

Mothers' Attitudes and Satisfaction

**Concerning
Teenage
Daughters'
Clothing**

TEXAS A&M UNIVERSITY
TEXAS AGRICULTURAL EXPERIMENT STATION
R. E. PATTERSON, DIRECTOR, COLLEGE STATION, TEXAS

Summary

This research examines mothers' attitudes and satisfactions concerning their teenage daughters' clothing practices; and identifies clothing problems and areas of possible disagreement between mothers and daughters.

The sample was selected from the Dallas-Fort Worth and Bryan-College Station areas and consisted of 448 white mothers reporting clothing practices of 471 daughters.

Socio-economic data (independent variables) were cross-classified with mothers' opinions of daughters' clothing practices and satisfactions (dependent variables).

Findings indicated that one-half the respondents thought clothing was very important while 4 percent thought it was of little importance to their daughters. Fit, general appearance and color were the clothing characteristics which mothers most frequently indicated were of importance to daughters.

Drake indicated that nearly two-thirds of the girls had felt ill-at-ease on occasion because they thought they were unsuitably dressed (8). This research indicated that only 28 percent of the mothers thought their daughters felt this way. Household composition, family income and educational attainment were significantly related to the mothers' opinions.

One-half the mothers thought their daughters had acquired about 5 or 6 ready-made dresses in the year previous to interviewing. The total number of dresses acquired was indirectly related to the number of ready-made dresses acquired. Approximately 40 percent thought their daughters had made 5 dresses for themselves. Family income and household size were significantly and generally directly related to this function.

The median price paid for daughters' basic dresses was \$10 to \$12. Significantly related socio-economic variables were respondents' age, education, household size and composition and family income.

Mothers indicated that problems related to size of garments based on the unique teenage growth pattern, placement of hem and circumference of waistlines were the most common when purchasing ready-made garments. It may be inferred that these problems are indicative of the personal critical attributes mothers and daughters use when selecting daughters' ready-made dresses.

Mothers thought a large variety of ideas influenced them and their daughters when planning wardrobes. The most frequently mentioned sources of ideas were from store displays, a variety of magazines, other girls and salesclerks, and the daughters' own ideas. The median number of sources used was 2.01. The number of sources of ideas used was statistically and generally directly related to household composition and mothers' employment status.

Sixty-four percent of the mothers reported they generally planned with their daughters for the teenage clothing. The remainder indicated occasional joint-planning. Frequency of joint-planning was inversely related to family size. Mothers whose children were exclusively teenagers and mothers who were employed were more likely to plan for their daughters' clothing with the girls.

Fifty-seven percent of the mothers reported discussing aspects of cost in joint-planning sessions. Because cost of garments was seldom mentioned by mothers as sources of clothing problems, it may be inferred that the joint-planning sessions are of value in this respect.

The median age mothers thought daughters should start taking part in clothing decisions was 12.58 years. The distribution of ages was greatly skewed to the young ages. Mothers' educational level and family income were significantly related to the age girls start making these decisions.

Fifty-three percent of the mothers thought their daughters usually made the final clothing decisions, whereas 25 percent indicated they usually made them.

Mothers' Attitude and Satisfaction Concerning Teenage Daughters' Clothing

Carol S. Bathke and L. Sharon Burson*

ADOLESCENCE IS THAT PERIOD of rapid transition between childhood and adulthood which is characterized by invariable and persisting emotional, physical, and social development. During this period the emphasis placed upon clothing is strong. It has been shown that generally clothing which the girl believes to be right for her can increase her emotional well-being.

Whereas information concerning individual clothing supplies at the various stages of life cycles are available (3,5), relatively little is known of the attitudes which partially affect clothing satisfaction and behavior. Because clothing satisfaction is important to the mental health of the adolescent girl, and because her clothing desires have traditionally been thought to conflict with other economic demands within the family unit, this research has been carried out to determine mothers' attitudes and satisfactions concerning their teenage daughters' clothing and clothing practices. In certain instances daughters' opinions are cited so that clear comparisons may be made.

An attempt is made in the analysis of findings to relate the girls' sociologically and psychologically based values to mothers' attitudes considering pertinent and immediate influences which may further affect this relationship. Much of this analysis will be based on the critical-attribute phase¹ of clothing selection as described by Jacobi and Walters (15).

OBJECTIVES

Because of the nature of the problem and the degree of development of knowledge concerning attitudes affecting clothing behavior, the research has taken the form of an inquiry. As information is accumulated and a theoretical basis further developed, hypotheses can be tested.

