Exploring Interrelationship between Human Motivation and Preferences in Casual Wear-Related Factors

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Abstract

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The study aims to explore the elements of human motivation and particular clothing selection. It seeks to establish a interrelationship between a person's identity-driving forces and their preferences in casual wear-related factors that prompt an individual to make particular purchase decisions. Based on the findings, practical recommendations on the subject of study are provided for various companies.

Research that underlies the thesis is comprised of two parts: theoretical framework and empirical research. The framework encompasses concepts on the subjects of personality, human motivation and needs, clothing-related factors, and other consumer-behavior-related material. The empirical research, utilizing compiled theories, aims to attain the goal of the study: to identify connections between different motives and casual wear-related factors 18-25-years-old full-time students face.

The survey results revealed that there are interrelations between certain human motives and the casual-wear related factors respondents heed. Connections exist between the level of the intensity of the motives under investigation and the clothing aspects as regards consumer choice in casual wear.

Practical recommendations are provided on the results gained in the research. It follows that certain interrelations between constructs of human motivation and 18-25-year-old full-time students' preferences in clothing-related factors command particular advice for companies' offerings and marketing tactics.

Keywords
Marketing, Consumer Behavior, Personality Psychology, Clothing, Consumer Psychology, Motivation, Motives, Casual wear, Full-time students

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1 Introduction

The chapter states the purpose and objectives of the study and goes on to describe the thesis topic in a nutshell; it is broken down into the research and investigative questions to outline the subject of study. An overview of theoretical models and concepts is presented as the following step. The chapter also describes which models are attributed to which investigative questions. Demarcation is implemented afterwards. It discusses elements that fall out of scope of the study. Key concepts of the research are introduced in the end of the chapter.

1.1 Purpose and Objectives of Study

The study is initiated for the purpose of understanding what innate constructs impel a consumer to prefer what they prefer. It is of the foremost interest to establish why different personalities tend to choose particular clothing and pay attention to certain factors. A few researches attempted to connect personality constructs with other consumer behavior aspects. Therefore, the thesis aims to address this issue by learning the innermost characteristics of personalities and observing the connectivity between them and the clothing-related factors.

Casual wear, the element of each individual's attire, is chosen because it addresses all kinds of personalities. Clothing is worn by every individual and for different purpose.

Students can benefit from reviewing the theoretical framework. The framework is unusual and can diversify the understandings of the consumer behavior concepts. Companies are given advice provided in the end of the thesis from the implemented research.

1.2 Thesis topic

Thesis topic: Exploring Study on Interrelationship between Human Motivation and Preferences in Casual Wear-Related Factors

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Research question: What are the interrelations between the motives of 18-25 years old full-time students and their preferences towards casual wear-related factors?

Investigative questions:

1. What are the constructs of personality in 18-25 years-old full-time students?
2. What clothing-related factors affect 18-25 years old full-time students as consumers of casual wear?
3. What are the interrelationships between human motives and their extents of significance in 18-25 years old full-time students and their preferences towards casual wear-related factors?

Below is the matrix that introduces the investigative questions, corresponding theoretical reference, survey items, and the chapters in which results are covered.

Table 1. Overlay matrix

Investigative Questions	Theoretical Framework	Survey Questions	Results for IQs
What are the constructs of personality in 18-25 years-old full-time students?	2, 3	Q11, Q12, Q13 (Attachment 1)	6.1, 6.2
What clothing-related factors affect 18-25 years old full-time students as consumers of casual wear?	4	Q5, Q6 (Attachment 1)	6.1, 6.2

What are the inter-relationships between human motives and their extents of significance in 18-25 years old full-time students and their preferences towards casual wear-related factors?		Q1-Q13	6.2

1.3 Demarcation

The research is not supposed to encompass:

- Consumer decision-making.

  How consumers make their buying decisions and to what types of decision-making behaviors they belong fall out of scope of the thesis.

- Causation of Motives.

  The thesis does not discuss why particular motives exist and are resilient. The definition of motives has been established as a result of dozen of other researches.

- Consumers that do not appear to be customers.

  Terms "consumers" and "customers" are used interchangeably throughout the thesis. Aforementioned terms are equal in meaning in this study. That is, a

customer is also a consumer because the scope of study is limited to individuals that buy clothes for themselves only.

– In-depth analysis of physiology.

The thesis consults neuroscience but do not aim to line up findings by virtue of studying human physiology.

– Strategy devisal as part of recommendations.

Producing any strategy requires additional research on the topic. A strategic approach to recommendations will thus be considered at the lowest level.

1.4 Key Concepts

– Consumer behavior.

The study that aims to explore how a person or a group of people choose, buy, utilize and handle commodity, services, ideas or experiences to fulfill needs and wants (Solomon, 2011, 33)

– Personality.

A set of regular traits and particular features that make individual's behavior unique and cohesive (Roberts & Mroczek 2008, in Feist, Feist & Roberts 2013, 4)

– Motivation.

The driving force that actuates people to take particular action (Schiffman, Kanuk & Hansen 2012, 99).

- Motives.

  Inner stimuli that explain why particular needs must be satisfied (Leontjev 1971, 1-3).

- Casual wear.

  Informal attire for everyday use (Collinsdictionary 2015; Glover 2012, 10

2 Concept of Personality and Introduction to Human Motives

In order to draw close to the problem set before this study, one needs to delve into psychology to revise the concept of personality. Yet, the concept is not the only one that requires aid from the other field of science. Human needs and behavior are among those concepts. Psychological studies are consulted throughout the theoretical part and go hand in hand with consumer behavior materials where possible. The necessity to resort to studies other than marketing and consumer behavior is explained by insufficiency of the latter to support the author's notions and methodology on the subject of study. Consumer behavior arose as the science after thorough review of psychological literature. Maslow's hierarchy of needs and Jung's personality traits are all borrowed from psychology. Some of the models and terms adopted by consumer behavior can be disputable and may need reconsideration in a way. This is viable only by going back to the origins, to the science that gave rise to particular concepts.

2.1 Personality

There is a myriad of definitions for the concept of personality in different fields of science (Hampson 1988, 1). Apart from this variance across scientific universe, any single accurate definition cannot be adopted even within one field, in particular psychology. To define personality, theorists speculate on the issues of degree of inheritance of character traits, level of resilience of these traits, and other elements that has to do with the concept (Schiffman et al. 2012, 126). However, Kumra outlined 3 elements that a number of writers on consumer behavior agree on. They are as follows (Kumra 2007, 72):

- Uniqueness. All people are special and distinguishable
- Consistency. There are enduring behavior patterns
- Changeability. Personality is subject to change over time.

To put it concisely, personality is a set of regular traits and particular features that make individual's behavior unique and cohesive (Roberts & Mroczek 2008, in Feist, Feist &

Roberts 2013, 4). Naranjo (1994, 47) finds it appropriate to call personality a character, as well. Henceforth, terms "personality" and "character" will be used interchangeably.

According to Adler (1997, 246), individual's personality traits are never inherited. Yet, a number of people will dismiss this statement and consult a popular example of likeness between parents and their kids. However, the resemblance of traits between adults and their offspring is a result of minors' observations and mimicry. Person's character sees its development as of early childhood. (Adler 1997, 143.) A one-year-old baby can imitate their parent even if the latter is out of sight (Sample Gosse & Goztke 2007, 1-8).

Goals → Mindset → Behavioral Patterns → Personality Traits
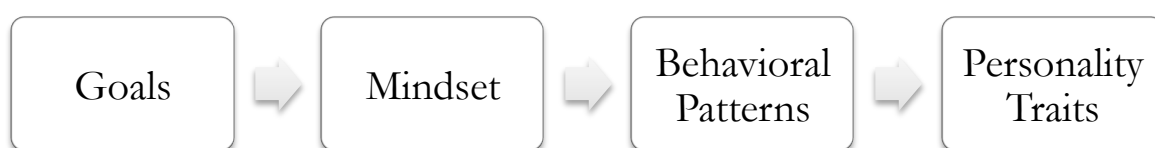
Figure 1. Relationship between goals and personality traits (Adler, 1997, 141)

Adler (1997, 141) goes on to explain and Solomon (2011, 240) concurs that character's traits are not permanent. Rather, they can be temporary, given their dependence on goals the individual pursues. The goals towards which the individual strives form the mindset. The mindset shapes behavior, and personality traits are mere manifestations of man's lifestyle and behavioral patterns. (Figure 1.) (Adler, 1997, 141.)

So, personality is independent of genes but susceptible to power of goals set before this personality. Robins, Fraley & Krueger (2007, 5) agree that a man is a goal-oriented creature. Goals determine behavioral characteristics, and as Hampson (1988, 4) points, traits are reflected in behavior. Persistence of traits is defined by persistence of goals (Adler 1997, 21). A rural guy that left for a city can let go of some goals, such as loyalty to family and traditions, and establish new objectives, namely fame and success. To attain them, the guy is likely to develop respective traits such as perseverance, dominance and aggression. (Schiffman et al. 2012, 127.)

Adler (1997, 20, 246) writes that evolution of person's character results from interaction of an individual and two dimensions: personal and social (Figure 2).

Figure 2. Influencing forces on individual

On the one hand, requirements of an organism must be met, on the other hand, requirements of the human society must be fulfilled (Adler 1997, 246). Social-psychological theory, which is considered part of consumer behavior works on personality, partly addresses the Adler's point. A man tries to conform to social needs simultaneously gratifying his or her personal needs with the help of community (Blackwell, Miniard & Engell 2007, 337).

2.1.1 Personality Taxonomy

First classifications of personality took shape long since. The first attempt to categorize personality is attributed to Plato. The typology was based on ethical principles. (Raygorodskiy 2000, 3.) Nowadays, one of the most popular classifications used in field research is The Big Five. Elaborated by McCrae and Costa, the theory blends five elements that are meant to predict and give reasons for particular behavior – Neurotics, (e.g. anxiety), Extraversion (e.g. outgoingness), Openness to Experience, Agreeableness (e.g. amicableness), and Conscientiousness (Feist et al. 2013, 379; Costa, McCrae 2003, in Vilanueva, 2010, 7.)

Given all the diversity of the typologies invented by both scientists and philosophers, each of these taxonomies has undergone criticism to some extent. A human being is a

tangled mechanism with free will (Murray & McAdams 2007, xiv; Maddock 2000, 28-29). Zurawicki (2010, 177) claims that the way man's psyche is shaped is "a very vast subject and still a puzzle." Every individual possesses a set of traits that is different from that of his or her closest relative – for instance mother – yet dozen of traits might be similar (Schiffman et al. 2012, 126). To add, Solomon (2012, 247) emphasizes that variety of the measurement tools are not credible enough to measure what they are supposed to measure and that their results are of mixed success. Therefore, no taxonomy can be ultimately successful at describing personality through trait categories, although a number of theorists can distinguish several types of personality that are based on specific principle. Renowned Hippocrates's Temperaments and Enneagram of Personality exemplify that (Raygorodskiy 2000, 44; Naranjo 1994, 31).

The other setback of any personality classification is that traits and values would not necessarily bespeak particular behavior (Solomon 2012, 247). That is, two introverted individuals with other traits shared can display different behaviors. The first one enjoys their solitude and buys products to sustain this state. The other one might feel the need in friendship so their purchases are unconsciously (or consciously) driven towards satisfaction of this need. It is made clear that in the first case, the individual's introversion is formed by the need to be isolated, whereas the second case depicts that introversion is just perhaps an adaptation strategy or a defense mechanism that collide with the need in communication. As a result, although persons share the same trait, they are motivated by different goals or needs. Thus, the criterion of The Big Five "Extraversion" seems unrepresentative of man's behavior. Robins et al. (2007, 5) state that human motivation must be addressed first in order to craft a picture of personality. Solomon (2012, 242-243) gives special credit to motivational research and calls it "a powerful hook to reel in consumers".

The conclusion of the subchapter is that distinctions across individuals lie in human goals. Turning back to the assumption that the goals forge personality and its traits and the Adler's notion that the self and society play substantial role in this process, as well,

one can become concerned about the backstage of these goals. In other words, what are the motives that underlie the man's goals, or why people do what they do?

2.2 Introduction to Motives

Now that the relationship between personality constructs and the pursuit of human goals is explored, the subject of human motivation should be reviewed.

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┌─────────────────────────┐
│  Historical Conditions  │
└─────────────────────────┘
            ↓
┌─────────────────────────┐
│          Need           │
└─────────────────────────┘
            ↓
┌─────────────────────────┐
│         Motive          │
└─────────────────────────┘
            ↓
┌─────────────────────────┐
│        Activity         │
└─────────────────────────┘
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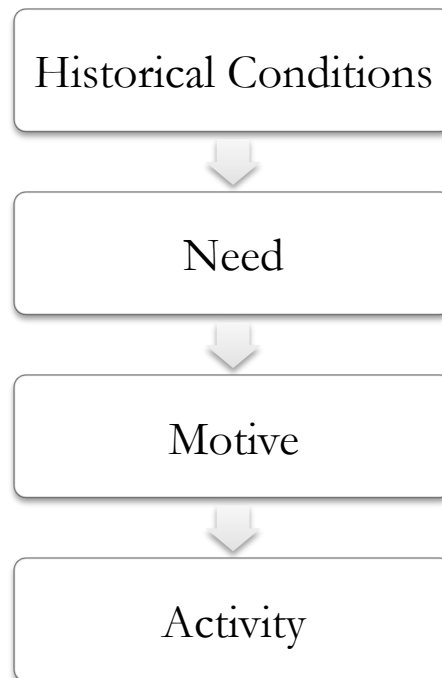
Figure 3. Connections between Leontjev's concepts (Alsted 2005, 74)[1]

Upon studying Leontjev's works on human activity, Alsted visualized the process of how human behavior arises as relates to need identification (Figure 3).

Alsted (2005, 74-75) rests on works of Leontjev and Vygotskiy to describe this element as the surroundings and the circumstances that embrace human beings, "the outer

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[1] The original figure presented by Alsted includes 3 more elements following "Activity": Act, Operation, and New historical conditions. However, they are intentionally left off because they fall out of scope of this study.

world". This is a threshold wherefrom the other elements evolve, in particular behavioral patterns. Adler's sharing of this point has been discussed earlier.

A great deal can be said on the nature of human needs that emanate from the process of interaction between an individual and the environment they touch. First, the problem is that needs have always been approached apart from the subject's lifestyle and the other environmental conditions the subject faces (Leontjev 1971, 1-2). Freud's elements (id, ego, superego) and Maslow's hierarchy of needs, the most renowned needs typologies, are an example of this discrepancy. Leontjev (1971, 1-2) argues that originally, the nature of needs does not lie within a subject; it is totally defined by the specificity of objects that lead to satisfaction of these needs. A need is derived from the object and its consumption experience, not vice versa. A delicious cake instigates the tempting memories and emotions and makes a man want one (van Praet 2012, 66).

There can be a controversy over the nature of human needs. An example of an extremely hungry man may suggest the opposite dependence between an object and a need. However, this only implies that hunger can drive a man into inhuman state of being but does not say much about the nature of human needs. Indeed, in order to survive, mankind must eat, yet a man must not necessarily experience need for food to continue buying it. (Leontjev 1971, 1-3.) This is where subjective processing comes in.

Any individual sees and processes the world through their own "lens" thereby making their experience subjective (Hampson 1988, 8). Particularly, the needs that an individual establishes as the result of the interplay between personality and the object are perceived, evaluated, and then start to bear person-related character. That is, a man does not rush to buy food at the moment he felt hunger. Rather, he or she purchases it in advance and maintain it at home, as the significance of food is understood on the conscious level regardless of the organism's state (Leontjev 1971, 1-3; Solomon 2012, 156). The distinction between animals and people lies in this phenomenon. Animals' needs are determined by the biological roles they play and never beyond. (Leontjev 1971, 1-3.)

To sum up, needs are not embedded in a man. An individual becomes aware of their need once they encounter an object that activates it. It follows that products and their accumulated experiences in person's mind drive the need for them. This finding is crucial, as it is now comprehensible that a man can buy a thing also because the latter brings about the need. Furthermore, it is not the needs per se that prompt particular behavior but the significance and the meanings assigned to these needs. Significance and meaning the need receives are commanded by motives.

Motives are stimuli for needs satisfaction by means of purchase and consumption of a product (Blackwell et al. 2007, 355). Motives are the language of needs; they explain causes that underlie behaviors (Leontjev 1971, 3-5). The word "motive", like "emotion", has the Latin root *movere* that suggests action. Thereby, motives and emotions are action-oriented phenomena. (Van Praet 2012, 61.) Moreover, motives are powered with emotions. "Without emotion there can be no motivation." (Maddock 2000, 15.) That is, beliefs alone cannot properly motivate an individual (Maddock 2000, 26-27). The most prominent breakthroughs come with emotion, e.g. the relentlessness of solving paradoxical equations, the unyielding will to innovate. Motives can be called intrinsic motivation in terms of consumer behavior. Furthermore, the major property of a motive is that its bearer is usually unaware of it (Leontjev 1971, 3-5).

