

# **AICI Image Study**

August 2004

Conducted by:

Jo Ann K. Linrud, Ph.D.  
Central Michigan University

For the:

Association of Image Consultants  
International

## AICI Image Study Executive Summary

This study was undertaken at the request of Ms. Lynne Marks and Dr. Joyce Knudsen, on behalf of the Association of Image Consultants International (AICI), for the purpose of measuring the gain experienced by clients from having participated in a consultation conducted by an AICI member image consultant. Dr. JoAnn Linrud conducted the study, under the auspices of the Marketing Research and Planning Council in the Department of Marketing at Central Michigan University, from January to July, 2004.

The research design utilized pre- and post-measures of clients' perceptions of their needs through a survey approach administered by volunteer image consultants and clients. As well, self esteem measures were obtained using the Hartman Self Esteem Index® in a pre- and post- service setting, administered via e-mail (or paper and pencil, if necessary). The survey approach allowed for collection of data relating to clients' previous learning about image and personal style, their goal achievement, the perceived value of the consultation, their satisfaction with the consultation, forty-two measures of their needs in the areas of appearance, self image, and personal and professional development, and relevant demographic information.

A total of 85 clients, representing 18 image consultants, participated in the study. Fifty-six completed both the Pre- and Post-service Surveys; thirty completed two administrations of the Hartman index. The sample, while not measurably representative of the image client population, consisted of a profile often seen by image consultants: a higher percentage of females (84 percent), between the ages of 25 and 54 (77 percent), married (53 percent), working full time (66 percent), and residing in the United States (57 percent).

Clients learned about image and personal style from a variety of sources, most often their friends and peers. They learned of their image consultants through referral, more than any other method. Clients were very satisfied with their consultation experience, giving extremely high ratings to their image consultants, in all areas queried. In addition, their perception of the helpfulness of the sessions to them, personally, was extremely high. Both their satisfaction and value ratings averaged higher than 4 on a 1-to-5 scale.

These high levels of perceived gain were reflected in significant differences between their pre-service and post-service ratings of their needs in 40 of the 42 areas measured. Following the consultation sessions, clients perceived their needs to be lower; the sessions appeared to have been very successful at answering clients' image needs. Their volunteered comments attested to the changes in their beliefs and behaviors following the image consultations.

Of the thirty clients completing a pre- and a post- Hartman Self Esteem Index®, 19 experienced gains in their self esteem scores, five remained level, and six declined in score. However, the average summary score on the index, across all matched pairs, increased from 6.92 prior to consultation to 7.28 following consultation (on a 0-10 scale). This increase is significant, from both a practical and a statistical sense. It is truthful to state that clients' self esteem, as measured by the Hartman Self Esteem Index®, was higher following the consultations than before.

# Table of Contents

Purpose of the Project.....	1
Methods .....	1
Description of the Sample.....	3
Results.....	6
Clients' Learning about their Image Consultants .....	5
Clients' Previous Learning about their Image and Appearance .....	5
Clients' Consultation Experiences.....	6
Goal Achievement.....	8
Difficulty of Change.....	9
Value to the Client .....	10
Satisfaction with the Consulting Process .....	12
Client Comments .....	13
Client Change Following Image Consultation .....	13
Change in Perceived Needs: Appearance .....	14
Change in Perceived Needs: Self Image .....	15
Change in Perceived Needs: Personal and Professional Development .....	16
Change in Self Esteem .....	18
Self Esteem: Summary Scores .....	20
Self Esteem: Component Scores and Dimensional Balance .....	22
Conclusions.....	25
Appendices	
A. Research Instruments .....	A
1. Pre-service Survey	
2. Post-service Survey	
3. Hartman Self Esteem Index®	
B. Research Materials .....	B
1. Survey Instructions	
2. Hartman Self Esteem Index® Instructions	
C. Annotated Surveys.....	C
1. Pre-service Survey	
2. Post-service Survey	
D. Verbatim Responses to Survey Questions.....	D
1. Pre-service Survey	
2. Post-service Survey	
E. Statistical Analyses .....	E
F. Limitations of the Study .....	F

## List of Tables

Table 1 Description of the Sample .....	4
Table 2 Most Influential Regarding Image and Personal Style.....	6
Table 3 Description of the Pre-service Survey Respondents v Both Survey Respondents .....	7
Table 4 Goal Achievement .....	9
Table 5 Difficulty of Change .....	10
Table 6 Value to the Client .....	11
Table 7 Satisfaction with the Consultation Process .....	12
Table 8 Change in Clients' Needs: Appearance .....	15
Table 9 Change in Clients' Needs: Self Image .....	16
Table 10 Change in Clients' Needs: Personal and Professional Development .....	17
Table 11 Description of Survey Respondents v. Hartman Respondents .....	19
Table 12 Hartman Self Esteem Index® Summary Scores .....	21
Table 13 Hartman Self Esteem Index® Component Scores .....	22
Table 14 Hartman Self Esteem Index® Dimensional Balance Scores .....	24

# AICI Image Study

This report describes the procedures and results of a project undertaken at the request of the Association of Image Consultants International (AICI) by researchers at the Marketing Research and Planning Council in the Department of Marketing and Hospitality, College of Business Administration, at Central Michigan University from January to July of 2004.

## Purpose of the Project

The purpose of this project was to determine the change in image consultants' clients' perceptions of themselves, including their change in self esteem, as a result of having undertaken professional consultation with a member of the AICI.

## Methods

The study was initiated by Mrs. Lynne Marks and Dr. Joyce Knudsen, AICI members, who enlisted the services of the Marketing Research and Planning Council (MRPC), under the direction of Dr. JoAnn Linrud. Based on preliminary drafts of surveys, the MRPC constructed a survey research design to identify the change over time that occurred from clients' visits with their AICI image consultants. To identify that change, the research design was constructed to include pre- and post- surveys administered prior to and following the consultations. As well, clients were to complete two identical Hartman Self Esteem Indexes®, prior to and following the consultations, to measure their change in self esteem. The Hartman Self Esteem Index® was delivered courtesy of Innermetrix through the PeoplePower Group. These instruments are included in the appendices.

The Pre- and Post- service Surveys consisted of a subset of identical questions about the clients' appearance, self-image, and personal and professional development, as well as sets of questions identifying information about clients' influences in seeking an image consultant, their previous experiences with receiving direct or indirect training regarding their image, clients' goal achievement following their consultation, their perception of the difficulty of achieving change

the value of their consultations, their satisfaction with their consultation services, and selected demographic questions.

The Hartman Self Esteem Index® was developed by Innermetrix and delivered through the PeoplePower Group to assist in determining the clients' self esteem. This index was adapted from the work of Dr. Robert S. Hartman, who developed the original Hartman Value Profile® as an axiological inventory. The Hartman Self Esteem Index® consisted of two sets of eighteen statements placed in order of importance by the clients, once prior to the consultation and once following the consultation. Analysis of these indices resulted in self esteem scores for the clients, as well as scores on such constructs as self assessment, self direction, self improvement, handling rejection, human awareness, and others. A client's change in self esteem due to the image consultation could be measured by a comparison of the Hartman Self Esteem Index® score prior to the consultation versus the score following the consultation.