The objectives are as follows:

1. To identify mothers' attitudes and satisfactions with their teenage daughters' clothing.
2. To identify clothing buying practices which contribute to mothers' satisfaction or dissatisfaction with their daughters' clothing.
3. To identify existing relationships between mothers' satisfactions, attitudes, and practices concerning daughters' clothing and socio-economic factors.
4. To formulate recommendations for clothing educators and to relate research findings to current marketing demands.

*Respectively, instructor and technician, Department of Home Economics, Texas Agricultural Experiment Station.

¹Critical attribute phase is the aspect of clothing decision-making where the attribute least available in a garment becomes all-important and is generally the basis for the decision to purchase.

METHOD AND SAMPLE DESCRIPTION

This research is the third of a series of studies concerning clothing behavior, attitudes and problems of selected Texas girls and women (8,1). No studies providing insight into these behaviors have been undertaken in Texas. Studies done elsewhere are not totally applicable because of regional differences and time lapse.

The data were collected during the fall of 1960 by the interview method. The sample consisted of 448 white mothers whose 471 daughters were junior and senior high school students in Bryan, College Station, Dallas and Fort Worth, Texas. In both cases the samples are assumed to be representative of the populations involved. Research design did not allow mothers' and daughters' responses to be paired for statistical analysis. Mothers

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and daughters were interviewed separately. When there was more than one daughter in the family, the mother completed a questionnaire for each.

Information concerning the respective families' socio-economic status was also gathered. These data were cross-tabulated with clothing behavior and practices and were analyzed in terms of families of girls. Duplicate data, as in the case of more than one daughter per family, were excluded. Socio-economic data were also obtained from mothers' questionnaires. These data represent 432 family units.

A breakdown of the sources of number of questionnaires administered is given below:

City	Mothers	Teenagers
Bryan	293	313
College Station	79	81
Dallas	41	42
Fort Worth	35	35
Total	448	471

The chi square test (3,10) was used to determine the significance of relationships among the socio-economic factors (independent variables) and clothing practices and behavior (dependent variables). A probability of less than .05 was regarded as statistically significant, .10 as a strong trend and .20 as a broad trend.

SOCIO-ECONOMIC VARIABLES

Socio-economic variables play an important role in affecting clothing practices and the ultimate satisfaction derived from them. For this reason, an analysis of these variables was included in the research design. Unless the homemaker was widowed or divorced, or the socio-economic status was acquired before marriage, the homemaker and her children assume the status of the husband. Consequently, some of these variables are cited in terms of the husband singularly, or husband and homemaker jointly.

Table 1 cites the distribution of respondents and/or their husbands within selected socio-economic classifications.

The following independent variables were cross-classified with mothers' opinions of their daughters clothing practices and attitudes: age of mother, size of household, composition of household, employment status of mother,² education of mother,³ family income and age and employment status of teenage daughter.

Because some of the data were incomplete, meaningful contingency coefficients could not be calculated. However, contingency correlations based on the same homemakers reporting on their clothing practices and satisfactions indicate that the homemakers' educational attainment was highly and generally significantly related to other independent variables excluding the teenage daughters' age and employment status.

²Employment status was classified as full or part-time with 40-hour work week denoted as full-time employment. Part-time employment was a regular 40-hour workweek occupation held for less than 11 months but for more than 1 month during the previous year.

³Throughout this report education is measured by years completed.

FINDINGS

Mothers' Attitudes Toward Daughters' Clothing

Social acceptance by one's peers is of great importance, initial and visible impressions which guide future social relationships become a means by which teenage girls attempt to induce their social acceptance.

Importance of Clothing

Traditionally, many family problems are based upon the high value teenage girls place upon clothing. Supposedly, these interests conflict with common family goals. Mothers of teenage daughters were asked if they thought their daughters placed much importance, average importance or little importance on clothes. It was anticipated that responses would reveal if conflicts actually do exist and if these are based upon the mothers' misconceptions of their daughters' clothing values.

Fifty percent of the mothers interviewed thought clothing was very important to their daughters, whereas 46 percent and 4 percent thought clothing was of average and little importance to their daughters, respectively. Apparently mothers were aware of the importance teenage girls attach to their clothing, although reasons for this importance were not enumerated.

None of the eight socio-economic variables studied were significantly related to mothers' opinions of the importance their daughters attach to clothing.

Important Clothing Characteristics

In order to investigate specific characteristics of teenage girls' clothing which could cause mother-daughter disagreement, mothers were asked to specify the clothing characteristics their daughters considered most important. More than one response could be given. Because mothers did not rank multiple responses, the continued importance attached to a single variable can not be identified.