Desired
state

Actual
state

Below
threshold

Degree of
divergence

At
threshold
or above

No
awareness
of need
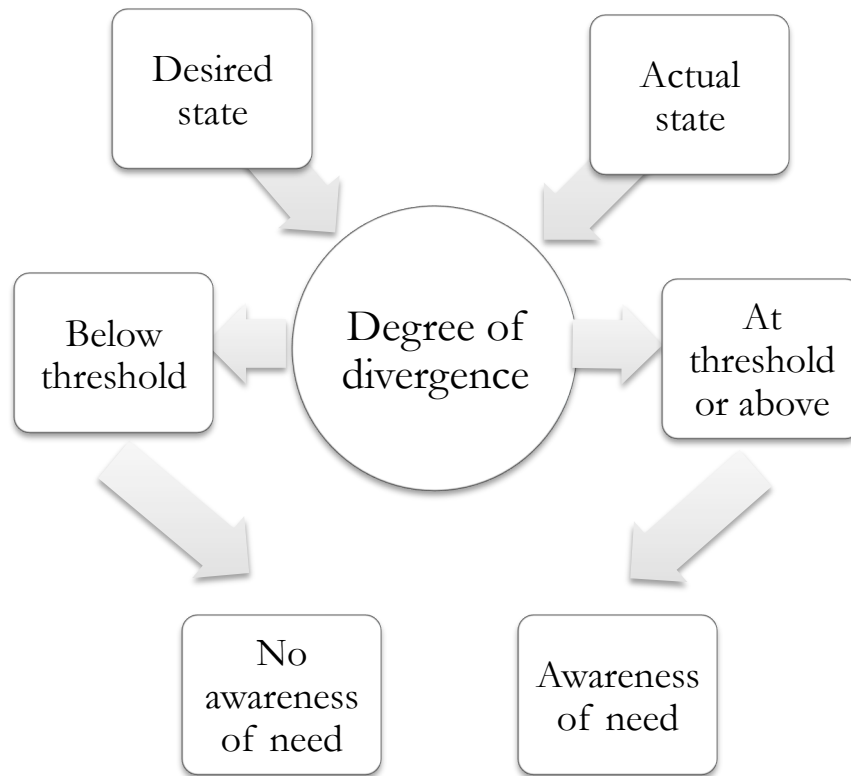
Awareness
of need

Figure 4. Awareness of needs process points by degree of divergence (Blackwell et al. 2007, 148)

Blackwell et al. (2007, 148) use the figure above to explain the process of need formation (Figure 4). Nonetheless, some elements of the figure succeed in gaining insight into motives, too. The degree of divergence between the actual state and the desired state of an individual must be substantial to initiate a need (Blackwell et al. 2007, 148-149) (Figure 4). This is true, given that an individual has the idea (e.g. expectation) or the personal experience of a product or process with which the need is associated. Otherwise, the need cannot pop up itself, and the desired state cannot exist (discussed above). But the threshold at which the need becomes solid actually showcases manifestation of a human motive or motives (Solomon 2012, 156). The difference between the subject's current state and their imaginable state can be enormous, but what makes this imaginable state a desired one is a motive or several motives (Maddock 2000, 20). That

is why Solomon (2012, 241) posits that the product is the embodiment of the consumer's desires. So without a motive there is no need. For a rough example, from the perspective of a businesswoman, her actual state of being is far from that of a nun she saw recently. Yet, she is not likely to close down and join that nun unless she experiences the motive (e.g. spiritual) to do so, the motive that explains her needs in praying, church clothing, religious writings, isolated premises and so forth. As this motive, like any other motive, is the emotional force, it follows that the stronger the motive, the stronger the need is. Intensity of human motives is also called level of involvement as far as consumer behavior is concerned (Solomon 2012, 163; Blackwell et al. 2007, 380).

Motives are rarely realized (Leontjev 1971, 3-5; Schiffman et al. 2012, 102). McClelland (1987, in Robins et al. 2007, 322) defines motives as "non-conscious motivational needs." Therefore, people cannot explain why they buy particular things neither to others nor even to themselves (Maddock 2000, 62-63; Blackwell et al. 2007, 382). The explanations people come up with are erroneous. When asked, consumers always try to give logical reasons for purchases they make, although it is not the sole logic that underlies the behaviors. (Maddock 2000, 62-63, Blackwell et al. 2007, 382.) Maddock (2000, 63) assumes that the most emotional purchase will come with the most protective justifications. As discussed above that motives are emotion bound, any individual's buying decision is emotional (Maddock 2000, 63; Van Praet 2012, 15, 19, 65, 84). Van Praet (2012, 84-88) refers to the well-known neurologist Antonio Damasio and his patient that suffered an injury to parts of his brain responsible for decision-making. Deprived of ability to match events with emotional associations, the patient could not make any simple decision despite his scrutiny of all alternatives. Moreover, it has been discovered that the patient was unable to learn to make beneficial decisions because he failed to attribute positive and negative emotions to appropriate outcomes. (Van Praet 2012, 84-88.) It once again portrays emotion as in-built decision-making element.

Unconsciousness of motives can be reflected not only in regular buying decisions. People do not know from the beginning what clothes, laptops, or flats will ultimately make them better off. It is a matter of trial and error. Repeated purchases occur when

products constantly respond to fulfillment of the motives in action. There are a number of situations in which behaviors of people look as if they grope for things that they feel satisfy them, though it eventually comes about the other way round. A young boy might start to go in for football to satisfy his non-conscious motivational need (motive) in self-expression but then finds out that the game is about team equality and unity, and he quits it right off. Thereby, he may end up playing tennis, as this sport perfectly addresses that motive.

Occasionally, motives can be realized. In this case, motives become needs or so-called motives-needs (Leontjev 1971, 3-5).

Activity. As discussed above, a man embarks on activity to see if it corresponds to the "requirements" set by motives. If so, behavior is repeated. It is worth saying that new needs can arise when a subject already engages in the desired activity. The satisfaction of one needs often leads to foundation of others. (Leontjev 1971, 1-5.)

3   Human Motives

The first part of the theoretical base looked at the concept of personality to bring out its major peculiarity – contingency on human goals. The latter requires coverage of the subject of human motives – origins of goals and behaviors – and closely related elements, namely needs, objects of needs, and person's subjective perception of needs. Now that the reader acquainted himself or herself with the topic under investigation, human motives, as a tool to delve into consumer, can be thus portrayed.

Maddock posits that all human behavior can be explained in terms of the motives as follows (Maddock 2000, 142):

- Person Orientation (e.g. self-image)
- Spiritual Survival (e.g. passion)
- Physical Survival (e.g. food)
- Adaptation (e.g. acceptance)
- Territorial Survival (e.g. power)
- Expectation (e.g. closure)
- Sexual Survival (e.g. sexual impulse)
- Place Orientation (e.g. escape from place)
- Time Orientation (e.g. nostalgia)
- Play (e.g. excitement)
- Circumstances (e.g. escape from circumstances).

Each of these motives are discussed in the subchapters below.

3.1   Person Orientation

The first and potentially the strongest motive is Person Orientation or Orientation to the Self. A lot of people want to emphasize their specificity and undergo the feeling of distinctness from others. Thereby, individuals strive to express themselves by means of

various objects. Best observed in the clothing industry, Person Orientation motive behaviors usually imply an effort of contribution to the self-image (Table 2). In vast number of cases, people shop clothes that match their individuality or desired image of the self and that help accentuate it (Solomon 2012, 195). Some individuals experience that particular clothing or products renders them self-confident or make them feel totally different men. (Table 2; Maddock 2000, 125-126.) Marlboro in their advertisements appeal to consumers through values such as masculinity and independent lifestyle (Franzen &Moriarty 2009, 92). The purpose is to tie the brand concept with subject's desire to be self-sufficient and courageous. Indeed, people, especially youngsters, are often believed to smoke in order to stand out and thus express themselves. Clothing, perfumes, specialty foods regularly address the Person Orientation Motive to stimulate purchases (Solomon 2012. 243). The motive can also find its mention in Maslow's hierarchy of needs in the form of self-esteem, element of ego needs (Schiffman et al. 2012, 117-118; Figure 6).

Table 2. Person Orientation motive (Maddock 2000, 114)

Motive	Elements Examples
Person Orientation	Self-image
	Self-assuredness

The following are the statements that expose the person orientation motive in subjects' behaviors (Maddock 2000, 229-232):

- "I want everyone to know what kind of person that I am"
- "I consider myself to be an understanding and caring person"
- "I am not the kind of person who wears their feelings on their sleeves."

The respondents that yielded these statements talk about self-image, that is, about the Person Orientation motive.

3.2 Spiritual Survival

The Spiritual Survival motive as such can hardly be identified with any motivational need in the books on consumer behavior, nor can it be exhaustively expounded. However, it does not take an effort to understand this driving force.

Table 3. Spiritual Survival motive (Maddock 2000, 114)

Motive	Characteristics Examples
Spiritual Survival	Passion Love

Spirituality is an inherent element of mankind (Rankin 2008, 2-3). Individuals experience love, hatred, desire to grasp their origins or arrive at transcendence, and so forth. These feelings can easily overrule rational thinking and even withstand the survival instinct (Maddock 2000, 19; Van Praet 2012, 66; Leontjev 1971, 3-6). It follows that Spiritual Survival can be the fiercest of all motives, although Maslow's hierarchy does not provide for that. Mother's dashing into a burning house for the rescue of her children exemplifies the power of the spiritual survival motive.

The Spiritual Survival motive can be observed in situations in which subject feels arousal of passion for whatsoever the object can be (Maddock 2000, 141). The passion for studies drives a scholar to buy books, the passion for football leads to frequent boots purchases. Intense feelings such as love and dedication account for buying of jewelry and life-long souvenirs.

The following real-life sentences serve as examples of the Spiritual Survival motive involvement (Maddock 2000, 229-232):

- "I am passionate about family and I put them first in my life"
- "A diamond is the best way that a man can show his love to a woman"
- "I am passionate about golf."

These statements depict the unexplainable liking for things (golf) and affinity for people (love, family values). Therefore, the above sentences represent the Spiritual Survival motive.

3.3 Physical Survival

Air, food, wellbeing are all core elements that contribute to persistence of human race (Table 4). The force that ensures human survival on the physical level Maddock (2000, 148-149) defines as the Physical Survival motive. This motive, like Maslow's "Physiological needs", signals and stimulates a man to seek food, shelter, and other items that are mandatory for his or her health and survival (Schiffman 2012, 116). Van Praet (2012, 41-42) explains the unanimous love for McDonald's by the assertion that it is the quickest way to get life-sustaining components such as salt and fats that were hard to obtain for millenniums. People that buy "green" products because they take care of their wellbeing and stamina also exemplify the Physical Survival motive.

Table 4. Physical Survival motive (Maddock 2000. 114)

Motive	Characteristics Examples
Physical Survival	Security
	Wellbeing

However, sex, while being the physiological need, does not constitute part of the Physical Survival motive. The entire subchapter below discusses this element.

The Physical Survival motive is closely related to the survival instinct and fear. That is why people to satisfy bodily needs often act by means of deceit and aggression (Van Praet 2012, 59; Taylor 2012). Insurances, burglar alarms are, for example, driven by fear of defenselessness. Some concede to instinctual manifestations more, others – less. Thereby, this does not stand to reason that the physical survival motive is the foremost driving force for every individual (Maddock 2000, 148-149; Leontjev 1971, 1-5).

The statements that expose the Physical Survival motive are as follows (Maddock 2000, 229-232):

- – "I worry a lot about my health and physical problems"
- – "I love to eat."

The replies above denote that their bearers are concerned with their physical wellness and their love for food, respectively. These elements bespeak the Physical Survival motive.

3.4 Adaptation

The desire to fit the community is the core of the Adaptation motive (Maddock 2000, 170; Table 5). As of birth, people physically and psychologically adapt to their surroundings. Just as toddlers imitate their parents, so people watch and learn from others to adjust to them (Maddock 2000, 168-170; Sample Gosse et al. 2007, 1-8). The vast majority of people strive to be acknowledged and accepted by others (Van Praet 2012, 47). Pupils select proper outfits and even start to smoke to conform to their peers. This example demonstrates that the Adaptation motive can sometimes override the aforementioned Physical Survival motive in terms of priority. (Maddock 2000, 170-171.) That is, according to the Maslow's hierarchy, the physiological need for wellbeing becomes inferior to the "Social need" in belonging (Figure 6; Schiffman 2012, 117).

Table 5. Adaptation motive (Maddock 2000, 115)

Motive	Characteristics Examples
Adaptation	Recognition
	Belonging

The disposition towards showing-off stems from the Adaptation motive, as well. More often than not, individuals buy sport cars to draw people's attention and remain the center of it. (Maddock 2000, 177-178.)

The Adaptation Survival motive can be subject to confusion with the Person Orientation motive. A woman can buy extravagant clothes to be recognized by others (Adaptation), to convey the self-image (Person Orientation), or both – to express her "self" idiosyncratically in terms of acceptable clothes. (Maddock 2000, 178-179.)

Maddock (2000, 229-232, 249) gives examples of the Adaptation motive with the following statements:

- "I listen to people when they tell me what to buy, and I often do what they say"
- "When I buy a car I am influenced by what my friends have told me and by the cars that they drive"
- "I watch very closely what others are wearing"
- "I want to wear something exquisite so that others will notice."

All these statements imply overt dependence of subject's choice on choices and behaviors of those relevant to subject. Thus, they talk about the Adaptation motive.

3.5   Territorial Survival

People, like animals, are territorial, that is, for example, any individual has shared and intimate spatial areas (Hall 1990, 113-114; Maddock 2000, 150). Yet, the motive deals with psychological territoriality. The Territorial Survival motive is heavily concerned with items (whether they are tangible or not) towards which subject feels sense of possession. For males, the most spread territorial item is career, while for women – home.

Table 6. Territorial Survival motive (Maddock 2000, 115)

Motive	Characteristics Examples
Territorial Survival	Power
	Status
	Assets

It has always been so that a man is judged by the job he holds, and a woman is judged by the home she holds. (Table 6; Maddock 2000, 150-151.) For this very reason, much is purchased for home decoration.

The Territorial Survival motive extends further and can embrace elements such as money and status (Table 6). People use bank services to be constantly aware of the amount of savings they carry. Ownership of multiple real estate objects or cars can often suggest love for power and thereby point to the Territorial Survival motive. Of these examples, the most remarkable component is greed that actuates men to enlarge their untouchable possessions (Maddock 2000, 156-157).

The Territorial Survival motive can be considered in the Maslow's hierarchy an element of "Ego needs" (Figure 5; Schiffman 2012, 117-118). To note, the motive can be easily confused with the Person Orientation motive. A home can be an object of personalization, which represents the Person Orientation motive, but can also be viewed as sole precious asset, which denotes that the Territorial Survival motive is involved. (Table 6; Maddock 2000, 150-153.)

Other statements that reveal the Territorial Survival motive are as follows (Maddock 2000, 229-232):

- "A person's home is their castle"
- " I keep careful track of all my assets, income, and expenses"
- "In the last few weeks, the stock market has become a roller coaster. I fear for my personal assets."

The sentences above describe items (home, funds) that fall into subjects' so-called territories, which are thoroughly guarded. That is, subjects talk about the Territorial Survival motive.

3.6   Expectation/Resolution

Time and again, people's behaviors are driven by expectations. The force that prompts people to emotionally depend on anticipated outcome is known as the Expectation/Resolution motive (Maddock 2000, 184-189). The motive has already been studied extensively within the field of psychology (Maddock 2000, 184). In 1964, Vroom elaborated the now-renowned expectancy theory, which posits that as people predict the future, they put in effort to reap the forecasted benefits (Lunenburg 2011, 1-2; Solomon 2012, 157).

Table 7. Expectation/Resolution motive (Maddock 2000, 115)

Motive	Characteristics Examples
Expectation/Resolution	Settlement Anticipation

Gambling is perfectly identified with the Expectation/Resolution motive. The desire to win money is great: individuals waste their savings in casinos under the impact of this motive. Besides that, people buy medicines to get over, amulets to keep away from dismay, and other bits and pieces that create great expectations and promises for closure. (Table 7; Maddock 2000, 184-189.)

The other examples of the Expectation/Resolution motive are as follows (Maddock 2000, 229-232):

- "I look forward to the future and what it will bring"
- "Whenever I go to the casino I plan to win big bucks"
- "I trust my doctor to do the right thing."

Those that produced these statements anticipate certain benefits. In other words, the Expectation/Resolution motive is involved.

3.7 Sexual Survival

Maddock (2000, 157-163) distinguishes the following three elements that showcase the presence of the Sexual Survival motive (Table 8):

- Impulse
- Inhibition and impotence
- Gender.

Table 8. Sexual Survival motive (Maddock 2000, 115)

Motive	Characteristics Examples
Sexual Survival	Urge Masculinity/feminity Fear

Impulse is the sexual urge that aims at discharging the sexual tension (Freud 1906, in Scruton 2006, viii). The need in sex pertains to the Physiological Needs block as to the Maslow's hierarchy of needs (Figure 6; Schiffman 2012, 116). Frequently, people display the sexual impulse by buying and wearing sensuous or revealing clothes (Maddock 2000, 157-158).

Inhibition and impotence are the terms that define human abstinence from sex where "inhibition" is used to describe the phenomenon in women, and "impotence" – to suggest refraining from sex in males (Maddock 2000, 161-163). Thereby, as opposed to the example in the paragraph above, females can buy high-necked dresses and sweaters instead of blouses to repel the opposite sex's attention. And men might indulge in pornographic material thus avoiding sexual intercourse (Maddock 2000, 161-163).

The last element has to do with gender manifestations. Many individuals are keen fanciers to accentuate their masculine or feminine traits. (Maddock 2000, 163.) They buy manlike or womanlike clothes, go to gym, and engage in other activities that emphasize

the gender they belong to. For example, some males smoke Marlboro cigarettes be-
cause the latter promotes mannish lifestyle (Franzen & Moriarty 2009, 92).

The following are the other statements that expose the elements of the Sexual Survival
motive (Maddock 2000, 229-232, 249):

- "When I am driving my four-wheel-drive truck (with big tires) it makes me feel more like a man"
- "I like sex"
- "I don't want to wear something that is too revealing or the men that I work with might get the wrong idea."

The first statement introduces the "gender" element, as the subject underlines the sex
they belong to. The second statement indicates the subject's liking for sex and is re-
ferred to the "sexual impulse." The subject that owns the last statement withdraws
from sex-related behaviors thereby displaying the involvement of the "inhibition" ele-
ment. All these statements bespeak three different domains of the Sexual Survival mo-
tive.

3.8 Place Orientation

The Place Orientation motive, along with any other Orientation motive, implies keep-
ing or relinquishing contact with the object of Orientation: person, place, time, or cir-
cumstances (Figure 5; Trzepacz & Baker 1993, 126). If the motives did not belong, one
would be unable to navigate, understand who they are, grasp the sense of time, and
keep up with daily circumstances (Maddock 2000, 123-125). However, it is often the
case that staying continuously oriented to its object can be exhaustive (Maddock 2000,
117). As far as the Place Orientation is concerned, individuals make much effort to
adjust to and remain oriented to such venues as university, office, and even home. That
is why, in order to weaken the tension and relax, people take a week off and travel to
places that have no bearing on their workplace.

Table 9. Place Orientation motive (Maddock 2000, 115)

Motive	Characteristics Examples
Place Orientation	Escape
	Refresh
	Involvement

Hence, subjects can undertake buying behaviors that render them either oriented or disoriented to certain places. For the purpose of getting oriented, individuals purchase formal clothes to conform to their working environment. Along with that, men buy souvenirs to prolong the warm feelings connected to the place they have been to, that is, to temporarily disorient from routine places (Maddock 2000, 128). (Table 9.)

There are some other statements that exemplify the Place Orientation motive; they are as follows (Maddock 2000, 229-232):

- "When I look at travel brochures I dream of being in a different place"
- "I like to go someplace different on vacation, just for a change of place or scenery"
- "What I wear is determined by where I am going to wear it."

The statements above have the common element: place. Subjects implicitly talk about states of orientation to or disorientation from different places.

3.9 Time Orientation

The Time Orientation motive is another motive that involves time as the object of Orientation. Every man has a sense of time: it can seem longer or shorter than it is (Grondin 2008, 30-31). Some fail to keep track of time, while others spend it lavishly. (Maddock 2000, 128-131.) The former are not capable of catching up with the velocity of time, although they try to stay oriented to it; the latter, on the contrary, do everything other than maintaining time orientation. Therefore, similarly to the Place Orien-

tation motive, the Orientation to Time motive tells apart states of being oriented to and disoriented from certain time periods. (Maddock 2000, 128-134.)

