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CONSUMERS' PERCEPTIONS AND EXPECTATIONS OF QUALITY, AND ITS IMPORTANCE

FOR READY-TO-WEAR APPAREL

by

BARBARA A. CLARK

A THESIS

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....
Supervisor

....

....

Date......June 30, 1983......

Dedication

To family and friends.

Through you the phrase "quality of life" has true meaning.

Abstract

Consumers' Perceptions and Expectations of Quality,

and its Importance for Ready-To-Wear Apparel

by

Barbara A. Clark, Master of Science

University of Alberta, 1983

Professor: Dr. Bet Crown

Faculty of Home Economics

Division: Clothing and Textiles

The purpose of this study was to explore consumers' perceptions and expectations of the quality of ready-to-wear apparel, and to investigate various factors which might affect consumers' perception and expectations of ready-to-wear apparel quality during the purchase decision-process. In addition, the study was to examine consumer definitions of ready-to-wear apparel quality, and the importance of this quality to individual consumers. The EKB model of consumer behavior provided the conceptual framework for the study.

A total of 2,382 self-administered questionnaires were distributed at the point-of-sale to purchasers of misses' sportswear or children's wear from five of Eaton's Toronto branch stores. The response rate was 18.7%. The exploratory questions were answered by calculating means, modes, or eta values where appropriate, for each variable.

Respondents defined apparel quality in terms of construction properties, performance properties, and sizing. Durability, quality, price, and ease-of-care appeared to be important decision factors. Consumers did not perceive merchandise quality as substandard; but neither did they indicate the ability to find good quality merchandise from most stores. Consumers did perceive differences in quality among retail stores and appeared to base their perceptions on price/value relationships. Respondents expected to

wear apparel purchases 1 or 2 days per week 6 months per year, for approximately 2 to 3 years There appeared to be some degree of consumer uncertainty concerning the role of retailers in the area of quality control and apparel standards.

Quality appeared to be more important to the single respondent. Ease-of-care was less important to employed respondents, and with increased education, perceptions of quality seemed to decrease Quality merchandise was perceived more often by suburban store respondents. Gift purchases were more often thought of as durable and having high quality. Merchandise purchased on sale was often perceived as having greater quality than that purchased at regular price.

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I. INTRODUCTION

The retailer, by definition, has the task of selling merchandise in various small quantities to ultimate consumers. Differing opinions, lifestyles, and modes of thinking amongst patrons are apt to create diffidulties for the retailer. When one considers the diversity of tastes within the consuming public, and the quantity of merchandise stocked and sold by retailers, few doubt that the potential exists for conflict or error, and this may ultimately lead to consumer dissatisfaction (Ferguson, 1980; Snowdon, 1981). In order to minimize conflict, retailers realize they must provide consumers with the best quality merchandise possible (Feltser, 1973; Harris, 1982; Murphy, 1977).

Murphy (1977) represented one retailer's view of quality with the following sentiment:

> Quality is an attitude of mind which is reflected in producing good value to the customer. Value is making the best possible product at the lowest possible price. We should not confuse Quality with Price nor Value with Quality. For example a highly individual motor car like a Rolls Royce or a Cadillac or a specific piece of jewellery(sic) may well represent good Quality--they do not necessarily represent good Value (p. 39).

Retailers will acknowledge that their reputations depend upon the quality of their merchandise, quality reflected in particular by merchandise which bears the store name or logo (Ferguson, 1980); therefore, retail stores which sell house label apparel, such as Marks & Spencer, Eaton's, Sears, and J.C. Penneys, are quick to justify the need for product quality and quality control (Artim, 1965; Harris, 1982; Hertz, 1975; Murphy, 1977; Sacks, 1975; Snowdon, 1981; Whittington, 1978).

In order to monitor product quality and in turn service dissatisfied consumers, many major retail chains have established textile testing laboratories (Artim, 1965; Feltser, 1973; Ferguson, 1980; Harris, 1982). The T. Eaton Co. of Canada is one retailer which sells house label merchandise and also has a product research bureau as a branch of its service division. One might surmise that Eaton's attempts to minimize potential consumer

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dissatisfaction by (a) providing research approved house-brand merchandise; and (b) supporting all products with a money .ck guarantee. More than likely, these standard operating policies act favorably for Eaton's in a public relations capacity, functioning as positive image reinforcers. Without a doubt, there are numerous satisfied and loyal Eaton's shoppers, otherwise Eaton's would not be one of Canada's leading retailers (Anderson, 1978). It is possible, however, that not all Eaton's customers, including the loyal ones, are satisfied with all merchandise purchased from Eaton's. Personal experience as a textile technician with Eaton's Product Research Bureau has provided this researcher with valuable information concerning ready-to-wear apparel specifications, the buying function, and insight into customer dissatisfaction through returned merchandise.

Textile testing laboratories are prepared for, and well acquainted with, the major customer complaint areas conc ning fabric colorfastness, dimensional stability, and construction flaws, confirmed through research projects studying customer complaints and returned merchandise; and based on personal observation. (AAMA, 1973; Batchelder, 1965; Labarthe, 1954; Peach, 1969; Sproles and Geistfeld, 1978; Steiniger and Dardis, 1971; and Wall, Dickey, and Talarzyk, 1978, 1979). In the past, customer complaints have focused on colorfastness, dimensional stability, and construction flaws; therefore, house-brand apparel specifications logically pay strict attention to dyefastness, dimensional stability, and construction qualities. From the researcher's point of view as a textile technician, customer complaints dealt not only with the previously mentioned apparel problems; but there also appeared to be numbers of complaints concerning the general "quality" of merchandise. Although actual numbers were not tabulated, there were many instances where consumers had purchased items which they felt did not last as long as they had expected--resulting in a complaint; and instances where, for the price and/or brand, consumers perceived overall low quality. Quality complaints were registered over a variety of apparel--men's, women's, and children's; across all price ranges; and the subject broached through a variety of specific apparel problems.

If apparel is consistently monitored for flaws and defects through specification buying and quality control processes in manufacture, why then do customer complaints about quality persist? Does the adage "You can't please all of the people all of the time" apply or is there a deeper problem? Is it possible there is a major perceptual gap between

quality standards of the consuming public and quality standards/specifications of retailers and manufacturers? Perhaps quality expectations of consumers are unreasonably exaggerated; in which case, what type of information do consumers collect when they shop for quality? This thesis project was established to gain insight into some of these questions through direct contact with selected consumers on the topic of apparel quality.

A. Statement of the Problem

The purpose of this study was to explore consumer perceptions and expectations of the quality of selected ready-to-wear apparel; and to investigate various factors which might affect consumers' perceptions and expectations of ready-to-wear apparel quality during the purchase decision-process. In addition, the study was to examine consumer definitions of ready-to-wear apparel quality, and the importance of this quality to individual consumers.

B. Justification

Harvey (1980), Juran (1978), Langevin (1979, Reich (1980), and Wood (1981), agree that an area in need of further research, and of major concern to the business industry, is quality and quality control. Due to such factors as consumerism, government legislation, foreign competition, and the economy, manufacturers have discovered that the production of high quality products is essential to their very survival. Industry is concerned about the momentum of the consumer movement and the power held by consumers. Consumer product acceptance or consumer product rejection at the retail level ultimately governs business success or failure. To ensure business longevity, it is mandatory that consumers and their quality "needs" be continually investigated and up-dated.

According to Roach (1980), consumers base their purchase criteria on comparative value. Roach defined comparative value as the price and the quality of a product. Roach suggested that consumers integrate price information with individual quality criteria when they shop, and do not base purchase decisions simply on price alone. Livesey and Lennon (1978) on the other hand, have found consumer's perceptions of quality are subjective and yet often act as the final determinants for a purchase. Through

their observations and studies, Roach, and Livesey and Lennon, concur consumers and their perceptions of quality require further research.

Miller (1978) and Peach (1980) revealed there has been a marked increase in consumer complaint behavior within the past five years; and Binstock (1981) and Livesey and Lennon (1978) found that consumer complaints are focused on quality of products. Consumers, evidently, perceive merchandise to be of an inferior quality at present, and expect the quality to decline in the future. Martin (1971-1972) and Claxton and Ritchie (1979) examined consumer's perceptions of textiles and apparel and found results similar to those of Miller, Peach, Binstock, and Livesey and Lennon. The number one cause for consumer complaints dealing with textile and apparel merchandise had to do with quality.

Seidel (1978), Fortess (1981), and Halliburton (1972) also expressed quality concerns but from the point of view of the textile industry. They agree there has been a decline in the quality of products in the past; but suggest the decline could be remedied by improvement of communication channels between the consumer and the retailer; the consumer and the manufacturer; and the retailer and the manufacturer. Retailers maintain that it is impossible for them to secure quality merchandise from their suppliers, while consumers maintain the retailers are responsible for the quality of their wares. While marketing integrity and the allocation of responsibilities are serious issues, Danes (1973), Ferguson (1980), and Snowdon (1981) agree that more information on consumer's perceptions and expectations of product quality would be invaluable to the retailer. There appears to be a consensus of opinion between apparel manufacturers and retailers concerning the need for information and research on consumers, especially concerning their search for quality merchandise.

Steiniger and Dardis (1971) discovered that within the realm of consumer textile complaints, particularly those which dealt with quality, the majority were focused on ladies' outerwear, specifically sportswear. Although completed ten years ago, the study is still relevant to the market today. Ladies' sportswear has a very large volume of the present market which justifies a further study of ladies' ready-to-wear apparel, while narrowing the focus to sportswear.

Children's wear was also included in the study for several reasons. In the past, children have been notorious for their roughness on clothing, therefore it might follow

that, in terms of durability, adults look for better quality clothing for their children. Bowen (1982), however, reported a growth in fashionable clothing for children. Fashionable merchandise may denote a range of perceptual and expectant quality values, anywhere from expensive and well made, to cheap and shoddy. Although adults may be hesitant to expensively outfit the active child, perhaps when purchasing children's clothing, adults have tempered their quality expectations with the concept of apparel seasonality. Aware that children speedily out-grow clothing, did Bowen imply that adults have replaced long-term, durability expectations for children's wear with a more seasonal approach and therefore purchase more fashionable apparel? If the child physically out-grows apparel, or even "goes through" apparel by roughness, perhaps the loss will be justified by "fashion obsolescence" rather than judged by individual expectations or perceptions of quality. It will be of value, therefore, not only to explore the perceptions, expectations, and the importance of quality to purchasers of children's wear but also to compare and contrast the same values with purchasers of ladies' sportswear.

Consumers have been disappointed with product quality in the past; but in order for industry to provide optimium quality merchandise, the consumer has to be consulted for direction. Most of the literature agrees that, to ensure the production of satisfactory goods, research in the area of consumer's perceptions and expectations of quality is greatly needed by retailers and manufacturers. Industry needs to know what consumers want in quality merchandise, what consumers look for in quality merchandise, and what they expect from quality merchandise.

C. Objectives

The objectives of this study were as follows:

1. To determine how consumers define quality;

2. To examine the importance of garment quality to the consumer of selected ready-to-wear apparel;

3. To examine perceptions of quality for consumers of selected ready-to-wear apparel;

4. To examine expectations of quality for consumers of selected ready-to-wear apparel;

5. To compare purchasers of ladies' sportswear and purchasers of children's wear in each of the following areas:

    a. the importance of quality

    b. the perceptions of quality

    c. the expectations of quality; and

6. To examine factors which may affect consumer's expectations and perceptions of garment quality during the purchase process.

D. Questions

Due to the nature of the sample, and the data collected, hypothesis testing per se could not be justified; however, exploratory questions have been developed for analysis purposes. The questions were as follows:

1. Do consumers of children's wear and consumers of sportswear differ in their definitions of quality?

2. Is there a difference between consumers of ladies' sportswear and consumers of children's wear in the importance of quality relating to:

    a. ready-to-wear apparel purchases in general,

    b. a specific ready-to-wear apparel purchase?

3. Is there a difference between the consumers of ladies' sportswear and the consumers of children's wear in their perceptions of quality relating to:

    a. ready-to-wear apparel purchases in general,

    b. a specific ready-to-wear apparel purchase?

4. Is there a difference between consumers of ladies' sportswear and consumers of children's wear in their expectations of quality relating to:

    a. ready-to-wear apparel purchases in general,

    b. a specific ready-to-wear apparel purchase?

5. Are there any differences in importance of quality, perceptions of quality, and expectations of quality, among purchasers of ladies' sportswear who vary on:

    a. age,

    b. family description,

    c. employment status,

   d.   education,

   e.   store (branch),

   f.   end use of garment,

   g.   garment price,

   h.   garment type?

6.   Are there any differences in importance of quality, perceptions of quality, and

     expectations of quality, among purchasers of children's wear who vary on:

   a.   age,

   b.   family description,

   c.   employment status,

   d.   education,

   e.   store (branch),

   f.   end use of garment,

   g.   garment price,

   h.   garment type?

E. Definition of Terms

1.   Purchaser– an individual who acquires goods by the transfer of money or by the use

     of credit. This was operationally defined as individuals who acquired goods from

     selected Eaton's ladies' sportswear or children's wear departments during the period

     of August 16 to August 21, 1982.

2.   Ladies' Sportswear– defined according to Eaton's merchandise classification for

     Department 246– Misses' Sportswear.

3.   Children's wear– defined according to Eaton's merchandise classification for

     Department 211– Girls' Wear, and Department 232– Boys' Wear.

4.   Quality– the degree of excellence, distinguished by certain attributes, which

     establishes the superiority of a garment. This was operationally defined by the

     purchaser's score on items 23 and 24 of the questionnaire. (see Appendices A and

     B.)

5.   Importance of Quality– the degree to which an individual indicates that a specific

     garment attribute is a criterion when evaluating alternatives. This was operationally

defined by the purchaser's scores on items 7(g), 9, 11, 12, 13, and 20 of the questionnaire.

6. Perception of Quality— an individual's awareness, observation, and interpretation of the degree of excellence for specific garment attributes. This was operationally defined by the purchaser's rating of garment quality on item 6, and by the purchaser's scores on items 15, 16, 17, 18, and 22 of the questionnaire.

7. Expectation of Quality— an individual's anticipation of performance levels in relation to specific garment attributes. This was operationally defined by the purchaser's estimations of durability on item 5, and by the purchaser's scores on items 8, 10, 14, 19, and 21 of the survey questionnaire.

F. Scope of the Study

The number of potential respondents was governed by a pre-determined number of surveys, distributed to the misses' sportswear and children's wear departments at the following five Eaton's locations: Sherway, Yorkdale, Scarborough Town Center, Bramalea, and Toronto Eaton Centre. The branch locations represented a census of the Toronto Eaton's stores. (Note: Specific methodology will be discussed in Chapter III.) Each of these ten Eaton's departments was provided with 250 copies of the self-administered questionnaire, to be distributed to consumers at the point-of-sale. Each individual who purchased a garment from one of the ten departments during one business week, August 16 to August 21, 1982, received a copy of the questionnaire, except in cases where the survey supply was exhausted prior to August 21 or where some departments had a surplus of surveys upon the closing date.

The scope of this research, therefore, was to study Eaton's clients from two departments within five of the Toronto area stores on the quality of ready-to-wear apparel quality.

G. Limitations of the Study

Survey distribution was limited to purchasers of ladies' sportswear or children's wear during one business week--Monday to Saturday, from five stores of the Eaton's retail chain. The use of a convenience sample imposes strict limitations upon any generalizations beyond the immediate sample. Furthermore, as the purpose of the study was to explore consumer perceptions and expectations of the quality of ready-to-wear apparel, and the importance of this quality relating to a specific purchase and to purchases in general, non-purchasers were deliberately excluded. Although this has limited the response group to purchasers only, non-purchasers could be examined in future studies by altering the method of data collection.

The use of a self-administered questionnaire somewhat limited the personal responses which might be desirable for a subjective area of study such as ready-to-wear apparel quality. It is possible the self-administered questionnaire restricted the scope of the study to individuals interested enough in the topic to complete and return the questionnaire promptly. These limitations possibly affected the response rate. In addition, differences in the purchase/sales rates at the ten department locations excluded some of the potential respondents. Limited resources restricted the number of surveys for distribution, which in turn, affected potential response rates.

There were also limitations with the research instrument. The survey was designed to collect consumer perceptions, expectations, and attitudes about the importance of garment quality at the time of purchase. As there was a time lag between the point-of-sale and the completion of the questionnaire, consumer recall may not have been accurate; but as most surveys were received within three weeks after the closing distribution date, recall, or the lack of it, may not be a critical limitation.

The recipients of, and respondents to, the survey questionnaire were anonymous, therefore it was impossible to distribute reminders and to perform follow-up checks in order to stimulate returns. The study was intended for private use, therefore a sufficiently large distribution number was established with the hopes of obtaining a minimum sample of reasonable size to ensure meaningful results for Eaton's.

H. Organization of the Thesis

The thesis has been organized accordingly: **Chapter II -- Review of Literature** covers the topics of the concept of quality, retailers and merchandise quality, consumerism, consumer and department store profiles; importance of quality as an evaluative criterion, consumer perceptions of quality, and consumer expectations of quality. **Chapter III -- Methodology** presents the conceptual framework, selection of consumer respondents, description of the instrument, and analysis of the data. **Chapter IV -- Findings** contains descriptive analyses of the survey response, survey respondents, garments purchased, end use of garment, garment prices, garments wear estimates, and garment quality ratings. Analysis of the Likert scale questionnaire items and analysis of the exploratory questions are also presented in this chapter. **Chapter V -- Interpretation and Discussion of Findings** includes a discussion of the findings outlined in Chapter IV, with reference to the objectives of the study and to related literature. Finally, **Chapter VI -- Summary and Recommendations** presents a summary of the study, and recommendations for retailers and for further research.

II. REVIEW OF LITERATURE

In this chapter, a review of the literature is presented. The first section, **The Concept of Quality**, covers various concepts of quality in relation to manufacturers, retailers, and consumers; and highlights the interdependence among the three. In the second section, a discussion of **Retailers** and their approach to **Merchandise Quality** is presented. The third section, **Consumerism** presents a brief discussion about the advent of consumerism, with a particular focus on product quality and manufacturer/consumer responsibilities. In **Consumer and Department Store Profiles**, profiles of department store shoppers and of the Eaton's Toronto retail chain are presented. The fifth section presents a discussion of **The Importance of Quality as an Evaluative Criterion** to consumers for both general merchandise, and apparel products. **Consumer Perceptions of Quality**, pertaining to general product quality and apparel quality are discussed in the sixth section. The seventh section covers **Consumer Expectations of Quality** of products in general, and pertaining to apparel quality.

A. The Concept of Quality

The concept of quality, as it applies to all merchandise and not just to ready-to-wear apparel, is subject to the perceptions and expectations of the consumer. It is imperative that manufacturers and retailers understand the quality demands of the consumer and develop similar, congruent quality values. According to White (1972), specific quality "boundaries" need to be defined in order to delineate degrees of expectant quality, perceptual quality, and actual physical, quantifiable quality. White used a simple model to illustrate this point.

White defined quality for manufacturers in terms of their inputs and outputs. Within manufacture, there are a certain number of inputs which are vital for the success of any product. The manufacturer utilizes raw goods of a specified quality to satisfy internal quality standards, and combines these raw goods into a marketable commodity of a designated quality. The second major step for the manufacturer, is product transition from input (raw material production) to output (final market commodity).

The manufacturer puts quality into products by (a) following strict manufacture procedures, (b) checking and re-checking production, and (c) using a particular grade of raw materials. Once the transition from input to output has transpired, the quality level of a product is firmly established. As White suggested, by the time the product reaches the output stage, the standards for quality have been set by the manufacturer--soon to be accepted or rejected by the consumer.

The White model has particular application within the textile/apparel industries. The textile manufacturer, through operational objectives, has established levels for end-product quality. The establishment of quality standards necessitates certain quality expectations of the raw fibers, dyes, and finishes supplied by other manufacturing sources. Cumberbirch (1978) explained that textile manufacturers attempt to produce standard, uniform goods; and defined the degree of uniformity as "the closeness with which a material approaches perfect uniformity" (p. 78). Uniformity, as it applies to textiles, concerns the physical properties of fibres, the regularity of yarns, the weaving of the fabric, and any mechanical or chemical finishing treatments. Cumberbirch stated, "the standards of uniformity applied within the industry or demanded by users of textile products vary according to the materials concerned... whatever standards of uniformity are required for a particular material, the textile industry has the expertise and experience needed to achieve these standards" (p. 78).

The handling and processing of fabrics do not end with textile manufacture. Some of the fabric will reach consumers as yard goods, while much of the fabric is delivered to apparel manufacturers. As Cumberbirch illustrated, apparel manufacturers expect a certain quality from the raw goods they receive. They rely on the quality standard of other sources not only for their fabric; but for their thread, trims, and fastenings. The quality of the apparel manufacturer's output will depend upon the initial quality of the fabric and other raw materials, as well as upon the quality of construction and finishing techniques obtainable within the immediate operation. Ideally there appears to be a smooth, open flow between the "twin industries" (Seidel, 1978) of textiles and apparel; but as Fortess (1981) and Seidel (1980) have indicated, there appear to be numerous "snags" and a definite lack of awareness within the textile/apparel "interface". Seidel stated "there is no question that as the apparel industry increases its use of sophisticated and more

automated processes, (fabric) uniformity and freedom from defects must be increasingly a critical factor" (p. 32). To attain these high standards in textile-apparel production, Fortess suggested manufacturer responsibilities similar to White's model: end-product performance specifications, pre-production evaluation, and end-product performance evaluation.

As indicated in Chapter I, not all consumers perceive quality on the same level; therefore while some consumers may reject a product on the grounds of poor quality, another consumer may accept the product due to individual quality values. Universal failure of a product on the market may be the result of consumer perceived low quality, and indicates a severe problem in communication of quality standards between consumer and manufacturer. If universal product failure occurs, manufacturers must seriously re-assess their input--from raw goods through to production stages.

Static often appears along the communication lines between the manufacturer and consumer in the form of the distributor (retailer). Consumer complaints may be voiced to the retailer; but very few complaints actually filter through the system to the manufacturer (Myers, 1961). The manufacturer needs to consider the effects of the input quality on the effects of output quality, relative to end-product quality and resultant consumer demand for the product (White, 1972). The manufacturer should be aware of consumer complaints before there is a major acceptance problem. If the consumer is satisfied with the product, then demand for the product will at best, increase. Increased demand means increased consumption, and increased consumption means increased production for the manufacturer. According to White, therefore, demand for an article, and quality are complementary, if not directly related, variables.

Improvements to product quality often results in a more expensive product. According to Spence (1975), manufacturers may increase their product quality, but there will be some consumers who will resist the improved product because they refuse to pay the increased prices. Spence referred to the consumers who resist products due to increased prices as marginal consumers. According to Spence, many manufacturers subscribe to a product "non-improvement" program because they believe the marginal consumer could effectively undermine the success of a more "expensive" product. The improved product may not attract the new customers, and may offend the loyal ones due

to the increased price.

A threat to the success of the domestic manufacturer's product is the increased acceptance of goods manufactured off-shore. According to Miller (1978), consumers favor goods of a perceived optimum quality level, and are prepared to pay the price to receive their desired optimum quality level. Miller and Reich (1980) concurred that present market trends indicate consumers favor products which have been manufactured off-shore for quality reasons, rather than favor domestically manufactured articles. High consumer demand for off-shore garments was once attributed to low retail prices; however, there appears to be a trend toward the opposite. Apparel manufacturers once felt pressure from the ability of less developed countries to mass produce garments at low prices due to inexpensive labor, while labor prices at home kept garment prices high. Presently, garment manufacturers feel pressure not only from the less developed countries in terms of low cost production; but also from developed countries, such as Europe and Japan, who consistently produce quality merchandise at moderate to high cost. The difference, as evidenced by consumer acceptance, is the perceived level of product quality, and apparent consumer acceptance, regardless of product price (Nightingale, 1981). While this phenomenon may not dispute Spence's theory of the marginal consumer, consumer product acceptance of off-shore products regardless of price should provide sufficient evidence for manufacturers to commence product quality improvement programs.

The term at contest between the product of the domestic manufacturer and the product of the foreign manufacturer is quality. The domestic manufacturer has difficulties competing with the superior foreign craftsmen at the same price and quality level. As Reich (1980) indicated, consumers are dissatisfied with domestic products. They claim domestic products are unreliable, lack durability, are poorly assembled, and carelessly shipped. The literature implies that domestic manufacturers have failed to equate investment dollars and quality improvements with increased world-wide competitiveness of their product. Whether it is a lack of surplus dollars due to a sagging economy, or the resistance to incorporate quality improvements due to Spence's proposed marginal consumer theory; in general, improvements to the quality of domestic products, including research, development, and utilization of recent technology, have been overlooked or

curtailed by the manufacturing indͺ ͻtr y

Langevin (1979) indicated tͰ Ͱ will be a renewed interest within industry to improve quality standards with the hopes of increasing world-wide competitiveness of the domestic product. A survey, conducted in 1979, of 62 American industrial leaders, was designed to elicit their views on the subject of quality and quality control in the 1980's. From the survey, 30% of the comments projected increased consumerism and government regulation will result in quality control programs. Consumer sophistication and awareness plus government regulation of consumer concerns were cited as primary issues. Other results from the survey indicated that 21% of the respondents mentioned new technology as a future quality concern, and 20% mentioned design quality and process control as major factors. Finally, 19% mentioned management motivation and training, while 10% mentioned quality cost-effectiveness as other areas for concern.

It is evident manufacturers are concerned about the consuming public who favor the foreign label due to perceptions of higher quality. The lack of consumer purchases will likely heighten quality awareness and quality procedures within manufacture and retailing. Without first hand information concerning quality standards and expectations of the consuming public though, manufacturers and retailers may suffer with poor sales and slow moving stock.

B. Retailers and Merchandise Quality

The marketing strategy of many retailers is to develop a satisfied and loyal clientele by providing merchandise of a reliable quality (Danes, 1973; Feltzer, 1973; Harris, 1982; Hertz, 1975; Murphy, 1977; Sacks, 1975; Snowdon, 1981; Whittington, 1978). All agree their strategy is founded on a number of basic concepts which ultimately determines loyal customers; such as (a) the consumer must become familiar with, and accept, the retailer's standards for product quality; and (b) the consumer must assess the retailer's standards and assimilate those standards with individual expectations, establishing a functional "benchmark" for use during the shopping process. Prior to establishing their own quality standards, however, retailers must understand consumer's needs, desires, and expectations in order to encorporate the consumer's ideals with their own ideals pertaining to product performance levels.

For the retailer, quality can mean many things. Primarily, quality means workmanship; but it may also mean sizing, fabric, colorfastness, printing, styling, and specific garment details (Feltser, 1973; Ferguson, 1980; Harris, 1982; Hertz, 1975; Lyle, 1977; Sacks, 1975; Snowdon, 1981; Todd, 1975). Retailers, in order to monitor the quality of their merchandise, have established quality control centers to formulate merchandise specifications and to test in-coming merchandise against their specifications (Artim, 1965; Danes, 1973; Feltser, 1973; Harris, 1982; Murphy, 1977; Todd, 1975).

Retailers acknowledge that price and value are highly interrelated factors, important to the potential consumer; and that consumer's perceptions of quality likewise play an extremely important role within the purchase decision (Binstock, 1981; Dickerson, 1982; Kuzik, 1979; Miller, 1978; Morris and Prato, 1981; Roach, 1980; Schutz and Phillips, 1976). Due to these factors, some retail firms provide multiple levels of quality within their merchandise stock, ranging from "bargain basement" values, to "exclusive" designer wear. This satisfies not only the consumer who is determined to find a well-crafted garment; but also the consumer who cannot afford to pay the price of the well-crafted garment, yet desires a garment of "certain" quality. A very big problem arises, however, when a consumer purchases a garment for a specified sum of money and feels he/she did not get his/her "money's worth". The consumer's perception of value (i.e. quality of product relative to price) is not in agreement with the retailer's perception of value because the consumer expects to get more for his/her money.

In terms of inflation, it is true that the consumer pays more for an apparel item in today's market than he would have several years ago (Snowdon, 1981). Retailers have been forced to increase their prices in order to defray costs; but even retailers do not perceive an increase in quality parallel to the increase in merchandise prices (Snowdon, 1981). According to Snowdon, price ranges of merchandise stock are steadily increasing. The increase in price range has resulted in an increase in sales dollars by years' end; however, the increased revenue reflects only an inflationary rise in prices and not an increase in unit sales. For the retailer, the lesson to be learned is that with increasing costs, consumers are not buying the quantities which they used to. The retailer, however, is unsure whether the decline in unit purchases by the consumer may be attributed to consumer hesitation to spend when the cost of living is high; to an increase in consumer

expectations for quality when garment prices increase--resulting in fewer purchases; or

whether there is a significant decline in the quality of garments on the market. Sacks

(1975) indicated the latter through the following correspondence with an apparel

manufacturer:

> It appears that, as prices go up, quality control at the manufacturing level is
>
> going down--and Ms. Consumer is no longer prepared to meekly make her
>
> own repairs to a faulty garment--in fact, she will no longer accept inferior
>
> quality on the basis of purchase price. She expects and even demands quality
>
> and if you are not giving to us--we are not giving to her. In this sort of
>
> viscious circle, there are no winners. only losers....
>
> We can no. longer accept goods with faulty zippers, loose buttons,
>
> improperly stitched seams, badly mismatched prints, plaids, and stripes, and
>
> sloppy incomplete finishing of garments.
>
> Our customers across the country are giving us the message by ever
>
> increasing numbers of returns.

Some retailers maintain that consumer dissatisfaction with ready-to-wear apparel

is the result of consumer mishandling (Danes, 1973). They suggest that most garments will

perform adequately during normal consumer use. These retailers say that consumer

complaints usually pertain to the following problems: fit, color, appearance, care methods,

and misinterpretation of care methods. These retailers feel that products fail due to

consumer abuse; therefore, neither manufacturers nor retailers care to justify a

modification of quality control programs in order to account for consumer mishandling.

Retailers and manufacturers maintain they supply the consumer with quality garments,

therefore it is the responsibility of the consumer to use the product wisely. Retailers who

hold this philosophy maintain that consumer education is the only answer to alleviate

consumer product dissatisfaction (Danes, 1973). Likewise, retailers who do not subscribe

to a highly scrutinized quality control program, may defend their lack of quality control by

stating that garments are fashionable and seasonal, therefore, garments are not expected

to last. These retailers support an overall "bland acceptance" of inferior quality goods.

Consumers will not likely wear the item for more than three to four months because the

garment will be no longer fashionable; therefore, the garment should not have to last

longer than the date of obsolescence (Ferguson, 1980).

Conversely, there are retailers who try to assure a certain standard level of merchandise quality for their clientele. The quality level not only insures the merchandise will perform adequately for the consumer; but the quality level is also the retailer's measure for self-assurance, self-check, and self-protection. Retailers who subscribe to the quality assurance program generally base their merchandising on specification buying (Feltser, 1973; Todd, 1975). The philosophy of specification buying for the retailer is to establish a certain level of quality for potential merchandise. At the time of order, quality levels are expressed to the manufacturer. Specification buying assures manufacturer awareness of retailers' quality expectations; and thus performs the cross-check function between supplier (manufacturer) and retailer. Specification buying ensures goods meet pre-arranged standards (Feltser, 1973). Feltser attributed one retailer's need for quality control to basic survival instincts. Intense market competition in the textile industry, more knowledgeable consumers, increasingly complex technology, scarcity of skilled labor, and increasing government intervention are some of the main factors favoring quality control programs. Watkins (1979) listed the following advantages to purchasing by specification: improved profitability by producing fewer seconds, less waste, greater yield, and reduced labor costs; improved product image and acceptance due to appropriateness of fabrics to garment design/end-use, fewer garment failures, reduction of consumer dissatisfaction, increased sales, and apparel-line uniformity; and improved raw material sourcing.

Unfortunately, evidence exists which indicates much antagonistic behavior between manufacturers and retailers of ready-to-wear apparel. For various reasons, retailers experience back-logging of inventories and slow moving stock. Buyers are hesitant to place orders and in some instances, goods are deliberately damaged so they might be returned to the manufacturer without penalty (Harrison, 1980). The retailers are at a loss for an explanation: are their goods over-priced, of poor quality, or are sales slow due to the economy? The manufacturers, on the other hand, are also experiencing difficulties. Colors and styles may have to be substituted subject to the availability of raw goods from suppliers. Deliveries may be erratic due to volume and supply availability. Eventually, the quality of the product deteriorates (Harrison, 1980).

When the fabric supplier has made a change in finish or fabric construction

after submitting the initial samples, I have to fault the supplier for not being

aware of the problems these changes can have on apparel manufacturing

productivity and quality. There are still 15,000 small apparel manufacturers

who can't check every lot of fabric. (Seidel, 1980, p.32)

In the long run, the apparent lack of communication and co-operation between these two

highly interdependent organizations results in inadequate, sub-standard, poor quality

garments for the consumer (Harrison, 1980). According to Harrison, the manufacturers

and the retailers must pull together in a common effort to satisfy the consumer; however,

neither the manufacturer nor the retailer are certain about the needs and desires of their

principal interest. For the retailer, and the manufacturer as well, research identifying

consumer needs is essential and has to be on-going (Harrison, 1980).

One retailer proposed the consumer is not primarily interested in product

performance when making a purchase decision; rather the consumer is mostly concerned

with style, color, fit and price (Smith, 1966). According to Smith, the consumer reportedly

does not form a performance opinion until the garment has adequately or inadequately

performed following wear or care. At the same time, Smith indicated that consumers have

definite expectation levels for items at the time of purchase. If consumers do not form a

performance opinion prior to purchase, what criteria do they consider as they develop

their expectation levels? In many cases according to Smith, retailers perceive that

consumer performance expectation levels for ready-to-wear apparel are both realistic

and unrealistic. Smith felt that consumers are looking for higher quality merchandise as a

direct result of the consumer movement. The retailer must determine the consumer's

quality standards and obtain that same level of quality from the manufacturer. The retailers

must insure their standards for product performance and quality are well above average

and meet with consumer approval (Smith, 1966). The real dilemma for the retailer then,

seems to be determining the consumer's level of quality expectations and/or the

consumer's standards for quality acceptance, and how consumers perceive the retailer's

standards.

One study, although it deals with major appliances, investigatec retailer's and

consumer's perceptions of merchandise. The data collected focused on the importance of

certain product attributes. In most cases, the retailers underestimated the degree of

importance which consumers attached to each product attribute. The study concluded that retailers, considering their daily proximity to consumers, lacked a thorough understanding of their clients. Retailers apparently underestimate consumers' perceptions and expectations of quality (McClure and Ryans, 1968).

Another study examined certain determinants of consumer purchase behavior and the resulting implications for the retailer (Wheatley, Chiu, and Goldman, 1981). Consumers use certain cues such as product characteristics, store image, brand names, and prices to differentiate among products, and to form impressions of quality; however, it was the purpose of the study to determine whether physical product quality and changes in the physical product quality would affect consumer perceptions of quality in relation to the product price. The study compared intrinsic cues (the characteristic of the product) versus extrinsic cues (external cues to the consumer, i.e. store image, price, etc.) in order to determine which set of cues played a more important role during the purchase decision process. The study found that slight changes in physical quality generally did not affect consumer behavior; evidence indicated that with large alterations in physical quality, consumer's perceptions and resultant purchase behavior would be significantly affected. Consumers, therefore, if faced with dramatic differences in product quality, would rely on the physical product characteristics, rather than rely on extraneous extrinisic values as estimates of product quality. Many retailing agencies rely on product quality as a part of their marketing scheme; therefore, consumer cues and perceptions (intrinsic and extrinsic) of product quality are highly important (Wheatley, Chiu, & Goldman, 1981). The Wheatley, Chiu, and Goldman findings suggest consumers rely on product attributes as indicators of quality rather than relying totally on "unrelated" factors such as brand name and store image.

