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Reaching the Changing Woman Consumer: An Experiment in Advertising

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REACHING THE CHANGING WOMAN CONSUMER: 
AN EXPERIMENT IN ADVERTISING

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by

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REACHING THE CHANGING WOMAN CONSUMER: 
AN ADVERTISING EXPERIMENT

INTRODUCTION


"We are living every day with the elements that will turn our world upside-down. We are those elements."

This statement portrays the dynamism with which marketing and advertising managers must deal in attempting to influence women to buy goods and services. Historically, marketers were able to market products to the "housewife." Then came a clear separation between housewives and career-oriented women, who, more often than not, were single. In 1940, 27 percent of the female population was in the labor force; in 1960 that figure rose to 35 percent. By 1981, 52 percent of the female population was in the labor force (Statistical Abstract of the US: 1982-83). Bureau of Labor statistics project that, by 1995, 65 percent of all women will be in the workplace (Shellenbarger 1982). Bartos (1978,1982) has identified four distinct segments in the women's market: "stay at home" housewives, "plan to work" housewives, "career oriented" working women, and "just a job" working women. These groups shop differently, prefer different brands, and have different media habits. They may also attend to and react to advertising differently.

Marketing to the Changing Woman

In 1977, McCall (1977) labeled the working housewife as the "workwife" and postulated that more housewives were entering the workforce for a variety of life style, behavioral and attitudinal reasons. Yankelovich (1982) found
that only 25 percent of husband's disapprove of their wives working when econo-

mics is not a problem compared to 78 percent disapproving not long ago.

Yankelovich (1979) also monitored trends showing differences in attitudes and buying behavior of employed and non-employed women. Research illustrates differences in the happiness of working women and housewives (Women's Happiness Study, 1979) and husbands of employed and non-employed women differ in the extent to which family orientation, career orientation and self confidence are important descriptors of their "ideal" woman (Men's Roles Study, 1981).

Other research indicates that purchase behavior is often different between employed and non-employed women whether they are married or not. McCall's (1977) results show clear differences between housewives and workwives in the purchase of food, personal clothing, use of leisure time, independence as a purchaser and opinions and use of the media. More recent research challenges some of McCall's findings, indicating that many working women behave similarly to their housewife counterparts ("Dealing with Demands...", 1982). Ashcraft ("Tracking Study...", 1982), however, found attitudinal and behavioral differences between employed and non-employed women.

Advertising to the Changing Woman

There seems to be considerable confusion among marketers as to the most effective means of reaching the "women of the 1980s." Consider the following headlines:

• "You'll Get 'em All If You Target Ads At Career Women" (1981)

• "Ads Glorifying Career 'Superwoman' Can Alienate Full-Time
Homemakers" (1981)

• "Marketers -- All Women Aren't Sisters Under the Skin;
Need Research to Hit 'Moving Target!'" (1981)
There is little agreement regarding the most effective advertising strategies for reaching the changing woman. Should marketers aim at career women, homemakers or women in general in their advertising? Academics have addressed this and similar questions by studying the media habits of women as well as the portrayal of women in advertising. This research was particularly prominent during the 1970s. It is highlighted, briefly, below.

Douglas (1977) concluded that a woman's employment status has a limited impact on the frequency of magazine readership and the type of magazines read. However, Sosanie and Szybillo (1978) found married working women to be more frequent magazine readers and lower television viewers than non-working married women. Venkatesh and Tankersley (1979) found the magazine readership characteristics of "feminist," "moderate" and "traditional" women to be significantly different from each other.

In content analysis studies, Courtney and Lockeretz (1971) examined print advertisements to see if sex role stereotypes, particularly occupational and non-working roles of men and women, could be identified. The authors concluded that, while few individual advertisements could be considered deprecatory to women, the ads did fail to show the true range of women's roles. In a similar study, Sexton and Haberman (1974) concluded that little improvement was made in the portrayal of the range of women's roles over a decade's time period although some increase was noted in the number of women shown working. In a television-focused study, Schneider and Schneider (1979) concluded women were seen in more narrowly defined roles than men although some improvement
during the middle and late 1970s had been made. Kerin, et al. (1979) reviewed the research and commentary on the use and reaction to women in ads and projected that the range of role portrayals for both men and women will widen to reflect changes occurring in society. A recent study of 2,000 advertisements in four major women's magazines concluded that the portrayal of women did not change between 1960 and 1980 (Talmadge, 1982).