The research design was implemented through AICI-member image consultants who agreed to invite participation from the clients they would see between the months of January and July 2004. Image consultants were solicited through newsletters and personal contact by members of the Board of Directors of the AICI. The participating image consultants received a packet of research materials that included instruction pages, an outline of the research process, an Invitation to Participate to be given to prospective clients, the Pre-service Survey, the Post service Survey, and a Client Checklist identifying the specific action steps to be taken and dates completed. As well, the image consultants were given separate instructions from the PeoplePower Group detailing how their clients should complete the Hartman Self Esteem Index® using an on-line approach (or a paper-and-pencil approach, if necessary). These instructional materials are included in an appendix.

A pilot study was conducted in December 2003 to test the process. After minor adjustments were made based on that experience, the research process was implemented in January 2004. Collection of data continued through July 2004.

## Description of the Sample

The sample of clients ultimately contained 85 participants drawn from eighteen different image consultants. The number of clients who completed each of the four stages of the survey were as follows.

Pre-service Survey	75
Post-service Survey	60
Hartman Self Esteem Index® 1	72
Hartman Self Esteem Index® 2	42

Demographic data for clients were gathered in the Pre-service Survey; the sample possessed the characteristics displayed in Table 1. In general, the sample was composed of more women (eighty percent), who were of a wide age range, though about one third were between the ages of 25 and 34. Approximately 87 percent were either married or never married (as opposed to divorced, separated, or widowed) and 61.5 percent worked full time. Although not shown in the table, most (62.7 percent) were not seeking employment, although 28 (37.3 percent) reported that they were. Slightly less than sixty percent identified the United States as their country of origin, with twelve other countries identified. Sixty-three percent named the United States as their country of current residence, with five other countries identified. All responses to these and all other questions appear in the Annotated Surveys in the appendices following this report.

Table 1  
Description of the Sample

Characteristic	Number	Percent
<b>Gender:</b>		
<b>Females</b>	60	80.0
<b>Males</b>	<u>15</u>	<u>20.0</u>
	75	100.0
<b>Age:</b>		
<b>18-24</b>	11	14.7
<b>25-34</b>	24	32.0
<b>35-44</b>	19	25.3
<b>45-54</b>	13	17.3
<b>55-64</b>	8	10.7
<b>65 or Older</b>	<u>0</u>	<u>0.0</u>
	75	100.0
<b>Marital Status:</b>		
<b>Never married</b>	27	36.5
<b>Married</b>	37	50.0
<b>Divorced</b>	9	12.2
<b>Separated</b>	0	0.0
<b>Widowed</b>	<u>1</u>	<u>1.4</u>
	74	100.1
<b>Work Status:</b>		
<b>Full time (40 hours/week)</b>	48	61.5
<b>Part time (less than 40 hours)</b>	14	17.9
<b>Not working outside the home</b>	4	5.4
<b>Retired</b>	0	0.0
<b>Student</b>	6	7.6
<b>Other*</b>	<u>6</u>	<u>7.6</u>
	78	100.0
<b>Country of Origin:</b>		
<b>United States</b>	42	57.5
<b>Malaysia</b>	9	12.3
<b>Bong Kong</b>	5	6.8
<b>Singapore</b>	5	6.8
<b>England</b>	4	5.5
<b>Others (one each)**</b>	<u>8</u>	<u>11.0</u>
	73	99.9
<b>Country of Current Residence:</b>		
<b>United States</b>	46	63.0
<b>Malaysia</b>	9	12.3
<b>Singapore</b>	7	9.6
<b>Hong Kong</b>	5	6.8
<b>England</b>	5	6.8
<b>Chile</b>	<u>1</u>	<u>1.4</u>
	73	99.9

\* Other work status: 96+ hours per week, business owner, job search, self-employed, semi-retired, unemployed.

\*\* Other countries of origin: Armenia, Chile, China, India, Iran, Iraq, Japan, and Switzerland.

## Results

### Clients' Learning about their Image Consultants

Responses to a set of questions on the Pre-service Survey revealed that 32 (45.0 percent) of the clients learned of their image consultants through referrals although 13 (18.3 percent) had met their image consultants personally through some other form of contact (church, work, etc), Eight (11.3 percent) learned of their consultants through the AICI web site, with another four (5.6 percent) through another web site, ten (14.1 percent) through advertisements or newsletters, and four (5.6 percent) had attended an image consultant presentation at some point in the past. All responses that clients volunteered as «other" ways they learned about their image consultants appear in appendices following this report.

### Clients' Previous Learning about their Image and Appearance

Clients were also asked about the sources of their learning about their own image and personal style. Of the potential influences upon their learning, all of the choices were influential to some extent, as follows, with the number selecting each influence given after each choice: friends (53), work colleagues (39), parents/primary caregivers (36), magazines (34), siblings/aunts/uncles/cousins (23), TV/movies (22), boss/superior (9). (Note: respondents could choose more than one influence; therefore, the total number of selections is greater than the number of respondents.)

When asked to identify the one person or thing that was the most influential, clients clearly chose two sources above the rest, as shown in Table 2. Clients had many influences regarding their image and personal style, but mends and parents appeared to be the most influential. For verbatim responses given as “other” influencers, please see the appendices following this report.

Another question asked of the respondents was the extent to which they received teaching about personal style and image in their past. Of the 75 responses, 30 clients (40.0 percent) indicated they had received no teaching. Of the 45 (60.0 percent) who had received some teaching, 29 indicated that their teaching was indirect, 17 received direct instruction (through demonstrating make-up techniques, looking at magazines together, shopping together, discussing styles or etiquette, for instance), and 14 indicated their learning came through criticism.

Table 2  
**Most Influential Regarding Image and Personal Style**

<b>Influencer</b>	<b>Number</b>	<b>Percent</b>
<b>Friends</b>	23	32.4
<b>Parents/Primary care giver</b>	16	22.5
<b>Siblings/Aunts/Uncles/Cousins</b>	7	9.9
<b>TV/Movies</b>	6	8.5
<b>Magazines</b>	5	7.0
<b>Boss/Superior</b>	4	5.6
<b>Work colleagues</b>	4	5.6
<b>Other</b>	6	8.5
<b>Total</b>	71	100.0

**Clients’ Consultation Experiences**

The Post-service Survey contained several questions regarding the consultation experience, beyond the content of the sessions. These additional questions were asked for the purpose of identifying the clients’ perceptions of their own experience, including the depth of their consultation (as measured by the number of sessions and hours involved), their perceptions regarding their own goal achievement, their perceived difficulty of the personal change necessary to achieve their goals, the value of the image consultant’s help to them, and their level of satisfaction with the consulting process. Additionally, clients were given the opportunity to express their thoughts about their results and about the consultation sessions.