Table 10. Time Orientation (Maddock 2000, 115)

Motive	Characteristics Examples
Time Orientation	Escape Nostalgia Urgency

Casinos perfectly address the Time Orientation motive. Casinos are devoid of windows and clocks to disconnect a visitor from the real world and time constraints so that they linger over and spend more of their money playing. People take photos to capture fun moments that will later help them disconnect from the worse times and recall the lively episodes of their lives (Pryor 2013). To keep up with the pace of life or stay oriented to time, individuals obtain trendy clothes, cars and gadgets. Some pay extra for faster deliveries to make better use of the time they have. (Table 10; Maddock 2000, 129-134, 248-249.)

The other statements that unveil the Time Orientation motive are as follows (Maddock 2000, 229-232, 248-249):

- "I often lose track of time"
- "Federal Express sells you what you have the least of, time"
- "When it comes to clothing I want to be in tune with the times."

The statements above indicate that time is an important concern for the subjects to whom they belong. Therefore, these statements are suggestive of the Time Orientation motive.

3.10 Play

Play is a hedonic motive that takes place in people's lives to, first off, deliver fun and enjoyment to a player (Lillemyr 2009, 81). The tendency to engage in playing is utterly mammalian trait (Maddock 2000, 197). As of childhood, humans participate in various games and substitute them with new ones, as they get older.

Table 11. Play (Maddock 2000, 115)

Motive	Characteristics Examples
Play	Creativity Win

Children adore video games and enjoy playing with their peers outdoors. Adolescents go in for sports. Grown-ups cook and sew for the sense of playing (Maddock 2000, 197-198). Sometimes, the Play Motive absorbs an individual so that the object of play becomes the object of the Spiritual Survival Motive. Football that once started as a hobby can later turn to the passion of life. (Maddock 2000, 153-155, 200.)

The following are the other examples of the Play motive (Maddock 2000, 229-232):

- "I am looking for some fun and some play time in my life"
- "I love to play."

The subjects that produced the above sentences mention their liking for play; that denotes that the Play motive is in action.

3.11 Orientation to Circumstances

The last motive that measures human motivation is Orientation to Circumstances, part of the Orientation Motives block. The preceding subchapters on Orientation Motives discussed the human need in connection/disconnection to the self, places, and time,

whereas this chapter draws on human connectivity to situations and settings. To confirm relevance of Orientation to Circumstances motive, in asylums, patients are not only asked where they are but also why they are there. That is, the purpose is to establish whether the patient orients to the ongoing situations. (Maddock 2000, 114, 134-136.)

Table 12. The Orientation to Circumstances (Maddock 2000, 114, 134-136)

Motive	Characteristics Examples
Orientation to Circumstances	Escape Pace of life Convenience

On a day-to-day basis, humans keep track of the things they must accomplish. Individuals can sense the burden of circumstances they hold on to and, as a result, insist on disorienting from them. To do so, people call in at bars and have a pint of beer thereby reducing tension that circumstances imposed on them. Many women, for example, shop clothes to let go of stress when having a tough day (Huddleston 2011, 59). (Table 12; Maddock 2000, 134-136.)

In order to help people remain focused (stay oriented to) on their business, companies offer valuable convenience in the form of services (Rai 2014, 176.) Such services can constitute product delivery, business analytics software, and consultancy. (Table 12; Maddock 2000, 134-136.)

Maddock (2000, 229-232) gives the following examples of The Orientation to Circumstances motive:

- "I am sometimes overwhelmed by the pace of my lifestyle"
- "A drink at the end of the day helps me to forget all of the circumstances of the day."

The subjects that came up with the above statements refer to experienced difficulty in keeping up with daily circumstances. Therefore, they talk about The Orientation to Circumstances motive.

3.12 Degree of Severity of Human Motives

Figure 5 reflects degree of severity of the human motives, where Person Orientation is the severest motive and Orientation to Circumstances is the weakest of all motives (Maddock 2000, 142). However, it does not follow that the extent to which the motive is severe defines its priority in the entire hierarchy. Figure 5 purports to illustrate potential strength of these motives but not their level of importance as such in individuals. For example, the Spiritual Survival motive, being the powerful motivational need, can lead to crimes in some contingencies. Jealousy, hatred, unrequited love account for a number of homicides (Maddock 2000, 141-142). On the contrary, the Play motive, which is primarily concerned with love for gaming, can hardly entail serious implications, except for the case when the liking for playing turns into the intense passion (3.10 Play).
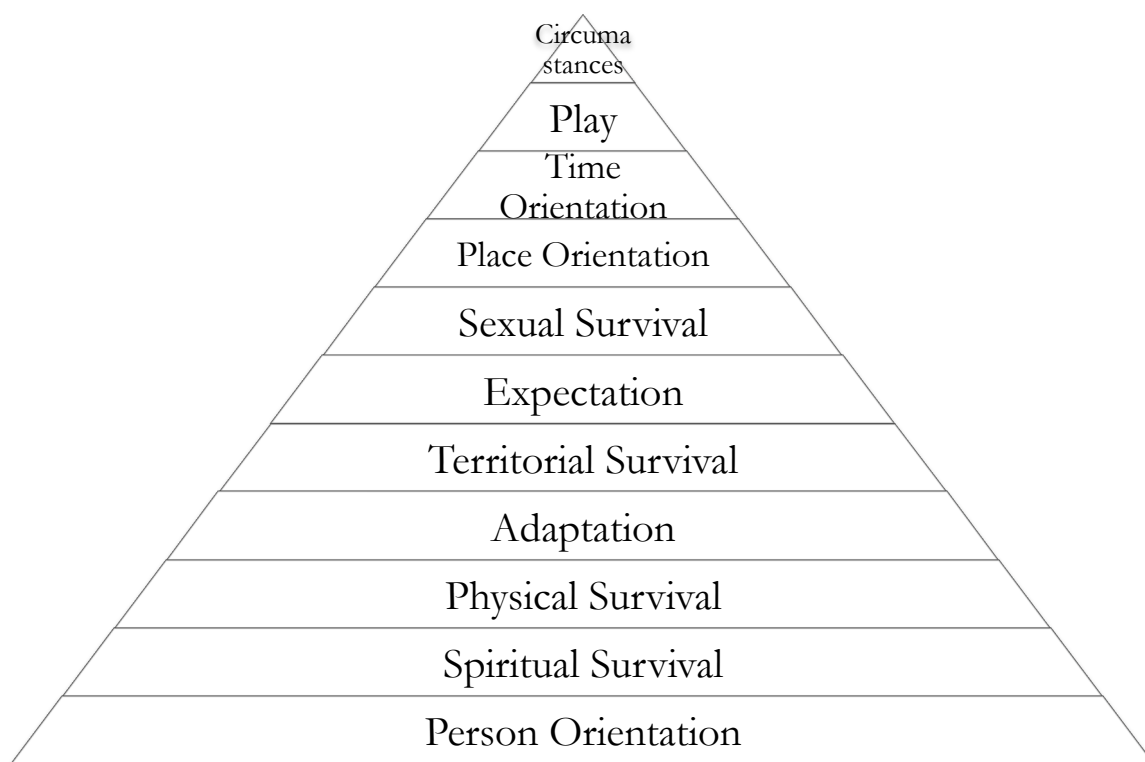

Figure 5. Levels of Severity of Human Motives (Maddock 2000, 142)

3.13 Maslow's Hierarchy

Throughout the chapter, the Maslow's hierarchy of needs has served as a benchmark against which the Maddock's model of human motives was compared (Figure 6). Some motives correspond to the Maslow's needs, others – not. However, the discrepancy lies in the other issue. As observed in the chapters above, the significance of the elements of the Maslow's pyramid is predestined (Schiffman 2012, 115-116). That is, according to Maslow, only if the lower-rank needs are gratified, the higher-level needs arise (Schiffman 2012, 116). Blackwell (2007, 378) and Maddock (2000, 18-19, 26-28) object to the Maslow's ideology and point to its fallacy in explaining human behavior of every individual. For example, the fact that people commit suicides because of emotional pain is conflicting with the Maslow's model. As the need in safety and being precedes all the other needs, how do then such behaviors take place (Leontjev 1971, 1-5, Maddock 2000, 20)?

Self-actualization
(e.g. self-fulfillment)

Ego Needs
(e.g. self-esteems, status)

Social Needs
(e.g. belonging, friendship)

Safety and Security Needs
(e.g. protection, order)
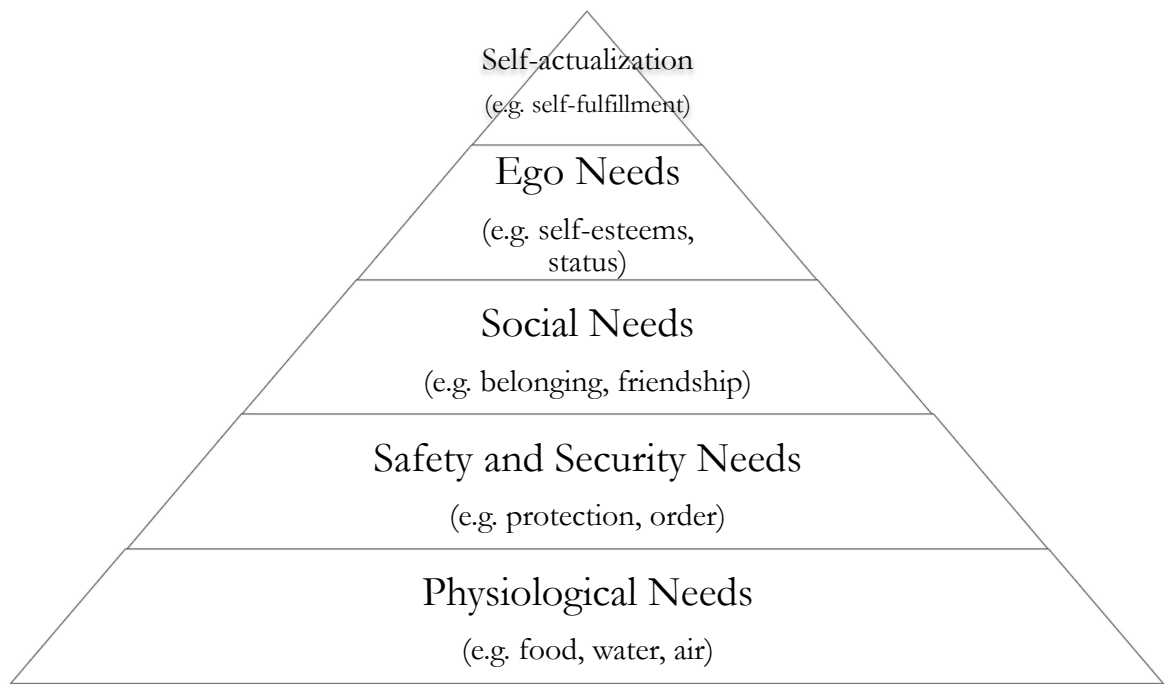
Physiological Needs
(e.g. food, water, air)

Figure 6. Maslow's hierarchy of needs (Schiffman et al. 2012, 116)

3.14 Conclusion

Therefore, the motives that govern human behaviors differ from one individual to another (Maddock 2000, 20, 257). The Adler's findings (Figure 1) that human behaviors

simply reflect the goals people found buttress the argument. The motives, being the indicators of these goals (and also needs), distinguish multiple personalities. It follows that every individual has the unique hierarchical structure of the human motives with one motives being more influential and other motives – more passive (Maddock 2000, 257). In addition, Figure 1 implies and Emmons (1989, 33) writes that motives are conducive to foundation of particular personality traits.

Up to now, the theory chapters served the purpose to provide insight into the first unit of the research. To recap, the concept of personality, eventually, is closely linked to the motives under investigation. The pathway between the two is observed throughout the preceding chapter. Having explored the Maddock's elements of motivation, this chapter concludes that the person's identity and traits, being highly dependent on human goals, can thus be measured with these motives and their roles in this man's life.

4 Casual Wear and Clothing-Related Factors

The final theory chapter discusses the other side of the interrelationship the research pursues to explore. The chapter presents the thesis's practical part in which the findings obtained on the subject of human motives can be applied.

The chapter aims to define the concept of casual wear and disclose the clothing-related factors per se.

4.1 Apparel Industry and Casual Wear

Dressing has always been an essential concern for plenty of people. Clothes are intermediaries between "the self" and others. (Cunningham & Lab 1991, 1; Maddock 2000, 174-175.) It stands to reason that for different people clothing means different things. It can be worn to reflect one's personality and mood (Cunningham et al. 1991, 1; Maddock 2000, 126-127). It is also a popular means of adaptation to the society (Maddock 2000, 178-179; Hollander 1980, in Finkelstein 1991). Besides that, individuals buy clothes to feel secure and self-assured; they buy them because places and time call for it (Woodward 2007, 24, Maddock 2000, 248-249). Others use apparel to accentuate their gender and display their sexual impulse (Haig 2007, 263; Maddock 2000, 163). Apparently, the clothing industry, unlike many others, addresses almost all the Maddock's motives observed in the chapter above. This justifies the industry selection for the topic under investigation.

The research deals with the concept of casual wear. Casual wear is informal attire for everyday use (Collinsdictionary 2015; Glover 2012, 10). Casual clothes are usually made of denim, cotton, polyester, synthetic blends, and other long-lasting materials (Boswell 2006, 162). Unlike formal articles, casual wear, on average, make people unrestrained, comfortable, but self-conscious (Adomaitis & Johnson 2005, 95). So there are some shared attitudes toward such type of clothing. Casual wear

4.2   Clothing-Related Factors

As follows, Moody et al. (2001, 162) posit the two categories of clothing-related factors:

- Extrinsic
- Intrinsic

Extrinsic factors pertain to price, brand name, and store image, while intrinsic elements include style, color, fabric, fit, and quality (Moody et al. 2001, 162). Physical comfort, visual features, and design are added to scope of the research, as well (Raunio 1982, in Moody et al. 2001, 162; Zhang, Li, Gong & Wu 2002, 55).

Price is an extrinsic component of any brand. It directly impacts brand image and, in the majority of cases, implies status and quality of the offering. Some individuals consider high-priced items to accentuate their social class, encourage self-esteem, and show off their wealth (3.4 Adaptation, Maddock 2000, 178-179; Rath, Petrizzi & Gill 2012, 211-212.) Others can purchase low-cost products to arrive at the highest value or quality possible for the minimal price.

Brands are the camouflage of products. Marketers forge their brands so that they convey a desired image; it helps appeal to target audience (Solomon 2012, 248; Rath et al. 2012, 209.) Levi's aims to access outgoing and frivolous individuals. Apple target creative-minded, and Nike taps ambitious. (Rath et al. 2012, 209-211; Van Praet 2012, 53.) As discussed in the chapters above, there is always a reason behind any brand purchase, although the consumer is not always aware of it (2.2 Introduction to motives; Maddock 2000, 222-223).

Place or places where consumers shop clothes are not of the lesser importance. Consumer values convenient locations, hygienic premises, top-notch service, and diligent assistants to make comfortable repeat purchases (Rath 2012, 210-211.)

Fashion companies promote styles that fit target personalities. Individuals in due turn follow the styles that fit their identities.

Each color or shades are interpreted in different manners. For example, red is the "action" color, while orange is "vigor" color. (Eiseman 2006, 7, 15.) People may have unconscious liking for particular color or have lively associations with them; companies make great use of colors to approach certain individuals (Rath 2012, 288).

Clothes are made of various fabrics. Although preferences in fabrics may very, they are said to be the secondary factor consumers heed, as emotive features such as design, color, and styles are more prominent (Houck 2009, 240). Nonetheless, some individuals are indiscriminate in textile selecting process, while others might prefer only natural fibers.

People, being dependent on the motives that govern them, tend to choose clothes that sit either tight or loose on them. For example, under the impulse of the Sexual Survival motive, individuals tend to prefer skin-tight and sensuous garments, whereas others, to feel comfortable, put on loose clothes (3.7 Sexual Survival; Maddock 2000, 157).

Quality is another instrument of forging the product image in consumer's mind (Rath et al. 2012, 206). However, the understanding of quality is fully different from person to person. And still, some agree to pay extra for superior quality clothes, while others are happy with fast-fashion garment given their functionality. (Moore, Bruce & Birtwistle 2011, 195-196.)

Although, the perception of comfort is idiosyncratic, it is usually associated with "general well-being." There are individuals that are insensitive to positive impact of comfort but very susceptible to negative sensory influence. (Song 2011, 247-248.) Especially for kinesthetic personalities, touch of clothes is of great importance (Meluso Jr. 2001, 42).

Visual elements do not necessarily constitute colors; rather, they represent a combination of symbols (McCann & Bryson 2009, 439). Design is a composition of colors, shape, and texture. These constructs form the entire dress and are measured on aggregate – not separately. (Sumathi 2004, 33.) Design and visual elements are some of the most important elements, since, for instance, particular shapes and lines are associated with certain psychological and emotional states (Stecker 2006, 46).

To conclude, the chapter briefly introduced the apparel-related factors, which are part of the empirical studies. The research is conducted within the context of casual wear.

The theoretical framework approached its end. The framework encompassed standpoints on the concept of personality, theory on motives and adjoining elements, the Maddock's motives, and, now, the clothing-related factors as to casual wear. Thereby, the thesis is turning to the empirical part of the study in which it embodies the aforementioned models and terms in a survey.

5   Research Methods

The purpose of the survey, along with the entire study, is to explore interrelation between the human motives in personality disguise and the clothing-related factors individuals prefer. The chapter reveals what methods of data collection are used, and the other elements such as sampling and target groups are discussed.

5.1   Online Survey and Data Collection

There are two types of research techniques available for scholars: quantitative and qualitative. According to Zikmund & Babin, the qualitative research is implemented in marketing studies to arrive at explanations of the phenomena under investigation without depending on numbers. Meanwhile, the quantitative research answers study goals through empirical evaluation that is concerned with numerical measurement and analytics. (Zikmund & Babin 2013, 97, 99.) In order to study the interrelationship between personalities expressed in terms of motives and casual wear-related factors, the research is approached quantitatively. The method is used to spot particular patterns through a number of respondents.

The survey has been devised for a minimum of 100 respondents. The survey conducted was absolutely anonymous due to the intimate character of the questions. Webropol.fi website has been used in survey development and responses collection processes. The answers have been obtained by posting and spreading the survey link through VK and Facebook, the social networks.

The specified sample requirement is 18-25 years old full-time students. Therefore, the results are representative only for respondents that fall under the criterion above. The preliminary version was dispensed to 6 persons, and the feedback as regards clarity and ambiguities of items has been gathered. The feedback did not point to further alterations. The survey then has been launched to the social networks.

The survey link was available from May, 19 to May, 21 (2015). The survey managed to collect around 150 responses with 138 representatives of the target population.

