TEENAGE GIRLS' ATTITUDES TOWARD FASHION ADVERTISING

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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The purpose of the study was to investigate teenage girls' attitudes toward fashion advertising and media. The study also sought to determine the influence of class enrollment and employment on attitudes toward fashion advertising.

The data were collected by questionnaires administered to 121 high school girls enrolled in child development and fashion design major study classes. Descriptive statistics were computed along with a t-test for the difference between means for independent samples.

Teenagers were found to possess many positive attitudes toward fashion advertising and to view print advertising less negatively than broadcast advertising. A highly significant difference was found between attitudes toward fashion advertising and class enrollment. In addition, a significant difference was found between attitudes toward fashion advertising and employment.
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CHAPTER I

INTRODUCTION

High school girls represent a discrete and constantly changing group within the general population. Viewed as consumers, they comprise a lucrative market for many goods and services for several reasons. One of the main reasons is that the teenage girl represents a sizable market segment of approximately ten million people (4, p. 3). In addition, the high school girl has a large amount of discretionary purchasing power. She has no mortgage payments, property taxes, or health insurance premiums. What money she has is spent on products important to her. This market is also important because of teenagers' ability to influence the family's buying decisions (2, p. 62). Furthermore, retailers realize that brand loyalties developed during the teen years can last well into adulthood (3, p. 26).

In recent years, America has seen a change in the teenage girl. She has become more conservative in her attitudes, values, and lifestyle. A survey by the American Council of Life Insurance (1) reports that teenage girls are less concerned with being distinct from everyone else than they were ten years ago. They are
more studious, more job-oriented in their view of college, and more concerned about money and financial security.

The number of young people in the United States is decreasing. According to the 1980 Census counts, the median age of the population of the United States has increased to 30 years from 28 years in 1970 (4, p. 1). Projections for the future indicate that the high school population, 14 to 17 years old, will decline by approximately 3.1 million persons by 1990 from its 1980 level (5, p. 4).

These changes will affect many aspects of social and business life, including the fashion industry. Even though the youth market is different, it still exists. Advertising executives agree that companies will have to advertise more aggressively to increase market share (3, p. 24). More emphasis will have to be placed on advertising research. Therefore, a study investigating high school girls' attitudes toward fashion advertising should aid the apparel retailer in effectively promoting to this consumer market.

Statement of the Problem

This study was designed to investigate high school girls' attitudes toward fashion advertising. The study analyzed attitudes in relation to student's employment and in relation to enrollment in a fashion-related class.
Purposes

The purposes of this study were as follows:

1. To determine high school girls' general attitudes toward selected aspects of fashion advertising;

2. To ascertain the advertising media preferred by high school girls concerning the following:
   a. most believable and truthful media,
   b. most attention-getting media,
   c. most interesting media,
   d. most annoying media,
   e. most enjoyable media, and
   f. most informative media;

3. To examine the difference in attitudes toward fashion advertising between high school girls enrolled in a fashion-related class and high school girls enrolled in a non-fashion-related class; and

4. To examine the difference in attitudes toward fashion advertising between high school girls employed in a fashion-related field and high school girls employed in a non-fashion-related field.

Hypotheses

In order to carry out purposes three and four of this study, the following hypotheses were tested:

1. High school girls enrolled in a fashion-related class will have a more positive attitude toward fashion
advertising than high school girls enrolled in a non-
fashion-related class.

2. High school girls employed in a fashion-related
field will have a more positive attitude toward fashion
advertising than high school girls employed in a non-
fashion-related field.

Assumptions
It was assumed that the subjects would respond truth-
fully and accurately to each item on the instrument.

Delimitations
The study was limited to female students enrolled in
Child Development and Fashion Design Major Studies classes
at Plano Senior High School in Plano, Texas.

The advertising media in this study were limited to
the media most familiar to the teenager. These media
included radio, television, newspaper, and magazine
advertising.

Definition of Terms
The following terms are defined for this study:

1. Attitudes toward fashion advertising refers to a
   predisposition to respond in a particular way toward an
   advertisement featuring apparel and accessory items.

2. Employment in a fashion-related field refers to
   jobs in the fashion (apparel and accessories) industry.
These positions could involve working in design, retailing, production, and with fibers and fabrics.

3. Fashion advertising is a nonpersonal method of influencing apparel and accessory sales by sending a sponsored and paid message through mass media to a mass audience of potential customers (6, p. 226).
CHAPTER BIBLIOGRAPHY


CHAPTER II

REVIEW OF LITERATURE

Apparel retailers consider teenage girls an important consumer market because they possess a considerable amount of discretionary purchasing power. Millions of dollars are spent each year on promotions aimed at this market. Several studies have attempted to measure the effectiveness of advertising by examining the teenager's attitude toward advertising.

Teenage Girls and Fashion

Clothing and fashion are an important part of the teenage girl's life. This is evidenced by the yearly expenditures by these girls for apparel and beauty items. Seventeen Magazine (15) estimates that teenage girls annually spend $13.1 billion for apparel, $2.9 billion for footwear, and $2.4 billion for cosmetics, beauty aids, and toilet goods.

A major part of the high school girl's clothing income is acquired through employment. The United States Bureau of Labor Statistics indicates that 60.2 per cent of girls between 16 and 19 years of age are in the labor force (18, p. 9). The 1981 Fact Sheet from Seventeen Magazine's
Research Division estimates teenagers' annual income at $16.1 billion (15).

The importance of clothing and fashion is also evidenced by a study investigating the high school girl's priorities in spending. Cook (3, p. 25), in her study of high school girls in Carrollton, Texas, found clothing the number one priority in money expenditures.