While an image consultants were instructed to request their clients to complete the Post-service survey, sixty completed Post-service Surveys were received, a reduction of fifteen from the number of Pre-service Surveys received. Since all further analysis is based upon the respondents (56) who completed both surveys, it is instructive to compare the demographic characteristics of the respondents who completed the first survey with those who completed both the first and second surveys. Table 3 presents those results. The group that completed both surveys contained a slightly higher percentage of females and a slightly higher concentration of people in the 25-34 and 45-54 age groups.

Table 3  
Description of Pre-service Survey Respondents v Both Survey Respondents

Characteristic	Pre-service Survey		Both Surveys	
	Number	Percent	Number	Percent
<b>Gender:</b>				
<b>Females</b>	60	80.0	47	83.9
<b>Males</b>	<u>15</u>	<u>20.0</u>	<u>9</u>	<u>16.1</u>
	75	100.0	56	100.0
<b>Age:</b>				
<b>18-24</b>	11	14.7	8	14.3
<b>25-34</b>	24	32.0	19	33.9
<b>35-44</b>	19	25.3	11	19.6
<b>45-54</b>	13	17.3	13	23.2
<b>55-64</b>	8	10.7	5	8.9
<b>65 or Older</b>	<u>0</u>	<u>0.0</u>	<u>0</u>	<u>0.0</u>
	75	100.0	56	99.9
<b>Marital Status:</b>				
<b>Never married</b>	27	36.5	19	34.5
<b>Married</b>	37	50.0	29	52.7
<b>Divorced</b>	9	12.2	6	10.9
<b>Separated</b>	0	0.0	1	1.8
<b>Widowed</b>	<u>1</u>	<u>1.4</u>	<u>0</u>	<u>0.0</u>
	74	100.1	55	99.9
<b>Work Status:</b>				
<b>Full time (40 hours/week)</b>	48	61.5	38	65.5
<b>Part time (less than 40 hours)</b>	14	17.9	7	12.1
<b>Not working outside the home</b>	4	5.4	3	5.2
<b>Retired</b>	0	0.0	0	0.0
<b>Student</b>	6	7.6	5	8.6
<b>Other</b>	<u>6</u>	<u>7.6</u>	<u>5</u>	<u>8.6</u>
	78	100.0	58	100.0
<b>Country of Origin:</b>				
<b>United States</b>	42	57.5	31	57.4
<b>Malaysia</b>	9	12.3	9	16.7
<b>Hong Kong</b>	5	6.8	0	0.0
<b>Singapore</b>	5	6.8	5	9.3
<b>England</b>	4	5.5	3	5.6
<b>Others (one each)</b>	<u>6</u>	<u>11.0</u>	<u>6</u>	<u>11.0</u>
	73	99.9	54	100.0
<b>Country of Current Residence:</b>				
<b>United States</b>	46	63.0	35	64.8
<b>Malaysia</b>	9	12.3	9	16.7
<b>Singapore</b>	7	9.6	7	13.0
<b>Hong Kong</b>	5	6.8	0	0.0
<b>England</b>	5	6.8	3	5.6
<b>Chili</b>	<u>1</u>	<u>1.4</u>	<u>6</u>	<u>0.0</u>
	73	99.9	54	100.1

As well, the group that completed both surveys was slightly more likely to be married, as opposed to having another marital status, and was slightly more likely to be working full time. However, these differences are insignificant (from a statistical standpoint, based on a Chi-square test, at the .05 level), and have no bearing on further results.

Clients indicated that they were scheduled to complete between one and seven image consultation sessions; the average number of scheduled sessions was 2.23. The number of sessions they actually completed ranged from one to seven, with an average of 2.18 sessions. The number of hours clients actually met with their image consultants was as follows: from 1 to 3 hours, 13 (22.0 percent); from 4 to 7 hours, 21 (35.6 percent); from 8 to 11 hours, 11 (18.6 percent) and 12 or more hours, 14 (23.7 percent).

### **Goal Achievement**

Clients were asked to indicate how close they were, at the time of completing the Post service Survey, to achieving their personal goals, considering the goals they had at the beginning of their image consulting sessions. Their responses were given on a 1 to 5 scale, with 1 being “I have achieved my goal,” to 5 being “I will not or cannot achieve my goal.” Responses are given in Table 4; the number in the “Average Response” column represents the mean (average) of the clients’ responses for each goal. The lower the number in the "Average Response" column, the more the clients believed they had achieved their goals. All of the goals identified on the survey were perceived to have been achieved to an extent greater than the midpoint on the scale. That is, all the mean (average) responses given in the table are statistically different from (smaller than) the midpoint of 3 (at a level of .000, based on a one-sample t-test, one-tailed result). A statistically significant difference at the .000 level means that there is zero likelihood that the result of the analysis could have occurred purely by chance. We are one hundred percent certain that this is a true and trustworthy result). It is correct to say that the clients’ goals were achieved greater than an average extent. The goal of “Appearance” was perceived to have received the greatest attainment. Actual responses are presented on the Annotated Survey in the appendices following this report.

Table 4  
Goal Achievement

<u>Goal</u>	<u>Average Response</u>	<u>Number Responding</u>
<b>Appearance</b>	1.95	56
<b>Self-image</b>	2.02	56
<b>Personal development</b>	2.11	54
<b>Professional Development</b>	2.13	52
<b>Self-confidence</b>	2.13	52
<b>Self-esteem</b>	2.07	51

Additional statistical analysis revealed differences in perceived goal attainment based on demographic differences. For example, for those clients whose goal was *appearance*, males believed they achieved the goal to a greater extent (males' mean = 1.5, females' mean = 2.07, statistically different at a .05 level, based on a one-tailed independent samples t-test. That is, this result could have occurred by chance only five out of 100 times.) For the goal of *self-image*, those aged 35 and older had greater goal achievement (35 and older mean = 1.85, younger than 35 mean = 2.28, at .05 level) as did those clients who worked full time (worked full time mean = 1.94, did not work full time mean = 2.33, at .10 level). For the goal of *self confidence*, clients who were older, married, and currently resided in the United States had greater goal attainment (age 35 and older mean = 1.96, younger than 35 mean = 2.48, at .05 level; married mean = 2.04, not married mean = 2.43, at .10 level; reside in U.S. mean = 2.09, reside elsewhere mean = 2.54, at .10 level). Finally, for the goal of *self esteem*, clients who were aged 35 and older and those who were married had greater goal achievement (35 and older mean = 1.88, younger than 35 mean = 2.36, .05 level; married mean = 1.92, not married mean = 2.33, .10 level.)