Almost one-half the mothers felt that fit was most important to their daughters. Approximately one-third felt appearance was most important and one-fifth considered color to be most important to their daughters. As previously reported the daughters also thought that these clothing characteristics were important (8). This finding is supported by Dickins and Ferguson where fit, becomingness and color were rated the most important features of teenage clothing (7).

The mothers and daughters agreed in their concepts of general appearance and color. There appeared to be some discrepancy as to what constituted acceptable fit of clothing. Mothers tended to emphasize that fit should not be too tight whereas, the teenage girls considered becoming fit synonymous with "snug" fit (8).

Teenage daughters tended to emphasize suitability⁴ as an important characteristic even though it was inferred that this quality in clothing was achieved by large wardrobes (8). Few mothers, however, thought this clothing characteristic was of importance to their daughters. Possibly, misunderstandings between teenage girls and

⁴Suitability included becomingness to the wearer and appropriateness to the occasion.

their mothers were frequently caused by differing interpretations of "suitability." Mothers had the added advantage of experience through which insight into problems of clothing selection was gained, and, consequently may be less sensitive to this problem than were their daughters. In this instance, the mothers' ability to project herself into the world of the teenage girl takes on paramount importance.

Suitability of Garments

As expected, mothers tended to think that their daughters' clothing was suitable for their activities. Nine in 10 mothers stated that they thought their daughters'

clothing was generally suitable for most of their activities. Eight percent thought their daughters' clothing was suitable only in part, whereas 2 percent thought their daughters' clothing was generally unsuitable.

Almost 3 out of 10 mothers thought their daughters had felt unsuitably dressed for some particular activity or occasion. Concurrently, more than 6 in 10 teenagers thought they were inappropriately dressed (8).

The 115 mothers who thought their daughters had felt unsuitably dressed for a particular activity or occasion were asked what they thought could have prevented this. Reasons cited by approximately 20 percent of the

TABLE 1. NUMBER AND PERCENTAGE DISTRIBUTION IN SOCIO-ECONOMIC CLASSIFICATIONS

Variable	Number	Percent	Variable	Number	Percent
Age in year intervals			Employment status		
Mothers			Mothers		
20-29	1	—*	Full-time all of the year	103	24
30-39	171	40	Full-time part of the year	30	7
40-49	200	47	Part-time	54	13
50-59	51	12	Unemployed	244	57
60 or over	6	1			
TOTAL	429	100	TOTAL	431	101
Fathers			Occupations		
30-39	84	21	Mothers		
40-49	206	51	Professional, technical	36	19
50-59	92	23	Managerial, official	11	6
60 or over	21	5	Clerical	64	34
TOTAL	403	100	Sales	27	14
Family composition			Service	25	13
Under 13, 13-19	226	52	Operative	21	11
Children 13-19 years only	165	38	Household workers	3	2
Under 13, 13-19, 20 and above	41	10			
TOTAL	432	100	TOTAL	187	99
Family size			Fathers		
2 members	5	1	Professional	87	21
3 members	83	19	Managerial, official	101	25
4 members	139	32	Clerical	19	5
5 members	100	23	Sales	28	7
6 members	61	14	Crafts	86	21
7-9 members	39	9	Operative	34	8
10-11 members	5	1	Service workers	19	5
TOTAL	432	99	Laborers	20	5
Education by years completed			Unemployed, disabled, retired	13	3
Mothers			TOTAL	407	100
Less than 1	8	2	Family incomes		
1-8	76	18	Less than \$1,000	3	—
8-12	82	19	\$1,000-2,999	38	9
12	145	34	\$3,000-4,999	101	24
12-16	99	23	\$5,000-5,999	64	15
16 or more	20	5	\$6,000-7,999	66	16
TOTAL	430	101	\$8,000-9,999	61	15
Fathers			\$10,000 and over	83	20
Less than 1	7	2	TOTAL	416	99
1-8	74	18	Area of major socialization***		
8-12	75	18	Mothers		
12	83	20	Urban	184	43
12-16	103	25	Rural	246	57
16 or more	62	15	TOTAL	430	100
TOTAL	464	98	Fathers		
Mothers' specialized training			Urban	170	42
Business	63	64	Rural	233	58
Practical Nurse	12	12	TOTAL	403	100
Beautician	8	8			
Other**	16	16			
TOTAL	99	100			

*Less than 1 percent.

**Other includes telephone, performing arts, management, food preparation, sales' clerk.

***Area of major socialization refers to the population classification where the respondent spent the major part of her childhood and adolescent years.

mothers included the need for more appropriate clothing, the need for more "right" clothing and the conformity to peers' clothing. Approximately 15 percent believed insufficient quantity of garments was responsible for daughters' feeling unsuitably dressed.

