SELECTED CLOTHING BUYING PRACTICES OF HIGH SCHOOL GIRLS IN CARROLLTON, TEXAS

THESIS

Presented to the Graduate Council of the North Texas State University in Partial Fulfillment of the Requirements

For the Degree of

MASTER OF SCIENCE

By

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Denton, Texas

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The purpose of the study was to explore specific buying practices of teenage girls and to determine the influence of age and employment on shopping patterns. The buying practices investigated included use of credit, apparel purchase price, purchasing of reduced merchandise, brand name preferences, utilization of store personnel and stores patronized.

The data were collected by questionnaires administered to 205 high school girls in grades 9 through 12 enrolled in the two public high schools in Carrollton, Texas. Chi square tests of independence were computed along with descriptive statistics. Buying patterns of Carrollton teenagers were found to be similar to girls in other areas of the United States. A positive correlation was found between shopping patterns and student age and employment.
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CHAPTER I

INTRODUCTION

The median age for the total population of the United States in 1969 was 18 years of age. Today, the median age is 29 years of age and, by the year 2000, it will be over age 31 (2). The junior clothing market of the sixties was so vast that the supply could not always meet the demand. However, as the median age rises, the junior market is no longer increasing in importance. As a result, stores competing for the junior customers have less room for error. When this situation occurs, it is advantageous for competing stores to have as much knowledge as possible concerning the ages and buying practices of their customers.

In the last five years, seven junior apparel stores in the Carrollton, Texas area have closed. Carrollton has 2,513 teenage girls between the ages of 14 and 19 (1). Hence, it is evident that the clothing buying practices of this market segment have an affect on the retail community in Carrollton. A study providing information to help stores become more efficient in supplying their customers with the desired merchandise at the right price would be valuable.
Statement of the Problem

This study is designed to investigate selected clothing buying practices of high school girls in Carrollton, Texas. The study also will analyze the shopping practices according to age and employment.

Purposes of the Study

The purposes of this study were to

1. Investigate selected clothing buying practices of Carrollton high school girls concerning the following items.
   a. Use of credit.
   b. Apparel purchase price.
   c. Purchasing of reduced merchandise.
   d. Brand name preferences.
   e. Utilization of store personnel.
   f. Names of stores where clothing items are purchased.

2. Examine the relationship between student employment and clothing buying practices.

3. Examine the relationship between age of high school girls and clothing buying practices.

Hypotheses

In order to carry out the purposes of this study, the following hypotheses were tested.

1. Age influences shopping behavior of high school girls.
2. Employment influences clothing buying practices.
Definition of Terms

The following terms are defined for this study.

1. An adolescent is a person in the period of growth from puberty to maturity. Although age may vary, the generally accepted age span is from ages 12 to 18.

2. Buying practices refer to the consumer's behavior in the market place.

Assumptions

The following assumptions pertained to this study.

1. It was assumed that the responses received on the survey questionnaire reflected the objectives of this study.

2. There are both employed and unemployed students in Carrollton, Texas.

3. The majority of teenage girls in Carrollton, Texas attend the two Carrollton high schools.

Limitations

The results of this study were limited by the degree of honesty, cooperation, attentiveness, and attendance of the subjects. The instrument's validity may be questioned because people are reluctant to express personal feelings and attitudes.

Delimitations

This study was limited to a selected group of high school girls attending the two public high schools in Carrollton, Texas.
CHAPTER BIBLIOGRAPHY


CHAPTER II

REVIEW OF THE LITERATURE

The teenage market totals an estimated $20 billion (20). Teenagers spend approximately $13 billion annually on clothing, footwear, and beauty aids. Although teenage girls represent 13 percent of the female population (17), they account for 20 percent of all women's beauty expenditures (22) and 34 percent of all women's apparel and footwear expenditures (17). These statistics clearly indicate that teenagers are a powerful purchasing segment of the population.

Clothing Interest and Importance

The large expenditures by teenage girls on clothing indicate that they are keenly interested in fashion and clothing. Gilbert reported that fashion enters the teenage girl's life at about age 14, and approximately two years later, she is buying nearly all her own clothes (12). According to Evans (7, p. 739), teenagers choose their own clothing to assert a beginning desire for independence from their parents. In comparing data about a favorite garment and a seldom-worn garment, Evans found that the seldom-worn item was more often purchased by parents and was considered less flattering (7, p. 741).

Several explanations as to why the female teenager is so interested in fashion have been postulated. One theory is that
fashion is a means by which the teenager can express individuality of self (6, p. 45). Another explanation which has a wide consensus is that fashion and clothing enhance acceptance and popularity. This theory was espoused by Weale and Kerr (26, p. 33) in their study of 782 Tallahassee teenagers. The study reported that 95 percent of male teenagers considered clothing of considerable or great importance to the female teenager's popularity. Hendricks and Kelly also found in a study of appearance and social acceptance that the girls named as "popular" were also named as "best dressed" (14).

Allen and Eicher reported that, if a teenager's clothing does not reflect the current mode of dress, whether it be jeans or peasant dress, she may be rejected by her peers or labeled as "different" before she can prove her worth as an individual (2, p. 170). Hence, teenagers do not generally desire to be different and they demonstrate conformity through their clothing. Clothes Magazine (23, p. 23) demonstrated how important clothing was to teenagers through a national survey of high school girls' attitudes and shopping behavior regarding clothing. For 3,400 teenagers, clothing was the top buying preference. This choice outranked the second choice (entertainment) two to one.

In this regard, Garrison (9, p. 105) reported that, during adolescence, clothes assume great importance. Clothing becomes a symbol of security, an expression of one's self and a way
to identify with one's peers. Women's Wear Daily (22) reported that at no other time in one's life is clothing as important as during the teenage years.

Buying Practices

According to Nader and Larnimer Advertising Company, the teenage market is a market easily persuaded as to what to buy. This characteristic is attributed to youth's desire to experiment with purchases and youth's keen interest in products (i.e., "first sales syndrome") (12, p. 18). This syndrome is considered to be the biggest asset of the youth market and also the biggest liability. Because the youth market is experimenting with prices, brand loyalties, credit card usage, and sales personnel in various retail establishments, the teenagers' buying practices are not always predictable. The teenage market can be lucrative or disastrous. If a company plans to go after the teenage market, sound research on teenage buying practices can make a substantial difference in its success.

