

MOTHER-DAUGHTER SELECTION OF
SEVENTH GRADE GIRL'S CLOTHING STORE

by

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Thesis submitted to the Graduate Faculty of the
Virginia Polytechnic Institute and State University
in partial fulfillment of the requirements for the degree of

MASTER OF SCIENCE

in

Clothing, Textiles and Related Art

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June, 1971

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ACKNOWLEDGMENTS

The writer wishes to express her sincere appreciation and gratitude to the members of her committee for their constructive supervision and direction: Dr. Enid F. Tozier, Advisor, Clothing and Textiles; Professor Oris Glisson, Head, Clothing, Textiles and Related Art; Dr. A. Coskun Samli, Marketing; and Dr. Clyde Y. Kramer, Statistics.

Without the aid and voluntary cooperation of these people, this study would not have been possible: Chester Intermediate School Administration, seventh grade girls and their mothers, and Miss Rona Goldberg, assistant in administering the questionnaire. A special thank you is expressed to fellow students, Miss Judy Garibell, Miss Laurice Hamlet, and Mrs. Linda Stauffer, for their part in assembling of the questionnaire.

The encouragement, loyalty, and support of the author's parents, Mr. and Mrs. J. Clyde Saunders, have meant much toward completion of this study.

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CHAPTER I

INTRODUCTION

Somewhere around the age of 12, there comes a pause in the life of a woman, a suspenseful time of sunlight and shadow, a wait between two worlds (7).

Commenting on the stage of man's development between childhood and adolescence, Fritz Rehl defined the pre-teen period as "that phase when the nicest children begin to behave in the most awful way" (13). Duvall described the stage as one during which "the preadolescent finds adults trying" (13). During early adolescence, a daughter may have ambivalent feelings toward her mother; she may resent her mother's authority, but, at the same time, long for her approval (10). Hurlock (18) suggested that girls often have more trouble than boys in becoming independent from their parents because the daughters are reared to be more dependent.

The transition from child to adult may be facilitated if the preadolescent years are good ones (4, 8, 13, 18). However, the nature of this stage of development is complicated by the rate of maturation. A study by Rowe (32) indicated that young people are growing up faster today than formerly; twelve-year-olds may be doing what brothers

and sisters initially did at an older age. Many popular writers (3, 11, 16, 20) have supported the hypothesis that youth are now maturing earlier. Since a child of ten often performs with independence and maturity as a consumer (24), the early maturation may have important implications for the business world.

It is generally accepted that clothes are important to the pre-teen (33, 38). Long before childhood draws to a close, girls are well aware of the symbolic meaning of apparel in establishing group positions. Clothing may indicate to them socioeconomic status, sexual appropriateness, individuality, and maturity; it may also symbolize identification with the peer group as a "personal front", thus implying belongingness by outwardly conforming to a group standard (14, 18, 33, 42). Ryan (33) suggested that the preadolescent girl, due to sensitiveness and desire to be accepted by peer groups, avoids clothes that look different or are not what "everyone else is wearing".

Although Tate and Glisson (38) indicated that teenagers desired conformity and self-expression, this desire may be in conflict with the family's clothing budget. Furthermore, pre-teens may have little concept of how much money is spent on their clothing (33). Money is valuable to them only for what it will buy at the time they want something (16). One study (27) has shown that some pre-

teens are using personal charge accounts and lay-away plans; this may indicate that they are buying items without experiencing the responsibility of paying for them.

Several suggestions have indicated that modern markets, to be efficient, must be broken down into segments by age, sex, and other variables (28, 35, 37). Consequently, a few retail stores have begun to recognize and cater to specific subgroups of our society (6, 20, 22). There were 9,954,000 females between ten to fourteen years of age in the United States in 1968 (41); the increase in this age group may indicate the need of retailers to give this market segment even more attention than in the past. As Ward (43) said, "all living organisms adapt to their environment in order to survive; and a business firm is no exception."

The magnitude of the teen-age market has been indicated by many studies (2, 5, 34, 40); the importance of the younger market has not been researched to any great degree. If the purchasing power of the latter girl and her friends' influence on store selection is known, retailing and apparel industries may be better able to adapt their businesses to exert the greatest drawing appeal. The importance to the pre-teens of advertising, brand names, and store loyalty are factors which merchants might exploit for business advantage. Favorable attitudes toward

a particular store during the early years could result in the development of future markets for that store.

Knowledge of forces influencing the preadolescent girl's clothing behavior might benefit the entire family by improving communication, as well as increasing understanding between mothers and daughters. Since pre-teens may have fairly large disposable incomes during these affluent times, learning to use their apparel money wisely may be an important goal for harmony in spending the families' clothing budget. This could be a practical experience in education for future successful money management.

Objectives of Study

The purpose of this descriptive study is to investigate the agreement or disagreement of middle class mothers and their seventh grade daughters concerning store selection for purchase of the daughter's outer school clothing. This research will be based on the following questions considered influential in store selection:

1. To what degree do daughters' and mothers' peers influence daughters' or mothers' store selection?
2. Is there a difference between the two groups in their expression of store loyalty?
3. What influence does mass media exposure have in the selection of stores for daughters' garments?

4. How important is the availability of brand names when selecting stores?
5. What store services are desired by mothers and daughters?
6. Does the source of money for clothing purchases determine whether mother or daughter selects a store?
7. Does the type of garment to be purchased determine whether mother or daughter selects the store?

CHAPTER II

REVIEW OF LITERATURE

The pre-teen years are years of transition, a time of breaking away from the family while becoming more peer orientated. Different studies have found varying degrees of satisfaction with the personal relationships between pre-teens and their parents.

Hawkes and his associates (15) found, in 1957, that a majority of 730 fifth grade boys and girls were actively involved in family activities and were happy with their relationships with parents. Mothers especially were rated favorably for talking plans over with their children.

An earlier study of both sexes by Bowerman and Kinch (4) reported that 87 per cent of 101 fourth graders, compared to approximately 50 per cent of 115 eighth graders, were family oriented as opposed to being peer oriented. This rating resulted from subjects being categorized as to the extent to which they identified with a certain group. A total of 686 of the respondents indicated a shift in increased orientation toward their peers as their age advanced.

Millson (25) studied 30 boys and 30 girls in the

seventh grade to determine the degree to which preadolescents conform to the opinions of their peers as opposed to those of adults in an experimental situation. She reported that girls who claimed to be aligned with children their own age were more accurate in their personal assessment than those who claimed to be aligned with adults. Girls were more responsive to peer pressure than boys and more likely to yield to the majority opinion.

Thus, as daughters become more peer oriented during the transition period, it appears there may be a possibility of conflict between mothers and their pre-teen daughters. Research has not shown how or if this assumption of conflict influences the selection of the daughter's clothing store.

Selection of Store

Rosencranz (31) studied 90 women's selection of clothing for daughters aged ten to twelve years. Wives of high income workers often chose their daughter's clothing with the daughter present. They tended to shop in "high prestige" specialty shops or "better departments".

A 1963 survey of 1,056 New York and Cleveland department store customers by Rich (29) at Harvard University's Division of Research reported that the suburban shopping center was frequented by upper and middle classes and by

younger people. Women from all socioeconomic classes often shopped at discount stores for children's clothing. Middle class women were more likely to be influenced by their own or by their friends' desires than by the desires of relatives. Children were named by approximately 18 per cent of the mothers as the persons with whom they usually shopped. Later studies by Root (30) and the U.S. Department of Agriculture (40) also reported that girls often shopped with their mothers.

Levy described the upper-middle class woman shopper as having purpose and efficiency in shopping and knowing where she would go for desired items. The lower-middle class woman tended to seek out the best buy for the money, regardless of the store where it was found. Her clothing purchases tended to be less organized than those of the upper-middle class woman.

A 1955 nation-wide study of nearly 1800 girls, fourteen to seventeen years of age, reported by Hochstim (17) revealed that over one-half of all respondents window shopped before buying. About the same proportion talked with their mothers about where to buy items prior to shopping.

After investigating 525 sixteen to eighteen year olds of both sexes in Sacramento in 1965, Samli and Windeshausen (36) reported that three-fourths of their respondents bought

clothing items at a number of different stores. Less than one-half of the sample chose the specific store in which to buy their apparel before selecting the particular garment they purchased. The teen-ager's choice of shopping companions included friends, self, and mother in descending order of frequency.