The 28 percent of the mothers who thought that their daughter had felt unsuitably dressed on occasion seemed to be aware of the causes of these problems. Mothers' reasons most frequently involved ideas of occasion, season or individual girl as they apply to unsuitable clothing. In the teenage study similar reasons were given by the daughters. One-half the teenagers said "if I had known what others were wearing" and over one-third said "if I had worn a different type of clothing and accessories" (8).

Slightly less than one-fifth of the mothers thought that their daughters frequently felt unsuitably dressed for a specific activity or occasion. Twenty-seven percent thought this occurred occasionally and over one-half stated their daughters seldom felt unsuitably dressed.

Household composition ($P. < .05$), family income ($P. < .001$) and mothers' educational attainment ($P. < .02$) were socio-economic variables significantly related to the mothers' opinions on the suitability of their daughters' clothing.

There was a broad trend for family size to be related to the mothers' opinions. In all family size classifications at least 85 percent of the mothers thought their daughters' clothing was generally suitable for their activities.

Mothers who thought their daughters' clothing was generally unsuitable were likely to be members of families consisting of both teenagers and children of other age categories. However, as previously indicated, 90 percent of the mothers, regardless of family composition, thought their daughters were suitably dressed.

When educational attainment was cross-classified with mothers' opinions of the suitability of their daughters' clothing, it was found that from 84 to 94 percent thought daughters' clothing was suitable. This relationship was statistically significant. Of those 10 percent who felt their clothing was unsuitable, 16 percent, 6 percent and 9 percent had at least some high school training, had completed high school or had at least some college training, respectively.

Of the 10 percent of the mothers who thought their daughters' clothing unsuitable, the largest proportion were from families whose annual income was less than \$5,999.

Mothers' Opinions of Daughters' Clothing Buying Practices

A large proportion of the total population is between the ages of 13 to 19 years. The economic and social aspects of the clothing market created by teenagers is of interest to parents, educators and manufacturers. This section identifies some existing buying practices and problems of teenage girls acting jointly or independently of their mothers.

Number of Dresses Acquired

According to popular opinion, which was questioned by Drake (8), teenage girls think large quantities

of garments will solve their clothing problems. This attitude can, and often does, produce issues conflicting with other family interests. When mothers were asked how many dresses their daughters had acquired during the year previous to the interview, a large range was indicated. The sources of these dresses were equally varied. Table 2 enumerates this data.

Slightly less than 9 in 10 mothers thought their daughters had acquired fewer than 13 ready-made dresses. The total number of dresses acquired was indirectly related to the number of dresses purchased ready-made. The implication is that when the retail market is the main source of dresses, the prices are prohibitive to the point that relatively few garments are purchased.

Thirty-six percent of the mothers indicated their daughters had made 5 or fewer dresses during the year before the interview. Some may have been made in high school homemaking classes. Relatively few had made more than 12 dresses.

Slightly more than one-half the mothers indicated they had made dresses for their daughters. In these cases, the daughters usually had acquired a total of 12 or fewer dresses. In the companion teenage study (8) the girls indicated they had acquired an average of 14 dresses from all sources during the previous year. This finding implies that home sewing is an important means of supplementing the wardrobe, rather than being the main source of acquisitions.

Family income ($P. < .05$) and household size ($P. < .01$) were significantly related to the total number of dresses acquired by the teenage girl as reported by mothers.

Mothers of families with a yearly income of less than \$4,000 thought their daughters had acquired 6 to 12 dresses during the year previous to interviewing. At all other income levels, the majority of the mothers indicated daughters acquired a total of 13 or more dresses.

Mothers of families of 5 or fewer members thought their daughter acquired at least 13 dresses more fre-

TABLE 2. DISTRIBUTION OF MOTHERS' OPINIONS OF NUMBER AND SOURCES OF DRESSES DAUGHTERS ACQUIRED DURING YEAR PREVIOUS TO INTERVIEW

Number of dresses	Sources of Dresses			
	Ready-made	Made by teenager	Made by mother	Made by others
1 only	6	27	13	18
2-3	15	39	23	34
4-5	20	13	19	17
6-7	15	7	12	14
8-9	7	3	7	4
10-12	19	7	14	5
13-15	6	2	2	6
16-19	5	1	2	0
20-24	5	0	5	1
25-29	1	1	1	1
30 and over	1	0	2	0
	100	100	100	100
TOTALS	92(n.=386)	36(n.=150)	52(n.=219)	30(n.=124)

Note: Mothers reported only 4 daughters who did not acquire any dresses the last year.
Teenagers could have acquired dresses from more than one source.

quently than did those of 6 or more family members. In the latter classification, girls generally acquired 6 to 12 dresses.

