Attitudes of Women Toward Career Apparel Uniforms and the Relation to Personality Traits

Mary Ellen Hornstra

Follow this and additional works at: https://openprairie.sdstate.edu/etd
ATTITUDES OF WOMEN TOWARD CAREER APPAREL
UNIFORMS AND THE RELATION TO
PERSONALITY TRAITS

BY

MARY ELLEN HORNSTRA

This thesis is approved as a creditable and independent investigation by a candidate for the degree, Master of
Science, and is acceptable for meeting the thesis requirements for this degree. Acceptance of this thesis does not imply
that the conclusions reached by the candidate are necessarily
the conclusions of the major department.

A Thesis submitted
in partial fulfillment of the requirements for the
degree of Master of Science, Major in Textiles
and Clothing, South Dakota
State University

1973

SOUTH DAKOTA STATE UNIVERSITY LIBRARY
ATTITUDES OF WOMEN TOWARD CAREER APPAREL
UNIFORMS AND THE RELATION TO
PERSONALITY TRAITS

This thesis is approved as a creditable and independent investigation by a candidate for the degree, Master of Science, and is acceptable for meeting the thesis requirements for this degree. Acceptance of this thesis does not imply that the conclusions reached by the candidate are necessarily the conclusions of the major department.

Thesis Advisor

Head, Textiles and Clothing Dept.

Date
ACKNOWLEDGEMENTS

The author wishes to express her gratitude to her advisor, Miss Lillian Lund, for her encouragement and direction; to Mrs. Adeline Hsia for her invaluable counsel and guidance in the development of this research; to Mr. Orville Lanham for his advice and encouragement; and Dr. Lee Tucker for his generous help with the statistical and analytical portions of this study.

Her appreciation is also extended to the personnel directors in the seven banks for their time and cooperation. Without their help, this study would not have been possible.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>CHAPTER</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>Purpose of the Study</td>
<td>2</td>
</tr>
<tr>
<td>Assumptions</td>
<td>2</td>
</tr>
<tr>
<td>Hypotheses</td>
<td>3</td>
</tr>
<tr>
<td>Definition of Terms</td>
<td>4</td>
</tr>
<tr>
<td>Scope and Limitations</td>
<td>5</td>
</tr>
<tr>
<td>II. REVIEW OF LITERATURE</td>
<td>7</td>
</tr>
<tr>
<td>Conformity and Its Role in Clothing Practices</td>
<td>7</td>
</tr>
<tr>
<td>Security-Insecurity and Its Role in Clothing Practices</td>
<td>11</td>
</tr>
<tr>
<td>Uniforms in Business</td>
<td>15</td>
</tr>
<tr>
<td>III. PROCEDURE OF THE INVESTIGATION</td>
<td>20</td>
</tr>
<tr>
<td>Selection of the Sample</td>
<td>20</td>
</tr>
<tr>
<td>Selection and Development of the Measure</td>
<td>21</td>
</tr>
<tr>
<td>Pre-Testing the Initial Measure</td>
<td>23</td>
</tr>
<tr>
<td>Administration of the Final Measure</td>
<td>24</td>
</tr>
<tr>
<td>Preparation of the Data for Analysis</td>
<td>24</td>
</tr>
<tr>
<td>Method of Statistical Analysis</td>
<td>27</td>
</tr>
<tr>
<td>IV. FINDINGS OF THE STUDY</td>
<td>28</td>
</tr>
<tr>
<td>Data Descriptive of the Participants</td>
<td>28</td>
</tr>
<tr>
<td>Attitude Toward the Uniform</td>
<td>33</td>
</tr>
<tr>
<td>Relationship Between Clothing Conformity and Attitude Toward the Uniform</td>
<td>35</td>
</tr>
<tr>
<td>Relationship Between Group Identity and Attitude Toward the Uniform</td>
<td>40</td>
</tr>
<tr>
<td>Relationship Between Security-Insecurity and Attitude Toward the Uniform</td>
<td>43</td>
</tr>
<tr>
<td>Relationship Between Age and Attitude Toward the Uniform</td>
<td>43</td>
</tr>
<tr>
<td>Relationship Between Length of Time Uniforms Had Been Worn and Attitude Toward the Uniform</td>
<td>44</td>
</tr>
<tr>
<td>CHAPTER</td>
<td>PAGE</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>V. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS</td>
<td>46</td>
</tr>
<tr>
<td>Summary</td>
<td>46</td>
</tr>
<tr>
<td>Conclusions</td>
<td>50</td>
</tr>
<tr>
<td>Recommendations</td>
<td>53</td>
</tr>
<tr>
<td>LITERATURE CITED.</td>
<td>55</td>
</tr>
<tr>
<td>APPENDICES</td>
<td></td>
</tr>
<tr>
<td>Appendix</td>
<td></td>
</tr>
<tr>
<td>Length of Time for Uniform Program</td>
<td>29</td>
</tr>
<tr>
<td>Characteristics of the Uniform</td>
<td>30</td>
</tr>
<tr>
<td>Percentage of Respondents Listing Time</td>
<td>58</td>
</tr>
<tr>
<td>A. Questionnaire</td>
<td></td>
</tr>
<tr>
<td>B. Tables Indicating Likes and Dislikes</td>
<td>64</td>
</tr>
<tr>
<td>Expressed for Uniforms</td>
<td></td>
</tr>
<tr>
<td>IV. Percentage of Respondents Listing Reservation</td>
<td></td>
</tr>
<tr>
<td>Conformity and Uniform Attitude for the Seven Banks</td>
<td></td>
</tr>
<tr>
<td>Comparison of Mean Scores for Clothing</td>
<td></td>
</tr>
<tr>
<td>Conformity and Uniform Attitude for the Seven Banks</td>
<td></td>
</tr>
<tr>
<td>Comparison of Mean Scores for Group</td>
<td></td>
</tr>
<tr>
<td>Conformity and Uniform Attitude for the Seven Banks</td>
<td></td>
</tr>
<tr>
<td>Percentage of Respondents Listing Group</td>
<td></td>
</tr>
<tr>
<td>Comfort, wear well, efficiency and attractiveness as reasons for liking their uniform</td>
<td>64</td>
</tr>
<tr>
<td>3.11. Percentage of Respondents Listing Four</td>
<td></td>
</tr>
<tr>
<td>Durability, gives Dress Feeling and not Disliking as reasons for disliking their uniform</td>
<td>65</td>
</tr>
<tr>
<td>3.12. Percentage of Respondents Listing Four</td>
<td></td>
</tr>
<tr>
<td>Durability, gives Dress Feeling and not Disliking as reasons for disliking their uniform</td>
<td>65</td>
</tr>
</tbody>
</table>
# LIST OF TABLES

<table>
<thead>
<tr>
<th>TABLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Length of Time for Uniform Programs</td>
<td>29</td>
</tr>
<tr>
<td>II. Characteristics of the Uniforms</td>
<td>30</td>
</tr>
<tr>
<td>III. Percentage of Respondents Listing Time, Money, Appearance and No Competition as Reasons for Liking Their Uniform</td>
<td>36</td>
</tr>
<tr>
<td>IV. Percentage of Respondents Listing Monotony, No Individuality, Too Expensive and Hard Feelings as Reasons for Disliking Their Uniform</td>
<td>38</td>
</tr>
<tr>
<td>V. Comparison of Mean Scores for Clothing Conformity and Uniform Attitude for the Seven Banks</td>
<td>39</td>
</tr>
<tr>
<td>VI. Comparison of Mean Scores for Group Identity and Uniform Attitude for the Seven Banks</td>
<td>42</td>
</tr>
<tr>
<td>B.I. Percentage of Respondents Listing Care, Closeness, Wear Well, Efficiency and Advertising as Reasons for Liking Their Uniform</td>
<td>64</td>
</tr>
<tr>
<td>B.II. Percentage of Respondents Listing Poor Durability, Gives Drab Feeling and Not Flattering as Reasons for Disliking Their Uniform</td>
<td>65</td>
</tr>
</tbody>
</table>
LIST OF FIGURES

FIGURE

1. Comparison of Mean Scores for Uniform Attitude Among the Seven Banks. . . . . . . . 35

2. Comparison of Mean Scores for Clothing Conformity Among the Seven Banks. . . . . . . . 41

The Career Apparel Institute (1958) states that by dressing its employees in a specified uniform, the business organization can build the people's confidence in their business. The C.A.I. believes that this confidence is established because uniforms suggest efficiency, neatness, and good business practices. The uniform also sets the agency apart from the competition and gives it a unmistakable public image.

However, unless use is conducted concerning professional uniforms, has placed little emphasis on establishing new the employees themselves feel about wearing a uniform. It has been noted that uniforms are an asset to the business establishment, yet, not the only tool in building
CHAPTER I

INTRODUCTION

Recently there has been a movement toward what has been termed "corporate identity". The proliferation of service industries has fostered this need for "corporate identity" among the various business enterprises. One means of achieving this identity is by attiring the employees in a uniform mode of dress. The uniform then becomes a means of identifying an employee with a specific occupation or business enterprise.