The survey full of 38 items strived to measure intensity of the motives in respondents and their preferences in casual clothing factors. 7-point Likert scale items were designed to measure each of the two research sides.

The survey kicked off with the background questions that also qualified appropriate participants. The questions established the gender and nationality of a respondent. One of the qualifying background questions was the age-determining question. The respondents needed to choose their age from the options to proceed further. If the respondent's age fell out of scope of the research, they were redirected to the end page of the survey. The other qualifying question purported to establish if the respondent is a full-time student.

The following were the questions pertaining to the casual wear-related factors. Respondents were notified about the meaning of the concept of casual clothing. The factors under investigation are discussed in the chapter above: brand popularity, store image, price, fit, physical comfort, color, fabric, style, design, visual features, and quality. The respondents were offered to reflect their opinions on the statements that were to measure their attitude toward the clothing-related factors. The respondents were given 7-point Likert scale options as follows: "Strongly disagree"; "Disagree"; "Somewhat disagree"; "Neutral"; "Somewhat agree"; "Agree"; "Strongly agree."

The third-page questions were those that measure intensity of the human motives in respondents (3 Human Motives). Motives are measured in statements in accordance with the following Likert scale: "Strongly disagree"; "Disagree"; "Somewhat disagree"; "Neutral"; "Somewhat agree"; "Agree"; "Strongly agree." Particular metrics will be applied to appraise motives' intensity. This method allows for sorting of the motives. The minimum point "0" will be assigned to the "Strongly disagree" option, and the maximum point "7" will denote the option "Strongly agree". Other integer values lie in

this interval (0; 7) and indicate the corresponding options with point "0" standing for option "Neutral". Thus, the points "0, 1" ("Strongly disagree", "Disagree", respectively) indicate that the measured motive hardly plays any role in the respondent's life, whereas the points "6, 7" ("Agree", "Strongly agree", respectively) indicate that the motive is paramount in the life of the respondent. The middle values are "3", "4"," 5" ("Somewhat Disagree", "Neutral", "Somewhat agree", respectively) bespeak moderate significance of the motive being measured.

Although the intensity of the Maddock's motives is derived from real interviews, it is possible to assess it with the survey items. Once the respondent identifies with the particular motive the statement or question evaluates, they tick the appropriate option. (Maddock 2000, 18.)

The items that study the human motives rest on the Maddock's theoretical framework and statements he provided to define the distinct motives. Besides, other resources have been studied. The Expressions of Spirituality Inventory has been reviewed to arrive at the statements that measure the Spiritual Survival motive (MacDonald 2000).

To conclude, the measured constructs of the research are as follows:

- The Person Orientation
- The Spiritual Survival (spirituality)
- The Spiritual Survival (passion)
- The Physical Survival (food)
- The Physical Survival (safety)
- The Territorial Survival
- The Adaptation
- The Expectation / Resolution
- The Sexual Survival (gender)
- The Sexual Survival (impulse)
- The Place Orientation

- The Time Orientation
- The Play
- The Orientation to Circumstances.

Statements similar to those from the Maddock's works have been developed.

The other elements of study are:

- Price
- Fit
- Design
- Visual features
- Color
- Fabric
- Brand popularity
- Quality
- Style
- Physical Comfort

The survey answers were exported from Webropol and analyzed in the SPSS Statistics application, IBM software.

6 Results

The chapter introduces and discusses the results procured from the survey.

6.1 Overview of Respondents

Table 13 reflects the participants' nationalities. The absolute majority of answers came from Russian respondents (131). Three individuals called themselves "Jews". Only one person from each of the following states – Armenia, Belarus, Finland, and Georgia participated the survey. (Table 13.)

Table 13. Respondent's Nationality

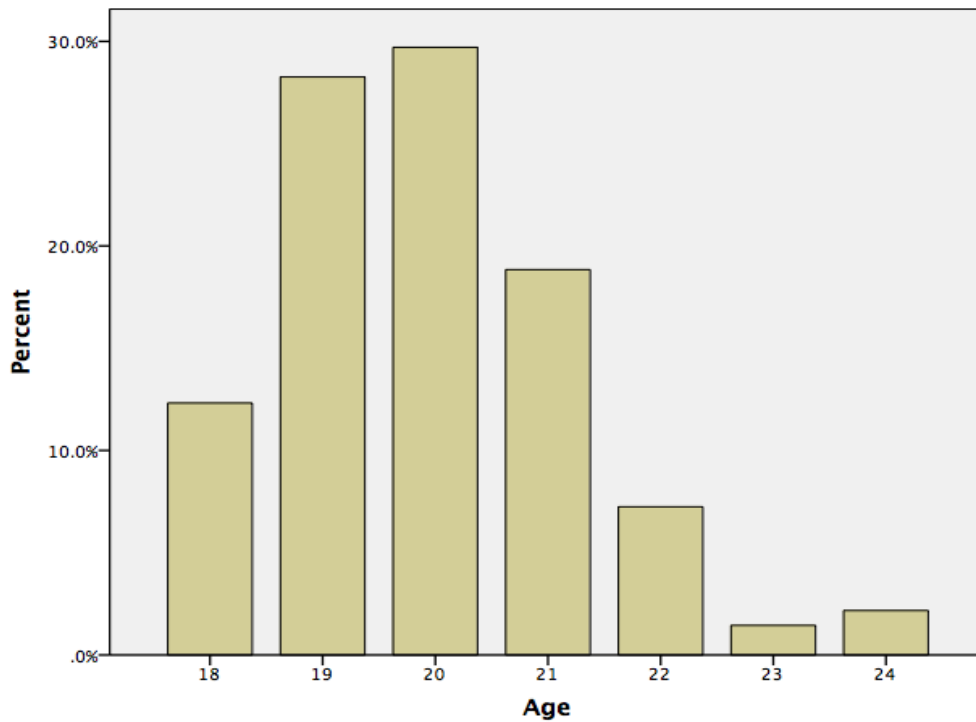|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Armenia	1	.7	.7	.7
	Belarus	1	.7	.7	1.4
	Finland	1	.7	.7	2.2
	Georgia	1	.7	.7	2.9
	Jew	3	2.2	2.2	5.1
	Russia	131	94.9	94.9	100.0
	Total	138	100.0	100.0	

Figure 7. Respondents' age (N=138)

A total of 138 eligible respondents filled in the survey out of a pool of 150 persons. It follows that 12 individuals did not fit the criterion – 18-25 years old full-time students. 20-years-old full-time students account for the majority of the respondents. The second most popular age of the respondents is "19". (Figure 7.) Each of them almost amounts to 30% of the whole population.

Female respondents (73.2%) were three times as many as male participants (26.8%). Therefore, the survey is primarily female-oriented. (Figure 8.)
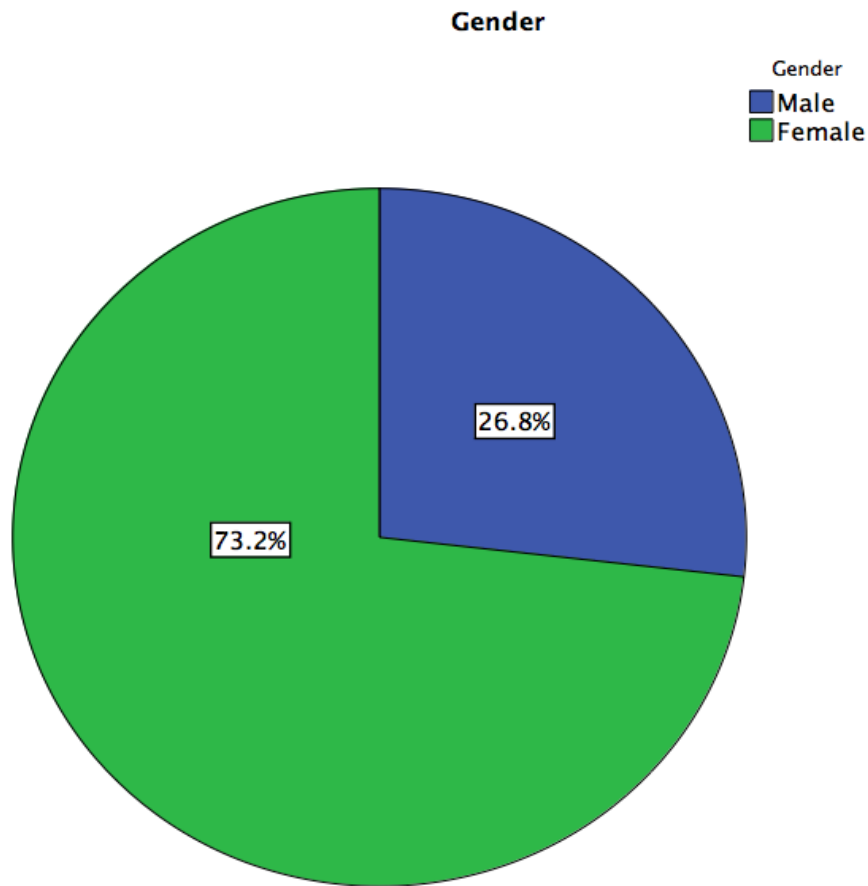
Figure 8. Respondents' gender (N=138)

The second-page items were the clothing-related factors statements. The statements were assessed with 7-point Likert scale options ("1" – "Strongly disagree", "7" – "Strongly agree"). Figure 9 depicts preferences and attitudes toward the clothing-related factors on gender basis as to casual garment.

The figure reveals that 18-25 years-old full-time students, both males and females, on average, do not wear or, on the contrary, avoid particular fabric(s) (approx. 3.5). Besides, on the mean basis, both males and females are inclined to "Somewhat agree" or "Agree" with the statement "Design of the casual wear I buy is important to me" (5.3, 5.5, respectively). Overall, the attitudes toward significance of visual features are ap-

proximately the same for female and male students resulting in "5.1", "4.9" figures, respectively ("Somewhat agree"). Male respondents tend to "Somewhat agree" to the notion that they adhere to particular style (5.0), whereas females, on average, score 4.5, the midpoint between "Neutral" and "Somewhat agree." Both female and male students, on average, approach "Neutral" option as regards the statement "I buy low-cost casual clothes" (4.1, 4.3, respectively).

Casual Wear-Related Factors Gender Means

Gender
■ Male
■ Female

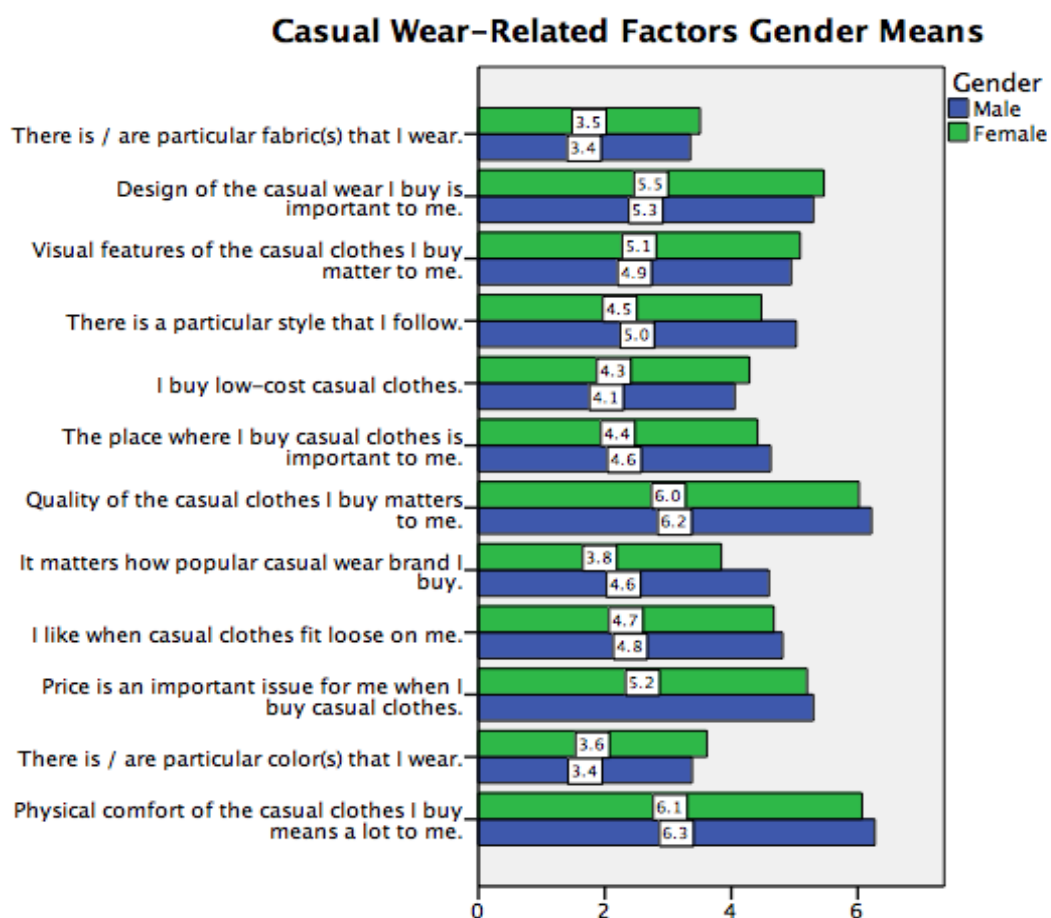| Factor	Female	Male
There is / are particular fabric(s) that I wear.	3.5	3.4
Design of the casual wear I buy is important to me.	5.5	5.3
Visual features of the casual clothes I buy matter to me.	5.1	4.9
There is a particular style that I follow.	4.5	5.0
I buy low-cost casual clothes.	4.3	4.1
The place where I buy casual clothes is important to me.	4.4	4.6
Quality of the casual clothes I buy matters to me.	6.0	6.2
It matters how popular casual wear brand I buy.	3.8	4.6
I like when casual clothes fit loose on me.	4.7	4.8
Price is an important issue for me when I buy casual clothes.	5.2	
There is / are particular color(s) that I wear.	3.6	3.4
Physical comfort of the casual clothes I buy means a lot to me.	6.1	6.3

Figure 9. Casual wear-related factors gender means. (N=138)

Apart from that, there is no substantial difference, on average, between male and female answers, as far as the place(s) of purchase is/are concerned. Both, on average,

score approx. 4.5 – that is between "Neutral" and "Somewhat agree." One of the most important casual wear-related factors among both male and female respondents is quality. Both genders, on average, "Agree" with its significance in clothing (6.2, 6.0, respectively). Surprisingly, male full-time students are more concerned than female full-time student with the popularity of casual clothes they shop scoring "4.6" as opposed to females' "3.8." Male respondents, on average, tend to "Somewhat agree" or neither agree or disagree (Neutral), while female participants are more inclined to choose the "Neutral" option. As regards fit of dress, both males and females, on average, are disposed to "Somewhat agree" that they like when garment fits loose on them (4.8, 4.7, respectively). As for the results on the statement "Price is an important issue for me", male and females respondents, on average, tend to "Somewhat agree" (5.3, 5.2, respectively). Respondents, similarly to the case with fabrics, tend to respond between the options "Somewhat disagree" and "Neutral" as regards color(s) they wear (males – "3.6", females – "3.4"). The other significant casual wear-related factor is physical comfort. Both male and female respondents share, on average, the "Agree" option on the viewpoint that physical comfort is of big importance (6.3, 6.1, respectively). (Figure 9.)

Overall, all the elements except brand popularity indicate almost similar average answers among the respondents of both genders. The mean values on brand popularity denote that male respondents are a bit more concerned with popularity of casual clothes than females are. The most important clothing-related facets for respondents are design and physical comfort. Respondents, on average, do not have overt preferences in particular color(s) or fabric(s). (Figure 9.)

The third page obligated respondents to choose the appropriate Likert scale option for the motives-related statements ("Strongly disagree" – "1", "Strongly agree" – "7"). The human motives are described in the chapters above. Below is an overview of answers provided by the respondents.

Each of the statements assessed the intensity of the human motives. Afterwards, the human motives were categorized into the three groups ("Insignificant", "Moderately significant", "Significant") based on the Likert scale scores. (5 Research methods.)
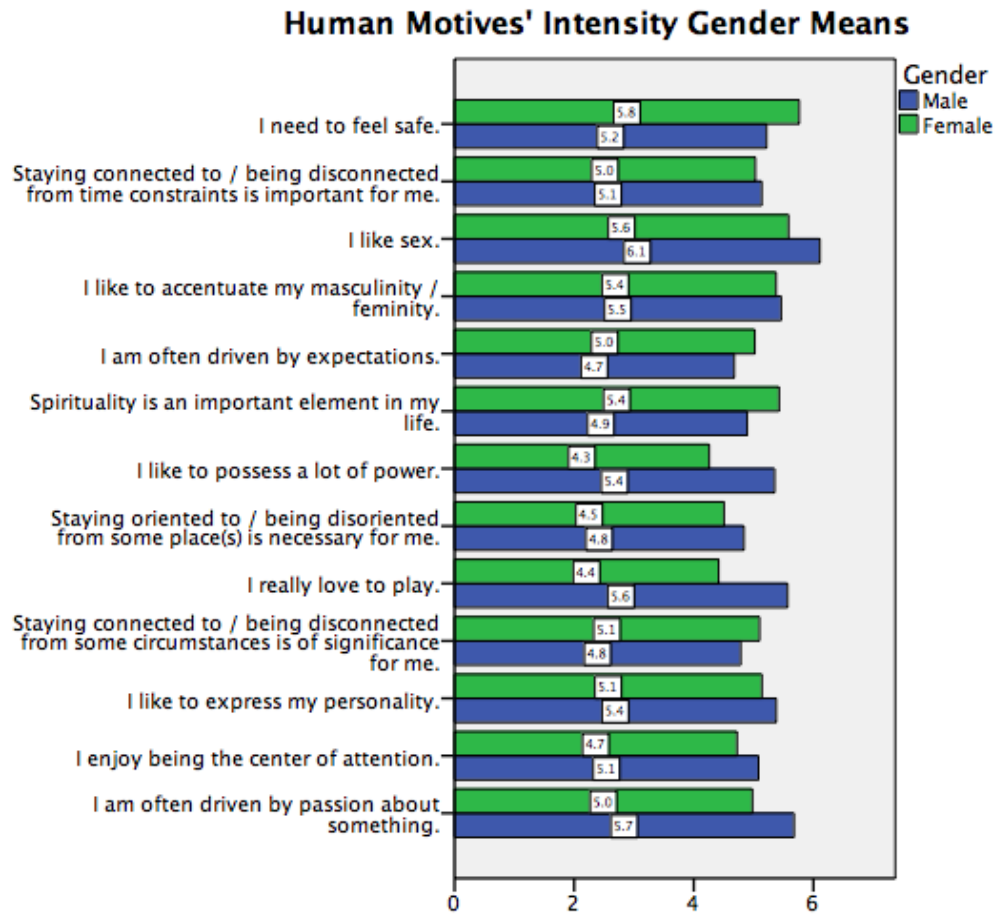