In survey research, Sharits and Lammers (1982) concluded that women are portrayed more positively than men in television commercials, particularly during prime-time. Lundstrom and Sciglimpaglia (1977) surveyed the attitudes of men and women toward sex role portrayals in advertising and concluded that the benefits of products marketed to women must be in line with what is really considered important by them. Recently, BBDO conducted a study of the professional homemaker, including her attitudes toward the portrayal of women in commercials. When asked about the emphasis on working women in commercials, 48% of the homemakers felt they were emphasized the right amount while 34% felt there was too much emphasis on working women (The Professional Homemaker 1980).

Sciglimpaglia, et al. (1979,1980) studied "modern" and "traditional" women's attitudes toward sex role portrayals and suggested that the two groups do not differ significantly in their overall attitudes toward advertising but "modern" women had more negative attitudes toward current advertising directed toward or depicting women. Recently, Alreck, et al. (1982) investigated the effects of advertising "gendered" brands and concluded that women prefer feminine brands but are accepting of masculine brands, where men prefer masculine brands but are not accepting of feminine brands.

In some experimental work, Wortzel and Frisbie (1974) had women subjects "design" print ads and found that all of the women selected role preferences
on the basis of product function rather than on the basis of ideology. Whipple and Courtney (1980) studied consumers and practitioners and their results revealed that commercials portraying female models as working housewives, male models participating in household tasks, and female voice-overs were rated as being as effective as matched commercials using more traditional portrayals. Generally, practitioners expected greater opposition to the traditional ads.

The Need for More Evidence

It is clear that marketers and advertisers are faced with contradictory evidence in how to do the most effective job in meeting the changing women's market. For instance, 1981 Bureau of Labor Statistics show the following proportions of women in Bartos' (1982) categorizations discussed earlier:

<table>
<thead>
<tr>
<th>Category</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay at home housewives</td>
<td>28%</td>
</tr>
<tr>
<td>Career oriented</td>
<td>22%</td>
</tr>
<tr>
<td>Just a job</td>
<td>37%</td>
</tr>
<tr>
<td>Plan to work</td>
<td>13%</td>
</tr>
</tbody>
</table>

These statistics indicate that half of today's women cannot be neatly categorized into career or homemaker segments to which homogeneous themes can be applied. Advertisers have been targeting to the extremes of the homemaker and superwoman and missing the women in the middle ("Tracking Study ..." 1982). Responses from women indicate that advertisers may have not done a good job in reaching the changing market (Shellenbarger 1982) and it is becoming very difficult to stereotype the working woman (Kesler 1982). Only recently has the advertising industry begun to show progress in changing its advertising to women (Bralove, 1982, English 1983, Kesler 1982).
While there are opinions on how to reach the changing women's market (Bartos 1982), no study has investigated this issue from an experimental perspective. The purpose of this investigation was to respond to this need for further study of women and advertising vis-a-vis a laboratory experiment. This research sought to determine if subjects' desire to work resulted in differential responses to experimental advertisements for a hypothetical magazine product. Rather than adhering to a dichotomous concept of career orientation — women are either homemaker-oriented or career-oriented — women instead were seen as "more or less career oriented" (Richardson 1974). The subjects of the study were categorized as "Low Desire to Work," Moderate Desire to Work," or "High Desire to Work" on the basis of their scores on Eyde's (1962) Desire to Work Scale. Thus, the question for marketers is, are low, moderate and high "desire to work" women differentially impacted by advertising themes that stress career, home or neutral role orientations? In other words, are there clear market segments of women or do these segments tend to blend?