Rice (14) cites three theories which attempt to explain the importance of clothing in the teenage girls' life. First, clothing is a way that the teenager discovers and expresses her identity. Another explanation is that clothing is a means by which the teenage girl expresses her dependence-independence conflict or her conformity-individuality conflict. Evans (5) agrees with this theory. Her study of 159 tenth and twelfth graders from a high school in Vandalia, Missouri, found that 58 per cent of these students desire to be independent from their parents. This desire is a dominant motive in wanting to make their own clothing selections.

A third theory by Rice suggests that the most important function of clothing from the adolescent's viewpoint is to assure her identity and sense of belonging with peer group. A number of studies support this theory. Smucker and Creekmore (16) filmed observations of the clothing of 121 boys and 110 girls from a high school sophomore class in central Michigan. In addition, reactions from a
questionnaire concerning what "most were wearing" were analyzed and related to general peer acceptance. Their findings revealed that awareness of and conformity to the clothing mode were significantly related to general peer acceptance within a group. Smucker and Creekmore conclude that conformity in matters of dress may be an important condition to peer acceptance for adolescents. Hendrick (7) made a similar study of the relationship between appearance and social acceptance. Using a group of senior girls, she found that "first impressions count" and that clothing influences a girl's popularity in high school.

### Attitudes Toward Advertising

Research has found that students possess both positive and negative attitudes toward advertising. A recent study by the National Assessment of Educational Progress (4, p. 26) investigated the reactions of 17-year-olds to the effects of advertising on prices and some of the more general aspects of advertising. Responses to a series of statements include the following attitudes toward advertising.

1. Advertising may help increase sales and lower prices for a product.
2. Advertising increases the price of a product.
3. Only high-quality products are advertised.
4. Advertising is sometimes misleading.
5. Advertising can give consumers useful information. Several studies suggest that the majority of students have negative attitudes toward advertising. A Yankelovich, Skelly, and White survey detected consumer dissatisfaction with advertising perceived to be misleading. However, when these young adults were asked "what turns them on about advertising," humor, not accuracy, was cited (1, p. 4).

Haller (6) investigated students' attitudes toward advertising in five large metropolitan areas--San Diego, Los Angeles, San Francisco, Chicago, and New York. A total of one hundred students was interviewed in each area. Approximately one-third of the students felt that advertising was not necessary at all. More than three-fourths of the respondents believed that most advertisements present invalid or misleading claims. Finally, eighty percent of the students felt that advertising insults their intelligence. Haller remarked that

... it appears unlikely that an advertising strategy can achieve the most effective and efficient exposure for the product, regardless of how soundly constructed, if consumers are distrustful of the context, irritated by the content, insulted by the presentation, and annoyed by the timing of the advertising appeal (6, p. 38).

Various studies have examined the effect of age on attitudes toward advertising (2, 10, 11, 12, 13). The results lead to the conclusion that high school students
(older adolescents) express significantly more negative attitudes toward advertising than middle school respondents (younger adolescents). Moschis (13, p. 90) suggests that "... teenagers become more skeptical of advertising claims and develop a greater cognitive defense toward them as they grow older."

Moschis (12, 13) also points out that attitudes toward advertising were dependent upon the teenager's social motivations for watching television advertisements. The adolescent tends to develop more positive attitudes if the advertisements offer gratification of social needs (e.g., provide a basis for interpersonal communication). In addition, teenagers tend to have more favorable attitudes toward advertising if they communicate with their peers about purchasing behavior. These findings suggest that "... the development of favorable attitudes may be a consequence of complex interpersonal processes regarding consumption (13, p. 90).

The interaction of socioeconomic status with age appears to affect the teenager's view of advertising (2, 12). Younger, lower-class youths hold more favorable attitudes toward advertising than their middle-class counterparts. However, they hold less favorable attitudes when they are older. While the attitudes of middle-class teenagers toward advertising remain comparatively stable as they grow older, those of lower-class adolescents tend to decline.
Finally, sex and education are also important predictors of attitudes toward advertising. Females tend to possess more favorable attitudes than males (2, 12). In regard to education, the American Council of Life Insurance (8, p. 21) reports that teenagers' views of advertising are strongly influenced by education. Their survey indicated that 65 per cent of those individuals with less than a high school education felt advertising provides "a lot of useful information." However, only 30 per cent of the college graduates agreed with this statement. According to Moschis (12, 13), consumer-related courses taken at school can affect teenagers' advertising attitudes. He suggests that "... such courses may provide information concerning the positive aspects of advertising or that students taking consumer-related courses may have favorable predispositions toward advertising (12, p. 102)."

Attitudes Toward Advertising Media

James (9) sought to examine students' opinions of advertising in four media--radio, television, newspapers, and magazines. The findings of his study indicate that students view television advertising as the most interesting, the most attention-getting, and the most liked medium. However, 62 per cent of the students thought that television advertising was the least believable of any media advertising.
Students in the study considered newspaper advertising to be the most believable, the most helpful, and the least disturbing medium. Even though the young people expressed a positive attitude toward newspaper advertising, they also admitted that it is not very interesting, and that they pay less attention to it than to any other medium.

Haller (6) conducted a similar study comparing students' opinions of media advertising. In general, the results indicate that teenagers view magazine and newspaper advertisements less negatively than those in television and radio. Television advertising was rated as being the most annoying, the least informative, and the most offensive advertising medium. The students surveyed viewed magazine advertising positively. This medium was considered the least annoying, most enjoyable, most informative, and least offensive.

Radio has been judged by many retailers as the medium to use in reaching the teen market (17). Yet, Haller (6, p. 37) found that teenagers think radio advertising is the least enjoyable and least informative advertising medium.

Summary

The high school girl represents a very profitable market for the apparel retailer. Research suggests that clothing is very important to the young woman at this time in her life. This is made apparent by the large amount of teenage spending which is directed toward clothing.
Millions of dollars are spent each year, in various media, trying to effectively promote fashion apparel to the teenage girl. However, research has found that the teenager possesses many negative attitudes toward advertising and the advertising media.