Use of Credit

Teenagers buy not only with cash, but also with credit. In a survey conducted by Clothes Magazine (4, p. 34), 75 percent of the teenage respondents were allowed to use their parents' charge accounts. Seventeen Magazine (17, p. 3) reported in their annual research that 51.2 percent of all teenage girls have their own personal charge accounts. In addition, teenage credit now has its own identity. Junior charge accounts,
student charge accounts, and teenage revolving charge accounts are all names of credit plans for young people. Furthermore, teenagers have proven to be good credit risks. According to The National Retail Merchants Association, teenage accounts show as good a record of payment as those of adults (16). Sewalt's study of credit usage by teenage girls in Richardson, Texas found credit a popular service that appealed to teenage customers (18, p. 45). The 44 participating business establishments all had teenage charge accounts, but only 41 percent strongly promoted them to their customers. To open an account, a teenager had to be sixteen and employed at least part-time. Their father's signature was required and a credit limit up to $100 was given. All establishments surveyed reported that teenagers were good credit risks and equally as reliable as adults. Sewalt also indicated that two-thirds of the girls surveyed charged on their parents' charge accounts. Clothes and cosmetics, respectively, were the two items reported as charged most frequently. Funk likewise reported that the retail stores in Pennsylvania had been successful in attracting teenage customers by offering credit card plans and had few problems with delinquent accounts (8).

There are many pros and cons regarding credit for teenagers. A credit account, proponents maintain, can offer a teenager valuable lessons in modern living. The youngster gains experience in managing a budget. He can learn how to discipline himself to meet financial responsibilities, and
he learns first-hand the uses and dangers of credit. Thus he will be able to handle the far bigger credit problems he will face when he starts raising a family.

The arguments against credit are equally as convincing. The teaching of teenagers to resort to costly credit does not constitute sound money management. Easy credit creates the temptation to spend. Teenagers are less able to resist the impulse to buy than adults. Teenagers are likely to go out and buy things just because friends have them. Also, teenagers are unaware of how the credit system works. In a study by the National Institute of Education of some 4,300 17-year-olds, it was found that over one-third did not know that the use of a credit card could involve interest charges or that, if a credit card is lost or stolen, the card owner can be held responsible for at least some of the purchases (15). Teenagers need lessons on how to save, not how to spend. They do not have too much pocket money to begin with, and credit charges eat into their resources (20).

<table>
<thead>
<tr>
<th>Apparel</th>
<th>Purchase Price</th>
</tr>
</thead>
</table>

Teenagers exhibit a consumer characteristic preferred by retailers, that is, that of not being price-conscious. Gilbert reported that teenagers buy what they want and seldom shop around for the lowest price (11). This view is supported in studies by Alexander (1, p. 38) and Clothes Magazine (24, p. 18). However, Garrity found in her study of teenage girls in Tallahassee, Florida that price was of major importance in
selecting clothing (10). Also, the latest survey by Clothes Magazine in 1978 found signs that the teenage shopper is becoming more price-conscious (4, p. 41). This is attributed to tightness of the United States economy. The general consensus is that price cannot force the sale of fashion. This is apparent in the reported amount of teenage discount store shopping which averages only 9 percent (4, p. 38). In spite of the economy, teenagers seek out the hot items when and where offered.

A study by Clothes Magazine in 1977 shows sale merchandise acceptable to teenage girls, but not of major importance. Their findings show 60 percent of all items purchased in 1977 were bought allegedly at regular price. However, this figure is down 15 percent from the previous year. Also, 85 percent of all respondents purchased a minimum of three pairs of jeans at a reduced price in 1977. This indicates an increase in reduced price merchandise sales (4, p. 33).

**Brand Name Loyalty**

Garrity found that only 16 percent of the respondents selected brand as one of the three most important features of an item of clothing (10, p. 23). Hence, teenagers do not buy clothing solely because of brand name according to Garrity and several other researchers (1, 5, 10, 20). Instead, teenagers are concerned with clothings' ability to enhance acceptance to their peer group. Smith (19) explained that teenagers have strong desires to conform, and this desire is shown
in the fads that arise from time to time. As the fads change, so do teenagers' brand purchases. Brand loyalty is easy to capture, but quite hard to keep (19).

Weale and Kerr support opposing findings among a sample of 782 high school juniors and seniors in 1968 (26, p. 34). The findings indicated that most males and females selected the most prestigious brands of shirts, dresses, lotions, perfumes, shoes, and colognes. However, as age increased from 16 to 19 years, a diminishing percentage of males and females chose the most prestigious brand of shoes.

Attitude Toward Sales Personnel

Drawing data from several research studies, Smith reported that teenagers apparently have negative feelings toward salespeople. Common complaints voiced were that salespeople served adults first; they did not trust teenagers; they lacked knowledge of teenage problems; and they tried to sell shoddy merchandise. Smith suggests that, to help this situation, the buyers for teenage departments should be in their twenties and be an integral part of the sales force. Second, the sales personnel should be teenagers, as they would obviously understand the needs and desires of their peers (18).

Student Employment and Earnings

United States Bureau of Labor statistics indicate that the number of female teenagers working in the labor force has been steadily increasing since the 1950's. In 1950, 25 percent of
female teenagers, ages 16 to 17, worked full- or part-time. The number increased throughout the 1960's and, by 1975, the percentage had risen to 30.2 percent (25). The 1978 Fact Sheet from Seventeen Magazine Research Division indicates that the figure is now 65.9 percent (17). With this increasing income comes an increase of clothing expenditures of teenage girls. Sewalt also found in her study of teenage credit that the more earned, the more likely the use of credit (18).

Summary

The teenage market is very large and lucrative in the United States. Estimates of annual expenditures range from $30-34 billion a year. The major percent of teenage expenditures are directed toward clothing. Researchers suggest that clothing purchases are a way for teenagers to exhibit peer approval, parental independence, self-expression, and enhancement of popularity with fellow classmates.

The way teenagers shop for clothing has been the topic of many research studies. Areas investigated have been the use of credit, price-consciousness, attitudes toward sales personnel, and sale merchandise. Some research indicates a relationship between student employment and expenditures for clothing with cash and credit.
CHAPTER BIBLIOGRAPHY


CHAPTER III

PROCEDURE

The Population

Carrollton is a suburban town located on the northwest perimeter of Dallas, Texas. The city has various industries, particularly in the engineering field. Presently, Carrollton is experiencing large growth in the housing industry due to a great influx of people. The citizens are predominantly "middle-" to "upper-middle" class with a mean annual income of $19,000. The ethnic composition is 89 percent white, 5 percent Spanish, four percent black, and 2 percent "other."

The population of students is 18,312, and they attend some thirty-four public schools. In the two public high schools in Carrollton, there are 2,513 girls in grades 9 through 12.