Although many retailers have quality standards for their merchandise, it is possible that their standards do not accurately meet consumer quality expectations and perceptions.

C. Consumerism

In the past, goods of an inferior quality appeared on the market and performed poorly. The end result was an evolution of the consumer into a cautious shopper. Caveat Emptor, or let the buyer beware, protected charlatans and established fraud detection as a consumer responsibility. With the advent of the Department of Consumer and Corporate Affairs in 1967 (Leighton, 1973), the impetus of consumer "guerilla" tactics (Sallot, 1978) and the work of noted individuals such as Ralph Nader or Phil Edmundston, the onus today for detecting fraudulent or defective merchandise has shifted from the consumer to the manufacturer/retailer. Consumer lobbyists have indicated the role of the consumer in the marketplace s changed from helpless to powerful (Blagman, 1974; Moyer 1978: Sallot, 1978).

The problem spotlighted by consumer activists at present, concerns the status of the consumer in relation to the private sector (Close, 1974). Apparently, the consumer is unsure of his/her "clout" when it comes to effective complaining (Sallot, 1978), possibly acting as a deterrent to any form of complaint behavior. Consumer activists however, urge the public to be concerned about getting their money's worth from their purchases, and to be concerned about product performance, price, quality, honesty, and redress (Olley, 1977). In terms of textile and apparel product quality, consumers should seek information on fiber performance, product durablity, and care. (Consumerism: What's in it for textiles? 1976). Consumer action in the past has resulted in government legislation dealing with textile flammability, standard sizing for children's clothing, care labelling, and textile fibre identification (Blagman, 1974; Leighton, 1973); therefore lobbying may result in positive steps toward future standards of quality.

Product quality, or value for the money appears to be a major consumer concern. Textile industry spokesmen, however, claim that inadequate lines of communication between manufacturers and retailers, and retailers and consumers, make it difficult for the industry to understand and duplicate consumer's quality expectations within their products (Myers, 1961). Presently, manufacturers are at a loss because they are simply uninformed about consumer's expectations of product quality; they do not know what consumers want.

Industry is hesitant to increase product prices, even if it represents an improvement in product quality because it foresees consumers failing to perceive increased prices as indicators of improved product quality. Industry fears the consumer might view increased prices as their method for recouping inflationary costs, rather than perceive the measure as a progressive step in favor of quality. (Consumerism: What's in it for Textiles?, 1976). The dilemma facing the consumers and the textile industry thus becomes apparent. The consumers want quality, and manufacturers maintain that if the consumer is confronted with increased quality (and increased prices as a result), the consumer will not likely perceive nor appreciate the added quality; but will merely perceive increased personal expenditures.

D. Consumer and Department Store Profiles

Profiles of deparment store shoppers and of consumers who complain, in terms of their similarities/differences in demography, activities, interests, opinions; use of information sources, and methods of redress, have been outlined through various studies. Crask and Reynolds (1978) found that frequenters of department stores are younger than the average, better educated than the average, and also have higher incomes. Similarly, Jolson and Spath (1973) found that the majority of their respondents were middle to upper-middle class consumer groups; and in particular, their group appeared to be deeply interested in the quality of merchandise.

Steiniger and Dardis (1971) found within their sample, a significant difference between respondents to mailec surveys and telephone interviews. The mail survey respondents were better educated; but the telephone interview respondents had a greater percentage of wear and durability complaints.

Although exact customer profiles could not be obtained, Laperle (1983) described the typical Eaton's (Toronto) client as the following: for misses' sportswear, the customer is likely to be 25 years and older, value conscious, moderately fashion oriented, and will buy in the middle to upper-middle price ranges. The customers are both homemakers and working women; and shop by account.

For children's wear, the mother performs the shopping ritual: and in the suburbs, is usually accompanied by her child/children. In the suburbs, the shopper will buy the basics;

will make multiple item purchases; and will be more likely to shop during sales or promotions. The suburban children's wear shoppers are viewed as price sensitive and comparison shop. "The downtown children's wear customer is more likely to buy one thing at a time (often a gift). Customers do not usually shop with their children and they spend more money per item. These customers are usually more fashion conscious". (Laperle, 1983)

Again, Eaton's store/branch profiles were unavailable; however, the following descriptions were offered: "the typical Eaton's (Toronto) suburban store is described as offering value and fashion at good prices, while the Toronto Eaton Centre (Downtown) store is perceived as being more fashionable and offers a greater selection of goods within a middle to high price range" (Laperle, 1983).

E. Importance of Quality as an Evaluative Criterion

In 1972, Martin completed a study which was intended to determine the importance of informational inputs as determinants of buyer behavior. The participants were shown drawings of garments and were encouraged to ask questions which might relate to an ultimate purchase. Of the respondents, 56% demanded price information. When the same group was encouraged to seek information of primary importance to a purchase decision, however, 62% demanded price. In terms of making a purchase decision, or a change in decision, Martin discovered that 55% of the participants attributed price as the determinant for making a purchase decision, and 78.1% of the participants attributed price as the prime factor for making a change in their purchase decision. In direct contrast to the McClure and Ryans (1968) study, Martin's findings support a consumer emphasis on price as a major determinant in the purchase decision.

Eggertson (1982) researched consumer orientations to clothing acquisition and included the area of garment quality in the study. The statements "clothing quality is more important than style", and "clothing quality is more important than price" appeared in the Eggertson survey questionnaire. In response to the former statement, Eggertson found 42.5% neither agreed nor disagreed while 47.4% agreed/strongly agreed. Of the respondents to the second question, 36.2% neither agreed nor disagreed; and 53.7% agreed/strongly agreed. Although the figures were not overwhelming, the findings

support the proposal that consumers are primarily concerned about garment quality.

A Canadian study by Claxton and Ritchie (1979), studied the importance of various factors during the consumer purchase-decision process. The problem area cited second most often by female respondents was clothing and footwear. Within this problem area, the respondents were encouraged to rank their top five complaints. The results were as follows:

1. poor quality material and workmanship,

2. sizes not standard,

3. price of clothing too high,

4. fabrics not living up to claims, and

5. not enough variety of selection.

As these complaints are now ranked in order of consumer importance, the results provide more definitive input for comparison purposes with previous information from the Martin study and the observations of McClure and Ryans. Price does not appear to be the most important problem/attribute; but rather quality, or the perception of poor quality, is the top ranking area of dissatisfaction. Claxton and Ritchie also discovered that if the consumer has to trade-off certain product or store attributes during the decision process, then quality of the merchandise was percieved to be twice as important as the next highest ranking attribute. Respondents to the survey also mentioned that stores with a good reputation or a satisfaction guaranteed policy were the most helpful to them in terms of solving a purchase "dilemma". These results are useful to the retailer, and generally support various philosophies of existing retail department stores.

Jolson and Spath (1973) discovered that, in terms of store patronage, the five most important attributes were as follows:

1. price/value relationship,

2. store specialization,

3. quality of merchandise,

4. salesclerk service, and

5. store location.

According to Jolson and Spath, and in direct contrast with the findings of Claxton and Ritchie, quality was only the third highest ranked attribute in importance. If quality,

however, is defined as suggested by Roach (1980), (ie. price/value relationships), then one might propose a major similarity between the findings of both studies.

In their study, Jolson and Spath also ranked retailer's perceptions of consumer patronage to determine if there is a correlation between the two. For department stores, the five top ranked reasons for consumer patronage were perceived as follows:

1. variety and assortment,

2. price/value relationships,

3. guarantee and exchange policies,

4. quality of merchandise, and

5. store location.

When the retailer's and consumer's rankings of factors leading to patronage were tested for correlation, Jolson and Spath's findings revealed little correlation between the retailer's perceptions and the consumer's requirements. According to Jolson and Spath, retailers "appear" to know what factors will attract customers and what factors have attracted customers in the past, but indicated that in practice, retailers are most likely: (a) riding on the "crest of the wave", (b) surviving due to superiority to the competition, or (c) relying on those consumers with similar high ranking personal trade-offs to account for a higher patronage (p. 50). For consumers in general, however, quality is an important evaluative criterion.

F. Consumer Perceptions of Quality

Several consumer surveys have been conducted which examine consumer attitudes toward the present state of product quality and quality control, both in the textile/apparel and other industries. One American survey determined that consumers are becoming more reactive by vocalizing their general dissatisfaction with products found on the market (Miller, 1978). In 1976, Miller found that of those individuals who responded to the survey, 59% returned products of unsatisfactory performance to the place of purchase, while one year later, in 1977, the total of reported returns rose to 70%. Between the years 1976 and 1977, the percentage of complaints which dealt specifically with quality rose from 25% to 36% (Miller, 1978). A study, conducted in 1978, which sampled a cross-section of Canadian consumers and examined their perceptions of

domestic apparel, revealed an overall concern pertaining to poor quality materials and workmanship (Kuzik, 1979). Kuzik reported the consumer definition of poor quality includes improper stitching, insecure buttons, and the use of monofilament thread. In contrast with the Miller study of 1978, Kuzik (1979) also reported the results of a private study which indicate a lower percentage of apparel returns in Canada than in the United States. The results of this study might imply that the quality of apparel in Canada is better than apparel quality in the U.S.A.; however, it is possible that on the whole, Canada might be a nation of non-complainers and therefore would explain the fewer number of returns.

Another American study conducted in 1980, had findings parallel to the Miller study of 1978 (Binstock, 1981). Binstock found half the public to be dissatisfied with consumer products; and 49.9% felt that the quality of American products had dropped within the past five years. Likewise, of those consumers examined, 53.3% expected the quality of American products to remain unchanged or expected the quality to drop to a new low over the next five years; and 48.3% found foreign products to be of superior quality to domestic products. In a 1982 Canadian study, Eggertson reported similar findings. Of those consumers surveyed, 47.4% felt that the quality of clothing in stores is lower than in the past.

Dickerson, in a study completed in 1981, however, contradicted the findings of the Binstock study. In a telephone interview of 1,350 consumers who resided in major cities, small towns, and rural areas of 32 states, Dickerson found that in terms of quality, 47.3% of the respondents felt that imported clothing items were not as good as those produced in the U.S.; 23.9% felt that imports were of equal quality to domestic apparel items; and 5.9% felt that imports were of better quality (1982). Both the Binstock and Dickerson studies included a profile of their respondents. According to Binstock, the better educated, better paid individuals between the ages of 25 to 49 were the most negative about domestic products; while Dickerson indicated that the middle-aged and middle-incomed consumers were the most concerned about the influx of imported clothing injuring the domestic industry and costing American jobs. Dickerson also found that women were more concerned about imported clothing than men, and of those least concerned, were the young, the old, the high income, and the low income groups. Although there appears to be some discrepancy within the literature concerning the

source of poor quality merchandise (i.e. domestically produced vs. imported products), there is general agreement that consumers perceive quality as a problem with apparel products.

Binstock pursued the quality topic and found that 72.6% of the consumers surveyed faulted industry for the production of poor quality merchandise due to a perceived industrial over-emphasis on profit rather than quality; 49.7% blamed the state of the economy for poor quality products; and 66.6% felt that industry workers are responsible for poor quality in production. Clearly, the consumer is dissatisfied with the quality of products offered by the market today. It is the hope of both the retailer and the manufacturer that with increased consumer complaint action, an opening of communication lines between the consumer and industry representatives will follow, leading to informative discussions and ultimately satisfactory products.

In a study on homemaker's satisfaction with clothing, Lowe (1979) reported overall satisfaction with garment quality within the surveyed group. Lowe cited other research findings where satisfaction with quality was positively related to age at the .05 level, and similarly related to education. The same study found that employed individuals indicated greater satisfaction with quality than did unemployed individuals.

Hu (1979) studied consumers' and fashion buyers' perceptions of quality and analyzed their perceptions through the following categories: fashion, mood (aesthetic appeal), fabric, subordinate material (lining, thread, zipper), structure (line, cut), construction, design, and care information. Hu found that for the consumers, the characteristics of construction and structure were the two most important indicators of garment quality, followed by fabric, subordinate material, and design. Hu limited the study to a single apparel item: daytime dresses.

G. Consumer Expectations of Quality

Olshavsky and Miller (1972) studied consumer expectations with respect to product performance and perceived product quality. Their study was developed as a direct result of major discrepancies between the research findings of an R. Cardozo and common marketing practice. According to Olshavsky and Miller, Cardozo's study found that consumers with artifically high quality expectations as a result of promotional puffery,

who examine a product and perceive low product performance, will evaluate the   luc:
unfavorably and in all likelihood refrain from purchase Under controlled laboratory
conditions, Olshavsky and Miller found just the opposite. Using two levels of
expectations--high and low; and two levels of performance--high and low. Olshavsky
and Miller predicted and found that subjects exposed to puffery with high product
expectations, yet perceptions of low product performance, rated product quality higher
than those subjects with a low expectation and low perception of product performance.
Likewise, those subjects who were exposed to modest, or understated, advertising, had
high product expectations, and perceived high product performance, rated product quality
higher than those with a low expectations and yet high perceptions of product
performance. High expectations result in favorable evaluations, especially confirmed upon
exposure to puffery.

This information is especially important for retailers' and manufacturers'
consideration. If a consumer has a high product expectation--perhaps due to brand name
or store image, then he/she will perceive quality and will make a purchase. As most retail
stores profess a certain degree of quality, according to Olshavsky and Miller's findings, it
can only help their sales figures to engage in promotional hype and puffery. In the case of
apparel product performance, it is often difficult for the consumer to assess this garment
quality while in the store. Perhaps apparel consumers base their product performance
expectations merely on name brand or upon the claims of promotional strategies;
however, this would be in direct contradiction to the findings of the Wheatley, Chiu, and
Goldman study discussed in the section on Retailers and Merchandise Quality. If the latter
were the case, consumers may be at the mercy of sales campaigns; therefore, Olshavsky
and Miller qualified their findings with a statement concerning business ethics. Historically,
fraudulent product quality claims resulted in the sympathetic movement in favor of the
consumer; therefore, Olshavsky and Miller advised caution concerning exaggerated claims
and future promotional strategies.

The discrepancy between the findings of Olshavsky and Miller and Cardozo
illustrates the need to identify and define consumer expectations, consumer perceptions,
and product quality. If a product is touted by a manufacturer or retailer as the "absolute" in
terms of quality, then the consumer may develop artificially high expectations levels.

Artificially high consumer expectation levels may, in the long run, work in disfavor for the manufacturer or retailer. In the past, due to the proliferation of products on the market which did not live up to their claims, manufacturers and retailers have had to put a lot of time, money, and effort into dealing with consumer dissatisfaction. Care, therefore, should have been taken at the input stage (White, 1972) to minimize product flaw and the resultant need for customer "complaint" departments.

According to Anderson and Jolson (1973), "the remedy for consumer dissatisfaction is to narrow the gap between consumer expectancy and perceived product performance, primarily by reducing exaggerated expectancy" (p. 11). The consumer tends to expect more from products today due to affluence and sophistication. According to Anderson and Jolson, this has resulted in a lowered tolerance of "gaps" between promotional promises and product performance. Anderson and Jolson suggested that consumer product expectations are not static, they will continue to increase in the future along with increased affluence and sophistication. Manufacturers, therefore, must be ready and willing to perform continual, on-going assessments of consumer perceptions and expectations in order to alleviate potential dissatisfaction. Similarly, Horn (1975) predicted that with societal influences, and changing value patterns of our culture and of the individuals within the culture, there will be a continual increase in consumer expectations of product quality.

Anderson and Jolson (1973) maintained it is impossible to predict consumer expectations because "expectations contain reflections of infinity, a yearning for the absolute" (p. 12). This sentiment was echoed by Horn (1975) and by Sproles and Geistfeld (1978) who stated that when dealing with consumer expectations, one should accept the fact that some consumers expect the impossible; beyond the limits of reason. To combat the consumer with unrealistic expectations, manufacturers have established elaborate standards and specifications for their products, especially true of the textile/apparel industry and their care standards for example (Horn, 1975). In the opinion of many manufacturers, retailers, and launderers, if a garment is periodically renewed according to recommended care procedures, then the garment will provide the owner with (x) years of service (Lyle, 1977). The question remains however, exactly how does the consumer, from information gathered prior to purchase, formulate an accurate assessment of

product (apparel) performance in an area such as care. For textiles and apparel, most certainly consumers cannot take gar   .... for a "test drive".

Another area, standard sizing, for example, was established to eliminate some of the "in-store" guesswork for consumers; an.. to facilitate their purchase decisions. Standard sizing, however, is a topic which has produced heated conversation within the textile industries. With the exception of Marks and Spencer and infant wear, retail stores generally expect their consumers to try on garments before they purchase (Harris, 1982). Although sizing information helps to direct the consumer to appropriate merchandise within a department, sometimes the garment sizes obtained by the consumer are a reflection of their product performance expectations. Booth (1961) stated, "It is common practice to buy shirts and similar clothes a little on the large size in the hope that after a few washings, they will have shrunk to the desired fit" (p. 302). In this instance, the consumer may make purchase decisions based on an expectant value, previous experience, or anticipation. Consumers, however, might also base their pre-purchase apparel assessments on garment attributes which bear little weight on end-performance, such as: style, brand name and color.

Consumer education programs have been established to help consumers with apparel problems and to provide them with criteria for shopping purposes. Hc n (1975) maintained that prior to shopping for garments, the consumer needs to know how to recognize quality. According to Horn, fiber content, yarn construction, fabric construction, colorfastness, and finish are the major quality determinants for apparel. In addition though, the consumer must inspect the quality of garment workmanship by examining the cut, seams and stitching, buttonholes and fasteners, interfacings and linings, and hems and other details. Without a doubt, consumers "need to know" about these quality determinants; but without special education programs, do consumers have the fundamentals for making an accurate judgement of apparel quality? Based on the previously mentioned qualities, Sproles (1979) indicated the modern consumer lacks the technical sophistication to judge the quality of garments at the point-of-sale. Although price plays a very important role in the consumer decision-process, Sproles maintained there is an interplay of other subjective and objective judgements. Initially, according to Sproles, consumer objective judgements are based on style, fit, comfort, fabric

composition, construction, ease-of-care, and brand familiarity; however, certain subjective judgements based on fashionability, aesthetic qualities, personal tastes, and personal values may, in the long run, cloud rational thinking and directly influence the purchase. It is these individual values, perceptions, and expectations of quality which are so highly subjective and defines consumer shopping behavior as irrational. The "irrational" buying habits of the consumer puzzle manufacturers and retailers.

Consumer expectations and consumer values are highly subjective; therefore some individuals may question their study; Peach however, (1980) recommended full support of such investigations. Peach argued that, in order to encourage profitable consumer/retailer relations, retailers need more knowledge in the area of consumer quality expectations. Peach favored the adoption of standards and specifications by retailers, and suggested that further information on consumer quality threshold/tolerance levels is needed. Consumers will not likely tolerate missing buttons or faulty zippers; however, Peach suggested further studies might reveal the existence of "zones" on a product where consumers may tolerate lower quality; for instance, a consumer might accept flaws or sub-standard workmanship under a collar, or on a shirt-tail. Peach maintained that a synthesis of information gleaned from consumers at the point-of-purchase, and through their complaints, would help to define some of the gray areas within consumer expectation studies.

In the past, consumer textile/apparel expectations, in terms of product performance, have been assessed by statistics accumulated through dissatisfaction or complaint behavior. Labarthe (1954) found that seam failures, fading, poor fit due to cut, seam and yarn slippage, faulty labels and claims, use of cotton, and crocking were major complaint areas in women's blouses, women's dresses, and children's dresses. Steiniger and Dardis (1971), on the other hand, categorized apparel complaints into three major problem areas: wear and durability, appearance and ease-of-care, and comfort. Within these problem areas, there were also sub-divisions of specific problems. According to Steiniger and Dardis, 67% of those surveyed reported wear and durability problems; 42% reported construction and/or fabric failure; ie. pills, seams puckering, ravelling, or splitting, defective buttons, zippers and fasteners, pulls or runs in the fabric, and frayed edges on collars and cuffs; 13% reported stretching or shrinkage; and 12% reported color change,

. i.e. fading or bleeding. The frequency of complaints in the wear and durability area either suggests a "grand" lack of quality control on the part of the manufacturer and retailer, or demonstrates that consumers have difficulties with spotting existent or potential trouble areas within garments at the point of purchase. Steiniger and Dardis also found that for the 24% of those surveyed who reported appearance and ease-of-care problems, the major complaints were of wrinkling, lack of permanent press features in permanent press claims, and hard to clean fabrics; and finally, of the 0.9% of those who reported comfort problems, the majority mentioned clinging, heat, stiffness, and stickiness. In the Steiniger and Dardis study, by far the greatest number of customer complaints were found with women's outerwear at 26%, and a majority of those, at 14%, focused on women's sportswear. The second most common complaint area was found with infant and children's wear, at 17%. Within these two apparel product areas, the majority of complaints were directed toward the wear and durability problem area, and focused in particular on garment construction and fabric failure. The Steiniger and Dardis study is significantly more detailed than the Labarthe study; however, considering the interim of seventeen years, findings on consumer apparel complaint areas have changed little, except the emphasis shift from cotton fabric complaints to synthetic fabric complaints.

Sproles and Geistfeld (1978), in a more recent study, found the following consumer complaint areas; of those surveyed, 68% reported seam failure, 57% reported construction errors, 52% reported overall low quality, 48% reported poor fit, 44% reported shrinkage, 40% reported problem zippers and fabric wear, 33% reported color fade, and 11% reported difficulties with care label interpretation. Although the other complaint categories have previously been categorized as major quality determinants of apparel, of particular interest in this study is the unique entry of "quality" as a specific consumer complaint. If consumers are complaining about poor performance, and in specific about overall poor quality levels of apparel, then it is possible that consumer expectations of quality and garment performance in the areas of durability, construction, and workmanship far exceeds the expectations of, and standards for the same, established by both the retailer and the manufacturer. As was previously discussed in the section on the Retailer and Merchandise Quality, McClure and Ryans (1968) in their comparison study between retailers' and consumers' perceptions and expectations of

product attributes, confirmed that retailers, by and large, underestimate the importance which consumers place upon product attributes; and overestimate the degree which price plays in the consumer decision-process. The findings of the McClure and Ryans study underscores the trends cited by textile/apparel critics in reference to the rise in consumer acceptance of expensive, foreign-made apparel. For the consumer, it is possible that, as long as a product has the desired quality-attributes; then the price will be no object. Similarly, the McClure and Ryans findings may also substantiate the consumer notion that manufacturers and retailers are overly concerned with price and profits, rather than concerned with prodividing quality wares for the public.

Consumers expect more from products today, and possibly have unrealistic quality expectations. Education programs may help consumers to recognize quality products; however, it is imperative to assess consumer quality expectations first, before positive strides are made toward the manufacture of quality merchandise.

III. METHODS AND PROCEDURES

In this chapter, conceptual framework, selection of consumer respondents, description of the instrument, and analysis of the data are presented.

A. Conceptual Framework

Studying consumer behavior is important, and of particular importance is the evaluation of consumer groups with unsatisfied needs or desires. Through their extensive studies into consumer behavior, Engel, Kollat, and Blackwell have been able to establish a framework or model which has attempted to replicate the on-going consumer behavior process (Engel and Blackwell, 1982; p. 687). The EKB model was chosen over other models as the framework for this study because of its treatment of evaluative criteria and beliefs in the alternative evaluation stage.

The EKB model is built on a central construct called the decision process. This consumer decision process can be divided into five stages: problem recognition, search, alternative evaluation, choice, and outcomes.

The EKB model expands on the decision process. It organizes groups of related and interrelated variables into a progression or hierarchy of effects which act upon the separate decision process stages. In 1982, Engel and Blackwell divided the EKB model into two areas: high involvement and low involvement. High involvement decisions were those deemed to have a great deal of relevance and pertinence for the individual, while low involvement decisions lacked the personal relevance in the sense that consumers' perceived small risk that a wrong purchase decision would be made. Engel and Blackwell confirm that perceptions and expectations of quality are typical of high involvement consumer decisions (p. 419).

The product evaluation or "alternative evaluation" stage of the EKB model is of particular relevance to the study of consumers' perceptions of quality, expectations of quality, and the importance of quality in the assessment of consumer behavior during the purchase process. The model indicates numerous influential factors which affect the alternative evaluation stage of consumer behavior. Evaluative criteria, for example, is included as a decision process variable. Evaluative criteria are defined as "desired

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outcomes from choice or use of an alternative expressed in the form of the attributes or specifications used to compare various alternatives" (p. 414). Price, brand, performance, and durability are but a few criteria upon which a consumer may evaluate and compare products. This study on consumer's perceptions, expectations, and attitudes toward the importance of quality, intends to examine quality as an evaluative criterion for consumers of selected ready-to-wear apparel. As the model suggests, other factors such as price and brand will also have to be included in order to gain more thorough understanding of the interplay between subjective and objective decision criteria.

As Engel and Blackwell (1982) have indicated, evaluative criteria are not the sole influential factors on ultimate product choice. There are many other variables or conditions which affect behavior. These variables include beliefs, attitudes, and intention; and motives, lifestyle, normative compliance, and informational influences. In addtion to these decision process variables, the EKB model includes external influences such as cultural norms and values, reference group and family, and unanticipated circumstances. When a researcher attempts to utilize the EKB model as a conceptual framework, and in particular decides to focus research on one specific area of the model (such as on evaluative criteria), it should be recognized that a complete explanation of consumer behavior cannot be confirmed by that research because of the numerous external and internal mediating influences that affect the consumer during the decision process.

The definition of evaluative criteria as a major factor in consumer evaluations of products, adequately establishes a framework for the study of quality as an evaluative criterion for selected ready-to-wear apparel. A study of evaluative criteria, however, would not be complete without examining some other major factors such as beliefs and attitudes. Beliefs, according to Engel, Blackwell, and Kollat, are the perceptions of a product by a consumer, created by the linking of collected information on that product and certain evaluative criteria. Beliefs are highly subjective and highly changeable. Belief formation and belief change are the primary goals of many marketing strategies (Engel and Blackwell, 1982).

Similarly, Fishbein (1975) has defined beliefs as an individual's "subjective probability judgements concerning some discriminable aspect of his world"; or more specifically, the "subjective probability of a relation between the object of the belief and

some other object, value, concept, or attribute." (p. 131)

Engel, Blackwell, and Kollat have also indicated the importance of attitudes in the evaluation process. Engel, Blackwell, and Kollat as well as Fishbein, define attitudes as positive or negative dispositions toward objects and/or acts. Fishbein further states that as a person forms beliefs, attitudes are also automatically and simultaneously formulated toward the object of the beliefs. Fishbein theorizes that individual beliefs and attitudes are determinants of behavior; but within his theory of attitude formation, it is beliefs that play a key role. Fishbein maintains that salience of beliefs, the importance of beliefs, and the evaluative criteria associated with each, are what form attitudes; and are the concepts upon which he built his expectancy-value model. This study of consumer beliefs about ready-to-wear apparel quality, based upon the examination of perceptions of quality, expectations of quality, and the importance placed upon quality, is based on the EKB model which in turn reflects concepts in the Fishbein Expectancy-Value model.

B. Selection of Consumer Respondents

Actual purchasers of Eaton's merchandise were selected for this study. Eaton's was chosen over other retailers for the study because it is one of the few major Canadian retailers with an established, in-store, quality control research bureau. As the researcher was an employee with Eaton's at the time of data collection, the necessary contacts essential to questionnaire production and distribution were facilitated.

Eaton's regularly checks the quality of in-coming, house label merchandise; however, most of their advertising of the quality control bureau and quality program usually emphasize housewares and appliances rather than apparel standards. Consumer awareness, therefore, of textile/apparel quality control at Eaton's may not be widespread. Eaton s was decidedly a good choice for a quality study in apparel precisely because few consumers may recognize Eaton s broad quality control program, and this might result in more "sincere" reflections about quality in general. Furthermore, the results from the study should indicate the overall effectiveness of Eaton s quality control program. Results from a study with a focus on consumer's perceptions and expectations of garment quality was considered to be of value to Eaton's and their research team by helping them to re-examine their quality standards

The sample of consumers was restricted by two factors: economics, and estimates of sales volume during a one-week shopping period at Eaton's. A finite sample of manageable size was established, based on a percentage of weekly transactions from the children's wear deparment sales record at the Toronto Eaton Center store. The children's wear department at the Toronto Eaton Center was chosen for the estimate base due to their high sales volume. The five major metropolitan Toronto Eaton's stores selected for the study included the Toronto Eaton Center, Sherway, Yorkdale, Scarborough Town Center, and Bramalea. These stores comprise a census of the Toronto Eaton's branches, ensuring a diverse sampling of downtown shoppers, visitors, and suburban shoppers encompassing the western, northern, and eastern Toronto boroughs. The initial survey distribution size was set at 2,500, although the figure would ultimately be governed by the number of individuals who made a purchase from one of the two participating departments within the previously mentioned stores during one business week from August 16 to August 22, 1982.

The third week in August was selected primarily because it was between promotional campaigns. Sales for the summer stock preceeded the distribution; therefore, ample sale merchandise was available during the survey distribution. Similarly, a week of fall promotionals followed the distribution and guaranteed new merchandise availability for the consumer during the week of the survey distribution. Due to low sales in some departments, not all surveys were distributed as anticipated; and in some cases, survey quantities were depleted prior to the closing date. By August 22, a total of 2,382 survey questionnaires were distributed; and the last response was received by September 30, 1982. Eaton's managers whose departments were enlisted for the study, were contacted by both phone and letter to confirm participation and distribution dates. Follow-up letters were distributed to all individuals involved (see Appendix C.).

The respondents to the questionnaire fall into the category of "convenience sample" (Churchill, 1979, p. 300). Because the respondents happened to be "at the right place at the right time", it is impossible to determine whether they are representative of the target population. An attempt at achieving representativeness, therefore, was made by sampling clients from each of the five Eaton's Toronto stores. The study, as indicated in Chapter I, was designed for exploratory purposes; therefore, a non-probability sample

was deemed appropriate for generating ideas and insights into the question of quality.

C. Description of the Instrument

The instrument used was developed by the researcher. Some of the survey questionnaire items were patterned after those incorporated in the Sproles (1977) research on clothing orientations.

Two identical sets of questionnaires were printed to facilitate distribution and to organize the responses. One was entitled Consumer Opinion Survey of Children's Wear, and the other entitled Consumer Opinion Survey of Misses' Sportswear (see Appendices A and B.). The questionnaire, although four pages in length, was printed back to back in order to conserve paper resources, and to appear less lengthy (and thus less intimidating) for the prospective respondent. Each questionnaire had a series number, from 1 to 1,250, printed on the upper right hand corner of the first page. The series number identified the store (branch) of origin, and also functioned as a numerical record of questionnaires distributed and returned by both stores and participants.

The questionnaire was designed to elicit consumer opinions on the following topics: (a) importance of quality relating to ready-to-wear apparel in general, and to a specific purchase; (b) expectations of quality relating to ready-to-wear apparel in general, and to a specific purchase; (c) perceptions of quality relating to ready-to-wear apparel in general, and to a specific purchase; (d) definitions of quality; and to obtain information on: (e) types of garments purchased; (f) who intends to wear the garment; (g) price; (h) demographic variables; and (i) survey participation. The instrument was pretested with a small sample of consumers who made purchases from the children's wear or misses' sportswear departments at the Toronto Eaton Center on July 29, 1982.

The questionnaire was divided into three sections: A, B, and C. Section A was designed to elicit responses pertaining to the immediate apparel purchase. To ensure continuity of responses, questions concerning quantities and types of garments purchased were essential. To encourage consumer response, and facilitate their answers, questions in Section A were of short answer format. Although a higher number of multiple-item purchases was expected from the children's wear department, it was anticipated that consumers would likely buy one to three items from any one department. For this reason,

space was allotted in questionnaire items 4 to 6 for purchases of up to three pieces of apparel; however, respondents were at liberty to include all items from their entire purchase. The researcher, in coding, was prepared to accommodate a large number of responses pertaining to these questions.

Personal research interest resulted in questionnaire item 3. When compared with their ultimate responses to the quality question, would consumers' perceptions, expectations, and the importance of quality change with the intent of their purchase? Price was not considered a primary issue in this study; however, no study on quality would be complete without including it. Price and sale price information, therefore, was included and appeared in questionnaire item 4.

Section A pertained to a specific, immediate purchase because it was felt that the consumers' feelings toward their purchases would still be foremost in their thinking. Consumer studies in the past have suggested consumer apparel dissatisfaction appears after wear and care; therefore, this study wanted to explore consumer expectations and perceptions of apparel at the time of purchase in the hopes of obrai. insight into consumers' pre-purchase thoughts on apparel quality. Questionnaire items 5 and 6 were designed to elicit such a consumer response on expectations and perceptions concerning their immediate purchase.

To facilitate consumer response, Section B utilized the Likert scale format. Questionnaire item 7, although a continuation from Section A, was included in Section B due to format. Item 7 (g), in particular, was aimed at eliciting responses to the thesis objective--importance of quality. The remaining subsections 7 (a) to (f), (h), and (i) covered areas frequently cited as reasonable apparel "features" which might be important to consumers at the time of purchase. The next fifteen questions in Section B, numbers 8 to 22, were intended to elicit consumer responses to statements which pertained to apparel in general. Each question belonged to one of the three main concepts: perceptions, expectations, and relative importance. Five questions from each category were developed and arranged in random order for inclusion on the questionnaire. The theme of quality, plus the criteria cited in questionnaire item 7, were combined to ensure a mix of statements. Consumers were encouraged to add their own opinions in order to provide the researcher with complete feedback.

Questionnaire items 23 and 24 were included to provide information on consumers' definitions of quality. From research, durability has often been equated with quality; this resulted in the development of questionnaire item 23. In the case of questionnaire item 24, an assortment of criteria were included which might represent quality to the consumer. Again, as in questionnaire item 7, the consumer had the opportunity to include any definition of quality which may have been missing from the group.

Section C format reverted to short answer. The items were for descriptive purposes, to obtain data on variables for determining differences in expectations, perceptions, and the relative importance of quality among the various consumers. Occupation, per se, was not included in this study; but rather, overall employment status was included due to perceived limit of "spending" dollars within the average household today. Employment status information was obtained, therefore, through questionnaire item 28.

Consumers could respond to the questionnaire more than once. In the event of a multiple respondent, responses to questions in Section A and question 7 would be new, and therefore were included in the overall totals. For the multiple respondent, replies to the general questions in Sections B and C, however, were considered redundant and were therefore excluded from many of the analyses, based on affirmative responses to the final question on previous participation.

D. Analysis of the Data

The exploratory questions were answered by calculating frequencies, percentages, or means for each variable. The SPSS programs "Frequencies", "Breakdown", and "Crosstabs" (Nie, Hull, Jenkins, Steinbrenner, & Bent, 1975), and "Mult Response" (Hull and Nie, 1979) were used to determine frequencies for group responses and to determine differences in means where appropriate. In addition, the contingency statistic eta, which indicates "dissimilarity of means on the dependent variable within the categories of the independent variable" were utilized where applicable (Nie, Hull, Jenkins, et al, p. 230). According to Nie, Hull, Jenkins, et al, when the dependent variable and the independent variable means are identical, eta will be zero; however, "should the means be very

different, and the variances within the categories of the independent variable small, eta increases toward it maximum value of one" (p. 230).