Various studies have indicated that teenagers' attitudes toward advertising are influenced by age, sex, social class, and education. Relationships have also focused on the social motivations for watching commercials (e.g., watching television rather than socializing with peers) and attitudes toward advertising.

Research reports that students have both positive and negative attitudes toward advertising media. In general, teenagers view print advertising less negatively than broadcast advertising.
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9. James, Don L., Youth, Media, and Advertising, Austin, Texas: Bureau of Business Research, University of Texas, 1971.


CHAPTER III

PROCEDURE

The Population

Plano, Texas, is located in the southern corner of Collin County, approximately twenty miles north of downtown Dallas. The city's principal economic base includes manufacturing, research, agriculture, real estate, banking, retailing, wholesaling, and construction. Plano is presently one of the fastest growing areas in the United States. The current population is estimated to be 94,500. By the year 2000, projections indicate that 387,000 people will be living in Plano (3, p. 14).

The total school population of the Plano Independent School District is 23,393 (4, p. 2). Plano Senior High School, which houses grades 11 and 12, has an enrollment of 2,721 students. At the senior high, students are encouraged to select vocational, advanced placement, or major studies programs. In these programs, the students will spend two or three hours of concentrated study on academic and vocational related courses. These courses will enable the student to go on to college or to have a salable skill to offer the job market upon graduation. During the remaining hours of the school day, the students complete
graduation requirements and take academic and career-related elective courses.

Selection of the Sample

Permission was obtained from the Curriculum Director of Plano Senior High to administer questionnaires to female students enrolled in fashion design and child development major studies classes. These classes were chosen on a cluster basis. This was done in order to examine the difference between attitudes toward fashion advertising of girls enrolled in a fashion-related class, and girls enrolled in a non-fashion-related class.

Four child development and four fashion design classes are taught each day. Fashion design had an enrollment of sixty females, and child development had an enrollment of approximately 120 females. To obtain a proportional representation from both classes, all the fashion design students were used, and two of the four child development classes were selected at random. Each child development class was written on a slip of paper. The slips of paper were placed in a container, and two classes were drawn.

Students at Plano Senior High are allowed to enroll in only one vocational program. Therefore, no student was enrolled in both fashion design and child development major studies.
Data Collection Method

The data were collected by means of a questionnaire. Some of the ideas for the instrument were obtained from attitudinal studies conducted by Haller (1) and James (2). The instrument was developed to obtain employment status, and attitudes toward advertising and advertising media. A Likert-type scale was used to ascertain attitudes toward selected aspects of fashion advertising, as well as to obtain attitudes about the four media--television, radio, newspaper, and magazine.

In order to establish validity, the instrument was submitted to a panel of five judges. All judges agreed that the instrument was valid. After this, the instrument was pilot tested by a child development class not included in the study. Discussion followed with the child development class for possible corrections to be made. However, no changes were suggested.

Administration of the Questionnaire

The questionnaire was administered by the researcher to 134 female students on February 5, 1982. Each student received a copy of the questionnaire and was asked to read the directions and answer each statement as honestly as possible. The students were assured that all answers would remain confidential.
Analysis of the Data

Descriptive statistics were used to determine the high school girls' attitudes toward fashion advertising. In addition, descriptive statistics ascertained the media preferred by the high school girl. This included frequencies and percentages. Hypotheses one and two were tested by calculating a t-test for the difference between means for independent samples for a one-tailed test. The .05 level of significance was used to reject the null hypotheses.
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2. James, Don L., Youth, Media, and Advertising, Austin, Texas, Bureau of Business Research, University of Texas, 1971.


CHAPTER IV

RESULTS AND DISCUSSION

The purpose of this study was to determine high school girls' attitudes toward fashion advertising. This study also sought to analyze the difference in attitudes toward fashion advertising between high school girls enrolled in a fashion-related class and girls enrolled in a non-fashion-related class, and attitudes between high school girls employed in a fashion-related field and girls employed in a non-fashion-related field. The data were collected using a questionnaire administered by the researcher to all of the fashion design major studies students, and two of the four child development major studies classes at Plano Senior High School. The data obtained from the questionnaire were recorded, punched into computer cards, and analyzed by computer.

The questionnaire was designed to acquire information concerning the class in which the student was enrolled, employment status, and attitudes toward fashion advertising and media. Frequency counts were tabulated for each question. A t-test was used for each hypothesis relating attitudes toward fashion advertising to employment status,
and enrollment in a fashion-related class. The .05 level was considered significant in the statistical test.

Description of the Sample

The sample chosen for this study included girls enrolled in fashion design and child development major studies classes at Plano Senior High School. The total number of questionnaires distributed was 134. One hundred twenty-one, or 90.3 per cent, were usable.

Class Enrollment

Information was obtained regarding respondents' enrollment in child development or fashion design major study classes. Sixty (49.6 per cent) of the students were enrolled in fashion design. Forty-two of these students were enrolled in Fashion Design I, and 18 in Fashion Design II. Sixty-one (50.4 per cent) were enrolled in child development major studies. Of these, 21 were enrolled in Child Development I, and 40 in Child Development II.

Employment

The 121 respondents were classified for analysis as employed in a fashion-related field, employed in a non-fashion-related field, or unemployed. Of the employed respondents, 45 (51.1 per cent) worked in a fashion-related field, and 43 (48.9 per cent) worked in a non-fashion-related field.
Attitudes Toward Advertising in General

Attitudes toward selected aspects of fashion advertising were measured by calculating frequencies and percentage responses to 15 items on a five-point Likert-type scale. Thus, an attitude score of 3.0 indicates neutrality; below 3.0, a negative attitude; and above 3.0, a positive attitude.