**METHOD**

**Subjects**

Two hundred and forty nine subjects were selected for this study on the basis of judgment sampling procedures.* Since the study was exploratory in nature, purposively selecting subjects who could clarify the ambiguous nature of the group of women with "moderate desire to work" attitudes appears justified (Churchill 1979). Thus, samples of working and planning-to-work women were obtained from among the faculty, staff and graduate student bodies of two

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*An initial pilot study using simple random sampling procedures indicated a very low response rate (10%) due to the difficulty of finding adequate sub-samples of the women categories and the fact that women were requested to travel to a central location to view the experimental advertisements.*
universities, a private one in the Southwest and a public one in the West. Samples of nonworking women were obtained through local churches and women's organizations, such as the American Association of University Women, in both geographical areas. Subjects were provided with a packet consisting of a biographical questionnaire, Eyde's Desire to Work scale, and a set of advertisements with short attitudinal, behavioral intention, and ranking scales. These are discussed briefly below.

**Biographical Questionnaire and Work Orientation Groups**

A nine-item Biographical Questionnaire was designed to gather basic demographic data. Three of these items were developed in order to generate work orientation classifications based on two considerations: 1) the respondents' present employment status, or intended employment status within the next 3-5 years and 2) whether respondents' considered their present work or intended work to be a "career" or a "job" (definitions for both terms were provided in the questionnaire).* Depending upon their responses to the three items, the respondents were classified "Career-oriented," "Job-oriented" or "Home-oriented." Women who responded that they were presently employed or intended to be employed within the next 3-5 years and considered that work to be a career were categorized as "Career-oriented." Respondents were classified "Job-oriented" if they were presently working, or intended to work within the next 3-5 years and considered that employment to be a job. The "Home-oriented" group consisted of respondents who were not presently employed nor did they

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*The purpose of developing these additional categories was to find a valid and briefer measure of career or work orientation than the longer inventories which have been developed for that purpose.
intend to be employed within the next 3-5 years. Respondents within the oldest age group (56 years and older) were excluded since their proximity to retirement age might have confounded the classification of the work orientation patterns.

**Desire to Work Scale**

The Desire to Work Scale (Eyde 1962) was designed to measure women's career motivation or commitment. Career motivation was assessed using seventeen different conditions under which women might work. The conditions varied along four different dimensions: marital status (married or single); presence and age of children; number of children and adequacy of husband's salary. Eyde reported that these characteristics had been found to be related to women's work patterns, and whether they were in or out of the marketplace. Recent studies (Huber and Spitze, 1981; Tinsley and Faunce, 1980; Yuen, Tinsley and Tinsley, 1980) confirm Eyde's earlier findings that marital status, numbers and ages of children and husband's income continue to be related to the degree of women's work orientation. Subjects were asked to rate how much they would want to work under each condition using a five-point Likert-type scale.

For purposes of this study, the Desire to Work Scale was expanded to twenty items to include more finely differentiated conditions under which single women might work. On the original scale only one of the seventeen conditions pertained to the variable "single," and to that variable alone; the dimensions of "children" and "adequacy of income" were not included. The investigators felt that, today, a large number of single women have children to support and this justified creating items to reflect this single-support condition. The variable, "household income—adequate/inadequate," was also added since the adequacy of the single woman's household income to meet her needs might also influence a decision to work or not.
Eyde reasoned that the scores on each item should not be treated equally and simply summated to yield a total "desire to work" score since varying conditions suggest varying degrees of the desire to work. For example, the work motives of a single woman with no children might vary in quality and quantity from those of a married woman with children. For these reasons, Eyde felt that the items on the scale should be differentially weighted according to the judged degree of work motivation shown when a woman works under each condition. Since four new items on the Desire to Work Scale had been created for this study, criteria weights had to be assigned to those items. Using the same procedures for assigning weights that Eyde (1962) had employed, twenty female judges completed this task. Ten of the judges were working women, all but one college-educated, with an average age of 39. The remaining ten judges were nonworking women, three with some college education, seven with a high school degree, and an average age of 49.