Analysis indicated a tendency for mothers' education to be a function of the total number of dresses they thought their daughters acquired. Of the 151 mothers who had not completed high school, 13 percent, 45 percent and 42 percent thought their daughters had added 1 to 5, 6 to 12 and 13 or more dresses during the previous year, respectively. In all other instances, mothers' educational attainment was directly related to the number of dresses daughters acquired. The latter relationship is to be expected since, from a sociological point of view, education is highly, positively correlated to income level, which is, in this case, statistically related to the total number of dresses daughters acquired.

Prices Usually Paid for Basic Dresses⁵

Mothers reported paying varied prices for daughters' basic dresses. Forty-five percent of the mothers said they usually paid less than \$10 for their daughters' basic dresses. Approximately 50 percent indicated they usually paid from \$10 to \$15 for those garments.

As expected, income was highly significant when related to the prices usually paid. Mothers of families with less than \$4,000 annual income usually paid \$6 or less for their daughters' basic dresses, whereas the largest proportion of mothers in each of the other income levels paid the median price (\$10 to \$12) or more for their daughters' dresses.

The mothers' age ($P. < .05$) and education ($P. < .001$), family size ($P. < .001$) and household composition ($P. < .01$) were other socio-economic factors significantly related to the prices paid for teenage daughters' basic dresses.

Mothers who generally paid \$6 or less for their daughters' basic dresses were usually under 40 years of age; from families of 6 or more members; and had children who were less than 13 and teenagers. They usually had not completed a high school education.

Those mothers who generally paid \$7 to \$9 for their daughters' basic dresses usually had not finished high school and had larger families composed of varied-aged children. A similar proportion of mothers in each age classification usually paid \$7 to \$9 for the basic type of dress.

Mothers who were 40 or older more often paid \$10 or above for their daughters' dresses. They usually had smaller families composed of children in their teens. These mothers were also more likely to have begun and/or completed a college education.

Dissatisfactions with Ready-made Clothing

It is inferred that, because mothers reported buying approximately 91 percent of their daughters clothing ready-made, their indications of problems encountered would be representative of their dissatisfaction with teenage clothing.

Mothers were asked, "What are the most difficult problems you have in buying ready-made clothing for

your daughter?" These responses were not ranked and each mother could give more than one response. The median response was 1.93 problems.

The largest proportion of responses, 44 percent, associated with a single factor were based on size problems related to unique teenage growth patterns. Thirty-seven percent and 27 percent of the total 204 responses were related to this problem, but specified the placement of the hem and circumference of the waist, respectively. Fifteen percent specified length of waist as a problem while 18 percent simply identified "fit" as a problem without describing the particular aspect of the problem. Although economic factors frequently have been functions of the clothing practices and attitudes, only 13 percent of the responses were related to cost of garments.

It is logical to assume that the characteristics of clothing most noted by a specific individual or group will be the "critical attribute" so important in the purchasing process (15). It may be further inferred that dissatisfaction with these characteristics will constitute major clothing problems.

Mothers' opinions of teenage daughters' clothing problems and the daughters' opinions of these problems were contrasted (8). Mothers and daughters both felt that fit was important in the teenagers' clothing. Similarly, fit was a major problem in selection of ready-made garments. Color, which was considered relatively important by teenage daughters and their mothers, was not a major problem in the selection of ready-made garments. Only 2 percent of the mothers cited color as a problem in purchasing ready-made clothing. This relationship infers that range in color selection, which evidently is large, does not usually constitute the critical attribute phase of clothing selection.

Fourteen percent of the mothers felt that style was important to their daughters while 19 percent felt they had problems related to aspects of style in ready-to-wear teenage clothing. Similarly, 6 percent of the mothers felt that the length of the garment was important to their daughters while 37 percent of the mothers reported thinking their daughters had difficulty in buying ready-made garments of satisfactory length. In these instances, style and length of garments probably formed critical attributes for daughters, but were not recognized as such by their mothers.

None of the socio-economic variables studied were a significant function of problems mothers thought their daughters had in purchasing ready-made clothing.

Number of Ready-made Dresses Purchased

The number of ready-made dresses acquired is described in Table 2.

The variables of household size ($P. < .001$), composition ($P. < .02$) and family income ($P. < .001$) were the only socio-economic variables which were significantly related to the number of teenage dresses purchased ready-made.