Positive Attitudes Toward Fashion Advertising

Students showed a generally favorable attitude toward fashion advertising in general. As shown in Table I, the students agreed or strongly agreed with the following positive statements about fashion advertising: (1) 78.5 per cent said that "Fashion advertising often causes me to want to buy the item advertised," (2) 60.3 per cent agreed that "I pay a lot of attention to fashion advertisements," (3) 76 per cent agreed that "I enjoy most of the fashion advertising I see or hear," and (4) 93.4 per cent agreed that "Advertising is a good source of fashion information."

In addition, 86.8 per cent of the respondents disagreed or strongly disagreed with the negative statement, "Most of the fashion items I see or hear advertised are of no interest to me."
<table>
<thead>
<tr>
<th>Statement</th>
<th>SA</th>
<th>A</th>
<th>U</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most of the fashion items I see or hear advertised are of no interest to me.</td>
<td>3 2.5 8 6.6 5 4.1 71 58.7 34 28.1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fashion advertising often causes me to want to buy the item advertised.</td>
<td>10 8.3 85 70.2 8 6.6 15 12.4 3 2.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I pay a lot of attention to fashion advertising.</td>
<td>17 14.0 56 60.3 17 14.0 27 25.6 4 3.3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I enjoy most of the fashion advertising I see or hear.</td>
<td>17 14.0 75 76.0 9 7.4 19 15.7 1 .8</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising is a good source of fashion information.</td>
<td>41 33.9 72 93.4 4 3.3 3 2.5 1 .8</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fashion advertisements are getting less interesting all the time.</td>
<td>4 3.3 14 11.6 28 23.1 60 49.6 15 12.4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Negative Attitudes Toward Fashion Advertising

Data concerning high school girls' negative attitudes toward advertising are presented in Table II. When asked if "Fashion advertising portrays people the way they really are," 76.9 per cent of the students disagreed or strongly disagreed with this statement. This was the highest percentage negative attitude held by the students. Other negative attitudes toward fashion advertising include the following: (1) 55.3 per cent agreed that "Higher apparel prices result from fashion advertising," (2) 53.7 per cent believe that "Fashion advertisements persuade high school students to buy things they don't really need," (3) 51.2 per cent strongly agreed or agreed that "Fashion advertisements contain too little information about the product," and (4) 54.5 per cent disagreed or strongly disagreed with the statement, "The brands featured in fashion ads are better than those not advertised."

Even though students said that advertising is a good source of fashion information, they held what appears to be a directly opposite position about the statement, "Fashion advertisements help high school students buy items that are best for them." Over one half, 52.1 per cent, disagreed or strongly disagreed with this item.
TABLE II
NUMBER AND PERCENT OF RESPONDENTS' NEGATIVE ATTITUDES TOWARD FASHION ADVERTISING
(N = 121)

<table>
<thead>
<tr>
<th>Statement</th>
<th>SA</th>
<th>A</th>
<th>U</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher apparel prices result from fashion advertising.</td>
<td>24</td>
<td>19.3</td>
<td>43</td>
<td>55.3</td>
<td>40</td>
</tr>
<tr>
<td>Fashion advertisements persuade high school students to buy things they don't really need.</td>
<td>23</td>
<td>19.0</td>
<td>42</td>
<td>53.7</td>
<td>26</td>
</tr>
<tr>
<td>Fashion advertisements portray people the way they really are.</td>
<td>1</td>
<td>.8</td>
<td>7</td>
<td>6.6</td>
<td>20</td>
</tr>
<tr>
<td>High school girls are influenced less than other consumers by fashion advertising.</td>
<td>1</td>
<td>.8</td>
<td>6</td>
<td>5.0</td>
<td>4</td>
</tr>
<tr>
<td>Fashion advertisements contain too little information about the product.</td>
<td>4</td>
<td>3.3</td>
<td>58</td>
<td>47.9</td>
<td>27</td>
</tr>
<tr>
<td>The brands featured in fashion ads are better than those not advertised.</td>
<td>1</td>
<td>.8</td>
<td>23</td>
<td>19.0</td>
<td>31</td>
</tr>
<tr>
<td>Fashion advertisements help high school students buy items that are best for them.</td>
<td>1</td>
<td>.8</td>
<td>29</td>
<td>24.1</td>
<td>30</td>
</tr>
</tbody>
</table>

Advertising in Media

Six statements concerning advertising via radio, television, newspaper, and magazine solicited attitudes toward advertising in these media. Attitudes were measured by calculating frequencies and percentage responses to 24 items on a five-point Likert-type scale. Thus, an attitude score of 3.0 indicates neutrality; below 3.0, a negative attitude; and above 3.0, a positive attitude.
Most Believable and Truthful Media

The respondents were asked questions about advertising believability with the four major media representing alternative choices for responses. In all four media, a low percentage of students agreed that fashion advertising is truthful or believable. As shown in Table III, 22.3 percent of the students strongly agreed or agreed that newspaper advertising was the most truthful. Radio is considered by many to be the "teen's medium." However, only 4.9 percent strongly agreed or agreed that radio advertising is truthful, and 52.1 percent were undecided. Television was considered by 49.6 percent of the respondents to be the most unbelievable medium.