Selection of the Sample

The selection sample was drawn from all female students enrolled in the two public high schools in Carrollton, Texas. The two schools were selected because they represent the majority of female teenage students in Carrollton. At each school, a total of 12 homerooms, 3 in each grade level, were selected to yield a wide representation of age and grade levels. The homerooms were selected at random. At both schools, each ninth grade homeroom was written on a slip of paper. The slips
of paper were placed in a container and three were drawn. This process was repeated for tenth, eleventh, and twelfth grade homerooms at each school. The resulting slips drawn were the homerooms participating in the study. If a homeroom teacher chose not to participate, an alternate homeroom was selected in the same random fashion.

Data Collection Method

A questionnaire was used for this study, which was developed to obtain personal data and information concerning employment status and clothing buying practices of respondents. Clothing buying practices included use of credit apparel purchase price, purchasing of reduced merchandise, brand name preferences, utilization of store personnel, and stores patronized. Two hundred and sixteen questionnaires were completed and returned. Eleven were discarded due to inappropriate or incomplete responses. A copy of the questionnaire may be found in Appendix A.

The questionnaire was administered to the sample during a twenty-five-minute homeroom period. The homeroom teachers were given the questionnaires and instructions the day before it was to be administered (see Appendix B). Prior to delivering the questionnaires to the selected sample, the questionnaire was pretested by a college clothing and textiles class. Discussion followed for possible improvements to be made.

Administration of Questionnaire

The questionnaire was administered by the researcher and the homeroom teachers to the 12 homerooms at each school. Each
female student present received a copy of the questionnaire and was asked to read carefully the directions and answer as best as possible. Respondents were assured that their answers would be confidential. At the conclusion, the questionnaires were gathered and processed for data analysis.

Analysis of Data

Chi square tests of independence were computed between selected questions dealing with student employment and clothing buying practices. Other questions were analyzed by use of descriptive statistics. This included frequencies and percentages. Chi square tests of independence also were computed between age levels and selected questions dealing with clothing buying practices.
CHAPTER IV

RESULTS AND DISCUSSION

The purpose of this study was to investigate selected buying practices of high school girls in Carrollton, Texas. The study also sought to examine the relationship between high school girls' clothing buying practices and student age and employment. The data were collected using a questionnaire administered by the researcher and teachers to all or some students in twenty homeroom classes in the two Carrollton high schools. The responses were recorded, punched into computer cards and statistically analyzed.

The questionnaire was designed to obtain data that could be analyzed to determine the results of the study. Frequency counts were tabulated for each question. Chi square tests of independence were computed between selected questions dealing with student employment and age, and clothing buying practices.

Description of the Sample

Respondents included 205 girls attending the two Carrollton high schools. Information was obtained concerning age, grade level, and employment of respondents.

Age

Participants were asked to identify themselves by age. The girls were all between the ages of 14 and 18. Thirteen
percent of the girls were fourteen; 30 percent were fifteen; twenty-three percent were sixteen; 24 percent were seventeen; and 11 percent were eighteen.

**Employment**

The students in the survey indicated their present employment status. Fifty-four percent of the girls worked at a regular job. Forty-six percent did not work at a regular job, although 73 percent had other means to acquire money. Of the other means to acquire money, babysitting and allowances were the ones most frequently mentioned.

**Grade Level**

Respondents were in grades 9 through 12. The plurality of the respondents were ninth grade students, as they represented some 30 percent. Twenty percent were in the tenth grade, 23 percent were in the eleventh grade, and 16 percent were in the twelfth grade.

**Clothing Buying Practices**

In order to investigate the shopping practices of the 206 teenage girls, it was necessary to verify that the respondents did a portion of their own shopping. Fifty-two percent indicated that they personally shopped for all of their own clothes. Another 42 percent reported shopping for 50 to 75 percent of their clothing, while 6 percent reported shopping for 25 percent or less of their clothing items.
Source of Clothing Money

The students were asked to identify the sources of their clothing income from the following choices: (1) money earned from a job; (2) money given by parents or gifts; (3) a combination of money earned and money given; and (4) other sources. As seen in Table I, 59 percent of the sample accumulated clothing from money earned and money given by parents and gifts, twenty-one percent from job earnings, and 19 percent from money given by parents. Approximately one percent reported other sources.

TABLE I

SOURCES OF CLOTHING MONEY

<table>
<thead>
<tr>
<th>Source</th>
<th>Percent</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Money Given by Parents or Gifts</td>
<td>19</td>
<td>37</td>
</tr>
<tr>
<td>Money Earned from a Job</td>
<td>21</td>
<td>44</td>
</tr>
<tr>
<td>Money Earned and Given</td>
<td>59</td>
<td>121</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>205</td>
</tr>
</tbody>
</table>
Amounts Spent Monthly by Students

Students were asked to indicate the approximate amount they spent monthly on clothing from their money earned or given to them. As seen in Table II, 65 percent spent over twenty-five dollars per month on clothing purchases, and seven percent spent less than ten dollars per month.

TABLE II
MONTHLY CLOTHING EXPENDITURES OF STUDENTS

<table>
<thead>
<tr>
<th>Amount Spent per Month</th>
<th>Percent</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $10.00</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>$10.00 to $25.00</td>
<td>28</td>
<td>58</td>
</tr>
<tr>
<td>$26.00 to $50.00</td>
<td>46</td>
<td>95</td>
</tr>
<tr>
<td>Over $50.00</td>
<td>19</td>
<td>38</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>205</td>
</tr>
</tbody>
</table>

Prices Paid for Clothing

The students were asked to approximate the prices they paid for seven clothing items: jeans, dressy slacks, shirts/blouses, dresses, skirts, shoes, and purses. These clothing items were selected because most teenage wardrobes contained these basic items. The largest expenditure was for dresses
with a mean retail price of $30.83. The lowest expenditure was for purses with a mean retail price of $13.08. Refer to Table III for a listing of the retail prices in order of decreasing expenditures.