### **Difficulty of Change**

Recognizing that goal achievement is often accompanied by some personal change (either physical, mental, or emotional), clients were asked to indicate how difficult or easy they believed their own personal change was or would be, in order to meet their goals. They responded on a 1 to 5 scale, with 1 being "Very Difficult," and 5 being "Very Easy." In this case, the higher the number in the "Average Response" column, the easier the perceived change. All of the average responses (means) shown in Table 5 were statistically significantly larger than the midpoint (3), at a .05 level.

That is, all were perceived to require personal change that would be easier than an average amount. The goal of *professional development* was perceived as requiring the easiest personal change. However, statistically, the goals of *self image*, *self confidence*, and *self esteem* were perceived as requiring more difficult personal change than either *personal development* or *professional development* (at a .05 level, paired samples t-test, one-tailed results). As well, changing *appearance* was perceived to be easier than changing either *self esteem* or *self image* (at a .10 level).

Table 5  
Difficulty of Change

Difficulty of Change	Average Response	Number Responding
Appearance	3.63	57
Self-image	3.41	54
Personal development	3.63	54
Professional Development	3.78	49
Self-confidence	3.50	52
Self-esteem	3.42	53

Clients differed in their perceptions of the difficulty of change based on certain demographic characteristics. Males believed the personal change necessary to reach their *personal development* goals would be easier than females believed it to be (males' mean = 3.89, females' mean = 3.56, at .05 level). For the goal of *professional development*, clients whose country of origin was the United States believed their personal change would be easier than did clients whose country of origin was somewhere other than the United States (origin in U. S. mean = 4.00, origin elsewhere mean = 3.56, at .052 level). For the goal of *self confidence*, females who were aged 35 and older believed their change would be easier than did males or persons younger than 35 (females' mean = 3.56, males' mean = 3.00, at .10 level; 35 and older mean = 3.72, younger than 35 mean = 3.17, at .05 level). Finally, for the goal of changing *self image*, clients aged 35 and older believed their change would be easier than did younger clients (35 and older mean = 3.60, younger than 35 mean = 3.20, at .10 level).

### Value to the Client

Clients were asked to respond to the question, "Thinking about your sessions, how valuable was the image consultant's help to you, personally?" in each of several areas. They were instructed to respond on a 1 to 5 scale, with 1 being "Not at all Valuable" and 5 being "Very Valuable". Average responses are provided in Table 6. All of the average responses are between 4 and 5, on the 5-point

scale, indicating that the clients perceived their consultants to deliver very valuable help. In fact, all average responses shown in the table are significantly (statistically, at the .10 level) higher than a rating of 4, except in the area of *professional development*. Clients did, indeed, perceive that their image consultations were very valuable to them on a personal level.

Table 6  
Value to the Client

Value Area	Average Response	Number Responding
Appearance	4.53	58
Self-image	4.44	54
Personal development	4.22	51
Professional development	4.16	49
Self-confidence	4.37	51
Self-esteem	4.37	51

Clients perceived the most valuable help in the area of *appearance*, statistically more than in all five other areas (based on a paired samples t -test, at a .10 level, one-tailed results). Likewise, the value they received from their image consultant in the areas of *self image*, *self confidence*, and *self esteem* was greater than in the areas of *personal development* and *professional development* (at a .05 level).

As with the previous topics, there were demographic differences among the clients in their perceptions of the value of the image consultants' help. For help with *appearance*, clients who were older, married, and residing in the United States perceived more value (35 and older mean = 4.68, younger than 35 mean = 4.35, .10 level; married mean = 4.67, not married mean = 4.38, .10 level; reside in U.S. mean = 4.67, reside elsewhere mean = 4.37, .10 level). For help with *professional development*, clients who were married and whose country of origin was not the United States perceived more value (married mean = 4.36, not married mean = 3.91, .05 level; non-U.S. country of origin mean = 4.33, U.S. country of origin mean = 3.94, .10 level). For help with a goal of *self confidence*, greater value was perceived by clients who were older and married (35 and older mean =

4.52, younger than 35 mean = 4.21, .10 level; married mean = 4.54, not married mean = 4.18, .05 level). Additionally, for help with a goal of *self esteem*, greater value was perceived by clients who were married and resided within the United States (married mean = 4.57, not married mean = 4.17, .05 level; reside in U.S. mean = 4.50, reside elsewhere mean = 4.18; .10 level).

### **Satisfaction with the Consulting Process**

Finally, clients were asked to rate their level of satisfaction with the consulting process on a number of attributes. They were to use a number from 1 to 5, with 1 being “Not at all Satisfied,” and 5 being “Very Satisfied.” Average responses appear in Table 7. As seen in clients’ ratings of the value they received, scores for their satisfaction levels were also very high; all of the average responses (means) shown in Table 7 were statistically higher than a level of 4 (at a .05 level). Clients were, indeed, very satisfied with their image consultations. Clients were most satisfied with their *consultant’s knowledge*, their own *rapport with their consultant*, and with their *consultant’s ability to relay knowledge* (statistically larger scores at level of .025). They were least satisfied with their *consultant’s fees* and with their *consultant’s ability to develop a plan to meet the client’s goals* (statistically smaller scores at level of .02).

Table 7  
Satisfaction with the Consultation Process

<b>Satisfaction Area</b>	<b>Average Response</b>	<b>Number Responding</b>
<b>Rapport with your consultant.</b>	4.77	56
<b>Your consultant’s knowledge.</b>	4.83	58
<b>Your consultant’s ability to relay knowledge.</b>	4.69	55
<b>Your consultant’s ability to understand your goals.</b>	4.59	58
<b>Your consultant’s ability to develop a plan to help you meet.</b>	4.38	55
<b>Your consultant’s fees.</b>	4.25	55
<b>The availability of your consultant.</b>	4.57	54

Clients’ responses displayed differences in their levels of satisfaction with particular aspects of their consultation experience, based on their demographic characteristics. Satisfaction with the *rapport* clients had with their consultants was greater for clients who were married (married

mean = 4.88, not married = 4.69, .10 level). Older, married clients were more satisfied with their *consultants' knowledge* than younger, non-married clients (35 and older mean = 4.89, younger than 35 = 4.73, .10 level; married mean = 4.93, not married mean = 4.73, .05 level). Clients who were working full time had less satisfaction with their *consultants' ability to understand their goals* than did clients who were not working full time (working full time mean = 4.47, not working full time mean = 4.76, .055 level). Finally clients who gave their country of origin as well as their country of current residence as outside the United States had greater levels of satisfaction with their *consultants' fees* (origin elsewhere mean = 4.48, U.S. origin mean = 4.04, .05 level; reside elsewhere mean = 4.47, reside in U.S. mean = 4.09, .10 level).

### **Client Comments**

Additionally, clients were asked if they realized any unexpected results from participating in the image consultation sessions. Their responses indicated more unexpected results than not, with 57.1 percent saying "yes" and 42.9 percent saying "no." All verbatim responses to this and a final "other comments" question appear on separate pages in the appendices appearing at the end of this report.