TABLE III
IN WHICH MEDIUM IS FASHION ADVERTISING MOST TRUTHFUL?
(N = 121)

<table>
<thead>
<tr>
<th>Medium</th>
<th>SA N</th>
<th>SA %</th>
<th>A N</th>
<th>A %</th>
<th>U N</th>
<th>U %</th>
<th>D N</th>
<th>D %</th>
<th>SD N</th>
<th>SD %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>1</td>
<td>0.8</td>
<td>5</td>
<td>4.1</td>
<td>63</td>
<td>52.1</td>
<td>47</td>
<td>38.8</td>
<td>5</td>
<td>4.1</td>
</tr>
<tr>
<td>Television</td>
<td>2</td>
<td>1.7</td>
<td>8</td>
<td>6.6</td>
<td>51</td>
<td>42.1</td>
<td>56</td>
<td>46.3</td>
<td>4</td>
<td>3.3</td>
</tr>
<tr>
<td>Newspaper</td>
<td>1</td>
<td>0.8</td>
<td>26</td>
<td>21.5</td>
<td>43</td>
<td>35.5</td>
<td>48</td>
<td>39.7</td>
<td>3</td>
<td>2.5</td>
</tr>
<tr>
<td>Magazine</td>
<td>. . .</td>
<td>25</td>
<td>20.7</td>
<td>48</td>
<td>39.7</td>
<td>44</td>
<td>36.4</td>
<td>4</td>
<td>3.3</td>
<td></td>
</tr>
</tbody>
</table>

Most Attention-Getting Media

Students indicated that they essentially ignore advertising via any medium except magazine. As seen in Table IV,
over half of the respondents agreed that they pay more attention to magazine advertising. Almost 90 per cent of the respondents rated radio as the medium to which they pay the least attention.

**TABLE IV**

**IN WHICH MEDIUM DO YOU PAY THE MOST ATTENTION TO FASHION ADVERTISING?**

\(N = 121\)

<table>
<thead>
<tr>
<th>Medium</th>
<th>SA N</th>
<th>SA %</th>
<th>A N</th>
<th>A %</th>
<th>U N</th>
<th>U %</th>
<th>D N</th>
<th>D %</th>
<th>SD N</th>
<th>SD %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>1</td>
<td>.8</td>
<td>4</td>
<td>3.3</td>
<td>8</td>
<td>6.6</td>
<td>80</td>
<td>66.1</td>
<td>28</td>
<td>23.1</td>
</tr>
<tr>
<td>Television</td>
<td>10</td>
<td>8.3</td>
<td>28</td>
<td>23.1</td>
<td>29</td>
<td>24.0</td>
<td>50</td>
<td>41.3</td>
<td>4</td>
<td>3.3</td>
</tr>
<tr>
<td>Newspaper</td>
<td>6</td>
<td>5.0</td>
<td>13</td>
<td>10.7</td>
<td>22</td>
<td>18.2</td>
<td>73</td>
<td>60.3</td>
<td>7</td>
<td>5.8</td>
</tr>
<tr>
<td>Magazine</td>
<td>12</td>
<td>9.9</td>
<td>63</td>
<td>52.1</td>
<td>14</td>
<td>11.6</td>
<td>30</td>
<td>24.8</td>
<td>2</td>
<td>1.7</td>
</tr>
</tbody>
</table>

**Most Interesting Media**

When asked, "In which medium is fashion advertising getting more interesting?", 71.1 per cent of the students strongly agreed or agreed that it was magazine. Radio advertising was again rated less favorably. Responses indicate that 62.8 per cent (55.4 per cent disagreed, and 7.4 per cent strongly disagreed) of the teen girls consider radio advertising to be the least interesting. Refer to Table V for student responses to this question.
TABLE V

IN WHICH MEDIUM IS FASHION ADVERTISING GETTING MORE INTERESTING?  
(N = 121)

<table>
<thead>
<tr>
<th>Medium</th>
<th>SA</th>
<th>A</th>
<th>U</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>1</td>
<td>.8</td>
<td>9</td>
<td>7.4</td>
<td>35</td>
</tr>
<tr>
<td>Television</td>
<td>8</td>
<td>6.6</td>
<td>51</td>
<td>42.1</td>
<td>29</td>
</tr>
<tr>
<td>Newspaper</td>
<td>10</td>
<td>8.3</td>
<td>37</td>
<td>30.6</td>
<td>37</td>
</tr>
<tr>
<td>Magazine</td>
<td>22</td>
<td>18.2</td>
<td>64</td>
<td>52.9</td>
<td>23</td>
</tr>
</tbody>
</table>

Most Annoying Media

The broadcast media are considered more annoying than print media as indicated in Table VI. Students rated radio advertising (8.3 per cent strongly agreed, and 28.1 per cent agreed) more annoying than television advertising (7.4 per cent strongly agreed, and 20.7 per cent agreed). More than three-fourths of the respondents considered magazine advertising as the least disturbing medium.

TABLE VI

IN WHICH MEDIUM IS FASHION ADVERTISING MOST ANNOYING?  
(N = 121)

<table>
<thead>
<tr>
<th>Medium</th>
<th>SA</th>
<th>A</th>
<th>U</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>10</td>
<td>8.3</td>
<td>34</td>
<td>28.1</td>
<td>31</td>
</tr>
<tr>
<td>Television</td>
<td>9</td>
<td>7.4</td>
<td>25</td>
<td>20.7</td>
<td>22</td>
</tr>
<tr>
<td>Newspaper</td>
<td>2</td>
<td>1.7</td>
<td>10</td>
<td>8.3</td>
<td>25</td>
</tr>
<tr>
<td>Magazine</td>
<td>.</td>
<td>.</td>
<td>14</td>
<td>11.6</td>
<td>13</td>
</tr>
</tbody>
</table>
Most Enjoyable Media

The students were asked to choose the medium in which fashion advertising was the most enjoyable. Table VII once again indicates that the print media are viewed more positively by students than the broadcast media. Magazine advertising was considered the most enjoyable, with 94.2 per cent strongly agreeing or agreeing with the statement. Responses also indicated that radio advertising was the least enjoyable.