Using the SPSS program "Breakdown", means for the dependent variables, were calculated for each category within each independent variable. Then, in order to measure the associations between dependent and independent variables, the SPSS program "Crosstabs" was utilized to determine eta values for each question. Where the use of means and the eta statistic were inappropriate, frequencies and modal responses, calculated by using the SPSS prgram "Mult Response", were utilized.

IV. FINDINGS

In this chapter, descriptive analyses of the survey response, survey respondents, garments purchased, garment prices, garment wear estimates, and garment quality ratings are presented. In addition, analysis of the Likert scale questionnaire items and analysis of exploratory questions are covered.

A. Analysis of the Survey Response

A total of 250 survey questionnaires were given to each children's wear and misses' sportswear department at the following Eaton's stores: Toronto Eaton Centre, Scarborough Town Centre, Bramalea, Yorkdale, and Sherway Gardens for distribution at the point-of-sale. Due to circumstances during the distribution week, however, the children's wear department at Yorkdale, children's wear at Sherway, and misses' sportswear at Scarborough distributed 217, 213, and 202 copies of the survey questionnaire, respectively. In all, 2,382 survey questionnaires were distributed, and 448 survey questionnaires were returned by mail. A return rate of 18.7%, therefore, was obtained.

Percentage distributions were calculated to illustrate the distribution of respondents among the various store branches. Similar percentages were calculated to show the overall distribution of responses from the two departments; and also to show the distribution of department response according to the participating branches. These figures are presented in Table 1. At 28.4%, the most frequent response originated from the Scarborough Town Centre branch, while the Sherway Gardens branch, at 24.4%, had the second highest return rate. Overall, the responses appear equally divided between the children's wear and misses' sportswear departments. When categorized by branch, the greatest number of respons s originate from the misses' sportswear department in three of the five cases.

Table 1

Analysis of the Survey Response

Branch Response (n= 447)	Percentage
Scarborough Town Centre	28.4%
Sherway Gardens	24.4
Bramalea	17.0
Yorkdale	15.2
Toronto Eaton Centre	15.0

Department Response (n= 448)	
Children's Wear	50.2
Misses' Sportswear	49.8

Branch Response Reported by Departments

Scarborough Town Centre (n= 127)	
Misses' Sportswear	46.5
Children's Wear	53.5

Sherway Gardens (n= 109)	
Misses' Sportswear	51.4
Children's Wear	48.6

Bramalea (n= 76)	
Misses' Sportswear	42.1
Children's Wear	57.9

Yorkdale (n= 68)	
Misses' Sportswear	55.9
Children's Wear	44.1

Toronto Eaton Centre (n= 67)	
Misses' Sportswear	55.2
Children's Wear	44.8

B. Demographic Analysis of the Survey Respondents

Demographic analysis of the respondents is presented in Table 2. Included are the percentages for the sex of the respondent, age, family description, employment status, and educational levels attained. Percentages for the demographic variables, organized according to respondents from the misses' sportswear and children's wear departments, were calculated and also appear in Table 2.

Of the respondents to the questionnaire, 97.0% were female; with the higher percentage of male responses from the children's wear department. In terms of age, a total of 31.1% of the respondents were in the 32 to 38 age bracket. For children's wear respondents, 47.2% were in the 32 to 38 age bracket, while the most frequent misses' sportswear respondent was 25 to 31 years in age. Over half of the total group were in a family situation with two parents and children present within the home. Of the children's wear respondents, 85.3% were in a similar family situation; however, 35.2% of the misses' sportswear respondents were single with no children.

Half of the respondents were employed, either full-time or part-time and 30.3% were non-working. Employment status amongst misses' sportswear repondents and children's wear respondents was similar to the frequencies reported by the total group, with the exception of a higher incidence of "other (includes students)" purchasers from the misses' sportswear department. One quarter of the respondents had completed high school or the equivalent, and 22.8% had completed a Bachelor's degree. Educational levels among the clients of the two departments reflect similar frequencies to the total group.

C. Analysis of Garments Purchased

A total of 1,458 garments were reported purchased by response to questionnaire item 1. Of those garments, 1,030 or 70.6%, were purchased from a children's wear department; and 428, or 29.4%, were purchased from a misses' sportswear department.

Table 2

Demographic Analysis of the Survey Respondents

Demographic Variable	Total Group	Children's Wear	Misses' Sportswear
SEX (n= 428)			
Female	97.0%	95.4%	98.6%
Male	3.0	4.6	1.4
AGE (n= 434)			
11 and under	0.2	0.0	0.5
12 - 17	2.5	2.8	2.3
18 - 24	10.4	4.6	16.2
25 - 31	20.0	21.1	19.0
32 - 38	31.1	47.2	14.8
39 - 45	14.3	17.9	10.6
46 - 52	8.1	1.4	14.8
53 - 59	7.6	2.8	12.5
60 and over	5.8	2.3	9.3
FAMILY DESCRIPTION (n= 430)			
Couple with children still at home	60.0	85.3	34.3
Single (including divorced and widowed) no children	19.5	4.1	35.2
Couple with children no longer at home	8.4	2.3	14.6
Couple, no children	7.9	4.1	11.7
Single with children still at home	3.7	3.7	3.8
Single with children no longer at home	0.5	0.5	0.5
EMPLOYMENT STATUS (n= 422)			
Working, Full-Time	38.2	31.6	44.8
Non-Working	30.3	35.8	24.8
Working, Part-Time	20.1	23.6	16.7
Other (Includes Students)	11.4	9.0	13.8
EDUCATION (n= 391)			
Completion of Secondary Education/ Certificate	25.8	24.7	26.9
Completion of University, Bachelor's Level	22.8	25.3	20.3
Some university, below the Bachelor's Level	18.4	19.6	17.3
Post-Graduate	11.5	10.3	12.7
Some Secondary Education	10.5	8.8	12.2
Non-University Training (Technical)	5.4	5.2	5.6
Other	3.1	4.1	2.0
Elementary Education	2.6	2.1	3.0

Although 1,458 garments were reported purchased; responses to questionnaire item 2 identified only 1,186 of the garments by type. The garments identified in questionnaire item 2 represent 81.3% of the total. Percentages, based on the 1,186 garments, were calculated for each of the different garment types purchased. These figures are presented in Table 3. Similarly, percentages for the different garment types purchased, based on the department of origin, were calculated. These figures are also presented in Table 3. (It should be noted that the garment type "hat" does not appear in Table 3, but will appear in all remaining tables. Respondents did not include hats in their responses to questionnaire item 2, but did include the item in their responses to questionnaire items 4 and 5. Actual numbers of purchased hats, therefore, is unknown.)

The two most frequently purchased garments were jeans (20.2%) and blouses (19.0%). Of the jeans purchased, 89.2% were purchased from a children's wear department; wi.ereas 56.0% of the blouses were purchased from a misses' sportswear department.

D. Analysis of End Use of Garment

A total of 472 responses were recorded to questionnaire item 3 which pertained to the end use of the garment. These included the responses from multiple-item purchases, as well as indications of more than one end use for some of the garments. Percentages based on the response frequencies for the total group and for the department of purchase origin were calculated. These figures are presented in Table 4.

For the group, 45.8% stated the garment purchased would be worn by self. For children's wear respondents, 76.7% of the responses indicated the garment purchased would be worn by a member of the family; and for misses' sportswear respondents, 88.1% of the responses indicated the garment purchased would be worn by self.

Table 3

Percentages of Garment Types Purchased

Garment Type	Total Group	Garment Types Purchased per Department	
		Children's Wear	Misses' Sportswear
Shorts/Culottes	4.0%	74.5%	25.5%
Dress Slacks/Trousers	9.3	55.5	44.5
Jacket/Blazer	5.1	21.3	44.5
Skirt	6.6	14.1	85.9
Blouse/Shirt	19.0	44.0	56.0
Cardigan/Pullover Sweater	8.3	56.1	43.9
Dress	2.7	50.0	50.0
Suit	0.5	33.3	66.7
Swimwear	0.4	20.0	80.0
T-Shirt/Top	10.6	84.1	15.9
Track Suit/Sweat Suit	2.8	90.0	9.1
Casual Jeans/Cords	20.2	89.2	10.8
Jumper/Jumpsuit	0.8	88.9	11.1
Nightattire	0.9	100.0	0.0
Lingerie	4.7	96.4	3.6
Textile Related/Blanket	0.2	100.0	0.0
Shoes	0.5	100.0	0.0
Weatherwear/Coat/Parka	0.5	66.7	33.3
Vest	0.4	0.0	100.0
Knickers	0.4	100.0	0.0
Combination Outfits	1.3	93.8	6.2
Non-Apparel/Umbrella	0.6	100.0	0.0
Shawl	0.2	0.0	100.0

(n=1186)

Table 4

End Use of Garment

End Use	Percentages		
	Total Group	Children's Wear	Misses' Sportswear
Worn by Self	45.8%	3.4%	88.14%
Worn by Member of Family	41.1	76.7	5.51
Gift for Member of Family	9.3	12.7	5.93
Gift for a Friend	3.6	6.8	0.42
Other	0.2	0.4	0.00

(n= 472)

E. Garment Prices

Garment prices ranged from $0.99 to $325.00, and were coded in five dollar increments up to $100.00. Most garment prices reported were under $100.00; therefore, those over $100.00 were coded within a single category. Percentages for both original and sale prices, based on total group responses to questionnaire item 4 were calculated for the individual garment types and appear in Tables 5 and 6.

For the total group, most garments were priced between $5 and $10. These prices likely appear low due to the greater number of garments purchased from the children's wear department. Frequencies of garment prices for the children's wear and misses' sportswear departments are presented in Appendix D, Tables D1 to D4.

For children's wear respondents, garment prices ranged from $0.99 to $60, with the most frequent original and sale prices of $5 to $10 (Tables D1 and D2). For misses' sportswear respondents, garment prices ranged from $0.99 to $325.00, with the most frequent original price of $35 to $40; and the most frequent sale price of $5 to $10 (Tables D3 and D4).

F. Garment Wear Estimates

Frequencies of garment wear estimates, in days per week, were calculated for the total group based on responses to questionnaire item 5 (Table 7). Responses ranged from 1 to 7 days per week. For each garment type, most were expected to be worn 1 or 2 days a week, with the exception of swimwear, nightattire, and shoes, where 28.6% of the respondents reported garment wear of 3 days per week; 29.5% reported garment wear of 3 days per week; and 33.5% reported garment wear of 7 days per week, respectively.

Frequencies for garment wear estimates, in months per year, were also calculated for the group (Table 8). For each garment type, responses ranged from 4 months to 12; however, the most frequent response was 6 months and applied to dress slacks, jackets, shirts, cardigans, t-shirts, shoes, combination outfits, and shawls.

Table 5

Original Garment Prices for Total Group

Garment Type	99¢ - $5	$5.01-$10	$10.01-$15	$15.01-$20	$20.01-$25	$25.01-$30	$30.01-$35
Shorts/Culottes	10.4 %	19.5 %	11.7 %	26.0 %	11.7 %	7.8%	0.0 %
Dress Slacks/ Trousers	3.0	14.8	10.0	19.1	6.5	15.7	5.2
Jacket/Blazer	0.7	3.6	4.3	6.5	10.9	6.5	6.5
Skirt	0.5	4.8	5.8	5.3	9.0	10.1	5.3
Blouse/Shirt	3.8	14.6	8.3	14.6	8.6	15.4	5.8
Cardigan/ Pullover Sweater	5.5	21.5	15.0	16.5	7.0	6.0	5.5
Dress	3.6	23.2	7.1	7.1	17.9	1.8	3.6
Suit	0.0	0.0	0.0	0.0	18.2	9.1	0.0
Swimwear	21.4	28.6	14.3	14.3	0.0	0.0	0.0
T-Shirt/Top	17.5	31.4	13.9	12.4	7.7	4.6	3.1
Track Suit/ Sweat Suit	15.4	17.3	13.5	28.8	11.5	3.8	0.0
Casual Jeans/Cords	10.1	17.7	19.3	19.9	15.3	5.0	1.8
Jumper/Jumpsuit	16.7	13.3	30.0	16.7	6.7	3.3	0.0
Nightattire	19.5	43.9	9.8	4.9	14.6	2.4	0.0
Lingerie	44.4	25.6	11.2	9.4	6.7	0.9	0.0
Textile Related/ Blanket	0.0	50.0	50.0	0.0	0.0	0.0	0.0
Shoes	16.7	33.3	11.1	22.2	11.1	5.6	0.0
Weatherwear/Coat/ Parka	12.5	25.0	12.5	6.3	6.3	0.0	0.0
Vest	0.0	0.0	0.0	0.0	0.0	36.4	0.0
Knickers	13.3	33.3	26.7	26.7	0.0	0.0	0.0
Combination Outfits	25.0	25.0	0.0	0.0	25.0	0.0	25.0
Non-Apparel/Umbrella	15.0	35.0	30.0	10.0	5.0	5.0	0.0
Hat	0.0	0.0	0.0	0.0	50.0	50.0	0.0
Shawl	0.0	0.0	0.0	0.0	20.0	0.0	20.0

Table 5 -- Continued

Original Garment Prices for Total Group

Garment Type	$35.01-$40	$40.01-$45	$45.01-$50	$50.01-$55	$55.01-$60	$60.01-$65	$65.01-$70
	6.5%	3.9%	0.0%	0.0%	0.0%	2.6%	0.0%
Shorts/Culottes	7.0	1.3	5.2	1.7	2.2	3.0	1.7
Dress Slacks/ Trousers	5.1	11.6	5.8	3.6	3.6	5.1	6.5
Jacket/Blazer	15.9	13.2	3.7	2.6	5.8	2.1	6.9
Skirt	11.3	6.8	3.3	1.5	1.8	0.5	1.5
Blouse/Shirt	8.0	4.5	3.0	2.5	1.0	0.0	0.5
Cardigan/ Pullover Sweater	7.1	12.5	1.8	0.0	1.8	3.6	1.8
Dress	18.2	36.4	0.0	0.0	0.0	0.0	0.0
Suit	7.1	7.1	0.0	0.0	0.0	0.0	0.0
Swimwear	3.6	2.1	0.5	1.0	0.0	7.1	1.0
T-Shirt/Top	3.8	1.9	0.0	0.0	0.0	0.0	0.0
Track Suit/ Sweat Suit	2.8	1.8	1.3	3.3	1.9	1.9	0.2
Casual Jeans/Cords	0.0	10.0	0.0	3.3	0.0	0.9	0.0
Jumper/Jumpsuit	0.0	2.4	0.0	2.4	0.0	0.0	0.0
Nightattire	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lingerie	1.3	0.0	0.0	0.0	0.4	0.0	0.0
Textile Related/ Blanket	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shoes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weatherwear/Coat/ Parka	0.0	6.3	0.0	0.0	6.3	0.0	6.3
Vest	0.0	18.2	9.1	9.1	0.0	9.1	0.0
Knickers	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Combination Outfits	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawl	20.0	0.0	20.0	0.0	0.0	0.0	20.0

Table 5 -- Continued

Original Garment Prices for Total Group

Garment Type	$70.01-$75	$75.01-$80	$80.01-$85	$85.01-$90	$90.01-$95	$95.01-$100	>$100
Shorts/Culottes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dress Slacks/Trousers	1.3	0.0	0.0	1.3	0.0	0.9	0.0
Jacket/Blazer	3.6	3.6	5.8	3.6	0.0	0.7	2.2
Skirt	1.6	1.1	1.1	1.6	0.0	1.6	2.1
Blouse/Shirt	0.5	0.0	0.5	0.3	0.0	0.5	0.5
Cardigan/Pullover Sweater	1.0	0.0	0.0	2.0	0.0	0.0	0.5
Dress	1.8	0.0	0.0	1.8	0.0	0.0	3.6
Suit	0.0	0.0	0.0	0.0	0.0	9.1	9.1
Swimwear	0.0	0.0	0.0	0.0	0.0	0.0	0.0
T-Shirt/Top	0.0	0.0	0.0	0.5	0.0	0.0	0.5
Track Suit/Sweat Suit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Casual Jeans/Cords	0.2	0.4	0.0	0.0	0.0	0.0	0.0
Jumper/Jumpsuit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nightattire	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lingerie	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Textile Related/Blanket	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shoes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weatherwear/Coat/Parka	0.0	0.0	0.0	6.3	0.0	0.0	12.5
Vest	0.0	9.1	9.7	0.0	0.0	0.0	0.0
Knickers	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Combination Outfits	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawl							

Table 6

Sale Garment Prices for Total Group

Garment Type	99¢ - $5	$5.01-$10	$10.01-$15	$15.01-$20	$20.01-$25	$25.01-$30	$30.01-$35
Shorts/Culottes	27.5%	32.5%	22.5%	7.5%	7.5%	2.5%	0.0%
Dress Slacks/Trousers	11.0	38.0	31.0	11.0	6.0	0.0	0.0
Jacket/Blazer	8.9	19.6	17.9	19.6	8.9	12.5	0.0
Skirt	4.7	38.8	20.0	16.5	14.1	2.4	1.2
Blouse/Shirt	8.8	41.4	25.6	15.4	4.8	1.3	0.9
Cardigan/Pullover Sweater	24.2	36.4	18.2	13.6	0.0	6.1	1.5
Dress	15.8	21.1	15.8	10.5	13.2	5.3	2.6
Suit	0.0	20.0	60.0	0.0	20.0	0.0	0.0
Swimwear	0.0	0.0	0.0	0.0	0.0	0.0	0.0
T-Shirt/Top	25.7	37.5	20.6	8.8	3.7	0.7	0.7
Track Suit/Sweat Suit	10.7	25.0	25.0	17.9	10.7	7.1	0.0
Casual Jeans/Cords	9.5	25.7	45.1	16.5	1.1	0.3	1.6
Jumper/Jumpsuit	16.7	44.4	16.7	0.0	16.7	0.0	0.0
Nightattire	3.7	33.3	33.3	25.9	0.0	0.0	0.0
Lingerie	71.9	11.6	11.0	5.5	0.0	0.0	0.0
Textile Related/Blanket	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shoes	26.7	6.7	40.0	26.7	0.0	0.0	0.0
Weatherwear/Coat/Parka	16.7	25.0	25.0	0.0	0.0	0.0	0.0
Vest	0.0	100.0	0.0	0.0	0.0	0.0	0.0
Knickers	0.0	0.0	100.0	0.0	0.0	0.0	0.0
Combination Outfits	50.0	0.0	50.0	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	0.0	71.4	28.6	0.0	0.0	0.0	0.0
Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawl	0.0	0.0	0.0	50.0	0.0	50.0	0.0

Table 6 -- Continued

Sale Garment Prices for Total Group

Garment Type	$35.01-$40	$40.01-$45	$45.01-$50	$50.01-$55	$55.01-$60	$60.01-$65	$65.01-$70
Shorts/Culottes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dress Slacks/Trousers	0.0	2.0	1.0	0.0	0.0	0.0	0.0
Jacket/Blazer	3.6	3.6	1.8	0.0	0.0	0.0	1.8
Skirt	1.2	0.0	0.0	1.2	0.0	0.0	0.0
Blouse/Shirt	0.4	0.4	0.4	0.0	0.0	0.0	0.0
Cardigan/Pullover Sweater	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dress	5.3	0.0	2.6	2.6	0.0	0.0	2.6
Suit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swimwear	0.0	0.0	100.0	0.0	0.0	0.0	0.0
T-Shirt/Top	0.0	0.0	0.7	0.0	0.0	0.0	0.7
Track Suit/Sweat Suit	0.0	3.6	0.0	0.0	0.0	0.0	0.0
Casual Jeans/Cords	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Jumper/Jumpsuit	0.0	5.6	0.0	0.0	0.0	0.0	0.0
Nightattire	0.0	3.7	0.0	0.0	0.0	0.0	0.0
Lingerie	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Textile Related/Blanket	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shoes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weatherwear/Coat/Parka	0.0	0.0	8.3	0.0	0.0	0.0	8.3
Vest	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knickers	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Combination Outfits	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawl	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 6 -- Continued
Sale Garment Prices for Total Group

Garment Type	$70.01-$75	$75.01-$80	$80.01-$85	$85.01-$90	$90.01-$95	$95.01-$100	>$100
Shorts/Culottes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dress Slacks/Trousers	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jacket/Blazer	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Skirt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blouse/Shirt	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Cardigan/Pullover Sweater	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dress	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Suit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swimwear	0.0	0.0	0.0	0.0	0.0	0.0	0.0
T-Shirt/Top	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Track Suit/Sweat Suit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Casual Jeans/Cords	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jumper/Jumpsuit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nightattire	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lingerie	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Textile Relat/Blanket	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shoes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weatherwear/Coat/Parka	0.0	0.0	0.0	8.3	0.0	0.0	8.3
Vest	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knickers	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Combination Outfits	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawl	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 7

Wear Estimates for Garments -- Days per One Week

Garment Type	1	2	3	4	5	6	7
Shorts/Culottes	52.1%	23.9%	11.3%	4.2%	8.5%	0.0%	0.0%
Dress Slacks/Trousers	45.3	36.9	12.7	3.0	1.7	0.4	0.0
Jacket/Blazer	47.1	29.3	10.7	4.3	3.6	0.7	4.3
Skirt	63.7	25.9	8.3	2.1	0.0	0.0	0.0
Blouse/Shirt	55.9	31.0	8.5	1.4	1.4	0.5	1.2
Cardigan/Pullover Sweater	41.8	43.9	6.6	3.6	2.0	0.0	2.0
Dress	69.0	22.4	6.9	0.5	1.7	0.0	0.0
Suit	58.8	11.8	5.9	17.6	5.9	0.0	0.0
Swimwear	0.0	28.6	28.6	21.4	21.4	0.0	0.0
T-Shirt /Top	55.1	34.7	6.4	0.4	1.3	0.0	2.1
Track Suit/Sweat Suit	49.1	40.0	7.3	0.0	1.8	1.8	0.0
Casual Jeans/Cords	32.5	44.8	12.3	4.2	3.5	0.2	2.6
Jumper/Jumpsuit	58.1	38.7	3.2	0.0	0.0	0.0	0.0
Nightattire	20.5	22.7	29.5	18.2	2.3	0.0	6.8
Lingerie	52.4	32.3	8.7	1.6	1.2	0.0	3.9
Textile Related/Blanket	50.0	0.0	0.0	0.0	50.0	0.0	0.0
Shoes	13.3	26.7	6.7	6.7	6.7	6.7	33.5
Weatherwear/Coat /Parka	33.3	13.3	26.7	0.0	6.7	0.0	20.0
Vest	55.6	33.3	11.1	0.0	0.0	0.0	0.0
Knickers	66.7	33.3	0.0	0.0	0.0	0.0	0.0
Combination Outfits	25.0	75.0	0.0	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	15.8	42.1	10.5	0.0	31.6	0.0	0.0
Hat	50.0	0.0	0.0	0.0	50.0	0.0	0.0
Shawl	75.0	25.0	0.0	0.0	0.0	0.0	0.0

Table 8

Wear Estimates for Garments -- Months per One Year

Garment Type	1	2	3	4	5	6
Shorts/Culottes	0.0%	5.6%	9.9%	19.7%	7.0%	5.6%
Dress Slacks/Trousers	5.9	3.8	2.5	7.2	12.7	16.5
Jacket/Blazer	0.7	2.1	7.0	10.5	11.9	18.9
Skirt	0.5	5.6	9.6	8.6	6.6	17.8
Blouse/Shirt	1.4	6.1	6.1	8.2	5.7	13.4
Cardigan/Pullover Sweater	0.0	1.0	2.0	7.5	4.5	23.0
Dress	0.0	6.8	5.1	28.8	10.2	8.5
Suit	0.0	5.9	0.0	0.0	0.0	23.5
Swimwear	0.0	14.3	21.4	14.3	7.1	7.1
T-Shirt /Top	0.0	3.0	6.0	6.8	6.8	16.6
Track Suit/Sweat Suit	0.0	1.8	1.8	1.8	0.0	9.1
Casual Jeans/Cords	0.0	0.5	0.9	4.0	1.6	11.3
Jumper/Jumpsuit	0.0	10.0	3.3	36.7	6.7	6.7
Nightattire	0.0	2.0	6.0	4.0	6.7	14.0
Lingerie	0.0	0.0	1.2	1.2	0.0	19.3
Textile Related/Blanket	0.0	0.0	0.0	0.0	0.8	0.0
Shoes	0.0	0.0	6.7	6.7	50.0	20.0
Weatherwear/Coat /Parka	0.0	0.0	0.0	23.5	6.0	17.6
Vest	0.0	0.0	0.0	0.0	41.2	0.0
Knickers	0.0	0.0	6.7	0.0	11.1	13.3
Combination Outfits	0.0	0.0	0.0	0.0	13.3	75.0
Non-Apparel/Umbrella	0.0	0.0	0.0	7.1	0.0	0.0
Hat	0.0	0.0	0.0	0.0	7.1	0.0
Shawl	0.0	0.0	33.3	0.0	50.0	66.7

Table 8 -- Continued

Wear Estimates for Garments -- Months per One Year

Garment Type	7	8	9	10	11	12
Shorts/Culottes	15.5%	9.9%	8.5%	7.0%	0.0%	11.3%
Dress Slacks/Trousers	13.9	11.8	6.3	9.7	0.4	9.3
Jacket/Blazer	16.1	14.0	8.4	6.3	0.0	4.2
Skirt	12.2	15.7	6.1	7.6	1.0	8.6
Blouse/Shirt	7.5	17.5	7.0	14.1	1.1	11.8
Cardigan/Pullover Sweater	7.5	15.5	7.5	16.0	0.5	15.0
Dress	0.0	25.4	1.7	6.8	3.4	3.4
Suit	0.0	35.3	23.5	0.0	0.0	11.8
Swimwear	28.6	0.0	7.1	0.0	0.0	0.0
T-Shirt/Top	5.1	14.5	12.3	16.6	0.9	11.5
Track Suit/Sweat Suit	9.1	34.5	3.6	12.7	0.0	25.5
Casual Jeans/Cords	5.2	15.8	15.3	21.3	2.3	22.0
Jumper/Jumpsuit	13.3	23.3	0.0	0.0	0.0	0.0
Nightattire	6.0	18.0	20.0	16.0	4.0	10.0
Lingerie	13.7	12.9	4.0	11.2	0.8	34.9
Textile Related/Blanket	50.0	0.0	0.0	0.0	0.0	0.0
Shoes	0.0	20.0	13.3	13.3	0.0	20.0
Weatherwear/Coat /Parka	0.0	0.0	17.6	0.0	0.0	0.0
Vest	11.1	33.3	33.3	11.1	0.0	0.0
Knickers	6.7	13.3	13.3	0.0	20.0	13.3
Combination Outfits	0.0	0.0	25.0	0.0	0.0	0.0
Non-Apparel/Umbrella	7.1	14.3	7.1	0.0	14.3	42.9
Hat	50.0	0.0	0.0	0.0	0.0	0.0
Shawl	0.0	0.0	0.0	0.0	0.0	0.0

Frequencies for garment wear estimates, in years, were similarly calculated for the total group (Table 9). For each garment type, responses ranged from 1/4 of a year to 20 years; however, the most frequent response was 2 years which applied to shorts, slacks, shirts, blouses, cardigans, dresses, t-shirts, joggers, knickers, and hats. The second most frequent response was 1 year and applied to swimwear, jeans, jumpers, nightattire, lingerie, shoes, combination outfits, and non-apparel.

Wear estimates reported by children's wear and misses' sportswear respondents will be discussed in Section I.

G. Quality Ratings for Garments

Frequencies for the garment quality ratings, based on responses to questionnaire item 6 for the total group, were calculated. These figures are presented in Table 10. For the individual garment types, most were assigned a medium quality rating, with the exception of shirts, lingerie, vests, and combination outfits where a high quality rating was assigned. Suits and textile related items shared equally (50%) medium and high quality ratings.

Quality ratings reported by children's wear and misses' sportswear respondents will be discussed in Section I.

H. Analysis of Likert Scale Questionnaire Items

Table 11 presents the frequencies and means for the total group to questionnaire items 7 (a) to (h), and 8 through 24 (r). Frequencies and means for the same questionnaire items, but separated into children's wear and misses' sportswear responses appear in Appendix E, Tables E1 and E2, respectively.

For the total group (Table 11), results for many items indicate neither agreement nor disagreement. Of particular note, however, are the stronger agreement or disagreement with questionnaire items 9-24 (e), (h), (l), and (q). Apparently, consumers are concerned with the fit of garments; and define quality as: garments which are neatly finished;

Table 9

Wear Estimates for Garments -- Years

Garment Type	1/4	1/3	1/2	3/4	1	1 1/4	1 1/2	1 3/4	2
Shorts/Culottes	0.0	0.0	1.4	0.0	27.5	0.0	0.0	0.0	3.
Dress Slacks/Trousers	0.4	0.0	1.7	0.0	17.4	0.4	8.5	0.0	30.
Jacket/Blazer	0.0	1.5	0.0	0.0	5.2	0.0	2.2	0.0	2
Skirt	0.0	0.0	0.0	0.0	4.9	0.0	0.0	0.0	26.6
Blouse/Shirt	0.0	0.0	1.2	0.0	20.8	0.5	3.8	0.0	34.1
Cardigan/Pullover/Sweater	0.5	1.0	0.5	2.5	24.9	1.5	7.1	0.0	33.0
Dress	0.0	0.0	0.0	0.0	26.4	7.5	0.0	0.0	43.4
Suit	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	35.3
Swimwear	0.0	0.0	0.0	0.0	50.0	0.0	7.1	0.0	35.7
T-Shirt/Top	0.4	0.0	1.8	0.0	30.0	0.9	2.6	0.0	43.6
Track Suit/Sweat Suit	0.0	0.0	3.7	0.0	35.2	6.0	5.6	0.0	38.9
Casual Jeans/Cords	0.6	0.9	3.2	2.0	44.8	0.7	5.4	0.2	29.7
Jumper/Jumpsuit	0.0	0.0	0.0	0.0	63.3	0.0	13.3	0.0	20.0
Nightattire	0.0	0.0	0.0	0.0	57.1	4.8	0.0	0.0	26.2
Lingerie	0.4	0.0	4.5	0.8	55.7	1.7	6.2	0.0	21.5
Textile Related/Blanket	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shoes	13.3	6.7	13.3	0.0	40.0	0.0	6.7	0.0	13.3
Weatherwear/Coat/Parka	0.0	0.0	0.0	20.0	13.3	0.0	6.7	0.0	13.3
Vest	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knickers	7.1	0.0	0.0	21.4	21.4	0.0	0.0	0.0	50.0
Combination Outfits	0.0	0.0	25.0	0.0	75.0	0.0	0.0	0.0	50.0
Non-Apparel/Umbrella	0.0	0.0	0.0	0.0	45.0	0.0	0.0	0.0	0.0
Hat	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	50.0
Shawl	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.0

Continued ....

Table 9 -- Continued

Wear Estimates for Garments -- Years

Garment Type	2½	3	3½	4	4½	5	5½	6	7
Shorts/Culottes	1.4%	14.5%	1.4%	11.6%	0.0%	2.9%	0.0%	0.0%	0.0%
Dress Slacks/Trousers	0.8	17.4	1.3	4.2	0.8	14.4	0.4	1.3	0.0
Jacket/Blazer	2.2	14.8	1.5	5.9	3.0	30.4	0.7	3.0	0.0
Skirt	2.7	18.5	3.3	8.7	1.6	27.2	0.0	2.2	0.0
Blouse/Shirt	2.4	19.3	1.4	5.3	0.2	6.7	0.0	1.0	0.0
Cardigan/Pullover Sweater	3.0	7.1	0.5	6.6	0.0	7.6	0.0	1.5	0.0
Dress	5.7	5.7	3.8	0.0	0.0	7.5	0.0	0.0	0.0
Suit	0.0	29.4	0.0	11.8	5.9	5.9	5.9	5.9	0.0
Swimwear	0.0	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
T-Shirt/Top	3.5	7.0	2.6	2.2	0.0	4.8	0.0	0.4	0.0
Track Suit/Sweat Suit	1.9	1.9	3.7	5.6	0.0	1.9	0.0	1.9	0.0
Casual Jeans/Cords	1.5	5.2	0.4	2.2	0.0	2.2	0.0	0.6	0.0
Jumper/Jumpsuit	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nightattire	4.8	4.8	0.0	2.4	0.0	0.0	0.0	0.0	0.0
Lingerie	1.2	3.7	0.8	5.0	0.0	0.0	0.0	0.4	0.0
Textile Related/Blanket	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0
Shoes	0.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weatherwear/Coat /Parka	6.7	0.0	0.0	6.7	6.7	26.7	0.0	0.0	0.0
Vest	0.0	11.1	0.0	0.0	33.3	22.2	0.0	0.0	0.0
Knickers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Combination Outfits	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	5.0	10.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0
Hat	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawl	0.0	0.0	0.0	50.0	0.0	25.0	0.0	0.0	0.0

Continued ...