In his study on Children as Consumers, McNeal (24) stated that people normally shop in stores in which they feel comfortable. He suggested that factors such as previously received services from store personnel, friend's recommendations, or closeness to the shopper's home might have influenced the selection of a specific store.

In brief, some studies have described the middle class woman's and teen-ager's shopping behavior. Some research has suggested that teen-age girls tended to shop around and had little influence in choosing the store where their apparel was bought. Research is needed concerning the pre-teen's participation in store selection.

Peer Group Influence

Peer group influences on clothing behavior of girls in the eighth grade in Vener's study (42) were indicated more frequently than for girls in the tenth and twelfth grades. A significant finding showed that girls with increased social confidence tended to have less clothing

awareness than girls with lower social confidence.

Tozier (39) studied 756 eleventh grade students of both sexes concerning their methods of paying for personal clothing purchases. She stated that "possession of a personal charge account may be considered necessary by teen-agers of particular sub-groups . . . more personal credit-users had friends who had their own charge accounts than family credit-users or those who had always paid cash when buying their own apparel."

Rich (29) found over one-half of all adult respondents in his study discussed shopping with friends. Approximately one-third named friends as persons with whom they usually shopped.

Information pertaining to the peer influence on the mother's and the daughter's selection of the daughter's clothing store has not been sought. The scarcity of research about this age group in relation to choice of retail outlet suggests the need for further study in this area.

Store Loyalty

More than one-half of the teen-agers in Hochstim's study (17) looked in a variety of stores before buying clothes. Samli and Windeshausen (35) found store loyalty to be very low for personal apparel; three-fourths of their teen-age respondents bought clothing at a number of differ-

ent stores.

Women shopped at more different stores for children's clothing than they did for other items of merchandise listed in Rich's research (29). Many of them did not exclusively shop at the type of store they designated as their favorite. The respondents' favorite store was the regular department type for 43 per cent of the New York women and 69 per cent of the Cleveland women, with the discount department stores ranking second for each group. However, most respondents shopped "often" at other types of stores regardless of their favorite type. Loyalty to one retail outlet or to one category of store was unusual.

Two-thirds of Tozier's (39) respondents had a preferred store. A larger proportion of personal credit-users had favorite stores than either family credit-users or those who always paid cash. Furthermore, the personal credit-users had the smallest percentage of respondents who visited two or more stores before making purchases.

Pre-teen girls' loyalty to one store or type of store is not known. Whether or not pre-teen girls would follow their elders in displaying a lack of store loyalty has not been investigated.

Mass Media

Some studies have investigated the exposure and influ-

ence of various mass media in reaching customers. Samli and Windeshausen (36) reported over three-fourths of their teen-age respondents read the daily newspaper, but even more read the Sunday edition. Seventy per cent listened to the radio one or more hours daily; on weekends the percentage rose to eighty-four. Television watching for two or more hours each week day was reported by thirty-eight per cent; on weekends the percentage reached sixty-one. Almost twenty-seven per cent attended one or more movies weekly.

One-half of the respondents in Rich's study (29) listed store ads in newspapers as being "very helpful" and as an important information source. Talking with friends and actual shopping in stores were two other important ways of acquiring ideas about what to buy.

The pre-teen girl's exposure to mass media has apparently not been investigated to see if her use of mass media would approximate that of her elders. Possibly retailers could make more efficient use of their clothing advertisements by knowing which medium is preferred and whether to focus their advertising in each specific type at the mother or the daughter.

Brand Names

Rosencranz (31) investigated whether or not mothers

could recall brand names for their pre-teen daughter's clothing. Three-fourths of the white collar workers' wives and one-half of the manual workers' wives could do so.

Although Cunningham's (9) findings pertained to seven grocery items purchased by 600 families in 1956, it did lead him to conclude that brand loyalty was a very substantial asset to businessmen. Brand loyalty was believed to be too important to take "what", "where", and "how much" for granted.

Other studies have focused brand name research on the human's perception of brand names. Respondents in Allison's and Uhl's study (1) of "Brand Identification and Perception" of beer drinkers were not able to discern taste differences; but knowledge of the labels and their association influenced the respondents' evaluation of different brands.

Cateora's study (5) of the teen-age market found the adolescent had a strong sense of brand loyalty and was brand conscious. Twenty-seven per cent of Tozier's (39) respondents who used personal credit when buying their clothing planned the brand name they would buy before shopping; a lower proportion of the respondents paying cash and using family credit reported preplanned brand name preferences.

The importance of brand names to mothers of these girls also needs to be researched.

Store Services

In Powell's and Gover's investigation (27) of 12,317 boys and girls from three grades in South Carolina, 16 per cent of the seventh grade girls used lay-away plans in financing their purchases. About six per cent of the girls in the seventh grade reported having charge accounts in their own names.

Convenience in shopping (accessibility, parking, store layout and merchandise display) and service reasons (salesclerks, delivery, ease of return, charge accounts) were sought by over one-half of Rich's (29) adult respondents. Selection and quality of merchandise equalled the appeal of convenience in frequency of mention. The third highest factor mentioned as influential for shopping in a particular store was price appeal.

Research concerning the services of a store for which a pre-teen girl or her mother would look when shopping for the pre-teen daughter's clothing is needed.

Source of Money

As many as 80 per cent of the 52 eighth and eleventh grade adolescent girls in Ryan's 1965 study (34) reported purchasing some clothing with their own money.

Powell and Gover (27) found over 50 per cent of all their respondents received money from parents with no work duty. In addition, 22 to 50 per cent worked at home for their money. Over half of all respondents reported they had complete freedom to use their money as wished. Only 15 per cent of the seventh grade girls earned money outside the home. Increased age and money from sources outside the homes seemed to be associated with increased importance in clothing expenditures.

A 1966 Department of Agriculture study (40) found two-thirds of the girls aged fourteen to seventeen years had held some kind of job. Since a majority of the girls had earned \$25.00 or more during the previous year, they were questioned about the use of their income. Regardless of the girl's age, 60 per cent reported spending most of their money on clothing.

Although Phelan (26) had a limited sample size of 50 pairs of adolescent siblings and their mothers, certain variables were found to be independent of the adolescents' spending patterns. Those included the major source, amount, and familial expectations of use of weekly spending money.

Therefore, it appears that pre-teen girls do have some spending money and are sometimes permitted to use it as they wish. Whether or not they selected stores for clothing purchases on a different basis when spending their

parents' money than when using their own earned money or allowance has not been investigated.

Type of Garment

Studying 191 fifth grade boys and girls, Doyle (12) investigated decision-making opportunities of lower and middle class children when using their own personal funds. Her results suggested that the amount of money a child has is an important factor in the money management decisions of children. One-third of all respondents made independent decisions for spending one dollar or more. When the amount was less than one dollar, 62 per cent of the middle class children made independent decisions. Middle class children tended to share decisions with parents when the amount of money to be spent was larger than usual.

Whether or not the amount of money to be spent for a particular article of clothing affects the decision of who decides on the store where the clothing will be bought has not been investigated.

Summary

This review of literature appears to indicate that there may be varying degrees of rapport in the personal relationship between a pre-teen girl and her mother as the daughter becomes more peer oriented. Investigations into the store selection generally have used adults or teen-agers

as respondents; it is not known if younger girls base their selections on the same factors as their elders. No research was found which shows the young girl's attitude toward store loyalty nor whether or not they are influenced by mass media. The effect of whose money and how much money is being spent in buying the daughter's clothing may influence store selection. The amount of agreement or disagreement between mother and daughter in the selection of a store is unknown. Knowledge of what daughters and their mothers look for when selecting the daughter's clothing store could be an important asset to retailers.

CHAPTER III

PROCEDURE

Agreement or disagreement of middle class mothers and their seventh grade daughters in selecting the daughter's clothing store were explored in this study. The following factors considered to be important in store selection were investigated: influence of peer group on both the daughter and the mother; store loyalty; mass media and availability of preferred; store services; and source of money in relation to price of garment purchased.

Sample

Data were collected from seventh grade girls and their natural or adopted mothers in the vicinity of Chester, Virginia, in April and May, 1970. Of the 240 girls enrolled in the seventh grade, all but one section participated in the study giving a sample of 214 girls completing the questionnaire. The largest proportion, or 50 per cent, of the girls were 12 years of age.