TABLE VII

IN WHICH MEDIUM IS FASHION ADVERTISING MOST ENJOYABLE? (N = 121)

<table>
<thead>
<tr>
<th>Medium</th>
<th>SA</th>
<th>A</th>
<th>U</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>Radio</td>
<td>2</td>
<td>1.7</td>
<td>22</td>
<td>18.2</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>49</td>
<td>40.5</td>
<td>8</td>
<td>6.6</td>
<td></td>
</tr>
<tr>
<td>Television</td>
<td>12</td>
<td>9.9</td>
<td>72</td>
<td>59.5</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>21</td>
<td>17.4</td>
<td>.</td>
<td>.</td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td>20</td>
<td>16.5</td>
<td>69</td>
<td>57.0</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>17</td>
<td>14.0</td>
<td>5</td>
<td>4.1</td>
<td></td>
</tr>
<tr>
<td>Magazine</td>
<td>34</td>
<td>28.1</td>
<td>80</td>
<td>66.1</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>3.3</td>
<td>.</td>
<td>.</td>
<td></td>
</tr>
</tbody>
</table>

Most Informative Media

Although students pay little attention to radio advertising and think it is uninteresting, they also find it more helpful than the advertising of any other medium. Approximately 81 per cent (64.5 per cent disagreed, and 16.5 per cent strongly disagreed) of the respondents thought that magazine advertising was the least helpful medium. Refer to Table VIII for student responses to this question.
TABLE VIII
IN WHICH MEDIUM IS FASHION ADVERTISING MOST INFORMATIVE? (N = 121)

<table>
<thead>
<tr>
<th>Medium</th>
<th>SA</th>
<th>A</th>
<th>U</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>Radio</td>
<td>4</td>
<td>3.3</td>
<td>42</td>
<td>34.7</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>36</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Television</td>
<td>1</td>
<td>.8</td>
<td>28</td>
<td>23.1</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>60</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Newspaper</td>
<td>. . .</td>
<td>24</td>
<td>19.8</td>
<td>26</td>
<td>21.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>Magazine</td>
<td>1</td>
<td>.8</td>
<td>14</td>
<td>11.6</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>78</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20</td>
</tr>
</tbody>
</table>

Significance of Employment and Class Enrollment to Attitudes Toward Fashion Advertising

A t-test for the difference between means for independent samples for a one-tailed test was run between the variables of class enrollment and employment, and attitudes toward fashion advertising. The .05 level was considered significant for the statistical test used in this study.

Class Enrollment

Enrollment in a fashion-related class was tested to determine if class enrollment influences attitudes toward fashion advertising. As shown in Table IX, the mean score for students enrolled in a fashion-related class was 127.5667. The mean score for those enrolled in a non-fashion-related class was 114.3770. A t-test produced a t-value of 6.36 (df = 119), which indicated that there was a significant difference between the two groups.
(hypothesis one). Attitudes toward fashion advertising were influenced by class enrollment. Students enrolled in a fashion-related class had a more favorable attitude toward fashion advertising than students enrolled in a non-fashion-related class.

**TABLE IX**

MEAN VALUES AND T-VALUES OF THE FASHION-RELATED AND NON-FASHION-RELATED CLASSES

<table>
<thead>
<tr>
<th>Class</th>
<th>Number of Cases</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>Standard Error</th>
<th>t Value</th>
<th>Degrees of Freedom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion-related</td>
<td>60</td>
<td>127.5667</td>
<td>9.058</td>
<td>1.169</td>
<td>6.36*</td>
<td>119</td>
</tr>
<tr>
<td>Non-fashion-related</td>
<td>61</td>
<td>114.3770</td>
<td>13.318</td>
<td>1.705</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Significant at .0001 level.

**Employment**

The students employed in a fashion-related field had a mean score of 124.2000. As shown in Table X, those students employed in a non-fashion-related field had a mean score of 119.0465. A $t$-test produced a $t$-value of 1.9 ($df = 86$), which indicated that there was a significant difference between the two groups (hypothesis two).
Attitudes toward fashion advertising were influenced by employment. Students employed in a fashion-related field had a more positive attitude toward fashion advertising than students employed in a non-fashion-related field.

TABLE X

MEAN VALUES AND T-VALUES OF STUDENTS EMPLOYED IN A FASHION-RELATED AND NON-FASHION-RELATED FIELD

<table>
<thead>
<tr>
<th>Employment</th>
<th>Number of Cases</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>Standard Error</th>
<th>t Value</th>
<th>Degrees of Freedom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed in a fashion-related field</td>
<td>45</td>
<td>124.2000</td>
<td>12.889</td>
<td>1.921</td>
<td></td>
<td>1.91*</td>
</tr>
<tr>
<td>Employed in a non-fashion-related field</td>
<td>43</td>
<td>119.0465</td>
<td>12.444</td>
<td>1.898</td>
<td></td>
<td>86</td>
</tr>
</tbody>
</table>

Summary

Teenage girls held many positive attitudes toward fashion advertising. Responses indicated that they are interested in and enjoy fashion advertising, consider advertising a good source of fashion information, and agree that they pay a great deal of attention to
advertising. High school girls disliked fashion advertising because advertising results in higher apparel prices, advertising persuades students to buy items they do not need, and advertising does not portray people the way they really are.

High school girls also indicated that they view print media less negatively than broadcast media. Magazine advertising was considered the preferred medium by the teen girl. The students agreed that they pay more attention to magazine advertising, believe magazine advertising is getting more interesting, and consider magazine advertising the least disturbing and most enjoyable advertising medium. Radio advertising was rated by the teen girl as their least favorite form of media advertising. They considered radio advertising the least interesting, most annoying, and least enjoyable advertising medium.

Responses indicated that attitudes toward fashion advertising were influenced by class enrollment. Students enrolled in a fashion-related class had a more favorable attitude toward fashion advertising than students enrolled in a non-fashion-related class. In addition, attitudes toward fashion advertising were influenced by employment. Students employed in a fashion-related field had a more positive attitude toward fashion
advertising than students employed in a non-fashion-related field.
CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

The purpose of this study was to examine high school girls' attitudes toward fashion advertising and media. This study also sought to explore the difference in attitudes toward fashion advertising between high school girls enrolled in a fashion-related class and girls enrolled in a non-fashion-related class, and between high school girls employed in a fashion-related field and girls employed in a non-fashion-related field. The data were collected by a questionnaire administered to the respondents during the school day. The study sample consisted of 134 high school girls enrolled in fashion design and child development major studies classes at Plano Senior High School.