TABLE III
MEANS AND RANGES OF PRICES PAID FOR SEVEN ARTICLES OF CLOTHING

<table>
<thead>
<tr>
<th>Clothing Item</th>
<th>Mean Price</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dresses</td>
<td>$ 30.83</td>
<td>$ 10.00–65.00</td>
</tr>
<tr>
<td>Shoes</td>
<td>25.46</td>
<td>10.00–60.00</td>
</tr>
<tr>
<td>Dressy Slacks</td>
<td>19.82</td>
<td>7.00–40.00</td>
</tr>
<tr>
<td>Jeans</td>
<td>19.18</td>
<td>8.00–40.00</td>
</tr>
<tr>
<td>Skirts</td>
<td>19.18</td>
<td>5.00–50.00</td>
</tr>
<tr>
<td>Shirts/Blouses</td>
<td>16.00</td>
<td>5.00–50.00</td>
</tr>
<tr>
<td>Purses</td>
<td>13.08</td>
<td>4.00–30.00</td>
</tr>
</tbody>
</table>

Preference for Reduced Sale Merchandise

The respondents were asked four questions concerning their desire to buy reduced sale merchandise. In response to the first question, "How often do you buy clothing that has been reduced in price?", approximately 67 percent of the respondents reported "occasionally," while 30 percent reported "almost
always." However, in response to the second question, "How often do you plan what you buy around advertised sales you see or hear in the newspapers or radio?", 60 percent reported "occasionally," while 29 percent reported "never." Only 11 percent of the respondents collectively reported either "always" or "almost always." The responses to the question, "How often do you wait to see if an item you like will go on sale before purchasing it?", indicated that over half the girls (54 percent) "never waited to see if an item they liked would go on sale." Thirty-nine percent of the respondents reported "occasionally" waiting, while only two percent "always waited." The fourth question asked the respondents was, "How do you feel about merchandise that has been reduced in price?" Approximately sixty-eight percent of the respondents reported that "they had made some good purchases and some bad," while 26 percent of the respondents reported that "they believed that they had gotten good buys in sale merchandise." Only eight percent reported that "they did not get good buys in sale merchandise."

**Importance of Brand, Style, Price, Workmanship, and Care of Clothing**

When asked if there were particular clothing brands looked for when shopping, 60 percent answered negatively and 40 percent replied affirmatively. In agreement with these figures, when asked to check the three most important features they considered when selecting a clothing item, brand was chosen only by 22 percent of the sample. Style, price and workmanship were the three most frequently chosen by the sample. Approximately 94 percent
of the sample selected style as being an important clothing feature, followed by price, 92 percent and workmanship, 73 percent. The favorite brands the students recalled for jeans and dressy slacks were Levi's, Pentimento, H.I.S., Brittania, and Bobbie Brooks. The predominant brands of blouses and shirts included Bobbie Brooks and San Francisco Shirt Co. Jerell, Act I, PBJ, Foxy Lady, and Bobbie Brooks were the favorite dress and skirt brands. Of the shoes, the most frequently mentioned brands included Famolares, Butlers, and Fayva. There was no favorite purse brand indicated.

Priorities in Spending

To determine the priorities in spending money, the respondents were given a list of seven items: clothing, records, entertainment, hobbies, cosmetics, car, and other. They were asked to rank these items in order of decreasing money expenditures. Clothing was the number one expenditure item, followed by entertainment, cosmetics, other, records, hobbies, and car. It should be noted that, among students of driving age, a car was their number one expenditure, then clothing, etc.

Credit Card Usage

The respondents were asked how often they used a credit card when purchasing clothing and, if so, was the credit card in their name or their parents' name. Approximately 51 percent replied that they "never" used a credit card when buying
clothing. The remaining 35 percent of the participants used a credit card "occasionally," 12 percent "almost always," and two percent "always." Of the 49 percent who did use a credit card, 85 percent identified the card as belonging to their parents. Only six percent stated that they had credit accounts of their own.

**Sales Personnel Interaction**

The respondents were asked twelve questions concerning the nature and frequency of their interaction with salespeople. As indicated by the large percentage of "never" responses to the twelve questions, the respondents interacted very little with the salespeople (see Table IV). For example, 94 percent never asked for assistance while getting undressed in dressing rooms; 74 percent never inquired about fiber content from sales personnel; 70 percent never asked salespeople to hold merchandise; 58 percent never asked about washing instructions; and 56 percent never asked for assistance in coordinating clothing.

When asked the question, "How often do you ask the sales personnel to show you where you can find your size in the store," 63 percent replied "occasionally." Fifty-five percent indicated that they "occasionally" asked sales clerks to hold merchandise, and 44 percent reported occasionally asking salespersons to bring them another size while trying on clothes.
<table>
<thead>
<tr>
<th>Nature of Interaction</th>
<th>A*</th>
<th>AA**</th>
<th>O***</th>
<th>N****</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>ask the clerk to show you where your size is in the store?</td>
<td>2</td>
<td>16</td>
<td>63</td>
<td>19</td>
<td>100</td>
</tr>
<tr>
<td>ask the clerk to bring you another size in dressing room?</td>
<td>1</td>
<td>19</td>
<td>44</td>
<td>46</td>
<td>100</td>
</tr>
<tr>
<td>ask the salesperson to coordinate clothing?</td>
<td>1</td>
<td>3</td>
<td>40</td>
<td>56</td>
<td>100</td>
</tr>
<tr>
<td>ask the salesperson to hold back merchandise for you?</td>
<td>1</td>
<td>10</td>
<td>55</td>
<td>34</td>
<td>100</td>
</tr>
<tr>
<td>ask the salesperson to help you in getting undressed?</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>94</td>
<td>100</td>
</tr>
<tr>
<td>ask the salesperson what the fiber content is?</td>
<td>0</td>
<td>2</td>
<td>23</td>
<td>74</td>
<td>100</td>
</tr>
<tr>
<td>ask the salesperson to explain how to wash the garment?</td>
<td>1</td>
<td>5</td>
<td>36</td>
<td>58</td>
<td>100</td>
</tr>
<tr>
<td>ask the salesperson to wait on you by request?</td>
<td>3</td>
<td>7</td>
<td>29</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>know the salesperson by name?</td>
<td>2</td>
<td>3</td>
<td>53</td>
<td>41</td>
<td>100</td>
</tr>
<tr>
<td>believe what the salesperson says?</td>
<td>4</td>
<td>29</td>
<td>54</td>
<td>12</td>
<td>100</td>
</tr>
<tr>
<td>believe that the salesperson will say anything to get you to buy?</td>
<td>12</td>
<td>21</td>
<td>53</td>
<td>13</td>
<td>100</td>
</tr>
<tr>
<td>believe that the salesperson is friendly and courteous?</td>
<td>7</td>
<td>56</td>
<td>37</td>
<td>2</td>
<td>100</td>
</tr>
</tbody>
</table>

*Always. **Almost Always. ***Occasionally. ****Never.
in a dressing room. Although the questionnaire results indicate that students interact very little with the sales help, it showed that the respondents regarded the sales personnel as friendly and courteous. When asked the question, "How often do you believe the salesperson is friendly and courteous," 98 percent answered collectively always, almost always, and occasionally. However, only four percent of the respondents felt that salespersons were always truthful. Refer to Table IV for a complete statistical breakdown of each question and its corresponding percentages.