The Career Apparel Institute (4:56) states that by dressing the employees in a specified uniform, the business organization can build the public's confidence in their business. The C.A.I. believes that this confidence is established because uniforms suggest efficiency, reliability and good business practices. The uniform also sets that company apart from its competitors and gives it a recognizable public image.

Research, which has been conducted concerning professional uniforms, has placed little emphasis on determining how the employees themselves felt about wearing a uniform. It has been stated that uniforms are an asset to the business organization itself, but the merits of wearing a uniform
must also be evaluated in terms of the employee as an individual. It has not been determined whether wearing a uniform has benefits for the employee or if it has a negative influence on their individuality. Also, it has not been determined if employees possessing certain personality traits receive more benefits from wearing a uniform than do employees not possessing these same traits.

**Purpose of the Study**

The purpose of this study was to determine the attitudes which employees wearing Career Apparel uniforms have toward their uniforms. Also, it was planned to investigate whether significant relationships exist between selected personality traits and the degree to which the employees like or dislike their uniforms. The selected personality traits studied were: (1) the degree to which the employee conforms to socially accepted dress norms; (2) the degree to which the employee feels secure in social situations and (3) the degree to which the employee feels a part of her working group.

**Assumptions**

The following assumptions were necessary for the formulation of the hypotheses:

1. The employees had worn uniforms for a long enough period of time to formulate a definite attitude toward the uniform. The minimum time requirement was set by
the researcher at three months.

2. Degree of clothing conformity, security-insecurity, group identity and like-dislike for a uniform can be accurately measured.

Hypotheses

This study was designed to test the following hypotheses:

Hypothesis I: There will be no relation between the employees' degree of clothing conformity and their degree of liking for their uniform.

Hypothesis II: There will be no relation between the employees' degree of group identity and their degree of liking for their uniform.

Hypothesis III: There will be no relation between the employees' degree of security-insecurity and their degree of liking for their uniform.

Hypothesis IV: There will be no difference in the degree of liking for their uniform between women in each of the age categories.

Hypothesis V: There will be no difference in the degree of liking for their uniform and the length of time which the employees have worn their uniforms.
Definition of Terms

Some of the terms in the present research are subject to more than one definition. In order that they may be interpreted in the author's context, the following terms are defined as they are used in this thesis:

**Uniform.** A dress of a distinctive design or fashion adopted by or prescribed for members of a particular group and serving as a means of identification. (19:1552)

**Career Apparel Uniform.** A new category of clothes in which fashion and function have been combined with the primary aim of creating a corporate fashion look. It is specially designed business clothing worn for reasons of aesthetics and identification, rather than for the protection of either the wearer or his personal clothing. (4:36)

**Attitude.** The degree of positive or negative affect associated with some psychological object, i.e., any symbol, phrase, slogan, person, ideal or idea about which people can differ with respect to positive or negative affect. (12:2)

**Clothing Conformity.** The degree to which an individual strives to maintain a standard set by a group. It is voluntary imitation of prevalent modes of dress, distinguished from rivalry and other aggressive phases of emulation by being comparatively passive, aiming to keep up rather than excel and concerning itself for the most
part with what is outward and formal. It is distinguished from involuntary imitation by being intentional instead of mechanical. (6:293)

Security-Insecurity. The degree of adequacy or inadequacy which a person experiences in social situations. These feelings range on a continuum from feelings of self-confidence and self-respect to feelings of self-consciousness and shyness.

Group Identity. The degree to which employees feel a cohesiveness among their co-workers. It also includes the employees' degree of desire to maintain their membership and contribute to the group's viability. (11:265)

Scope and Limitations

The findings from this study must be interpreted in the sphere of the population and measures used.

This investigation involved only one type of business in which uniforms are worn. Career Apparel uniforms are not yet widely worn in South Dakota; so bank establishments were the only group available to the researcher in which a large enough sample could be obtained.

This investigation also involved only female employees. Generalizations made from this study can therefore be applied to only women wearing uniforms at work.

In the questionnaire, the employees were asked to respond to questions concerning their attitudes and feelings. Inaccuracies may have resulted in the responses given by
individuals who are unsure of their attitudes and feelings.

While the results of this study must be viewed in the sphere of the above limitations, they should serve as a foundation for further research on the attitudes which employees have toward their uniforms.

This chapter presents concepts from readings which are pertinent to this investigation. The discussion is organized to include three major areas: (1) conformity and its role in clothing practices, (2) security-insecurity and its role in clothing practices, and (3) uniforms in business.

Conformity and Its Role in Clothing Practices

Conformity may be thought of as a composite of both overt and covert behavior. The overt behavior refers to attitudes toward clothing conformity and the covert behavior refers to preverbal notions of clothing conformity.

Conformity and nonconformity appear to occur in individuals in varying degrees from the extremes of strong conformity to those of strong nonconformity. It is possible that a given individual may not possess this attribute in any degree, he would thus occupy a neutral position in regard to it. (6,7,8,9,10) Kilman, Glaser, and Verrier (9,10,15,16) in analyzing their concepts of conformity, however, state that all individuals possess a capacity for behavioral conformity. The question is the degree to which an individual in a societal group assigns importance to and their willingness of automatic
CHAPTER II
REVIEW OF LITERATURE

This chapter presents concepts from readings which are pertinent to this investigation. The discussion is organized to include three major areas: (1) conformity and its role in clothing practices, (2) security-insecurity and its role in clothing practices, and (3) uniforms in business.

Conformity and Its Role In Clothing Practices

Conformity may be thought of as a composite of both overt and covert behavior. The overt behavior refers to attitudes toward clothing conformity and the covert behavior refers to observable actions of clothing conformity.

Conformity and nonconformity appear to occur in individuals in varying degrees from the extremes of strong conformity to those of strong nonconformity. It is possible that a given individual does not possess this attribute in any degree. He would thus occupy a neutral position in regard to it. (24:75-76) Riesman, Glazer and Denney (20:15-16) in analyzing their concepts of conformity, however, state that all individuals possess a capacity for behavioral conformity. The question is the degree to which an individual or a social group places reliance on it and their feelings of attachment
to the reference group. Latzke (17, 55) believes that the
degree of conformity possessed by an individual varies from
one age group to another. She feels that adolescents place
the greatest emphasis on conformity, while the mature adults
are "more likely to experiment with variations from a well-
defined way of dressing, introducing some of their own
ideas."

The terms conformity and nonconformity imply the
following two definite conditions: (1) the existence of some
standard or norm in terms of which particular behavior is
evaluated, and (2) membership in a social group which
possesses the norm in question. (23, 242) Social norms and
other social influences are important sources of the individ-
ual's attitudes, hence of his motives. An individual's
attitudes will affect the amount of effort expended in con-
forming to the perceived norms of his reference group.

Attitudes of conformity may be described as degrees of
positive or negative orientation to the norms of a membership
or nonmembership group that is taken as a frame of reference.
Not only may nonmembership groups operate as negative
reference groups but membership groups as well. Conformity
to the norms of a nonmembership group would be equivalent to
what is ordinarily called nonconformity, that is, nonconform-
ity to the norms of the membership group. (18, 233-234)

The possible sources of an individual's reference
group norms according to Cooley are multitudinous. Cooley
states:

Every profession, trade, or handicraft, every church, circle, fraternity, or clique has its more or less definite standards, conformity to which it tends to impose on all its members. It is not at all essential that there should be any deliberate purpose to set up these standards, or any special machinery for enforcing them. They spring up spontaneously, as it were, by an unconscious process of assimilation, and are enforced by the mere inertia of the minds constituting the group.

In exploring the function of conformity and the motivational forces involved Cooley (8:293-294) states: "The ordinary motive to conformity is in a sense, more or less vivid, of the pains and inconveniences of nonconformity."

The following example was given:

Most people find it painful to go to an evening company in any other than the customary dress; the source of pain appearing to be a vague sense of the depreciatory curiosity which one imagines that he will excite. His social self-feeling is hurt by an unfavorable view of himself that he attributes to others.

In a study of undergraduate women between the ages of 17 and 50, Barr (21:47) found that the desire to conform to the reference group norms was the most frequent and diffuse motive in clothing selection. Alexander (2:98-99) in another study also found that her subjects chose clothing which would enable them to conform to the norms set by their group. By conforming to the clothing norms of the reference group, her subjects stated that they experienced a feeling of acceptance and belongingness. They also felt that they had an observable trait of group identity.

In attempting to determine if conformity in dress did
in fact relate to other predictable personality characteristics of individuals, Aiken (1:126) found that individuals who possessed a high level of clothing conformity did have common personality traits. If a person had a high conformity level in regard to clothing, she tended to be conforming in all other aspects of her social world. She was more restrained, more conscientious, more moral, more sociable, more traditional and more submissive than individuals who possessed low clothing conformity levels. She also tended to emphasize social values, meaning that she placed great emphasis on a reference group and the feeling of group identity.

