

Hurlock, Elizabeth Bergner

Motivation in fashion

Archives of Psychology, Vol. XVII, No. 111, New York 1929, pp. 71

TABLE OF CONTENTS

	<i>Page</i>
Introduction	5
<i>Section</i>	
I. Historical Survey	7
A. Theoretical Studies	7
1. Definitions	7
2. Fashion Motives	10
3. Fashion Changes.....	24
4. Fashion and Sex	27
B. Experimental Studies	29
II. Conditions of the Experiment.....	38
III. Results.....	41
IV. Discussion	48
I. General Analysis.....	48
II. Sex Differences.....	55
III. Age Differences.....	59
V. Comparison with Other Studies	63
VI. Summary and Conclusions.....	68
Bibliography	71