Table 9 -- Continued

Wear Estimates for Garments -- Years

Garment Type	8	10	12	15	17½	20
Shorts/Culottes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dress Slacks/Trousers	0.0	0.0	0.0	0.0	0.0	0.0
Jacket/Blazer	0.0	2.2	0.0	0.0	0.7	2.2
Skirt	0.0	2.7	0.0	0.0	0.0	1.6
Blouse/Shirt	0.2	2.1	0.0	0.2	0.0	0.7
Cardigan/Pullover Sweater	1.0	0.5	0.5	0.0	0.0	0.5
Dress	0.0	0.0	0.0	0.0	0.0	0.0
Suit	0.0	0.0	0.0	0.0	0.0	0.0
Swimwear	0.0	0.0	0.0	0.0	0.0	0.0
T-Shirt /Top	0.0	0.0	0.0	0.0	0.0	0.0
Track Suit/Sweat Suit	0.2	0.0	0.2	0.0	0.0	0.0
Casual Jeans/Cords	0.3	0.0	0.0	0.0	0.0	0.0
Jumper/Jumpsuit	0.0	0.0	0.0	0.0	0.0	0.0
Nightattire	0.0	0.0	0.0	0.0	0.0	0.0
Lingerie	0.0	0.0	0.0	0.0	0.0	0.0
Textile Related/Blanket	0.0	0.0	0.0	0.0	0.0	0.0
Shoes	0.0	0.0	0.0	0.0	0.0	0.0
Weatherwear/Coat /Parka	0.0	0.0	0.0	0.0	0.0	0.0
Vest	0.0	0.0	0.0	0.0	0.0	33.3
Knickers	0.0	0.0	0.0	0.0	0.0	0.0
Combination Outfits	0.0	0.0	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	0.0	0.0	0.0	0.0	0.0	0.0
Hat	0.0	0.0	0.0	0.0	0.0	0.0
Shawl	0.0	0.0	0.0	0.0	0.0	0.0

Table 10

Quality Ratings for Garments

Garment Type	Rating		
	Low	Medium	High
	1	2	3
Shorts/Culottes	7.7 %	60.3 %	32.1 %
Dress Slacks/Trousers	1.2	57.7	41.1
Jacket/Blazer	2.8	50.4	46.8
Skirt	1.0	44.4	54.5
Blouse/Shirt	0.7	51.1	48.2
Cardigan/Pullover Sweater	0.5	60.3	39.2
Dress	0.0	66.7	33.3
Suit	0.0	50.0	50.0
Swimwear	0.0	64.3	35.7
T-Shirt /Top	2.1	55.7	42.2
Track Suit/Sweat Suit	0.0	69.5	30.5
Casual Jeans/Cords	1.9	49.7	48.4
Jumper/Jumpsuit	6.5	54.8	38.7
Nightattire	0.0	54.2	45.8
Lingerie	4.5	43.4	52.1
Textile Related/Blanket	0.0	50.0	50.0
Shoes	0.0	33.3	66.7
Weatherwear/Coat /Parka	5.9	64.7	29.4
Vest	0.0	36.4	63.6
Knickers	0.0	53.3	46.7
Combination Outfits	0.0	25.0	75.0
Non-Apparel/Umbrella	0.0	75.0	25.0
Hat	0.0	100.0	0.0
Shawl	0.0	60.0	40.0

Table 11

Frequencies for Total Group -- Scale Questions

Question	Strongly Disagree 1	Disagree 2	Neither Agree nor Disagree 3	Agree 4	Strongly Agree 5	Mean
7. I decided to buy the garment(s) today because:						
(a) the garment(s) was(were) fashionable	8.2%	5.3%	18.8%	52.9%	14.9%	3.61
(b) the price(s) was(were) agreeable	1.6	5.4	8.9	51.8	32.3	4.08
(c) I liked the colour(s)	1.7	1.2	10.3	59.4	27.4	4.10
(d) the garment(s) is(are) well made	1.0	1.9	23.2	55.1	18.8	3.89
(e) the garment(s) is(are) easy-to-care for	1.2	7.6	19.3	52.1	19.8	3.82
(f) I usually buy this brand	15.2	24.9	33.2	20.0	6.7	2.78
(g) the quality of the garment(s) is good	0.7	2.4	16.3	64.6	15.9	3.92
(h) I'm familiar with the fibre content	6.4	8.4	23.3	45.0	17.0	3.58

Table 11 -- Continued

Frequencies for Total Group -- Scale Questions

Question	1	2	3	4	5	Mean
8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.	34.9%	38.8%	14.6%	9.0%	2.7%	2.06
9. I am more concerned in style than fit.	53.8	27.0	4.8	1.9	2.4	1.62
10. If I want a durable garment, I expect to have to pay more for it.	4.1	14.6	12.2	50.6	18.5	3.65
11. The ease-of-care of a garment is more important than price.	13.3	44.1	28.3	12.6	1.7	2.45
12. Garment quality is more important than price.	3.2	20.8	26.2	39.6	10.3	3.33

Continued....

Table 11 -- Continued

Frequencies for Total Group -- Scale Questions

Question	1	2	3	4	5	Mean
13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.	11.7%	29.9%	12.2%	34.8%	11.4%	3.04
14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	6.1	11.7	12.0	37.1	33.2	3.80
15. I am able to find good quality garments from most retail stores.	3.4	21.1	16.0	52.4	7.0	3.39
16. A good word to describe the quality of garments on today's market is "substandard"	3.2	36.3	33.8	19.9	6.9	2.91
17. I can tell the quality of a garment by touching it.	3.9	20.4	25.1	43.8	6.8	3.29
18. These days, if you want a better quality garment, you have to pay more for it.	1.4	15.7	10.4	57.5	15.0	3.69

Table 11 -- Continued

Frequencies for ... Group -- Scale Questions

Question	1	2	3	4	5	Mean
19. I believe that most retailers have certain standards of quality for their garments.	2.9%	12.9%	23.6%	54.9%	6.6%	3.48
20. Garment quality is more important than ease-of-care.	1.2	20.8	28.5	44.2	5.3	3.31
21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	16.8	54.3	14.6	13.8	0.5	2.27
22. In terms of their merchandise quality, all department stores are the same.	21.1	49.8	10.2	17.2	1.7	2.29
23. "Garment durability" and "garment quality" mean the same thing.	15.5	53.4	10.3	19.8	1.0	2.37

Table 11 -- Continued

Frequencies for Total Group -- Scale Questions

Question	1	2	3	4	5	Mean
24. To me, quality means:						
(a) a garment will be expensive	9.4%	45.0%	22.4%	20.4%	2.8%	2.62
(b) a garment will wear for a long time	0.8	3.5	5.3	72.4	18.1	4.04
(c) a garment will be easy to care for	2.3	21.2	26.7	40.4	9.3	3.33
(d) a garment will not shrink nor stretch	0.5	7.0	6.5	58.1	27.8	4.06
(e) a garment will be neatly finished (i.e. no loose threads, finished seams, etc.)	0.4	0.4	0.8	45.2	53.1	4.50
(f) a garment will be comfortable	2.1	7.6	10.9	52.5	26.9	3.95
(g) a garment which is 'one of a kind', not mass produced	12.4	42.5	29.6	12.0	3.4	2.52
(h) a garment's seams will not fall apart	0.4	0.4	1.7	40.3	57.1	4.53
(i) a garment will be made from fabrics of natural fibres (i.e. cotton, wool, linen, silk)	3.4	28.7	27.0	27.4	13.5	3.19

Continued....

Table 11 -- Continued

Frequencies for Total Group -- Scale Questions

Question	1	2	3	4	5	Mean
(j) a garment will be fashionable	3.0%	9.7%	31.6%	48.5%	7.2%	3.47
(k) a garment will fit without alterations	5.0	31.5	29.8	27.7	5.9	2.98
(l) a garment will survive washing or cleaning	0.8	2.5	2.1	47.7	46.9	4.37
(m) a brand name	10.1	27.3	37.0	22.7	2.9	2.81
(n) a garment of classic style	3.8	14.1	28.6	38.9	14.5	3.46
(o) haute couture or high fashion	11.3	41.3	30.4	12.6	4.3	2.57
(p) a garment that will live to be a "hand-down"	2.7	9.3	23.1	45.1	19.8	3.70
(q) a garment that doesn't change colour (i.e. fade, run, bleed, rub off, etc.)	0.8	2.1	5.4	44.0	47.7	4.36
(r) a designer label	14.7	40.9	32.8	10.8	0.9	2.42

garments with seams that will not fall apart; garments that will survive care; and garments that do not change in colour. Findings from the children's wear respondents (Table E 1) are similar to those for the total group, with the possible exception of a higher number of responses in agreement with questionnaire item 7 (b) which cites price as a purchase decision factor. It would appear that a strong reason for garment purchases within the children's wear department, is price. For the misses' sportswear departments (Table E2), findings are also similar to the total group.

Written responses to questionnaire items 7 (i) and 24(s) were recorded individually and organized according to topic. Few respondents indicated the "degree" of their opinion on the Likert scale to these questions; therefore, simple percentages, based on response and the assumption of overall agreement, were calculated for these items. These figures are presented in Tables 12 and 13. For the total group and the children's wear respondents, the most frequent response to questionnaire item 7 (i) was "special need" (Table 12). School, in particular, was most frequently cited by children's wear respondents as the special need or upcoming event. For purchasers of misses' sportswear, the most frequent number of responses were recorded in three categories; need for school or special event; cut or fit; and, versatility or co-ordination features.

Questionnaire item 24 (s) examined the respondent's definition of quality. Of those who responded to the question from the total group, standard sizing was most frequently identified as a determinant of quality (Table 13). Standard sizing was also most frequently mentioned by the children's wear respondents. Misses' sportswear respondents, however, mentioned garment construction as their quality criterion.

I. Analysis of Exploratory Questions

The exploratory questions were answered according to the proposed analysis of data outlined in Chapter 3.

Question 1. Do consumers of children's wear and consumers of sportswear differ in their definitions of quality?
Definitions of quality were measured by questionnaire items 23 and 24. The means for the children's wear and misses' sportswear variables, and the eta es for each question,

Table 12

Additional Reasons Specified for Garment Purchase:

Questionnaire Item 7 (1)

Specified Reason	Response Group		
	Total	Children's Wear	Misses' Sportswear
Advertising	2.2 %	1.9 %	2.5 %
Brand	4.3	5.8	2.5
Canadian Made	1.1	1.9	0.0
Colour	2.2	1.9	2.5
Comfort or Warmth Related	1.1	0.0	2.5
Cut or Fit	16.3	11.5	22.5
Eaton's Name	4.3	7.7	0.0
Fabric	1.1	0.0	2.5
Gift	1.1	1.9	0.0
Impulse Purchase	2.2	1.9	2.5
Need for School or Special Event	26.1	28.8	22.5
Practicality or Durability Features	2.2	3.8	0.0
Pressure from Co-Shopper	4.3	7.7	0.0
Protection or Safety Related	1.1	1.9	0.0
Sale or Price Related	12.0	15.4	7.5
Style or Design	8.7	7.7	10.0
Versatility or Co-ordination Features	9.8	0.0	22.5

Table 13

nal Quality Definitions Specified by Respondents:
Questionnaire Item 24 (s)

Response Group

	Total	Children's Wear	Misses' Sportswear
	4.0 %	6.7 %	0.0 %
	4.0	6.7	0.0
	4.0	0.0	10.0
	24.0	6.7	50.0
	8.0	6.7	10.0
	8.0	13.3	0.0
	4.0	6.7	0.0
	32.0	40.0	20.0
	12.0	13.3	10.0

were calculated. These figures appear in Table 14. Similarities between the two means are noted in all cases; however, slightly elevated eta values are noted in the responses to questionnaire items 23, 24 (g), (h) (i), (n), and (p).

Although findings do not indicate major differences in definitions of quality between consumers of children's wear and consumers of misses' sportswear; children's wear respondents do appear to have associated quality more with garment durability and hand-me-downs, while misses' sportswear respondents appear to have associated quality with uniqueness, garment construction, fibre content, and classic style.

Question 2. Is there a difference between consumers of ladies' sportswear and consumers of children's wear in the importance of quality relating to:

(a) ready-to-wear apparel purchases in general;

(b) a specific ready-to-wear apparel purchase?

The importance of quality relating to ready-to-wear apparel purchases in general was measured by questionnaire items 9, 11, 12, 13, and 20; and the importance of quality to a specific ready-to-wear apparel purchase was measured by questionnaire item 7 (g). The means and eta value for each item are presented in Table 15.

Similarities between the two means are noted in all cases; and, eta values for each question are also similar, with the exception of items 12, 13, and 20. The slightly elevated eta values for these items indicate garment "quality" was somewhat more important to purchasers of misses' sportswear; while price and ease-of-care were somewhat more important factors to purchasers of children's wear. Misses' sportswear respondents also indicated a relatively low importance of garment fashionability as a major factor in the frequency of garment wear (Questionnaire Item 13).

Findings do not suggest great differences between consumers of ladies sportswear and consumers of children's wear in the importance of quality relating to ready-to-wear apparel purchases specifically; however, in general, quality appears to be slightly more important to the misses' sportswear respondent.

Question 3. Is there a difference between consumers of ladies' sportswear and consumers of children's wear in their perception of quality relating to:

Table 14

Definitions of Quality

Question	Variable	Mean	Eta
23. "Garment durability" and "garment quality" mean the same thing.	Children's Wear	2.60	0.21
	Misses' Sportswear	2.17	
24. To me, quality means:			
(a) a garment will be expensive	Children's Wear	2.60	0.03
	Misses' Sportswear	2.65	
(b) a garment will wear for a long time	Children's Wear	4.05	0.01
	Misses' Sportswear	4.03	
(c) a garment will be easy to care for	Children's Wear	3.37	0.04
	Misses' Sportswear	3.29	
(d) a garment will not shrink nor stretch	Children's Wear	4.07	0.01
	Misses' Sportswear	4.05	
(e) a garment will be neatly finished (i.e. no loose threads, finished seams, etc.)	Children's Wear	4.45	0.09
	Misses' Sportswear	4.56	
(f) a garment will be comfortable	Children's Wear	3.88	0.08
	Misses' Sportswear	4.03	
(g) a garment which is 'one of a kind', not mass produced	Children's Wear	2.34	0.20
	Misses' Sportswear	2.73	

Table 14 -- Continued

Definitions of Quality

Question	Variable	Mean	Eta
(h) a garment's seams will not fall apart	Children's Wear Misses' Sportswear	4.47 4.62	0.13
(i) a garment will be made from fabrics of natural fibres (i.e. cotton, wool, linen, silk)	Children's Wear Misses' Sportswear	2.95 3.48	0.24
(j) a garment will be fashionable	Children's Wear Misses' Sportswear	3.48 3.46	0.01
(k) a garment will fit without alterations	Children's Wear Misses' Sportswear	3.01 2.95	0.03
(l) a garment will survive washing or cleaning	Children's Wear Misses' Sportswear	4.37 4.38	0.01
(m) a brand name	Children's Wear Misses' Sportswear	2.83 2.79	0.02
(n) a garment of classic style	Children's Wear Misses' Sportswear	3.28 3.69	0.20

Table 14 -- Continued

Definitions of Quality

Question	Variable	Mean	Eta
(o) haute couture or high fashion	Children's Wear Misses' Sportswear	2.65 2.48	-0.09
(p) a garment that will live to be a hand-me-down	Children's Wear Misses' Sportswear	3.86 3.49	0.19
(q) a garment that doesn't change in color (i.e. fade, run, bleed, rub off, et.)	Children's Wear Misses' Sportswear	4.32 4.40	0.05
(r) a designer label	Children's Wear Misses' Sportswear	2.37 2.49	0.06

Table 15

Importance of Quality

Question	Variable	Mean	Eta
7. I decided to buy the garment(s) today because:			
(8) the quality of the garment(s) is good.	Children's Wear / Misses' Sportswear	.92 / 3.91	0.02
9. I am more concerned in the style than fit.	Children's Wear / Misses' Sportswear	1.61 / 1.64	0.02
11. The ease-of-care of a garment is more important than its durability.	Children's Wear / Misses' Sportswear	2.38 / 2.53	0.06
12. Garment quality is more important than price.	Children's Wear / Misses' Sportswear	3.19 / 3.47	0.14
13. I still have garment(s) in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.	Children's Wear / Misses' Sportswear	3.14 / 2.95	0.10
20. Garment quality is more important than ease-of-care.	Children's Wear / Misses' Sportswear	3.23 / 3.39	0.10

(a) ready-to-wear apparel purchases in general;

(b) a specific ready-to-wear apparel purchase?

Perceptions of quality relating to ready-to-wear apparel purchases in general were measured by questionnaire items 15, 16, 17, 18, and 22; and perception of quality to a specific ready-to-wear apparel purchase was measured by questionnaire item 6. The means or percentages for the children's wear and misses' sportswear variables and, where appropriate, the eta value for each question, were calculated. These figures appear in Tables 16 and 17.

Similarities in quality ratings are noted between the children's wear respondents and the misses' sportswear respondent (Table 16). Garments were most frequently assigned medium quality ratings, regardless of department. Likewise, similarities between the two means and low eta values are noted in all cases (Table 17), with the exception of questionnaire item 17 where a slightly higher eta value is noted. Misses' sportswear respondents were slightly more apt to perceive garment quality through touch.

Findings do not support speculations that differences exist between consumers of ladies' sportswear and consumers of children's wear in their perceptions of quality relating to ready-to-wear apparel purchases, neither in general, nor specifically.

Question 4. Is there a difference between the consumers of ladies' sportswear and the consumers of children's wear in their expectations of quality relating to:

(a) ready-to-wear apparel purchases in general;

(b) a specific ready-to-wear apparel purchase?

Expectations of quality relating to ready-to-wear apparel purchases in general were measured by questionnaire items 8, 10, 14, 19, and 21; and expectation of quality for a specific ready-to-wear apparel purchase was measured by questionnaire item 5. The means or modes for the children's wear and misses' sportswear variables and where appropriate, the eta value for each question, were calculated. These figures appear in Tables 18 and 19.

Wear estimates, in days per week (Table 18), indicate most children's wear respondents expected garment wear of 1 to 2 days per week, while most misses' sportswear respondents expected garment wear of 1 day per week. Frequencies for

Table 16

Garment Quality Ratings by Department

Questionnaire Item 6.

Garment Type	Low		Medium		High	
	Children's Wear	Misses' Sportswear	Children's Wear	Misses' Sportswear	Children's Wear	Misses' Sportswear
Shorts/Culottes	11.5%	0.0%	51.9%	76.9%	36.5%	23.1%
Dress Slacks/Trousers	0.9	1.6	59.1	56.3	40.0	42.1
Jacket/Blazer	3.0	2.8	60.0	47.2	36.4	50.0
Skirt	0.0	1.2	60.6	41.2	39.4	57.6
Blouse/Shirt	0.5	0.8	55.6	47.4	43.9	51.8
Cardigan/Pullover Sweater	0.8	0.0	64.6	53.2	34.6	46.3
Dress	0.0	0.0	66.7	66.7	33.3	33.3
Suit	0.0	0.0	100.0	22.2	0.0	77.8
Swimwear	0.0	0.0	50.0	83.3	50.0	16.7
T-Shirt/Top	1.6	4.5	58.5	43.2	39.9	52.3
Track Suit/Sweat Suit	0.0	0.0	67.9	100.0	32.1	0.0
Casual Jeans/Cords	1.5	4.6	48.8	56.9	49.6	38.5
Jumper/Jumpsuit	6.7	0.0	56.7	0.0	36.7	100.0
Nightattire	0.0	0.0	54.2	0.0	45.8	0.0
Lingerie	4.8	0.0	40.6	92.9	54.6	7.1
Textile Related/Blanket	0.0	0.0	50.0	0.0	50.0	0.0
Shoes	0.0	0.0	33.3	0.0	66.7	0.0
Weatherwear/Coat/Parka	9.1	0.0	63.6	66.7	27.3	33.3
Vest	0.0	0.0	0.0	36.4	0.0	63.6
Knickers	0.0	0.0	53.3	0.0	46.7	0.0
Combination Outfits	0.0	0.0	25.0	0.0	75.0	0.0
Non-Apparel/Umbrella	0.0	0.0	72.2	100.0	27.8	0.0
Hat	0.0	0.0	0.0	100.0	0.0	0.0
Shawl	0.0	0.0	0.0	60.0	0.0	40.0

Table 17

Perceptions of Quality

Question	Variable	Mean	Eta
15. I am able to find good quality garments from most retail stores.	Children's Wear Misses' Sportswear	3.43 3.35	0.04
16. A good word to describe the quality of garments on today's market is "substandard".	Children's Wear Misses' Sportswear	2.93 2.89	0.02
17. I can tell the quality of a garment touching it.	Children's Wear Misses' Sportswear	3.19 3.39	0.10
18. These days, if you want a better quality garment, you have to pay more for it.	Children's Wear Misses' Sportswear	3.67 3.71	0.02
22. In terms of their merchandise quality, all department stores are the same.	Children's Wear Misses' Sportswear	2.27 2.30	0.01

Table 18

Garment Wear Estimates Per Department --Modes

Questionnaire Item 5.

Garment Type	Days per week		Months per year		Years	
	Children's Wear	Misses' Sportswear	Children's Wear	Misses' Sportswear	Children's Wear	Misses' Sportswear
Shorts/Culottes	1	1	4	4,5	2	3
Dress Slacks/Trousers	2	1	6	5,6	2	2,3
Jacket/Blazer	1,2	1	10	6	2	5
Skirt	1,2	1	8	6	2	5
Blouse/Shirt	2	-	8	10	1	3
Cardigan/Pullover Sweater	2	1	6	8	1	2
Dress	1	1	8	4	2	2
Suit	1	-	8	6,9	2	3
Swimwear	2,3	4	3	4,7	1	2
T-Shirt/Top	1	1	6	2,12	2	2
Track Suit/Sweat Suit	1	-	8	8,10	2	2
Casual Jeans/Cords	2	-	10	12	1	2.5,3.5
Jumper/Jumpsuit	1	3	8	8	1	3
Nightattire	3	-	9	8	1	3
Lingerie	1	2	6	8	1	-
Textile Related/Blanket	1,5	-	5,7	-	1	1
Shoes	7	-	8,12	-	3,7	-
Weatherwear/Coat/Parka	3,7	1	4,6,9	5	3/4	5
Vest	-	1	-	8,9	-	4.5,20
Knickers	1	-	11	-	2	-
Combination Outfits	2	-	6	-	1	-
Non-Apparel/Umbrella	2	1,5	12	5,7	1	2,2.5
Hat	-	1,5	-	5,7	-	2,2.5
Shawl	-	1	-	6	-	4

Table 19

Expectations of Quality

Question	Mean	Eta
8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time. Children's Wear Misses' Sportswear	2.09 2.03	0.03
10. If I want a durable garment, I expect to have to pay more for it. Children's Wear Misses' Sportswear	3.57 3.72	0.07
14. If I were to purchase a garment with a designer, then I would expect a garment [of supe]rior quality. Children's Wear Misses' Sportswear	3.73 3.86	0.06
19. I believe that most retailers have certain standards of quality for their garments. Children's Wear Misses' Sportswear	3.43 3.54	0.06
21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent. Children's Wear Misses' Sportswear	2.51 2.04	0.25

garment wear estimates, in months per year, ranged from 1 to 12 months. Most children's wear respondents expected garment wear of 8 months per year, while most misses' sportswear respondents expected garment wear of either 5 or 8 months per year. Frequencies for garment wear estimates in years ranged from 3/4 of a year to 7 years for children's wear respondents, and from 1 year to 20 for misses' sportswear respondents. Most children's wear respondents indicated garment wear of 1 or 2 years. The most frequent misses' sportswear response indicated garment wear of 2 to 3 years.

Where tested, similarities between the two means and low eta values are noted in all cases (Table 19) with the exception of questionnaire item 21, where a considerably higher eta value is noted. Children's wear respondents appear to have expected garment shrinkage at the point-of-purchase more often than misses' sportswear respondents.

Specifically, children's wear respondents expected slightly mor   quent garment wear in days per week and months per year, whereas the misses' spor   wear respondents expected to wear their garments for more years. In general, except for garment shrinkage, research findings do not indicate a major difference between consumers of ladies' sportswear and consumers of children's wear in their expectations of quality relating to ready-to-wear apparel purchases.

Question 5. Are there any differences in importance of quality, perceptions of quality, and expectations of quality, among purchasers of ladies' sportswear who vary on:

a. age,

b. family description,

c. employment status,

d. education,

e. store (branch),

f. end use of garment,

g. garment price, and

h. garment type?

Means or modes for each category of independent variable, and eta values where appropriate, were determined for each group of questionnaire items: importance of quality, perceptions of quality, and expectations of quality. Findings for the three major

groups, importance, perception, and expectations will be discussed individually, beginning with importance.

Eta values indicating associations between the independent variables and **importance of quality** appear in Table 20, while more details are presented in Appendix F, Tables F1 to F6. For the variable **age**, the greatest variance in importance is noted in the responses to questionnaire items 11, 13, and 20. In response to questionnaire item 11, with the exception of those of 60 years and over, ease of garment care appears to gain importance with age. In response to questionnaire item 13, individuals of 18 to 24 years, 25 to 31 years, 32 to 38 years, and 46 yo 52 years are slightly more apt to have apparel in their wardrobes which they do not wear due to the out-dated fashions. In response to questionnaire item 20, the means range from 2.96 to 4.00, reported by those in the age categories 39 to 45, and 11 and under, respectively (Table F1).

The greatest variance in importance of quality to those who differ on **family description** are noted by the responses to questionnaire item 7 (g). The means range from 3.00, reported by single parents with children still at home, to 4.04, reported by couples with children no longer at home (Table F2). In terms of **employment status**, the greatest variance in means appear in the responses to questionnaire item 9 (Table F3); and for **education**, the greatest variance appear in response to questionnaire items 7 (g) and 20 (Table F4).

For respondents who differ on **store** (branch) of purchase origin, the greatest variance is noted in the responses to questionnaire item 7 (g). Individuals who made purchases from Scarborough Town Centre agreed to the statement more frequently than others (Table F5).

Eta values for **garment end use** were unavailable due to the nature of data; therefore, comparisons for this independent variable, in all instances, will be based on means. The means reflect the greatest variance in response to questionnaire item 11. The means ranged from 1.00, reported by repondents who purchased the item as a gift for a friend, to 3.00, reported by individuals who purchased the item as a gift for a member of their family (Table F6).

Table 20

Importance of Quality to Purchasers of Misses' Sportswear: Eta Values

Questionnaire Items	Independent Variables					
	Age	Family Description	Employment Status	Education	Store Origin	Garment Use
7. I decided to buy the garment(s) today because:						
(g) the quality of the garment(s) is good.	0.23	0.22	0.15	0.21	0.18	—
9. I am more concerned in the style than fit.	0.16	0.22	0.16	0.19	0.09	—
11. The ease-of-care of a garment is more important than its durability.	0.23	0.19	0.12	0.12	0.08	—
12. Garment quality is more important than price.	0.19	0.08	0.08	0.16	0.12	—
13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.	0.25	0.13	0.09	0.19	0.11	—
20. Garment quality is more important than ease-of-care.	0.29	0.18	0.10	0.23	0.13	—

The modal response for each questionnaire item was calculated according to each garment price category. These findings appear in Table 21. Similarities in modes are noted between purchasers of originally priced garments and sale priced garments. There appears to be an overall consistency across all price ranges to the responses to each statement on the importance of quality. This confirms a certain degree of quality importance, regardless of garment price

Modes for each questionnaire item were calculated for each category of **garment type**. These figures are presented in Table 22. Similarities in responses were noted for each statement. There appears to be few differences in the importance of quality among types of garments purchased.

Findings suggest that, first, the importance of quality does not seem to vary according to the price paid for a garment; but may vary according to the store or branch where item was purchased. Secondly, durability is more important when garments are purchased as gifts for individuals outside the family; and, thirdly, concern with ease-of-care varies on age and education levels.

Modes and eta values for the independent variables and **perceptions of quality** appear in Tables 23 and 24, while more details are presented in Appendix G, Tables G1 to G6

In response to questionnaire item 6, individuals 11 years and under, and individuals 60 years and over, more frequently rated garment quality higher than those in other age categories. In response to the remaining questionnaire items (15, 16, 17, 18, and 22), the greatest variance in means for perceptions of quality among age groups are noted in response to questionnaire item 18. The means ranged from 2.00, reported by individuals 11 years and under, to 4.00, reported by individuals 60 and over (Table G1). Perceptions of paying more for quality appear to increase with age.

In response to questionnaire item 6, couples with no children and children no longer at home, assigned high quality ratings to their purchases. For those who differ in family description on the remaining questionnaire items, the greatest variance in perceptions of quality are noted in response to questionnaire item 15. The means range from 2.75, reported by

Table 21

Importance of Quality to Purchasers of Misses' Sportswear: Garment Prices

Questionnaire Items

Modes

Garment Prices	7(6) Original	7(6) Sale	9. Original	9. Sale	11. Original	11. Sale	12. Original	12. Sale	13. Original	13. Sale	20. Original	20. Sale
$.99 - $5	4	4	3	3	3	3	2	2	5	5	3	4
$5.01 - $10	2,3,4,5	4	1	1	2	2	4	4	2,5	2	4	4
$10.01 - $15	4	4	1	2	2	2	3	4	4	2	2,4	4
$15.01 - $20	3,4	4	1	2	2	2	4	4	1,3	4,5	3	4
$20.01 - $25	4	4	2	1	2	4	3	4	2	4,5	4	4
$25.01 - $30	4	4	1	1	2	2,3	3	3	2	5	4	4
$30.01 - $35	4	4	1	1	3	2		5	2	1,4	4	2,5
$35.01 - $40	4	4	1	1	2	2	4	1,3	2	5	4	4
$40.01 - $45	4	4	1	1	2	2	4	4	2	2	4	4
$45.01 - $50	4	5	1	2	2	1,2,3	4	4	4	4	4	4
$50.01 - $55	4	5	2	1	3	1	4	4	4	5	3,4	4
$55.01 - $60	4	-	1	-	3	-	4	-	2	-	4	-
$60.01 - $65	4,5	5	1	-	2	2	4	-	2	-	4	4
$65.01 - $70	4	-	1	-	2	2	4	4	4	4	4	-
$70.01 - $75	4	-	1	-	2	-	3,4	-	2	-	4	4
$75.01 - $80	4	-	1	-	3	-	1,2,3,5	-	4	-	4	-
$80.01 - $85	4,5	3	2	2	3	2	3	-	2	2	2	4
$85.01 - $90	4	-	-	-	3	-	3,4	2	2	-	2	-
$90.01 - $95	-	-	2	-	-	-	-	-	4	-	-	-
$95.01 - $100	4	-	2	1	2	2	4	-	1,2	-	4	4
> $100	5	5	1	1	2	2	4	4	4	4	4	4

Table 22

Importance of Quality to Purchasers of Misses' Sportswear: Garment Type

Questionnaire Items

Modes

Garment Type	7(6).	9.	11.	12.	13.	20.
Shorts/Culottes	4	1	2	3	2	4
Dress Slacks/Trousers	4	1	2	4	2,4	4
Jacket, Blazer	4	1,2	2,3	3	2	4
Skirt	4	1	2	4	2	4
Blouse/Shirt	4	1	2	4	2	4
Cardigan/Pullover Sweater	4	1	2	4	4	2
Dress	4	2	2	4	4	4
Suit	5	1	2,3	3,4	2,4	2,3
Swimwear	4	1,2	2,3	3	3	3,4
T-Shirt/Top	4	1	4	2	2	3,4
Track Suit/Sweat Suit	4	1,2	2,3	2,5	3,5	4,5
Casual Jeans/Cords	4	1	2	4	4	4
Jumper/Jumpsuit	4	1	2	4	2	4
Nightattire	1	1	1	1	1	1
Lingerie	4	3	3	2	5	3
Textile Related/Blanket	1	1	1	1	1	1
Shoes	1	1	1	1	1	1
Weatherwear/Coat /Parka	3,5	1,2	2	2,4	2,4	3
Vest	4	1	2	2	4	4
Knickers	1	1	1	1	1	1
Combination Outfits	1	1	1	1	1	1
Non-Apparel/Umbrella	4	2	2	3	4	4
Hat	4	2	2	3	4	4
Shawl	4,5	1	1,2	4,5	4,5	4,5

Table 23

Ratings of Garment Quality Among Purchasers of Misses' Sportswear

Independent Variables	Questionnaire Item 6. Modes
	How would you rate the quality of the garment(s) you just purchased Low/Medium/High
Age	
11 and under	3
12 - 17	2
18 - 24	2
25 - 31	2
32 - 38	2,3
39 - 45	2
46 - 52	2
53 - 59	2
60 and over	3
Family Description	
Single (including divorced and widowed), no children	2
Single with children still at home	2
Single with children no longer at home	2
Couple, no children	3
Couple with children still at home	2
Couple with children no longer at home	3
Employment Status	
Working, full-time	2
Working, part-time	2
Non-Working	3
Other	3
Education	
Elementary Education	3
Some Secondary Education	2
Completion of Secondary Education/Certificate	2
Non-university training (i.e. Technical)	2,3
Some University, below Bachelor's Level	3
Completion of University, Bachelor's Level	2
Post-Graduate	2
Other	2
Store Origin	
Toronto Eaton Centre	2
Scarborough Town Centre	3
Yorkdale	3
Bramalea	3
Sherway Gardens	2
Garment End Use	
Worn by myself	-
Worn by a member of my family	-
A gift for a member of my family	-
A gift for a friend	-
Other	-

Table 24

Perceptions of Quality Among Purchasers of Misses' Sportswear: Eta Values

Questionnaire Items	Independent Variables					
	Age	Family Description	Employment Status	Education	Store Origin	Garment End Use
15. I am able to find good quality garments from most retail stores.	0.22	0.24	0.14	0.23	0.16	—
16. A good word to describe the quality of garments on today's market is "substandard".	0.21	0.15	0.	0.21	0.12	—
17. I can tell the quality of a garment by touching it.	0.16	0.12	0.12	0.25	0.10	—
18. These days, if you want a better quality garment, you have to pay more for it.	0.23	0.14	0.06	0.25	0.12	—
22. In terms of their merchandise quality, all department stores are the same.	0.21	0.16	0.06	0.27	0.16	—

single parents with children still at home, to 3.68, reported by couples with children no longer at home (Table G2).

Unemployed individuals, and those of "other" **employment status**, rated garment quality high in response to questionnaire item 6. For those who differ on employment status for the remaining questionnaire items, the greatest variance in means appear within the responses to questionnaire ite   15 (Table G3).

Respondents with elementary **education** and those with some university education below the bachelor level, rated garment quality high in response to questionnaire item 6; however for the remaining questionnaire items, the greatest variance in means for the variable education appear in the responses to questionnaire item 22. The means ranged from 1.88, reported by individuals with a post-graduate education to, 3.00, reported by individuals with other educational training (Table G4).

In response to questionnaire item 6, individuals who made purchases from Scarborough Town Centre, Yorkdale, and Bramalea stores, rated garment quality high. For those who differ on **store** (branch) in response to the remaining questionnaire items, the greatest variance in perceptions of quality are noted in the responses to questionnaire item 22 (Table G5).

The means for the different **garment end use** categories reflect the greatest variances in questionnaire item 22. The means ranged from 1.00, reported by individuals who made the purchase as a gift for a friend, to 2.32, reported by individuals who intended to wear the garment themselves (Table G6). As indicated in the previous section, modes for questionnaire item 6 for those who vary on garment end use were unobtainable.

For each **garment price**, both original and sales, modes were calculated for each statement. These findings are presented in Table 25. Similarities were noted in the modes between original and sale prices for each statement, with the exception of responses to questionnaire item 6. Items which were sale priced were more frequently assigned with high ratings of quality. Overall, there appears to be similar perceptions of quality among the various price categories.