Table 1 summarizes the results of the 1983 ratings and compares them with data collected in 1961 (Eyde, 1962). Similar to Eyde's findings, the mean ratings of the two groups of women were different. Composite mean ratings were calculated for each condition by obtaining the average between the mean ratings of the two groups. The criterion weights were obtained by rounding-off the composite ratings. These weights were then used to calculate each subject's Desire to Work score.

The revised Desire to Work Score (DWS) provided the main independent variable for analysis in this paper. Relying on Bureau of Labor Statistics, Bartos (1982) categorized 28 percent of women as "stay at home" housewives, 22% as "career-oriented" and the 50 percent in the middle as "just a jobbers"
or "plan to workers." Using Bartos' categorizations as a guideline, the DWS scores in this study were grouped accordingly: The lowest 25 percent of the scores were classified "Low Desire to Work," the highest 25 percent were labeled "High Desire to Work," and the middle 50 percent were classified "Moderate Desire to Work." Obviously, the analysis of DWSs was highly dependent on the correct classification of the subjects. To validate the classification, sensitivity analyses were run by adjusting the distribution of subjects' DWSs by multiples of 10 points in upward, (7%, 14%, 21%, and 28%) and downward (7% and 14%) directions. The direction and significance of the results remained unchanged.

The validity of the Desire to Work categories was also checked against the three Work Orientation groups which had been generated by certain demographic items. Results of a chi square analysis revealed significant differences ($X^2=19.27, d.f.=4, p<.01$) among the Work Orientation groups by Desire to Work categories. Post hoc tests indicated that significantly more Career-oriented respondents scored within the High Desire to Work category than in the Low Desire to Work category. The Home-oriented respondents were significantly more likely to fall within the Low and Moderate Desire to Work categories than in the High Desire to Work category. In fact, no Home-oriented respondents fell within the High Desire to Work category. Although there were no significant differences among Desire to Work categories for the Job-oriented respondents, the distribution of cases was in the expected direction, with the largest percentage of Job-oriented respondents falling within the Moderate Desire to Work category, followed by Low, and High Desire to Work categories.
Advertising Manipulation

The experimental advertisements were professionally produced by an advertising agency in the Southwest (see the Appendix). Along with the advertisements, subjects were told that a new magazine, WOMAN, was being marketed and three different appeals were being tested. One advertising appeal, to career women, suggested the magazine was a business partner. The ad showed the model resting on an appointment calendar open to a page with appointments such as "Board Meeting" and "Review ADC Contract." The headline "Career Partner" appeared between the photograph and the copy. The copy further emphasized the career theme. Another ad, appealing to the housewife, suggested that the magazine was a household partner. The same magazine appeared next to a cup of coffee with the headline "Homemaker's Helper." The copy of the ad varied from the previous version only in its emphasis on the homemaker rather than the career woman. The third, "Generic" ad, appealed to women because they are women irrespective of their home/career orientation. The magazine appeared on a blank background with the headline "Woman's Best Friend." The advertising copy was neutral in appeal to women. The three advertisements were designed to be identical in all aspects other than the appeal's target audience (career woman, housewife, generic). The order of the advertisements was varied randomly.

Subjects also were randomly divided with respect to the order in which they completed the instrumentation. Half of the subjects were asked to first read the the three advertisements and then complete the last part of the questionnaire that measured their attitudes and intended behavior toward the ads and the hypothetical magazine. These subjects were then asked to complete the first four parts of the questionnaire eliciting desire to work, attitude towards women and demographic data. The other half of the subjects were asked
to complete the first four parts of the questionnaire, read the advertisements and then complete the last part of the questionnaire which, again, measured the subjects' attitudes toward the ads and intended buying behavior of the magazine. There were no order effects ($X^2=1.37$, 2 d.f., $p=.50$).

**Measures**

The analyses used women's classification of "high," "moderate," or "low" desire to work (determined by Eyde's scores) as the independent variable. Dependent variables were measures of the extent to which each ad appealed to the subject, reflected her interests and motivated her to say she would buy the magazine. The dependent variables measured two (affect and conation) of the three traditional stages of the familiar hierarchy of effects framework. Cognition, the third stage, was not measured due to the immediacy of the response after observation of the ads by the subjects. Recall tends to be artificially high in these cases.