**Stores Most Frequented**

Question twenty-two solicited comments on shopping frequencies at 27 selected stores in Carrollton and Dallas. Subjects were allowed to select one of four coded answers with regard to shopping frequency at each store: (1) Never; (2) Occasionally; (3) Often; and (4) Always. Table V lists stores and the shopping frequencies of respondents. Stores listed first have the highest mean code and the highest probability of being shopped by the respondents.

Four stores that stood out above all the other stores as most frequented were: (1) Sanger-Harris (a large, conventional department store); (2) The Limited (a junior specialty chain); (3) Casual Corner (a junior specialty chain); and (4) Margie's (a regional apparel discounter). Sanger-Harris appeared to have an unusually high percentage of shoppers who always
### TABLE V

RESPONDENTS' ADJUSTED SHOPPING FREQUENCIES AND MEAN FREQUENCY CODES AT TWENTY-FIVE SELECTED STORES IN CARROLLTON, TEXAS

<table>
<thead>
<tr>
<th>Store</th>
<th>Adjusted Shopping Frequencies</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A*</td>
<td>AA**</td>
</tr>
<tr>
<td>Sanger-Harris</td>
<td>35</td>
<td>29</td>
</tr>
<tr>
<td>The Limited</td>
<td>16</td>
<td>36</td>
</tr>
<tr>
<td>Casual Corner</td>
<td>12</td>
<td>37</td>
</tr>
<tr>
<td>Margie's</td>
<td>13</td>
<td>35</td>
</tr>
<tr>
<td>Titcher's/Joske's</td>
<td>14</td>
<td>23</td>
</tr>
<tr>
<td>Sears</td>
<td>11</td>
<td>18</td>
</tr>
<tr>
<td>Penney's</td>
<td>7</td>
<td>20</td>
</tr>
<tr>
<td>5,7,9 Shop</td>
<td>6</td>
<td>22</td>
</tr>
<tr>
<td>Margie's La Mode</td>
<td>5</td>
<td>18</td>
</tr>
<tr>
<td>Barnaby's</td>
<td>4</td>
<td>17</td>
</tr>
<tr>
<td>The Ranch</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>Lerner's</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>Montgomery Ward</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Poise 'N Ivy</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>Picadilly</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>Step One</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Denium Deal</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>TG&amp;Y</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Jean Scene</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Sandee's</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Casual Image</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Myer's Dept. Store</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Godfrey's</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>The Clothes Garden</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>Thrifty Threads</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Always. **Almost Always. ***Occasionally. ****Never. *****Means of the adjusted shopping frequencies.
frequented the store. The Limited, Casual Corner and Margie's gained most of their percentage points from shoppers who "occasionally" or "almost always" shopped there.

A second group of nine stores maintained a fair to strong skew toward a positive shopping frequency. Among these stores were three national chain department stores (Sears, Montgomery Ward, and J. C. Penney), one clothing discounter (Barnaby's), one popular-priced chain (Lerner's), and one junior specialty chain (The Ranch). Three other local clothing stores included in this group were Margo's La Mode, Poise'N Ivy, and the 5,7,9 Shop.

The remaining group of eleven stores were all fairly heavily skewed toward negative shopping habits. All of these stores were in Carrollton. All had "never shopped there" frequency percentages of over 50 percent ranging up to 92 percent. The heaviest "never shopped there" frequencies were at Godfrey's (eighty percent), The Clothes Garden (87 percent), and Thrifty Threads (92 percent).

Type of Stores Preferred

In response to the question, "When shopping for clothing which type of store do you prefer?", 50 percent answered clothing stores for women and juniors. Twenty-three percent preferred small stores just for juniors, 22 percent preferred a large department store, and 10 percent preferred clothing stores for the entire family. Eight questions were asked concerning what would influence respondents to shop at a store. Table VI lists
factors and the response frequencies. The factors listed first have the highest mean code and therefore the highest probability of being influential. Factors that were determined most influential included late store hours, attractive decor, attractive window display, and charge accounts.

**TABLE VI**

ADJUSTED FREQUENCIES AND MEAN FREQUENCY OF FACTORS INFLUENCING RESPONDENTS TO SHOP AT A PARTICULAR STORE

<table>
<thead>
<tr>
<th>Factors</th>
<th>NI*</th>
<th>SI**</th>
<th>I***</th>
<th>X****</th>
</tr>
</thead>
<tbody>
<tr>
<td>Late store hours</td>
<td>6</td>
<td>33</td>
<td>61</td>
<td>2.546</td>
</tr>
<tr>
<td>Attractive window display</td>
<td>10</td>
<td>30</td>
<td>60</td>
<td>2.49</td>
</tr>
<tr>
<td>Decorated nicely</td>
<td>14</td>
<td>50</td>
<td>37</td>
<td>2.22</td>
</tr>
<tr>
<td>Popular music playing in background</td>
<td>32</td>
<td>43</td>
<td>25</td>
<td>2.22</td>
</tr>
<tr>
<td>Charge accounts</td>
<td>30</td>
<td>41</td>
<td>28</td>
<td>1.98</td>
</tr>
<tr>
<td>Alterations at minimum charge</td>
<td>44</td>
<td>41</td>
<td>15</td>
<td>1.71</td>
</tr>
<tr>
<td>Free hemming</td>
<td>47</td>
<td>38</td>
<td>15</td>
<td>1.678</td>
</tr>
<tr>
<td>Refreshments available</td>
<td>74</td>
<td>17</td>
<td>9</td>
<td>1.356</td>
</tr>
</tbody>
</table>

*Not Influential  **Slightly Influential  ***Influential  ****Means of the adjusted frequencies of factors

Significance of Age and Student Employment to Clothing Buying Practices

Chi square analyses were run between the variables of age and student employment and the following buying parameters: (1) amount of shopping done for one's self; (2) desirability of reduced merchandise; (3) monthly clothing expenditures; (4) credit card usage; (5) sales personnel interaction; and (6) types of stores preferred.
Age

With chi equal to .05, there was no significant relationship between age and the following buying parameters: desirability for sale merchandise, credit card usage, sales personnel interaction, and store preferences. Contrarily there was a significant relationship between monthly clothing expenditures and the amount of shopping done for one's self.

The chi square test of independence was used to determine the relationship between age and monthly clothing expenditures. The analysis with chi equal to .05 found the relationship highly significant. Hence, monthly clothing expenditures are not independent of age. Of the respondents fourteen years of age, 61 percent reported spending $25.00 or less per month whereas, of the respondents eighteen years of age, 65.2 percent spent more than $26.00 per month on clothing. See Table VII for additional statistics.