Human Motives' Intensity Gender Means

Statement	Male	Female
I need to feel safe.	5.2	5.8
Staying connected to / being disconnected from time constraints is important for me.	5.1	5.0
I like sex.	6.1	5.6
I like to accentuate my masculinity / feminity.	5.5	5.4
I am often driven by expectations.	4.7	5.0
Spirituality is an important element in my life.	4.9	5.4
I like to possess a lot of power.	5.4	4.3
Staying oriented to / being disoriented from some place(s) is necessary for me.	4.8	4.5
I really love to play.	5.6	4.4
Staying connected to / being disconnected from some circumstances is of significance for me.	4.8	5.1
I like to express my personality.	5.4	5.1
I enjoy being the center of attention.	5.1	4.7
I am often driven by passion about something.	5.7	5.0

Figure 10. Human Motives' Intensity Gender Means

The first statement on the figure above "I need to feel safe" measures the Physical Survival motive in respondents (3.3 Physical Survival). Males, on average "Somewhat agree" with the statement, while females are more disposed to the "Agree" option, that is, on average, the Physical Survival motive is of a bit higher importance in females than in men ("5.8" – females, "5.2" – males). Both male and female students, on average, "Somewhat agree" with that they need to stay connected to / be disconnected from time constraints, that is, on average, Time Orientation is a moderately significant

motive in respondents (5.1, 5.0, respectively). The Sexual Survival motive (impulse) is greater in male students then in female students (Figure 10 (second statement)). Overall, in males, the motive is significant (6.1) as well as in females, though the latter score 5.6 on this statement. Both genders, on average, "Somewhat Agree" – "Agree" that they like to accentuate their masculinity or feminity, that is, the element gender of the Sexual Survival motive, on average, lies on the edge of significant and moderately significant sets of motives (males – "5.5", females – "5.4"). The statement "I am often driven by expectations" assesses severity of the Expectation/Resolution motive in respondents. On average, the Expectation motive plays more important role in females (5.0) than in males (4.7), but not by far. The Expectation Motive, on average, is of moderate significance in both genders. The Spiritual Survival motive (element: spirituality) is measured in the statement "Spirituality is an important element in my life." Figure 10 reveals that the Spiritual Survival motive tends to play moderately significant to significant role in females (5.4) and moderately significant role in males (4.9). To what extent students are territorial the statement "I like to possess a lot of power" tries to evaluate. There is a fair difference in the role the Territorial Survival motive plays between male and female respondents. In males, on average, the motive plays moderately significant to significant role (5.4), while in females, the Territorial Survival motive is moderately significant (4.3). The following is the intensity of the Place Orientation motive (Figure 10 (eighth statement)). The motive is of moderate importance both in males and females (4.8, 4.5, respectively). The Play motive appraised with the statement "I really love to play" can be often significant in male respondents (5.6) and moderately significant in female respondents (4.4). As to the Orientation to Circumstances motive (Figure 10 (tenth statement)), it is moderately important in both male and female students with slight preponderance in female respondents (4.8, 5.1, respectively). The strength of the Person Orientation motive is estimated with the help of the statement "I like to express my personality". The Person Orientation motive is, on average, surprisingly, slightly more important in males (5.4) than in females (5.1), although they fall under the motive category of moderate significance. The Adaptation motive ("I enjoy being the center of attention") is also stronger in male students (5.1) than in female (4.7); yet, they are of moderate importance in both genders. The other element of the

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Spiritual Survival – passion – is measured as the last statement in Figure 10. It reveals that male respondents, on average, "Agree" more than females with that passion often drives them. Thus, the Spiritual Survival motive (passion) is of high significance in males (5.7) and of moderate importance in females (5.0). (Figure 10.)

As a recap, many males' mean answers are more or less similar to those of females; however, there are some differences in gender responses Figure 10 reflects. The overt distinctions are seen in the Sexual Survival (impulse), the Spiritual Survival, the Territorial Survival, and the Play motives. The strongest of all motives is the Sexual Survival motive for both genders. (Figure 10.)

6.2   Interrelationships

The subchapter explores the interrelationship between the discrete motives and the clothing-related factors as regards casual wear. The motives, as already stated, are categorized into the three groups on the extent of their intensity in respondents; they are as follows:

- Insignificant ("Strongly disagree", "Disagree")
- Neither insignificant nor significant ("Somewhat disagree", "Neutral", Somewhat agree")
- Significant ("Agree", "Strongly Agree")

6.2.1   The Person Orientation Motive

Of all 138 respondents, almost half possess the Person Orientation motive of moderate significance. There are only 6 respondents in whom the motive hardly plays any role. Much more, about 46% of respondents, pertain to the category "Significant." (Table 14.)

Table 14. The Person Orientation motive frequency table (N=138)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Insignificant	6	4.3	4.3	4.3
	Neither insignificant nor significant	68	49.3	49.3	53.6
	Significant	64	46.4	46.4	100.0
	Total	138	100.0	100.0	

Table 15 depicts the casual wear-related factors – color, style, and design – that are interrelated with the Person Orientation motive – "I like to express my personality"– intensity categories (Attachment 3).

Overall, the respondents tend to score 3.55 on the statement "There is / are particular color(s) that I wear ("Somewhat disagree", "Neutral"). However, those in whom the Person Orientation motive is insignificant tend to score much lower – 1.7 ("Strongly disagree" – "Disagree") – than those who belong to "Neither significant nor insignificant" or "Significant" category on this statement (3.7, 3.6, respectively). (Table 15; Sig.=0.032.)

There is a certain pattern observed in the Person Orientation motive intensity categories as regards the style respondents follow. The higher the significance of the motive the more respondents agree that they follow particular style(s). The "Insignificant" group has the mean of 3.8 (close to "Neutral"), the "Neither significant nor insignificant" category tends to score 4.3 ("Neutral" – "Somewhat agree"), while the "Significant" category, on average, score 5.1 ("Somewhat agree"). (Table 15, Sig.=0.014.)

Table 15. The casual wear-related factors' (color, style, and design) answer means for each of the Person Orientation motive intensity categories (N=138)

The Person Orientation motive		There is / are particular color(s) that I wear.	There is a particular style that I follow.	Design of the casual wear I buy is important to me.
Insignificant	Mean	1.67	3.83	3.33
	N	6	6	6
	Std. Deviation	.816	1.722	1.366
Neither significant Nor Insignificant	Mean	3.69	4.29	5.15
	N	68	68	68
	Std. Deviation	1.773	1.649	1.632
Significant	Mean	3.58	5.05	5.91
	N	64	64	64
	Std. Deviation	1.934	1.588	1.218
Total	Mean	3.55	4.62	5.42
	N	138	138	138
	Std. Deviation	1.856	1.662	1.546

There is also a difference in the answer means between the intensity categories, as far as the design of the casual garment is concerned. Those who are not concerned with expressing their personality tend to "Somewhat disagree" with or be "Neutral" on the statement "Design of the casual wear I buy is important to me" (3.3). On the contrary, those that belong to the "Neither significant nor insignificant" group, on average, score 5.15 ("Somewhat agree" –"Agree"), and those of the "Significant" category tend to even more agree that design is important for them (5.9). (Table 15; Sig.=0.000.)

The other clothing-related factors do not seem to co-vary with the Person Orientation motive intensity categories (Attachment 3).

6.2.2 The Spiritual Survival Motive (Passion)

The distribution of respondents as regards the intensity categories of the Spiritual Survival motive (passion) is seen in Table 16. About 48% of a total of 138 respondents belong to the "Significant" group, that is, they appear to be more passionate than others about different things. Slightly smaller number of respondents pertains to "Neither significant nor insignificant" category, 46%. Only about 6%, 8 respondents, account for the "Insignificant" category as to the Spiritual Survival motive (passion). (Table 16.)

Table 16. The Spiritual Survival motive (passion) frequency table (N=138)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Insignificant	8	5.8	5.8	5.8
	Neither significant nor insignificant	64	46.4	46.4	52.2
	Significant	66	47.8	47.8	100.0
	Total	138	100.0	100.0	

Table 17 studies the interrelationships between the three intensity categories of the Spiritual Survival motive (passion) – "I am often driven by passion about something" and the casual wear-related factors – style and fabric.

Table 17. The casual wear-related factors' (style and fabrics) answer means for each of the Spiritual Survival motive (passion) intensity categories (N=138)

The Spiritual Survival motive (passion)		There is a particular style that I follow.	There is / are particular fabric(s) that I wear.
Insignificant	Mean	**3.88**	**2.25**
	N	8	8
	Std. Deviation	1.885	.886
Neither significant nor insignificant	Mean	**4.28**	**3.31**
	N	64	64
	Std. Deviation	1.568	1.582
Significant	Mean	**5.05**	**3.76**
	N	66	66
	Std. Deviation	1.640	1.665
Total	Mean	**4.62**	**3.46**
	N	138	138
	Std. Deviation	1.662	1.626

Table 17 clarifies that those in whom the Spiritual Survival motive (passion) plays more important role tend to score higher on the statement "There is a particular style that I follow". The scores as regards importance of style are gradually increasing from the "Insignificant" (3.9 – "Neutral") to the "Significant" category (5.05 – "Somewhat agree") with 4.3 for the "Neither significant nor insignificant" category. (Table 17, Sig.=0.008.)

The last element found to interrelate with the Spiritual Survival motive (passion) is "Fabric(s)". Although the overall tendency to answer the statement "There is / are particular fabric(s) that I wear" is only 3.5, the "Insignificant" respondents score 2.3 ("Disagree" – "Somewhat disagree") on the statement, whereas the "Neither signifi-

cant nor insignificant" and "Significant" categories, on average, answer "Somewhat disagree" – "Neutral" (3.3, 3.8, respectively). (Table 17; Sig.=0.028.)

Other interrelationships between the Spiritual Survival motive (passion) intensity categories and the other casual wear-related factors have not been identified (Attachment 4).

6.2.3 The Spiritual Survival Motive (Spirituality)

Table 18. The Spiritual Survival motive (spirituality) frequency table (N=138)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Insignificant	7	5.1	5.1	5.1
	Neither significant nor insignificant	64	46.4	46.4	51.4
	Significant	67	48.6	48.6	100.0
	Total	138	100.0	100.0	

Table 18 reveals in how many respondents the Spiritual Survival motive (spirituality) is "Significant", "Neither significant nor insignificant", and "Insignificant". Those that find spirituality to be an important element in their life amount to about 49%. Approximately 46% of respondents fall under "Neither significant nor insignificant" category. Only about 5 % of respondents, 7 individuals pertain to the "Insignificant" group. (Table 18.)

Table 19. The casual wear-related factors' (place, style, and fabrics) answer means for each of the Spiritual Survival (spirualty) motive intensity categories (N=138)

Report

The Spiritual Survival (spirituality)		It matters how popular casual wear brand I buy.	The place where I buy casual clothes is important to me.	There is / are particular fabric(s) that I wear.
Insignificant	Mean	2.14	2.86	2.71
	N	7	7	7
	Std. Deviation	1.464	1.574	1.380
Neither significant nor insignificant	Mean	4.14	4.30	3.03
	N	64	64	64
	Std. Deviation	1.632	1.590	1.469
Significant	Mean	4.15	4.81	3.96
	N	67	67	67
	Std. Deviation	1.820	1.362	1.665
Total	Mean	4.04	4.47	3.46
	N	138	138	138
	Std. Deviation	1.763	1.539	1.626

Table 19 studies the interrelationships between the three intensity categories of the Spiritual Survival motive (spirituality) – "Spirituality is an important element on my life" and the casual wear-related factors – place, style, and fabric(s).

Table 19 unveils that "Neither significant nor insignificant" and "Significant" respondents (approx. 4.15 – both) score higher on the statement "It matters how popular casu-

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al wear brand I buy" than the "Insignificant" respondents (2.1). Nonetheless, the "Significant" and "Neither significant nor insignificant" respondents appear to be "Neutral" on the importance "Brand popularity" factor, while those in whom the Spiritual Survival motive (spirituality) is insignificant tend to "Disagree" on the statement as regards this factor. (Table 19, Sig.=0.019.)

The other gap between the "Neither significant nor insignificant", "Significant" categories and the "Insignificant" category is seen in the factor "Place". While there are close mean values for the "Neither significant and insignificant" and "Significant" categories – 4.3, 4.8, respectively ("Neutral" – "Somewhat agree"), those that belong to the "Insignificant" group tend to "Somewhat disagree" (2.9) with the statement "The place where I buy casual clothes is important to me". (Table 19; Sig.=0.008.)

There is another gap in the mean values in the importance of "Fabric" factor. The gap is between "Significant" category respondents and those of the "Neither significant nor insignificant", "Insignificant" groups. Those that belong to the latter categories tend to "Somewhat disagree" with the statement "There is / are particular fabrics that I wear" (2.7 – "Insignificant", 3 – "Neither significant nor insignificant"). The "Significant" respondents, on average, are "Neutral" on the statement (4). The gap exists, though the overt preference in fabrics is not observed in the mean values across the intensity groups. (Table 19; Sig.=0.003)

Other interrelationships between the Spiritual Survival motive (spirituality) intensity categories and the other casual wear-related factors have not been identified (Attachment 5).

6.2.4   The Physical Survival Motive (Safety)

Table 20 depicts proportions of respondents that belong to the different Physical Survival motive (safety) intensity categories. It follows that about 65% of respondents pertain to the "Significant" category (those who "Agree" – "Strongly agree" that they "need to feel safe"). Almost twice as few as the "Significant" respondents are the "Neither significant nor insignificant" participants (30%). There are only 6 respondents (4%) in whom the Physical Survival motive (safety) is unimportant. (Table 20.)

Table 20. The Physical Survival motive (safety) frequency table (N=138)

		Frequency	Percent	Valid Per-cent	Cumulative Percent
Valid	Insignificant	6	4.3	4.3	4.3
	Neither significant nor insignificant	42	30.4	30.4	34.8
	Significant	90	65.2	65.2	100.0
	Total	138	100.0	100.0	

Table 21 studies the interrelationships between the three intensity categories of the Physical Survival motive (safety) – "I need to feel safe" and the casual wear-related factors – color and fabric.

As far as the "Color" factor is concerned, there is variation in mean answers between "Significant", "Neither significant" categories and "Insignificant" category. Although the overall tendency is such that respondents are either "Neutral" on or "Somewhat disagree" with the statement "There is / are particular color(s) that I wear" (3.55), the "Insignificant" respondents (1.7) more readily disagree with the statement than those of the other two categories (3.55 – "Neither significant nor insignificant", 3.68 – "Significant"). (Table 21; Sig.=0.033.)

The case with the "Fabric" factor is identical to that of the "Color". Those in whom the Physical Survival (safety) plays "Neither Significant not insignificant" or "Significant" role tend to score 3.3, 3.7, respectively, while the "Insignificant" respondents, on average, disagree much more on the statement "There is / are particular fabric(s) that I wear" scoring 1.7 (close to "Somewhat disagree"). (Table 21; Sig.=0.010.)

Table 21. The casual wear-related factors' (color and fabric) answer means for each of the Physical Survival motive intensity categories (N=138)

The Physical Survival motive (safety)		There is / are particular color(s) that I wear.	There is / are particular fabric(s) that I wear.
Insignificant	Mean	**1.67**	**1.67**
	N	6	6
	Std. Deviation	.816	.516
Neither significant nor insignificant	Mean	**3.55**	**3.31**
	N	42	42
	Std. Deviation	1.656	1.585
Significant	Mean	**3.68**	**3.66**
	N	90	90
	Std. Deviation	1.936	1.623
Total	Mean	**3.55**	**3.46**
	N	138	138
	Std. Deviation	1.856	1.626

Other interrelationships between the Physical Survival motive (spirituality) intensity categories and the other casual wear-related factors have not been identified (Attachment 6).

6.2.5 The Adaptation Motive

Table 22 describes the number of respondents that pertain to each of the Adaptation motive intensity categories. The majority of the respondents belong to the "Neither significant nor insignificant" category, about 49%. Those in whom the Adaptation motive is significant account for approximately 38%. The other 13% "Strongly disagree" or "Disagree" with the statement "I enjoy being the center of attention" and thus fall under the "Insignificant" category. (Table 22.)

Table 22. The Adaptation motive frequency table (N=138)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Insignificant	18	13.0	13.0	13.0
	Neither significant nor insignificant	67	48.6	48.6	61.6
	Significant	53	38.4	38.4	100.0
	Total	138	100.0	100.0	

Table 23 studies the interrelationships between the three intensity categories of the Adaptation motive – "I enjoy being the center of attention" and the casual wear-related factors – brand popularity.

As for the "Brand Popularity" factor, the more significant the Adaptation motive is in a respondent, the more brand popularity matters to them. The "Insignificant" respondents score 3 ("Somewhat disagree"), the "Neither significant nor insignificant" respondents – 3.9 (close to "Neutral"), and the "Significant" participants score 4.6 ("Neutral" – "Somewhat agree") on the statement "It matters how popular casual wear brand I buy." (Table 23; Sig.=0.004.)

Table 23. The casual wear-related factors' (brand popularity) answer means for each of the Adaptation motive intensity categories (N=138)

The Adaptation motive		It matters how popular casual wear brand I buy.
Insignificant	Mean	**3.00**
	N	18
	Std. Deviation	2.000
Neither significant nor insignificant	Mean	**3.90**
	N	67
	Std. Deviation	1.653
Significant	Mean	**4.58**
	N	53
	Std. Deviation	1.646
Total	Mean	**4.04**
	N	138
	Std. Deviation	1.763

Table 24 studies the interrelationships between the three intensity categories of the Adaptation motive – "I enjoy being the center of attention" and the casual wear-related factors – style and design.

Respondents in whom the Adaptation motive plays a higher role tend to score higher than those in whom the Adaptation motive is more insignificant. "Insignificant" category respondents tend to score 3.8 (close to "Neutral") on the statement "There is a particular style that I follow", while the "Neither significant nor insignificant" participants, on average, score 4.6, and the "Significant" respondents – 5 ("Somewhat agree") (Table 24; Sig.=0.041.)

Table 24. The casual wear-related factors' (style and design) answer means for each of the Adaptation motive intensity categories (N=138)

The Adaptation motive		There is a particular style that I follow.	Design of the casual wear I buy is important to me.
Insignificant	Mean	3.78	4.22
	N	18	18
	Std. Deviation	1.768	1.927
Neither significant nor insignificant	Mean	4.60	5.55
	N	67	67
	Std. Deviation	1.634	1.259
Significant	Mean	4.94	5.66
	N	53	53
	Std. Deviation	1.586	1.580
Total	Mean	4.62	5.42
	N	138	138
	Std. Deviation	1.662	1.546

The last factor under investigation is "Design". On average, those that belong to "Neither significant nor insignificant" and "Significant" categories score (5.5, 5.7, respectively) higher than those from the "Insignificant" group (4.2) on the statement "Design of the casual wear I buy is important to me." (Table 24; Sig.=0.004.)