The remainder of this paper presents the findings of the experiment and discusses their implications and limitations.

**FINDINGS**

Table 2 presents a summary of the demographic characteristics of the subjects in the study. As can be seen, almost 64 percent of the women were married. A little more than a third of the sample had no children, slightly less than forty percent had one or two children and approximately twenty-five percent had three or more children. Thirty percent of the sample were under 30 years of age while almost 15 percent were 56 or older. Forty percent of the women subjects were employed full time and 36 percent were not working at all. Almost 28 percent of the subjects indicated that they were primarily housewives and 28 percent indicated that they were professionals. Eighteen percent
of the sample were comprised of students. As indicated earlier, the sample was not a random one but was chosen so that each of these employment groups would be adequately represented.

Table 2 Here

Table 3 presents the results of the MANOVA, ANOVA* and Sheffe multiple range analyses regarding the subjects' impressions of the three advertisements and intentions to buy the hypothetical magazine. For the Homemaker's Helper ad, the MANOVA was significant (p<.003) as were the ANOVAs on all three measures. Women classified as low in their desire to work found the homemaker theme more appealing than did either the moderate or high groups. As would be expected, the High Desire to Work women found this ad the least appealing. The same findings held for the measure of interest. Low Desire to Work women found the homemaker ad more reflective of their interests than either the Moderate or High Desire to Work women. Regarding intentions to buy, High Desire to Work women were least likely to buy with Moderate and Low Desire women almost equally likely to buy the magazine.

Table 3 Here

The MANOVA for the more neutral ad, Woman's Best Friend, was insignificant. However, the means indicate that the Moderate Desire to Work women found the neutral ad to be more appealing and reflective of their interests than indicated by the other two groups. Moderate women also indicated a

*By design, all of the subjects observed all three advertisements, thus the assumption of independence across ad types was not met and 2-Way ANOVA would be an inappropriate analytical technique. For this reason, ONE-WAY ANOVA was conducted.
higher intention to buy than either of the other two categories of women. Since MANOVA was insignificant, individual ANOVAs were not run.

The MANOVA for the Career Partner ad was significant (p<.001). Individual ANOVAs were also significant and illustrated that High Desire to Work women found this ad more appealing, reflective of their interests and persuasive than either of the other two groups of women. Low Desire to Work women rated all three measures the lowest. The Sheffe analysis indicates the separation of means at the alpha = .05 level. These findings and limitations of the study are discussed below.

DISCUSSION

The Desire to Work Scale was used as a psychographic variable for segmentation purposes in this study. This represents a new application of this scale. Previous studies have found the Desire to Work Scale to be an effective means of distinguishing groups of women having different values and attitudes, toward work and home. For example, Eyde (1962) found that women in her Upper (Half) Desire to Work group valued the homemaker role less highly, and fewer of them adhered to the traditional belief that a woman's place is in the home than the Lower (Half) Desire to Work sample. Moreover, the Upper Desire to Work group was more likely to consider their employment a career, not a job. Other studies have also demonstrated that the Desire to Work Scale can identify homemaker and career oriented women who can be differentiated on the basis of their values, their endorsed degree of feminine interests, and their roles (Munley 1974, Rand 1968, Richardson 1974).

The results of this study indicate that the Desire to Work Scale can be an effective way to segment the women's market for the product category studied. "Low Desire to Work" and "High Desire to Work" represented significantly
different segments in terms of their attitudes and intended behavior toward two of the advertisements: the homemaker-oriented ad and the career-oriented ad. As expected, the homemaker ad appealed more to the Low Desire to Work group while the career ad had more appeal for the High Desire to Work group. Apparently, the headline, "You'll Get 'em All If You Target Ads at Career Women" appearing in a 1981 Marketing News is incorrect for the women in this study.

For the women falling in the middle of these two segments, the Moderate Desire to Work group, there is no distinct pattern of response. At times, their responses mirror those of the Low Desire to Work group while at other times, their responses blend with those of the High Desire to Work women. Therefore, marketers cannot assume that this segment of women will behave consistently like career women or homemakers.