**TABLE VII**

**CHI SQUARE SIGNIFICANCE FOR AGE AND MONTHLY CLOTHING EXPENDITURES**

<table>
<thead>
<tr>
<th>Monthly Clothing Expenditures</th>
<th>Less than $10(%)</th>
<th>$10-25(%)</th>
<th>$25-50(%)</th>
<th>Greater than $50(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 14</td>
<td>23.1</td>
<td>38.5</td>
<td>34.6</td>
<td>3.8</td>
</tr>
<tr>
<td>15</td>
<td>6.5</td>
<td>27.4</td>
<td>48.4</td>
<td>17.7</td>
</tr>
<tr>
<td>16</td>
<td>2.2</td>
<td>23.9</td>
<td>50.0</td>
<td>23.9</td>
</tr>
<tr>
<td>17</td>
<td>6.3</td>
<td>25.0</td>
<td>54.2</td>
<td>14.6</td>
</tr>
<tr>
<td>18</td>
<td>0.0</td>
<td>34.8</td>
<td>30.4</td>
<td>34.8</td>
</tr>
</tbody>
</table>

The amount of personal shopping done for one's self and age was tested for chi square independence. A chi square
of 40.079 was obtained. This is significant as chi equals .05. Thus the percentage of shopping done for one's self is not independent of age. Of the fourteen-year-old respondents, only 19.2 percent shopped for 100 percent of their clothes (see Table VIII). As the age of the respondent increased, generally so did the amount of personal shopping. Of the respondents eighteen years of age, 73.9 percent personally shopped for 100 percent of their clothing.

TABLE VIII

CHI SQUARE SIGNIFICANCE OF AGE AND AMOUNT OF SHOPPING DONE FOR ONE'S SELF

<table>
<thead>
<tr>
<th>Percent of Shopping Done for One's Self</th>
<th>100%</th>
<th>75%</th>
<th>50%</th>
<th>25%</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 14</td>
<td>19.2</td>
<td>42.3</td>
<td>19.2</td>
<td>19.2</td>
<td>0.0</td>
</tr>
<tr>
<td>15</td>
<td>43.5</td>
<td>35.5</td>
<td>14.5</td>
<td>4.8</td>
<td>1.6</td>
</tr>
<tr>
<td>16</td>
<td>73.9</td>
<td>26.1</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>17</td>
<td>47.9</td>
<td>31.3</td>
<td>14.6</td>
<td>4.2</td>
<td>2.1</td>
</tr>
<tr>
<td>18</td>
<td>73.9</td>
<td>21.7</td>
<td>0.0</td>
<td>4.3</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Student Employment

Chi square analyses were run between student employment and the buying parameters. There was no significant difference between student employment and the following parameters: the desirability of sale merchandise, credit card usage, interaction with sales personnel, and store preference. However, just as with age, there was a significant relationship between student employment and the buying parameters, the amount of monthly clothing expenditures, and the amount of personal shopping done for one's self.
The amount of personal shopping done for one's self, when tested for independence with student employment, proved highly significant. Almost twice as many employed students shopped for 100 percent of their clothing as those who are unemployed. Note the additional data provided in Table IX.

### Table IX

**Chi Square Significance Between Student Employment and the Amount of Shopping Done for One's Self**

<table>
<thead>
<tr>
<th>Amount of Personal Shopping Done for One's Self</th>
<th>100%</th>
<th>75%</th>
<th>50%</th>
<th>25%</th>
<th>None</th>
<th>Total Employment Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>62.7</td>
<td>24.5</td>
<td>9.1</td>
<td>2.7</td>
<td>0.9</td>
<td>53.7</td>
</tr>
<tr>
<td>Unemployed</td>
<td>38.9</td>
<td>40.0</td>
<td>11.6</td>
<td>8.4</td>
<td>1.1</td>
<td>46.3</td>
</tr>
<tr>
<td>Total</td>
<td>51.7</td>
<td>31.7</td>
<td>10.2</td>
<td>5.4</td>
<td>1.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The chi square analyses found monthly clothing expenditures were not independent of student employment. As seen in Table X, of the employed respondents, 75.5 percent reported spending over $25.00 per month on clothing whereas, of the unemployed students, only 42 percent spent over $25.00 per month on clothing.

### Table X

**Chi Square Significance Between Student Employment and Monthly Clothing Expenditures**

<table>
<thead>
<tr>
<th>Amount Spent Monthly for Clothing</th>
<th>Less than $10(%)</th>
<th>$10-25(%)</th>
<th>$25-50(%)</th>
<th>More than $50(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>3.6</td>
<td>20.9</td>
<td>50.0</td>
<td>25.5</td>
</tr>
<tr>
<td>Unemployed</td>
<td>10.5</td>
<td>36.8</td>
<td>42.1</td>
<td>10.5</td>
</tr>
</tbody>
</table>
Discussion

Of the past surveys on teenage shopping behavior, most have included several parameters measured in the present study. Therefore, a comparison of selected past research studies and the present research results is appropriate. Discussion is limited to those parameters for which significant literature was available.

The determination as to whether the respondents did their own clothing shopping was of significant importance to the present study. Fifty-two percent shopped for 100 percent of their clothing. Another 42 percent shopped for 50 to 75 percent of all their clothing. This was in agreement with Gilbert's findings that, by age sixteen, most teenage girls are buying most of their own clothes (3, p. 97).

Approximately 54 percent of the respondents worked. This figure is slightly higher than the 43.1 percent reported nationwide for female teenagers by the U. S. Bureau of Labor Statistics (9). This figure is lower than the 1978 Fact Sheet from Seventeen Magazine Research Division, which reported 65.9 percent of the nation's teenagers worked (5). Approximately 59 percent of the present respondents obtained their spending money from a combination of job earnings and money given by parents, 21 percent from job earnings and 19 percent from parents. This was in contrast to the Garrity study done in Tallahassee, Florida with 142 eleventh grade females, which reported 43 percent obtained spending money from parents, 31 percent from job
earnings and 26 percent from a combination of job earnings and money given by parents (4, p. 48).

The top expenditure preference of the respondents was clothing, followed by entertainment, cosmetics, and other. Very similar results were obtained by Clothes Magazine (1) in 1978. Among 3,400 teenagers in a national survey, it was reported that clothing was the top expenditure item with entertainment being second.

Gilbert reported that teenagers are not price-conscious, and that they purchased what was wanted without shopping around for lowest price (4, p. 97). Both the present study and the Garrity study found price to be of major importance in selecting clothing (2, p. 49). However, when the respondents were asked if they shopped for "sales" and planned shopping trips around sales, 89 percent reported "never" to "occasionally." Also, the mean price paid for garments by the respondents is considered above average price lines.