Form and Stone (13:6) found that the desire for clothing conformity was also present in working people in relation to their work clothing. Manual workers felt the need to conform to the clothing standards of their profession because inappropriate clothing might interfere with their work performance, comfort or safety on the job. White collar workers felt that they needed to conform to the clothing standards of their position in their profession because inappropriate dress would not favorably impress their employees, clients, customers or the general public.

In summing up the motives which individuals have for conforming to the reference group dress norms, Cooley (5:294) states:

It is hard to be at ease with one who is consciously worse or better dressed than we are, or whose manners are
notably different; no matter how little our store of philosophy may set by such things.

Kluckhohn and Murray (16:21) list social conformity as a means of reducing conflicts within the personality, that is, of accommodating its expression and needs to the patterns that are conventionally sanctioned by society. They believe that in most cases this is a matter of "learning" to conform.

Security-Insecurity and Its Role

In Clothing Practices

Kingsley Davis (10:30) defines security as a highly abstract word which refers to the degree to which present planning is able to reduce the probability or lessen the evil consequences of a possible future calamity. He goes on to say that security, therefore, "has a future reference, for the danger is something that may happen; and it necessarily involves planning in order to avoid the danger or to compensate for it if it does not occur." There can never be full protection against a calamity or a danger, for if there is full protection the danger will not exist. This implies that there also can never be complete security.

Insecurity arises in individuals out of a fear that their requirements will not be met. The most common type of insecurity concerns goals which the individual hopes to achieve. Kingsley Davis (10:30) believes that there are only two types of insecurities concerning goals. He lists
these two types of insecurities as: (1) the individual's
ambivalence as to which goals he wants, and (2) anxiety
over possible failure to attain a goal.

The type of insecurity which pertains to behavioral
patterns is the insecurity which arises over possible
failure to attain a goal. Once the individual recognizes
a goal he wishes to attain, he must then evaluate the
possible methods of attaining it. In most cases, this means
complying to the behavioral patterns set by the group
governing the goal.

The degree to which an individual will feel the need to
comply to behavioral patterns depends upon the self-esteem
which the individual holds for himself. The more positive
the self-attitude, the more socially secure the individual
will feel. Therefore, the less compelled he will be toward
total conformity to group behavioral patterns. An individ-
ual with a negative self-attitude will feel strong needs to
conform to the behavioral patterns of the group, for he
is socially insecure and sees compliance as his only chance
to attain his goal.

A hypothetic monologue for a person with a positive
self-attitude would include the following self-descriptive
statements:

I consider myself a valuable and important person, and
I am at least as good as other persons of my age and
training. I am regarded as someone worthy of respect and
consideration by the people who are important to me. I'm
able to exert an influence upon other people and events,
partly because my views are sought and respected, and partly because I'm able and willing to present and defend those views. (9:47)

An individual with this attitude toward himself need not totally conform to the norms set by his reference group because he is very secure in his relationship to them. He is the trend setter rather than the trend follower.

A similar monologue by a person with a negative self-attitude would be likely to be descriptive of depression and pessimism. The following is an example of such a monologue:

I don't think I'm a very important or likeable person, and I don't see much reason for anyone else to like me. I can't do many things I'd like to do or do them the way I think they should be done. I'm not sure of my ideas and abilities, and there's a good likelihood that other people's ideas and work are better than my own. (9:47)

This individual will probably feel strong needs to conform to those he most admires. He is very insecure in his judgements, so he imitates others whom he feels have better judgement than his own.

The self-descriptive statements of the person with a medium self-esteem falls between these two monologues. (9:47)

It tends to include a number of positive self-statements, but it is more moderate in its self-evaluation of competence, significance and expectations.

Hurlock (15:4) believes that a large percentage of the people who conform to fashion norms do so because they fear social disapproval. Few people feel secure enough of their social positions to risk ridicule or ostracism if they do
not conform to the norms of their reference group. Other fears aroused by not conforming to the prevailing fashion in insecure persons are: (1) fear of ridicule because one's clothing is different, (2) fear that on account of the clothing worn, one will be judged as too poor to be able to buy up-to-date clothing, (3) fear that one will be judged lacking in self-respect because one wears out-of-date clothing, and (4) fear that one will be thought to be lacking in the understanding of the importance of external appearances.

In a study conducted by Humphrey, Klaasen and Creekmore (14:248), the results showed that both boys and girls with higher self-esteem scores used clothing to attract attention to themselves. These students felt secure in their social position, so they used clothing which was not strictly conforming to the norms of their reference group to draw attention to themselves. Girls with more self-esteem enjoyed experimenting with clothing and were more interested in it than others with low self-esteem scores. It was also found that self-esteem was positively related to the following clothing usages: (1) aesthetics, (2) attention, (3) interest, and (4) management.

Ryan (21:88) through her studies, has found that the individual who is unsure of himself or has a low self-esteem, especially in social situations will place more emphasis on the importance of clothes than will the individual who is self-assured socially. Studies by Alexander (2:95) have
also shown that individuals need a feeling of self-confidence and security which conforming and attractive clothing gives them.

**Uniforms in Business**

Professional uniforms came into existence during the late fourteenth century. Armor, worn by the military, was the first recorded uniform. (4:65) It served as protection for the warriors. In the early fifteenth century, mining and smelting workers began wearing leather aprons. These were also worn primarily for protection. During the Middle Ages a new form of professional uniform evolved. These were worn by monks, priests, doctors, lawyers and the academics. The main function of these uniforms was to serve as a means of identification for these professions.

Today most professional uniforms are worn for aesthetics and identification rather than for protection. (4:65) Gregory Stone (25:93) states, "One's identity is established when others place him as a social object by assigning him the same words of identity that he appropriates for himself or announces." Thus, when someone is dressed in a particular uniform that has come to be associated with a particular profession, that person is automatically identified with the profession. Police uniforms serve as an example. Police Chief Fred Ferguson (3:22) of Covina, California, believes that a properly dressed, properly groomed officer has his job half done when he steps out of
the car. Not only does the uniform automatically identify
the officer with the law enforcement profession, but it
also makes him appear more competent to the public. Moreover,
he has observed that the well dressed officer has more self-
confidence.

Many varied professions are, now more than ever before,
beginning to attire their employees in uniforms. The push
for more uniforms in business is coming from the Career
Apparel Institute. This institute was formed in January,
1970, to explain the significance and scope of Career Apparel
to business establishments and to promote the expansion of
its market. The C.A.I. is a division of the National
Association of Uniform Manufacturers. (4:64) The E.I. duPont
and Celanese companies design and manufacture the material
for career uniforms. They believe that by 1980 twelve
million Americans will be wearing career uniforms. (5:38)

The types of businesses going to career uniforms are
banks, insurance companies, retail establishments, public
utilities, computer centers and telephone companies. Most
businesses adopt career uniforms for their business because
they feel that the uniform visually sets them apart from
their competitors. Numerous other reasons are given by
businesses for adopting career apparel. Many businesses
feel that a uniform restricts their employees from wearing
extreme fashions such as the mini skirt. Others feel that
their employees will feel more professional when they are
wearing a uniform. It is thought that a professional attitude increases the employee's estimation of the status of his job, and this will affect the quality of the work which he performs. (4:56)

Many businesses which have already adopted career uniforms have found that they have fewer recruitment and turnover problems than before they adopted the uniforms. Sidney Friedman (5:38:39), board chairman of New York's National Bank of North America, has found that since his bank started uniforms four years ago there has been a 27 percent increase in response to its recruiting efforts and a 20 percent decline in employee turnover. The major reason cited for the increase in recruiting response is that employees can avoid the major expense of a working wardrobe when uniforms are required. (4:56) If the employee is required to purchase his own uniform, the cost is tax deductible. (5:38) The major reason given for less turnover is that uniforms help to establish esprit de corps among the employees and it enables them to better identify with their place of employment. (4:56)

The president of Fidelity Bankers Life Insurance Company, Harold Richards (6:40), states that his employees enjoy wearing uniforms because they have no more agonizing morning quandaries over what tie to wear. The Board Chairman for Avis Rent-A-Car (6:40) says that wearing uniforms gives his employees a sense of group identity. He then goes on
to say, "a kind of feeling that even though they are number two, they don’t look number two."

Results of a study conducted by Sharon Wright (26:24) on the attitudes which R.O.T.C. cadets have toward their uniforms have shown that rejection of the idea of a uniform increases with age. Dorothy Choitz (7:40-46), in her study on the attitudes which high-school girls have toward their uniforms, found that the individuals who do like uniforms gave the following reasons for liking them: (1) one need not spend extra time on dress, (2) uniforms help the clothing budget, (3) no one can tell one's economic level, (4) no competition in dress, (5) group gives nice impression, and (6) uniforms increase the group spirit. The following are reasons given for not liking uniforms: (1) makes one feel drab, (2) individuals get careless of their appearance, (3) no opportunity to express individuality, and (4) one loses identity when wearing a uniform.