What is clear from the findings in this study is that advertisers who use career themes to attract women run the risk of missing those women who do not have a high desire to work. On the other hand, advertisers appealing to homemakers may face the risk of missing women who have more than just a low desire to work. While statistical analyses could not compare among the three ads, the means themselves indicate that the more neutral advertising theme, Women's Best Friend, might be the most appropriate theme for capturing the largest proportion of the women's market when specific homemaker or career segments are not sought. This suggestion is substantiated, in part, by the earlier analyses which indicate that Moderate Desire to Work women sometimes reflect the attitudes of High Desire to Work women and at other times Low Desire to Work women when evaluating the three advertising themes.
The limitations of the study are as follow. First, as mentioned earlier, the sample is not a random one, therefore, one should be cautious in projecting the results to the population as a whole. However, the purpose of the study was to examine the relationship between women's attitudes toward working and their attitudes and intended behavior toward various advertisements, not to examine the composition of attitudes toward ads in the population as a whole. Therefore, a judgement sample seems appropriate.

A second limitation is that only one product, a magazine, was used in the analysis. This was done to make the experiment length manageable and to keep down the costs associated with the professional production of multiple ads for multiple products.

A third limitation concerns the usual generalizability issues surrounding a laboratory experiment. The advertisements were not competing with other ads for the reader's attention and actual purchase of the product could not occur. However, an experiment was chosen so that competing advertising messages could be controlled to more accurately examine the effect of the three experimental advertising messages. Despite these limitations, the study offers interesting insights to the issue of women's desire to work and consequent responses to different advertisements.

This study was exploratory and the results suggest avenues of future research. The use of The Desire to Work Scale in a marketing setting indicates its potential use as a segmentation tool. Therefore, the study described here should be duplicated using other product types to determine if the results found here are generalizable across product categories. Further, the use of The Desire to Work Scale should be examined in other areas of marketing where the changing roles of women may be affecting attitudes and behavior, such as retail store selection and brand loyalty. Finally a design to allow for the
statistical comparison among ad types would be beneficial in aiding marketers and advertisers in more effectively reaching women.

In conclusion, the women's market has changed over time and marketers would be well advised to study the changes and alter their advertising to reflect them. This study has examined one aspect of the changes taking place: alternative career/home orientations of women. It is apparent that segments exist within the women's market with some distinct attitudes toward the portrayal of women in advertisements. It is also apparent that marketers no longer have the luxury of developing and marketing products to the "housewife."
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5. , "What Women Like, and Don't Like, in Ads," Advertising Age (March 8, 1982), M2-M3.


51. "'You'll Get 'em All' If You Target Ads At Career Women," Marketing News (May 1, 1981).