Modes for each category of **garment type** were calculated. These findings are presented in Table 26. There appears to be similarities in perceptions of quality among

Table 25

Perceptions of Quality Among Purchasers of Misses' Sportswear: Garment Prices

Questionnaire Items
Modes

Garment Prices	6. Original	6. Sale	15. Original	15. Sale	16. Original	16. Sale	17. Original	17. Sale	18. Original	18. Sale	22. Original	22. Sale
$.99 - $5	2	2	5	5	2	2	3	3,4	4	4	1	1
$5.01 - $10	2	3	2	4	1,2,3,4,5	2	4	4	4	4	1,2	2
$10.01 - $15	2	3	4	4	3	2	3,4	4	4	4	2	2
$15.01 - $20	2	3	4	4	3	2	3	4	4	4	2	2
$20.01 - $25	2	3	4	5	2,3	3	4	4	5	5	2	2
$25.01 - $30	3	2	4	2	2	2	4	3	4	4	2	1
$30.01 - $35	3	3	4	4	2	2	4	4	4	4	2	5
$35.01 - $40	3	2	4	4	2	4	4	1,2,3,4	4	4	2	2
$40.01 - $45	2	3	4	4	3	4	4	4	4	4	2	3
$45.01 - $50	2	2	4	4	2	2,3,5	4	4	4	4	2	2
$50.01 - $55	2	2,3	2	1	3	3	2	2	4	4	2	1
$55.01 - $60	3	-	4	-	2	-	4	1	4	-	2	-
$60.01 - $65	3	-	4	1	2	2	4	-	4	4	2	1
$65.01 - $70	2	2,3	3,4	-	2,3	-	4	-	4	-	2	-
$70.01 - $75	3	-	3,4	-	1	-	4	-	5	-	2	1
$75.01 - $80	2	-	3,4	-	1	2	4	4	5	4	1	4
$80.01 - $85	3	-	4	4	-	-	4	-	4	-	4	4
$85.01 - $90	2	2	-	-	2	2		-		-	1	-
$90.01 - $95	-	-	2,4	-	-	-	3	-	4	-	2	2
$95.01 - $100	2	-	4	1	2,3	2	4	4	4	4	2	2
> $100	2	2,3										1

Table 26

Perceptions of Quality Among Purchasers of Misses' Sportswear: Garment Type

Questionnaire Items

Modes

Garment Type	6.	15.	16.	17.	18.	22.
Shorts/Culottes	2	4	2	3	3	4
Dress Slacks/Trousers	2	4	2	2	4	4
Jacket/Blazer	3	4	2	2	4	4
Skirt	3	4	2	2	4	4
Blouse/Shirt	3	4	2	2	4	4
Cardigan/Pullover Sweater	2	4	2	3	4	4
Dress	2	4	1	2,3	4,5	4
Suit	3	4	2,4	3	3,4	4
Swimwear	2	4	2	3	3	4
T-Shirt /Top	3	4	2	3	4	4
Track Suit/Sweat Suit	2	2,5	1	3	,4	4
Casual Jeans/Cords	2	4	2	2	4	—
Jumper/Jumpsuit	3	4	3	4	4	4
Nightattire	—	—	—	—	—	—
Lingerie	2	5	1	2	3	4
Textile Related/Blanket	—	—	—	—	—	—
Shoes	—	—	—	—	—	—
Weatherwear/Coat /Parka	2	1,4	1,4	2	4	4
Vest	3	4	2	2	4	4
Knickers	—	—	—	—	—	—
Combination Outfits	—	—	—	—	—	—
on-Apparel/Umbrella	2	3	3	3	4	4
Hat	2	3	3	3	4	4
Shawl	2	2,4	2,3	3,5	4,5	2,5

purchaser's of various garment types.

Findings suggest that price and quality perceptions are somewhat associated with age, while at the same time, perceptions of quality appear to increase when garments are purchased on sale. Respondents agreed that good quality merchandise is not always obtainable from most retail stores; and of particular interest, is the association between perceptions of quality and gift purchases; and the association between perceptions of quality with the store (branch). Findings suggest that as educational levels increase, perceptions of quality decrease.

Modes and eta values for the independent variables and **expectations of quality** appear in Tables 27 and 28, while more details are presented in Appendix H, Tables H1 to H6. Similarities in wear estimates are noted for each **age** category, with the exception of those 25 to 31 years in age who expect to wear their clothing purchases for 5 years. For those who vary on age in response to the remaining questionnaire items, the greatest variance in means are noted in response to questionnaire items 10, 14, and 21. Of particular note are the responses to questionnaire item 14. The means ranged from 2.80, reported by individuals of age 12 to 17 years, to 4.29, reported by individuals of age 32 to 38 years (Table H1). With age, quality expectations of designer apparel appear to increase.

Garment wear estimates, as indicated by consumer response to questionnaire item 5, appear similar for each category of **family description**; however, in response to the remaining questionnaire items, the greatest variances in expectations of quality are noted in the responses to questionnaire item 10. The means ranged from 2.00, reported by single parents with children no longer at home, to 3.89, reported by single parents with children still at home (Table H2).

In response to questionnaire item 5, working individuals more frequently indicated higher garment wear estimates than the rest. In response to the remaining questionnaire items, the greatest variance in means for those who vary on **employment status**, appear within the responses to questionnaire item 21. The means ranged from 1.79, reported by individuals who indicated "other" as their working status, to 2.27, reported by individuals working part-time (Table H3).

Table 27

Garment Wear Expectations Among Purchasers of Misses' Sportswear

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<u>Questionnaire Item</u>

Independent Variables   5. For each garment purchased, estimate the number of days in one week, and the number of months out of one year that you expect the item(s) will be worn. Also estimate the number of years you expect the item(s) to last.

	Modes		
	Days per Week	Months per Year	Years
Age			
11 and under	2	-	2
12 - 17	1	7	2
18 - 24	1	8,12	2
25 - 31	1	6	5
32 - 38	1	8	3
39 - 45	1	4,6,7	3
46 - 52	1	6	2
53 - 59	2	4	2
60 and over	1	6	2
Family Description			
Single (including divorced and widowed), no children	1	6	5
Single with children still at home	2	4,5,10	3
Single with children no longer at home	1	7	5
Couple, no children	1	6	3
Couple with children still at home	1	8	2
Couple with children no longer at home	1	4	3
Employment Status			
Working, full-time	1	6,8	5
Working, part-time	1	4	3
Non-Working	1	6	2
Other	1	12	2
Education			
Elementary Education	2	3	2
Some Secondary Education	1	7	2,3
Completion of Secondary Education/Certificate	1	12	2
Non-university training (i.e. Technical)	1	8,12	5
Some University, below Bachelor's Level	1	6	3
Completion of University, Bachelor's Level	1	8	2,5
Post-Graduate	1	8	3
Other	1	10	2,3
Store Origin			
Toronto Eaton Centre	1	8	5
Scarborough Town Centre	1	4	2
Yorkdale	1	5,8,12	5
Bramalea	1	5	2
Sherway Gardens	1	6	5
Garment End Use			
Worn by myself	-	-	-
Worn by a member of my family	-	-	-
A gift for a member of my family	-	-	-
A gift for a friend	-	-	-
Other	-	-	-

Table 28

Expectations of Quality Among Purchasers of Misses' Sportswear: Eta Values

Questionnaire Items	Independent Variables					
	Age	Family Description	Employment Status	Education	Store Origin	Garment End Use
8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.	0.15	0.14	0.10	0.11	0.15	—
10. If I want a durable garment, I expect to have to pay more for it.	0.23	0.19	0.11	0.21	0.16	—
14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	0.25	0.13	0.15	0.26	0.11	—
19. I believe that most retailers have certain standards of quality for their garments.	0.15	0.12	0.06	0.17	0.05	—
21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	0.25	0.12	0.19	0.24	0.22	—

Similar responses to questionnaire item 5 are noted for those who differ on education; however, in response to the remaining questionnaire items, the greatest variance in means appear in response to questionnaire item 14. The means ranged from 3.17, reported by individuals with elementary education, to 4.29, reported by individuals with some secondary education (Table H4).

In response to questionnaire item 5, individuals who purchased garments from the Toronto Eaton Centre, Yorkdale, and Sherway Gardens reported 5 years of expected garment wear life as opposed to 3 years reported by the rest. For those who differ on store (branch) of purchase origin in response to the remaining questionnaire items, the greatest variance in expectations of quality were noted in the responses to questionnaire item 21. The means ranged from 1.84, for garments obtained from Bramalea, to 2.32, reported by individuals who obtained garments from Yorkdale (Table H5).

Mode of response to questionnaire item 5, and eta values for those who vary on garment end use were unavailable; therefore comparisons of the remaining questionnaire items will be based on means. For those who vary on garment end use, the greatest variance in means are noted in questionnaire item 14. The means ranged from 3.89, reported by individuals who intended to wear the item themselves, to 5.00, reported by individuals who purchased the garment as a gift for a friend (Table H6).

Modes for each category of garment price were calculated. These findings appear in Table 29. For garment prices, there appear to be similarities in expectations across all price ranges, and between originally priced and sale priced merchandise.

For garment types, there appear to be overall similarities in expectation values with the exception of projected wear expectancies, where values differ according to the seasonality of the garment (Table 30).

Findings suggest that consumers expect garment stability following wear and care; consumers do not appear to allow for garment shrinkage when purchasing garments; and quality expectations of desiger apparel possibly increases with age.

Question 6. Are there any differences in importance of quality, perceptions of quality, and expectations of quality, among purchasers of children's wear who vary on:

Table 29

Expectations of Quality Among Purchasers of Misses' Sportswear: Garment Prices

Questionnaire Item 5.

Garment Prices	Days per Week		Months per Year		Years	
	original	sale	original	sale	original	sale
$.99 - $5	2	2	8	8	1	1
$5.01 - $10	1	1	2,4,5	10	2,5	2
$10.01 - $15	2	1	7	2	2	2
$15.01 - $20	1	–	6	4	2	2
$20.01 - $25	1	–	7	7,10	2	2
$25.01 - $30	1	–	2,6	4	3	5
$30.01 - $35	1	2,3	4,5	12	2	5
$35.01 - $40	–	3	4	3,10	2	3
$40.01 - $45	1,2	1,2	6	8	5	3
$45.01 - $50	1	–	8	5	3	5
$50.01 - $55	1	–	6,12	4,10	2	2,3
$55.01 - $60	1	–	6	–	5	–
$60.01 - $65	1	–	5	5	5	5
$65.01 - $70	1	–	6	5	3	5
$70.01 - $75	1	–	7	–	2	–
$75.01 - $80	1	–	6,8	–	4,5,5	4,5,5
$80.01 - $85	2	1	4	5	5	–
$85.01 - $90	2	1	6	–	5	4,5,5
$90.01 - $95	1	–	–	–	–	–
$95.01 - $100	1	1	6,8	–	3,4	–
> $100	1	1	5	5	5	5

Continued...

Table 29 -- Continued

Expectations of Quality Among Purchasers of Misses' Sportswear: Garment Prices

Questionnaire Items

Modes

Garment Prices	8.		10.		14.		19.		21.	
	Original	Sale	Original	Sale	Original	Sale	Original	Sale	Original	Sale
$.99 - $5	4	4	5	4	4	5	5	5	2	2
$5.01 - $10	1	2	4	4	5	5	2	4	2	2
$10.01 - $15	2	1	4	4	4	4	4	4	2	2
$15.01 - $20	2	1	4	4	5	5	4	4	2	2
$20.01 - $25	2	2	4	5	4	5	4	4	2	2
$25.01 - $30	1	1,3	4	4	5	5	4	3	2	1,2
$30.01 - $35	2	1,4	4	4,5	4	5	4	4	2	2,3
$35.01 - $40	2	1	4	4	5	5	4	3	2	2
$40.01 - $45	1	2	4	2	4,5	2	4	4	2	2
$45.01 - $50	2	1	4	4	5	5	4	2	2	2
$50.01 - $55	1	1	4	4	4	5	4	4	2	2
$55.01 - $60	1	-	4	-	5	-	2	1	1	-
$60.01 - $65	1	1	4	4	4	5	4	2	2	2
$65.01 - $70	1	-	2	-	5	-	2	-	2	-
$70.01 - $75	1	-	4	-	2	-	4	-	3	-
$75.01 - $80	1	-	4	4	5	-	4	-	2	-
$80.01 - $85	1	2	4	4	5	4	4	4	2	2
$85.01 - $90	2	-	-	-	-	-	1	-	2	1
$90.01 - $95	-	-	4	-	5	-	4	-	1,2	-
$95.01 - $100	2	-	4	4	4,5	5	4	2	2	2
> $100	1	1	4	4	4,5	5	4	2	2	2

Table 30

Expectations of Quality Among Purchasers of Misses' Sportswear: Garment Type

Questionnaire Items

Garment Type	5. Days per Week	Months per Year	Years	Modes 8.	10.	14.	19.	21.
Shorts/Culottes	1	4,5	3	2,3	4	4	4	2
Dress Slacks/Trousers	1	5,7	2,3	2	4	4	4	2
Jacket/Blazer	1	6	5	1	4	4	4	2
Skirt	1	6	5	1	4	5	4	2
Blouse/Shirt	1	10	3	1	4	5	4	2
Cardigan/Pullover Sweater	1	8	2	2	4	5	4	2
Dress	1	4	2	1,4	2,5	5	4,5	1,2
Suit	1	6,9	3	1,2	4	5	3,4	1
Swimwear	4	4,7	2	1	4	1,2,4,5	2	2
T-Shirt /Top	1	5	2	2	4	5	4	2
Track Suit/Sweat Suit	1	4,8,10	2.5,3,5	1,2	4,5	4,5	5	2,5
Casual Jeans/Cords	1	12	3	1	4	5	4	2
Jumper/Jumpsuit	3	8	3	2	2	2	4	2
Nightattire	-	-	-	-	-	-	-	-
Lingerie	2	8	1	4	5	4	5	2
Textile Related/Blanket	-	-	-	-	-	-	-	-
Shoes	-	-	-	-	-	-	-	-
Weatherwear/Coat /Parka	1	5	5	1,2	4	4,5	2,4	2
Vest	1	8,9	4.5,20	1	3,4	5	3,4	2
Knickers	-	-	-	-	-	-	-	-
Combination Outfits	-	-	-	-	-	-	-	-
Non-Apparel/Umbrella	1,5	5,7	2,2.5	2	4	3	4	2
Hat	1,5	5,7	2,2.5	2	4	3	4	2
Shawl	1	6	4	2,3	4,5	4,5	4	1,3

a. age,

b. family description,

c. employment status,

d. education,

e. store (branch),

f. end use of garment,

g. garment price,

h. garment type?

Means or modes for each category of variable, and eta values, where appropriate, were determined for each group of questionnaire items: importance of quality, perception of quality, and expectations of quality. Findings for the three major groups, importance, perceptions, and expectations will be discussed individually, beginning with importance.

Eta values indicating associations between the independent variables and **importance of quality** appear in Table 31, while more details are presented in Appendix J, Tables J1 to J6.

For the independent variable **age**, the greatest variance in means is noted in the responses to questionnaire item 7 (g) and 9. In response to 7 (g), the means range from 3.20, reported by individuals 53 to 59 years of age, to 4.33, reported by individuals 46 to 52 years of age. In response to questionnaire item 9, the means range from 1.20, reported by individuals 60 years and over, to 2.33, reported by individuals of both 12 to 17 years andn 46 to 52 years (Table J1).

The greatest variance in importance of quality to those who differ on **family description** are also noted in the responses to questionnaire item 7 (g) where means ranged from 3.00, reported by single individuals with no children, to 4.13, reported by single individuals with children still at home (Table J2).

In terms of **employment status**, the greatest variance in means is noted in the responses to questionnaire item 11. Responses ranged from 1.90, reported by individuals of "other" work status, to 2.49, reported by individuals working full-time (Table J3).

For **education**, however, the greatest variance in means appear in response to questionnaire item 9. Means ranged from 1.13, reported by individuals of "other"

Table 31

Importance of Quality to Purchasers of Children's Wear: Eta Values

Questionnaire Items	Independent Variables					
	Age	Family Description	Employment Status	Education	Store Origin	Garment End Use
7. I decided to buy the garment(s) today because:						
(g) the quality of the garment(s) is good	0.27	0.20	0.09	0.15	0.18	—
9. I am more concerned in style than fit.	0.26	0.18	0.12	0.27	0.04	—
11. The ease-of-care of a garment is more important than price.	0.09	0.14	0.18	0.19	0.12	—
12. Garment quality is more important than price.	0.15	0.19	0.10	0.18	0.15	—
13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.	0.10	0.14	0.11	0.13	0.13	—
20. Garment quality is more important than ease-of-care.	0.17	0.12	0.17	0.13	0.23	—

educational attainment, to 2.12, reported by individuals with some secondary education (Table J4)

For respondents who differ on **store** (branch) of purchase origin, the greatest variances in means are noted in response to questionnaire item 20. The means range from 3.04, reported by the Yorkdale respondents, to 3.76, reported by the Toronto Eaton Centre respondents (Table J5).

Eta values, again, could not be assigned to the **garment end use** independent variable; therefore, comparisons will be based on means alone. The means reflect the greatest variance in responses to questionnaire item 7 (g), where the means range from 1.00, reported by individuals who indicated "other" for the purchase end use, to 4.07, reported by individuals who purchased the garment as a gift for a friend (Table J6).

Modes for each category of **garment price** were calculated. These findings are presented in Table 32. Similarities in modes are noted between both original and sale prices, across all price ranges. The consistency of responses to statements on the importance of quality across all price ranges, indicate a certain degree of quality importance to purchasers of children's wear, regardless of price.

Modes for each category of **garment type** were calculated. These findings appear in Table 33. Similarities in modes are noted for each statement, and across the range of garment types purchased.

In all, findings suggest quality is important to single parents with children, and is of particular importance when the item is purchased as a gift. Surprisingly, working individuals do not necessarily look at ease-of-care properties.

Modes and eta values for the independent variables and **perceptions of quality** appear in Tables 34 and 35, while more details are presented in Appendix K, Tables K1 to K6.

In response to questionnaire item 6, individuals of 39 to 45, 46 to 52, and 60 years and over, rated garment quality high. In response to the remaining questionnaire items, however, the greatest variance in means for perceptions of quality and the variable age are noted in the responses to questionnaire items 16 and 17. In response to questionnaire item 16, the means range from 2.70, reported by individuals of 32 to 38.

Table 32

Importance of Quality Among Purchasers of Children's Wear: Garment Prices

Questionnaire Items

Modes

Garment Prices	7 (6).		9.		11.		12.		13.		20.	
	Original	Sale	Original	Sale	Original	Sale	Original	Sale	Original	Sale	Original	Sale
$.99 – $5	4	4	1	1	2	2	4	4	4	4	4	3
$5.01 – $10	4	4	1	1	2	2	3	4	4	4	4	4
$10.01 – $15	4	4	1	1	2	2	2	4	4	4	4	4
$15.01 – $20	4	4	1	2	2,3	2	4	4	2	4	4	4
$20.01 – $25	4	4	1	1	2	2	4	3	4	2,3	4	3
$25.01 – $30	4	3,4	2	1	2	2	4	2	2,3,4	2	4	2
$30.01 – $35	3,4,5	–	1	–	1	–	2,4,5	–	2,3,5	–	4	1
$35.01 – $40	3	–	1	–	2,3	–	2,3	–	2,3	–	3	1
$40.01 – $45	4	4	1	1	2,3	1,3	3	3,4	2	2,4	3	2
$45.01 – $50	–	–	–	–	1	–	–	–	–	–	1	1
$50.01 – $55	4	5	1	–	1	–	4	–	2	–	4	1
$55.01 – $60	5	–	1	–	2	–	3	–	4	–	2	1

Table 33

Importance of Quality to Purchasers of Children's Wear: Garment Type

Questionnaire Items

Modes

Garment Type	7(g)	9.	11.	12.	13.	20.
Shorts/Culottes	4	1	3	3	4	3
Dress Slacks/Trousers	4	2	2,3	3	2,4	3
Jacket/Blazer	4	1	1	3	2	4
Skirt	4	2	3	2,3	1,4	3
Blouse/Shirt	4	2	2	3	4	4
Cardigan/Pullover Sweater	4	1	2	2	5	4
Dress	4	1	2	4	3,4	4
Suit	3	1	3	3	2	3
Swimwear	3,4	1	1	3,4,5	4	3,4
T-Shirt /Top	4	1	2	4	4	2
Track Suit/Sweat Suit	4	1	3	4	2,4	4
Casual Jeans/Cords	4	1	2	4	4	4
Jumper/Jumpsuit	4	2	2,3	2,3	4	4
Nightattire	4	1	2	4	2,4	4
Lingerie	4	1	2,3	4	4	4
Textile Related/Blanket	4,5	2,3	2	2,4	4	2
Shoes	4	1	2	2,3,4	4	4
Weatherwear/Coat /Parka	5	1	4	3,4	1,3,4,5	4
Vest	1	1	1	1	1	1
Knickers	4	1	2	4	2	4
Combination Outfits	4,5	2,3	1,2	3,5	4,5	4
Non-Apparel/Umbrella	3,4	1	2	2	2,4	3,4
Hat	1	1	1	1	1	1
Shawl	1	1	1	1	1	1

Table 34
Ratings of Garment Quality Among Purchasers of Children's Wear

Independent Variables	Questionnaire Item Modes 6. How would you rate the quality of the garment(s) you just purchased? Low/Medium/High
Age	
11 and under	—
12 - 17	2
18 - 24	2
25 - 31	2
32 - 38	2
39 - 45	3
46 - 52	3
53 - 59	2
60 and over	3
Family Description	
Single (including divorced and widowed), no children	3
Single with children still at home	2
Single with children no longer at home	2
Couple, no children	2
Couple with children still at home	2
Couple with children no longer at home	2
Employment Status	
Working, full-time	2
Working, part-time	2
Non-Working	2
Other	3
Education	
Elementary Education	2
Some Secondary Education	2
Completion of Secondary Education/Certificate	2
Non-university training (i.e. Technical)	3
Some University, below Bachelor's Level	2
Completion of University, Bachelor's Level	2
Post-Graduate	3
Other	2,3
Store Origin	
Toronto Eaton Centre	2
Scarborough Town Centre	2
Yorkdale	2
Bramalea	2
Sherway Gardens	2
Garment End Use	
Worn by myself	-
Worn by a member of my family	-
A gift for a member of my family	-
A gift for a friend	-
Other	-

Table 35

Perceptions of Quality Among Purchasers of Children's Wear: Eta Values

Questionnaire Items	Age	Family Description	Independent Variables Employment Status	Education	Store Origin	Garment End Use
15. I am able to find good quality garments from most retail stores.	0.11	0.12	0.11	0.10	0.18	—
16. A good word to describe the quality of garments on today's market is "substandard"	0.31	0.10	0.08	0.13	0.14	—
17. I can tell the quality of a garment by touching it.	0.25	0.13	0.11	0.25	0.17	—
18. These days, if you want a better quality garment, you have to pay more for it.	0.15	0.12	0.09	0.18	0.12	—
22. In terms of their merchandise quality, all department stores are the same.	0.15	0.24	0.20	0.16	0.06	—

years in age, to 3.33, reported by individuals of 12 to 17 years in age. In response to questionnaire item 17, the means range from 2.50, reported by individuals of 12 to 17 years, to 4.25, reported by individuals of 60 years and over (Table K1).

In response to questionnaire item 6, single individuals with no children rated garment quality high; whereas in response to the remaining questionnaire items, the greatest variances in means for those who differ on **family description** are noted in the responses to questionnaire item 22. The means range from 1.67, reported by single individuals with children no longer at home, to 3.40, reported by couples with children no longer at home (Table K2).

In response to questionnaire item 6, individuals of "other" **employment status** rated garment quality high. In response to the remaining questionnaire items, however, the greatest variances in means appear in the responses to questionnaire item 22. The means range from 1.94, reported by individuals of "other" employment status, to 2.49, reported by non-working respondents (Table K3).

In response to questionnaire item 6, respondents of non-university training, and those holding post-graduate degrees, rated garment quality high. In response to the remaining questionnaire items, the greatest variances in means for the variable **education** appear in the responses to questionnaire item 17. The means range from 2.50, reported by individuals of "other" educational attainment, to 3.47, reported by individuals who completed a secondary education or certificate program (Table K4).

Similarities in modes are noted in response to questionnaire item 6 for individuals who vary on **store** (branch) of purchase origin. In response to the remaining questionnaire items, the greatest variances in perceptions of quality for those who vary on store (branch) of purchase origin are noted in responses to questionnaire item 15 (Table K5).

For those who vary on **garment end use**, modes of response to questionnaire item 6 and eta values for the remaining questionnaire items, were unavailable. Comparisons of those who vary on garment end use, therefore, will be based on means. The greatest variance in means for those who vary on garment end use appear in response to questionnaire item 18. The means range from 2.00, reported by individuals who indicated "other" as the end use, to 3.88, reported by individuals who intended to wear the garment themselves (Table K6).

Modes for each category of **garment price** were calculated. These findings appear in Table 36. Similarities are noted in the modes for each of the original and sale prices, with the exception of responses to questionnaire item 6 where sale prices appear to increase perceptions of quality.

Modes for each category of **garment type** were calculated. These findings appear in Table 37. There appear to be similarities in modes for each questionnaire item.

Findings suggest that older individuals, and non-working individuals perceive a difference in quality between department stores. Higher quality is perceived with the purchase of sale priced items; and furthermore, depending on the garment end use, respondents indicate they do not necessarily have to pay more for quality.

Modes and eta values for the independent variables and **expectations of quality** appear in Tables 38 and 39, while more details are presented in Appendix L, Tables L 1 to L6. Similarities in modes of expected garment wear are noted in response to questionnaire item 5 for each age category, with the exception of individuals aged 53 to 59 years who expect to wear their garments for only 3 months out of the year, but expect their garments to last for 8 years. In response to the remaining questionnaire items, the greatest variances in means for those who vary on **age** are noted in response to questionnaire item 14. Means range from 3.17, reported by respondents of 12 to 17 years, to 4.40, reported by respondents of 60 years and over (Table L 1).

In response to questionnaire item 5, there appear to be no differences in specific garment wear expectations for those who vary on **family description**. In response to the remaining questionnaire items, the greatest variances in means for those who differ on family description, are noted by the responses to questionnaire item 8. Means range from 1.00, reported by single respondents with children no longer at home, to 2.56, reported by couples with no children (Table L2).

In terms of **employment status**, there appear to be no differences in response to questionnaire item 5; however, for the remaining questionnaire items, the greatest variance in means for those who differ by employment status, appear in the responses to questionnaire item 21 (Table L3).

Table 36

Perceptions of Quality Among Purchasers of Children's Wear: Garment Prices

Questionnaire Items

Modes

Garment Prices	6.		15.		16.		17.		18.		22.	
	Original	Sale	Original	Sale	Original	Sale	Original	Sale	Original	Sale	Original	Sale
$.99 - $5	2	3	4	4	2	2	4	4	4	4	2	2
$5.01 - $10	2	2	4	4	2	2	4	4	4	4	2	2
$10.01 - $15	2	3	4	4	2	2	4	4	4	4	2	2
$15.01 - $20	2	3	4	4	3	2	2,4	4	4	4	2	2
$20.01 - $25	3	3	4	4	2	2	4	2	4	4	2	2
$25.01 - $30	3	3	4	4	3	2	4	2	4	2	2	2
$30.01 - $35	2	-	1,2,4	-	3	-	2,3,4	-	2,3,5	-	1,2,5	-
$35.01 - $40	2	-	2,3	-	4	-	2,4	-	4,5	-	1	-
$40.01 - $45	2	2	4	2,4	4	3,4	2,4	2	4	4	-	1,2
$45.01 - $50	-	-	-	-	-	-	-	-	-	-	-	-
$50.01 - $55	2,3	-	2	-	3	-	2	-	4	-	2	-
$55.01 - $60	3	-	2	-	4	-	3	-	4	-	2	-

Table 37

Perceptions of Quality Among Purchasers of Children's Wear: Garment Type

Questionnaire Items

Modes

Garment Type	6.	15.	16.	17.	18.	22.
Shorts/Culottes	2	4	3	2	4	2
Dress Slacks/Trousers	2	4	3	4	4	2
Jacket/Blazer	2	4	4	2	4	1,2
Skirt	2	2,3,4	2	2	4	2
Blouse/Shirt	2	4	2	4	4	2
Cardigan/Pullover Sweater	2	4	2	4	4	2
Dress	2	2	4	4	4	1
Suit	2	3	4	2	5	1
Swimwear	2,3	2	2,3,5	3,4,5	4	2
T-Shirt /Top	2	4	2	4	4	1
Track Suit/Sweat Suit	2	4	2	4	4	2
Casual Jeans/Cords	3	4	2	4	4	2
Jumper/Jumpsuit	2	3,4	2	4	4	1
Nightattire	2	4	2	4	4	2
Lingerie	3	4	2,3	3	4	2
Textile Related/Blanket	2,3	2,4	3,4	4	4	1,2,4
Shoes	3	4	1,3	4	4	2
Weatherwear/Coat /Parka	2	2,4	2,3	3,4	4	2
Vest	-	-	-	-	-	-
Knickers	2	4	2,3,4	3	4	2
Combination Outfits	3	4	2,3	2,4	2,5	2,5
Non-Apparel/Umbrella	2	4	2	3,4	2,4	2
Hat	-	-	-	-	-	-
Shawl	-	-	-	-	-	-

Table 38

Garment Wear Expectations Among Purchasers of Children's Wear

Questionnaire Item

Modes

Independent Variables

5. For each garment purchased, estimate the number of days in one week, and the number of months out of one year that you expect the item(s) will be worn. Also estimate the number of years you expect the item(s) to last.

	Days per Week	Months per Year	Years
Age			
11 and under	-	-	-
12 - 17	2,3,4	12	1
18 - 24	1,2	6	1,2
25 - 31	1,2	6	1
32 - 38	1	10	1
39 - 45	2	8	2
46 - 52	1	8	1
53 - 59	1	3	8
60 and over	2	6	1,2
Family Description			
Single (including divorced and widowed), no children	2	6	2
Single with children still at home	1	6	1
Single with children no longer at home	-	3	-
Couple, no children	1	4,5,7	1,2
Couple with children still at home	2	8	1
Couple with children no longer at home	2	9	1
Employment Status			
Working, full-time	1	6	1
Working, part-time	2	10	1
Non-Working	1	12	1
Other	1,2	6,12	1
Education			
Elementary Education	3	9	1
Some Secondary Education	2	12	1
Completion of Secondary Education/Certificate	1	6	1
Non-university training (i.e. Technical)	1,2	8	2
Some University, below Bachelor's Level	1	8	1
Completion of University, Bachelor's Level	2	10	1
Post-Graduate	2	12	1
Other	3	10	1
Store Origin			
Toronto Eaton Centre	1	8	1,2
Scarborough Town Centre	1	12	1
Yorkdale	1	12	1
Bramalea	2	8	1,2
Sherway Gardens	2	10	1
Garment End Use			
Worn by myself	-	-	-
Worn by a member of my family	-	-	-
A gift for a member of my family	-	-	-
A gift for a friend	-	-	-
Other			

Table 39

Expectations of Quality Among Purchasers of Children's Wear: Eta Values

Questionnaire Items	Independent Variables					
	Age	Family Description	Employment Status	Education	Store Origin	Garment End Use
8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.	0.1	0.18	0.14	0.27	0.13	—
10. If I want a durable garment, I expect to have to pay more for it.	0.19	0.10	0.03	0.22	0.15	—
14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	0.20	0.11	0.13	0.17	0.10	—
19. I believe that most retailers have certain standards of quality for their garments.	0.19	0.11	0.13	0.14	0.09	—
21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	0.15	0.17	0.20	0.19	0.08	—

In response to questionnaire item 5, there appear to be few differences except individuals of elementary education and "other" education expect garment wear of 3 days per week; individuals of some secondary education and post-graduate educations expect garment wear of 12 months per year; and, individuals of non-university training expect garment wear of 2 years. In response to the remaining questionnaire items, the greatest variance in means for those who differ by **education**, however, appear in the responses to questionnaire items 8 and 10. In response to questionnaire item 8, the means range from 1.68, reported by individuals of post-graduate education, to 2.70, reported by individuals of non-university (technical) training. In response to questionnaire item 10, the means range from 3.13, reported by individuals of other educational training, to 4.00, reported by individuals of both elementary and some secondary educations (Table L4).

In response to questionnaire item 5, there appear to be no major differences in garment wear expectations for those who vary on **store** (branch) of purchase origin. In response to the remaining questionnaire items, the greatest variances in expectations of quality for those who vary on store (branch) of purchase origin, appear in response to questionnaire item 10 (Table L5).

For those who vary on **garment end use**, modes were unavailable for questionnaire item 5; and eta values were unavailable for the remaining questionnaire items. Comparisons, therefore, for those who vary on garment end use will be based on means. The greatest variances in means are noted in response to questionnaire item 14. The means range from 1.00, reported by individuals of "other" end use, to 3.93, reported by individuals who purchased the item as a gift for a member of the family (Table L6).

Modes for each category of **garment price** were calculated. These findings are presented in Table 40. For garment prices, there appear to be similarities in expectation across all price ranges, and between originally priced and sale priced merchandise.

Modes for each category of **garment type** were calculated. Findings appear in Table 41. Similarities are noted in modes for each type of garment purchased in response to each questionnaire item.

Findings indicate individuals who made gift purchases for a member of the family expected quality of designer label merchandise; otherwise, similarities in quality expectations were noted among purchaser's of children's wear, for each independent

Table 40

Expectations of Quality Among Purchasers of Children's Wear: Garment Prices

Questionnaire Item 5.

Modes

Garment Prices	Days per Week		Months per Year		Years	
	Original	Sale	Original	Sale	Original	Sale
$.99 - $5	1	1	12	12	1	1
$5.01 - $10	1	2	6	8	1	1
$10.01 - $15	2	2	8	10	1	2
$15.01 - $20	2	2	12	12	2	1
$20.01 - $25	2	1	12	4	1	2
$25.01 - $30	1	2	6	10	1	2
$30.01 - $35	1	-	6,7	-	2	-
$35.01 - $40	1	-	8	-	2	-
$40.01 - $45	1	1	10	10	2	2
$45.01 - $50	-	-	-	-	-	-
$50.01 - $55	1	-	10	-	1,2	-
$55.01 - $60	7	-	5	-	1,5	-

Continued ...

Table 40 -- Continued

Expectations of Quality Among Purchasers of Children's Wear: Garment Prices

Questionnaire Items

Modes

Garment Prices	8.		10.		14.		19.		21.	
	Original	Sale	Original	Sale	Original	Sale	Original	Sale	Original	Sale
$.99 - $5	1	2	4	4	4	4	4	4	2	2
$5.01 - $10	2	2	4	4	4	4	4	4	2	2
$10.01 - $15	2	2	4	4	4	5	4	4	2	2
$15.01 - $20	2	1	4	4	4	4	4	4	2	2
$20.01 - $25	1,2	1	4	4	4	4	3	4	2	2
$25.01 - $30	3	1	3,4,5	4	3,4,5	4	4	4	3	2
$30.01 - $35	1	1	3,4,5	-	5	-	4	-	4	1
$35.01 - $40	1	1	2,4	4,5	4	5	4	1	2	1
$40.01 - $45	1	1	4	-	-	5	3	2,5	2	3
$45.01 - $50	1	1	-	-	5	-	1	-	1	1
$50.01 - $55	1	1	4	-	5	-	2	-	3	1
$55.01 - $60	1	1	4	-	2	-	3	-	3	1

Table 41

Expectations of Quality Among Purchasers of Children's Wear: Garment Type

Questionnaire Items

Modes

Garment Type	5. Days per Week	5. Months per Year	5. Years	8.	10.	14.	19.	21.
Shorts/Culottes	1	4	2	2	4	4	4	2
Dress Slacks/Trousers	2	6	2	2	4	5	4	2
Jacket/Blazer	1,2	10	2	1	4	5	2	3
Skirt	1,2	8	2	1	4	4	4	2
Blouse/Shirt	2	8	1	2	4	4	4	2
Cardigan/Pullover Sweater	2	6	1	1	4	5	4	2
Dress	1	8	2	1	2,3,4	4	4	2
Suit	1	8	2	1	4	5	4	4
Swimwear	2,3	3	1	2	3,4,5	1,2,4	1,2,4	2
T-Shirt/Top	1	6	2	2	4	4	4	2
Track Suit/Sweat Suit	1	8	2	1	4	5	4	4
Casual Jeans/Cords	2	10	1	2	4	4	4	2
Jumper/Jumpsuit	1	4	1	2	4	5	2,4	2
Nightattire	3	9	1	2	4	5	4	2
Lingerie	1	12	1	2	4	4	4	2
Textile Related/Blanket	1,5	5,7	3,7	3	2,4	3,4	4	1,2
Shoes	7	6,8,12	1	1	4	4	4	2
Weatherwear/Coat /Parka	3,7	4,6,9	3/4	1	4	4	4	4
Vest	-	-	-	-	-	-	-	-
Knickers	1	11	2	1,2	4	4,5	4	3
Combination Outfits	2	6	1	1	2,5	5	1,4	2,4
Non-Apparel/Umbrella	2	12	1	2	4	4	4	3
Hat	-	-	-	-	-	-	-	-
Shawl	-	-	-	-	-	-	-	-

variable examined.

