) |
| Weak Wave | 2.470 B (1.283) |
| Strong Wave | 2.690 A (1.336) |
| F Value | 3.41* |

* $P<0.05$

Contents were evaluated mean values (standard deviation ; SD).

A, B : Duncan's group classification.

¹⁴ T. F. Cash, "The Impact of Grooming Style on Evaluation of Women in Management," in M. R. Solomon ed., *The Psychology of Fashion*, (Lexington, Mass.: Lexington Books, 1985).

service woman's hair style to be wave hair style. as a result, Wave hair style is evaluated positively in fashion image dimension and Straight hair style is thought that is evaluated positively in social image dimension.

This in straight hair style appear that be come to a standstill and appear impression effect and wave hair style that decent image gives that to be free and is image effect that splendor gives think.

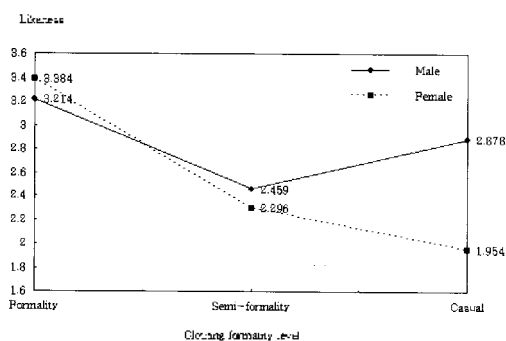
4) The Appearance Variable and Interaction Effects with Subject's Demographics Traits and Internal Traits

The clothing formality level of the stimulus person showed significant interaction ($F=5.38, p<0.001$) effects with gender ($F=9.88, P<0.001$), major ($F=6.11, P<0.01$) and fashion interests of subject's on the liking toward the stimulus. The results indicated that the liking toward wearer's appearance cue is a function of subjects internal traits and gender.

(1) The Appearance Variable and Interaction Effects with Subject's Demographics Traits

① Interaction Effects of Clothing Formality Level & Gender on Liking

The clothing formality level of the stimulus person showed significant interaction effects with subject's gender ($F=9.88, p<0.001$) on the liking



<Fig. 1> Interaction Effects between Clothing Formality Level and Perceiver's & Gender on Liking.

toward the stimulus. The both genders preferred formal outfit, however, female subject's liking toward formal outfit for male were significantly higher than those of males (Fig. 1).

On the whole clothes of formality style both male and female evaluated liking high and semi formality style and casual style clothes underrated liking. Moreover, difference of male and female's liking degree appeared to be less formality style and semi formality style. in contrast to male and female's liking difference of casual style appeared very greatly.

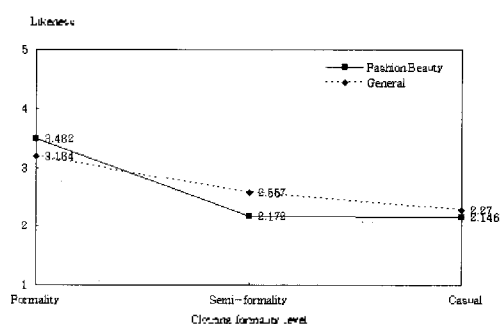
② Interaction Effects between Clothing Formality Level and Major on Liking

The preference toward formality level of the fashion and beauty major group was similar to the female subject's. The fashion and beauty major group which had more female subject than general major group, seemed more sensitive of the fashion formality code than the general group (Fig. 2).

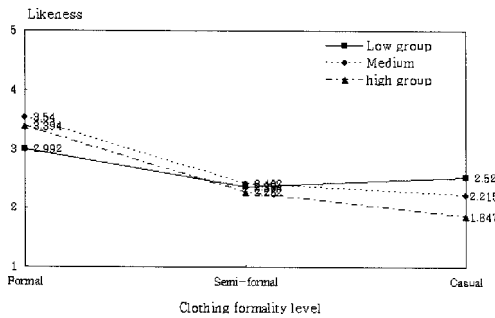
(2) Interaction Effects between Appearance Variable and Subject's Internal Traits on Liking

① Interaction Effects between Clothing Formality Level and Subject's Fashion Interest on Liking

The subject's were divided into 3 fashion interest groups: high interest group, medium interested group and low interested group. The low fashion interested group. There were no



<Fig. 2> Interaction Effects of Clothing Formality & Major on Liking.



<Fig. 3> Interaction Effects of Clothing Formality Level & Fashion Interest on Liking.

significant difference in the liking toward semi-formal outfit wearers among the 3 fashion interest groups(Fig. 3).