The number of dresses purchased ready-made was inversely related to the family size.

Mothers with teenagers and children of other ages purchased 1 to 5 dresses for teenage daughters more frequently than did those mothers whose children were

⁵Basic dresses referred to type of dresses which were adaptable for a variety of teenage girls activities, such as school, shopping, dates.

only teenagers. The latter group of mothers usually had purchased 6 to 12 ready-made dresses for their daughters.

Generally, family income was inversely related to the total number of ready-made dresses required. Approximately 50 percent of the mothers of families with an annual income of less than \$5,999 purchased 1 to 5 dresses for their teenage daughters. When family income was \$6,000 to \$9,999 annually, 36 percent, 47 percent and 17 percent had purchased 1 to 5, 6 to 12 and 13 or more dresses for their teenage daughters, respectively.

Mother-Daughter Relationship Concerning Clothing

The conflicts within the family unit which are allegedly caused by the teenage daughters' clothing needs and demands are inferred to manifest themselves in mother-daughter disagreement. The mother, as the traditional purchasing agent for the family and companion to the daughter, is in prime position to be aware of these conflicts and any ill-effect they may have upon the basic mother-daughter relationship.

Frequency of Agreement

Study mothers were asked: "How much agreement do you think there is in the way your daughter wants to dress and the way you want her to dress?" Seventy-nine percent of the mothers studied thought they usually agreed with their daughters. Almost one-fifth of the mothers said they agreed and disagreed at about the same frequency. Only 4 percent said they usually disagreed with their daughters on this point.

None of the selected socio-economic variables were significantly related to the mothers' opinions of frequency of agreement concerning this matter.

Sources of Clothing Ideas

As the teenage girl became an important segment of the clothing market, advertising in varied forms of mass media was directed toward her. In order to examine the possible influence these efforts have on the selection of clothing for teenage girls, mothers were asked where they and their daughters usually got clothing ideas.

Because mothers were not asked to rank their responses in terms of importance, an accurate distribution based on importance of each source could not be formulated. On the average, each mother cited 2.6 sources of ideas. Window-shopping and browsing were the most popular sources of clothing ideas, as approximately 20 percent of the responses were related to these factors. Sewing and pattern books (15 percent), other girls and salesclerks (15 percent) and teen magazines (13 percent) were frequently considered important by mothers. Mothers believed daughters used their own ideas approximately 12 percent of the time, whereas the mothers' ideas were considered less than 1 percent of the time.

Research design did not allow an analysis of the socio-economic variables as related to the kinds of sources. Analysis was made in terms of the number of sources used. The median number of sources used was 2.01. Household composition ($P. < .02$) and mothers'

employment status ($P. < .02$) were significantly related to the number of sources of ideas mothers thought were used.

Mothers of teenage children generally reported the use of 2 sources of information while those with families composed of children with varied ages generally used 3 or 4 sources.

Two or 3 information sources were generally used when the mothers were full-time employees, whereas 3 or 4 sources were generally used when mothers were part-time employees.

Frequency of Planning

Twenty-nine percent of the mothers said they thought they usually planned and discussed the daughters' clothing with them. Frequent mother-daughter planning was reported by 35 percent of the mothers and occasional mother-daughter planning was reported by 36 percent of the sample. Class intervals were not numerically defined.

Household size ($P. < .01$) and composition ($P. < .05$) and mothers' educational ($P. < .05$) and economic ($P. < .05$) attainment were socio-economic variables significantly related to the frequency of mother-daughter clothing planning.

Frequency of mother-daughter planning was inversely related to family size. Sixty-nine percent of the mothers with families of fewer than 5 members reported frequent mother-daughter planning whereas 51 percent of the mothers with 6 or more family members reported frequent joint planning of the daughters' clothing.

Mothers who had families composed exclusively of teenage children were most likely to report frequent mother-daughter planning. Approximately two-fifths of the mothers with children of varied ages reported occasional joint-planning of the daughters' clothing.

Almost two-thirds of mothers employed full-time reported frequent mother-daughter planning. Approximately three-fourths of the part-time employees and sixty one percent of the unemployed mothers indicated frequent joint-planning.

Regardless of educational attainment, more than one-half the mothers reported frequent planning. Those mothers who had completed high school were more likely to participate in frequent joint-planning than did those from any other educational classification.

There was a trend for family income to be statistically related to frequency of joint-planning. Fifty-three percent of the mothers with an annual family income of less than \$4,000 reported frequent mother-daughter planning. Of the mothers with \$4,000 to \$9,999 yearly family incomes, approximately two-thirds reported frequent joint-planning. Seventy percent of the mothers at the \$10,000 and more income level reported frequent mother-daughter planning of the daughters' clothing.