V. INTERPRETATION AND DISCUSSION OF FINDINGS

The findings outlined in Chapter IV will be discussed in this chapter with reference to the objectives of the study and to related literature.

A. Survey Response and Respondents

The respondents to the survey match the demographic profile of department store shoppers offered by Crask and Reynolds (1978). Although the respondents were not necessarily younger than the "average", the majority were under 38 years of age; and appear to be well educated. Most respondents were members of a family with two parental figures and children present within the home; however, many respondents from the misses' sportswear department were single, working women. Although income and occupation information was not collected, findings revealed a large number of non-working respondents.

Results confirm the Laperle (1983) description of the typical Eaton's client. The misses' sportswear shoppers were 25 years and older; and were comprised of working and non-working women. The children's wear shoppers were mostly non-working women; and findings indicated a high incidence of multiple item purchases from this department.

The response rates to the survey questionnaire, per department, were nearly identical. This suggests either a similar concern for quality between the two types of department clientele, or an equal propensity to participate in surveys. Higher response rates from the suburban stores were anticipated and confirmed by the findings.

B. Definitions of Quality

The first objective was to determine how consumers define quality. With a topic as complex as quality, it would be naive to expect comprehensive consumer definitions from a single study. The study, therefore, was intended merely to glean information from the consumer which might indicate commonalities or trends in definitions among the group. Slight differences in the definition of quality did appear between the children's wear respondent and the misses' sportswear respondent. The children's wear

respondents tended to associate quality with durability and hand-me-downs, whereas the misses' sportswear respondents tended to associate quality more with garment uniqueness, garment construction, fibre content, and classic style. In the past, purchasers of children's wear were sterotyped as typically looking for durable clothing; and findings suggest there is some truth to this notion. The Bowen (1982) prediction of increased popularity of fashionable apparel for children, therefore, may require more time before there is widespread consumer acceptance, unless the fashionable apparel is also durable.

The misses' sportswear respondents defined quality through a number of aesthetic criteria: fibre content (i.e. natural fibres), style, and uniqueness. No doubt the role of fashion in our society has heightened this aesthetic awareness within the sportswear purchasers; however, within the findings, there was a noticeable lack of association between brand names and quality, designer labels and quality, and fashionability and quality.

Although the children's wear respondents included the term "durability" in their definition of quality, the total group did not confirm this association. Instead, the average respondent agreed to the following definitions of quality: garments will be neatly finished, garment seams will not fall apart, garments will survive washing or cleaning, and garments will not change color. The total group also included standard sizing in their definition of quality. The average definitions of quality might be divided into three, broad categories: construction (including dyefastness), performance (including wear and care), and sizing. As these appear to be major quality concerns, it stands to reason they are also the major apparel complaint areas cited by Claxton and Ritchie (1979), Kuzik (1979), Labarthe (1954), Sproles and Geistfeld (1978), and Steiniger and Dardis (1971).

It is curious that consumers are concerned about garment wear and care; and yet do not associate performance properties and quality with the term durability. It is possible differences in consumer definitions of durability and quality may not have been accurately understood by the industry in the past. If this is the case, then renewed communications on the topic of quality and durability are essential between consumers, retailers, and manufacturers. These findings support the arguments of Harrison (1980) and Myers (1961).

C. Importance of Quality

The second objective was to examine the importance of quality to the consumer of selected ready-to-wear apparel. Surprisingly, the average respondent admitted buying apparel items for reasons other than quality. Price and color were most frequently cited as the deciding factor in favor of an immediate purchase. Although this does not necessarily indicate low importance of quality to the consumer during apparel purchases, it does suggest that quality was not a prime decision factor in the purchase of that particular item. Similarly, this also suggests that the importance of quality as a prime decision factor likely varies depending on the circumstance; however, if consumers are not consistent with the importance they place upon quality, then it is not surprising that some manufacturers may take advantage of the inconsistency.

In terms of importance, respondents indicated they were not more concerned with the style than the fit of a garment. This does not mean that fit is more important; however, it does indicate that when it comes to fashionable or stylish apparel, the consumer will be just as concerned with the fit.

Respondents also indicated that garment ease-of-care was not more important than garment durability. Although their initial definitions of quality included garment care, they did not indicate ease-of-care as an evaluative criterion. In this case, findings suggest that consumers look more favorably upon durable garments, and are not overly concerned with the ease-of-care. Consumers did associate quality and ease-of-care in the general definition of quality; however, durability would appear to be the more important criterion of the two.

Findings indicate respondents made purchases based on, among other things, price; but at the same time, the average consumer did not indicate the importance of price over quality, nor the importance of quality over price. It is possible that price and quality are of equal importance to the consumer, or that one criterion may preclude the other in importance, depending on the purchase. Laperle (1983) suggested Eaton's clients are value/price oriented. Findings support this observation, and are in keeping with Jolson and Spath (1973) and Martin (1972), who found that price/value relationships and price ranked top-most as determinants for store patronage and purchases.

In terms of the importance of price over quality, results are in direct conflict with the results of Eggertson (1982). Participants in the Eggertson study stated quality is more important than price. It is possible that differences in the sample and the theme of the studies account for the discrepancies.

In most cases, similarities in mean response and frequencies were noted between children's wear and misses' sportswear respondents, with the exception of consumer responses to fashionability versus garment wear life. Although some respondents indicated having garments which they don't wear because they are no longer in fashion, the average misses' sportswear respondent disagreed, while the children's wear respondents neither agreed nor disagreed to the statement. The children's wear respondents may or may not have been responding in terms of their personal wardrobes, this is difficult to determine. There are several plausible explanations for the variance in responses. In terms of children's wear, children outgrow apparel quickly; therefore, garments are not likely to "collect" in the wardrobe as they might for the average adult. If children's clothes still have wear in them, they are set aside for "a rainy day" or used as hand-me-downs. Interest in hand-me-downs was expressed by the children's wear respondents through their definitions of quality. Misses' sportswear respondents, on the other hand, maintain that all garments in their wardrobe are in use. For sportswear respondents, this suggests one of the following: (a) garments have such a short wear life, they rarely last from one season to the other; (b) consumers really aren't tied to fashion as closely as believed; (c) Eaton's misses' sportswear consumers are not overly concerned with fashion; and (d) consumers more frequently purchase "classic" apparel which do not appear to be out of fashion. Consumers possibly shop and pay for "quality" apparel (i.e long lasting and well constructed); believe that the apparel should last across many fashion seasons; and wear their purchases, regardless of fashionability.

Price and color were cited as important determinants during a specific purchase; but, in general, durability, quality, price, and ease-of-care appear to be important decision factors. Children's wear respondents indicated the importance of durability and price as decision criteria; and misses' sportswear respondents indicated the importance of quality as a decision criterion.

D. Perceptions of Quality

The third objective was to examine consumers' perceptions of ready-to-wear apparel quality. Respondents did not agree nor disagree on their ability to find good quality garments from most retail stores; however, they did agree that quality is not universally substandard. The respondents also indicated that not all department stores carry the same quality of merchandise. Consumer perceptions of poor quality merchandise have been reported in recent studies (Binstock, 1981; Kuzik, 1979; Miller, 1978; and Reich, 1980); therefore, it is possible consumers' perceptions of quality lie between good and substandard. Not surprisingly, most consumers assigned medium quality ratings to their purchases; however, there were many respondents who assigned low quality ratings to their purchases. The latter phenomenon was considered a surprise and prompts several questions. First, when a retailer has a quality control bureau, why should consumers still perceive low quality garments; and second, for what reason(s) will individuals settle for, and purchase, low quality merchandise? The latter question is in accordance with research ideas proposed by Peach (1980).

The fact that consumers perceive a difference in quality between departments stores is a good reason for stores to emphasize their quality control programs, if they have them. Findings indicate consumers realize that stores are not all the same in terms of their merchandise quality. If consumers perceive better value/quality from one store over the other, and become aware of quality policies, then it is possible that purchase satisfaction/loyalty may ensue. This interpretation supports the findings of Olshavsky and Miller (1972).

Findings indicate the average consumer does not perceive having to pay more for quality items; however, of particular interest were the increased perceptions of quality noted for sale priced merchandise. It is possible that: (a) the effects of bargain/value relationships resulted in an increase of quality perceptions; (b) individuals wait for quality merchandise to go on sale; or (c) consumers rationalize their sale priced purchases as "quality" items. For regular priced merchandise, however, it is likely that quality, price, value, and durability are traded off with each apparel purchase, depending on needs, desires, and special criteria.

In general, consumers perceived merchandise to be of mediocre quality. Consumers perceived differences in merchandise quality among retail stores and appear to base these perceptions on price/value relationships.

E. Expectations of Quality

The fourth objective was to examine consumer's expectations of quality. Expectations of garment wear life, pertaining to the immediate purchase compared favorably with standards suggested by the National Institute of Drycleaners (Lyle, 1977). Most purchase items were expected to be worn 1 to 2 days per week, 6 months per year, for approximately 2 years. Wear life expectations were not greatly exaggerated as Anderson and Jolson (1973), Horn (1975), and Sproles and Geistfeld (1978) had predicted. The average respondent expects to wear apparel for a long time. "Long time" was not defined; however, if garments are worn according to the anticipated wear life outlined by responses to questionnaire item 5, then expectations are not viewed as unreasonable. The statement on fashion trends and long wear life suggests that consumers expect durable products, regardless of fashionability; and intend to wear their purchases past the date of fashion obsolescence. It is also possible they purchase items of classic style which are not perceived as being out of date. Garment construction and performance properties, therefore, should be consistent primarily because consumers expect to wear their purchases for a long time.

Respondents did not agree to, but neither did they deny, expecting to pay more for durable products. This suggests that price is important to consumers; and underlines the internal conflict which likely arises when desire for quality is superceded by budget limitations. For those who may not be restrained by budget, it is possible they do pay for quality, regardless of price as suggested by Nightingale (1981).

According to the average response, consumers do not appear to have preconceived expectations for merchandise with designer labels. These results are surprising, especially considering the volume of research devoted to brand name associations and consumer loyalty. It is possible that, with the exception of (teen) jeans and athletic wear, consumer brand loyalty may be more pronounced with hard goods such as acoustic equipment, automobiles, and assorted appliances, rather than with soft goods

and apparel. Perhaps designer labels were unimportant to the respondents of the survey, or to Eaton's clientele in general. Expectations of designer label quality in apparel may not have been salient values for this group as they might be for clients of specialty stores, for example.

Another important finding, and relevant to the average retailer, was the lack of a firm consumer expectation that most retailers have quality standards for their apparel. It is possible that consumers have not given apparel quality standards much consideration in the past, and therefore are unsure of their existence. As price/quality values were found to be important decision criteria for the average consumer, it would likely be to the retailer's advantage to advertise the existence of quality standards. If a store is known to offer value (Laperle, 1983), and have a quality control program, then the quality of the merchandise should be emphasized. These results support the findings of Olshavsky and Miller (1972).

The average consumer expects garment dimensional stability upon purchase. These findings contradict Booth (1961) and lend credence to the high incidence of shrinkage complaints found by Sproles and Geistfeld (1978) and Steiniger and Dardis (1971). Consumer interest in garment stability is likely a prime reason for the success of some retailers who guarantee their sizing and apparel performance (Harris, 1982). Consumer expectations of garment dimensional stability likely accounts for stated· importance of standard sizing indicated by responses to questionnaire item 24(s). Findings indicate a slight difference in responses to the dimensional stability question between children's wear and misses' sportswear respondents. It was found children's wear respondents expected garment shrinkage more frequently. Furthermore, children's wear respondents most frequently indicated standard sizing as a quality criterion. It is possible, therefore, problems with children's apparel, in sizing and dimensional stability (shrinkage), prevail.

Expectations of quality were not greatly exaggerated. Neither price not designer labels appeared to play a major role in consumer expectations. Consumers indicated a degree of uncertainty pertaining to the role of retailers and apparel quality.

F. Comparison of Ladies' Sportswear and Children's Wear Consumers

The fifth objective was to compare purchasers of ladies' sportswear and purchasers of children's wear in each of the following areas: (a) the importance of quality, (b) perceptions of quality; and (c) expectations of quality.

Few differences were found between sportswear purchasers and children's wear purchasers. For importance, misses' sportswear purchasers are slightly more concerned with garment quality as opposed to price. This interpretation is in accordance with Eaton's description of the price sensitive children's wear consumer (Laperle, 1983); and also is in keeping with the higher incidence of non-working individuals who made purchases from the children's wear department, and responded to the survey.

In terms of quality expectations, children's wear respondents appear more concerned with garment stability and standard sizing. In general, however, there are few indications of major differences in quality expectations between purchasers of children's wear and purchasers of misses' sportswear.

Factors Affecting Expectations and Perceptions of Garment Quality, and the Relative Importance of Quality to Consumers

Ths sixth objective was to examine factors which may affect consumers' expectations and perceptions of garment quality during the purchase process.

Findings indicate individuals 60 years and over were more apt to expect quality from garments, and were more likely to expect quality from (designer) label apparel. This suggests that either, (a) younger consumers have low quality expectations, or (b) older individuals have unrealistic quality expectations. It is doubtful that either are true. Through time, older consumers have likely developed extensive decision standards and criteria, of which quality plays a key role.

It was found that quality was more important to the single respondent. Ideally, one might surmise that families with children would look for quality merchandise; however, it appears they search for durable apparel which, according to them, is something different than quality. It is possible that price and quality play a role in these findings. Perhaps single individuals have the extra funds to purchase perceived quality; and with their lifestyle, quality is more important.

One of the more surprising results was found with the variable employment status. Although the average consumer stated that quality and ease-of-care were two important purchase criteria, employed individuals did not indicate this. Ease-of-care was somewhat less important to the employed individual. There are several possible explanations for this phenomenon. It is possible that ease-of-care was more important to homemakers with families, and this merely highlighted any differences in opinion. On the other hand, with the perceived growth of the dry-cleaning industry, one wonders whether employed individuals expect to have their cleaning done for them.

Although the differences were slight, findings indicate with increased education, perceptions of quality decrease. Perhaps education similarly decreases satisfaction with quality. This would contradict the findings of Lowe (1979). Does education affect judgements of merchandise quality; and is there a need for consumer education programs?

Findings indicated respondents perceived quality merchandise more often from goods purchased at the suburban stores as opposed to purchases from the downtown store. This suggests that more fashionable items with middle to high price tags are not perceived as quality merchandise, whereas, the price/value associations with quality are more prevalent with suburban shoppers. These findings confirm the descriptions offered by Laperle (1983).

Of particular interest were findings which indicated consumers more frequently sought durable and quality items for gift purchases. In fact, durability was more important than ease-of-care for gift purchases. It was important the gift should last; however, care was not an important feature. The gift "giver" perceives purchased gift items as quality, especially if purchased from a certain store or branch. These findings are likely due to the social importance attached to brand names and quality, in terms of gift giving.

Consumers perceived increased quality when garments were purchased at sale prices. It is possible that the psychological impression of getting more for less, causes an increase in quality perceptions. It would be interesting to see if consumers would have assigned high quality ratings to the same items if they had purchased them for the original price. As numerous studies have found, there are strong associations between price and quality.

Overall, quality appeared to be more important to the single respondent; and individuals age 60 and over expected quality more often from designer labels. Ease-of-care appeared less important to the employed individual; and with increased education, perceptions of quality seem to decrease

VI. SUMMARY AND RECOMMENDATIONS

The purpose of this study was to explore consumer perceptions and expectations of the quality of selected ready-to-wear apparel, and to investigate various factors which might affect consumers' perceptions and expectations of ready-to-wear apparel quality during the purchase decision-process. In addition, the study was to examine consumer definitions of ready-to-wear apparel quality, and the importance of this quality to individual consumers.

The EKB model of consumer behavior (Engel and Blackwell, 1982) provided the conceptual framework for the study. The high-involvement decision process was the main focus, with particular emphasis on alternative evaluation and evaluative criteria.

The T. Eaton Co. was selected for the study, and two depatments: children's wear and misses' sportswear, were the focus. Five of the major metropolitan Toronto Eaton's stores were selected to ensure a diverse sampling of downtown shoppers, visitors, and suburban shoppers. A self-administered questionnaire, to be distributed at the point-of-sale, was developed to obtain information from Eaton's children's wear and misses' sportswear clientele, on ready-to-wear apparel quality.

The initial survey distribution size was set at 2,500; but after distribution during one business week in August of 1982, 2,382 survey questionnaires were distributed and 448 were returned by mail. The majority of respondents were female, with an equal response frequency from both the children's wear and misses' sportswear departments. Most of the respondents were under 38 years of age, were well educated, and were members of families with two parents and children present within the home.

The average respondent defined apparel quality with the following statements: garments will wear for a long time; garments will not shrink nor stretch; garments will be neatly finished; garment seams will not fall apart; garments will survive washing or cleaning; and, garments will not change color. They also stated that standard sizing was a quality criterion. Children's wear respondents tended to define quality more in terms of durability, whereas misses' sportswear respondents tended to define quality in terms of garment uniqueness, construction, fibre content, and classic style.

For importance of quality, price and color were cited as major determinants during a specific purchase; however in general, durability, quality, price, and ease-of-care appear to be important decision factors. Children's wear respondents, again, indicated the importance of durability and price, whereas misses' sportswear respondents indicated the importance of quality to a purchase.

For perceptions of quality, most respondents assigned medium quality ratings to their specific purchases. They do not perceive merchandise quality as substandard in general; but, neither did they indicate the ability to find good quality merchandise from most stores. Perceptions of quality appear to be mediocre, neither good nor bad. Consumers do, however, perceive a difference in quality among retail stores and appear to base their perceptions on price/value relationships.

Expectations of quality, in terms of garment wear life, were not greatly exaggerated. The average respondents expected to wear their purchases 1 to 2 days per week, 6 months per year, for approximately 2 to 3 years. Designer labels carried few quality expectations. There appeared to be some degree of consumer uncertainty concerning the role of retailers in the area of quality control and apparel standards. Children's wear respondents expected garments to shrink, whereas misses' sportswear respondents do not expect this of their purchases.

For factors which might affect consumers' perceptions and expectations of quality, quality appeared to be more important to the single respondent; and individuals age 60 and over expected quality more often from designer label merchandise. Ease-of-care was less important to the employed respondent; and with increased education, perceptions of quality seem to decrease.

Quality merchandise was perceived more often by suburban store respondents. Individuals who bought gifts thought of them more often as durable and of high quality. In addition, merchandise which was purchased on sale was often perceived as having greater quality than that purchased at regular price.

Recommendations for Retailers

Findings indicated price/quality values were important decision criteria for the average Eaton's client. Findings also suggest that consumers perceived a difference in

merchandise quality among retailers and yet appeared to be unsure whether most retailers have quality standards for their apparel. If price and quality are important to the average consumer, and a store is known to offer good value, then it would be advantageous to place greater advertising emphasis on its apparel quality control program.

Garment durability and sizing were important to the purchasers of children's wear. In addition, garment shrinkage was anticipated by purchasers of children's wear. Although apparel satisfaction/dissatisfaction was not covered by this study, it is possible that consumers are still dissatisfied and that retailers need to further investigate the durability, standard sizing, and dimensional stability of children's apparel.

Recommendations for Further Research

As this study was exploratory in nature, further research in the following areas is recommended:

1. Exploration of consumers' definitions of durability.

2. Consumers' perceptions and expectations of quality over a variety of department and specialty stores.

3. Consumers' perceptions and expectations of quality pertaining to a controlled set of garments (approximately 1 to 5 in total), representing a variety of apparel from work to leisure clothing.

4. Consumer awareness of apparel quality control programs.

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APPENDICES

Appendix A.

Introductory and Follow-Up Letters

EATON'S

Inter office memorandum

to   H. Woit
     A. Wright

from Libbie Jennings

date June 30, 1982

office dept. Communications
             Department

file no.

subject
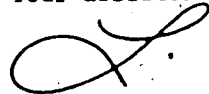
The Company has agreed to support the research efforts of
Barbara Clark, an M.B.A student employed for the summer in
our Research Bureau.

Barbara is researching consumer attitudes on quality and has a
survey she would like to distribute in early July, for test
purposes, and in late August, in the children's wear and ladies
sportswear departments.

We will supply quantities of the survey - in July, totalling 25,
in August, enough to get a representative sample - and request
your support by having the surveys distributed at one or two
registers in your respective departments, to customers who make
a purchase.

The material includes a survey form, covering letter and a
postage paid envelope.

Your assistance is appreciated.

E.A. Jennings
Internal Communications Supervisor
EAJ/bw

c.c.   S. Laperle
       B. Clark

Appendix A. -- Continued

_____ Inter Office Memorandum

To   SEE DISTRIBUTION LIST   Date   August 4, 1982

From   B. Clark

Subject CONSUMER SURVEY

Within the past several months, I have been working closely
with Eaton's marketing and communications departments on a
project developed for my thesis. Although presently employed
at Eaton's Product Research Bureau, I am an MSc (Clothing and
Textiles) student from the University of Alberta and my
research interests focus on consumer behavior and the quality
of ready-to-wear apparel. My thesis project involves a survey
which has been especially designed to gain insight into
consumers' expectations and perceptions of garment quality.

Children's wear and misses' sportswear have been selected as
target departments for the survey. Prior to the dates
tentatively set for distribution (the week of August 16 - 21),
250 surveys will be delivered to the children's wear and
misses' sportswear departments. The survey materials, which
include a survey form, covering letter, and postage paid
envelope, are to be distributed at the point of sale from one
or two registers in the respective departments. Only customers
who make a purchase are to receive a copy of the survey.

The success of the su   may depend upon the method of
distribution. In ord   .o spark customer interest, the
salesclerks should offer a few encouraging words about the
survey! After the final distribution date (August 21), all
undistributed surveys or any completed surveys left with the
departments, should be forwarded to me at the Research Bureau.

I will contact your departments as soon as the distribution
dates have been confirmed. In the meantime, should you have any
questions, I can be reached at the Research Bureau (phone:
744-2111, extension 375).

Thanking you in advance for your assistance.

Barbara Clark

, B. Clark
B. Ed. (Home Economics)
M.Sc. Candidate (Clothing & Textiles)

BC/rc

Appendix A. -- Continued

To   SEE DISTRIBUTION LIST   Date September 1, 1982

From B. Clark

Subject CONSUMER SURVEY

May I take this opportunity to thank you and your staff for
all the help and support in distributing the consumer surveys
for my thesis project. I had suspected distribution would
play a key role in the ultimate success of the study; and
judging from the already overwhelming number of returns,
I can safely say your efforts have been extremely valuable
and effective.

Many thanks to one and all!

Sincerely,

Barbara Clark

B.Clark
B.Ed. (Home Economics)
M.Sc. Candidate (Clothing & Textiles)

As a reminder: The final survey distribution date was August 21.
For those of you who have not already done so, please forward
all undistributed surveys to me at the research bureau. Thanks
again.

BC:as

Appendix B.

Survey Questionnaire: Misses' Sportswear

EATON'S

Dear Eaton's Customer,

We invite you to participate in a consumer study! The
Study has been designed by a graduate student for the
completion of a master's degree (thesis) project, and
has been fully endorsed by Eaton's. As a participant,
you will be providing us with valuable information
concerning your needs and attitudes toward apparel
purchases. All responses should be completely anonymous,
and rest assured, the information will be held in strict
confidence.

Please complete and return the questionnaire promptly.
Fold the questionnaire and place it in the pre-addressed,
postage-paid envelope provided, then drop the envelope
into a convenient mail box.

Your participation is greatly appreciated!

Appendix B. -- Continued

CONSUMER OPINION SURVEY OF MISSES'SPORTSWEAR

SECTION A

This section contains questions about the item(s) which you have just purchased from the Misses' Sportswear department at Eaton's. In most instances a check (✓) or a short answer will be sufficient.

1. Number of garments purchased from the Misses' Sportswear department: _____

2. How many of the following items did you purchase from the Misses' Sportswear department? _____

___ shorts/culottes   ___ blouse/shirt   ___ swimwear

___ dress slacks/trousers   ___ cardigan/   ___ T-Shirts/tops
                                 pullover sweater
___ jacket/blazer   ___ dress   ___ track/sweat suit

___ skirt   ___ suit   ___ casual jeans/cords

                                                       ___ other (please
                                                               specify)

3. The garment(s) purchased will be:

___ worn by myself   ___ a gift for a friend

___ worn by a member of my family   ___ other (please specify)

___ a gift for a member of my family

4. For each garment purchased, what was the original price? If you bought the item on sale, also indicate the sale price.

GARMENT	ORIGINAL PRICE	SALE PRICE
a) _____	$ _____	$ _____
b) _____	$ _____	$ _____
c) _____	$ _____	$ _____

5. For each garment purchased, estimate the number of days in one week, and the number of months out of one year that you expect the item(s) will be worn. Also estimate the number of years you expect the item(s) to last.

	ESTIMATED NUMBER OF WEARINGS		ESTIMATED LENGTH OF LIFE (IN YEARS)
GARMENT	Days per one week (1-7)	Months out of one year	
a) _____	___ days	___ months	___ years
b) _____	___ days	___ months	___ years
c) _____	___ days	___ months	___ years

6. How would you rate the quality of the garment(s) you just purchased?

GARMENT	RATING		
a) _____	___ low	___ medium	___ high
b) _____	___ low	___ medium	___ high
c) _____	___ low	___ medium	___ high

Appendix B. -- Continued

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SECTION B

This section contains statements on clothing and retail stores. For each statement, please indicate how much you agree or disagree with the statement. For example, circle "1" if you strongly disagree with a statement; "2" if you disagree with a statement, and so on to "5" if you strongly agree with a statement.

		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
7.	I decided to buy the garment(s) today because:					
	a) the garment(s) was(were) fashionable	1	2	3	4	5
	b) the price(s) was(were) agreeable	1	2	3	4	5
	c) I liked the colour(s)	1	2	3	4	5
	d) the garment(s) is(are) well made	1	2	3	4	5
	e) the garment(s) is(are) easy-to-care for	1	2	3	4	5
	f) I usually buy this brand	1	2	3	4	5
	g) the quality of the garment(s) is good	1	2	3	4	5
	h) I'm familiar with the fibre content	1	2	3	4	5
	i) other (please specify) _____	1	2	3	4	5
8.	Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.	1	2	3	4	5
9.	I am more concerned in style than fit.	1	2	3	4	5
10.	If I want a durable garment, I expect to have to pay more for it.	1	2	3	4	5
11.	The ease-of-care of a garment is more important than its durability.	1	2	3	4	5
12.	Garment quality is more important than price.	1	2	3	4	5
13.	I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.	1	2	3	4	5
14.	If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	1	2	3	4	5
15.	I am able to find good quality garments from most retail stores.	1	2	3	4	5
16.	A good word to describe the quality of garments on today's market is "substandard".	1	2	3	4	5
17.	I can tell the quality of a garment by touching it.	1	2	3	4	5
18.	These days, if you want a better quality garment, you have to pay more for it.	1	2	3	4	5
19.	I believe that most retailers have certain standards of quality for their garments.	1	2	3	4	5

Appendix B. -- Continued

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		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
20.	Garment quality is more important than ease-of-care.	1	2	3	4	5
21.	I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	1	2	3	4	5
22.	In terms of their merchandise quality, all department stores are the same.	1	2	3	4	5
23.	"Garment durability" and "garment quality" mean the same thing.	1	2	3	4	5
24.	To me, quality means:					
a)	a garment will be expensive	1	2	3	4	5
b)	a garment will wear for a long time	1	2	3	4	5
c)	a garment will be easy to care for	1	2	3	4	5
d)	a garment will not shrink nor stretch	1	2	3	4	5
e)	a garment will be neatly finished (i.e. no loose threads, finished seams etc)					
f)	a garment will be comfortable	1	2	3	4	5
g)	a garment which is 'one of a kind', not mass produced.	1	2	3	4	5
h)	a garment's seams will not fall apart	1	2	3	4	5
i)	a garment will be made from fabrics of natural fibres (i.e. cotton, wool, linen, silk).	1	2	3	4	5
j)	a garment will be fashionable	1	2	3	4	5
k)	a garment will fit without alterations	1	2	3	4	5
l)	a garment will survive washing or cleaning	1	2	3	4	5
m)	a brand name	1	2	3	4	5
n)	a garment of classic style	1	2	3	4	5
o)	haute couture or high fashion	1	2	3	4	5
p)	a garment that will live to be a "hand-me-down"					
q)	a garment that doesn't change in colour (i.e. fade, run, bleed, rub off, etc.)	1	2	3	4	5
r)	a designer label	1	2	3	4	5
s)	other (please sqecify) _____	1	2	3	4	5

Appendix B. -- Continued

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SECTION C

The following questions are of a personal nature, but are important for organizing the survey results. Please remember, the responses to this survey are anonymous and will be held in strict confidence. In most instances, a check (√) or a short answer will be sufficient.

25. Respondent's sex: ____male   ____female

26. Respondent's age: ____11 and under   ____39-45
                          ____12 - 17   ____46-52
                          ____18 - 24   ____53-59
                          ____25 - 31   ____60 and over
                          ____32 - 38

27. Family description:

___Single (including divorced & widowed) no children   ___Couple,no children

___Single with children still at home   ___Couple with children still at home

___Single with children no longer at home   ___Couple with children no longer at home

28. Employment Status:

____ Working, full-time   ____ Non-working

____ Working, part-time   ____ Other (Please specify) _____

29. Which of the following best describes your highest level of education?

____ elementary education   ____ some university,below bachelor's level

____ some secondary education   ____ completion of university, bachelor's level

____ completion of secondary education/certificate   ____ post-graduate

____ non-university training (i.e. technical)   ____ other (please specify) _____

30. Have you participated in this consumer study previously?

____ Yes   ____ No

THANK YOU VERY MUCH FOR YOUR TIME AND COOPERATION!

THIS SURVEY HAS BEEN DESIGNED BY A GRADUATE STUDENT FOR THE COMPLETION OF A MASTER'S DEGREE (THESIS) PROJECT, AND HAS BEEN FULLY ENDORSED BY EATON'S.

Appendix C.

Survey Questionnaire: Children's Wear

EATON'S

Dear Eaton's Customer,

We invite you to participate in a consumer study! The
Study has been designed by a graduate student for the
completion of a master's degree (thesis) project, and
has been fully endorsed by Eaton's. As a participant,
you will be providing us with valuable information
concerning your needs and attitudes toward apparel
purchases. All responses should be completely anonymous,
and rest assured, the information will be held in strict
confidence.

Please complete and return the questionnaire promptly.
Fold the questionnaire and place it in the pre-addressed,
postage-paid envelope provided, then drop the envelope
into a convenient mail box.

Your participation is greatly appreciated!

Appendix C. -- Continued

CONSUMER OPINION SURVEY OF CHILDREN'S WEAR

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SECTION A

This section contains questions about the item(s) which you have just purchased from the Children's Wear department at Eaton's. In most instances a check (√) or a short answer will be sufficient.

1.   Number of garments purchased from the Children's Wear depart   : _____

2.   How many of the following items did you purchase from the Children's   _____
      Wear department?

      _____ shorts/culottes   _____ blouse/shirt   _____ swimwear

      _____ dress slacks/trousers _____ cardigan/   _____ T-shirts/tops
                                          pullover sweater
      _____ jacket/blazer   _____ dress   _____ track/sweat suit

      _____ skirt   _____ suit   _____ casual jeans/
                                                                     cords

                                                              _____ other (please
                                                                     specify)

3.   The garment(s) purchased will be:

      _____ worn by myself   _____ a gift for a friend

      _____ worn by a member of my family   _____ other (please specify)

      _____ a gift for a member of my family

4.   For each garment purchased, what was the original price? If you
      bought the item on sale, also indicate the sale price.

      GARMENT   ORIGINAL PRICE   SALE PRICE

      a) _____ $ _____ $ _____

      b) _____ $ _____ $ _____

      c) _____ $ _____ $ _____

5.   For each garment purchased, estimate the number of days in one
      week, and the number of months out of one year that you expect the
      item(s) will be worn. Also estimate the number of years you expect
      the item(s) to last.

                           ESTIMATED NUMBER OF WEARINGS   ESTIMATED LENGTH
                                                             OF LIFE (IN YEARS)
                           Days per one   Months out
      GARMENT   week (1-7)   of one year
      a) _____   ____days   ____ months   _____ years

      b) _____   ____days   ____ months   _____ years

      c) _____   ____days·   ____ months   _____ years

6.   How would you rate the quality of the garment(s) you just purchased?

      GARMENT   RATING

      a) _____   _____ low   _____medium   _____ high

      b) _____   _____ low   _____medium   _____ high

      c) _____   _____ low   _____medium   _____ high

Appendix C. -- Continued

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SECTION B
This section contains statements on clothing and retail stores. For each statement, please indicate how much you agree or disagree with the statement. For example, circle "1" if you strongly disagree with a statement; "2" if you disagree with a statement, and so on to "5" if you strongly agree with a statement.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
7. I decided to buy the garment(s) today because:					
a) the garment(s) was(were) fashionable	1	2	3	4	5
b) the price(s) was(were) agreeable	1	2	3	4	5
c) I liked the colour(s)	1	2	3	4	5
d) the garment(s) is(are) well made	1	2	3	4	5
e) the garment(s) is(are) easy-to-care for	1	2	3	4	5
f) I usually buy this brand	1	2	3	4	5
g) the quality of the garment(s) is good	1	2	3	4	5
h) I'm familiar with the fibre content	1	2	3	4	5
i) other (please specify) _____	1	2	3	4	5

_____

8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.	1	2	3	4	5
9. I am more concerned in style than fit.	1	2	3	4	5
10. If I want a durable garment, I expect to have to pay more for it.	1	2	3	4	5
11. The ease-of-care of a garment is more important than its durability.	1	2	3	4	5
12. Garment quality is more important than price.	1	2	3	4	5
13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.	1	2	3	4	5
14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	1	2	3	4	5
15. I am able to find good quality garments from most retail stores.	1	2	3	4	5
16. A good word to describe the quality of garments on today's market is "substandard".	1	2	3	4	5
17. I can tell the quality of a garment by touching it.	1	2	3	4	5
18. These days, if you want a better quality garment, you have to pay more for it.	1	2	3	4	5
19. I believe that most retailers have certain standards of quality for their garments.	1	2	3	4	5

Appendix C . — Continued.

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		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
20.	Garment quality is more important than ease-of-care.	1	2	3	4	5
21.	I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	1	2	3	4	5
22.	In terms of their merchandise quality, all department stores are the same.	1	2	3	4	5
23.	"Garment durability" and "garment quality" mean the same thing.	1	2	3	4	5
24.	To me, quality means:					
	a) a garment will be expensive	1	2	3	4	5
	b) a garment will wear for a long time	1	2	3	4	5
	c) a garment will be easy to care for	1	2	3	4	5
	d) a garment will not shrink nor stretch	1	2	3	4	5
	e) a garment will be neatly finished. (i.e. no loose threads,finished seams etc)					
	f) a garment will be comfortable	1	2	3	4	5
	g) a garment which is 'one of a kind', not mass produced.	1	2	3	4	5
	h) a garment's seams will not fall apart	1	2	3	4	5
	i) a garment will be made from fabrics of natural fibres (i.e. cotton, wool, linen, silk).	1	2	3	4	5
	j) a garment will be fashionable	1	2	3	4	5
	k) a garment will fit without alterations	1	2	3	4	5
	l) a garment will survive washing or cleaning	1	2	3	4	5
	m) a brand name	1	2	3	4	5
	n) a garment of classic style	1	2	3	4	5
	o) haute couture or high fashion	1	2	3	4	5
	p) a garment that will live to be a "hand-me-down".					
	q) a garment that doesn't change in colour (i.e. fade, run, bleed, rub off, etc.)	1	2	3	4	5
	r) a designer label	1	2	3	4	5
	s) other (please specify) _____	1	2	3	4	5

Appendix C. -- Continued

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SECTION C

The following questions are of a personal nature, but are important for
organizing the survey results. Please remember, the responses to this
survey are anonymous and will be held in strict confidence. In most
instances, a check (√) or a short answer will be sufficient.