The criteria for respondents who were included in the study was that both mother and daughter were: middle socio-economic status, natural or adopted mother-daughter status, and pertinent questions answered. The final sample in-

cluded 48 pairs of mother and daughter respondents who met these standards. Limitation to the middle socioeconomic status and failure to have any personal contact with the mothers were seen as major reasons for the low response.

Instrument

Two original instruments, one for daughter's responses (Appendix A) and one for mother's responses (Appendix C), were designed to investigate possible differences in mother's and seventh grade daughter's agreement in store selection for buying the daughter's outer school clothing. Questionnaires were used because they were a convenient method of collecting data from large groups and were adaptable to use in classroom and mailed situations.

Development

The questionnaires were constructed using elementary vocabulary and requiring either short or multiple-choice answers. Aspects of store selection to be explored were determined from suggestions of clothing and marketing specialists, a marketing questionnaire constructed in fulfillment of a graduate course, and a review of related studies. School coats, dresses, and blouses were chosen as outer clothing items for consideration in this study; scarves were included as an example of an inexpensive, fashionable accessory.

Part I of both instruments asked for information concerning clothing money, personal data, who made the decision as to which store to patronize, and other factors in store selection for purchase of daughter's clothing. The second section was concerned with descriptions of mother's and daughter's favorite clothing store for these purchases, if they had indicated they had a favorite. It was anticipated that every respondent would not answer Part II.

A group of elementary school girls and their mothers in Blacksburg, Virginia pre-tested the questionnaires. As a result of their comments, slight changes were made in the wording of the instruments to improve clarity.

Administration

Permission was obtained for the researcher and one aide to administer the questionnaire (Appendix A) during school time on April 28, 1970 at Chester Intermediate School. The girls met in two large groups, with the second group completing the schedule immediately after the first. The instrument was explained and directions at the top of the first page were read aloud to each group. Total time required for each section to answer the questions was approximately thirty minutes.

When the questionnaire (Appendix A) was collected from each individual, a sealed envelope was placed in front of her on which she was asked to write her mother's

name. Participants were requested to take the envelopes containing mothers' questionnaires (Appendix C) home. A cover letter (Appendix B) in the envelope explained the purpose of the research and asked the parent to return the questionnaire by March 5, 1970; a stamped, self-addressed envelope from the researcher was included for this purpose. This technique permitted the mothers to complete responses at a time convenient for them.

Analysis of Data

A coding system was used to compare responses of each mother with those of her daughter. When the daughter-mother pair responded with the same choice, it was assumed to be "agreement"; when responses varied, the coding was "disagreement". It was anticipated that neither mother nor daughter would be aware of this comparison.

Socioeconomic level of respondents was verified according to the McGuire-White Short Form Index of Social Status (23) based upon education and employment of the father and major source of family income. Upper- and lower-middle class respondents were combined to form a middle class categorization (Appendix D). Approximately 29 per cent of the daughters had fathers who had completed high school and 25 per cent had graduated from college; the largest

proportion of the fathers received the major sources of their income from salaries and/or commissions (85.4 per cent) (Table I).

Favorite store listings and names of stores where clothing items were bought were classified by types of stores. This type of store categorization was based on Jarnow's and Judelle's (19) definitions for the department, discount, speciality, chain, and post exchange or governmental discount stores. The researcher, who was familiar with the retail outlets in the respondents' vicinity, classified the store names under the appropriate type.

Data from respondents were analyzed by proportion of total sample. Each daughter-mother pair was studied for agreement or disagreement in store selection for purchasing daughter's outer clothing in relation to each of the seven objectives of the investigation. The seven objectives were: influence of peers, store loyalty, mass media, brand names, store services, source of money, and type of garment. A general summary of the pre-teen's ideas of a good clothing store for her own apparel purchasing was acquired by attaining percentages of the multiple answers from the forty-eight girls.

TABLE I.--Characteristics of mother-daughter pairs

Characteristics	No.	%
Grade of school completed by head of household:		
Attended high school but did not graduate	4	8.3
Finished high school	14	29.2
1-3 years of college	8	16.6
Business school or trade school	2	4.3
Graduated from college	12	25.0
Graduate school	8	16.6
Total	48	100
Major source of family income:		
Profits, fees from business or profession	1	2.1
Salary and/or commissions, and/or monthly check	41	85.4
Weekly checks and hourly wages	6	12.5
Total	48	100

CHAPTER IV

RESULTS AND DISCUSSION

The following results and discussion are based on data collected from seventh grade daughters and their mothers in the vicinity of Chester, Virginia. Agreements and disagreements between forty-eight respondent pairs were coded for the factors considered to be influential in store selection. A description of daughter's store selection will also be included.

Peer Group Influence

Shopping and clothing preferences of mother's friends with daughters and daughter's friends were compared for agreement in relation to selected aspects. A closer examination of the daughter's responses was included to see if they tended to agree with the findings of Vener's (42), Tozier's (39), and Rich's (29) indications that friends had an important influence on eighth grade girls, teenagers, and adults.

Mother and Daughter Comparison

Slightly over 58 per cent of both mothers and daughters agreed that the friends of each age group had a fav-

orite clothing store for buying clothing (Table II). More daughters and mothers disagreed (54.2 per cent) than agreed when indicating whether or not the mother ever insisted that the daughter buy clothing that the daughter's friends would not approve. This latter finding may indicate a lack of harmony between parent and child on the amount of mother's insistence. Nearly 65 per cent of the respondents concurred in the idea that there were certain items of clothing that both mother and daughter would not buy unless daughter's friends approved.

When asked if their friends preferred special brand names for certain items of clothing, the results of agreement were expressed as in Table III. Over one-half of the mother-daughter pairs were in agreement concerning their friends' desires of known brands for each of the four garments (school coat, blouse, dress and scarf). Percentages for harmony of opinion were higher for the most expensive item (the coat) and for the least expensive item (the scarf) than they were for middle-priced garments (school dresses and blouses).

Daughters' Peer Group Influence

Almost two-thirds (64.6 per cent) of the girls did not know whether or not their friends had a favorite store for buying their clothing (Table IV). About three-fourths

TABLE II.--Agreement of mother and daughter in relation to peer group influence

	Agreement		Disagreement		Total	
	No.	%	No.	%	No.	%
Mothers' and daughters' friends have favorite store for pre-teen girls' clothing	28	58.3	20	41.7	48	100
Mother's insistence daughter buy clothes daughter's friends would not like	26	45.8	22	54.2	48	100
Specific items daughter would not buy without friends' approval	31	64.6	17	35.4	48	100

TABLE III.--Agreement of mother and daughter in relation to peers' brand name preference

	<u>Agreement</u>		<u>Disagreement</u>		<u>Total</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Mothers' friends and daughters' friends looking for special brands for pre-teens'						
coat	29	60.4	19	39.6	48	100
dress	26	54.2	22	45.8	48	100
blouse	27	56.3	21	43.7	48	100
scarf	29	60.4	19	39.6	48	100

TABLE IV.--Peer group store type preference as indicated by daughters

	Responses	
	No.	%
Friends having favorite clothing store		
Yes*	13	27.1
No	4	8.3
Do not know	31	64.6
Total	48	100

*Breakdown of store type for yes responses:

	Responses	
	No.	%
Department	9	75.0
Discount	1	8.4
Specialty	2	16.6
Total	12**	100

**One respondent did not list store

of them believed their friends preferred a department store for their shopping, rather than a specialty or a discount outlet.

Data concerning the frequency of mother's insistence that her daughter buy clothing that the young girl knows her friends would not approve is reported in Table V. Almost 65 per cent of the pre-teens responded that their mothers "never" insisted and nearly 17 per cent that their mothers "seldom" acted this way.

A majority of 85.4 per cent of the daughters responded "no" when asked if there were specific items they would not buy unless their friends approved of them (Table V). They indicated a variety of items about which they desired friends' approval including shoes (the most often listed item), dresses, blouses, and hose.

Information concerning whether or not friends have special brands they look for when buying four clothing items was reported in Table VI. Approximately two-thirds of the girls said they did not know if their friends desired particular brand names for a school coat, dress, blouse, and scarf; almost one-third indicated their peers had no brand preferences for coats and scarves. These findings may indicate that these seventh grade girls were not greatly influenced by their peers or by brand names when selecting their apparel.