Other interrelationships between the Adaptation motive intensity categories and the other casual wear-related factors have not been identified (Attachment 7).

6.2.6 The Sexual Survival Motive (Gender)

Table 25. The Sexual Survival (gender) motive frequency table (N=138)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Insignificant	7	5.1	5.1	5.1
	Neither significant nor insignificant	52	37.7	37.7	42.8
	Significant	79	57.2	57.2	100.0
	Total	138	100.0	100.0	

Table 25 reflects the number of respondents belonging to one of the intensity categories. More than half, about 58%, fall under the "Significant" category as those who find emphasizing their masculine or feminine traits very important. About 38% of respondents have neither significant nor insignificant the Sexual Survival motive (gender). Only 7 respondents (approx. 5%) fall under the "Insignificant" category. (Table 25.)

Table 26 studies the interrelationships between the three intensity categories of the Sexual Survival motive (gender) – "I like to accentuate my masculinity / feminity" and the casual wear-related factors – fit, brand popularity, and place.

Table 26. The casual wear-related factors' (fit, brand popularity, and place) answer means for each of the Sexual Survival motive (gender) intensity categories (N=138)

The Sexual Survival motive (gender)		I like when casual clothes fit loose on me.	It matters how popular casual wear brand I buy.	The place where I buy casual clothes is important to me.
Insignificant	Mean	**5.43**	**1.86**	**2.29**
	N	7	7	7
	Std. Deviation	2.070	1.464	1.254
Neither significant nor insignificant	Mean	**4.90**	**4.19**	**4.48**
	N	52	52	52
	Std. Deviation	1.418	1.783	1.488
Significant	Mean	**4.52**	**4.14**	**4.66**
	N	79	79	79
	Std. Deviation	1.440	1.662	1.458
Total	Mean	**4.71**	**4.04**	**4.47**
	N	138	138	138
	Std. Deviation	1.476	1.763	1.539

Table 26 explores the tendency in which the more significant the Sexual Survival (gender) motive in a respondent, the tighter are the casual clothes they wear. As for the statement "I like when casual clothes fit loose on me", the "Insignificant" category respondents score 5.4, while those that score higher on the Sexual Survival motive (gender) – "Neither significant nor insignificant" and "Significant" – tend to score 4.9 and 4.5, respectively. (Table 26; Sig.=0.05.)

There is a substantial gap between the "Insignificant" intensity group respondents and "Neither significant nor insignificant", "Significant" respondents as regards the "Brand popularity" factor. The former, on average, score 1.86 (close to "Disagree") on the item "It matters how popular casual wear brand I buy", whereas the latter tend to score 4.2 ("Neither insignificant nor significant") and 4.1("Significant"). (Table 26; Sig.=0.006.)

The other gap is observed in the "Place" factor in Table 26. Those in whom the sexual survival motive (gender) plays unimportant role tend to score lower then the other categories ("Neither significant nor insignificant" and "Significant") on the statement "The place where I buy casual clothes important to me." That is, the "Insignificant" category respondents, on average, score 2.3 ("Disagree" – "Somewhat disagree", whereas the other two categories tend to score 4.5 ("Neither significant nor insignificant") and 4.7 ("Significant"). (Table 26; Sig.=0.002.)

Table 27 studies the interrelationships between the three intensity categories of the Sexual Survival motive (gender) – "I like to accentuate my masculinity / feminity" and the casual wear-related factors – visual features and design.

Table 27 reveals that the "Insignificant" respondents, on average, "Somewhat disagree" with or are "Neutral" (3.4) on the statement "Visual features of the casual clothes I buy matters to me". Meanwhile, "Significant" and "Neither significant nor insignificant" categories respondents tend to "Somewhat agree" – "Agree", and "Somewhat agree"(5.25, 5, respectively). (Table 27; Sig.=0.022.)

Table 27. The casual wear-related factors' (visual features and design) answer means for each of the Sexual Survival motive (gender) intensity categories (N=138)

The Sexual Survival motive (gender)		Visual features of the casual clothes I buy matter to me.	Design of the casual wear I buy is important to me.
Insignificant	Mean	**3.43**	**3.00**
	N	7	7
	Std. Deviation	1.813	1.826
Neither significant nor insignificant	Mean	**4.96**	**5.15**
	N	52	52
	Std. Deviation	1.386	1.552
Significant	Mean	**5.25**	**5.81**
	N	79	79
	Std. Deviation	1.335	1.282
Total	Mean	**5.05**	**5.42**
	N	138	138
	Std. Deviation	1.426	1.546

The other finding is that design means a lot to those in whom the Sexual Survival motive (gender) is "Neither significant nor insignificant" and "Significant." Each of the two intensity categories scores 5.15 and 5.8, respectively on the statement "Design of the casual wear I buy is important to me." The "Insignificant" category respondents tend to "Somewhat disagree" with the statement (3.0). (Table 27; Sig.=0.000.)

Other interrelationships between the Sexual Survival (gender) motive intensity categories and the other casual wear-related factors have not been identified (Attachment 8).

6.2.7　The Place Orientation Motive

The distribution of respondents as regards the intensity categories of the Place Orientation motive is seen in Table 28. The table reveals that over 55% of the respondents fall under the "Neither Significant nor insignificant" intensity category of the Place

Orientation motive. There are about 31 % of all respondents who chose "Agree" or "Strongly agree" options to the statement "Staying oriented to / being disoriented from some place(s) is necessary for me" The other 14% pertain to those who scored low on the Place Orientation motive item. (Table 28.)

Table 28. The Place Orientation motive frequency table (N=138)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Insignificant	19	13.8	13.8	13.8
	Neither significant nor insignificant	76	55.1	55.1	68.8
	Significant	43	31.2	31.2	100.0
	Total	138	100.0	100.0	

Table 29 studies the interrelationships between the three intensity categories of the Place Orientation motive – "Staying oriented to / being disoriented from some place(s) is necessary for me" and the casual wear-related factors – color and style.

The answer means to the statement "There is / are particular color(s)that I wear" depend on the intensity category. The "Significant" group respondents tend to score higher (4) on the statement than the "Insignificant" respondents (2.5), while the "Neither significant nor insignificant" participants, on average, score the middle value of 3.6. (Table 29; Sig.=0.012.)

Table 29. The casual wear-related factors' (color and style) answer means for each of the Place Orientation motive intensity categories (N=138)

The Place Orientation motive		There is / are particular color(s) that I wear.	There is a particular style that I follow.
Insignificant	Mean	**2.53**	**3.37**
	N	19	19
	Std. Deviation	1.837	1.640
Neither significant nor insignificant	Mean	**3.57**	**4.66**
	N	76	76
	Std. Deviation	1.806	1.579
Significant	Mean	**3.98**	**5.12**
	N	43	43
	Std. Deviation	1.819	1.562
Total	Mean	**3.55**	**4.62**
	N	138	138
	Std. Deviation	1.856	1.662

As far as the "Style" factor is concerned, "Neither significant nor insignificant" and "Significant" categories score higher (4.7, 5.1, respectively) on the statement "The place where I buy casual clothes is important for me" relative to the "Insignificant" intensity category respondents (3.4) (Table 29; Sig.= 0.001).

Table 30. The casual wear-related factors' (design and fabric) answer means for each of the Place Orientation motive intensity categories (N=138)

The Place Orientation motive		Design of the casual wear I buy is important to me.	There is / are particular fabric(s) that I wear.
Insignificant	Mean	**4.00**	**2.47**
	N	19	19
	Std. Deviation	2.000	1.349
Neither significant nor insignificant	Mean	**5.68**	**3.45**
	N	76	76
	Std. Deviation	1.329	1.570
Significant	Mean	**5.58**	**3.93**
	N	43	43
	Std. Deviation	1.367	1.668
Total	Mean	**5.42**	**3.46**
	N	138	138
	Std. Deviation	1.546	1.626

Table 30 studies the interrelationships between the three intensity categories of the Place Orientation motive – "Staying oriented to / being disoriented from some place(s) is necessary for me" and the casual wear-related factors – design and fabric.

There is a gap between the "Insignificant" intensity group respondents and "Neither significant nor insignificant", "Significant" respondents as regards the "Design" factor. The former, on average, score 4 ("Neutral") on the item "Design of the casual wear I buy is important to me", whereas the latter tend to score 5.7 ("Neither insignificant nor significant") and 5.6 ("Significant"). (Table 30; Sig.=0.003.)

As for the statement "There is / are particular fabrics that I wear", those in whom the Place Orientation motive is neither significant nor insignificant and significant tend to select "Somewhat disagree" – "Neutral" (3.45) and "Neutral" (4) options, respectively, while the "Insignificant" intensity category respondents, on average, "Disagree" – "Somewhat disagree" (Table 30; Sig.=0.004).

Other interrelationships between the Place Orientation motive intensity categories and the other casual wear-related factors have not been identified (Attachment 9).

6.2.8 The Time Orientation Motive

Table 31 provides insight into the distribution pattern of the respondents. Of 138 respondents, about 54% pertain to those in whom the Time Orientation motive plays neither significant nor insignificant role. Slightly more than 40% find orientation to time or disorientation from time significant. Only about 6% belong to the group that chose "Disagree" or "Strongly disagree" options for the statement "Staying connected to / being disconnected from time constraints is important to me." (Table 31.)

Table 31. The Time Orientation motive frequency table (N=138)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Insignificant	8	5.8	5.8	5.8
	Neither significant nor insignificant	74	53.6	53.6	59.4
	Significant	56	40.6	40.6	100.0
	Total	138	100.0	100.0	

Table 32 studies the interrelationships between the three intensity categories of the Time Orientation motive – "Staying connected to / being disconnected from time constraints is important to me" and the casual wear-related factors – brand popularity and style.

Table 32. The casual wear-related factors' (brand popularity and style) answer means for each of the Time Orientation motive intensity categories (N=138)

The Time Orientation motive		It matters how popular casual wear brand I buy.	There is a particular style that I follow.
Insignificant	Mean	**2.25**	**3.00**
	N	8	8
	Std. Deviation	1.982	2.000
Neither significant nor insignificant	Mean	**3.82**	**4.50**
	N	74	74
	Std. Deviation	1.650	1.572
Significant	Mean	**4.59**	**5.02**
	N	56	56
	Std. Deviation	1.671	1.590
Total	Mean	**4.04**	**4.62**
	N	138	138
	Std. Deviation	1.763	1.662

Table 32 demonstrates the interrelationship between the Time Orientation motive and the "Brand popularity" factor. It follows that the more significant role Orientation to Time plays in a respondent, the more the factor "Brand popularity" is important. The "Insignificant" category respondents tend to score 2.25 ("Somewhat disagree" – "Disagree") on the item "It matters how popular casual wear brand I buy", while the "Neither significant nor insignificant" intensity group respondents score 3.8 (close to "Neutral"), and the "Significant' category participants score 4.6 ("Neutral" – "Somewhat agree"). (Table 32; Sig.=0.001.)

Table 32 also showcases that those in whom the Time Orientation motive is "Significant" or "Neither significant nor insignificant", on average, score higher on the statement "There is a particular style that I follow" than those who belong to the "Insignificant" group. On the "Style" item, the "Significant" and the "Neither significant nor insignificant" categories respondent score, on average, 5 and 4.5, respectively, while those of the "Insignificant" – only 3, on average. (Table 32; Sig.=0.011.)

Other interrelationships between the Time Orientation motive intensity categories and the other casual wear-related factors have not been identified (Attachment 10).

6.2.9 The Play Motive

Table 33 reflects the proportion of the respondents as to each of the Play motive intensity categories. The majority of the respondents, about 48%, are those in whom the Play motive is neither significant nor insignificant. About 40% of respondents answered "Strongly agree" or "Agree" on the statement "I really love to play." Only 13% of 138 respondents do not to love to play. (Table 31.)

Table 33. The Play motive frequency table (N=138)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Insignificant	18	13.0	13.0	13.0
	Neither significant nor insignificant	66	47.8	47.8	60.9
	Significant	54	39.1	39.1	100.0
	Total	138	100.0	100.0	

Table 34 studies the interrelationships between the three intensity categories of the Play motive – "I really love to play" and the casual wear-related factors – design.

Table 34. The casual wear-related factors' (design) answer means for each of the Play motive intensity categories (N=138)

The Play motive		Design of the casual wear I buy is important to me.
Insignificant	Mean	**4.22**
	N	18
	Std. Deviation	2.184
Neither significant nor insignificant	Mean	**5.48**
	N	66
	Std. Deviation	1.327
Significant	Mean	**5.74**
	N	54
	Std. Deviation	1.436
Total	Mean	**4.22**
	N	138
	Std. Deviation	1.388

The finding is that design of the casual clothes is more important to those in whom the Play motive falls under the "Neither significant nor insignificant" or the "Significant" category in comparison to the "Insignificant" intensity category. That is, the "Neither significant nor insignificant" and "Significant" groups respondents tend to score 5.5 and 5.7, respectively, while the "Insignificant" respondents score only 4.4 on the item "Design of the casual wear I buy is important to me." (Table 34; Sig.=0.031.)

Other interrelationships between the Play motive intensity categories and the other casual wear-related factors have not been identified (Attachment 11)

The other motives have not been found to interrelate with the casual wear-related factors due to small number of respondents belonging to the particular intensity group or

due to no significant statistical difference in distribution of the motives and the clothing-related factors.

7 Discussion and Conclusion

The chapter discusses and interprets the results obtained from the research process.

7.1 Summary

The research posed the goal before the thesis to study interrelations between discrete human motives, extents of their intensity and 18-25 years old full-time students' preferences toward the casual wear-related factors. The following factors were found to interrelate with particular motives:

- Color
- Style
- Design
- Place
- Fabric
- Brand popularity
- Visual features
- Fit

7.1.1 Color

"Color" was established to go hand in hand with manifestations of the Person Orientation and the Place Orientation motives.

The results demonstrate that respondents do not wear particular colors only, nor do they dismiss every color. However, there is certain dependence between this factor and the Person Orientation motive. It follows that students who do not care about expressing their "self" by means of something tend to be almost indifferent to colors. Meanwhile, students who strive to fairly or considerably communicate their personalities tend to have approximate range of colors that they wear, although the "Color" factor is not ultimately significant to them. Indeed, women by means of color express her mood (Maddock 2000, 126).

As regards the Place Orientation motive, the same tendency is observed. Students in whom the need to stay oriented to places is moderately significant or paramount can pay a bit closer attention to color (but yet not big, on average) than those for whom staying connected to / disconnected from spatial settings is irrelevant. This finding might nevertheless be misleading, since the Place Orientation motive moderately correlate with the Person Orientation motive; that is, it can appear that in the majority of the respondents, the Place Orientation motive can play the same role as the Person Orientation motive plays in them (Spearman's coefficient=0.302, Sig.=0.000; Attachment 12).

7.1.2 Style

Style is the only factor to which multiple interrelationships have been explored. But this can be due to the correlation between particular motives that take place in the respondents.

The Person Orientation motive moderately correlates to the Spiritual Survival (passion) (Spearman's coefficient=0.400, Sig.=0.000; Attachment 13). Besides, the Person Orientation motive moderately correlates to the Adaptation motive (Spearman's coefficient=0.488, Sig.=0.000; Attachment 14). The correlation indicators explain the fact that there are similar answer means for the motives' intensity categories across these motives. It is no surprise that the Person Orientation motive often goes together with the Adaptation motive since people express their personalities to convey image to others in order to adapt (Maddock 2000, 178-179). The correlation between the Person Orientation motive and the Spiritual Survival (passion) motive can perhaps be explained that the reason why students express themselves is because they are passionate about it.

However, the pattern as regards "Style" exists in the bunch of the Person Orientation motive, the Adaptation motive, and the Spiritual Survival motive (passion). It is made clear that respondents under these motives, which are correlated between each other, tend to pay some attention to their style; in comparison, those in whom these motives play insignificant role tend to report less that they wear particular style.

The other interrelationship is observed with the Place orientation motive. It follows that respondents who need to stay connected to or disconnected from places, even moderately, tend to conform more to the particular style than those who do not need to stay oriented or disoriented from the places. The underlying assumption is that particular places command the style for the student to wear.

The time orientation motive also interrelates with style. Those who need to go hand in hand with time, on average, wear particular style than those who lose count of time. This is particularly observed in the situations when people keep an eye on fashion, season trends, and so on. They want to be dressed (particular style) to the time (Time Orientation).

7.1.3 Design

Design is another factor that is interrelated with a number of motives.

Design is highly interrelated with the Person Orientation motive. Students who need to express their personality tend to take design of the casual clothes into account. While those who do no possess such a trait consider design of much less importance. That is, design is the means of self-expression.

The attitude toward the "Design" factor is also somewhat dependent on the Adaptation motive. Students pay special attention to design if they feel a strong need to adapt to society, and consider it of modest value if the need is absent. Thereby, design is an option to make respondents outstanding and noticeable for the purpose of image.

Respondents also tend to pay high attention to design if they need to accentuate their gender traits. That is, those in whom the Sexual Survival (gender) motive plays high or moderate role care about design, while those who are not concerned with strengthening their masculinity or feminity tend to dismiss the "Design" factor. In this case, design serves a purpose to emphasize gender differences.

As for the Place Orientation motive, those who (strongly) need to stay oriented to / be disoriented to place(s) pay much more attention to design than those who do not. As it

is discovered above that design contributes to image, then it also contributes to adaptation to particular places.

Respondents who like to play to moderate or significant extent are inclined to value design more than those who do not like to play. The Play motive might take place because it can be fun to choose different design patterns.

7.1.4 Place

The "Place" factor is observed in the "Results" chapter to interrelate with some of the human motives under investigation.

There is a curious interrelationship between place of casual wear purchase factor and the Spiritual Survival (spirituality) motive. The more people are spiritual, the more they are discriminate in store selection. Although the most spiritual respondents do not find this factor of highest priority, they still value it much more than those who do not think that spirituality take any place un their life. It seems that students of heightened morals cannot buy casual clothes in such places as bazaar and second-hand even if they appear to be appropriate. Such students care about their origins and approach clothes with some degree of psychology.

As regards the Sexual Survival motive (gender), respondents who like to underline their sex characteristics (both moderately and strongly) tend to be more demanding for the place where to buy casual clothes relative to those who are not concerned with gender manifestations. However, this is not the most important factor to them.

7.1.5 Fabric

The other factor with which some interrelationships were explored is "Fabric"

The Spiritual Survival (both passion and spirituality) motive tends to moderately interrelate with fabrics that respondent wear. The most spiritual and passionate students, on average, do not wear or dislike particular fabrics. Still, those who lack spirituality and passion tend to more report that they do not wear particular fabrics. Although the var-

iation is not substantial, some impact of the Spiritual Survival motive in attitude toward "Fabric" factor is observed.