25. Respondent's sex: _____ male   _____ female

26. Respondent's age: _____ 11 and under   _____ 39-45
                        _____ 12 - 17   _____ 46-52
                        _____ 18 - 24   _____ 53-59
                        _____ 25   _____ 60 and over
                        _____ 32

27. Family description:

    ___ Single (including divorced & widowed)   ___ Couple,no children
        no children

    ___ Single with children still at home   ___ Couple with children still
                                                     at home

    ___ Single with children no longer at home   ___ Couple with children no
                                                     longer at home

28. Employment Status:

    _____ Working, full-time   _____ Non-working

    _____ Working, part-time   _____ Other (Please specify)._____
                                       _____

29. Which of the following best describes your highest level of education?

    ___ elementary education   ___ some university,below bachelor's
                                      level

    ___ some secondary education ___ completion of university,
                                      bachelor's level

    ___ completion of secondary   ___ post-graduate
        education/certificate

    ___ non-university training   ___ other (please specify) _____
        (i.e. technical)   _____

30. Have you participated in this consumer study previously?

              _____ Yes   _____ No

THANK YOU VERY MUCH FOR YOUR TIME AND COOPERATION.

THIS SURVEY HAS BEEN DESIGNED BY A GRADUATE STUDENT FOR THE COMPLETION OF
A MASTER'S DEGREE (THESIS) PROJECT, AND HAS BEEN FULLY ENDORSED BY EATON'S.

Appendix D.

Table D1

Original Garment Prices for Children's Wear Respondents

Garment Type	99¢ - $5	$5.01-$10	$10.01-$15	$15.01-$20	$20.01-$25	$25.01-$30
Shorts/Culottes	14.5%	27.3%	10.9%	29.1%	14.5%	1.8%
Dress Slacks/Trousers	6.5	31.5	19.4	29.6	6.5	2.8
Jacket/Blazer	3.2	12.9	16.1	22.6	19.4	6.5
Skirt	4.0	28.0	40.0	8.0	16.0	0.0
Blouse/Shirt	9.3	34.8	19.9	20.5	8.7	2.5
Cardigan/Pullover Sweater	7.4	38.9	25.0	18.5	6.5	0.0
Dress	4.8	28.6	9.5	9.5	21.4	2.4
Suit	0.0	0.0	0.0	0.0	40.0	20.0
...wear	37.5	50.0	12.5	0.0	0.0	0.0
T-Shirt/Top	22.5	36.4	16.6	12.6	6.6	4.0
Track Suit/Sweat Suit	16.3	18.4	14.3	30.0	12.2	4.1
Casual Jeans/Cords	11.9	20.7	22.5	22.8	16.6	4.7
Jumper/Jumpsuit	17.2	13.8	31.0	17.2	6.9	3.4
Nightattire	19.5	43.9	9.8	4.9	14.6	2.4
Lingerie	43.1	27.3	12.0	10.0	6.7	1.0
Textile Related/Blanket	0.0	50.0	50.0	0.0	0.0	0.0
Shoes	16.7	33.3	11.1	22.2	11.1	5.6
Weatherwear/Coat/Parka	20.0	30.0	20.0	10.0	0.0	0.0
Vest	0.0	0.0	0.0	0.0	0.0	0.0
Knickers	13.3	33.3	26.7	26.7	0.0	0.0
Combination Outfit	25.0	25.0	0.0	0.0	25.0	0.0
Non-Apparel/Umbrella	16.7	38.9	33.3	11.1	0.0	0.0
Hat	0.0	0.0	0.0	0.0	0.0	0.0
Shawl	0.0	0.0	0.0	0.0	0.0	0.0

Appendix D. -- Continued

Table D1 -- Continued

Original Garment Prices for Children's Wear Respondents

Garment Type	$30.01-$35	$35.01-$40	$40.01-$45	$45.01-$50	$50.01-$55	$55.01-$60
Shorts/Culottes	0.0 %	0.0%	1.8 %	0.0 %	0.0 %	0.0 %
Dress Slacks/Trousers	0.9	0.9	0.9	0.0	0.9	0.0
Jacket/Blazer	3.2	3.2	9.7	0.0	3.2	0.0
Skirt	0.0	0.0	4.0	0.0	0.0	0.0
Blouse/Shirt	0.6	0.0	3.1	0.0	0.6	0.0
Cardigan/Pullover Sweater	1.9	0.0	1.9	0.0	0.0	0.0
Dress	2.4	7.1	14.3	0.0	0.0	0.0
Suit	0.0	20.0	20.0	0.0	0.0	0.0
Swimwear	0.0	0.0	0.0	0.0	0.0	0.0
T-Shirt/Top	0.0	0.0	1.3	0.0	0.0	0.0
Track Suit/Sweat Suit	0.0	2.0	2.0	0.0	0.0	0.0
Casual Jeans/Cords	0.0	0.0	0.8	0.0	0.0	0.0
Jumper/Jumpsuit	0.0	0.0	10.3	0.0	0.0	0.0
Nightattire	0.0	0.0	2.4	0.0	2.4	0.0
Lingerie	0.0	0.0	0.0	0.0	0.0	0.0
Textile Related/Blanket	0.0	0.0	0.0	0.0	0.0	0.0
Shoes	0.0	0.0	0.0	0.0	0.0	0.0
Weatherwear/Coat/Parka	0.0	0.0	10.0	0.0	0.0	10.0
Vest	0.0	0.0	0.0	0.0	0.0	0.0
Knickers	0.0	0.0	0.0	0.0	0.0	0.0
Combination Outfits	25.0	0.0	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	0.0	0.0	0.0	0.0	0.0	0.0
Hat	0.0	0.0	0.0	0.0	0.0	0.0
Shawl	0.0	0.0	0.0	0.0	0.0	0.0

Appendix D. -- Continued

Table D2

Sale Garment Prices for Children's Wear Respondents

Garment Type	99¢ - $5	$5.01-$10	$10.01-$15	$15.01-$20	$20.01-$25
Shorts/Culottes	45.8%	25.0%	20.8%	4.2%	4.2%
Dress Slacks/Trousers	16.2	30.9	38.2	10.3	1.5
Jacket/Blazer	12.5	25.0	29.2	12.5	4.2
Skirt	6.3	50.0	25.0	12.5	6.3
Blouse/Shirt	13.3	38.9	28.3	13.3	3.5
Cardigan/Pullover Sweater	25.0	39.6	16.7	14.6	0.0
Dress	16.7	33.3	20.8	8.3	20.8
Suit	0.0	20.0	60.0	0.0	20.0
Swinwear	0.0	0.0	0.0	0.0	0.0
T-Shirt/Top	29.7	34.7	21.8	11.9	1.0
Track Suit/Sweat Suit	10.7	25.0	25.0	17.9	10.7
Casual Jeans/Cords	9.9	24.3	48.4	16.2	0.9
Jumper/Jumpsuit	17.6	47.1	17.6	0.0	17.6
Night Attire	3.7	33.3	33.3	25.9	0.0
Lingerie	70.6	11.8	11.8	5.9	0.0
Textile Related/Blanket	0.0	0.0	0.0	0.0	0.0
Shoes	26.7	6.7	40.0	26.7	0.0
Weatherwear/Coat/Parka	16.7	50.0	33.3	0.0	0.0
Vest	0.0	0.0	0.0	0.0	0.0
Knickers	0.0	0.0	100.0	0.0	0.0
Combination Outfits	50.0	0.0	50.0	0.0	0.0
Non-Apparel/Umbrella	0.0	71.4	28.6	0.0	0.0
Hat	0.0	0.0	0.0	0.0	0.0
Shawl	0.0	0.0	0.0	0.0	0.0

Appendix D. -- Continued

Table D2 -- Continued

Sale Garment Prices for Children's Wear Respondents

Garment Type	$25.01-$30	$30.01-$35	$35.01-$40	$40.01-$45
Shorts/Culottes	0.0 %	0.0 %	0.0 %	0.0 %
Dress Slacks/ Trousers	0.0	0.0	0.0	2.9
Jacket/Blazer	8.3	0.0	0.0	8.3
Skirt	0.0	0.0	0.0	0.0
Blouse/Shirt	1.8	0.0	0.0	0.9
Cardigan/ Pullover Sweater	4.2	0.0	0.0	0.0
Dress	0.0	0.0	0.0	0.0
Suit	0.0	0.0	0.0	0.0
Swimwear	0.0	0.0	0.0	0.0
T-Shirt/Top	1.0	0.0	0.0	0.0
Track Suit/ Sweat Suit	7.1	0.0	0.0	3.6
Casual Jeans/Cords	0.3	0.0	0.0	0.0
Jumper/Jumpsuit	0.0	0.0	0.0	0.0
Nightattire	0.0	0.0	0.0	3.7
Lingerie	0.0	0.0	0.0	0.0
Textile Related/ Blanket	0.0	0.0	0.0	0.0
Shoes	0.0	0.0	0.0	0.0
Weatherwear/Coat/ Parka	0.0	0.0	0.0	0.0
Vest	0.0	0.0	0.0	0.0
Knickers	0.0	0.0	0.0	0.0
Combination Outfits	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	0.0	0.0	0.0	0.0
Hat	0.0	0.0	0.0	0.0
Shawl	0.0	0.0	0.0	0.0

Appendix D. -- Continued

Table D3

Original Garment Prices for Misses' Sportswear Respondents

Garment Type	99¢ - $5	$5.01 - $10	$10.01 - $15	$15.01 - $20	$20.01 - $25	$25.01 - $30	$30.01 - $35
	0.0 %	0.0 %	13.6 %	18.2 %	4.5 %	22.7 %	0.0 %
Shorts/Culottes							
Dress Slacks/ Trousers	0.0	0.0	1.6	9.8	6.6	27.0	9.0
Jacket/Blazer	0.0	0.9	0.9	1.9	8.4	6.5	7.5
Skirt	0.0	1.2	0.6	4.9	7.9	11.6	6.1
Blouse/Shirt	0.0	0.8	0.4	10.6	8.5	24.2	9.3
Cardigan/ Pullover Sweater	3.3	1.1	3.3	14.1	7.6	13.0	9.8
Dress	0.0	7.1	0.0	0.0	7.1	0.0	7.1
Suit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swimwear	0.0	0.0	16.7	33.3	0.0	0.0	0.0
T-Shirt/Top	0.0	14.0	4.7	11.6	11.6	7.0	14.0
Track Suit/ Sweat Suit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Casual Jeans/Cords	0.0	1.4	1.4	4.2	8.5	7.0	11.3
Jumper/Jumpsuit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nightattire	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lingerie	64.3	0.0	0.0	0.0	7.1	0.0	0.0
Textile Related/ Blanket	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shoes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weatherwear/Coat/ Parka	0.0	16.7	0.0	0.0	16.4	0.0	0.0
Vest	0.0	0.0	0.0	0.0	0.0	36.4	0.0
Knickers	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Combination Outfits	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	0.0	0.0	0.0	0.0	50.0	50.0	0.0
Hat	0.0	0.0	0.0	0.0	50.0	50.0	0.0
Shawl	0.0	0.0	0.0	0.0	20.0	0.0	20.0

Continued ...

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Appendix D. -- Continued

Table D3 -- Continued

Original Garment Prices for Misses' Sportswear Respondents

Garment Type	$35.01-$40	$40.01-$45	$45.01-$50	$50.01-$55	$55.01-$60	$60.01-$65	$65.01-$70
Shorts/Culottes	22.7 %	9.1 %	0.0 %	0.0 %	0.0 %	9.1 %	0.0 %
Dress Slacks/Trousers	12.3	1.6	9.8	2.5	4.1	5.7	3.3
Jacket/Blazer	5.6	12.1	7.5	3.7	4.7	6.5	8.4
Skirt	18.3	14.6	4.3	3.0	6.7	2.4	7.9
Blouse/Shirt	19.1	9.3	5.5	2.1	3.0	0.8	2.5
Cardigan/Pullover Sweater	17.4	7.6	6.5	5.4	2.2	0.0	1.1
Dress	7.1	7.1	7.1	0.0	7.1	14.3	7.1
Suit	16.7	50.0	0.0	0.0	0.0	0.0	0.0
Swimwear	16.7	16.7	0.0	0.0	0.0	16.7	0.0
T-Shirt/Top	16.3	4.7	2.3	4.7	0.0	0.0	4.7
Track Suit/Sweat Suit	33.3	0.0	0.0	0.0	33.3	33.3	0.0
Casual Jeans/Cords	18.3	7.0	8.5	21.1	0.0	5.6	1.4
Jumper/Jumpsuit	0.0	0.0	0.0	100.0	0.0	0.0	0.0
Nightattire	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lingerie	21.4	0.0	0.0	0.0	7.1	0.0	0.0
Textile Related/Blanket	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shoes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weatherwear/Coat/Parka	0.0	0.0	0.0	0.0	0.0	0.0	16.7
Vest	0.0	18.2	9.1	9.1	0.0	9.1	0.0
Knickers	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Combination Outfits	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawl	20.0	0.0	20.0	0.0	0.0	0.0	20.0

Appendix D. -- Continued

Table D3 -- Continued

Original Garment Prices for Misses' Sportswear Respondents

Garment Type	$70.01-$75	$75.01-$80	$80.01-$85	$85.01-$90	$90.01-$95	$95.01-$100	>$100
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shorts/Culottes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dress Slacks/Trousers	2.5	0.0	0.0	2.5	0.0	1.6	0.0
Jacket/Blazer	4.7	4.7	7.5	4.7	0.0	0.9	2.8
Skirt	1.8	1.2	1.2	1.8	0.0	1.8	2.4
Blouse/Shirt	0.8	0.0	0.8	0.4	0.0	0.8	0.8
Cardigan/Pullover Sweater	2.2	0.0	0.0	4.3	0.0	0.0	1.1
Dress	7.1	0.0	0.0	7.1	0.0	0.0	14.3
Suit	0.0	0.0	0.0	0.0	0.0	16.7	16.7
Swimwear	0.0	0.0	0.0	0.0	0.0	0.0	0.0
T-Shirt/Top	0.0	0.0	0.0	2.3	0.0	0.0	2.3
Track Suit/Sweat Suit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Casual Jeans/Cords	1.4	2.8	0.0	0.0	0.0	0.0	0.0
Jumper/Jumpsuit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nightattire	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lingerie	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Textile Related/Blanket	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shoes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weatherwear/Coat/Parka	0.0	0.0	0.0	16.7	0.0	0.0	33.3
Vest	0.0	9.1	9.1	0.0	0.0	0.0	0.0
Knickers	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Combination Outfits	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawl	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Appendix D. -- Continued

Table D4

Sale Garment Prices for Misses' Sportswear Respondents

Garment Type	99¢ - $5	$5.01-$10	$10.01-$15	$15.01-$20	$20.01-$25	$25.01-$30	$30.01-$35
Shorts/Culottes	0.0 %	43.8 %	25.0 %	12.5 %	12.5 %	6.3 %	0.0 %
Dress Slacks/ Trousers	0.0	53.1	15.6	12.5	15.6	0.0	0.0
Jacket/Blazer	6.3	15.6	9.4	25.0	12.5	15.6	0.0
Skirt	4.3	36.2	18.8	17.4	15.9	2.9	1.4
Blouse/Shirt	4.4	43.9	22.8	17.5	6.1	0.9	1.8
Cardigan/ Pullover Sweater	22.2	27.8	22.2	11.1	0.0	11.1	5.6
Dress	14.3	0.0	7.1	14.3	0.0	14.3	7.1
Suit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swimwear	0.0	0.0	0.0	0.0	0.0	0.0	0.0
T-Shirt/Top	14.3	45.7	17.1	0.0	11.4	0.0	2.9
Track Suit/ Sweat Suit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Casual Jeans/Cords	4.0	44.0	0.0	20.0	4.0	0.0	24.0
Jumper/Jumpsuit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nightattire	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lingerie	90.0	10.0	0.0	0.0	0.0	0.0	0.0
Textile Related/ Blanket	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shoes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weatherwear/Coat/ Parka	16.7	0.0	16.7	0.0	0.0	0.0	0.0
Vest	0.0	100.0	0.0	0.0	0.0	0.0	0.0
Knickers	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Combination Outfits	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawl	0.0	0.0	0.0	50.0	0.0	50.0	0.0

Appendix D. -- Continued

Table D4 -- Continued

Sale Garment Prices for Misses' Sportswear Respondents

Garment Type	$35.01-$40	$40.01-$45	$45.01-$50	$50.01-$55	$55.01-$60	$60.01-$65	$65.01-$70
Shorts/Culottes	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	3.1 %
Dress Slacks/Trousers	0.0	0.0	3.1	0.0	0.0	0.0	0.0
Jacket/Blazer	6.3	0.0	3.1	0.0	0.0	0.0	0.0
Skirt	1.4	0.0	0.0	1.4	0.0	0.0	0.0
Blouse/Shirt	0.9	0.0	0.9	0.0	0.0	0.0	7.1
Cardigan/Pullover Sweater	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dress	14.3	0.0	7.1	7.1	0.0	0.0	0.0
Suit	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Swimwear	0.0	0.0	100.0	0.0	0.0	0.0	0.0
T-Shirt/Top	0.0	0.0	2.9	0.0	0.0	0.0	0.0
Track Suit/Sweat Suit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Casual Jeans/Cords	4.0	0.0	0.0	0.0	0.0	0.0	0.0
Jumper/Jumpsuit	0.0	100.0	0.0	0.0	0.0	0.0	0.0
Nightattire	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lingerie	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Textile Related/Blanket	0.0	0.0	0.0	0.0	0.0	0.0	16.7
Shoes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weatherwear/Coat/Parka	0.0	0.0	16.7	0.0	0.0	0.0	0.0
Vest	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knickers	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Combination Outfits	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawl	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Appendix D. -- Continued

Table D4 -- Continued

Sale Garment Prices for Misses' Sportswear Respondents

Garment Type	$70.01-$75	$75.01-$80	$80.01-$85	$85.01-$90	$90.01-$95	$95.01-$100	>$100
Shorts/Culottes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dress Slacks/Trousers	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jacket/Blazer	0.0	0.0	0.0	0.0	0.0	0.0	3.1
Skirt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blouse/Shirt	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Cardigan/Pullover Sweater	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dress	0.0	0.0	0.0	0.0	0.0	0.0	7.1
Suit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swimwear	0.0	0.0	0.0	0.0	0.0	0.0	0.0
T-Shirt/Top	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Track Suit/Sweat Suit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Casual Jeans/Cords	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jumper/Jumpsuit	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nightattire	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lingerie	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Textile Related/Blanket	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shoes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weatherwear/Coat/Parka	0.0	0.0	0.0	16.7	0.0	0.0	16.7
Vest	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knickers	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Combination Outfits	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Non-Apparel/Umbrella	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawl	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Appendix E.

Table E1

Frequencies for Children's Wear Respondents -- Scale Questions

Question	Strongly Disagree 1	Disagree 2	Neither Agree nor Disagree 3	Agree 4	Strongly Agree 5	Mean
7. I decided to buy the garment(s) today because:						
(a) the garment(s) was(were) fashionable	10.3 %	6.6 %	21.6 %	47.4 %	14.1 %	3.48
(b) the price(s) was(were) agreeable	2.8	4.1	7.8	49.1	36.2	4.12
(c) I liked the colour(s)	3.3	1.4	13.3	58.8	23.2	3.97
(d) the garment(s) is(are) well made	1.4	0.9	23.1	58.5	16.0	3.87
(e) the garment(s) is(are) easy-to-care for	1.0	3.3	16.3	58.9	20.6	3.95
(f) I usually buy this brand	12.6	21.6	40.3	18.4	6.8	2.85
(g) the quality of the garment(s) is good	1.0	0.5	18.1	64.8	15.7	3.94
(h) I'm familiar with the fibre content	7.6	7.1	25.6	46.0	13.7	3.51

Appendix E. -- Continued

Table E1 -- Continued

Frequencies for Children's Wear Respondents -- Scale Questions

Question	1	2	3	4	5	Mean
8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.	33.0%	37.9%	18.2%	8.9%	2.0%	2.09
9. I am more concerned in the style than fit.	54.9	35.4	5.3	2.9	1.5	1.61
10. If I want a durable garment, I expect to have to pay more for it.	4.0	17.3	12.4	50.0	16.3	3.57
11. The ease-of-care of a garment is more important than its durability.	15.5	44.2	28.2	11.2	1.0	2.38
12. Garment quality is more important than price.	3.9	23.5	28.9	37.3	6.4	3.19

Continued....

Appendix E. -- Continued

Table E1 -- Continued

Frequencies for Children's Wear Respondents -- Scale Questions

Question	1	2	3	4	5	Mean
13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.	9.9%	29.1%	10.8%	37.4%	12.8%	3.14
14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	5.9	13.2	12.3	39.7	28.9	3.73
15. I am able to find good quality garments from most retail stores.	2.5	19.6	17.2	54.4	6.4	3.43
16. A good word to describe the quality of garments on today's market is "substandard".	2.0	37.4	33.5	19.7	7.4	2.93
17. I can tell the quality of a garment by touching it.	4.4	22.5	25.5	44.6	2.9	3.19
18. These days, if you want a better quality garment, you have to pay more for it.	1.5	17.1	8.8	58.5	14.1	3.67

Appendix E. -- Continued

Table E1 -- Continued

Frequencies for Children's Wear Respondents -- Scale Questions

Question	1	2	3	4	5	Mean
19. I believe that most retailers have certain standards of quality for their garments.	2.9%	13.7%	26.0%	52.5%	4.9%	3.43
20. Garment quality is more important than ease-of-care.	2.5	23.0	28.5	41.0	5.0	3.23
21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	12.0	46.5	21.0	20.0	0.5	2.51
22. In terms of their merchandise quality, all department stores are the same.	20.1	52.8	7.5	19.1	0.5	2.27
23. "Garment durability" and "garment quality" mean the same thing.	12.3	47.2	11.8	26.7	2.1	2.59

Continued....

Appendix E. -- Continued

Table E1 -- Continued

Frequencies for Children's Wear Respondents -- Scale Questions

Question	1	2	3	4	5	Mean
24. To me, quality means:						
(a) a garment will be expensive	11.4%	43.5%	22.3%	19.7%	3.1%	2.60
(b) a garment will wear for a long time	0.0	4.0	6.0	71.5	18.5	4.05
(c) a garment will be easy to care for	2.1	20.6	25.3	42.3	9.8	3.37
(d) a garment will not shrink nor stretch	0.5	6.6	5.6	60.4	26.9	4.07
(e) a garment will be neatly finished (i.e. no loose threads, finished seams, etc.)	0.8	0.0	0.0	51.5	47.7	4.46
(f) a garment will be comfortable	2.3	8.4	15.3	47.3	26.7	3.88
(g) a garment which is 'one of a kind', not mass produced	18.0	45.3	23.4	11.7	1.6	2.34
(h) a garment's seams will not fall apart	0.8	0.8	2.3	43.5	52.7	4.47
(i) a garment will be made from fabrics of natural fibres (i.e. cotton, wool, linen, silk)	4.6	33.6	31.3	22.9	7.6	2.95

Continued ...

Appendix E. -- Continued

Table E1 -- Continued

Frequencies for Children's Wear Respondents -- Scale Questions

Question	1	2	3	4	5	Mean
(j) a garment will be fashionable	3.1%	8.5%	32.6%	48.8%	7.0%	3.48
(k) a garment will fit without alterations	5.4	27.9	33.3	27.1	6.2	3.01
(l) a garment will survive washing or cleaning	1.5	2.3	3.0	43.9	49.2	4.37
(m) a brand name	10.8	23.8	40.0	22.3	3.1	2.83
(n) a garment of classic style	4.7	20.9	27.1	36.4	10.9	3.28
(o) haute couture or high fashion	9.7	40.3	29.8	15.3	4.8	2.65
(p) a garment that will live to be a hand-me-down	3.0	5.0	17.8	51.5	22.8	3.86
(q) a garment that doesn't change in color (i.e. fade, run, bleed, rub off, et.)	0.8	3.1	5.3	45.0	45.8	4.32
(r) a designer label	16.3	.1	32.6	9.3	0.8	2.37

Appendix E. -- Continued

Table E2

Frequencies for Misses' Sportswear Respondents to Scale Questions

Question	Strongly Disagree 1	Disagree 2	Neither Agree nor Disagree 3	Agree 4	Strongly Agree 5	Mean
7. I decided to buy the garment(s) today because:						
(a) the garment(s) was(were) fashionable	5.9 %	3.9 %	15.8 %	58.6 %	15.8 %	3.74
(b) the price(s) was(were) agreeable	0.5	6.7	10.0	54.5	28.2	4.03
(c) I liked the colour(s)	0.0	1.0	7.3	60.0	31.7	4.22
(d) the garment(s) is(are) well made	0.5	3.0	23.3	51.5	21.8	3.91
(e) the garment(s) is(are) easy-to-care for	1.5	12.0	22.5	45.0	19.0	3.68
(f) I usually buy this brand	17.9	28.2	25.6	21.3	6.7	2.71
(g) the quality of the garment(s) is good	0.5	4.5	14.5	64.5	16.0	3.91
(h) I'm familiar with the fibre content	5.1	9.7	20.9	43.9	20.4	3.65

Continued...

Appendix E. -- Continued

Table E2 -- Continued

Frequencies for Misses' Sportswear Respondents -- Scale Questions

Question	1	2	3	4	5	Mean
8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.	36.7 %	39.8 %	11.1 %	9.2 %	3.4 %	2.03
9. I am more concerned in the style than fit.	52.7	38.6	4.3	1.0	3.4	1.64
10. If I want a durable garment, I expect to have to pay more for it.	4.3	12.0	12.0	51.2	20.6	3.72
11. The ease-of-care of a garment is more important than its durability.	11.1	44.0	28.5	14.0	2.4	2.53
12. Garment quality is more important than price.	2.4	18.0	23.4	42.0	14.1	3.47

Continued....

Appendix E. -- Continued

Table E2 -- Continued

Frequencies for Misses' Sportswear Respondents -- Scale Questions

Question	1	2	3	4	5	Mean
13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.	13.5%	30.8%	13.5%	32.2%	10.1%	2.95
14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	6.3	10.2	11.	34.5	37.4	3.86
15. I am able to find good quality garments from most retail stores.	4.3	22.6	14.9	50.5	7.7	3.35
16. A good word to describe the quality of garments on today's market is "substandard".	4.4	35.1	34.1	20.0	6.3	2.89
17. I can tell the quality of a garment by touching it.	3.4	18.4	24.6	43.0	10.6	3.39
18. These days, if you want a better quality garment, you have to pay more for it.	1.4	14.4	12.0	56.5	15.8	3.71

Appendix E. -- Continued

Table E2 -- Continued

Frequencies for Misses' Sportswear Respondents -- Scale Questions

Question	1	2	3	4	5	Mean
19. I believe that most retailers have certain standards of quality for their garments.	2.9 %	12.1%	21.3%	55.6 %	8.2 %	3.54
20. Garment quality is more important than ease of-care.	0.0	18.7	28.6	47.3	5.4	3.39
21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	21.5	62.0	8.3	7.8	0.5	2.04
22. In terms of their merchandise quality, all department stores are the same.	22.2	46.8	12.8	15.3	3.0	2.30
23. "Garment durability" and "garment quality" mean the same thing.	18.6	59.3	8.8	13.2	0.0	2.17

Appendix E. -- Continued

Table E2 -- Continued

Frequencies for Misses' Sportswear Respondents -- Scale Questions

24. To me, quality means:

Question	1	2	3	4	5	Mean
(a) a garment will be expensive	7.5%	46.5%	22.5%	21.0%	2.5%	2.65
(b) a garment will wear for a long time	1.5	3.0	4.5	73.2	17.7	4.03
(c) a garment will be easy to care for	2.6	21.9	28.1	38.5	8.9	3.29
(d) a garment will not shrink nor stretch	0.5	7.4	7.4	55.9	28.7	4.05
(e) a garment will be neatly finished (i.e. no loose threads, finished seams, etc.)	0.0	0.9	1.8	37.6	59.6	4.56
(f) a garment will be comfortable	1.9	6.5	5.6	58.9	27.1	4.03
(g) a garment which is 'one of a kind', not mass produced	5.7	39.0	37.1	12.4	5.7	2.73
(h) a garment's seams will not fall apart	0.0	0.0	0.9	36.4	62.6	4.62
(i) a garment will be made from fabrics of natural fibres (i.e. cotton, wool, linen, silk)	1.9	22.6	21.7	33.0	20.8	3.48

Appendix E. -- Continued

Table E2 -- Continued

Frequencies for Misses' Sportswear Respondents -- Scale Questions

Question	1	2	3	4	5	Mean
(j) a garment will be fashionable	2.8%	11.1%	30.6%	48.1%	7.4%	3.46
(k) a garment will fit without alterations	4.6	35.8	25.7	28.4	5.5	2.95
(l) a garment will survive washing or cleaning	0.0	2.7	0.9	52.3	44.1	4.38
(m) a brand name	9.3	31.5	33.3	23.1	2.8	2.79
(n) a garment of classic style	2.9	5.7	30.5	41.9	19.0	3.69
(o) haute couture or high fashion	15.2	42.5	31.1	9.4	3.8	2.48
(p) a garment that will live to be a hand-me-down	2.5	14.8	29.6	37.0	16.0	3.49
(q) a garment that doesn't change in color (i.e. fade, run, bleed, rub off, et.)	0.9	0.9	5.5	42.7	50.0	4.40
(r) a designer label	12.6	40.8	33.0	12.6	1.0	2.49

Appendix F.

Table F1

Importance of Quality to Purchasers of Misses' Sportswear by Age

Questionnaire Items

Age	7.1(g) I decided to buy the garment(s) today because the quality of the garment(s) is good		11. I am more concerned in style than fit.		The ease-of-care of a garment is more important than its durability.	
	Mean	Eta	Mean	Eta	Mean	Eta
11 and under	4.00	0.23	3.00	0.16	2.00	0.23
12 - 17	3.20		1.80		2.00	
18 - 24	3.77		1.66		2.26	
25 - 31	4.08		1.54		2.37	
32 - 38	3.91		1.75		2.81	
39 - 45	4.00		1.65		2.65	
46 - 52	3.76		1.47		2.56	
53 - 59	3.90		1.74		2.77	
60 and over	4.06		1.50		2.37	

Age	12. Garment quality is more important than price.		13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.		20. Garment quality is more important than ease-of-care.	
	Mean	Eta	Mean	Eta	Mean	Eta
11 and under	4.00	0.19	2.00	0.25	4.00	0.29
12 - 17	3.00		2.80		3.20	
18 - 24	3.40		3.37		3.63	
25 - 31	3.29		3.00		3.49	
32 - 38	3.71		3.06		3.43	
39 - 45	3.52		2.38		2.96	
46 - 52	3.45		3.00		3.07	
53 - 59	3.78		2.89		3.67	
60 and over	3.33		2.42		3.39	

Appendix F. -- Continued

Table F2

Importance of Quality to Purchasers of Misses' Sportswear by Family Description

Questionnaire Items

Family Description	7.(g) I decided to buy the garment(s) today because the quality of the garment(s) is good		11. I am more concerned in style than fit.		11. The ease-of-care of a garment is more important than its durability.	
	Mean	Eta	Mean	Eta	Mean	Eta
Single (including divorced and widowed), no children	3.87	0.22	1.50	0.22	2.32	0.19
Single with children still at home	3.00		1.38		2.38	
Single with children no longer at home	4.00		1.00		2.00	
Couple, no children	4.00		2.08		2.84	
Couple with children still at home	3.91		1.70		2.59	
Couple with children no longer at home	4.04		1.60		2.53	

Family Description	12. Garment quality is more important than price.		13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.		20. Garment quality is more important than ease-of-care.	
	Mean	Eta	Mean	Eta	Mean	Eta
Single (including divorced and widowed), no children	3.41	0.08	3.03	0.13	3.56	0.18
Single with children still at home	3.63		2.75		3.25	
Single with children no longer at home	3.00		2.00		3.00	
Couple, no children	3.56		2.64		3.36	
Couple with children still at home	3.53		3.03		3.21	
Couple with children no longer at home	3.52		2.77		3.50	

Appendix F. -- Continued

Table F3

Importance of Quality to Purchasers of Misses' Sportswear by Employment Status

Questionnaire Items

Employment Status	7.(g) I decided to buy the garment(s) today because the quality of the garment(s) is good		9. I am more concerned in style than fit.		11. The ease-of-care of a garment is more important than its durability.	
	Mean	Eta	Mean	Eta	Mean	Eta
Working, full-time	3.93	0.15	1.64	0.16	2.58	0.12
Working, part-time	3.90		1.80		2.40	
Non-Working	4.02		1.69		2.62	
Other	3.65		1.32		2.32	

Employment Status	12. Garment quality is more important than price.		13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.		20. Garment quality is more important than ease-of-care.	
	Mean	Eta	Mean	Eta	Mean	Eta
Working, full-time	3.50	0.08	2.96	0.09	3.36	0.10
Working, part-time	3.35		3.03		3.44	
Non-Working	3.59		3.00		3.31	
Other	3.39		2.64		3.57	

Appendix F. -- Continued

Table F4

Importance of Quality to Purchasers of Misses' Sportswear by Education

Questionnaire Items

Education	7.(g) I decided to buy the garment(s) today because the quality of the garment(s) is good		9. I am more concerned in style than fit.		11. The ease-of-care of a garment is more important than its durability.	
	Mean	Eta	Mean	Eta	Mean	Eta
Elementary Education	4.00	0.21	2.00	0.19	2.67	0.12
Some Secondary Education	3.79		1.63		2.54	
Completion of Secondary Education/Certificate	4.06		1.69		2.36	
Non-university training (i.e. Technical)	4.00		1.64		2.55	
Some University, below Bachelor's Level	3.67		1.41		2.48	
Completion of University, Bachelor's Level	3.95		1.60		2.53	
Post-Graduate	3.72		1.64		2.56	
Other	4.00		2.50		3.00	

Education	12. Garment quality is more important than price.		13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.		10. Garment quality is more important than ease-of-care.	
	Mean	Eta	Mean	Eta	Mean	Eta
Elementary Education	2.83	0.16	2.83	0.19	3.00	0.23
Some Secondary Education	3.58		2.83		3.29	
Completion of Secondary Education/Certificate	3.39		3.08		3.30	
Non-university training (i.e. Technical)	3.55		3.00		3.91	
Some University, below Bachelor's Level	3.50		2.62		3.39	
Completion of University, Bachelor's Level	3.65		2.78		3.62	
Post-Graduate	3.40		3.36		3.28	
Other	3.75		3.50		3.50	

Appendix F. -- Continued

Table F5

Importance of Quality to Purchasers of Misses' Sportswear by Store (Branch)

Questionnaire Items

Store (Branch)	7.(g) I decided to buy the garment(s) today because the quality of the garment(s) is good		9. I am more concerned in style than fit.		11. The ease-of-care of a garment is more important than its durability.	
	Mean	Eta	Mean	Eta	Mean	Eta
Toronto Eaton Centre	3.74	0.18	1.70	0.09	2.43	0.08
Scarborough Town Centre	4.06		1.56		2.57	
Yorkdale	3.97		1.55		2.61	
Bramalea	3.71		1.77		2.39	
Sherway Gardens	3.94		1.64		2.46	

Store (Branch)	12. Garment quality is more important than price.		13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.		20. Garment quality is more important than ease-of-care.	
	Mean	Eta	Mean	Eta	Mean	Eta
Toronto Eaton Centre	3.28	0.12	2.86	0.11	3.54	0.13
Scarborough Town Centre	3.57		2.81		3.42	
Yorkdale	3.45		2.95		3.38	
Bramalea	3.40		2.84		3.16	
Sherway Gardens	3.61		3.16		3.45	

Appendix F. -- Continued

Table F6

Importance of Quality to Purchasers of Misses' Sportswear by Garment End Use

Questionnaire Items

Garment End Use	7.(q) I decided to buy the garment(s) today because the quality of the garment(s) is good		9. I am more concerned in style than fit.		11. The ease-of-care of a garment is more important than its durability.	
	Mean	Eta	Mean	Eta	Mean	Eta
Worn by myself	3.90	—	1.63	—	2.53	—
Worn by a member of my family	3.83		1.75		2.58	
A gift for a member of my family	4.18		1.85		3.00	
A gift for a friend	4.00		1.00		1.00	
Other	—		—		—	

Garment End Use	12. Garment quality is more important than price.		13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.		20. Garment quality is more important than ease-of-care.	
	Mean	Eta	Mean	Eta	Mean	Eta
Worn by myself	3.47	—	2.98	—	3.41	—
Worn by a member of my family	3.62		2.17		3.45	
A gift for a member of my family	3.77		2.46		3.25	
A gift for a friend	4.00		2.00		4.00	
Other	—		—		—	

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Appendix G.