The literature regarding brand is conflicting. Weale and Kerr reported that teenagers, when given the opportunity and unlimited money, selected more prestigious brands (10, pp. 30-35). However, Taylor (8, p. 24) and Garrity (2, p. 38) reported brand name much less important than style. Only 22 percent of the present study respondents selected brand as one of the three most important features of an item of clothing. However, when asked to name specific brands they shopped for, approximately ten brand names were given repeatedly.
Interaction with sales personnel appears to be minimal. Smith reported negative feelings toward salespeople because they would serve adults first and failed to understand teenagers (7, p. 13). The present study reported minimal interaction with few requests for assistance or information. The respondents did regard the salespeople as generally courteous and friendly, but over one-third felt salespeople would be dishonest in order to promote sales.

The Garrity study reported 40 percent of the respondents used credit cards and 97 percent of those cards were in their parents' names (2, p. 50). The present study reported 49 percent of the respondents used credit cards with 85 percent of the cards belonging to their parents. Seventeen Magazine reported 31.2 percent of all teenage girls have their own personal charge accounts (5). Only 15 percent of the girls in this study had their own charge accounts.

This study found few differences in shopping practices in relation to age and employment. Gilbert reported that teenagers become interested in fashion at about age 14, and approximately two years later, she is buying nearly all her own clothing (1, p. 11). In agreement, this study found that, at age 14, respondents did 75 to 100 percent of their personal shopping and, by age 18, the number had jumped to 95.6 percent. Sewalt reported, in her study of teenage credit, that the more teenagers earned, the more likely the use of credit (6, p. 14). However, results of this study indicate very little difference in the use of credit between employed and non-employed students.
CHAPTER BIBLIOGRAPHY


CHAPTER V

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

The purpose of this study was to explore specific buying practices of teenagers and to determine if there were significant differences in shopping patterns between age and between employed and non-employed students. The study sample consisted of 206 high school girls in grades 9 through 12 enrolled in the two public high schools in Carrollton, Texas. The data were collected by questionnaires administered to the respondents during the school day.

The questionnaire was divided into two sections. The first section sought information concerning the subject's age and employment status. The second section of the questionnaire investigated the following shopping parameters: purchase price of clothing, brand name purchasing, preference for reduced or sale merchandise, priority in money expenditures, use of credit, frequency of returns, nature and frequency of interaction with sales personnel, and places of patronage.

To test for significant differences in shopping habits and age and student employment, mean frequency values for each test were computed using the chi square test. Significance was set at the .05 level. Descriptive statistics were used to analyze additional data. This included frequencies, percentages and means.
Findings

Based upon the data obtained from the questionnaire, the key findings are as follows. Generalizations drawn are limited to female Carrollton high school students.

1. The majority of teenagers shop for their own clothing items.

2. There are three sources of money for teenagers' clothing needs: money given by parents, money earned from jobs, and money given as gifts. The main source for most teenagers is a combination of money earned and money given by parents.

3. Teenagers spend most of their income on clothing, followed by entertainment, cosmetics, records, and hobbies.

4. Most students spend over $25.00 per month on clothing.

5. From a choice of six clothing items, teenagers reported spending the most per item for school dress.

6. Approximately one-half of the teenagers do use a credit card to purchase clothing. Of those using a credit card, 85% use their parents' cards and six have their own personal charge accounts.

7. Teenagers consider style, price and workmanship to be the most important features in a garment. Brand name and care features are less important.

8. Teenagers interact minimally with salespeople.

9. Teenagers feel salespeople are generally friendly and courteous, but are often dishonest in order to increase sales.
10. Teenagers living in Carrollton rarely shop in their own suburban community.

11. Teenagers prefer to shop in moderate- to higher-priced specialty stores and department stores.

12. Employed high school students do more of their own shopping and spend more per month on clothing items.

13. As age increases, so does the amount of personal shopping done by teenagers.

Conclusions

Based on the data obtained, the conclusions are as follows:

1. Carrollton teenage girls' buying patterns are generally the same as girls in the other parts of the United States. However, they differ in their larger monthly clothing expenditures. Possibly this is due to the large number of girls in Carrollton who are employed.

2. Carrollton retailers are not reaching the existing teenage market within the community. Retailers need to merchandise to the current needs and preferences of their teenage customers.

Recommendations to Carrollton Retailers

Based on the results of this study, the following list of suggestions is recommended to Carrollton retailers.

1. Maintain later store hours.

2. Include favorite brands mentioned in this study when choosing stock.

3. Seek price lines within recommendation of this study (see Table III, p. 23).
4. Discourage overzealous sales personnel who might create distrust among teenage customers.

5. Make teenage girls of ages 16 to 18 the target teenage customer.

6. Study stores found to be the most frequented by respondents for additional merchandising techniques.

7. Decorate the store attractively.

8. Make certain window displays are appealing to teenage customer.


10. Seek exposure to teenage girls by offering fashion shows in school homemaking classes, hire teenage personnel from community, and advertise in school newspapers.

Recommendations for Further Study

Based upon the results of this study, several recommendations for further research have been identified.

1. Additional study is recommended to compare teenage shopping similarities and differences between males and females.

2. To gain insight into the potential of the Carrollton retail market, additional study is recommended comparing patterns of female adult residents and teenagers in Carrollton, Texas.

3. Further research should be done to determine similarities and differences between urban and rural teenagers' shopping practices.
Dear Students:

I am interested in teenage girls' clothing buying patterns. You will be able to help me with this study. Please answer each of the questions as best you can. This is not a test. There are no right or wrong answers. Your name will not appear on the questionnaire, so all of your answers will remain confidential.

Thank you,

Tanya Cook

SELECTED CLOTHING BUYING PRACTICES OF HIGH SCHOOL GIRLS IN CARROLLTON, TEXAS

Please answer the following multiple choice questions. Put the number that corresponds to your answer in the space provided at the left.

1. For approximately what portion of your clothing do you personally shop?
   (1) 100% (2) 75% (3) 50% (4) 25% (5) None
   If none, who shops for your clothing?

2. When shopping for school clothing, where do you get the money?
   (1) Money that you earned from a job
   (2) Money given to you by your parents or gifts
   (3) Money earned and money given by parents or gifts
   (4) Other (please explain)

3. Do you work at a regular job any time during the year?
   (1) Yes (2) No
4. Do you have other means to acquire money?
   (1) Yes  (2) No

   If yes, what is it that you do? (For example, babysit, housework, allowance, etc.)