### **Client Change Following Image Consultation**

Perhaps the most important parts of this study were those elements relating to the actual gain received by the clients in particular areas that the image consultants served. This study was able to measure that gain through the before-and-after approach using the Pre- and Post-service Surveys and the two administrations of the Hartman Self Esteem Index®.

The Pre- and Post-service Surveys provided measurements of the clients' own beliefs about their need for help at the beginning of their consultation sessions and again at the end, in three particular areas, Appearance, Self Image, and Personal-Professional Development. Each of these areas contained multi-item statements indicating areas of potential need, which the clients rated on a 1 to 5 agreement scale. A value of 1 indicated that the client "Completely Disagreed" that the item was a reason why he or she, personally, desired the services of an image consultant; a value of 5 indicated that the client "Completely Agreed" that the item was an area of desired service for her or him.

By comparing the ratings on a matched client-by-client basis for each item, it is possible to assess the change due to the client's participation in the image consultation process.

Likewise, the dual administration of the Hartman Self Esteem Index®, prior to the image consultation and after the consultation, on a matched client-by-client basis, provides measures by which the client's change in self esteem can be assessed. In the following paragraphs will appear the results of the Pre- and Post-service Surveys; as well as the results of the Hartman Self Esteem Indexes®.

### **Change in Perceived Needs: Appearance**

For the set of needs categorized as "Appearance," the eleven items in Table 8 were rated by each client as to her or his agreement that each item was a need prior to the image consultation. The numbers in the column labeled "Average Pre" indicate the average rating of the 56 clients who responded to each item in the Appearance section of the Pre-service Survey. The column labeled "Average Post" presents the average rating for the same 56 clients for each item after completion of the image consultation.

Since the rating scale used to indicate the clients' level of need was a 1 to 5 agreement scale, with 5 representing "Completely Agree," we would expect that if the client felt the need to be even partially satisfied, he or she would rate the need to be lower after the consultation (in other words, agree less that the need existed). The Column labeled "Change" displays the change in the clients' perceived need for help in the area of Appearance. It is significant (both as a practicality and statistically, at the .05 level, based on a paired samples t test) that all items in this section were rated lower in the Post-service Survey, when the responses were matched person-to-person across the two surveys. (In essence, a "statistically significant result at the .05 level" means that 95 out of 100 times, the result actually would have occurred; only five times out of 100 could the result have occurred purely by chance, which is trustworthy enough for us to place confidence in our results. Statistical details are presented in an appendix following this report.) The items in Table 8 have been arranged from top to bottom in order of the amount of change, with the items of greatest change listed first.

<b>Appearance Need</b>	<b>Average Pre</b>	<b>Average Post</b>	<b>Change*</b>
<b>I need to learn about proper clothing fit.</b>	4.00	2.45	-1.55
<b>I don't know what type of clothing suits me.</b>	3.85	2.38	-1.47
<b>I don't know what colors suit me.</b>	3.64	2.18	-1.46
<b>I don't know how to make my appearance look up-to-date.</b>	3.84	2.52	-1.32
<b>I am unsure about fabrics and the quality of clothing.</b>	3.64	2.80	-.88
<b>I need advice on makeup techniques.</b>	3.68	3.07	-.84
<b>I need a change of style.</b>	3.91	3.07	-.84
<b>I don't know how to adapt fashion trends to my wardrobe.</b>	3.70	2.86	-.84
<b>I need to learn how to accessorize.</b>	3.82	2.98	-.84
<b>I need a new hairstyle.</b>	3.36	2.77	-.59
<b>I don't know what to wear on certain occasions.</b>	3.32	2.66	-.57

\* All statistically significant at a level of .05.

It is interesting that the item that received the highest rating (the greatest need) in the Pre-service Survey was the item that showed the greatest change. This would indicate that the clients' perceived need for this item (*to learn about proper clothing fit*) was well satisfied. As well, several of the items displaying very large change relate to clothing and how clothing contributed to the clients' image: *what type of clothing suits me, what colors suit me, and how to make my appearance look up-to-date*, for example. As a conclusion the clients' needs in the area of Appearance were well satisfied following their image consultations.

### **Change in Perceived Needs: Self Image**

Clients were asked to agree or disagree with statements regarding their perceptions of themselves in a section of the Pre- and Post-service Surveys labeled "Self Image," in the same manner as described in the Appearance section of the surveys. Likewise, the rating scale was again based on a 1 to 5 range of needs, with 1 being "Completely Disagree" and 5 being "Completely Agree." When identical analytical procedures were applied to the items in the Self Image section, the results presented in Table 9 occurred. Again, these results are displayed in descending order with the items of greatest change listed first. The item of greatest change was *I want a new direction for my image*. Clients perceived their need for this item, as for all the items in this section, to be significantly lower

following their image consultation. That is, the image consultation sessions were successful at changing the clients' perceptions about their needs for self-image help.

Table 9  
**Change in Clients' Needs: Self Image**

<b>Self Image Need</b>	<b>Average Pre</b>	<b>Average Post</b>	<b>Change*</b>
<b>I want a new direction for my image.</b>	4.04	2.95	-1.09
<b>I feel I lack poise, grace and presence.</b>	3.29	2.36	-.94
<b>I want to know what certain colors communicate.</b>	4.31	3.46	-.85
<b>I want to learn how to turn figure negatives into positives.</b>	4.38	3.68	-.70
<b>I don't know how my appearance is perceived by others.</b>	3.64	3.00	-.64
<b>I don't like what I see when I look in the mirror.</b>	3.04	2.45	-.58
<b>I lack self-confidence.</b>	2.95	2.45	-.49
<b>I want to look and be healthy.</b>	4.49	4.09	-.40
<b>I want to lose weight</b>	3.55	3.21	-.34

\* All statistically significant at a level of .05.

Statistically, the post-consultation ratings for all of the items in this section were significantly lower at a .05 level. It might be noted that the item of greatest need prior to the image consultations, *I want to look and be healthy*, was reduced a considerable amount, though not as much as most of the others. This might be explained, however, by considering that the image consultation session may have raised the clients' awareness of looking and being healthy, so that, while a downward change in this item did result, clients may have considered the need to look and be healthy as on-going. As such, while there is evidence of success at satisfying the need, clients may have continued to perceive the need as one to be satisfied even after the consultation. Again, it is truthful to say that each self image need was perceived to be less of a need following the image consultations.

### **Change in Perceived Needs: Personal and Professional Development**

The third section of the Pre- and Post-service Surveys related to clients' needs in the areas of "Personal and Professional Development," including such areas as business and social etiquette, interpersonal skills, appearing professional in dress and manner, interviewing skills, speaking skills

and listening skills, for example. As for the two sections above, the scale on which clients declared their needs was a 1 to 5 agreement scale, with 5 being “Completely Agree.” Again, evidence of the success of the clients’ consultation sessions was indicated by lower scores on the Post-service Survey than on the Pre-service Survey. Results appear in Table 10, shown in descending order by amount of change.