The overt interrelationship exists between the Physical Survival motive (safety) and the "Fabric" factor. It follows that people who need to feel safe (moderately or strongly) tend to report that they wear particular fabrics more than those who do not find safety important at all. In this case, as the Physical Survival motive plays high role in respondent, they need to feel physically convenient more than others. Therefore, the skin response to fabric can be important, or the matter of warmness can be significant, as well.

The last motive to interrelate with fabric is the Place Orientation motive. People who need to stay connected / be disconnected to some places tend wear particular fabric(s) more than those who do not. The interrelationship is hard to explain in detail, though.

7.1.6 Brand Popularity

The "Brand Popularity" factor was found to interrelate with the Spiritual Survival (spirituality), the Sexual Survival (gender), and the Adaptation motives.

To the spiritual people, brand popularity does not mean too much or too little. However, it is by far more significant for them than for those who lack spirituality at all. The reason that underlies this finding is that people of high ethics and morals might not buy too ordinary clothes.

As far as the Adaptation motive is concerned, brand signals about the status of the wearer and their position in the society. That is why respondents who care about their adaptation in society tend to buy more popular brands than those who are not concerned with adaptation.

The last interrelation is seen between the Time Orientation motive and the "Brand popularity" factor. Those who need to keep up with time or be isolated from it tend to be more driven by brand popularity than those who do not keep track of time or stay

connected to it. The possible explanation can be seasonal fashion and trends that respondents monitor and follow.

7.1.7 Visual features

The "Visual features" factor was found to interrelate with the Sexual Survival motive (gender).

As in the case with design, visual features are important to accentuate masculinity or feminity. Respondent who share this need tend to consider the "Visual features" factor almost important relative to those who do not want to express their gender traits; the latter consider this factor somewhat unimportant or neither important nor unimportant.

7.1.8 Fit

This element of casual wear is only interrelated with the Sexual Survival (gender) motive. The tendency is so that students who experience a desire to underline their gender differences tend to buy tighter garment than those who do not feel to make their masculinity / feminity stand out. The tighter clothes are known to be more sensuous than their loose alternatives.

7.2 Validity and Reliability

The validity of results is totally defined by the theoretical framework that was used to construct the survey. The statements were used from the Maddock's works and after thorough revision of the underlying theory. The interpretation of the statements for all of the respondents was clear when the test version has been piloted (Attachment 1; Attachment 2). The motives that often come together – the Person Orientation and the Adaptation motive – have been found to moderately correlate (Spearman's coefficient = 0.488; Attachment 14) There is a sufficient confidence that the results are valid.

The questions are easy to demonstrate. However, the correct translation into different languages is crucial. But if implemented so, the respondents will easily identify them-

selves with the motives. Maddock (2000, 18) The author thus states that if the items are used correctly, the results are reliable and valid.

7.3   Recommendations for Clothing Companies

Recommendations as the final stage of the research are provided hereunder. The recommendations are stated to help representatives of the clothing industries accommodate their offering to their target consumers.

From the standpoint of this research, it is necessary that the company establish what kind of people fall under the target audience. The clothing company will be better off if it conducts any research that explores major personality traits of its target customers. Particularly, the Maddock's motives are a decent instrument to access the audience identity. Using the 18-25 years-old full-time students as target customers the author tries to share with companies some important insights on the interrelationships above.

For those companies that target individuals who seek self-expression in different ways, it is highly advised to pay great attention to color and design. The clothes are heavily purchased for the sake of self-expression; design and color, being the intrinsic elements of garment, suggest specific meanings for the subconscious. As color is seen to more or less matter for those who like to communicate their personality, it should make a great fit in the whole of the design of the garment. Design is a significant factor in such clothing and does the main job in expressing one's individuality. Therefore, it is recommended to anticipate the image potential customers wish to bear and make design and color conform to it as accurately as possible. As individuals who need to express their "self" tend to follow particular styles, if design and colors are perfectly implemented and go together, it is likely that people will display loyalty to the company and their offering.

Companies that target spiritually rich students must first of all care about their brand image. The diligent attention must be paid to stores and other features that affect brand identity in the eyes of customers. Brand must not be very popular so there is no need to invest large funds in promoting it whatever it takes. However, the image must be clear and credible. Such customers want to know that they purchase good casual

clothes. As regards clothing per se, a company needs to take fabrics into account. The research and development project can be launched to arrive at the appropriate fabrics for customers.

As in the case with conscientious customers, students who are concerned with their physical wellbeing heed textile of casual wear as well. For these customers, casual wear is a solution that brings comfort and safety. How fabrics affect skin is very important. Therefore, companies must alter their offering in the way specifies to satisfy utilitarian customers.

Those companies that serve society-oriented students such as those who adjust their image in accordance with his or her surroundings need to position their brand as the prominent one. Such customers can pay attention to how popular brands are to enhance their look, enrich their status, and attract people's attention. Companies can accomplish this by sustaining certain style, as these customers tend to conform to the particular style(s). Often, brands themselves suggest certain styles. H&M is for young outgoing individuals, meanwhile Louis Vuitton aims at wealthy pompous men. Companies can capitalize on these individuals by extending their brand to offer not only clothing but also jewelry and accessories. As these commodities communicate certain peculiarity and status, community-oriented students-customers will shop them in big numbers. Although brand popularity is of priority among these customers, design cannot be dispensed with. Firms in order to promote popularity must start with exclusive and top-notch design.

Firms that sell feminine or masculine clothes need to concentrate on the fit, design and visual features of articles. It is found that students need tighter clothes to feel more sensuous as regards their gender. It follows that a company must elaborate shape of the garment they sell. Design and visual elements are very important for this target audience, thus a company, first off, needs to develop great and eye-catching appearance of their casual clothes.

7.4   Suggestions for Future Research

The subchapter discusses what directions are to explore after the end of the thesis. What can be studied on the basis of this research?

The thesis studied connections for the discrete motives in 18-25 years-old full-time students. Nonetheless, clothing decisions can involve different motives, not necessarily the major ones. That is, the dominant motive in person is the Spiritual Survival, however, the motive that drives subject to buy particular clothes can be the Physical Survival motive. Thereby, an additional side of the research, the motives responsible for shopping decisions, can be studied and observed for connections with the casual clothes-related factors and general motives in people.

Some motives have not been identified with the number of casual wear-related factors due to small number of respondents belonging to the particular motive intensity category. Thus, the larger sample must be surveyed to establish undetected interrelations between the motives and the casual wear-related factors.

As the data resulted from the research is broad, other factors and phenomena can be studied. Unfortunately, the time constraints for this thesis were limited and not all nuances have been observed. For example, the hierarchical composition of the Maddock's motives in respondents can be assessed and compared against their preferences in the casual wear-related factors.

The research survey gained string answers for such questions such as "What color do you wear?", "What fabric do you wear?". They have been eliminated from the analysis, as it substantially expands the limit and the research analysis, which require much more time to complete. Thus, these questions can be studied in the separate research, and the answers can be compared against the other constructs of this thesis.

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Attachments

How Does your Personality Shop?

Thank you for participating this survey. The survey is absolutely anonymous. It is designated for 18-25 years old full-time students. Please, quit the survey if you do not fall under the criterion above.

1. How old are you? *

○ <18
◉ 18
○ 19
○ 20
○ 21
○ 22
○ 23
○ 24
○ 25
○ >25

2. What is your nationality? *

test

3. Choose your gender. *

○ Male
◉ Female

4. Are you a full-time student? *

◉ Yes
○ No

Next -->

How Does your Personality Shop?

Please, choose the appropriate option for each of the statements below as regards casual wear.
Casual wear – clothes suited for everyday use.

5. Please, choose the appropriate option for each of the statements below. *

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
There is / are particular color(s) that I wear.	◉	○	○	○	○	○	○
Physical comfort of the casual clothes I buy means a lot to me.	◉	○	○	○	○	○	○
It matters how popular casual wear brand I buy.	◉	○	○	○	○	○	○
I like when casual clothes fit loose on me.	◉	○	○	○	○	○	○
Price is an important issue for me when I buy casual clothes.	◉	○	○	○	○	○	○
Quality of the casual clothes I buy matters to me.	◉	○	○	○	○	○	○

6. Please, choose the appropriate option for each of the statements below. *

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly Agree
I buy low-cost casual clothes.	◉	○	○	○	○	○	○
Visual features of the casual clothes I buy matter to me.	◉	○	○	○	○	○	○
Design of the casual wear I buy is important to me.	◉	○	○	○	○	○	○
There is / are particular fabric(s) that I wear.	◉	○	○	○	○	○	○
The place where I buy casual clothes is important to me.	◉	○	○	○	○	○	○
There is a particular style that I follow.	◉	○	○	○	○	○	○

How Does your Personality Shop?

11. Please, choose the appropriate option for each of the statements below. *

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
I enjoy being the center of attention.	○	○	○	○	○	○	○
I listen to what others recommend them.	○	○	○	○	○	○	○
I am often driven by passion about something.	○	○	○	○	○	○	○
I like to express my personality.	○	○	○	○	○	○	○
Feelings play an important role in my life.	○	○	○	○	○	○	○
My home is my castle.	○	○	○	○	○	○	○

12. Please, choose the appropriate option for each of the statements below. *

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly Agree
I like to possess a lot of power.	○	○	○	○	○	○	○
I really love to play.	○	○	○	○	○	○	○
I need to sustain my self-image.	○	○	○	○	○	○	○
I am a big fan of food.	○	○	○	○	○	○	○
Staying oriented to / being disoriented from some place(s) is necessary for me.	○	○	○	○	○	○	○
Staying connected to / being disconnected from some circumstances is of significance for me.	○	○	○	○	○	○	○

13. Please, choose the appropriate option for each of the statements below. *

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly Agree
Spirituality is an important element in my life.	○	○	○	○	○	○	○
Staying connected to / being disconnected from time constraints is important for me.	○	○	○	○	○	○	○
I like to accentuate my masculinity / feminity.	○	○	○	○	○	○	○
I need to feel safe.	○	○	○	○	○	○	○
I like sex.	○	○	○	○	○	○	○
I am often driven by expectations.	○	○	○	○	○	○	○

Какую Одежду Предпочитает Твоя Личность?

Спасибо за то, что Вы уделили время для моего опроса. Опрос абсолютно анонимный. Он предназначен для студентов 18-25 лет очной формы обучения. Пожалуйста, покиньте опрос, если Вы не подходите под критерий выше.

1. Сколько вам лет? *

○ <18
○ 18
◉ 19
○ 20
○ 21
○ 22
○ 23
○ 24
○ 25
○ >25

2. Какова ваша национальность? *

ввав

3. Выберите свой пол. *

◉ Мужской
○ Женский

4. Являетесь ли вы студентом очной формы обучения? *

Если вы являетесь студентом очной формы обучения колледжа, училища, лицея, техникума или другого учреждения, профиль которого относится к послешкольному образованию, выберите ответ "Да".

◉ Да
○ Нет

5. Пожалуйста, выберите наиболее подходящий ответ к каждому из утверждений ниже о повседневной одежде. *

	Абсолютно не согласен / не согласна	Не согласен / не согласна	Частично не согласен / не согласна	Затрудняюсь ответить	Частично согласен / согласна	Согласен / согласна	Абсолютно согласен / согласна
Мне важно ощущать себя физически комфортно в повседневной одежде, которую я покупаю.	◉	○	○	○	○	○	○
Я ношу определенный цвет/ определенные цвета.	◉	○	○	○	○	○	○
Я люблю, когда повседневная одежда сидит свободно на мне.	◉	○	○	○	○	○	○
Цена важна для меня, когда я покупаю одежду для повседневного пользования.	◉	○	○	○	○	○	○
Качество повседневной одежды, которую я покупаю, для меня важно.	◉	○	○	○	○	○	○
Для меня имеет значение популярность бренда повседневной одежды, которую я покупаю.	◉	○	○	○	○	○	○

6. Пожалуйста, выберите наиболее подходящий ответ к каждому из утверждений ниже о повседневной одежде. *

	Абсолютно не согласен / не согласна	Не согласен / не согласна	Частично не согласен / не согласна	Затрудняюсь ответить	Частично согласен / согласна	Согласен / согласна	Абсолютно согласен / согласна
Я следую определенному стилю.	◉	○	○	○	○	○	○
Я покупаю недорогую повседневную одежду.	◉	○	○	○	○	○	○
Я ношу повседневную одежду из определенного материала / определенных материалов.	◉	○	○	○	○	○	○
Для меня важен дизайн повседневной одежды, которую я покупаю.	◉	○	○	○	○	○	○
Место (места), где я покупаю повседневную одежду, важно (важны) для меня.	◉	○	○	○	○	○	○
Визуальные элементы повседневной одежды, которую я покупаю, имеют для меня большое значение.	◉	○	○	○	○	○	○

11. Пожалуйста, выберите наиболее подходящий ответ к каждому из утверждений ниже. *

	Абсолютно не согласен / не согласна	Не согласен / не согласна	Частично не согласен / не согласна	Затрудняюсь ответить	Частично согласен / согласна	Согласен / согласна	Абсолютно согласен / согласна
Я слушаю то, что другие советуют мне.	○	○	○	○	○	○	○
Я люблю выражать свою личность.	○	○	○	○	○	○	○
Чувства играют важную роль в моей жизни.	○	○	○	○	○	○	○
Я люблю быть в центре внимания.	○	○	○	○	○	○	○
Мой дом – моя крепость.	○	○	○	○	○	○	○
Мною часто движет страсть к чему-либо.	○	○	○	○	○	○	○

12. Пожалуйста, выберите наиболее подходящий ответ к каждому из утверждений ниже. *

	Абсолютно не согласен / не согласна	Не согласен / не согласна	Частично не согласен / не согласна	Затрудняюсь ответить	Частично согласен / согласна	Согласен / согласна	Абсолютно согласен / согласна
Оставаться сфокусированным на некоторых местах / изолировать себя от некоторых мест необходимо для меня.	○	○	○	○	○	○	○
Я большой поклонник еды.	○	○	○	○	○	○	○
Мне нужно поддерживать свой личностный образ.	○	○	○	○	○	○	○
Я люблю обладать большим количеством власти.	○	○	○	○	○	○	○
Я действительно люблю играть.	○	○	○	○	○	○	○
Сосредотачиваться на обстоятельствах / абстрагироваться от обстоятельств необходимо для меня.	○	○	○	○	○	○	○

13. Пожалуйста, выберите наиболее подходящий ответ к каждому из утверждений ниже. *

	Абсолютно не согласен / не согласна	Не согласен / не согласна	Частично не согласен / не согласна	Затрудняюсь ответить	Частично согласен / согласна	Согласен / согласна	Абсолютно согласен / согласна
Духовность – важный элемент в моей жизни.	○	○	○	○	○	○	○
Я люблю заниматься любовью.	○	○	○	○	○	○	○
Мною часто движут ожидания.	○	○	○	○	○	○	○
Мне нужно чувствовать себя в безопасности.	○	○	○	○	○	○	○
Идти в ногу со временем / терять счет времени необходимо для меня.	○	○	○	○	○	○	○
Я люблю подчеркивать свою мужественность / женственность.	○	○	○	○	○	○	○

Attachment 3. Nonparametric test on independent samples: the Person Orientation motive intensity categories and the casual wear-related factors

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Physical comfort of the casual clothes I buy means a lot to me. is the same across categories of The Person Orientation motive.	Independent-Samples Kruskal-Wallis Test	.076	Retain the null hypothesis.
2	The distribution of There is / are particular color(s) that I wear. is the same across categories of The Person Orientation motive.	Independent-Samples Kruskal-Wallis Test	.032	Reject the null hypothesis.
3	The distribution of Price is an important issue for me when I buy casual clothes. is the same across categories of The Person Orientation motive.	Independent-Samples Kruskal-Wallis Test	.349	Retain the null hypothesis.
4	The distribution of I like when casual clothes fit loose on me. is the same across categories of The Person Orientation motive.	Independent-Samples Kruskal-Wallis Test	.069	Retain the null hypothesis.
5	The distribution of It matters how popular casual wear brand I buy. is the same across categories of The Person Orientation motive.	Independent-Samples Kruskal-Wallis Test	.304	Retain the null hypothesis.
6	The distribution of Quality of the casual clothes I buy matters to me. is the same across categories of The Person Orientation motive.	Independent-Samples Kruskal-Wallis Test	.187	Retain the null hypothesis.
7	The distribution of The place where I buy casual clothes is important to me. is the same across categories of The Person Orientation motive.	Independent-Samples Kruskal-Wallis Test	.051	Retain the null hypothesis.
8	The distribution of I buy low-cost casual clothes. is the same across categories of The Person Orientation motive.	Independent-Samples Kruskal-Wallis Test	.365	Retain the null hypothesis.
9	The distribution of There is a particular style that I follow. is the same across categories of The Person Orientation motive.	Independent-Samples Kruskal-Wallis Test	.014	Reject the null hypothesis.
10	The distribution of Visual features of the casual clothes I buy matter to me. is the same across categories of The Person Orientation motive.	Independent-Samples Kruskal-Wallis Test	.083	Retain the null hypothesis.
11	The distribution of Design of the casual wear I buy is important to me. is the same across categories of The Person Orientation motive.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.
12	The distribution of There is / are particular fabric(s) that I wear. is the same across categories of The Person Orientation motive.	Independent-Samples Kruskal-Wallis Test	.219	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

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Attachment 4. Nonparametric test on independent samples: the Spiritual Survival motive (passion) intensity categories and the casual wear-related factors

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Physical comfort of the casual clothes I buy means a lot to me. is the same across categories of The Spiritual Survival motive (passion).	Independent–Samples Kruskal–Wallis Test	.184	Retain the null hypothesis.
2	The distribution of There is / are particular color(s) that I wear. is the same across categories of The Spiritual Survival motive (passion).	Independent–Samples Kruskal–Wallis Test	.625	Retain the null hypothesis.
3	The distribution of Price is an important issue for me when I buy casual clothes. is the same across categories of The Spiritual Survival motive (passion).	Independent–Samples Kruskal–Wallis Test	.291	Retain the null hypothesis.
4	The distribution of I like when casual clothes fit loose on me. is the same across categories of The Spiritual Survival motive (passion).	Independent–Samples Kruskal–Wallis Test	.077	Retain the null hypothesis.
5	The distribution of It matters how popular casual wear brand I buy. is the same across categories of The Spiritual Survival motive (passion).	Independent–Samples Kruskal–Wallis Test	.130	Retain the null hypothesis.
6	The distribution of Quality of the casual clothes I buy matters to me. is the same across categories of The Spiritual Survival motive (passion).	Independent–Samples Kruskal–Wallis Test	.156	Retain the null hypothesis.
7	The distribution of The place where I buy casual clothes is important to me. is the same across categories of The Spiritual Survival motive (passion).	Independent–Samples Kruskal–Wallis Test	.012	Reject the null hypothesis.
8	The distribution of I buy low–cost casual clothes. is the same across categories of The Spiritual Survival motive (passion).	Independent–Samples Kruskal–Wallis Test	.408	Retain the null hypothesis.
9	The distribution of There is a particular style that I follow. is the same across categories of The Spiritual Survival motive (passion).	Independent–Samples Kruskal–Wallis Test	.008	Reject the null hypothesis.
10	The distribution of Visual features of the casual clothes I buy matter to me. is the same across categories of The Spiritual Survival motive (passion).	Independent–Samples Kruskal–Wallis Test	.125	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
11	The distribution of Design of the casual wear I buy is important to me. is the same across categories of The Spiritual Survival motive (passion).	Independent-Samples Kruskal-Wallis Test	.165	Retain the null hypothesis.
12	The distribution of There is / are particular fabric(s) that I wear. is the same across categories of The Spiritual Survival motive (passion).	Independent-Samples Kruskal-Wallis Test	.028	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