5. How much do you earn per month?
   (1) $15 or less  (2) $16-30  (3) $31-100  (4) $101 or more

6. Does your job require clothing different than you would normally wear to school?
   (1) Yes  (2) No

   If yes, please explain how you must dress

7. Approximately how much do you spend monthly on clothing from your own money and/or your parents'?
   (1) less than $10  (2) $10-25  (3) $26-50  (4) More than $50

8. Are there brands of clothing which you particularly like and look for when you shop?
   (1) Yes  (2) No

   If yes, name the brands you shop for in each of the following clothing items:

   _______ Jeans       _______ Dresses       _______ Purse
   _______ Dressy slacks _______ Skirts
   _______ Shirts/blouses _______ Shoes

9. How often do you buy clothing that is on sale?
   (1) Always  (2) Almost always  (3) Occasionally  (4) Never

10. How often do you plan what you buy around the sales you see in ads in newspapers, catalogues, television or hear on the radio?
    (1) Always  (2) Almost always  (3) Occasionally  (4) Never
11. How do you feel about merchandise that has been reduced in price?

(1) I believe that I get good buys.
(2) I've made some good purchases and some bad ones.
(3) I don't think that I get good buys.
(4) Other (please explain)

12. If you see a particular outfit that you like, how often do you wait to see if that outfit will be reduced in price?

(1) Always  (2) Almost always  (3) Occasionally  (4) Never

13. How often do you ask the sales personnel to help you when selecting an item of clothing?

(1) Always  (2) Almost always  (3) Occasionally  (4) Never

14. Rank in order the following areas of how you spend your money. Put a (1) by the item you spend most of your money on, a (2) by the second item, etc.

Clothes  Entertainment  Cosmetics  Other (movies, trips)  (please explain)  Records  Hobbies  Car

15. How often do you use a credit card when you shop for clothing?

(1) Always  (2) Almost always  (3) Occasionally  (4) Never

If you use a credit card when you shop for clothing, is it:

(1) Your own personal credit card  (2) Your parents'  (3) Both

16. When you ask a salesperson for assistance, which of the following services do you ask for? Put the number of your answer in the blank at the left.

(1) Never  (2) Occasionally  (3) Almost always  (4) Always

   a. Show you where you can find your size in the store?
   b. Bring you another size when you are in the dressing room?
   c. Coordinate a blouse or pants with clothing you brought from home?
d. Hold back merchandise for you until you can return with money to purchase?
e. Help you in getting undressed in the dressing room?
f. Tell you what the fiber content is?
g. Explain to you how to wash the garment?
h. Wait on you by request?

How often do you:

j. Know the salesperson by name?
k. Believe that what the salesperson says about the garment is true?
I. Believe that the salesperson will say anything to get you to buy?
m. Believe the salesperson is friendly and courteous?

17. When shopping for clothing, which type of store do you prefer?

(1) Small store just for juniors
(2) A large department store
(3) Clothing store for women and juniors
(4) Clothing store for entire family

18. What clothing do you prefer to wear to school? Rate them in order of preference from 1 to 4. (1 is your favorite).

jeans ___ pants and tops ___ dresses ___ skirts

19. How many days per week do you generally wear the following types of clothing to school? Write in the number of days: 1, 2, 3, 4, or 5.

jeans ___ pants and tops ___ dresses ___ skirts

20. Have you ever experienced any of these problems when shopping in clothing stores in Carrollton? Put the number of your response in the space provided at left.

(1) Never (2) Occasionally (3) Often

a. Not enough variety in sizes
b. Advertised specials unavailable
c. Racks of identical garments
d. Poor quality sale merchandise
e. Not enough variety in prices
f. Not enough dressing rooms
g. Limited selections
h. Sale prices are misleading
j. Difficult to find items in display windows
21. To what extent would the following influence you to shop at a store?

(1) Not influential  (2) Slightly influential  (3) Very influential

   a. decorated nicely
   b. popular music playing in background
   c. attractive window display
   d. refreshments available
   e. free hemming offered
   f. alterations at minimal charge
   g. charge accounts
   h. late store hours

22. When you shop for clothing, how often do you shop in the following stores?

(1) Never  (2) Occasionally  (3) Often  (4) Always

<table>
<thead>
<tr>
<th>CARROLLTON AREA STORES</th>
<th>DALLAS AREA STORES</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Casual Image</td>
<td>Barnaby's</td>
</tr>
<tr>
<td>Myer's Department Store</td>
<td>Casual Corner</td>
</tr>
<tr>
<td>The Clothes Garden</td>
<td>5,7,9 Shop</td>
</tr>
<tr>
<td>Jean Scene</td>
<td>Lerner's</td>
</tr>
<tr>
<td>Picadilly's</td>
<td>The Limited</td>
</tr>
<tr>
<td>Sandee's</td>
<td>Margo's La Mode</td>
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<tr>
<td>Step One</td>
<td>Montgomery Ward</td>
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<tr>
<td>Godfrey's</td>
<td>Penney's</td>
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<tr>
<td>TG&amp;Y</td>
<td>Poise'N Ivy</td>
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<tr>
<td>Thrifty Threads</td>
<td>The Ranch</td>
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<tr>
<td>Denium Deal</td>
<td>Sanger-Harris</td>
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<tr>
<td>Other (state name)</td>
<td>Sears</td>
</tr>
<tr>
<td></td>
<td>Titch'e's/Joske's</td>
</tr>
<tr>
<td></td>
<td>Other (state name)</td>
</tr>
</tbody>
</table>

THE FOLLOWING QUESTIONS ARE FILL IN THE BLANK. PLEASE ANSWER IN THE SPACE PROVIDED.

23. When you shop for clothing, approximately what price do you usually pay for each of the following items? (Express in $.)

   _ jeans _ dresses _ purse
   _ dressy slacks _ skirts _
   _ shirts/blouses _ shoes
24. When you shop for clothing, what are the three most important things that you usually look for? (put a check by three responses).

___ The brand name of the clothing item
___ The style of the clothing item
___ The price of the clothing item
___ The workmanship and neatness of construction
___ Other (please explain)

25. What is your age?

26. What is your grade in school?
Dear Teachers,

This questionnaire should be given to all female students present on Monday, April 30 or Tuesday, May 1. Any student absent need not make it up. Every attempt has been made to make the questionnaire simple and self-explanatory. However, if students have a few questions, please answer as best you can.

The questionnaire is fairly lengthy so please give to female students at beginning of homeroom period. Encourage students not to ponder too long on any one question as it is important they complete entire questionnaire. They may use pen or pencil.

AT THE END OF HOMEROOM PERIOD - please put all completed questionnaires and any extras in the envelope and return to Mr. Tuttle immediately!!

Your cooperation has been greatly appreciated.

Thank you,

Tanya Cook
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Reports

Carrollton Chamber of Commerce Marketing Data, Research Committee, Chamber of Commerce, Carrollton, Texas, 1976.