<table>
<thead>
<tr>
<th>Case Description</th>
<th>Mean Rating of Working Women (N-10)</th>
<th>Mean Rating of Nonworking Women (N-10)</th>
<th>Composite Mean Rating (N-20)</th>
<th>Rounded-off Criterion Weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Single; no children; household income not adequate.</td>
<td>1.5</td>
<td>1.3</td>
<td>1.4</td>
<td>1</td>
</tr>
<tr>
<td>2. Single; no children; household income adequate.</td>
<td>1.8</td>
<td>1.8</td>
<td>1.8</td>
<td>2</td>
</tr>
<tr>
<td>3. Single; child(ren); household income not adequate.</td>
<td>2.2</td>
<td>2.5</td>
<td>2.4</td>
<td>2</td>
</tr>
<tr>
<td>4. Single; child(ren); household income adequate.</td>
<td>3.3</td>
<td>3.3</td>
<td>3.3</td>
<td>3</td>
</tr>
<tr>
<td>5. Married; no child(ren); husband's salary adequate.</td>
<td>3.5</td>
<td>2.8</td>
<td>3.2</td>
<td>3</td>
</tr>
<tr>
<td>6. Married; no child(ren); husband's salary not adequate.</td>
<td>1.0</td>
<td>1.7</td>
<td>1.4</td>
<td>1</td>
</tr>
<tr>
<td>7. Married; one child between 1 month &amp; 2 years; husband's salary adequate.</td>
<td>3.6</td>
<td>4.9</td>
<td>4.3</td>
<td>4</td>
</tr>
<tr>
<td>8. Married; 2 or more children between 1 month &amp; 2 years; husband's salary adequate.</td>
<td>4.7</td>
<td>4.9</td>
<td>4.8</td>
<td>4</td>
</tr>
<tr>
<td>9. Married; one child between 1 month &amp; 2 years; husband's salary not adequate.</td>
<td>2.8</td>
<td>2.2</td>
<td>2.5</td>
<td>3</td>
</tr>
<tr>
<td>10. Married; 2 or more children between 1 month &amp; 2 years; husband's salary not adequate.</td>
<td>3.0</td>
<td>3.6</td>
<td>3.3</td>
<td>3</td>
</tr>
<tr>
<td>11. Married; one child between 2 &amp; 4 years; husband's salary adequate.</td>
<td>3.6</td>
<td>4.9</td>
<td>4.3</td>
<td>4</td>
</tr>
<tr>
<td>12. Married; 2 or more children between 2 &amp; 4 years; husband's salary adequate.</td>
<td>3.6</td>
<td>4.9</td>
<td>4.3</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Mean rating of working women (N-10)</td>
<td>Mean rating of nonworking women (N-10)</td>
<td>Composite mean rating (N-20)</td>
<td>Rounded-off criterion weights</td>
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<td>---</td>
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<td>----------------------------------------</td>
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<td>-----------------------------</td>
</tr>
<tr>
<td>13.</td>
<td>Married; 2 or more children between 2 &amp; 4 years; salary of husband not adequate.</td>
<td>2.8</td>
<td>3.0</td>
<td>2.9</td>
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<td>14.</td>
<td>Married, 2 or more children between 2 &amp; 4 years; salary of husband not adequate.</td>
<td>2.8</td>
<td>3.3</td>
<td>3.1</td>
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<td>15.</td>
<td>Married; one child between 4 &amp; 6; salary of husband adequate.</td>
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<td>4.8</td>
<td>4.0</td>
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<td>16.</td>
<td>Married; 2 or more children between 4 &amp; 6 years; salary of husband not adequate.</td>
<td>3.2</td>
<td>4.9</td>
<td>4.1</td>
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<td>17.</td>
<td>Married; one child between 4 &amp; 6 years; salary of husband not adequate.</td>
<td>2.4</td>
<td>3.1</td>
<td>2.8</td>
</tr>
<tr>
<td>18.</td>
<td>Married; 2 or more children between 4 &amp; 6 years; salary of husband not adequate.</td>
<td>2.4</td>
<td>3.2</td>
<td>2.8</td>
</tr>
<tr>
<td>19.</td>
<td>Married; child(ren) between age 6 &amp; 12</td>
<td>2.7</td>
<td>4.7</td>
<td>3.9</td>
</tr>
<tr>
<td>20.</td>
<td>Married; child(ren) between 13 &amp; 19</td>
<td>2.0</td>
<td>3.7</td>
<td>2.9</td>
</tr>
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TABLE 2