Table G1

Perceptions of Quality Among Purchasers of Misses' Sportswear by Age

Questionnaire Items

Age	15. I am able to find good quality garments from most retail stores.		16. A good word to describe the quality of garments on today's market is "substandard".		17. I can tell the quality of a garment by touching it.	
	Mean	Eta	Mean	Eta	Mean	Eta
11 and under	3.00	0.22	3.00	0.21	3.00	0.16
12 - 17	3.60		3.20		3.0	
18 - 24	3.03		2.97		3.	
25 - 31	3.12		2.95			
32 - 38	3.26		3.16		3.56	
39 - 45	3.65		3.04		3.65	
46 - 52	3.56		2.53		3.34	
53 - 59	3.59		2.74		3.26	
60 and over	3.45		2.69		3.17	

Age	18. These days, if you want a better quality garment, you have to pay more for it.		22. In terms of their merchandise quality, all department stores are the same.	
	Mean	Eta	Mean	Eta
11 and under	2.00	0.23	3.00	0.21
12 - 17	3.40		1.80	
18 - 24	3.86		2.14	
25 - 31	3.46		2.02	
32 - 38	3.75		2.57	
39 - 45	3.91		2.32	
46 - 52	3.59		2.56	
53 - 59	3.85		2.23	
60 and over	4.00		2.44	

Appendix G. -- Continued

Table G2

Perceptions of Quality Among Purchasers of Misses' Sportswear

Questions Items

Family Description	15. I am able to find good quality garments from most retail stores.		16. A good word to describe the quality of garments on today's market is "substandard".		17. I can tell the quality of a garment by touching it.	
	Mean	Eta	Mean	Eta	Mean	Eta
Single (including divorced and widowed), no children	3.15	0.24	2.93	0.15	3.50	0.12
Single with children still at home	2.75		3.00		3.13	
Single with children no longer at home	3.00		4.00		4.00	
Couple, no children	3.20		2.76		3.48	
Couple with children still at home	3.55		2.97		3.40	
Couple with children no longer at home	3.68		2.64		3.20	

	18. These days, if you want a better quality garment, you have to pay more for it.		22. In terms of their merchandise quality, all department stores are the same.	
Single (including divorced and widowed), no children	3.77	0.14	2.07	0.16
Single with children still at home	3.88		2.38	
Single with children no longer at home	4.00		2.00	
Couple, no children	3.64		2.44	
Couple with children still at home	3.55		2.44	
Couple with children no longer at home	3.90		2.24	

Appendix G. -- Continued

Table G3

Perceptions of Quality Among Purchasers of Misses' Sportswear by Employment Status

Questionnaire Items

Employment Status	15. I am able to find good quality garments from most retail stores.		16. A good word to describe the quality of garments on today's market is "substandard".		17. I can tell the quality of a garment by touching it.	
	Mean	Eta	Mean	Eta	Mean	Eta
Working, full-time	3.26	0.14	2.87	0.14	3.42	0.12
Working, part-time	3.34		3.14		3.54	
Non-Working	3.60		2.73		3.21	
Other	3.17		2.85		3.41	

	18. These days, if you want a better quality garment, you have to pay more for it.		22. In terms of their merchandise quality, all department stores are the same.	
	Mean	Eta	Mean	Eta
Working, full-time	3.71	0.06	2.33	0.06
Working, part-time	3.66		2.29	
Non-Working	3.81		2.36	
Other	3.76		2.14	

Appendix G. -- Continued

Table G4

Perceptions of Quality Among Purchasers of Misses' Sportswear by Education

Questionnaire Items

Education	15. I am able to find good quality garments from most retail stores.		16. A good word to describe the quality of garments on today's market is "substandard".		17. I can tell the quality of a garment by touching it.	
	Mean	Eta	Mean	Eta	Mean	Eta
Elementary Education	3.83	0.23	2.67	0.21	3.17	0.25
Some Secondary Education	3.58		2.63		3.08	
Completion of Secondary Education/Certificate	3.42		3.18		3.64	
Non-university training (i.e. Technical)	3.64		2.82		3.09	
Some University, below Bachelor's Level	3.35		3.06		3.68	
Completion of University, Bachelor's Level	2.90		2.78		3.30	
Post-Graduate	3.32		2.76		3.08	
Other	3.25		2.50		3.00	

Education	18. These days, if you want a better quality garment, you have to pay more for it.		22. In terms of their merchandise quality, all department stores are the same.	
	Mean	Eta	Mean	Eta
Elementary Education	3.00	0.25	2.60	0.27
Some Secondary Education	3.92		2.50	
Completion of Secondary Education/Certificate	3.87		2.12	
Non-university training (i.e. Technical)	3.45		2.55	
Some University, below Bachelor's Level	3.82		2.53	
Completion of University, Bachelor's Level	3.63		2.00	
Post-Graduate	3.72		1.88	
Other	2.75		3.00	

Appendix G. -- Continued

Table G5

Perceptions of Quality Among Purchasers of Misses' Sportwear by Store (Branch)

Questionnaire Items

Store (Branch)	15. I am able to find good quality garments from most retail stores.		16. A good word to describe the quality of garments on today's market is "substandard".		17. I can tell the quality of a garment by touching it.	
	Mean	Eta	Mean	Eta	Mean	Eta
Toronto Eaton Centre	3.06	0.16	3.14	0.12	3.38	0.10
Scarborough Town Centre	3.55		2.84		3.43	
Yorkdale	3.24		2.87		3.50	
Bramalea	3.42		2.93		3.16	
Sherway Gardens	3.29		2.79		3.39	

Store (Branch)	18. These days, if you want a better quality garment, you have to pay more for it.		22. In terms of their merchandise quality, all department stores are the same.	
	Mean	Eta	Mean	Eta
Toronto Eaton Centre	3.78	-0.12	2.26	0.16
Scarborough Town Centre	3.72		2.16	
Yorkdale	3.82		2.62	
Bramalea	3.45		2.10	
Sherway Gardens	3.75		2.34	

Appendix G. -- Continued

Table G6

Perceptions of Quality Among Purchasers of Misses' Sportswear by Garment End·Use

Questionnaire Items

Garment End Use	15. I am able to find good quality garments from most retail stores.		16. A good word to describe the quality of garments on today's market is "substandard".		17. I can tell the quality of a garment by touching it.	
	Mean	Eta	Mean	Eta	Mean	Eta
Worn by myself	3.31	—	2.90	—	3.43	—
Worn by a member of my family	4.15		2.57		3.17	
A gift for a member of my family	3.92		2.?9		3.31	
A gift for a friend	4.00		2.?0		4.00	
Other	—		—		—	

	18. These days, if you want a better quality garment, you have to pay more for it.		in terms of their merchandise quality all department stores are the same	
Worn by myself	3.74	—	2.?2	—
Worn by a member of my family	3.85		2.08	
A gift for a member of my family	3.62		1.83	
A gift for a friend	4.00		1.00	
Other	—		—	

Appendix H.

Table H1

Expectations of Quality Among Purchasers of Misses' Sport ear by Age

Questionnaire Items

Age	8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.		10. If I want a durable garment, I expect to have to pay more for it.		14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	
	Mean	Eta	Mean	Eta	Mean	Eta
11 and under	2.00	0.15	2.00	0.23	3.00	0.25
12 - 17	2.40		3.20		2.80	
18 - 24	2.23		3.89		3.86	
25 - 31	1.95		3.68		3.78	
32 - 38	2.16		3.84		4.29	
39 - 45	1.87		3.91		4.09	
46 - 52	2.07		3.69		3.55	
53 - 59	1.93		3.82		4.11	
60 and over	1.74		3.16		3.58	

Age	19. I believe that most retailers have certain standards of quality for their garments.		21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	
	Mean	Eta	Mean	Eta
11 and under	3.00	0.15	3.00	0.25
12 - 17	3.40		2.40	
18 - 24	3.53		2.09	
25 - 31	3.51		2.02	
32 - 38	3.45		2.13	
39 - 45	3.61		1.64	
46 - 52	3.78		1.88	
53 - 59	3.37		2.30	
60 and over	3.70		2.00	

Appendix H. -- Continued

Table H2

Expectations of Quality Among Purchasers of Misses' Sportswear by Family Description

Questionnaire Items

Family Description	8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.		10. If I want a durable garment. I expect to have to pay more for it.		11. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	
	Mean	Eta	Mean	Eta	Mean	Eta
Single (including divorced and widowed), no children	1.95	0.14	3.89	0.19	3.73	0.13
Single with children still at home	2.00		3.25		3.63	
Single with children no longer at home	1.00		2.00		5.00	
Couple, no children	2.16		3.48		4.00	
Couple with children still at home	2.16		3.67		3.99	
Couple with children no longer at home	1.81		3.71		3.90	

Family Description	19. I believe that most retailers have certain standards of quality for their garments.		21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	
	Mean	Eta	Mean	Eta
Single (including divorced and widowed), no children	3.52	0.12	2.03	0.12
Single with children still at home	3.50		2.25	
Single with children no longer at home	4.00		1.00	
Couple, no children	3.32		2.16	
Couple with children still at home	3.66		1.99	
Couple with children no longer at home	3.58		2.00	

Appendix H. -- Continued

Table H3

Expectations of Quality Among Purchasers of Misses' Sportswear by Employment Status

Questionnaire Items

Employment Status	8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.		10. If I want a durable garment, I expect to have to pay more for it.		11. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	
	Mean	Eta	Mean	Eta	Mean	Eta
Working, full-time	2.03	0.10	3.84	0.11	3.71	0.15
Working, part-time	1.80		3.65		4.20	
Non-Working	2.12		3.65		3.96	
Other	2.07		3.55		3.75	

	19. I believe that most retailers have certain standards of quality for their garments.		21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	
Working, full-time	3.57	0.06	1.97	0.19
Working, part-time	3.59		2.26	
Non-Working	3.54		2.18	
Other	3.50		1.79	

Appendix H. -- Continued

Table H4

Expectations of Quality Among Purchasers of Misses' Sportswear by Education

Questionnaire Items

Education	8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.		10. If I want a durable garment, I expect to have to pay more for it.		14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	
	Mean	Eta	Mean	Eta	Mean	Eta
Elementary Education	2.33	0.11	2.83	0.21	3.17	0.26
Some Secondary Education	2.17		3.75		4.29	
Completion of Secondary Education/Certificate	1.93		3.87		4.19	
Non-university training (i.e. Technical)	1.91		3.36		3.55	
Some University, below Bachelor's Level	2.12		3.65		3.68	
Completion of University, Bachelor's Level	1.93		3.75		4.03	
Post-Graduate	2.13		4.80		3.67	
Other	2.25		3.00		3.25	

Education	19. I believe that most retailers have certain standards of quality for their garments.		21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	
	Mean	Eta	Mean	Eta
Elementary Education	3.83	0.17	3.00	0.24
Some Secondary Education	3.83		2.04	
Completion of Secondary Education/Certificate	3.58		1.96	
Non-university training (i.e. Technical)	3.45		2.18	
Some University, below Bachelor's Level	3.38		1.97	
Completion of University, Bachelor's Level	3.36		1.92	
Post-Graduate	3.52		2.08	
Other	3.25		2.00	

Appendix H. -- Continued

Table H5

Expectations of Quality Among Purchasers of Misses' Sportswear by Store (Branch)

Questionnaire Items

Store (Branch)	8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.		10. If I want a durable garment, I expect to have to pay more for it.		14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	
	Mean	Eta	Mean	Eta	Mean	Eta
Toronto Eaton Centre	1.84	0.15	3.70	0.12	4.00	0.11
Scarborough Town Centre	1.93		3.64		3.70	
Yorkdale	1.90		3.73		3.97	
Bramalea	2.13		3.90		3.77	
Sherway Gardens	2.25		3.80		4.00	

Store (Branch)	19. I believe that most retailers have certain standards of quality for their garments.		21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	
	Mean	Eta	Mean	Eta
Toronto Eaton Centre	3.46	0.05	2.03	0.22
Scarborough Town Centre	3.57		1.86	
Yorkdale	3.50		2.32	
Bramalea	3.58		1.84	
Sherway Gardens	3.55		2.14	

Appendix H. -- Continued

Table H6

Expectations of Quality Among Purchasers of Misses' Sportswear by Garment End Use

Questionnaire Items

Garment End Use	8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.		10. If I want a durable garment, I expect to have to pay more for it.		14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	
	Mean	Eta	Mean	Eta	Mean	Eta
Worn by myself	2.04	—	3.73	—	3.89	—
Worn by a member of my family	2.42		3.54		4.17	
A gift for a member of my family	2.54		3.46		4.00	
A gift for a friend	2.00		4.00		5.00	
Other	—		—		—	

Garment End Use	19. I believe that most retailers have certain standards of quality for their garments.		21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	
	Mean	Eta	Mean	Eta
Worn by myself	3.55	—	2.05	—
Worn by a member of my family	3.69		1.69	
A gift for a member of my family	3.85		1.75	
A gift for a friend	4.00		2.00	
Other	—		—	

Appendix J.

Table J1

Importance of Quality to Purchasers of Children's Wear by Age

Questionnaire Items

Age	7.(q) I decided to buy the garment(s) today because the quality of the garment(s) is good		9. I am more concerned in style than fit.		11. The ease-of-care of a garment is more important than its durability.	
	Mean	Eta	Mean	Eta	Mean	Eta
11 and under	—	0.27	—	0.26	—	0.09
12 - 17	3.33		2.33		2.67	
18 - 24	3.80		2.10		2.20	
25 - 31	3.90		1.59		2.39	
32 - 38	3.97		1.59		2.43	
39 - 45	4.08		1.39		2.39	
46 - 52	4.33		2.33		2.33	
53 - 59	3.20		1.50		2.17	
60 and over	4.00		1.20		2.20	

Age	12. Garment quality is more important than price.		13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.		20. Garment quality is more important than ease-of-care.	
	Mean	Eta	Mean	Eta	Mean	Eta
11 and under	—	0.15	—	0.10	—	0.17
12 - 17	2.83		2.83		3.00	
18 - 24	3.50		3.20		3.10	
25 - 31	3.16		3.33		3.04	
32 - 38	3.21		3.11		3.28	
39 - 45	3.11		3.26		3.36	
46 - 52	3.67		3.00		3.67	
53 - 59	3.67		3.33		3.67	
60 and over	3.60		2.80		2.80	

Appendix J. -- Continued

Table J2

Importance of Quality to Purchasers of Children's Wear by Family Description

Questionnaire Items

Family Description	7.(g) I decided to buy the garment(s) today because the quality of the garment(s) is good		9. I am more concerned in style than fit.		11. The ease-of-care of a garment is more important than its durability.	
	Mean	Eta	Mean	Eta	Mean	Eta
Single (including divorced and widowed), no children	3.63	0.20	2.00	0.18	2.78	0.14
Single with children still at home	4.13		1.00		2.50	
Single with children no longer at home	3.00		1.00		2.00	
Couple, no children	3.89		1.56		2.44	
Couple with children still at home	3.97		1.60		2.38	
Couple with children no longer at home	3.40		1.40		1.80	

Family Description	12. Garment quality is more important than price.		13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.		20. Garment quality is more important than ease-of-care.	
	Mean	Eta	Mean	Eta	Mean	Eta
Single (including divorced and widowed), no children	3.22	0.19	3.11	0.14	3.56	0.12
Single with children still at home	3.13		2.63		3.42	
Single with children no longer at home	3.00		2.00		4.00	
Couple, no children	3.67		3.67		3.11	
Couple with children still at home	3.15		3.18		3.21	
Couple with children no longer at home	4.20		2.80		3.60	

Appendix J. -- Continued

Table J3

Importance of Quality to Purchasers of Children's Wear by Employment Status

Questionnaire Items

Employment Status	7.(g) I decided to buy the garment(s) today because; the quality of the garment(s) is good		11. I am more concerned in style than fit.		11. The easy-care of a garment is more important than its dura...	
	Mean	Eta	Mean	Eta	Mean	Eta
Working, full-time	4.03	0.09	1.55	0.12	2.49	0.18
Working, part-time	3.87		1.46		2.34	
Non-Working	3.93		1.71		2.44	
Other	3.94		1.68		1.90	

Employment Status	12. Garment quality is more important than price.		13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.		20. Garment quality is more important than ease-of-care.	
	Mean	Eta	Mean	Eta	Mean	Eta
Working, full-time	3.29	0.10	3.12	0.11	3.45	0.17
Working, part-time	3.12		3.42		3.04	
Non-Working	3.26		3.11		3.16	
Other	3.30		3.05		3.29	

Appendix J. -- Continued

Table J4

Importance of Quality to Purchasers of Children's Wear by Education

Questionnaire Items

Education	7.(q) I decided to buy the garment(s) today because: the quality of the garment(s) is good		9. I am more concerned in style than fit.		11. The ease-of-care of a garment is more important than its durability.	
	Mean	Eta	Mean	Eta	Mean	Eta
Elementary Education	3.75	0.15	1.50	0.27	2.25	0.19
Some Secondary Education	3.75		2.12		2.29	
Completion of Secondary Education/Certificate	4.02		1.68		2.19	
Non-university training (i.e. Technical)	4.10		1.80		2.50	
Some University, below Bachelor's Level	3.94		1.38		2.38	
Completion of University, Bachelor's Level	3.91		1.51		2.63	
Post-Graduate	4.12		1.50		2.35	
Other	3.88		1.13		2.13	

Education	12. Garment quality is more important than price.		13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.		20. Garment quality is more important than ease-of-care.	
	Mean	Eta	Mean	Eta	Mean	Eta
Elementary Education	3.25	0.18	2.50	0.13	3.50	0.13
Some Secondary Education	3.24		3.18		3.56	
Completion of Secondary Education/Certificate	3.26		3.00		3.17	
Non-university training (i.e. Technical)	3.56		3.20		3.22	
Some University, below Bachelor's Level	2.97		3.27		3.25	
Completion of University, Bachelor's Level	3.38		3.33		3.26	
Post-Graduate	3.05		3.05		3.15	
Other	3.50		3.00		3.50	

Appendix J. -- Continued

Table J5

Importance of Quality to Purchasers of Children's Wear by Store (Branch)

Questionnaire Items

Store (Branch)	7.(g) I decided to buy the garment(s) today because the quality of the garment(s) is good		11. I am more concerned in style than fit.		The ease-of-care of a garment is more important than its durability.	
	Mean	Eta	Mean	Eta	Mean	Eta
Toronto Eaton Centre	4.11	0.18	1.63	0.04	2.50	0.12
Scarborough Town Centre	3.88		1.56		2.44	
Yorkdale	3.93		1.57		2.53	
Bramalea	3.95		1.63		2.21	
Sherway Gardens	3.92		1.60		2.35	

Store (Branch)	12. Garment quality is more important than price.		13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.		20. Garment quality is more important than ease-of-care.	
	Mean	Eta	Mean	Eta	Mean	Eta
Toronto Eaton Centre	3.47	0.15	2.97	0.13	3.76	0.23
Scarborough Town Centre	3.21		3.10		3.12	
Yorkdale	2.90		3.03		3.04	
Bramalea	3.26		3.47		3.16	
Sherway Gardens	3.20		3.24		3.24	

Appendix J. -- Continued

Table J6

Importance of Quality to Purchasers of Children's Wear by Garment End Use

Questionnaire Items

Garment End Use	7.(q) I decided to buy the garment(s) today because the quality of the garment(s) is good		9. I am more concerned in style than fit.		11. The ease-of-care of a garment is more important than its durability.	
	Mean	Eta	Mean	Eta	Mean	Eta
Worn by myself	3.63	—	2.13	—	2.63	—
Worn by a member of my family	3.96		1.56		2.39	
A gift for a member of my family	3.79		1.70		2.53	
A gift for a friend	4.07		1.88		2.25	
Other	1.00		1.00		2.00	

Garment End Use	12. Garment quality is more important than price.		13. I still have garments in my wardrobe that are perfectly good, but I won't wear them because they are out of fashion.		20. Garment quality is more important than ease-of-care.	
	Mean	Eta	Mean	Eta	Mean	Eta
Worn by myself	2.88	—	3.13	—	3.00	—
Worn by a member of my family	3.22		3.11		3.25	
A gift for a member of my family	3.30		3.57		3.17	
A gift for a friend	3.00		3.56		3.27	
Other	4.00		2.00		2.00	

Appendix K.

Table K1

Perceptions of Quality Among Purchasers of Children's Wear by Age

Questionnaire Items

Age	15. I am able to find good quality garments from most retail stores.		16. A good word to describe the quality of garments on today's market is "substandard".		17. I can tell the quality of a garment by touching it.	
	Mean	Eta	Mean	Eta	Mean	Eta
	—	0.11	—	0.31	—	0.25
11 and under						
12 - 17	3.33		3.33		2.50	
18 - 24	3.20		3.30		3.30	
25 - 31	3.36		3.43		3.32	
32 - 38	3.45		2.70		3.23	
39 - 45	3.53		2.95		2.90	
46 - 52	3.67		2.33		3.00	
53 - 59	3.00		3.00		2.83	
60 and over	3.50		2.80		4.25	

Age	18. These days, if you want a better quality garment, you have to pay more for it.		22. In terms of their merchandise quality, all department stores are the same.	
	Mean	Eta	Mean	Eta
	—	0.15	—	0.15
11 and under				
12 - 17	3.83		2.67	
18 - 24	3.70		1.80	
25 - 31	3.86		2.32	
32 - 38	3.56		2.23	
39 - 45	3.64		2.24	
46 - 52	4.00		2.00	
53 - 59	3.83		2.67	
60 and over	4.00		2.40	

Appendix K. -- Continued

Table K2
Perceptions of Quality Among Purchasers of Children's Wear by Family Description

Questionnaire Items

Family Description	15. I am able to find good quality garments from most retail stores.		16. A good word to describe the quality of garments on today's market is "substandard".		17. I can tell the quality of a garment by touching it.	
	Mean	Eta	Mean	Eta	Mean	Eta
Single (including divorced and widowed), no children	3.33	0.12	3.00	0.10	3.44	0.13
Single with children still at home	3.50		2.86		2.75	
Single with children no longer at home			4.00			
Couple, no children	2.89		3.22		3.56	
Couple with children still at home	3.45		2.92		3.16	
Couple with children no longer at home	3.40		3.00		3.40	

Family Description	18. These days, if you want a better quality garment, you have to pay more for it.		22. In terms of their merchandise quality, all department stores are the same.	
	Mean	Eta	Mean	Eta
Single (including divorced and widowed), no children	4.00	0.12	2.00	0.24
Single with children still at home	3.50		1.86	
Single with children no longer at home	4.00		3.00	
Couple, no children	4.00		1.67	
Couple with children still at home	3.65		2.28	
Couple with children no longer at home	4.00		3.40	

Appendix K.--Continued

Table K3

Perceptions of Quality Among Purchasers of Children's Wear by Employment Status

Questionnaire Items

Employment Status	15. I am able to find good quality garments from most retail stores.		16. A good word to describe the quality of garments on today's market is "substandard".		17. I can tell the quality of a garment by touching it.	
	Mean	Eta	Mean	Eta	Mean	Eta
Working, full-time	3.30	0.11	2.97	0.08	3.30	0.11
Working, part-time	3.42		2.48		3.12	
Non-Working	3.55		3.03		3.23	
Other	3.44		2.84		2.94	

	18. These days, if you want a better quality garment, you have to pay more for it.		22. In terms of their merchandise quality, all department stores are the same.	
	Mean	Eta	Mean	Eta
Working, full-time	3.72	0.09	2.08	0.20
Working, part-time	3.64		2.24	
Non-Working	3.71		2.45	
Other	3.42		1.94	

Appendix K. -- Continued

Table K4

Perceptions of Quality Among Purchasers of Children's Wear by Education

Questionnaire Items

Education	15. I am able to find good quality garments from most retail stores.		16. A good word to describe the quality of garments on today's market is "substandard".		17. I can tell the quality of a garment by touching it.	
	Mean	Eta	Mean	Eta	Mean	Eta
Elementary Education	3.75	0.10	3.50	0.13	2.75	0.25
Some Secondary Education	3.53		2.88		3.41	
Completion of Secondary Education/Certificate	3.38		3.07		3.47	
Non-university training (i.e. Technical)	3.60		2.90		3.20	
Some University, below Bachelor's Level	3.35		2.02		3.16	
Completion of University, Bachelor's Level	3.46		2.94		3.31	
Post-Graduate	3.35		2.69		2.90	
Other	3.63		2.75		2.50	

Education	18. These days, if you want a better quality garment, you have to pay more for it.		22. In terms of their merchandise quality, all department stores are the same.	
	Mean	Eta	Mean	Eta
Elementary Education	3.75	0.18	3.00	0.16
Some Secondary Education	3.59		2.25	
Completion of Secondary Education/Certificate	3.51		2.40	
Non-university training (i.e. Technical)	3.30		2.20	
Some University, below Bachelor's Level	3.89		2.19	
Completion of University, Bachelor's Level	3.71		2.15	
Post-Graduate	3.40		2.40	
Other	3.75		2.00	

Appendix K. -- Continued

Table K5

Perceptions of Quality Among Purchasers of Children's Wear by Store (Branch)

Questionnaire Items

Store (Branch)	15. I am able to find good quality garments from most retail stores.		16. A good word to describe the quality of garments on today's market is "substandard".		17. I can tell the quality of a garment by touching it.	
	Mean	Eta	Mean	Eta	Mean	Eta
Toronto Eaton Centre	3.07	0.18	3.03	0.14	3.14	0.17
Scarborough Town Centre	3.62		2.86		3.37	
Yorkdale	3.30		3.13		3.33	
Bramalea	3.49		3.07		3.05	
Sherway Gardens	3.33		2.77		2.96	

Store (Branch)	18. These days, if you want a better quality garment, you have to pay more for it.		22. In terms of their merchandise quality, all department stores are the same.	
	Mean	Eta	Mean	Eta
Toronto Eaton Centre	3.87	0.12	2.21	0.06
Scarborough Town Centre	3.75		2.21	
Yorkdale	3.48		2.21	
Bramalea	3.67		2.33	
Sherway Gardens	3.60		2.34	

Appendix K. -- Continued

Table K6

Perceptions of Quality Among Purchasers of Children's Wear by Garment End Use

Questionnaire Items

Garment End Use	15. I am able to find good quality garments from most retail stores.		16. A good word to describe the quality of garments on today's market is "substandard".		17. I can tell the quality of a garment by touching it.	
	Mean	Eta	Mean	Eta	Mean	Eta
Worn by myself	3.38	—	3.00	—	2.50	—
Worn by a member of my family	3.44		2.92		3.21	
A gift for a member of my family	3.24		3.10		3.14	
A gift for a friend	3.44		3.19		3.19	
Other	4.00		4.00		2.00	

	18. These days, if you want a better quality garment, you have to pay more for it.		22. In terms of their merchandise quality, all department stores are the same.	
	Mean	Eta	Mean	Eta
Worn by myself	3.88	—	2.50	—
Worn by a member of my family	3.67		2.29	
A gift for a member of my family	3.77		2.07	
A gift for a friend	3.63		2.27	
Other	2.00		1.00	

Appendix L.

Table L1

Expectations of Quality Among Purchasers of Children's Wear by Age

Questionnaire Items

Age	8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.		10. If I want a durable garment, I expect to have to pay more for it.		14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	
	Mean	Eta	Mean	Eta	Mean	Eta
11 and under						
12 - 17	2.33	0.16	3.67	0.19	3.17	0.20
18 - 24	2.70		3.30		3.20	
25 - 31	2.07		3.41		3.86	
32 - 38	2.02		3.66		3.68	
39 - 45	1.97		3.68		3.97	
46 - 52	2.33		3.00		3.67	
53 - 59	2.17		4.33		3.17	
60 and over	2.25		4.00		4.40	

Age	19. I believe that most retailers have certain standards of quality for their garments.		21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	
11 and under				
12 - 17	2.83	0.19	2.83	0.15
18 - 24	3.10		2.60	
25 - 31	3.43		2.44	
32 - 38	3.42		2.53	
39 - 45	3.61		2.54	
46 - 52	4.00		1.67	
53 - 59	3.50		2.17	
60 and over	3.80		2.20	

Appendix L. -- Continued

Table L2

Expectations of Quality Among Purchasors of Children's Wear by Family Description

Questionnaire Items

Family Description	8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.		10. If I want a durable garment, I expect to have to pay more for it.		14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	
	Mean	Eta	Mean	Eta	Mean	Eta
Single (including divorced and widowed), no children	2.44	0.18	3.78	0.10	4.22	0.11
Single with children still at home	1.57		3.43		3.63	
Single with children no longer at home	1.00		4.00		4.00	
Couple, no children	2.56		3.56		4.11	
Couple with children still at home	2.03		3.59		3.72	
Couple with children no longer at home	2.50		4.20		3.60	

Family Description	19. I believe that most retailers have certain standards of quality for their garments.		21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	
	Mean	Eta	Mean	Eta
Single (including divorced and widowed), no children	3.33	0.11	2.44	0.17
Single with children still at home	3.00		3.29	
Single with children no longer at home	3.00		3.00	
Couple, no children	3.56		2.22	
Couple with children still at home	3.46		2.47	
Couple with children no longer at home	3.60		2.60	

Appendix L. -- Continued

Table L3

Expectations of Quality Among Purchasers of Children's Wear by Employment Status

Questionnaire Items

Employment Status	8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.		10. If I want a durable garment, I expect to have to pay more for it.		14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	
	Mean	Eta	Mean	Eta	Mean	Eta
Working, full-time	2.05	0.14	3.61	0.03	3.55	0.13
Working, part-time	2.04		3.62		3.90	
Non-Working	2.23		3.55		3.87	
Other	1.74		3.53		3.68	

	19. I believe that most retailers have certain standards of quality for their garments.		21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	
	Mean	Eta	Mean	Eta
Working, full-time	3.60	0.15	2.33	0.20
Working, part-time	3.42		2.42	
Non-Working	3.36		2.69	
Other	3.26		2.12	

Appendix L. -- Continued

Table L4

Expectations of Quality Among Purchasers of Children's Wear by Education

Questionnaire Items

Education	8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.		10. If I want a durable garment, I expect to have to pay more for it.		14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	
	Mean	Eta	Mean	Eta	Mean	Eta
Elementary Education	2.25	0.27	4.00	0.22	3.25	0.17
Some Secondary Education	2.65		4.00		3.53	
Completion of Secondary Education/Certificate	2.00		3.36		3.64	
Non-university training (i.e. Technical)	2.70		3.30		3.70	
Some University, below Bachelor's Level	1.89		3.64		4.00	
Completion of University, Bachelor's Level	2.10		3.75		3.85	
Post-Graduate	1.68		3.83		3.45	
Other	2.00		3.13		3.50	

	19. I believe that most retailers have certain standards of quality for their garments.		21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	
	Mean	Eta	Mean	Eta
Elementary Education	3.25	0.14	3.50	0.19
Some Secondary Education	3.47		2.31	
Completion of Secondary Education/Certificate	3.30		2.56	
Non-university training (i.e. Technical)	3.40		2.70	
Some University, below Bachelor's Level	3.49		2.39	
Completion of University, Bachelor's Level	3.60		2.51	
Post-Graduate	3.25		2.35	
Other	3.50		2.38	

Appendix L. -- Continued

Table L5

Expectations of Quality Among Purchasers of Children's Wear by Store (Branch)

Questionnaire Items

Store (Branch)	8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.		10. If I want a durable garment, I expect to have to pay more for it.		14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	
	Mean	Eta	Mean	Eta	Mean	Eta
Toronto Eaton Centre	2.17	0.13	3.86	0.15	3.93	0.16
Scarborough Town Centre	2.03		3.62		3.81	
Yorkdale	1.86		3.53		3.76	
Bramalea	2.28		3.33		3.54	
Sherway Gardens	2.02		3.69		3.71	

Store (Branch)	19. I believe that most retailers have certain standards of quality for their garments.		21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	
	Mean	Eta	Mean	Eta
Toronto Eaton Centre	3.47	0.09	2.67	0.08
Scarborough Town Centre	3.40		2.53	
Yorkdale	3.55		2.41	
Bramalea	3.58		2.49	
Sherway Gardens	3.39		2.55	

Appendix L. -- Continued

Table L6

Expectations of Quality Among Purchasers of Children's Wear by Garment End Use

Questionnaire Items

Garment End Use	8. Due to changing fashion trends and styles, I do not expect to wear my clothing purchases for a long time.		10. If I want a durable garment, I expect to have to pay more for it.		14. If I were to purchase a garment with a designer label, then I would expect a garment of superior quality.	
	Mean	Eta	Mean	Eta	Mean	Eta
Worn by myself	2.13	—	3.75	—	3.50	—
Worn by a member of my family	2.06		3.59		3.75	
A gift for a member of my family	2.29		3.76		3.93	
A gift for a friend	2.00		3.63		3.63	
Other	2.00		2.00		1.00	

	19. I believe that most retailers have certain standards of quality for their garments.		21. I usually purchase garments that are somewhat too big as I always expect them to shrink to some extent.	
	Mean	Eta	Mean	Eta
Worn by myself	3.13	—	2.50	—
Worn by a member of my family	3.46		2.59	
A gift for a member of my family	3.77		2.31	
A gift for a friend	3.56		2.40	
Other	4.00		2.00	