Comparison of the twenty-two items in this section, matched on a client-by-client basis, revealed that for twenty of the needs (all but two), clients did perceive a lower need following their image consultations. The consultation sessions appear to have been very successful at reducing clients’ needs in the area of Personal and Professional Development. For some of the needs, the sessions appear to have reduced rather dramatically the clients’ needs. In particular, clients’ needs were much lower for *all objective analysis of my professional appearance*, and of *how I come across to others* following the image consultation sessions.

Table 10  
Change in Clients’ Needs: Personal and Professional Development

<b>Personal and Professional Development Needs</b>	<b>Average Pre</b>	<b>Average Post</b>	<b>Change*</b>
<b>I need an objective analysis of my professional appearance.</b>	4.33	3.02	-1.31
<b>I need an objective analysis of how I come across to others.</b>	4.40	3.16	-1.24
<b>I need a wardrobe assessment.</b>	3.87	2.78	-1.09
<b>I need to learn how to build a wardrobe.</b>	3.89	2.85	-1.04
<b>I need help appearing successful.</b>	3.55	2.70	-.86
<b>I need help with my professional presence.</b>	3.31	2.58	-.73
<b>I need to organize my closet.</b>	3.61	2.95	-.66
<b>I need to improve my social and interpersonal skills.</b>	3.39	2.73	-.66
<b>I need help with body language: eye contact, handshake, posture, stance, carriage, etc.</b>	3.24	2.63	-.61
<b>I need help with listening skills.</b>	2.86	2.25	-.61
<b>I get overwhelmed when I shop for clothes.</b>	3.25	2.71	-.55
<b>I want people to find me approachable.</b>	4.04	3.49	-.55
<b>I need help reaching my goals.</b>	3.79	3.29	-.50
<b>I need help with social etiquette.</b>	3.09	2.62	-.47
<b>I need help with business etiquette.</b>	3.14	2.71	-.43
<b>I need help with job interviewing.</b>	2.71	2.30	-.41
<b>I need public speaking skills.</b>	3.59	3.23	-.36
<b>I want a promotion within my organization.</b>	3.31	3.02	-.29
<b>I need media training.</b>	3.21	2.96	-.25
<b>I am uncomfortable in professional situations.</b>	2.67	2.43	-.24

<b>I need voice and diction training.</b>	3.44	3.25	-.18**
<b>I need conflict resolution skills.</b>	2.96	2.93	-.04**

\* All statistically significant at a level of .10, except as marked (\*\*).

In conclusion, regarding the Pre- and Post-service Survey results, the evidence shows that the image consultation sessions provided to these clients were resoundingly successful at reducing the clients' perceived needs in virtually all of the identified areas. In forty of the forty-two needs areas, clients' perceived needs were significantly reduced, compared to their needs prior to the consultation sessions.

### **Change in Self Esteem**

For purposes of this study, self esteem, as a unique entity, was measured by the Hartman Self Esteem Index®, through special permission of Innermetrix and the PeoplePower Group, Inc. This index, as discussed in a previous section, consisted of two sets of eighteen statements that respondents were to place in order of importance to them\_ personally. Analysis of the responses was based on the ordering of the statements and validated across multiple administrations prior to use in this study. (See the website of the Robert S. Hartman Institute for information on validation of the Hartman Index scales: [www.hartmaninstitute.org](http://www.hartmaninstitute.org).) The instrument was administered to the clients through an on-line procedure (and paper-and-pencil, if necessary).

Of the 85 clients participating in some phase of this study, twenty submitted neither an initial nor a post-Hartman instrument for analysis. Of the remaining 65\_ only 30 clients completed both of the Hartman instruments in a usable fashion. Some completed one or both instruments incorrectly so that the results could not be analyzed\_ some completed one instrument but not the other; for some who completed both, scores on one or both revealed invalid results (for a number of reasons) which rendered the results unusable. For purposes of this study, validity ratings of .65 or higher on an individual's index score were considered acceptable. Consequently, there were 30 completed, matched sets of Hartman instruments that were included in the analysis to be discussed in succeeding paragraphs.

First, however, it is prudent to consider the demographic characteristics of these 30 clients, as compared to the 56 completing the surveys, to determine if the Hartman respondents were unique, and therefore, not comparable to the survey respondents. This comparison is shown in Table 11. Demographically\_ respondents of the Hartman instruments were statistically the same

Table 11  
Description of Survey Respondents v Hartman Respondents

Characteristic	Both Surveys		Both Hartmans	
	Number	Percent	Number	Percent
<b>Gender:</b>				
<b>Females</b>	47	83.9	22	78.6
<b>Males</b>	<u>9</u>	<u>16.1</u>	<u>6</u>	<u>21.4</u>
	56	100.0	28	100.0
<b>Age:</b>				
<b>18-24</b>	8	14.3	5	17.9
<b>25-34</b>	19	33.9	12	42.9
<b>35-44</b>	11	19.6	4	14.3
<b>45-54</b>	13	23.2	4	14.3
<b>55-64</b>	5	8.9	3	10.7
<b>65 or Older</b>	<u>0</u>	<u>0.0</u>	<u>0</u>	<u>0.0</u>
	56	99.9	28	100.1
<b>Marital Status:</b>				
<b>Never married</b>	19	34.5	9	32.1
<b>Married</b>	29	52.7	17	60.7
<b>Divorced</b>	6	10.9	2	7.1
<b>Separated</b>	1	1.8	0	0.0
<b>Widowed</b>	<u>0</u>	<u>0.0</u>	<u>0</u>	<u>0.0</u>
	55	99.9	28	99.9
<b>Work Status:</b>				
<b>Full time (40 hours/week)</b>	38	65.5	18	60.0
<b>Part time (less than 40 hours)</b>	7	12.1	5	16.7
<b>Not working outside the home</b>	3	5.2	1	3.3
<b>Retired</b>	0	0.0	0	0.0
<b>Student</b>	5	8.6	3	10.0
<b>Other</b>	<u>5*</u>	<u>8.6</u>	<u>3**</u>	<u>10.0</u>
	58	100.0	30	100.0
<b>Country of Origin:</b>				
<b>United States</b>	31	57.4	17	63.0
<b>Malaysia</b>	9	16.7	3	16.7
<b>Singapore</b>	5	9.3	4	14.8
<b>England</b>	3	5.6	0	0.0
<b>Others (one each)</b>	<u>6*</u>	<u>11.1</u>	<u>3**</u>	<u>11.1</u>
	54	100.1	27	100.0
<b>Country of Current Residence:</b>				
<b>United States</b>	35	64.8	19	70.4
<b>Malaysia</b>	9	16.7	3	11.1
<b>Singapore</b>	7	13.0	5	18.5
<b>England</b>	3	5.6	0	0.0
<b>Chili</b>	<u>0</u>	<u>0.0</u>	<u>0</u>	<u>0.0</u>
	54	100.1	27	100.0

\* Other work status: 96+ hours per week, business owner, job search, self-employed, semi-retired; other countries of origin: Armenia, China, India, Iran, Iraq, Switzerland

\*\* Other work status: business owner, self-employed, semi-retired; other countries of origin: Armenia, China, Switzerland

as the survey respondents (based on a Chi square test, at the .05 level.). There is no reason to believe the respondents of the Hartman indexes were unique.