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Attachment 5. Nonparametric test on independent samples: the Spiritual Survival motive (spirituality) intensity categories and the casual wear-related factors

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Physical comfort of the casual clothes I buy means a lot to me. is the same across categories of The Spiritual Survival (spirituality).	Independent–Samples Kruskal–Wallis Test	.161	Retain the null hypothesis.
2	The distribution of There is / are particular color(s) that I wear. is the same across categories of The Spiritual Survival (spirituality).	Independent–Samples Kruskal–Wallis Test	.341	Retain the null hypothesis.
3	The distribution of Price is an important issue for me when I buy casual clothes. is the same across categories of The Spiritual Survival (spirituality).	Independent–Samples Kruskal–Wallis Test	.507	Retain the null hypothesis.
4	The distribution of I like when casual clothes fit loose on me. is the same across categories of The Spiritual Survival (spirituality).	Independent–Samples Kruskal–Wallis Test	.166	Retain the null hypothesis.
5	The distribution of It matters how popular casual wear brand I buy. is the same across categories of The Spiritual Survival (spirituality).	Independent–Samples Kruskal–Wallis Test	.019	Reject the null hypothesis.
6	The distribution of Quality of the casual clothes I buy matters to me. is the same across categories of The Spiritual Survival (spirituality).	Independent–Samples Kruskal–Wallis Test	.481	Retain the null hypothesis.
7	The distribution of The place where I buy casual clothes is important to me. is the same across categories of The Spiritual Survival (spirituality).	Independent–Samples Kruskal–Wallis Test	.008	Reject the null hypothesis.
8	The distribution of I buy low–cost casual clothes. is the same across categories of The Spiritual Survival (spirituality).	Independent–Samples Kruskal–Wallis Test	.959	Retain the null hypothesis.
9	The distribution of There is a particular style that I follow. is the same across categories of The Spiritual Survival (spirituality).	Independent–Samples Kruskal–Wallis Test	.446	Retain the null hypothesis.
10	The distribution of Visual features of the casual clothes I buy matter to me. is the same across categories of The Spiritual Survival (spirituality).	Independent–Samples Kruskal–Wallis Test	.056	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
11	The distribution of Design of the casual wear I buy is important to me. is the same across categories of The Spiritual Survival (spirituality).	Independent–Samples Kruskal–Wallis Test	.777	Retain the null hypothesis.
12	The distribution of There is / are particular fabric(s) that I wear. is the same across categories of The Spiritual Survival (spirituality).	Independent–Samples Kruskal–Wallis Test	.003	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Attachment 6. Nonparametric test on independent samples: the Physical Survival motive (safety) intensity categories and the casual wear-related factors

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Physical comfort of the casual clothes I buy means a lot to me. is the same across categories of The Physical Survival motive.	Independent–Samples Kruskal–Wallis Test	.572	Retain the null hypothesis.
2	The distribution of There is / are particular color(s) that I wear. is the same across categories of The Physical Survival motive.	Independent–Samples Kruskal–Wallis Test	.033	Reject the null hypothesis.
3	The distribution of Price is an important issue for me when I buy casual clothes. is the same across categories of The Physical Survival motive.	Independent–Samples Kruskal–Wallis Test	.073	Retain the null hypothesis.
4	The distribution of I like when casual clothes fit loose on me. is the same across categories of The Physical Survival motive.	Independent–Samples Kruskal–Wallis Test	.594	Retain the null hypothesis.
5	The distribution of It matters how popular casual wear brand I buy. is the same across categories of The Physical Survival motive.	Independent–Samples Kruskal–Wallis Test	.411	Retain the null hypothesis.
6	The distribution of Quality of the casual clothes I buy matters to me. is the same across categories of The Physical Survival motive.	Independent–Samples Kruskal–Wallis Test	.378	Retain the null hypothesis.
7	The distribution of The place where I buy casual clothes is important to me. is the same across categories of The Physical Survival motive.	Independent–Samples Kruskal–Wallis Test	.287	Retain the null hypothesis.
8	The distribution of I buy low–cost casual clothes. is the same across categories of The Physical Survival motive.	Independent–Samples Kruskal–Wallis Test	.477	Retain the null hypothesis.
9	The distribution of There is a particular style that I follow. is the same across categories of The Physical Survival motive.	Independent–Samples Kruskal–Wallis Test	.117	Retain the null hypothesis.
10	The distribution of Visual features of the casual clothes I buy matter to me. is the same across categories of The Physical Survival motive.	Independent–Samples Kruskal–Wallis Test	.907	Retain the null hypothesis.
11	The distribution of Design of the casual wear I buy is important to me. is the same across categories of The Physical Survival motive.	Independent–Samples Kruskal–Wallis Test	.162	Retain the null hypothesis.
12	The distribution of There is / are particular fabric(s) that I wear. is the same across categories of The Physical Survival motive.	Independent–Samples Kruskal–Wallis Test	.010	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Attachment 7. Nonparametric test on independent samples: the Adaptation motive intensity categories and the casual wear-related factors

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Physical comfort of the casual clothes I buy means a lot to me. is the same across categories of The Adaptation motive.	Independent-Samples Kruskal-Wallis Test	.371	Retain the null hypothesis.
2	The distribution of There is / are particular color(s) that I wear. is the same across categories of The Adaptation motive.	Independent-Samples Kruskal-Wallis Test	.479	Retain the null hypothesis.
3	The distribution of Price is an important issue for me when I buy casual clothes. is the same across categories of The Adaptation motive.	Independent-Samples Kruskal-Wallis Test	.076	Retain the null hypothesis.
4	The distribution of I like when casual clothes fit loose on me. is the same across categories of The Adaptation motive.	Independent-Samples Kruskal-Wallis Test	.771	Retain the null hypothesis.
5	The distribution of It matters how popular casual wear brand I buy. is the same across categories of The Adaptation motive.	Independent-Samples Kruskal-Wallis Test	.004	Reject the null hypothesis.
6	The distribution of Quality of the casual clothes I buy matters to me. is the same across categories of The Adaptation motive.	Independent-Samples Kruskal-Wallis Test	.149	Retain the null hypothesis.
7	The distribution of The place where I buy casual clothes is important to me. is the same across categories of The Adaptation motive.	Independent-Samples Kruskal-Wallis Test	.032	Reject the null hypothesis.
8	The distribution of I buy low-cost casual clothes. is the same across categories of The Adaptation motive.	Independent-Samples Kruskal-Wallis Test	.778	Retain the null hypothesis.
9	The distribution of There is a particular style that I follow. is the same across categories of The Adaptation motive.	Independent-Samples Kruskal-Wallis Test	.041	Reject the null hypothesis.
10	The distribution of Visual features of the casual clothes I buy matter to me. is the same across categories of The Adaptation motive.	Independent-Samples Kruskal-Wallis Test	.020	Reject the null hypothesis.
11	The distribution of Design of the casual wear I buy is important to me. is the same across categories of The Adaptation motive.	Independent-Samples Kruskal-Wallis Test	.004	Reject the null hypothesis.
12	The distribution of There is / are particular fabric(s) that I wear. is the same across categories of The Adaptation motive.	Independent-Samples Kruskal-Wallis Test	.241	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Attachment 8. Nonparametric test on independent samples: the Sexual Survival motive (gender) intensity categories and the casual wear-related factors

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Physical comfort of the casual clothes I buy means a lot to me. is the same across categories of The Sexual Survival motive (gender).	Independent-Samples Kruskal-Wallis Test	.502	Retain the null hypothesis.
2	The distribution of There is / are particular color(s) that I wear. is the same across categories of The Sexual Survival motive (gender).	Independent-Samples Kruskal-Wallis Test	.037	Reject the null hypothesis.
3	The distribution of Price is an important issue for me when I buy casual clothes. is the same across categories of The Sexual Survival motive (gender).	Independent-Samples Kruskal-Wallis Test	.113	Retain the null hypothesis.
4	The distribution of I like when casual clothes fit loose on me. is the same across categories of The Sexual Survival motive (gender).	Independent-Samples Kruskal-Wallis Test	.050	Reject the null hypothesis.
5	The distribution of It matters how popular casual wear brand I buy. is the same across categories of The Sexual Survival motive (gender).	Independent-Samples Kruskal-Wallis Test	.006	Reject the null hypothesis.
6	The distribution of Quality of the casual clothes I buy matters to me. is the same across categories of The Sexual Survival motive (gender).	Independent-Samples Kruskal-Wallis Test	.080	Retain the null hypothesis.
7	The distribution of The place where I buy casual clothes is important to me. is the same across categories of The Sexual Survival motive (gender).	Independent-Samples Kruskal-Wallis Test	.002	Reject the null hypothesis.
8	The distribution of I buy low-cost casual clothes. is the same across categories of The Sexual Survival motive (gender).	Independent-Samples Kruskal-Wallis Test	.072	Retain the null hypothesis.
9	The distribution of There is a particular style that I follow. is the same across categories of The Sexual Survival motive (gender).	Independent-Samples Kruskal-Wallis Test	.370	Retain the null hypothesis.
10	The distribution of Visual features of the casual clothes I buy matter to me. is the same across categories of The Sexual Survival motive (gender).	Independent-Samples Kruskal-Wallis Test	.022	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
11	The distribution of Design of the casual wear I buy is important to me. is the same across categories of The Sexual Survival motive (gender).	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.
12	The distribution of There is / are particular fabric(s) that I wear. is the same across categories of The Sexual Survival motive (gender).	Independent-Samples Kruskal-Wallis Test	.069	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Attachment 9. Nonparametric test on independent samples: the Place Orienta-tion motive intensity categories and the casual wear-related factors

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Physical comfort of the casual clothes I buy means a lot to me. is the same across categories of The Place Orientation motive.	Independent–Samples Kruskal–Wallis Test	.718	Retain the null hypothesis.
2	The distribution of There is / are particular color(s) that I wear. is the same across categories of The Place Orientation motive.	Independent–Samples Kruskal–Wallis Test	.012	Reject the null hypothesis.
3	The distribution of Price is an important issue for me when I buy casual clothes. is the same across categories of The Place Orientation motive.	Independent–Samples Kruskal–Wallis Test	.215	Retain the null hypothesis.
4	The distribution of I like when casual clothes fit loose on me. is the same across categories of The Place Orientation motive.	Independent–Samples Kruskal–Wallis Test	.362	Retain the null hypothesis.
5	The distribution of It matters how popular casual wear brand I buy. is the same across categories of The Place Orientation motive.	Independent–Samples Kruskal–Wallis Test	.554	Retain the null hypothesis.
6	The distribution of Quality of the casual clothes I buy matters to me. is the same across categories of The Place Orientation motive.	Independent–Samples Kruskal–Wallis Test	.430	Retain the null hypothesis.
7	The distribution of The place where I buy casual clothes is important to me. is the same across categories of The Place Orientation motive.	Independent–Samples Kruskal–Wallis Test	.042	Reject the null hypothesis.
8	The distribution of I buy low–cost casual clothes. is the same across categories of The Place Orientation motive.	Independent–Samples Kruskal–Wallis Test	.694	Retain the null hypothesis.
9	The distribution of There is a particular style that I follow. is the same across categories of The Place Orientation motive.	Independent–Samples Kruskal–Wallis Test	.001	Reject the null hypothesis.
10	The distribution of Visual features of the casual clothes I buy matter to me. is the same across categories of The Place Orientation motive.	Independent–Samples Kruskal–Wallis Test	.010	Reject the null hypothesis.
11	The distribution of Design of the casual wear I buy is important to me. is the same across categories of The Place Orientation motive.	Independent–Samples Kruskal–Wallis Test	.003	Reject the null hypothesis.
12	The distribution of There is / are particular fabric(s) that I wear. is the same across categories of The Place Orientation motive.	Independent–Samples Kruskal–Wallis Test	.004	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Attachment 10. Nonparametric test on independent samples: the Time Orienta-tion motive intensity categories and the casual wear-related factors

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Physical comfort of the casual clothes I buy means a lot to me. is the same across categories of The Time Orientation motive.	Independent–Samples Kruskal–Wallis Test	.866	Retain the null hypothesis.
2	The distribution of There is / are particular color(s) that I wear. is the same across categories of The Time Orientation motive.	Independent–Samples Kruskal–Wallis Test	.615	Retain the null hypothesis.
3	The distribution of Price is an important issue for me when I buy casual clothes. is the same across categories of The Time Orientation motive.	Independent–Samples Kruskal–Wallis Test	.044	Reject the null hypothesis.
4	The distribution of I like when casual clothes fit loose on me. is the same across categories of The Time Orientation motive.	Independent–Samples Kruskal–Wallis Test	.137	Retain the null hypothesis.
5	The distribution of It matters how popular casual wear brand I buy. is the same across categories of The Time Orientation motive.	Independent–Samples Kruskal–Wallis Test	.001	Reject the null hypothesis.
6	The distribution of Quality of the casual clothes I buy matters to me. is the same across categories of The Time Orientation motive.	Independent–Samples Kruskal–Wallis Test	.122	Retain the null hypothesis.
7	The distribution of The place where I buy casual clothes is important to me. is the same across categories of The Time Orientation motive.	Independent–Samples Kruskal–Wallis Test	.182	Retain the null hypothesis.
8	The distribution of I buy low-cost casual clothes. is the same across categories of The Time Orientation motive.	Independent–Samples Kruskal–Wallis Test	.208	Retain the null hypothesis.
9	The distribution of There is a particular style that I follow. is the same across categories of The Time Orientation motive.	Independent–Samples Kruskal–Wallis Test	.011	Reject the null hypothesis.
10	The distribution of Visual features of the casual clothes I buy matter to me. is the same across categories of The Time Orientation motive.	Independent–Samples Kruskal–Wallis Test	.334	Retain the null hypothesis.
11	The distribution of Design of the casual wear I buy is important to me. is the same across categories of The Time Orientation motive.	Independent–Samples Kruskal–Wallis Test	.156	Retain the null hypothesis.
12	The distribution of There is / are particular fabric(s) that I wear. is the same across categories of The Time Orientation motive.	Independent–Samples Kruskal–Wallis Test	.442	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Attachment 11. Nonparametric test on independent samples: the Play motive intensity categories and the casual wear-related factors

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Physical comfort of the casual clothes I buy means a lot to me. is the same across categories of The Play motive .	Independent-Samples Kruskal-Wallis Test	.473	Retain the null hypothesis.
2	The distribution of There is / are particular color(s) that I wear. is the same across categories of The Play motive .	Independent-Samples Kruskal-Wallis Test	.519	Retain the null hypothesis.
3	The distribution of Price is an important issue for me when I buy casual clothes. is the same across categories of The Play motive .	Independent-Samples Kruskal-Wallis Test	.020	Reject the null hypothesis.
4	The distribution of I like when casual clothes fit loose on me. is the same across categories of The Play motive .	Independent-Samples Kruskal-Wallis Test	.125	Retain the null hypothesis.
5	The distribution of It matters how popular casual wear brand I buy. is the same across categories of The Play motive .	Independent-Samples Kruskal-Wallis Test	.134	Retain the null hypothesis.
6	The distribution of Quality of the casual clothes I buy matters to me. is the same across categories of The Play motive .	Independent-Samples Kruskal-Wallis Test	.128	Retain the null hypothesis.
7	The distribution of The place where I buy casual clothes is important to me. is the same across categories of The Play motive .	Independent-Samples Kruskal-Wallis Test	.056	Retain the null hypothesis.
8	The distribution of I buy low-cost casual clothes. is the same across categories of The Play motive .	Independent-Samples Kruskal-Wallis Test	.036	Reject the null hypothesis.
9	The distribution of There is a particular style that I follow. is the same across categories of The Play motive .	Independent-Samples Kruskal-Wallis Test	.029	Reject the null hypothesis.
10	The distribution of Visual features of the casual clothes I buy matter to me. is the same across categories of The Play motive .	Independent-Samples Kruskal-Wallis Test	.208	Retain the null hypothesis.
11	The distribution of Design of the casual wear I buy is important to me. is the same across categories of The Play motive .	Independent-Samples Kruskal-Wallis Test	.031	Reject the null hypothesis.
12	The distribution of There is / are particular fabric(s) that I wear. is the same across categories of The Play motive .	Independent-Samples Kruskal-Wallis Test	.598	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Attachment 12. Correlation analysis between the Person Orientation motive and the Place Orientation motive

			I like to express my personality.	Staying oriented to / being disoriented from some place(s) is necessary for me.
Spearman's rho	I like to express my personality.	Correlation Coefficient	1.000	.302**
		Sig. (2-tailed)	.	.000
		N	138	138
	Staying oriented to / being disoriented from some place(s) is necessary for me.	Correlation Coefficient	.302**	1.000
		Sig. (2-tailed)	.000	.
		N	138	138

**. Correlation is significant at the 0.01 level (2-tailed).

Attachment 13. Correlation analysis between the Person Orientation motive and the Spiritual Survival (passion) motive

			I like to express my personality.	I am often driven by passion about something.
Spearman's rho	I like to express my personality.	Correlation Coefficient	1.000	.400**
		Sig. (2-tailed)	.	.000
		N	138	138
	I am often driven by passion about something.	Correlation Coefficient	.400**	1.000
		Sig. (2-tailed)	.000	.
		N	138	138

**. Correlation is significant at the 0.01 level (2-tailed).

Attachment 14. Correlation analysis between the Person Orientation motive and the Adaptation motive

			I like to express my personality.	I enjoy being the center of attention.
Spearman's rho	I like to express my personality.	Correlation Coefficient	1.000	.488**
		Sig. (2-tailed)	.	.000
		N	138	138
	I enjoy being the center of attention.	Correlation Coefficient	.488**	1.000
		Sig. (2-tailed)	.000	.
		N	138	138

**. Correlation is significant at the 0.01 level (2-tailed).