The results of the study by Wright (26:93) also showed that cadets who stated that "when I wear my uniform, I look like everybody else," had significantly higher clothing conformity scores than those cadets who did not like their uniform for this same reason. Cadets who stated that "when I wear my uniform, I am under orders so I therefore don’t have to think for myself for a change," also had significantly higher clothing conformity scores than did those cadets who stated that they did not like their uniform for this reason.
Dr. Paul Fine (4:57), an industrial psychologist, believes that if employees who are required to wear uniforms are to keep their sense of individuality, career uniforms must be as handsome and wearable as ready-to-wear clothing, but they must also offer the wearer variety such as in mix-and-match ensembles. He does not feel that the mix-and-match should be enough to lose the unified look, but just enough to let the employee express some of his own individuality. If individuals are not allowed to express some of their own individuality in wearing their uniforms, Gregory Stone (25:95) warns that, "the distinctive, persistent dress may replace their name as well as establish it."
CHAPTER III
PROCEDURE OF THE INVESTIGATION

The procedure followed in this investigation was designed to test the hypotheses set forth in the introduction. The discussion of the procedure includes the following sections: (1) selection of the sample, (2) selection and development of the measure, (3) pre-testing the initial measure, (4) administration of the final measure, (5) preparation of the data for analysis, and (6) method of statistical analysis.

Selection of the Sample

The population selected for this study of uniforms included female employees working in South Dakota banks where uniforms are worn. Bank establishments were selected by the researcher to be a representative sample for the following reasons: (1) banks have only recently begun to attire their employees in uniforms, (2) there is no traditional prestige associated with wearing a uniform in a bank establishment, and (3) banks are the only group of business establishments with a large enough number of employees wearing Career Apparel uniforms. Only female employees were sampled, since at the present time no male bank employees wear a uniform.
Seven bank establishments in Eastern South Dakota were chosen for this investigation. A total of 169 female employees were employed in these seven banks. All of the 169 women were included in the sample. The code number used for identification, the name and location of the bank and the number of female employees working in each bank are as follows:

Bank 3--Northwestern National Bank Main Branch at Sioux Falls, 67.
Bank 5--Northwestern National Bank Stockyards Branch at Sioux Falls, 5.
Bank 6--United National Bank at Vermillion, 15.
Bank 7--American State Bank at Yankton, 27.

Selection and Development of the Measure

A four part questionnaire was devised to collect the necessary data (Appendix A). This questionnaire was designed to be self-administered with a cover letter explaining the nature of the investigation and directions for completing the questionnaire at the beginning of each section. An envelope also accompanied each questionnaire. The respondents were directed to seal their completed questionnaire in the envelope to assure their anonymity when they returned it to their personal director.
Part I of the questionnaire was formulated to gather information concerning the age of the respondents, the highest educational level they had achieved and the length of time they had worn their uniform. It was also formulated to identify the person, or persons, who had chosen the style of uniform worn by the respondents.

Part II was designed to determine the degree to which the employees liked or disliked their uniform and the degree to which they identified with their work group. Statements two, seven, ten, thirteen, sixteen and twenty deal with attitudes toward group identity. The remaining statements are concerned with attitudes toward the uniform itself. Both positive and negative statements were cited in an attempt to eliminate a biased response. The statements used in this part of the questionnaire were developed from questions used by Dorothy Choitz (7) and Sharon Wright (26) in their studies on attitudes toward uniforms.

Part III was developed to show the degree to which the respondent conformed to the clothing norms set by her peer group. The statements used in this section were taken from Mary Louise Selker's Clothing Conformity Inventory Concerning Self (22). Several of the statements were modified.

Part IV dealt with the respondent's feelings of security or insecurity in social situation. Questions used by Dorothy Choitz (7) were modified and used in this section.
Both positive and negative statements were cited, as they had been in parts II and III, to eliminate the chance for bias.

Before the questionnaires were sent out, they were coded according to which bank they were being sent. A three-digit number was assigned to each questionnaire. The first digit referred to the bank location. The second and third digits referred to the person filling out the questionnaire.

Pre-Testing the Initial Measure

A pre-test was conducted in early October to determine possible fallacies in the method of questionnaire distribution and the validity of the questionnaire. The pre-test was administered to women employees by the Agricultural Stabilization and Conservation Services in Brookings and Yankton. This population was chosen because the women in these two offices are required to wear uniforms, and it was believed that the background of the women working in the A.S.C.S. offices would be quite similar to women working in banks. A total of ten women were sampled; six were from Brookings, and four were from Yankton.

The questionnaires were mailed or delivered to the personnel director in each of the A.S.C.S. offices. The personnel directors then distributed the questionnaires to their female employees. When the employees had completed filling out the questionnaires, they sealed it in the provided envelopes and returned it to the personnel director.
The questionnaires were returned to the researcher by each of the personnel directors.

A one-hundred percent response was received on the return of the pre-test questionnaires. It was therefore decided to use the same method of questionnaire distribution for the final sample.

A chi-square test was run on each of the measures to estimate the validity of the questionnaire. No changes were deemed necessary in any section of the questionnaire.

Administration of the Final Measure

In early November, a packet of questionnaires was sent to the personnel director in each of the banks sampled. Each packet contained the same number of questionnaires as females employed by the bank. The questionnaires were then distributed and collected by the personnel directors in the same method as was followed in the pre-test. The researcher received the questionnaires directly from them.

Preparation of the Data for Analysis

When the questionnaires had been returned to the researcher, they were first sorted to remove any that had been completed by employees who had worn their uniform for less than three months. The remaining questionnaires were then prepared for the statistical analysis of the data.

The attitudes of each respondent were recorded in respect to uniform like-dislike, group identity, clothing
conformity and security-insecurity. Since the five-point Likert-type scale was used, a weight from one to five points was recorded for each question depending on the attitude itself. If, for example, a particular response was "strongly agree", and this question represented a positive attitude toward the uniform, group identity, clothing conformity or insecurity, it was scored as five. A "strongly disagree" statement was recorded as one. Negative statements were scored as one for "strongly agree" and five for "strongly disagree". Once each question was scored from 1-5 or from 5-1, the score from each of the questions was added up in order to obtain a total score for each area surveyed.

**Uniform Attitude**

Since there were fourteen questions relating to uniform like-dislike, the possible range of total scores for this area was from 14-70. A score of 14 showed extreme dislike for the uniform, while a score of 70 showed an extremely positive attitude toward the uniform. A score of 42 was defined as complete indifference to the uniform. All other scores ranged on a continuum between the two extreme scores.

<table>
<thead>
<tr>
<th>Extreme Like</th>
<th>No Opinion</th>
<th>Extreme Dislike</th>
</tr>
</thead>
<tbody>
<tr>
<td>70</td>
<td>42</td>
<td>14</td>
</tr>
</tbody>
</table>
Group Identity

The total possible range of scores for group identity was from 6 to 30. A score of 6 reflected a very weak feeling of group identity. A score of 30 displayed a strong feeling of group belongingness and a score of 18 showed complete indifference to the group. All other scores ranged on a continuum between the two extreme scores of 6 and 30.

<table>
<thead>
<tr>
<th>Strong Identity</th>
<th>No Opinion</th>
<th>Weak Identity</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>18</td>
<td>6</td>
</tr>
</tbody>
</table>

Clothing Conformity

The scores from the clothing conformity section had the possibility of ranging from 8 to 40. A score of 8 displayed a high degree of nonconformity and a score of 40 represented a high degree of clothing conformity. A middle score of 24 represented no opinion toward either clothing conformity or nonconformity. All other scores ranged on a continuum between the scores of 8 and 40.

<table>
<thead>
<tr>
<th>Extreme Conformity</th>
<th>No Opinion</th>
<th>Extreme Nonconformity</th>
</tr>
</thead>
<tbody>
<tr>
<td>40</td>
<td>24</td>
<td>8</td>
</tr>
</tbody>
</table>

Security-Insecurity

The security-insecurity section had a possibility of scores ranging from 12 to 60. An extreme degree of security was reflected in a score of 12, while an extreme degree of
Insecurity was shown by a score of 60. A score of 36 reflected complete indifference in attitude. All other scores ranged on a continuum between the two extremes.

<table>
<thead>
<tr>
<th>Extreme Insecurity</th>
<th>No Opinion</th>
<th>Extreme Security</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>60</td>
<td></td>
</tr>
<tr>
<td></td>
<td>36</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>

Upon completion of the steps described above, each of the variables was coded for I.3.M. processing.

Method of Statistical Analysis

Correlation tests were run on each of the seven variables to measure the intensity of association between them. Only those variables which had an association at the .05 level or above were considered significant.