Demographic Characteristics of Subjects

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<tr>
<th>Marital Status (N=247)</th>
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<tbody>
<tr>
<td>Married</td>
<td>63.6%</td>
</tr>
<tr>
<td>Single, Divorced,</td>
<td></td>
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<tr>
<td>Separated, Widowed</td>
<td>36.4%</td>
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<table>
<thead>
<tr>
<th>Number of Children (N=244)</th>
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<tbody>
<tr>
<td>0</td>
<td>35.2</td>
</tr>
<tr>
<td>1 or 2</td>
<td>38.9%</td>
</tr>
<tr>
<td>3 or &gt;</td>
<td>25.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subject's Age (N=246)</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>30 and under</td>
<td>30.5%</td>
</tr>
<tr>
<td>31-40</td>
<td>26.8%</td>
</tr>
<tr>
<td>41-55</td>
<td>28.0%</td>
</tr>
<tr>
<td>56 and older</td>
<td>14.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employment Status (N=246)</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Full time</td>
<td>39.8%</td>
</tr>
<tr>
<td>Part-time</td>
<td>24.0%</td>
</tr>
<tr>
<td>Not Working</td>
<td>36.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Primary Occupation (N=238)</th>
<th></th>
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<tbody>
<tr>
<td>Homemaker</td>
<td>27.7%</td>
</tr>
<tr>
<td>Professional</td>
<td>28.2%</td>
</tr>
<tr>
<td>Clerical</td>
<td>16.0%</td>
</tr>
<tr>
<td>Student</td>
<td>18.1%</td>
</tr>
<tr>
<td>Other</td>
<td>10.1%</td>
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TABLE 3

Multivariate and Univariate Analyses of Variance

Career Orientation (Based on Desire to Work Scores)

<table>
<thead>
<tr>
<th>Low Career Ad</th>
<th>Low</th>
<th>Moderate</th>
<th>High</th>
<th>Univariate F-Value</th>
<th>F-Value</th>
<th>Probability</th>
<th>Contrasts(a)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Homemaker's Helper)</td>
<td>(62)</td>
<td>(126)</td>
<td>(61)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean (S.D.)</td>
<td>Mean (S.D.)</td>
<td>Mean (S.D.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad appeals to me</td>
<td>1.86</td>
<td>1.59</td>
<td>1.33</td>
<td>5.45</td>
<td>.005</td>
<td></td>
<td>HDW: MDW, LDW</td>
</tr>
<tr>
<td>Ad reflects my interest</td>
<td>1.95</td>
<td>1.67</td>
<td>1.41</td>
<td>5.88</td>
<td>.003</td>
<td></td>
<td>HDW: MDW, LDW</td>
</tr>
<tr>
<td>I would buy magazine</td>
<td>1.44</td>
<td>1.45</td>
<td>1.21</td>
<td>5.79</td>
<td>.003</td>
<td></td>
<td>HDW: LDW, MDW</td>
</tr>
<tr>
<td>MANOVA: F=3.42; p&lt;.003</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neutral Career Ad</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Woman's Best Friend)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad appeals to me</td>
<td>2.13</td>
<td>2.17</td>
<td>2.03</td>
<td>.911</td>
<td>.928</td>
<td>.912</td>
<td></td>
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<tr>
<td>Ad reflects my interest</td>
<td>2.03</td>
<td>1.94</td>
<td>1.97</td>
<td>.956</td>
<td>.943</td>
<td>.894</td>
<td></td>
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<tr>
<td>I would buy magazine</td>
<td>1.55</td>
<td>1.84</td>
<td>1.61</td>
<td>.790</td>
<td>.840</td>
<td>.802</td>
<td></td>
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<tr>
<td>MANOVA: F=1.38; p&lt;.220</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>High Career Ad</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Career Partner)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad appeals to me</td>
<td>1.75</td>
<td>2.09</td>
<td>2.52</td>
<td>.876</td>
<td>.948</td>
<td>.813</td>
<td>LDW: HDW</td>
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<tr>
<td>Ad reflects my interest</td>
<td>1.70</td>
<td>2.04</td>
<td>2.38</td>
<td>.908</td>
<td>.933</td>
<td>.885</td>
<td>LDW: MDW, HDW</td>
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<tr>
<td>I would buy magazine</td>
<td>1.37</td>
<td>1.73</td>
<td>2.13</td>
<td>.663</td>
<td>.831</td>
<td>.873</td>
<td>LDW: HDW</td>
</tr>
<tr>
<td>MANOVA: F=4.94; p&lt;.001</td>
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(a) Based on Scheffe and an alpha = .05, the contrasts can be interpreted in the following way:

HDW: MDW, LDW = The high desire to work mean is significantly different from the moderate and low desire to work means.
APPENDIX

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To order call toll-free

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<tr>
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