TABLE V.--Peer group influence on daughters in store selection as indicated by daughters

	Responses	
	No.	%
Mother's insistence on daughter buying clothes daughter's friends would not like		
Often	3	6.2
Sometimes	6	12.5
Seldom	8	16.7
Never	31	64.6
Total	48	100
Certain clothes not bought without friend's approval:		
Yes*	7	14.6
No	41	85.4

*Yes respondents listed little girl dresses, blouses, shoes, dresses, and hose

TABLE VI.--Peer group influence on daughters in relation to brand names as indicated by daughters

	<u>Responses</u>							
	<u>No special brand</u>		<u>Don't know</u>		<u>Brand Name</u>		<u>Total</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Friends looking for special brand names for								
Coat	16	33.4	32	66.6	0	0	48	100
Dress	13	27.1	32	66.6	3	6.3	48	100
Blouse	13	27.1	32	66.6	3	6.3	48	100
Scarf	15	31.3	33	68.7	0	0	48	100

Store Loyalty

Loyalty to a particular store was investigated by the number of items usually bought there and the number of stores usually visited before purchasing the young girl's clothing. Respondents who had a favorite store also answered descriptive questions about it.

Mother and Daughter Comparison

A majority of mothers and daughters were in agreement as to the type of store in which the girl's school clothes were usually bought (Table VII). Scarves (64.6 per cent) and dresses (66.6 per cent) were slightly lower in proportion of agreement than blouses (70.8 per cent) and coats (79.2 per cent). Of the forty-eight pairs, 62.5 per cent of the mothers and daughters were united about the number of stores they usually looked in before buying the girl's clothing.

Table I showed that approximately 58 per cent agreed that mother's and daughter's friends had favorite stores for this age girl's wardrobe selection. Presumably, each age group would, therefore, return to their best liked store to eventually make their purchases.

Exactly one-half of the total sample or 24 of the mother-daughter pairs agreed that they had a favorite

TABLE VII.--Agreement of mother and daughter in relation to store type
loyalty

	Agreement		Disagreement		Total	
	No.	%	No.	%	No.	%
Store type where school clothes are usually bought						
Coat	38	79.2	10	20.8	48	100
Blouse	34	70.8	14	29.2	48	100
Dress	32	66.7	16	33.3	48	100
Scarf	31	64.6	17	35.4	48	100
Number of stores visited before buying	30	62.5	18	37.5	48	100

store for buying the girl's clothing (Table VIII). Seventy-nine per cent of those parents and children preferred the same type of store. Slightly over 54 per cent agreed on the number of clothes bought at this store; exactly one-half indicated the same length of time they had patronized this retail establishment. Only one-fourth of the pairs agreed as to their companion the first time they went into their favorite store; this may indicate a trend in today's young customers becoming acquainted with stores in a different manner than did their parents. More than three-fourths (79.2 per cent) of the mothers and daughters agreed on the type of location for the favorite store.

Daughters' Choice of Store

The department type store was the choice of a majority of the girls for buying their school coat (80.5 per cent), dress (74.5 per cent), blouse (63.0 per cent), and scarves (66.7 per cent) (Table IX). Rich's (29) adult respondents had also listed the department store as their first choice but they shopped in more places for their children's clothes.

When asked to choose the number of stores they visited before buying, the largest proportion of the girls in the present study (56.3 per cent) indicated they went to three

TABLE VIII.--Agreement of mother and daughter having favorite store
in relation to store loyalty

	<u>Agreement</u>		<u>Disagreement</u>		<u>Total</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Mother-daughter agreement on favorite store						
	<u>No.</u>	<u>%</u>				
Yes	24	75				
No	8	25				
Total	32	100				
Store type	19	79.2	5	20.8	24	100
Number of clothes bought at this store	13	54.2	11	45.8	24	100
Patronage length at store	12	50.0	12	50.0	24	100
Person(s) accompanying respondent on first visit	6	25.0	18	75.0	24	100
Location of store	19	79.2	5	20.8	24	100

TABLE IX.--Store type preferences as indicated by daughters

	<u>Dept.</u>		<u>Chain</u>		<u>Discount</u>		<u>Specialty</u>		<u>Post Exchange</u>		<u>Total</u>	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Type of store shopped for												
Coat	37	80.5	3	6.5	0	0	4	8.7	2	4.3	46*	100
Blouse	29	63.0	3	6.5	3	6.5	6	13.1	5	10.9	46*	100
Dress	35	74.5	2	4.3	1	2.0	7	14.9	2	4.3	47*	100
Scarf	30	66.7	8	17.8	4	8.8	0	0	3	6.7	45*	100

*All respondents did not answer each question

or more stores (Table X). Slightly over 35 per cent visited two stores. Thus, this data tended to agree with Hochstim's (17) and Samli's and Windeshausen's (35) teenage studies which showed that teen-agers looked in a variety of stores before making their purchases.

The 35 girls listing a favorite store completed part two of the questionnaire (Table XI). Almost 68 per cent had a department store as their favorite type of retail outlet, with the specialty stores ranking second (17.6 per cent), and chain stores third (11.8 per cent). Exactly one-half of them reported they bought about 50 per cent of their clothes at their special store (Table XI). Over 30 per cent bought "most" of their clothing items at this store. More than two years was the length of time that 47.0 per cent of the youth had shopped at their special retail outlet.

Table XII indicates that mothers were with their daughters over 79 per cent of the time when the daughter first went to her favorite store. Less than 9 per cent of the girls reported that their girl friends accompanied them on their first visit. Almost 59 per cent of the stores were located in a shopping center. This data tended to agree with that of Rich's (29) whose adult respondents preferred shopping centers to downtown location.

TABLE X.--Store loyalty of daughters in store selection

	Responses	
	No.	%
Number of stores visited before buying:		
One	4	8.3
Two	17	35.4
Three or more	27	56.3
Total	48	100
Having favorite store for buying clothing:		
Yes	35	72.9
No	13	27.1
Total	48	100

TABLE XI.--Store type preference and loyalty as indicated by daughters

	Responses	
	No.	%
Type of favorite store:		
Department	23	67.6
Chain	4	11.8
Discount	1	3.0
Specialty	6	17.6
Total	34*	100
Clothes bought at favorite store:		
Most	11	32.4
About one-half	17	50.0
Less than one-half	6	17.6
Total	34*	100
Length of time buying at favorite store:		
Less than six months	4	11.8
Six months to one year	5	14.7
One to two years	9	26.5
More than two years	16	47.0
Total	34*	100

*All 35 respondents did not answer each question

TABLE XII.--Daughters' introduction to and location of preferred store

	Responses	
	No.	%
Person(s) accompanying daughter on first visit to favorite store:		
Mother	27	79.4
Girl friends	3	8.8
Sister	1	3.0
Boyfriend	1	3.0
Other		
Grandmother	1	2.9
Mother and girl friend	1	2.9
Total	34*	100
Location of favorite store:		
Downtown	14	41.2
Shopping center	20	58.8
Total	34*	100

*All respondents did not answer each question

Mass Media

Agreement as to the importance of seven types of mass media in acquiring clothing ideas was investigated. The daughters' responses were based on three divisions of importance: very important, important and not important.

Mother and Daughter Comparison

Conformity of opinion as to the importance of mass media to mothers and daughters can be seen in Table XIII. Almost 69 per cent of the matched pairs agreed to the importance of radios in acquiring ideas about clothing liked to be seen in stores; about 60 per cent agreed about television and magazines.

Daughters' Opinion of Mass Media

Daughters in this research indicated magazines (50.0 per cent), store window displays (51.1 per cent), and friends (59.6 per cent) as "important" sources of knowledge about clothing they would like to see in stores (Table XIV). Store catalogues or pamphlets were the only category to receive more than one-half (55.3 per cent) of the respondent's "very important" ranking. Radio (77.1 per cent) was least likely to be considered important by these young respondents. Women in Rich's (29) research had found newspaper ads, friends, and actual shopping to be influ-

TABLE XIII.--Agreement of mother and daughter in relation to mass media

	Agreement		Disagreement		Total	
	No.	%	No.	%	No.	%
Importance in acquiring clothing ideas by						
Magazines	28	58.3	20	41.7	48	100
Television	29	60.4	19	39.6	48	100
Radio	33	68.8	15	31.2	48	100
Newspaper	18	37.5	30	62.5	48	100
Store window displays	20	41.7	28	58.3	48	100
Store catalogue or pamphlets	20	41.7	28	58.3	48	100
Friends	23	47.9	25	52.1	48	100

TABLE XIV.--Mass media influence in store selection as indicated by daughters

	<u>Responses</u>								
	Very		Important		Not		Total		
	No.	%	No.	%	No.	%	No.	%	
Importance of mass media in acquiring clothing ideas:									
Magazines	9	18.7	24	50.0	15	31.3	48	100	
Television	5	10.4	19	39.6	24	50.0	48	100	
Radio	2	4.2	9	18.7	37	77.1	48	100	
Newspaper	4	8.3	23	47.9	21	43.8	48	100	
Store window displays	22	46.8	24	51.1	1	2.1	47*	100	
Store catalogue	26	55.3	18	38.3	3	6.4	47*	100	
Friends	7	14.9	28	59.6	12	25.5	47*	100	

*All 48 respondents did not answer each question

ential in their information value. Since advertising plays an extremely important role in retailing, businessmen may want to concentrate on the specific types of media that attract the youth's attention.