The results indicated that the subject favoured higher formality level for young male's outfit, however the higher and medium fashion interested group had more positive attitude toward formal cues then low fashion interest group had the least positive attitude toward casual code among the three fashion groups. This result agreed with Bell's¹⁵⁾ study that persons with higher fashion interests evaluated conservative, clothes wearers more positively in evaluation dimension impression.

3. Effects of Subject's Internal Traits on Liking toward Male Wearers

1) The Subject's GBI on Liking of the Male Wearers

The analysis of variance to recognize the Perceiver's GBI on liking toward the Male wearers. indicated that agonic gender body ideology trait was related to the liking toward wearers, while hedonic traits was not significantly related to the liking <Table 5>.

The subject's traits as agonic GBI($F=7.18, p<0.001$) showed significant difference in evaluation of liking toward stimulus person.

When the subject's were deviated 3 agonic GBI group, low agonic GBI group had the most liking toward male wearer and high agonic GBI group had the least liking among the 3 groups. It can be understood that since the high agonic groups had more dynamic and active traits, they ended to evaluate the wearers unfavorably.

This is as result that can think that more dynamic and active people evaluate the stimulus other person contradictorily.

2) The Subject's Fashion Interests on Liking of the Male Wearers

The result of ANOVA between subject's fashion

<Table 5> Effects of Subject's GBI Traits on Liking

(N=940)

| GBI Traits | | Liking |
|------------|------------|--------------------|
| Agonic | Low Group | 2.816 A (1.476) |
| | Midium | 2.661 A (1.248) |
| | High Group | 2.406 B (1.350) |
| F Value | Agonic | 7.18*** |

*** $p<0.001$.

Contents were evaluated mean values (standard deviation ; SD).

A, B : Duncan's group classification.

¹⁵ E. L. Bell, "Adult's Perception of Male Garment Style." *Clothing and Textiles Research Journal* 10, no. 1 (1991): 8-12.

<Table 6> Effects of Subject's Fashion Interests on Liking (N=940)

| Fashion Interests | Liking |
|-------------------|--------------------|
| Low Group | 2.594 B (1.228) |
| Midium | 2.806 A (1.378) |
| High Group | 2.488 B (1.415) |
| F Value | 4.58* |

* $P < 0.05$.

Contents were evaluated mean values (standard deviation ; SD).

A, B : Duncan's group classification.

interest and liking of the male wearers showed more liking toward the stimulus male than the high or low fashion interested group (Table 6).

For the low fashion interested group, the stimulus wearers were very salient while the high fashion interested group perceived the stimulus wearers a little bit.

4. Effects of Subject's Demographics Traits on Liking toward Male Wearers

1) Effects of Subject's Gender on Liking

The analysis of variance indicated the subject's gender (Table 7).

Subject' gender showed a significant difference in evaluation of liking toward stimulus person, however major and resident area of the subjects showed not significant effect on the liking evaluation.

The male perceivers expressed higher liking to ware male stimulus then female perceivers and this result supported the similarity attraction theory but disagreed with Winakor (1987)¹⁶ study that female subject's showed better ability in evaluation of clothes schema then female subjects. In this study, male stimulus were in-

<Table 7> Effects of Subject's Gender on Liking (N=940)

| Gender | Liking |
|---------|------------------|
| Male | 2.858 (1.298) |
| Female | 2.548 (1.359) |
| F Value | 3.089** |

** $p < 0.01$.

Contents were evaluated mean values (standard deviation ; SD).

roduced and male perceiver's comprehend the stimulus better than female perceivers and this would gave the stimulus more positively.

V. Conclusion

The results revealed that the clothing formality level, use of make-up and hair style of young males were major influencing variables to determine the wearer's liking. subject's traits such as GBI and fashion interest also were affected on perceiver's person perception.

In virtually every society, clothing, as the main component of fashion-related appearance, has been used as a means of communicating personal and social characteristics.

Impression and liking management involves the purposeful manipulation of clothing formality level, make-up, hair styles in appearance cues to convey a particular image. Aesthetic evaluation as well as evaluation liking is not solely due to the wearer. It is combination of wearer's fashion coordination cues and traits of perceivers and the results of this study will offer how individual trait affect evaluation liking toward fashion coordination cues. It is expected that the result will be a valuable document for fashion coordination developer.

On conclusion the study supported gestalt

¹⁶ G. Winakor and R. Navarro, "Effect of Achromatic Value of Stimulus on Response to Women's Clothing Styles," *Clothing and Textiles Research Journal* 5, no. 2 (1987): 40-48.

theory and implicit personality theory and the results will serve as basic information on total fashion coordination for young male adults.

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