Analysis of variance was conducted to determine differences among each of the banks for each variable. When significant differences were found, Duncan's multiple-range test was used to determine which bank, or banks, differed significantly from the others. Again, only those differences which were at the .05 level or above were considered significantly different.

Each of the statistical tests were calculated on an I.3.M. computer at South Dakota State University.
CHAPTER IV

FINDINGS OF THE STUDY

The findings of this investigation have been organized in the following manner: (1) data descriptive of the participants, (2) attitude toward the uniform, (3) relationship between clothing conformity and attitude toward the uniform, (4) relationship between security-insecurity and attitude toward the uniform, (5) relationship between group identity and attitude toward the uniform, (6) relationship between age and attitude toward the uniform, and (7) relationship between length of time the uniform had been worn and attitude toward the uniform.

Data Descriptive of the Participants

One hundred and fifty-three of the 169 questionnaires distributed were returned. Thirty-seven of the returned questionnaires were discarded because the respondents had not met the requirement of having worn their uniform for more than three months. Therefore, the sample size was 116 or 69 percent of the original sample.

Because of the variation present in the manner in which each of the seven banks conduct their uniform program, the rest of this section will be divided into six parts.
concerning the uniform programs. The characteristics of each bank's program will be discussed in each part. The banks will be identified by using their code number as was listed in Chapter III, page 21.

**Length of Time for Uniform Programs**

Bank 3 has had a uniform program for the longest period of time. They began their program in 1966. The uniform program was initiated in Banks 2, 4 and 6 almost two years ago. Banks 5 and 7 have had their program for a little over one year. The newest uniform program was found in Bank 1. Their program began about six months ago.

The length of time which each of the seven banks has had their uniform program is shown in Table I.

**TABLE I**

LENGTH OF TIME FOR UNIFORM PROGRAMS

<table>
<thead>
<tr>
<th>Bank Number</th>
<th>Length of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6 months</td>
</tr>
<tr>
<td>2</td>
<td>2 years</td>
</tr>
<tr>
<td>3</td>
<td>6 years</td>
</tr>
<tr>
<td>4</td>
<td>2 years</td>
</tr>
<tr>
<td>5</td>
<td>1 year</td>
</tr>
<tr>
<td>6</td>
<td>2 years</td>
</tr>
<tr>
<td>7</td>
<td>1 year</td>
</tr>
</tbody>
</table>
The Uniform

Considerable variation was displayed among the seven banks in the uniforms which were worn. Table II lists specific characteristics of the uniforms in each of the seven banks.

**TABLE II**

**CHARACTERISTICS OF THE UNIFORMS**

<table>
<thead>
<tr>
<th>Bank</th>
<th>Number of Uniforms</th>
<th>Number of Pieces in Uniforms</th>
<th>Cost of Uniforms</th>
<th>Where Purchased</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>6</td>
<td>$135</td>
<td>Local Store</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>9</td>
<td>187</td>
<td>Local Store &amp; Career Apparel</td>
</tr>
<tr>
<td>3</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>1-3</td>
<td>40-50</td>
<td>Local Store</td>
</tr>
<tr>
<td>5</td>
<td>3</td>
<td>3</td>
<td>50</td>
<td>Local Store</td>
</tr>
<tr>
<td>6</td>
<td>1</td>
<td>4</td>
<td>60</td>
<td>Local Store</td>
</tr>
<tr>
<td>7</td>
<td>1</td>
<td>8</td>
<td>160-165</td>
<td>Career Apparel</td>
</tr>
</tbody>
</table>

*Bank 3 has a uniform program which cannot be explained in a chart. It will be explained in the written section which follows.*

The uniform program in Bank 3 is completely different from the other six banks. Because of its large size, it was deemed more satisfactory to have each department determine the uniform they would wear instead of having the entire bank wearing the same uniform. The tellers, therefore, have
one uniform, the steno-pool has another, etc. for each department within the bank. Because of this diversity within Bank 3, it was not possible for the researcher to record the characteristics of each of the uniforms in the bank.

The number of uniforms worn in the other six banks ranges from one to three. All are mix-and-match ensembles which allow some variation in the appearance of the uniform. The cost of the uniform ensemble is dependent upon the number of uniforms worn and the number of pieces included in it.

A majority of the uniforms are purchased from local stores. Several of the banks receive discounts on their uniforms because they are purchased from the same store each time new uniforms are bought. Other banks, which buy from local stores, ask the city clothing merchants to present styles, that they could offer for the uniform, to the employees. The employees then chose among the styles presented. The banks which have this type of purchasing program feel that they get a substantial reduction in the cost of their uniforms since each of the merchants would like to obtain and keep this business.

Two of the banks purchase their uniforms directly from agencies which sell Career Apparel. The styles are chosen from catalogs that are put out by the Career Apparel companies. Once the style is chosen, the company sends samples of
the uniform for the employees to look at and to try on for size and appearance.

How Uniforms Are Paid For

In Banks 1, 2, 6 and 7, the employees are required to pay half the total cost of their uniform. The bank then pays the remainder of the cost. The employees in Banks 3, 4 and 5 assume the total cost of the uniform themselves.

Manner in Which the Uniform is Worn

The employees in Bank 1 wear their uniforms on Monday, Wednesday and Friday. On Tuesday and Thursday they wear regular street clothes. When their uniforms are worn, the pieces to be worn together are decided by a group of three employees. Every two weeks, the group of women choosing the pieces to be worn together changes. This method gives each employee the opportunity to express her views as to what pieces of the uniform would be attractive when worn together.

Bank 2 has two different uniforms which are worn on alternate days. Each employee must wear the specified uniform each day, but any combination of the four pieces may be worn.

As was previously mentioned, the manner in which the uniform in Bank 3 is worn depends upon the individual department in which the employee works.

The employees in Bank 4 wear their uniform only on Monday, Wednesday and Friday. Either of the two uniforms
with any combination of the pieces may be worn on the uniform days.

Bank 5 employees wear their uniforms every day of the week. The employees are allowed to wear any of their three uniforms. No specific day is set aside for wearing a particular uniform.

Four days a week the women in Bank 6 wear their uniforms. For the fifth day, they wear their street clothes. On the days when the uniform is worn, the employees may wear any combination of the three uniform pieces.

Bank 7 employees wear their uniforms each day of the week. Any combination of the eight pieces may be worn.

**Upkeep of the Uniform**

Employees in each of the seven banks are expected to pay for the upkeep of their own uniform. In most instances, the cost of the upkeep is minimal since the uniforms are generally made of polyester and can therefore be machine washed and dried.

**Replacement of Style**

Bank 1 has no definite plans for the replacement of their uniforms. Since they have only had a uniform program for six months, the need for replacement has not yet arisen. Banks 2, 3, 4 and 6 all change the style of their uniforms each fall and spring. When the time draws near to change the style, the employees review various possible styles. A
majority vote then decides which new style will be adopted. Bank 7 plans to wear the uniform they are presently wearing for two years. Six months before the two years is over, all of the employees will review the idea of wearing uniforms. They will then vote to either retain their uniform program or to discontinue it. If they decide to retain the program, they will again vote to decide if they will continue wearing the present uniform or if they wish to replace it.

Attitude Toward The Uniform

The analysis of variance showed that no significant differences occurred among the mean uniform attitude scores for the seven banks. The mean score for the composite seven banks was 56.8. This score lies on the uniform attitude continuum almost halfway between the no opinion point and the strong like point. This suggests that a majority of the employees in each of the seven banks have a high regard for their uniform. Figure 1 on page 35 shows the comparison of mean scores for uniform attitude among the seven banks.

This positive attitude toward the uniform was also suggested by the responses received when the employees were asked to list their three main reasons for liking their uniform and their three main reasons for disliking their uniform. All respondents listed at least two reasons for liking their uniform. Twenty-five percent of the respondents either left the dislike area blank or wrote "none" on the
provided lines. Respondents, who did list reasons for disliking their uniforms, gave on the average only one reason.

**FIGURE 1**

**COMPARISON OF MEAN SCORES FOR UNIFORM ATTITUDE AMONG THE SEVEN BANKS**

Most of the responses listed as reasons for liking the uniform were the same for employees in all seven banks.

The most common responses given for liking the uniform were:
(1) one needs to spend less time each day deciding what to wear, (2) uniforms save money in the clothing budget, (3) uniforms present a nice appearance to the customers, and (4) there is no competition among the employees in trying to out-do the other employees in the clothes that they wear.

The percentage of employees in each bank responding to these four common reasons is listed in Table III.