Brand Names

Information concerning brand name desirability of certain clothing items was investigated in relationship to the agreement of the mother-daughter pairs.

Mother and Daughter Comparison

Most respondent pairs were in agreement as to whether or not they did or did not have special brand name preferences for the daughter's clothes when shopping for a coat (87.5 per cent), blouse (85.4 per cent), and scarves (97.7 per cent) (Table XV). The least expensive item, the scarf, received the biggest percentage of agreement.

Daughters' Brand Names Preferences

When shopping for a coat, nearly 96 per cent of this study's junior high girls had no special brand in mind (Table XVI). Particular school dress brand names were not sought by over 89 per cent of the girls. Eighty-five per cent of the respondents had no special preference for school blouses while 100 per cent had no particular scarf request. Blouses, relative inexpensive items, received the most

TABLE XV.--Agreement of mother and daughter in relation to brand names

	Agreement		Disagreement		Total	
	No.	%	No.	%	No.	%
Brand names emphasis for						
School coat	42	87.5	6	12.5	48	100
School dress	41	85.4	7	14.6	48	100
School blouse	41	85.4	7	14.6	48	100
Scarf	47	97.9	1	2.1	48	100

TABLE XVI.--Brand name influence in store selection as indicated by daughters

	No special brand		Brand name		Total	
	No.	%	No.	%	No.	%
Brand name emphasis for						
School coat	46	95.8	2	4.2	48	100
School dress	43	89.6	5	10.4	48	100
School blouse	41	85.4	7	14.6	48	100
Scarf	48	100	0	0	48	100

number of special brand requests (14.6 per cent). The respondents in this study did not indicate an awareness or desire for brand names as did those in Cateora's (5) and Tozier's (39) teen-age samples.

Store Services

Agreement of mothers and daughters with regard to the importance of store services often available to customers was investigated. These services included the general helpfulness of the salespeople, the shop's response to attempts to return non-fitting garments, and the opportunity to purchase items on credit.

Mother and Daughter Comparison

Results indicated that the matched pairs were more inclined to disagree than to agree concerning the services which each considered in their choice of a shop (Table XVII). Almost 71 per cent differed in their idea about the traits of salesclerks which they liked best; a little over 60 per cent disagreed about the characteristics they disliked most. This may indicate that stores who wish to attract female customers will have to be more aware of the services wanted by these age groups.

A slight majority of the mothers and daughters did agree that they liked a store's policy about returning

TABLE XVII.--Agreement of mother and daughter in relation to store services

	Agreement		Disagreement		Total	
	No.	%	No.	%	No.	%
Store action on non-fitting garments	27	56.3	21	43.7	48	100
Most liked trait of salesperson	14	29.2	34	70.8	48	100
Most disliked trait of salesperson	19	39.6	29	60.4	48	100
Store allowing girl to charge on parent's account in parent's absence	21	43.6	27	56.4	48	100
Store allowing girl to charge on her own account	18	37.5	30	62.5	48	100
Store allowing girl to use her own lay-away plan	25	52.1	23	47.9	48	100

poorly fitting garments (56.3 per cent) (Table XVII). A little over 52 per cent concurred in their approval of shops which permitted young girls to purchase apparel on the lay-away plan.

Daughters' Responses Concerning Store Services

Table XVIII indicates that 62.5 per cent of the daughters believed the customer should make her own alterations for non-fitting garments rather than have the store do them at an additional cost to the purchaser.

The girls had varied preferences for salespeople: over 35 per cent preferred clerks who left them alone until they made their decisions; slightly less (33.3 per cent) wanted salespeople who gave "good advice"; and approximately 29 per cent desired clerks who were there to answer questions (Table XIX).

The most disliked trait of salespeople to this age girl was a clerk who tried to persuade her to buy something she did not want (62.5 per cent). The second most disliked trait was the too helpful salesperson (18.7 per cent). These suggestions could prove valuable to a training program for salespeople catering to this age girl.

Data in Table XX showed that almost 73 per cent of the girls did not know whether or not they could have personal charge accounts. Approximately 35 per cent were aware of being able to use their own lay-away plans.

TABLE XVIII.--Store services influence in store selection
as indicated by daughters

	Responses	
	No.	%
Store action on non-fitting garment:		
Customer make own alteration	30	62.5
Store make alteration and charge for alteration	14	29.2
Store make alteration and raise prices of all garments	4	8.3
Total	48	100

TABLE XIX.--Desirable and Undesirable traits of sales-people as seen by daughters

	Responses	
	No.	%
Most liked clerks:		
Leave customer alone until she has made her decision	17	35.4
Available to answer questions	14	29.2
Give good advice	16	33.4
Total	48	100
Most disliked clerks:		
Too helpful	9	18.7
Persuade customer to buy something unwanted	30	62.5
Don't let customer handle merchandise	1	2.1
Ignore pre-teen girls	6	12.5
Other:		
Listen to conversations	1	2.1
Go in while dressing	1	2.1
Total	48	100

TABLE XX.--Store policy influence in store selection as indicated by daughters

	Responses							
	Yes		No		I don't know		Total	
	No.	%	No.	%	No.	%	No.	%
Daughter can charge purchase to parent's account in parent's absence	7	14.6	2	4.2	39	81.1	48	100
Daughter can charge purchases to her own account	11	22.9	2	4.2	35	72.9	48	100
Daughter can use own lay-away plan	17	35.4	4	8.3	27	56.3	48	100

Open-ended questions were used to investigate factors that the respondent liked most and least about stores where her clothes were bought. Multiple responses were sometimes given for both categories; each response was recorded. A number count of the responses is as follows in Table XXI. The quality and selection of merchandise were the major features recorded as the most liked idea of stores. Services were third. These findings are in agreement with some of Rich's (29) adult respondents concerning store services.

Salespeople with certain disliked traits was the most often mentioned item in expressing disliked things about clothing stores (Table XXI). Possibly questions in the instrument regarding likes and dislikes about salesclerks influenced the respondents on these questions because clerk satisfaction or dissatisfaction was mainly the response on this part of the questionnaire.

Source of Money

Mother and Daughter Comparison

Over three-fourths of the respondents agreed on the way the daughter received most of the money for her clothes (Table XXII). The daughters' responses indicated that money provided by parents was the main source.

TABLE XXI.--Daughters' most liked and most disliked
idea of stores

	<u>Responses</u> <u>Number</u>
<hr/>	
Most liked feature of store:	
Wide selection styles sizes quantity	18
Merchandise quality cost	16
Services clerks	13
Housekeeping cleanliness neatness	8
Attractive lay-out atmosphere organization	6
Total Responses	61
Most disliked feature of store:	
Services (clerks)	19
Merchandise	11
Selection	8
Arrangement and lay-out	7
Housekeeping	4
Total Responses	49

TABLE XXII.--Agreement of mother and daughter in relation
to source of clothing money

	<u>Agreement</u>		<u>Disagreement</u>		<u>Total</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Source of daughter's clothing money	37	77.1	11	22.9	48	100

Daughters' Descriptive Responses

Money provided by parents as the daughter needed clothing money was listed by 85.4 per cent of the daughters as the main source of clothing money (Table XXIII). Small numbers also listed allowance, gifts, and earned money.

Source of Money and Type of Garment

Mother and Daughter Comparison

If the daughter were going to have a new dress costing \$10.00 or more, slightly over 60 per cent agreed on who decided where to buy it when parents paid for it (Table XXIV). When the daughter had earned the money for a new dress costing \$10.00 or more, 56.3 per cent agreed on who decided where to buy it. Conversely, if the daughter used her allowance for a dress, only 45.8 per cent agreed.