Clothing Characteristics Planned

An analysis of the clothing characteristics mothers and daughters discuss before shopping could indicate areas of common concern. These characteristics are related to the vital critical attribute phase of clothing decision-making (15). Table 3 enumerates this relationship.

TABLE 3. NUMBER AND PERCENTAGE DISTRIBUTION OF CLOTHING CHARACTERISTICS MOTHERS AND DAUGHTERS DISCUSSED BEFORE SHOPPING FOR DAUGHTERS' CLOTHING

Characteristics	Number	Percent*
Cost	239	57
Suitability-activities and seasons	203	48
Color	150	36
Fabric	106	25
Fashionableness	75	18
Garment type	68	16
Versatility	43	10
Care required	37	9
Design—unspecified	27	6
Fit	9	2
Construction qualities	3	1
Other	20	5
Total characteristics discussed	980	
Mothers responding**	421	
Mothers not responding	4	
Mothers did not plan with daughters	23	
Mean number of characteristics	2.3	

*Does not equal 100% as more than one response could be discussed

**Base for percentages

Because more than one response could be made and homemakers did not rank responses, a distribution describing the importance individuals attach to clothing characteristics could not be formulated.

Approximately 60 percent of the clothing qualities discussed were aspects of cost. That the majority discuss cost of garments before shopping indicates that cost of garments is an important factor in clothing selection. It may be inferred that because mothers and daughters generally discuss this aspect of selection, some agreement has been reached before the shopping trip. Consequently, garments costing more than some arbitrary amount are not considered by mothers and daughters; and this factor seldom becomes a critical attribute of the purchasing decision as in the context described by Jacobi and Walters (15).

In the same vein, fit, which was considered important to both teenage girls and their mothers, and which was a frequent problem when purchasing ready-made dresses, was seldom discussed before shopping for the daughters' clothing. It should be noted, however, that garments which fit an individual girl may not be as readily available as garments which she can afford.

Suitability was discussed by one-half the mothers and daughters before they shopped for the daughter's clothing. The mothers' ideas of suitability were in relation to the daughters' activities and the season, whereas few discussed suitability in relation to the teenagers' individual characteristics.

Household composition was the only socio-economic variable significantly related to the number of characteristics mothers and daughters planned or discussed before shopping for the daughters' clothing. Mothers with children less than 13 years old and those with only teenagers usually discussed at least two clothing characteristics. If the family was composed of children of varied ages the mothers and daughters most frequently discussed at least three clothing characteristics before shopping for the daughters' clothing.

Age Mothers Thought Daughters Should Begin Making Clothing Decisions

The mothers were asked at what age they thought a girl should begin to plan and shop, with adult guidance, for her own clothing. Table 4 enumerates this data.

The median age mothers thought their daughters should share this responsibility was 12.58 years. Note that the distribution is skewed toward young age groups.

Mothers' educational level ($P. < .01$) and family income ($P. < .001$) were significantly related to the age at which mothers thought girls should begin to participate in this planning and shopping.

Mothers with less than a high school education were most likely to suggest an older age for assuming the responsibility of some clothing decisions. Mothers who had attained a high school education were distributed similarly among the varying age categories. Those mothers who had college training consistently stated early teens for assuming some clothing responsibilities.

Over one-third of the mothers with less than \$4,000 annual family income thought the girls should be 15 years or older before participating in clothing decisions. A similar proportion of mothers with family incomes of \$4,000 to \$9,999 thought that a girl should assume these responsibilities in the early teens.

Person Making Final Clothing Decision

Fifty-three percent of the mothers thought their daughters usually made the final clothing decision. One-fourth of the mothers stated that they made this decision, whereas 18 percent said that final clothing decisions were joint with mother and daughter participating.

The mothers' employment status ($P. < .05$) and educational level ($P. < .05$) were the only socio-economic variables which were significantly related to the mothers' opinions of the person making the final clothing decision.

If the daughter were the final decision maker, the mother generally had received a high school education or less. If the mothers were the final decision-makers, their level of education tended to increase. Similarly, if decisions were made jointly by the mothers and daughters, the mothers generally had some college training.