<table>
<thead>
<tr>
<th>Bank</th>
<th>Time</th>
<th>Money</th>
<th>Appearance</th>
<th>No Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>87</td>
<td>73</td>
<td>13</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>68</td>
<td>63</td>
<td>58</td>
<td>16</td>
</tr>
<tr>
<td>3</td>
<td>77</td>
<td>89</td>
<td>51</td>
<td>30</td>
</tr>
<tr>
<td>4</td>
<td>50</td>
<td>--</td>
<td>67</td>
<td>67</td>
</tr>
<tr>
<td>5</td>
<td>100</td>
<td>100</td>
<td>--</td>
<td>100</td>
</tr>
<tr>
<td>6</td>
<td>100</td>
<td>100</td>
<td>38</td>
<td>25</td>
</tr>
<tr>
<td>7</td>
<td>69</td>
<td>77</td>
<td>15</td>
<td>29</td>
</tr>
</tbody>
</table>

Several other reasons were given by the respondents as to why they liked their uniform. These responses were usually not common for all banks nor were they listed as frequently as the previously mentioned four reasons. These
responses included: (1) uniforms are easy to care for, (2) uniforms create a close feeling among the employees, (3) uniforms save wear on good clothes, (4) uniforms make one feel efficient, and (5) uniforms are good advertising for the bank. The percentage of respondents listing these as reasons why they liked their uniforms is listed in Table B-I in Appendix B.

The reasons listed for disliking the uniform were not as numerous as the reasons given for liking the uniform. Those reasons given most frequently as reasons for disliking the uniform were: (1) it becomes monotonous when one wears the same thing every day, (2) the employees are not allowed to express their individuality when they wear uniforms, (3) uniforms are too expensive, and (4) hard feelings result among the employees when they argue over the style of uniform to be worn.

Table IV, page 38, gives the percentage of respondents listing each of these reasons for disliking their uniform.

Other reasons given for disliking the uniform included: (1) uniforms do not wear well when they are worn every day, (2) uniforms make the employee feel drab, and (3) the style of uniform chosen is not universally flattering for all employees. The percentage of respondents listing these as reasons why they disliked wearing their uniforms is given in Table B-II in Appendix B.
TABLE IV
PERCENTAGE OF RESPONDENTS LISTING MONOTONY, NO INDIVIDUALITY, TOO EXPENSIVE AND HARD FEELINGS AS REASONS FOR DISLIKING THEIR UNIFORM

<table>
<thead>
<tr>
<th>Bank</th>
<th>Monotony</th>
<th>No Individuality</th>
<th>Too Expensive</th>
<th>Hard Feelings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>47</td>
<td>7</td>
<td>13</td>
<td>---</td>
</tr>
<tr>
<td>2</td>
<td>42</td>
<td>26</td>
<td>26</td>
<td>21</td>
</tr>
<tr>
<td>3</td>
<td>41</td>
<td>22</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>4</td>
<td>33</td>
<td>17</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>5</td>
<td>100</td>
<td>---</td>
<td>---</td>
<td>50</td>
</tr>
<tr>
<td>6</td>
<td>25</td>
<td>13</td>
<td>---</td>
<td>25</td>
</tr>
<tr>
<td>7</td>
<td>35</td>
<td>21</td>
<td>8</td>
<td>---</td>
</tr>
</tbody>
</table>

Relationship Between Clothing Conformity and Attitude Toward the Uniform

The degree to which the employees conformed to the clothing norms set by their peer group was found to be significantly associated with the degree to which they liked their uniform. This relationship was found significant at the .01 level. It had been hypothesized that no relationship would exist between these two variables, so the original hypothesis could not be accepted.

The relationship between clothing conformity and attitude toward the uniform was a positive correlation; so as the degree of clothing conformity increases, so does the
degree of regard toward the uniform. With the statistical methods used, however, it is not possible to determine if it is the degree of clothing conformity which influences the attitude toward the uniform or if it is the attitude toward the uniform which influences the degree of clothing conformity.

Table V lists the mean clothing conformity score and the uniform attitude score for each of the seven banks.

**TABLE V**

COMPARISON OF MEAN SCORES FOR CLOTHING CONFORMITY AND UNIFORM ATTITUDE FOR THE SEVEN BANKS

<table>
<thead>
<tr>
<th>Bank</th>
<th>Mean Score</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Clothing Conformity</td>
<td>Uniform Attitude</td>
</tr>
<tr>
<td>1</td>
<td>20.7</td>
<td>55.3</td>
</tr>
<tr>
<td>2</td>
<td>18.8</td>
<td>51.4</td>
</tr>
<tr>
<td>3</td>
<td>19.5</td>
<td>58.4</td>
</tr>
<tr>
<td>4</td>
<td>19.5</td>
<td>58.7</td>
</tr>
<tr>
<td>5</td>
<td>29.0</td>
<td>61.0</td>
</tr>
<tr>
<td>6</td>
<td>19.4</td>
<td>57.5</td>
</tr>
<tr>
<td>7</td>
<td>17.3</td>
<td>55.5</td>
</tr>
</tbody>
</table>

From the table it can be noted that Bank 5 has the highest conformity score and the highest attitude score, thus showing a very strong relationship between clothing conformity.
ity and uniform attitude. While direct relationships do not exist among the other six banks, a tendency in the same direction can be observed.

Significant differences at the .05 level were found to exist among the seven banks in their mean clothing conformity scores. Bank 5 had the highest mean score. Its mean score of 29 placed it the closest of all the banks to the high conformity point on the continuum. The remainder of the banks all had a mean conformity score which placed them closer to the nonconformity end of the clothing continuum. The mean clothing conformity scores for each of the seven banks are shown in Figure 2, page 41.

Relationship Between Group Identity And Attitude Toward the Uniform

A significant correlation to the .01 level was found to exist between the degree of group identity and the degree of liking for the uniform. This finding was contrary to the prediction, and therefore, failed to support the original hypothesis.

Since the relationship was found to have a positive tendency, this finding suggests that as the degree of group identity increases, the degree of liking for the uniform also increases. It is not known from the statistical measures used, however, which one of these variables influences the other.
FIGURE 2

COMPARISON OF MEAN SCORES FOR CLOTHING CONFORMITY AMONG THE SEVEN BANKS

Table VI shows the comparison between the mean scores of conformity and uniform attitude for each of the seven banks. Scores except Bank 5 show a tendency to have a group identity score and a uniform attitude score which are both at a high, medium or low level. Bank 5 is the exception with a low group identity score and yet a very high conformity attitude score.

No significant differences were found among the seven banks in their mean group identity scores. The average group identity score for the seven banks was 18.4. Since point 18 was the no opinion point on the group identity
continuum, it can be deduced that the employees in this sample were very neutral in their feelings of group identity.

Table VI shows the comparison between the mean scores of group identity and uniform attitude for each of the seven banks. All banks except Bank 5 show a tendency to have a group identity score and a uniform attitude score which are both either high, medium or low. Bank 5 is the exception with a very low group identity score and yet a very high uniform attitude score.

**TABLE VI**

**COMPARISON OF MEAN SCORES FOR GROUP IDENTITY AND UNIFORM ATTITUDE FOR THE SEVEN BANKS**

<table>
<thead>
<tr>
<th>Bank</th>
<th>Mean Score Group Identity</th>
<th>Mean Score Uniform Attitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>18.1</td>
<td>55.3</td>
</tr>
<tr>
<td>2</td>
<td>16.6</td>
<td>51.4</td>
</tr>
<tr>
<td>3</td>
<td>19.0</td>
<td>58.4</td>
</tr>
<tr>
<td>4</td>
<td>20.3</td>
<td>58.7</td>
</tr>
<tr>
<td>5</td>
<td>15.5</td>
<td>61.0</td>
</tr>
<tr>
<td>6</td>
<td>19.3</td>
<td>57.5</td>
</tr>
<tr>
<td>7</td>
<td>20.3</td>
<td>55.5</td>
</tr>
</tbody>
</table>
Relationship Between Security-Insecurity
And Attitude Toward Uniform

It was null-hypothesized that there would be no significant relationship between the employees' degree of security-insecurity and their degree of liking for their uniform. This hypothesis was accepted when the correlation test revealed no significant relationship.

The analysis of variance test also showed that there were no significant differences in the mean degree of security-insecurity displayed among the employees in each of the seven banks. The mean score for the composite seven banks was 32.6. This score ranked slightly below the point 36 or no opinion point on the security-insecurity continuum. The composite mean score of 32.6, however, did tend more toward the security end of the continuum than toward the insecurity end.

Relationship Between Age and Attitude
Toward the Uniform

No significant relationship was found between the age of the employees and their attitude toward their uniforms. Since it had been hypothesized that there would be no relationship between these two variables, the hypothesis was accepted.

The analysis of variance showed that there were no significant differences in the mean ages of the employees among the banks. The average age of the employees in the
seven banks ranged from 17-35 years, with 25 years being the overall mean.

Relationship Between Length of Time Uniform Had Been Worn and Attitude Toward the Uniform

The correlation test showed that no significant relationship existed between the length of time the employees had worn their uniform and their attitude toward it. The null-hypothesis which predicted no relationship was, therefore, accepted.