Slightly over 43 per cent agreed on who decided which store to patronize if the parents paid for a \$2.00 or less scarf. When the young girl had earned the money, 62 per cent were in agreement on who decided where to buy the same item.

Daughters' Descriptive Responses

When the parents paid for the daughter's dress costing \$10.00 or more, only 79.2 per cent of the girls replied that they and their mothers decided together where to buy

TABLE XXIII.--Source of clothing money as indicated
by daughters

	Responses	
	NO.	%
Source of most of clothing money:		
Money daughter earns	2	4.2
Daughter's allowance	3	6.2
Money from parents as clothes are needed	41	85.4
Gifts	2	4.2
Total	48	100

TABLE XXIV.--Agreement of mother and daughter in relation to source of money
and type of garment in deciding who selects the store

	Agreement		Disagreement		Total	
	No.	%	No.	%	No.	%
If parents pay for \$10.00 or more dress	29	60.4	19	39.6	49	100
If daughter earns money for \$10.00 or more dress	27	56.3	21	43.7	48	100
If daughter uses allowance for \$10.00 or more dress	22	45.8	26	54.2	48	100
If parents pay for scarf for \$2.00 or less	21	43.8	27	56.2	48	100
If daughter earns money for scarf for \$2.00 or less	30	62.5	18	37.5	48	100
If daughter uses allowance for scarf for \$2.00 or less	24	50.0	24	50.0	48	100

it (Table XXV). If the daughter earned the money for a new dress costing \$10.00 or more, about 59 per cent said she alone decided where to buy it. If the daughter's allowance was used to buy a \$10.00 or more dress, one-half of the daughters responded she and her mother made the decision.

When a new scarf costing \$2.00 or less was to be bought with the parents' money, 58.3 per cent of the daughters responded that they and their mother decided which store to patronize. With daughter's earned money buying a \$2.00 or less expensive scarf, the daughter usually (72.9 per cent) selected the store from which to buy it. If the daughter's allowance paid for a similar scarf, 64.6 per cent of the daughters responded they would make the decision on where to buy it.

Conclusion

In a compilation of all the responses of the mothers and daughters, at least one-half of the pairs appeared to be in agreement on approximately two-thirds of the questions. Thus, it appeared that these mothers and daughters were more likely to concur than to disagree in their opinions concerning the selection of clothing stores for purchase of the seventh grade girls' clothing.

TABLE XXV.--Source of money and type of garment influence in store selection
as indicated by daughters

	Daughter		Daughter & mother		Mother		Total	
	No.	%	No.	%	No.	%	No.	%
Who decides on store when parents are paying for \$10.00 or more dress	7	14.6	38	79.2	3	6.2	48	100
Who decides on store when daughter earns money for \$10.00 or more dress	26	59.1	20	41.7	2	4.2	48	100
Who decides on store when daughter's allowance buys \$10.00 or more dress	22	45.8	24	50.0	2	4.2	48	100
Who decides on store when parents pay for \$2.00 or less scarf	17	35.4	28	58.3	3	6.3	48	100
Who decides on store when daughter earns money for \$2.00 or less scarf	35	72.9	10	20.8	3	6.3	48	100
Who decides on store when daughter's allowance pays for \$2.00 or less scarf	31	64.6	14	29.2	3	6.2	48	100

CHAPTER V

SUMMARY

This investigation of store selection for purchase of seventh grade girl's clothing compared mother's and her daughter's responses for agreement or disagreement. Aspects of retail selection considered in the study were peer influence, choice of brand names, services provided, loyalty, mass media influence, source of money, and type of garment to be purchased. Several previous studies in the literature had suggested that the youth of our society seemed to be maturing at an earlier age than in the past, and that mother-daughter relationships changed as the daughter became more peer oriented. No research had explored the daughter's or the mother's store selection for buying the daughter's clothing or the conflict which may develop in the family concerning this problem.

The sample for this study consisted of 48 matched pairs of seventh grade girls and their mothers from Chester, Virginia. Respondents were from the middle socioeconomic class according to the McGuire-White Short Form Index of Social Status (23).

Data were collected through the use of two question-

naires (Appendix A and C) developed for that purpose. The instrument was administered to the girls during a class period in the spring of 1970. Similar questionnaires were sent home to the mothers by their daughters and returned to the researcher through the mail.

A coding system, unknown to mothers and daughters, made it possible to compare responses of each mother and her daughter. When the pair responded with the same choice, it was assumed to be "agreement"; when the responses varied, the coding was "disagreement". A general summary of the daughter's ideas of the good clothing store for her own apparel purchasing was acquired by attaining percentages for the multiple answers from the forty-eight girls.

Major Findings

The ratio of agreement of the mother-daughter pairs as opposed to the disagreement was slightly over 2:1. A larger proportion of the mothers and daughters were united in their opinions about store selection according to their responses they gave to about two-thirds of the questions.

The reactions to the basic questions investigated in this study were: (1) Over one-half of the mothers and daughters were agreed as to the influence of their peer groups on their selection of a clothing store. Approxi-

mately the same proportion of the pairs disagreed concerning the insistence of the mothers that the girl purchase clothing regardless of whether her friends liked it or not; however, almost two-thirds of the girls said their mothers "never" insisted in this matter. (2) Exactly one-half of the pairs agreed they had a favorite store. A larger proportion of the sample agreed on number of stores visited before purchasing garments while a majority of the daughters reported going to as many as three or four stores. (3) Over two-thirds of the pairs agreed that the radio was not an important source of clothing ideas; one-half believed magazines were "important" and equally many indicated television was "not important". The girls were most inclined to indicate store catalogues as "very important" sources of information for their apparel.

(4) A minimum of 85 per cent of the pairs agreed they did not look for special brand names in the selection of coats, dresses, blouses, and scarves for the daughter.

(5) The major area of disagreement of the study appeared to be in relation to desirability of store services. The pairs seemed most likely to agree about return policies and lay-away procedures. A lack of harmony was expressed regarding desired salesperson behavior. (6) A little over three-fourths of the mother-daughter pairs were agreed that the major source of money for the daughter's

clothing was the parents. (7) The matched pairs were most inclined to agree that mother and daughter, cooperatively, selected the stores if the parents paid for a dress costing \$10.00 or more or a scarf costing \$2.00 or less.

The daughters' responses, for the most part, showed they were unaware of their friends' preferences in brand names or if their friends had a favorite clothing store. Magazines, store window displays, and friends were listed as being "important" mass media for stores to use in informing this age girl for her clothing. Few of the seventh graders knew their most frequented store's policy concerning the availability of charge accounts and lay-away plans to youth. A majority preferred to shop in a department store in a shopping center. Over three-fourths of the girls had paid the first visit to their preferred store in the company of their mothers.

Limitations of the Study

The present study had several limitations. The small homogeneous sample size did not allow for statistical analysis; a larger sample would have presented a broader and more detailed account of agreement and disagreement. Confining the sample to one region and to one school may have produced different results than if varied location

sites had been utilized. Continued refinement of the questionnaire might have improved its clarity and reduced the time required to complete it. Inclusion of a broader range of socioeconomic groups might have produced more helpful information for retailers. Personal interviews, to acquire more depth of information and to check the questionnaire's validity, would have been desirable. Factors not investigated, such as home sewing and whether or not the mother had a full time job, may have influenced the respondents' answers.

Implications for Further Study

Some implications for further research are based upon limitations of the present study. A larger sample composed of young girls and their mothers from varying communities and socioeconomic classes might reveal more differences of opinion between the two groups of respondents. The peer influence on young girls and their desire for specific brand names in their clothing should have further study.

Factors, such as closeness to stores, home sewing, mother's employment status, and family size should be investigated in relation to this age girl's clothing store selection. A comparison with other age segments of young people might reveal the stage in the life cycle when

the daughter begins to be more influenced by her friends than by her parents in store selection.

APPENDIX A

HOW YOU BUY YOUR CLOTHES

We need your help in learning how girls your age buy their clothes. Many girls have their clothes made at home; others buy their clothes. When answering these questions, think only of your ready-made clothes bought at a store.

This is not a test; there are no right or wrong answers. No one you know will see your paper, not even your mother. Do not write your name on any page. Please answer every question as carefully as you can. Choose the one best answer that describes YOU; put the number of it in the blank.

EXAMPLE:

1. I am a
 (1) female
 (2) male
1. 1

Remember, there are no right or wrong answers. We would just like to know what YOU do or think.