The questionnaire was developed to obtain class enrollment, employment status, and attitudes toward advertising and advertising media. A Likert-type scale was used to obtain data indicating attitudes toward selected aspects of fashion advertising, as well as to obtain attitudes about the four media--radio, television, newspaper, and magazine.
The data were collected and analyzed by computer. A t-test for the difference between means for independent samples for a one-tailed test was used to test each hypothesis of the study. Tables were used to highlight significant findings. Descriptive statistics, which included frequencies and percentages, are presented. For the purpose of this study, the .05 level of significance was used to reject the null hypotheses.

One hundred thirty-four questionnaires were administered, and 121 were usable. Of the 121 respondents, 60 (49.6 per cent) indicated that they were enrolled in a fashion-related class, and 61 (50.4 per cent) indicated that they were enrolled in a non-fashion-related class.

The students also were asked to indicate their employment status. Eighty-eight (72.7 per cent) of the respondents were employed in a job after school. This figure is slightly higher than the 60.2 per cent reported nationwide for female teenagers by the U. S. Bureau of Labor Statistics (2). Of the employed teens, 45 (51.1 per cent) work in a fashion-related field, and 43 (48.9 per cent) work in a non-fashion-related field. Thirty-three students reported that they were unemployed.

Haller (1) reported that the majority of teenagers found advertising irritating, misleading, unnecessary, and insulting to their intelligence. This study found that students have a more positive attitude toward fashion
advertising. For example, in response to "Most of the fashion items I see or hear advertised are of no interest to me," nearly 90 per cent of the students disagreed. Of those responding, 78.5 per cent felt that "Fashion advertising often causes me to want the item advertised," and 76 per cent agreed with "I enjoy most of the fashion advertising I see or hear."

Students held contradictory views about the influence of fashion advertising on purchasing behavior. Over 90 per cent agreed that "Advertising is a good source of fashion information." However, over half of the students felt that "Fashion advertisements persuade high school students to buy things they don't really need." Also, over half of the respondents disagreed that "Fashion advertisements help high school students buy items that are best for them."

Students in this study also held other negative attitudes toward fashion advertising. For example, in response to "Higher apparel prices result from fashion advertising," 55.3 per cent of teen girls responding agreed. When asked if "Fashion advertising portrays people the way they really are," 76.9 per cent disagreed with this statement. More than half of the respondents felt that "Fashion advertisements contain too little information about the product."

This study found that high school girls have a more positive attitude toward print media than broadcast media.
Magazine advertising was the preferred medium of the responding students. Positive responses to this medium include the following: (1) over 60 per cent felt magazine advertising receives the most attention, (2) 71.7 per cent said that magazine advertising is getting more interesting all the time, (3) 77.7 per cent rated magazine advertising as the least annoying, and (4) 94.2 per cent said that magazine advertising is the most enjoyable medium.

Radio is considered the medium to use in reaching the teenage market. But, in this study, radio advertising was found to be the female student's least favorite medium. For example, almost 90 per cent of the respondents said that radio receives the least attention. In addition, radio advertising was rated as the least interesting by 60 per cent of the respondents, and the most annoying by 77.7 per cent of the respondents.

The students in this study held contradictory views about advertising in media. As previously mentioned, the teenage girl held several positive attitudes toward magazine advertising. Yet, over 80 per cent of these students said that magazine advertising is the least helpful or informative.

A t-test was used to examine the difference in attitudes toward fashion advertising between high school girls enrolled in a fashion-related class and high school girls enrolled in a non-fashion-related class. The results
included a t-value of 6.36 (df = 119), which indicates that there was a highly significant difference between the two groups (hypothesis one).

A t-test was used to explore the difference in attitudes toward fashion advertising between high school girls employed in a fashion-related field and high school girls employed in a non-fashion-related field. The results included a t-value of 1.91 (df = 86), which indicates that there was a significant difference between the two groups (hypothesis two).

Conclusions

Based upon the data obtained from the questionnaire, the following conclusions are drawn. The conclusions are limited to female Plano Senior High School students and are not intended to describe any other population.

1. Teenage girls are very interested in fashion advertising. They pay a great deal of attention to advertising, enjoy seeing and hearing advertising, consider advertising a good source of fashion information, and agree that advertising causes them to want to buy the item advertised.

2. Teenage girls dislike fashion advertising because advertising increases apparel prices, advertising persuades students to buy things they do not really need, and advertising does not portray people the way they really are.
3. Magazine advertising is the medium preferred by teenage girls. They pay more attention to magazine advertising, agree that magazine advertising is getting more interesting, and consider magazine advertising to be the least disturbing and most enjoyable advertising medium.

4. Teenage girls dislike radio advertising. They regard radio advertising as the least interesting, most annoying, and least enjoyable advertising medium. In addition, the high school girl pays less attention to radio advertising than to any other form of media advertising.

Recommendations to Apparel Retailers

Based on the results of this study, the following recommendations are made to apparel retailers promoting to the teen market.

1. Teenagers indicated that they enjoy and think fashion advertising is very interesting. Because of this, advertising could be a way for the apparel retailer to increase market share.

2. When preparing fashion advertisements, retail stores should include more information about the product. This would aid the teenage consumer in her apparel-buying decisions.

3. Retailers need to rethink advertising oriented toward teenagers. Radio is considered the "teen's medium." However, in this study, teenage girls indicated a dislike
of radio advertising, and a preference for newspaper and magazine advertising.

4. Retail advertisers should portray models in advertisements in a realistic manner to reach teenage girls.

Recommendations for Further Research

As a result of this research study, several recommendations for further research have been identified.

1. Additional study is recommended to examine the difference in attitudes toward fashion advertising between younger and older adolescents.