### **Self Esteem: Summary Scores**

The most important piece of information generated by the Hartman Self Esteem Index® for each respondent is a summary Self Esteem score, given as a number from 0.0 to 10.0, qualified as follows on the Hartman instrument: “Very Poor (0-2.5), Poor (2.5-5.1), Fair (5.1-6.7), Good (6.7-7.7), Very Good (7.7-8.5), Excellent (8.5-10).” It is instructive to examine these summary scores for the initial administration of the Hartman index as well as for the final administration, noting the amount and direction of change, for each client. These results are found in Table 12.

For most clients (nineteen out of 30, 63.3 percent), the changes in self esteem were positive following their image consultation. And, it is noteworthy that some clients experienced large changes in their self esteem scores. Note that the range of initial scores was between 4.8 and 8.1, from “Poor” to “Very Good.” The range of final scores was between 6.0 and 8.8, from “Fair,” to “Excellent.” Both the low and the high scores were higher in the second administration, as a whole. The mean score for the initial index was 6.92, and for the final index, the mean score was 7.28, an increase of .36 points. From a statistical standpoint, these results are significant at a level of .005, based on a paired samples t test. They represent true changes in the self esteem scores. For the nineteen individuals whose scores were positive, the increases ranged from .10 to 1.80 points.

But what happened with the eleven for whom the change was not positive? Five clients (numbered 7 through 11 in Table 12) experienced no gain or loss at all in their self esteem scores. For all five clients, completion of both the initial and the final Hartman Self Esteem Indexes® occurred on the same day. Several conclusions are possible: first, that not enough “learning” occurred in the session to effect change in the client; secondly, that not enough time lapsed between the administrations of the indexes for the client to internalize her or his learning; and thirdly, that the consultation did not essentially address issues of self esteem for the client. Alternative explanations exist, of course. However, two other clients (numbered 15 and 19 in Table 12), who also completed both indexes on the same day, did experience positive changes in their self esteem scores (.30 and .70 points).

Analysis of the change in scores against the number of days intervening between the two Hartman index administrations yielded no correlation; there was no relationship between the length of time between the initial and final Hartman indexes and the change in score. As well, the amount of change from the initial Hartman index score to the final score was not related to any demographic

Table 12  
**Hartman Self Esteem Index® Summary Scores**

Client * Number	Initial Self Esteem Score	Final Self Esteem Score	Difference
1	7.3	6.0	-1.30
2	7.0	6.1	-.90
3	8.0	7.2	-.80
4:	7.1	6.6	-.50
5	7.0	6.6	-.40
6	7.2	7.0	-.20
7	7.7	7.7	.00
8	7.0	7.0	.00
9	7.6	7.6	.00
10	6.6	6.6	.00
11	7.1	7.1	.00
12	7.1	7.2	.10
13	8.1	8.2	.10
14	7.5	7.7	.20
15	7.2	7.5	.30
16	7.5	7.8	.30
17	6.7	7.2	.50
18	8.0	8.6	.60
19	6.1	6.8	.70
20	8.0	8.8	.80
21	7.1	7.9	.80
22	6.5	7.4	.90
23	6.2	7.2	1.00
24	6.5	7.5	1.00
25	6.6	7.6	1.00
26	5.8	6.8	1.00
27	6.7	7.9	1.20
28	6.0	7.2	1.20
29	5.7	7.0	1.30
30	4.8	6.6	1.80

\* Indicated only for purposes of discussion, not for identification of clients.

characteristics, based upon independent samples t-tests. Likewise, there was no correlation between the Hartman scores and other self esteem measures on the Pre- and Post-service Surveys.

For six clients (numbered 1 through 6 in Table 12), the self esteem scores were lower following the image consultations. While absolute effects of the image consultant cannot be completely ruled out, these six clients visited five different consultants, so it is highly unlikely that the negative effects were due to the consultant, except as the individual consultant and client interacted, for which we do not have a measure. While these six clients' files were examined carefully for commonalities, that analysis was difficult, since some parts of the analysis (such as the Client Checklist, which included the clients' purpose for seeking the consultations) were not received from all of the consultants.

### Self Esteem: Component Scores and Dimensional Balance

Additional measures provided by the Hartman Self Esteem Index® included eleven component scores and six dimensions of external-internal balance. All of these scores ranged from 0.0 to 10.0. Each will be examined briefly below, according to the description provided on the index, and displayed in Table 13 with the clients' average initial and final scores, the

Table 13  
Hartman Self Esteem Index® Component Scores

Component	Average Initial Score	Average Final Score	Change	Statistical Significance
1. Empathetic Outlook (Intrinsic)	7.88	8.11	.23	.062*
2. Evaluating What is Said	7.39	7.63	.24	.026
3. Handling Rejection	6.42	6.78	.36	.032
4. Human Awareness	7.88	8.11	.23	.062
5. Leading Others	7.82	7.97	.15	.071
6. Self Assessment	5.57	6.14	.57	.006
7. Self Direction	6.49	6.75	.26	.173
8. Self Esteem	6.80	7.28	.48	.029
9. Self Improvement	6.80	7.28	.48	.029
10. Self Management	6.33	6.77	.44	.004

\* One tailed tests; think of these values as decimals which, when converted to percents (.062 = 6.2 percent) indicate the likelihood that these results could have occurred by chance and are not true changes. For purposes of this study, significance values greater than .10 represent changes that are not trustworthy as true changes.

calculated change (and direction of change), as well as the statistical significance. The data include the scores for the 30 clients who completed both Hartman indexes. All changes in these scores were positive, from the initial to the final administration of the Hartman indexes, although some of the changes were so small as to be insignificant statistically, and therefore, not trustworthy. The summary statements for each of the component scores, given below, represent the verbatim descriptions provided on the Hartman Self Esteem Index® results.

Component 1: Empathetic Outlook. This component evaluated the client's capacity to perceive and understand the feelings and attitudes of others or to place herself or himself in the shoes of another.

Component 2: Evaluating What is Said: This component evaluated the client's openness toward other people and her or his willingness to hear what others were saying, rather than what she or he thought they should say or they were going to say.

Component 3: Handling Rejection: This component evaluated the client's ability to avoid taking rejection or criticism in an overly personal manner.

Component 4: Human Awareness: This component evaluated the client's ability to be conscious of the feelings and opinions of others, and to value others as people instead of just as their organizational role or value.

Component 5: Leading Others: This component evaluated the client's ability to organize and to motivate people into getting things accomplished in a way that made everyone feel a sense of order and direction.

Component 6: Self Assessment: This component evaluated the client's ability to identify her or his personal management strengths and weaknesses practically and objectively.