=====

1. Your age _____ 1. _____
2. Your grade _____ 2. _____
3. With whom have you lived during the past
five years?
 (1) your mother
 (2) your step-mother
 (3) other (describe) _____ 3. _____
4. Which one of the following is the way you get
most of the money for your clothes?
 (1) money you earn
 (2) allowance
 (3) money provided by your parents as you
 need clothes
 (4) gifts
 (5) other (describe) _____ 4. _____

5. Do you and your mother agree on the price you should pay for your clothes?
 (1) always
 (2) usually
 (3) sometimes
 (4) seldom
 (5) never 5. _____
6. If you are going to have a new dress costing \$10.00 or more, who decides where to buy it if your PARENTS PAY for it?
 (1) you
 (2) you and your mother
 (3) your mother
 (4) other (describe) _____ 6. _____
7. If you have EARNED the money for a new \$10.00 or more dress, who decides where to buy it?
 (1) you
 (2) you and your mother
 (3) your mother
 (4) other (describe) _____ 7. _____
8. If you are using your ALLOWANCE to pay for a new \$10.00 or more dress, who decides where to buy it?
 (1) you
 (2) you and your mother
 (3) your mother
 (4) other (describe) _____ 8. _____
9. If you have EARNED the money for a new scarf for \$2.00 or less, who decides where to buy it?
 (1) you
 (2) you and your mother
 (3) your mother
 (4) other (describe) _____ 9. _____
10. If you are going to have a new scarf for \$2.00 or less, who decides where to buy it if your PARENTS PAY for it?
 (1) you
 (2) you and your mother
 (3) your mother
 (4) other (describe) _____ 10. _____

11. If you are using your ALLOWANCE to pay for a new scarf for \$2.00 or less, who decides where to buy it?
 (1) you
 (2) you and your mother
 (3) your mother
 (4) other (describe) _____ 11. _____

12. What is the name of the store where these school clothes are usually bought: (name only one store and spell it the best you can)
 coat _____ blouse _____
 dress _____ scarf _____

13. How many stores do you usually look in before buying clothes?
 (1) one
 (2) two
 (3) three or more
 (4) none 13. _____

14. If a garment doesn't fit, what do you think the store should do?
 (1) let customer make own alterations
 (2) store make the alterations and charge for them
 (3) store make the alterations and raise the price of garments to cover the cost 14. _____

15. Do you have special brand names you look for in buying a

	Brand Name (<u>write</u> name)	No special brand (check <u>✓</u>)	
school coat			15.
school dress			16.
school blouse			17.
scarf			18.

19. Which ONE of these do you like most about clerks?
 (1) they leave me alone until I make my decision
 (2) they are right there to answer my questions

- (3) they give good advice
 (4) other (describe) 19. _____
-

20. Which ONE of these do you dislike most about clerks?

- (1) they try to be too helpful
 (2) they try to persuade me to buy something I don't want
 (3) they don't let me handle merchandise
 (4) they ignore me
 (5) other (describe) 20. _____
-

21. Does the store where you do most of your clothing buying let you charge purchases to your parents' account if your parents are not with you?

- (1) yes
 (2) no
 (3) I don't know 21. _____

22. Does the store where you do your buying let you charge purchases to your own charge account?

- (1) yes
 (2) no
 (3) I don't know 22. _____

23. Does the store where you do your clothing buying let you use your own lay-away plan (the store saves clothes for you until they are paid for in full and then you take them home)

- (1) yes
 (2) no
 (3) I don't know 23. _____

24. Which of the following best describes what your mother does?

- (1) full time housewife
 (2) regular job (40 hours or more weekly)
 (3) part-time job away from home (less than 40 hours)
 (4) has a job paying money but she stays home and does the work 24. _____

25. What is your father's job? (describe) _____

26. What is the highest grade your father completed in school?

- (1) 1st thru 7th grade
- (2) finished 8th grade
- (3) attended high school but did not graduate
- (4) finished high school
- (5) 1-3 years of college
- (6) Business school or trade school
- (7) Graduated from college
- (8) Graduate school

26. _____

27. What is the one major source of your family's income?

- (1) inherited savings and investments
- (2) savings and investments
- (3) profits, fees from business or profession
- (4) salary and/or commissions, and/or monthly check
- (5) weekly checks and hourly wages
- (6) odd jobs, seasonal work
- (7) public relief or assistance
- (8) other (describe _____)

27. _____

28. Do your friends have a favorite clothing store for buying their clothing?

- (1) yes Name of store _____
- (2) no
- (3) I don't know

28. _____

29. Do your friends have special brands they look for in buying their

	Brand name (<u>write</u> name)	No special brand (check <input type="checkbox"/>)	I don't know (check <input type="checkbox"/>)	
school coat				29.
school dress				30.
school blouse				31.
scarf				32.

33. What do you like MOST about stores where your clothes are bought?

34. What do you like LEAST about stores where your clothes are bought?

35. How important to you are the following ways to pick up ideas about clothes you would like to see in stores? (check the proper answer)

	Very Important	Important	Not Important	
Magazines				35.
Television				36.
Radio				37.
Newspaper				38.
Store window displays				39.
Store catalogue or pamphlets				40.
Your friends				41.
Other (list)				42.

43. Does your mother insist that you buy clothes you know your friends won't like?

- (1) often
 (2) sometimes
 (3) seldom
 (4) never

43. _____

44. Are there certain items of clothing you would not buy unless your friends approve them?

- (1) yes List the clothes _____
 (2) no

44. _____

45. Do you have a favorite store where you like to buy your clothes?

- (1) yes
 (2) no

45. _____

Part II. If your answer to the above question was NO, you may ignore the rest of this questionnaire.

If your answer was YES, please continue answering the remainder of the questions. Remember there are no right or wrong answers.

1. What is the name of your favorite clothing store and where is it?
Store _____ City _____
2. How many of your school clothes are usually bought at this store?
 (1) most
 (2) about one-half
 (3) less than one-half 2. _____
3. How long have you been buying at your favorite store?
 (1) less than six months
 (2) six months to one year
 (3) one to two years
 (4) more than two years 3. _____
4. Who was with you the first time you went in your favorite store?
 (1) mother
 (2) girl friends
 (3) sister
 (4) boyfriend
 (5) other (describe the person's relationship to you) _____
 _____ 4. _____
5. Is your favorite store (choose one)
 (1) downtown
 (2) in a shopping center
 (3) in the Chester neighborhood
 (4) other (describe) _____ 5. _____

THANK YOU!

APPENDIX B

College of Home Economics
Blacksburg, Virginia 24061

Department of Clothing, Textiles
and Related Art

Dear Mother,

You, as the mother of a seventh grade girl at Chester Intermediate School, must have lots of suggestions and problems about the stores where you buy your pre-teen daughter's clothing. Will you please help us in a study about buying school clothes for seventh grade girls?

I taught home economics at Thomas Dale High School for three years before coming to Virginia Polytechnic Institute to study for my master's degree in clothing. Chester seems an ideal location for research for my thesis. This study could help local merchants, home economics teachers, and parents in their efforts to provide clothing for pre-teen girls.

Please fill in these pages without asking your daughter's opinions about any of the questions. We already know her opinion. Now we want to find out what you think. All questions should have only one answer. Please drop your completed questionnaire in the enclosed envelope and return it to me by May 5, 1970.

Thank you very much for your contribution to this research.

Sincerely,

Josephine Saunders, Graduate Student

Dr. Enid F. Tozier, Associate Professor
Clothing and Textiles

Mr. M. R. Schools
Coordinator of Secondary Schools
Chesterfield County School Board

Mr. B. Frank Lewis, Principal
Chester Intermediate School

APPENDIX C

HOW YOU BUY YOUR DAUGHTER'S CLOTHING

We need your help in learning how you buy clothes for your daughter. Many girls have their clothes made at home; others buy their clothes. When answering these questions, think only of your daughter's ready-made clothes bought in a store.

This is not a test; there are no right or wrong answers. No one you know will see your paper, not even your daughter. Do not write your name on any page. Please answer every question as carefully as you can. Choose the one best answer that describes you; put the number of it in the blank.

EXAMPLE:

1. I am a
 (1) female
 (2) male
1. 1

Remember, there are no right or wrong answers. We would just like to know what YOU do or think.