2. Further research should be done to ascertain why certain attitudes were held. Knowledge of why students dislike fashion advertising would enable apparel retailers to take definite steps to overcome these unfavorable attitudes.

3. A study should be done to examine the teenagers' exposure time to each medium in relation to teenagers' attitudes toward each medium.

4. Additional study is recommended to examine the difference in attitudes toward fashion advertising between males and females.

5. A study should be done to examine the difference in attitudes toward fashion between teenagers from lower and higher income levels.
CHAPTER BIBLIOGRAPHY


Please answer each question as honestly as you can by placing a check in the space provided. If you are not sure about a particular answer, check the answer that comes closest to what you think.

FASHION ADVERTISING

Please check the blank that applies to you.

1. Do you have a job after school? [ ]Yes [ ]No

2. Please state where you work and what type of work you do.

3. Check the class in which you are presently enrolled.

   [ ]Fashion Design I   [ ]Fashion Design II
   [ ]Child Development I   [ ]Child Development II

The following statements present different ideas about fashion advertising. For each statement check whether you strongly agree, agree, undecided, disagree, or strongly disagree. You may think you have seen a question before, but there are no duplicate questions. Also, there are no right or wrong answers.

ADVERTISING IN GENERAL

<table>
<thead>
<tr>
<th></th>
<th>SA</th>
<th>A</th>
<th>U</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Most of the fashion items I see or hear advertised are of no interest to me.</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>2.</td>
<td>Fashion advertising often causes me to want to buy the item advertised.</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>3.</td>
<td>I pay a lot of attention to fashion advertisements.</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>4.</td>
<td>I enjoy most of the fashion advertising I see or hear.</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>5.</td>
<td>Higher apparel prices result from fashion advertising.</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>
6. Better apparel items result from fashion advertising.  [ ] [ ] [ ] [ ] [ ] [ ]
7. Advertising is a good source of fashion information.  [ ] [ ] [ ] [ ] [ ] [ ]
8. Fashion advertisements persuade high school students to buy things they really don't need.  [ ] [ ] [ ] [ ] [ ] [ ]
9. Fashion advertising portrays people the way they really are.  [ ] [ ] [ ] [ ] [ ] [ ]
10. Fashion advertisements are getting less interesting all the time.  [ ] [ ] [ ] [ ] [ ] [ ]
11. Fashion advertisements emphasize sex appeal too much.  [ ] [ ] [ ] [ ] [ ] [ ]
12. High school girls are influenced less than others consumers by fashion advertising.  [ ] [ ] [ ] [ ] [ ] [ ]
13. Fashion advertisements contain too little information about the products.  [ ] [ ] [ ] [ ] [ ] [ ]
14. The brands featured in fashion ads are better than those not advertised.  [ ] [ ] [ ] [ ] [ ] [ ]
15. Fashion advertisements help high school students buy items that are best for them.  [ ] [ ] [ ] [ ] [ ] [ ]
ADVERTISING IN MEDIA

16. I pay more attention to fashion magazine ads than to most other kinds of fashion advertising. [ ] [ ] [ ] [ ] [ ] [ ]

17. Fashion magazine advertisements are more truthful than most other kinds of fashion advertising. [ ] [ ] [ ] [ ] [ ] [ ]

18. Most television fashion commercials I see are for things I'm not interested in. [ ] [ ] [ ] [ ] [ ] [ ]

19. Fashion magazine ads are disturbing or annoying because they take up too much space. [ ] [ ] [ ] [ ] [ ] [ ]

20. Fashion newspaper ads are fun to look at. [ ] [ ] [ ] [ ] [ ] [ ]

21. I pay more attention to fashion radio commercials than to most other kinds of fashion advertising. [ ] [ ] [ ] [ ] [ ] [ ]

22. Newspaper fashion ads are more truthful than most other kinds of fashion advertising. [ ] [ ] [ ] [ ] [ ] [ ]

23. Most radio fashion commercials I hear are for things I'm not interested in. [ ] [ ] [ ] [ ] [ ] [ ]

24. Television fashion commercials are disturbing or annoying because they constantly interrupt programs. [ ] [ ] [ ] [ ] [ ] [ ]
25. I pay more attention to newspaper fashion ads than to most other kinds of fashion advertising. [ ] [ ] [ ] [ ] [ ] [ ]

26. Most fashion magazine ads I see are for things I'm not interested in. [ ] [ ] [ ] [ ] [ ] [ ]

27. Radio fashion commercials are disturbing or annoying because they constantly interrupt programs. [ ] [ ] [ ] [ ] [ ] [ ]

28. Television fashion commercials are getting more interesting all the time. [ ] [ ] [ ] [ ] [ ] [ ]

29. Most fashion newspaper ads I see are for things I'm not interested in. [ ] [ ] [ ] [ ] [ ] [ ]

30. Radio fashion commercials are getting more interesting all the time. [ ] [ ] [ ] [ ] [ ] [ ]

31. Most television fashion commercials are fun to watch. [ ] [ ] [ ] [ ] [ ] [ ]

32. Newspaper fashion ads are disturbing or annoying because they take up too much space. [ ] [ ] [ ] [ ] [ ] [ ]

33. Fashion magazine advertisements are getting more interesting all the time. [ ] [ ] [ ] [ ] [ ] [ ]

34. Most radio fashion commercials are enjoyable to listen to. [ ] [ ] [ ] [ ] [ ] [ ]

35. Television fashion commercials are more truthful than most other kinds of fashion advertising. [ ] [ ] [ ] [ ] [ ] [ ]
36. Newspaper fashion ads are getting to be more interesting all the time.  

37. Most fashion magazine advertisements are enjoyable to look at.  

38. Radio fashion commercials are more truthful than most other kinds of fashion advertising.  

39. I pay more attention to television fashion commercials than to most other kinds of fashion advertising.
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