Significant differences to the .01 level were found when the analysis of variance was conducted on the length of time the uniform had been worn by the employees in each of the seven banks. The employees in Bank 6 had an average wearing time of one to two years. This was the longest average wearing time. Banks 2, 3 and 5 had an average wearing time of seven to eleven months. The shortest average wearing time was found in Banks 1, 4 and 7. Each of these banks had an average wearing time of three to six months. Duncan's multiple-range test showed that significant differences existed between each of the three groups of wearing times.

Since significant differences were found among the wearing times in the various banks and yet no significant relationship was found between length of wearing time and attitude toward the uniform, this finding suggests that the
length of time which an employee wears a uniform has no effect on her attitude toward it.

CHAPTER V
SUGGESTIONS, CONCLUSIONS AND RECOMMENDATIONS

Summary

This study was designed to investigate the attitudes which encourage wearing Career Apparel uniforms have toward their uniforms. It was further designed to investigate relationships that may have existed between this attitude toward the uniform and the employees' degree of clothing conformity, company name identity, degree of security-insecurity, amount of time for wearing their uniform, and the sex of the employee. It was estimated that, although the

study was expected that there are numerous

corporations who incorporate uniforms into their

practices, very little has been done on the attitudes

of employees toward their uniforms. More about wearing the uniform,

security-insecurity, and the amount of time for wearing the uniform had to be inferred from

the study. The results of the study showed that clothing conformity was

a significant factor because uniforms are one

of the factors that can affect security-insecurity

within an organization. Research by Alexander

(1973), Kines and Greenberg (1971) has revealed a correlation between clothing

conformity and security-insecurity. Wright
(26) and Choits (7) have done research directed toward attitudes which people have toward their uniforms, but the study by Wright was concerned with the attitudes which E.C.T.G. cadets have toward their uniforms, and the study by Choits dealt with civilian people which dealt directly with the study of those professional civilian people have toward their uniforms. It was further designed to investigate relationships which might have existed between this attitude toward the uniform and the employees' degree of clothing conformity, degree of group identity, degree of security-insecurity, age and length of time for wearing their uniform.

The literature review revealed that, although the Career Apparel Institute states that there are numerous benefits to businesses which incorporate uniforms into their program, very little research has been done on the attitudes which the employees themselves have about wearing the uniform. Each of the hypotheses in this study had to be inferred from research done in related fields. Clothing conformity was considered to be a related field because uniforms are one of the most conforming types of dress. Security-insecurity and group identity were chosen since research by Alexander (2), Hurlock (15) and Humphrey, Klassen and Creekmore (14) has shown that there is a high correlation among clothing conformity, group identity and security-insecurity. Wright
(26) and Choitz (7) have done research directed toward attitudes which people have toward their uniforms, but the study by Wright was concerned with the attitudes which R.O.T.C. cadets have toward their uniforms and the study by Choitz dealt with the attitudes which high school girls had toward uniforms. No research was found which dealt directly with the attitudes which professional civilian people have toward their uniforms.

The population for this study consisted of female employees working in seven Eastern South Dakota banks which use Career Apparel uniforms. A total of 169 women wore uniforms in these seven banks and all were asked to complete the questionnaire.

The questionnaire was formulated to obtain information concerning the attitudes which employees have toward their uniforms. It was also designed to determine the degree of clothing conformity, group identity and security-insecurity possessed by the employee, the age of the employee and the length of time they had worn their uniform. Specific information on details relating to the wearing of uniforms was obtained by the researcher from the personnel director in each of the seven banks.

The scores of 116 respondents were used in the analysis of the five hypotheses. After the questionnaires had been prepared for statistical testing, correlation tests were conducted on the variables to determine if significant
differences existed among them for each of the variables. If a significant difference was found, Duncan's multiple-range test was used to locate the differences.

A summary of the proposed hypotheses and the results are recorded as follows:

Hypothesis I: There will be no relation between the employees' degree of clothing conformity and their degree of liking for their uniform.

A highly significant relationship was found to exist between the employees' degree of clothing conformity and their degree of liking for their uniform. The null-hypothesis was, therefore, rejected.

Hypothesis II: There will be no relation between the employees' degree of group identity and their degree of liking for their uniform.

A correlation significant at the .01 level was found between group identity and attitude toward the uniform. Therefore, the hypothesis could not be confirmed.

Hypothesis III: There will be no relation between the employees' degree of security-insecurity and their degree of liking for their uniform.

No significant association was found to exist between the employees' degree of security-insecurity and their
degree of attitude toward the uniform, so the null-hypothesis was accepted.

Hypothesis IV: There will be no significant difference in the degree of liking for their uniform between women in each of the age categories.

The correlation test revealed that there was not a significant relationship between age and the attitude toward the uniform. This hypothesis was, therefore, confirmed.

Hypothesis V: There will be no significant difference in the degree of liking for their uniform and the length of time which the employees have worn their uniforms.

Even though significant differences were found to exist among the banks in the length of time that the employees had worn their uniforms, there was no significant association between the uniform attitude and the length of time the uniform had been worn. The null-hypothesis was accepted.

In summary, the findings of this study revealed that significant relationships do exist between uniform attitude and clothing conformity and uniform attitude and group identity. The other variables used in this study, security-insecurity, age and length of time the uniform had been worn, did not reveal any significant relationships to uniform attitude.
In general, the employees used in this study enjoyed wearing their uniforms at work. When asked to list reasons for liking and disliking their uniform, more responses were listed as reasons for liking the uniform than were given for disliking the uniform.

Conclusions

The findings of this study indicate that most female employees working in the sampled South Dakota banks do enjoy wearing their uniforms at work. This finding was supported by the positive responses given by the employees in the uniform attitude section of the questionnaire. Since there were no significant differences in the scores for each of the banks, it may be assumed that the manner in which the uniform program is managed does not affect the employees’ attitude toward the uniforms.

When asked to list the reasons for liking their uniform, the respondents most frequently listed: (1) one needs to spend less time each day deciding what to wear, (2) uniforms save money on the clothing budget, (3) uniforms present a nice appearance, and (4) there is no competition in dress. These responses for liking the uniform were identical to the responses which girls wearing uniforms to high school listed as reasons why they enjoyed wearing uniforms in the study by Dorothy Cheitz (740-43).

The reasons listed at all banks for not liking the uniform were not as numerous or as common as were the reasons
listed for liking the uniform. The reasons listed most often for not liking the uniform were: (1) it becomes monotonous wearing the same thing every day, (2) the employee is not allowed to express her individuality when she wears a uniform, (3) uniforms are too expensive, and (4) hard feelings may result among the employees when they argue over the style of uniform to be selected. The only dislike response given in this study which was similar to the dislike responses given in the study by Choitz was that one loses her identity when a uniform is worn (7:44-46).

The degree to which the employees conformed to the clothing norms set by their peer groups was found to be significantly related to the degree of attitude toward their uniforms. Since a positive tendency was shown in this relationship, it may be stated that for this sample, the higher the degree of clothing conformity possessed by the employee, the greater the regard they will have for their uniform. This relationship was found to be the strongest in the employees working at Bank 5. The Bank 5 employees had the highest clothing conformity score and the highest uniform attitude score of all seven banks.

Group identity was also found to be significantly related to uniform attitude. Again, a positive tendency was found to exist between the two variables, thus the greater the feeling of group identity which an employee possesses, the greater regard they will have toward their uniform.
Alexander (2:286-287) found that the subjects in her study felt that clothing which allowed them to conform to the norms set by their peer group gave them strong feelings of acceptance and belonging. The findings of this study support the findings of Alexander since uniforms are one of the most conforming types of dress.

Although no significant relationship was found to exist between the employees' degree of security-insecurity and their regard for their uniform, an inference may be made concerning these two variables. Hurlock (15:41) has stated that when insecure people do not conform to the fashion norms of their peer group, they have fears that: (1) on account of the clothing worn, one will be judged as too poor to be able to buy up-to-date clothing and (2) one will be thought to be lacking in the understanding of external appearances. Two of the responses given by the employees in this study as reasons for liking their uniform were: (1) there is no competition among the employees in trying to out-do the other employees in the clothing they wear and (2) uniforms present a nice appearance to customers. With these responses for liking the uniforms, it may be inferred that wearing a uniform eliminates the two fears proposed by Hurlock. For the first fear, when uniforms are worn the employees need not compete among themselves to wear clothing which is better, or equal to, the other employees even though they may not be able to afford it. Therefore,
the fear is automatically eliminated. For the second fear, when uniforms are worn the employees feel that they are presenting a neat appearance to their customers so they need not fear appearing dowdy.

The finding of Wright (29:24) that rejection of the idea of a uniform increases with age was not supported by this study. The results of this study could have been different, however, if the population had included a wider age range. The average age of the employees in the seven banks ranged from 17-35 years. Therefore, there can be no assessment of attitudes for the women over 35 years of age.