- =====
1. Your daughter's age. _____ 1. _____
2. Your daughter's grade _____ 2. _____
3. Describe your relationship to your daughter:
 (1) natural mother
 (2) step-mother for the past five years
 (3) other (describe) _____ 3. _____
4. Which one of the following is the way your daughter gets most of the money for her clothes?
 (1) money she earns
 (2) allowance
 (3) money provided by you as she needs clothes
 (4) gifts
 (5) other (describe) _____ 4. _____
5. Do you and your daughter agree on the price you should pay for her clothing?
 (1) always
 (2) usually
 (3) sometimes

- (4) seldom
 (5) never 5. _____
6. If your daughter is going to have a new dress costing \$10.00 or more, who decides where to buy it if YOU PAY for it?
 (1) your daughter
 (2) you and your daughter
 (3) you
 (4) other (describe) _____ 6. _____
7. If your daughter has EARNED the money for a new \$10.00 or more dress, who decides where to buy it?
 (1) your daughter
 (2) you and your daughter
 (3) you
 (4) other (describe) _____ 7. _____
8. If your daughter is using her ALLOWANCE to pay for a new \$10.00 or more dress, who decides where to buy it?
 (1) your daughter
 (2) you and your daughter
 (3) you
 (4) other (describe) _____ 8. _____
9. If your daughter has EARNED the money for a new scarf for \$2.00 or less, who decides where to buy it?
 (1) your daughter
 (2) you and your daughter
 (3) you
 (4) other (describe) _____ 9. _____
10. If your daughter is going to have a new scarf for \$2.00 or less, who decides where to buy it if YOU PAY for it?
 (1) your daughter
 (2) you and your daughter
 (3) you
 (4) other (describe) _____ 10. _____
11. If your daughter is using her ALLOWANCE to pay for a new scarf for \$2.00 or less, who decides where to buy it?
 (1) your daughter
 (2) you and your daughter

- (3) you
- (4) other (describe) _____ 11. _____

12. What is the name of the store where these school clothes for your daughter are generally bought: (name one store)

coat _____ blouse _____
 dress _____ scarf _____

13. How many stores do you usually look in before buying your daughter's clothes?

- (1) one
- (2) two
- (3) three or more
- (4) none

13. _____

14. If a garment doesn't fit, what do you think the store should do?

- (1) let customer make own alterations
- (2) store make the alterations and charge for them
- (3) store make the alterations and raise the price of garments to cover the cost

14. _____

15. Do you have special brand names you look for in buying your daughter's

	Brand Name (<u>write</u> name)	No special brand (check <u>✓</u>)
school coat		
school dress		
school blouse ...		
scarf		

15. _____
 16. _____
 17. _____
 18. _____

19. Which ONE of these do you like most about clerks?

- (1) they leave me alone until I make my decision
- (2) they are right there to answer my questions
- (3) they give good advice
- (4) other (describe) _____

19. _____

20. Which ONE of these do you dislike most about clerks?
 (1) they try to be too helpful
 (2) they try to persuade me to buy something I don't want
 (3) they don't let me handle merchandise
 (4) they ignore me
 (5) other (describe) _____ 20. _____
-
21. Does the store where you do most of your daughter's clothing buying let your daughter charge purchases to you if you are not present?
 (1) yes
 (2) no
 (3) I don't know 21. _____
22. Does the store where you do your daughter's clothing buying let your daughter charge purchases to her own charge account?
 (1) yes
 (2) no
 (3) I don't know 22. _____
23. Does the store where you do your daughter's clothing buying let your daughter use her own charge account?
 (1) yes
 (2) no
 (3) I don't know 23. _____
24. Which of the following best describes what you do?
 (1) full time housewife
 (2) regular job (40 hours or more weekly) away from home
 (3) part-time job away from home (less than 40 hours)
 (4) have a job paying money but you stay home and do the work 24. _____
25. What is your husband's job? (describe) _____
-

26. What is the highest grade your husband completed in school?

- (1) 1st thru 7th grade
- (2) finished 8th grade
- (3) attended high school but did not graduate
- (4) finished high school
- (5) 1-3 years of college
- (6) Business school or trade school
- (7) Graduated from college
- (8) Graduate school

26. _____

27. What is the one major source of your family's income?

- (1) inherited savings and investments
- (2) savings and investments
- (3) profits, fees from business or profession
- (4) salary and/or commissions, and/or monthly check
- (5) weekly checks and hourly wages
- (6) odd jobs, seasonal work
- (7) public relief or assistance
- (8) other (describe) _____

27. _____

28. Do your friends who have daughters have a favorite clothing store for their daughter's clothing?

- (1) yes Name of store _____
- (2) no
- (3) I don't know

29. Do your friends with daughters have special brands they look for in buying their daughter's

	Brand Name (<u>write</u> name)	No special brand (check <input type="checkbox"/>)	I don't know (check <input type="checkbox"/>)	
school coat ..				29.
school dress .				30.
school blouse				31.
scarf				32.

33. What do you like MOST about stores where your daughter's clothes are bought?

34. What do you like LEAST about stores where your daughter's clothes are bought?

35. How important to you are the following ways to pick up ideas about clothes you would like to see in stores? (check the proper answer)

	Very Important	Important	Not Important	
Magazines				35.
Television				36.
Radio				37.
Newspaper				38.
Store window displays				39.
Store catalogue or pamphlets				40.
Your friends				41.
Other (List) _____				42.

43. Do you ever insist that your daughter buy clothes that she says her friends won't like?

- (1) often
- (2) sometimes
- (3) seldom
- (4) never

43. _____

44. Are there certain items of clothing that your daughter would not buy unless her friends would approve them?

- (1) yes List the clothes _____
- (2) no

44. _____

45. Do you have a favorite store where you like to buy your daughter's clothes?
- (1) yes
(2) no

45. _____

Part II. If your answer to the above question was NO, you may ignore the rest of this questionnaire.

If your answer was YES, please continue answering the remainder of the questions. Remember there are no right or wrong answers.

1. What is the name of your favorite clothing store for buying your daughter's clothes and where is it?

Store _____ City _____

2. How many of your daughter's school clothes are bought at this store?

- (1) most
(2) about one-half
(3) less than one-half

2. _____

3. How long have you been buying at this favorite store?

- (1) less than six months
(2) six months to one year
(3) one to two years
(4) more than two years

3. _____

4. Who was with you the first time you went in this favorite store?

- (1) daughter
(2) your daughter and her friends
(3) one of your older children
(4) your husband
(5) other (describe person's relationship to you) _____

4. _____

5. Is your favorite store (choose one)

- (1) downtown
(2) in a shopping center
(3) in Chester neighborhood
(4) other (describe) _____

5. _____

THANK YOU!

APPENDIX D

Social Status Score of Mother Daughter Pairs
 (Index Score: 23-51 = Middle Social Class)

<u>Number of Pairs</u>	<u>Score</u>	<u>Total</u>
4	24	96
4	27	108
4	29	116
1	30	30
2	32	64
1	34	34
2	37	74
1	38	38
4	40	160
2	41	82
5	43	215
1	44	44
1	45	45
2	46	92
2	47	94
8	48	384
1	49	49
2	50	100
<u>1</u>	51	<u>51</u>
48		1876

Average = 39.08

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MOTHER-DAUGHTER SELECTION OF
SEVENTH GRADE GIRL'S CLOTHING STORE

Josephine Roberta Saunders

Abstract

This descriptive study was concerned with agreement or disagreement of middle class mothers and their seventh grade daughters in selection of stores for purchasing the daughters' clothing. Data were obtained from 48 matched mother-daughter pairs in Chester, Virginia, in the spring of 1970. Aspects of retail selection studied through the use of questionnaires were peer influence, choice of brand names, store services, loyalty, mass media influence, source of money, and type of garment to be purchased.

Principle findings were: (1) At least one-half of the pairs were in agreement on approximately two-thirds of the questions. Thus, it appeared that they were more likely to concur than to disagree concerning the clothing store selection for daughters' clothing. (2) One-half of the pairs agreed they had a favorite store. Daughters' responses indicated the department store was the desired type of those having a favorite retail outlet; but a majority of them went to at least three or four stores before purchasing apparel. (3) Daughters' responses generally

showed: they were unaware of their friends' preferences in brand names; if their friends had a favorite clothing store; and lack of brand name identification desires for their own clothes. (4) Strong disagreement was expressed regarding desired salesperson behavior while agreement was indicated on return policies and lay-away procedures. (5) Daughters considered store catalogues "very important" sources of information for their apparel.