Component 7: Self Direction: This component evaluated the client's internal drive to excel in and believe in her or his chosen career path.

Component 8: Self Esteem: This component evaluated the client's ability to realize and appreciate her or his own unique self worth. (A measure of intrinsic self esteem had identical scores as this self esteem measure and has, consequently, been omitted from this discussion.)

Component 9: Self Improvement: This component evaluated the client's motivation to improve herself or himself

Component 10: Self Management: This component evaluated the client's ability to manage herself or himself and develop her or his own abilities.

For the sample of clients, all of these self esteem components represented true increases in their levels, except for three components: *human awareness*, *leading others*, and *self direction*. It is accurate to conclude, therefore, that the clients' scores increased on most items, at levels that can be trusted as true increases, following their image consultation sessions.

Finally, the Hartman Self Esteem Index® analysis provided six measures called "Dimensional Balance" scores categorized into two dimensions, external and internal. The *external* measure included scores for *empathy*, *practical thinking*, and *systems judgment*. The *internal* dimension included scores for *self esteem*, *role awareness*, and *self direction*. As with the previous scores, these were provided in a range from 0.0 to 10.0. Table 14 presents the 30 clients' average scores on Dimensional Balance, using the same format as the previous table. A brief description of each dimension, as represented verbatim from the instrument, follows:

External: Empathy: How do you value others?

Practical Thinking: How practically do you see the world?

Systems Judgment: How do you value systems and order?

Internal: Self Esteem: How do you value yourself?

Role Awareness: How do you value what you do?

Self Direction: What drives or guides your actions?

Table 14  
Hartman Self Esteem Index® Dimensional Balance Scores

Dimension	Average Initial Score	Average Final Score	Change	Statistical Significance
<b>External</b>				
<b>Empathy</b>	7.85	8.08	.23	.062
<b>Practical Thinking</b>	7.73	7.81	.08	.290
<b>Systems Judgment</b>	7.76	7.90	.14	.211
<b>Internal</b>				
<b>Self Esteem.</b>	6.78	7.28	.50	.029
<b>Role Awareness</b>	6.85	6.99	.14	.291
<b>Self Direction</b>	6.49	6.76	.27	.173

\* One tailed tests; think of these values as decimals which, when converted to percents (.062 = 6.2 percent) indicate the likelihood that these results could have occurred by chance and are not true changes. For purposes of this study, significance values greater than .10 represent changes that are not trustworthy as true changes.

As a practical matter concerning these Dimensional Balance items, only two dimensions, *external empathy* and *internal self esteem*, represent changes that were great enough to have confidence that true change occurred from the initial to the final administration of the Hartman Self Esteem Indexes® for the image consultant clients. Since *self esteem* was the item of greatest interest for this study, and for which this instrument was developed and administered, it is particularly relevant that this dimension yielded the greatest change.

## **Conclusions**

This research was commissioned for the purpose of measuring the gain to clients from the work conducted by AICI image consultants. As such, it presented the opportunity to explore the various ways in which image consultants can and do contribute meaningfully to their clients' lives. As well, it also presented an opportunity for the AICI to gain useful information about how clients learn about their own image and personal style, the important influences on clients in relation to their image, and how clients learn of their image consultants.

This research was successful in meeting all of the opportunities addressed above. The administration of the research process was not without challenge in gaining the cooperation of image consultants and clients. These challenges are addressed in the "Limitations" section appearing in an appendix. However, the challenges were largely overcome as valid and useful information was gleaned as a final result from the process. The caution in interpreting results addressed in the "Limitations" section should be read with care and observed.

In general, image consultants contribute meaningfully in many ways to meeting the needs of their clients. Results in every area of the study were largely positive, showing important gain from the pre-consultation to the post-consultation experience. These results will be summarized in capsule form in the following paragraphs.

Clients of the image consultants involved in this study received previous teaching about personal style and image in both direct and indirect manners; however, most was gleaned through example. Their most important influences were their friends and parents, though they were influenced by a wide variety of sources. They learned of their image consultants predominantly through referral. All

of these results speak to the important nature of personal interaction in formulating opinions and beliefs about one's image.

For purposes of investigating the gain to clients from their image consultation sessions, two types of measures were utilized: measures of the clients' perceptions about their own gain, and measures comparing pre-service and post-service indicators on particular aspects of potential gain. The first type relied on client self-report. The second type utilized a comparison of the pre- and post-scores to indicate the amount and direction of gain.

Clients' responses to a set of direct questions asking about their goal achievement following their image consultation sessions revealed a strong belief that they had achieved, or nearly achieved, their goals. Goal achievement was strongest in the area of appearance, weakest in the areas of professional development and personal development. However, all achievement was above an average level.

When asked to consider the personal change necessary in order to achieve their goals, clients believed that their personal change was or would be easier than an average amount for all types of goals. While goals regarding self image, self confidence, and self esteem were believed to require more personal change than some other types of goals, even these were believed to be easier than an average amount, on a difficult-to-easy continuum. Comments indicated that clients believed their consultants provided them with information and specific hints to implement personal change.

Two very important sets of self-report ratings for clients were those indicating the value they gained from, and their satisfaction with, the consultation sessions. For both measures, clients' perceptions were very high (above four on a 5-point scale), except for one aspect of the value set. These results indicated that clients believed their gain to be substantial. Their verbatim comments were consistent with this assessment; most were exceedingly positive. The areas in which clients were most satisfied (rapport, consultant's knowledge, and consultant's ability to relay knowledge)

again speak to the importance of the interpersonal nature of the client-consultant interaction.

The second set of measures, those based on a pre- and a post-score obtained prior to and at the conclusion of the consultation sessions, showed the direction and amount of the clients' change in several need areas, appearance, self-image, and personal and professional development (survey data), and in self esteem (Hartman index data). The measures indicated a significant amount of change for most clients on most items. Of the forty-two needs addressed in the three sections of the Pre- and Post-service Surveys matched client-by-client, forty (95.2 percent) were significantly reduced following the consultation sessions (a result statistically accurate at the .10 level or better). Comparison of the two Hartman Self Esteem Index® scores matched client-by-client showed a gain in their self esteem scores by nineteen of the thirty individual clients (63.3 percent), no change for five (16.7 percent), and a decline for six (20.0 percent). The composite gain was from 6.92 prior to consultation to 7.28 following consultation (on the 0-to-10 scale, statistically significant at the .005 level). As well, positive gains resulted for the Component Scores (for ten of the eleven measures, at .10). For the Dimensional Balance scores, positive change resulted in two areas: external empathy (.062 level) and, most importantly for this study, for internal self esteem (.029 level).

In general, results of this research indicated positive change for clients following their consultations with image consultants. Positive results occurred in clients' goal attainment, their appraisal of the value gained from their image consultant's help, and their satisfaction with the consultation experience. Positive change was observed in many areas of expressed client need and, specifically, in clients' self esteem.