Since significant differences were found among the wearing times in the various banks and yet no significant relationship was found between length of wearing time and attitude toward the uniform, this study suggests that the length of time which the employee wears a uniform has no effect on her attitude toward it. The only indication given in the study that the employees may get tired of wearing their uniforms was that of the employees who listed reasons for disliking their uniforms almost half of them stated that it becomes monotonous wearing the same thing every day.

Recommendations

A study comparing the attitudes of employees working in different professions where uniforms are worn may distinguish between attitudes which are a result of the
personality of the employee and attitudes which may be a result of the type of work at which they are employed. Several variables, other than the five used in this study, may also influence the attitude that an employee has toward her uniform. Some of these variables may be educational level, income level, social status, sex and place of residency.

A more refined method of statistical analysis, such as multiple regression, might be used in order to determine how each variable influences uniform attitude, or vice versa. Such a statistical method would establish a rank order which would indicate the extent to which each independent variable influences or is influenced by the dependent variables.

All of the respondents used in this study were from one small area of South Dakota. Possibly a more heterogeneous group would yield broader results since more variability in background and attitude would be accounted for.
LITERATURE CITED
LITERATURE CITED


APPENDICES

Questionnaire
APPENDIX A

Questionnaire
November 23, 1972
South Dakota State University

I hope that you will be able to take a few minutes of your time to complete this questionnaire. Your responses will give us valuable information concerning the attitudes which employees have toward their uniforms.

The responses which you give on the questionnaire are strictly confidential. You are not required to sign the questionnaire and you will return it in a sealed envelope. Neither your employer nor myself will therefore know who completed which questionnaire. The letter in the upper right hand corner of your questionnaire only designates your place of employment. Please answer each question carefully and accurately.

When you have finished answering the questionnaire, please seal it in the provided envelope. Then return it to ____________________________, who will in turn mail the unopened envelopes to me. Please return your answered questionnaire within two days after you have received it.

When I have completed writing the results of this survey, I will send a copy to your bank. Each bank will be identified in the paper by a code number so only the people from your bank will know what number refers to you.

Thank you for your cooperation.

Sincerely,

Mary Ellen Hornstra
Graduate Student
Textiles and Clothing Department
QUESTIONNAIRE

Part I

1. Please check from the list below your age category:

   (1) 17-25 years  1.
   (2) 20-35 years  2.
   (3) 36-55 years  3.
   (4) Over 56 years  4.

2. Please check from the list below the highest schooling you have had:

   (1) Grade school  1.
   (2) Junior high school (2 years)  2.
   (3) Partial high school (3 years)  3.
   (4) High school graduate  4.
   (5) Additional training other than college (Secretarial, Business, Trade, etc.)  5.
   (6) 1-3 years college  6.
   (7) College or university graduate  7.
   (8) Graduate school training  8.
   (9) Graduate school degree  9.

3. Please check from the list below the length of time which you have worn your uniform:

   (1) Less than three months  1.
   (2) 3-6 months  2.
   (3) 7-11 months  3.
   (4) 1-2 years  4.
   (5) Over 2 years  5.

4. Please check from the list below the person or persons who chose the style of your uniform:

   (1) Employer  1.
   (2) Previous employees  2.
   (3) Yourself and associate employees  3.
   (4) Other  4.
   (5) Do not know  5.
Part II

Employees give these reasons for liking and disliking their work uniform. Please mark each statement in the right-hand margin as follows:

1. I strongly agree with the statement.
2. I somewhat agree with the statement.
3. I have no opinion on the statement.
4. I somewhat disagree with the statement.
5. I strongly disagree with the statement.

1. When everyone wears a uniform it is hard to tell who's who.

2. A uniform makes the employee take more interest in her work.

3. A uniform makes a woman feel drab.

4. When everyone at work wears a uniform, no one can tell how much money the individual has.

5. Wearing a uniform reduces the clothing budget.

6. An employee loses her identity when she wears a uniform like everyone else.

7. An employee can be proud to show that she works where she does through the wearing of her uniform.

8. Work uniforms are not fashionable.

9. A uniform does not give the employee an opportunity to express her individuality through her clothing.

10. When uniforms are worn to work, the employee feels a strong attachment to associate employees.

11. When a uniform is worn, one spends less time getting ready for work.

12. A uniform gives an employee a feminine appearance.

13. Employee morale is increased when everyone wears a uniform.
14. When uniforms are worn to work, employees get careless about their appearance.

15. When uniforms are worn to work, there is no competition in dress.

16. Employees feel more a part of the business when they are wearing a uniform.

17. A uniform makes a person look efficient to customers.

18. When an employee wears a uniform, she is under orders and therefore need not think for herself.

19. When a uniform is worn to work, there is little or no argument between employer and employee about clothing.

20. Employees, wearing a uniform, feel a great responsibility to satisfy customers.

Now I would like you to write down three reasons why you most like wearing a uniform to work and three reasons why you most dislike wearing a uniform to work. Put the most important reason in each category under "1", next under "2", and the last under "3".

Reasons for Liking

1. 

2. 

3. 

Reasons for Disliking

1. 

2. 

3.
Part III

The following statements refer to opinion about clothing in general. Please mark each statement in the right-hand margin as follows:

1. I strongly agree with the statement.
2. I somewhat agree with the statement.
3. I have no opinion on the statement.
4. I somewhat disagree with the statement.
5. I strongly disagree with the statement.

1. I make an effort to adjust to the particular clothing habits of my friends.

2. For some occasions I feel it is important to dress like my friends; for other occasions it doesn't matter.

3. I like to be the one in my crowd who dresses differently.

4. I wear the length of skirt which feels most becoming, even if it is different from that being worn in my crowd.

5. I have an unfavorable attitude toward being dressed too much like anyone else in my crowd.

6. I find it difficult to feel at ease when I am not dressed like my friends.

7. Sometimes I prefer dressing like my friends; at other times I don't.

8. My main consideration in choosing clothes is what others in my crowd will think of them.

9. When selecting clothing, such as shoes, often it is necessary to sacrifice comfort in order to be dressed like others in my crowd.

10. I feel that clothing satisfies a need for self-expression and creativity.
Part IV

The following statements refer to feelings experienced in social situations. Please mark each statement in the right-hand margin as follows:

1. I strongly agree with the statement.
2. I somewhat agree with the statement.
3. I have no opinion on the statement.
4. I somewhat disagree with the statement.
5. I strongly disagree with the statement.

1. I very seldom, if ever, feel shy or bashful. 1. ______
2. I feel unsure of myself in social situations. 2. ______
3. Having someone watch me at work usually bothers me. 3. ______
4. I frequently feel that I can't do anything right. 4. ______
5. I seldom feel self-conscious. 5. ______
6. My feelings are not easily hurt. 6. ______
7. I often feel depressed by my inability to handle social situations. 7. ______
8. People cannot change my mind very easily once it is made up. 8. ______
9. Usually I am a good mixer when with a group of people. 9. ______
10. I often have feelings of inferiority. 10. ______
11. It bothers me considerably to be proven wrong in a discussion or argument. 11. ______
12. I feel that most people whom I know like me. 12. ______

THANK YOU AGAIN FOR YOUR COOPERATION
TABLE B.1

PERCENTAGE OF RESPONDENTS LISTING CARE, CLOSENESS, WEAR WELL, EFFICIENCY AND ADVERTISING AS REASONS FOR LIKING THEIR UNIFORM

<table>
<thead>
<tr>
<th>Bank</th>
<th>Care</th>
<th>Closeness</th>
<th>Wear</th>
<th>Efficiency</th>
<th>Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>--</td>
<td>--</td>
<td>8</td>
<td>--</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>5</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>6</td>
<td>2</td>
<td>2</td>
<td>--</td>
<td>1</td>
<td>--</td>
</tr>
<tr>
<td>7</td>
<td>8</td>
<td>--</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>

APPENDIX B

Tables Indicating Likes and Dislikes Expressed for Uniforms
TABLE B.1
PERCENTAGE OF RESPONDENTS LISTING CARE, CLOSENESS, WEAR WELL, EFFICIENCY AND ADVERTISING AS REASONS FOR LIKING THEIR UNIFORM

<table>
<thead>
<tr>
<th>Bank</th>
<th>Care</th>
<th>Closeness</th>
<th>Wear Well</th>
<th>Efficiency</th>
<th>Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td></td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>2</td>
<td>2</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>8</td>
<td></td>
<td>4</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>
### TABLE B.II

Percentage of respondents listing poor durability, gives drab feeling and not flattering as reasons for disliking their uniform.

<table>
<thead>
<tr>
<th>Bank</th>
<th>Poor Durability</th>
<th>Gives Drab Feeling</th>
<th>Not Flattering</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>--</td>
<td>--</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>1</td>
<td>--</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>--</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>--</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>6</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>7</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>