TABLE 4. AGE MOTHERS THOUGHT DAUGHTERS SHOULD BEGIN TO PARTICIPATE IN CLOTHING DECISIONS

Daughters' age in years	Number	Percent
Under 10	36	8
10-11	51	11
12	84	19
13	88	20
14	93	21
15	45	10
16	29	7
17	7	2
18 and older	10	2
Total	443	
No answer	5	
	448	

When daughters made the final clothing decision, their mothers were generally part-time employees. If the mothers made the final clothing decisions, they were generally either employed full-time or not employed outside the home in any capacity. Mothers who usually felt that clothing decisions were a joint project were most frequently full-time employees.

IMPLICATIONS

This research has important implications for educators and homemakers as well as clothing manufacturers and retailers.

For Educators and Homemakers

Evident discrepancy between mothers' and daughters' opinions of acceptable fit and suitability of garments, and daughters' feeling ill-at-ease because of clothing indicates a need for increased mother-daughter communication. Only when mothers and daughters approach maximum agreement can full satisfaction be derived from the daughters' clothing.

Fit and suitability of clothing are areas requiring greater study in adult and secondary homemaking classes. If daughters could learn what is "good" fit in terms of values acceptable to their mothers while, if, at the same time, mothers were more tolerant of their daughters' views, disagreement on this point would decrease. Concepts of fit are applicable to the construction of home-sewn garments and the evaluation of ready-made garments. Emphasis in teaching clothing should be directed to home-sewn garments which generally supplement those acquired ready-made and are not the main source of teenage garments.

Teachers should recognize that teenage girls obtain very few clothing ideas from homemaking classes. Possibly, very few girls in the sample were enrolled in homemaking classes, or the transfer of principles learned to immediate clothing problems is low.

Findings indicate that mothers think their daughters should start participating in clothing decisions when they are 12 to 13 years old. On this basis, teachers might re-evaluate clothing curricula to include principles of wardrobe planning and selection when interest and need is at its greatest.

For Manufacturers and Retailers of Clothing

If expressed clothing problems can be logically construed to indicate the critical attributes of ready-made garments used by consumers in the decision-making process, manufacturers could improve their products through this knowledge. Both mothers and daughters expressed a great need for garments suitably designed for varied teenage activities and tastes, and sized to fit the girls' figures and growth rates. Problems of cost were also frequently expressed.

Mothers thought that 52 percent of the ideas used for teenage daughters' clothing came from store windows and displays. A great educational service would be rendered and sales increased if more of this media were directed toward the girl and her problems of suitability and diversity.

ACKNOWLEDGMENTS

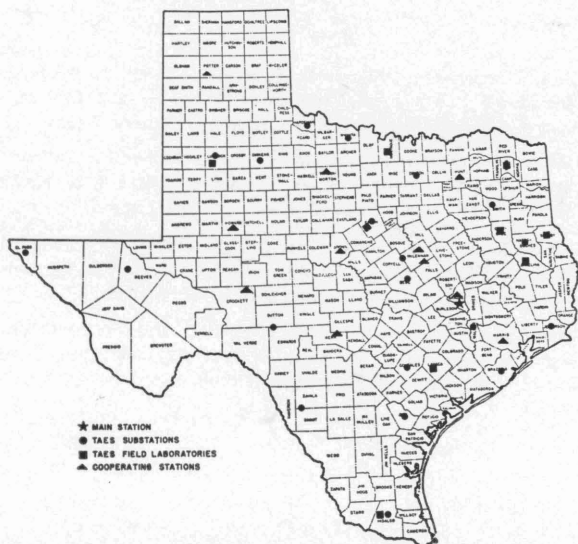
This research was originated by Phyllis Drake, former assistant professor, Department of Home Economics.

Copies of additional tables may be obtained from the Department of Home Economics.

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Location of field research units of the Texas Agricultural Experiment Station and cooperating agencies

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The Texas Agricultural Experiment Station is the public agricultural research agency of the State of Texas, and is one of the parts of Texas A&M University.

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IN THE MAIN STATION, with headquarters at College Station, are 13 subject-matter departments, 3 service departments, 3 regulatory services and the administrative staff. Located out in the major agricultural areas of Texas are 20 substations and 10 field laboratories. In addition, there are 13 cooperating stations owned by other agencies. Cooperating agencies include the Texas Forest Service, Game and Fish Commission of Texas, Texas Prison System, U. S. Department of Agriculture, University of Texas, Texas Technological College, Texas College of Arts and Industries and the King Ranch. Some experiments are conducted on farms and ranches and in rural homes.

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| Conservation and use of water | Dairy cattle |
| Grasses and legumes | Sheep and goats |
| Grain crops | Swine |
| Cotton and other fiber crops | Chickens and turkeys |
| Vegetable crops | Animal diseases and parasites |
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| | Plant diseases |

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