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# Influences, parental selection factors, and parents' feelings on preschool children's clothing

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Influences, Parental Selection Factors, and  
Parents' Feelings on Preschool Children's Clothing  
(TITLE)

BY

Linda D. Simpson

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I HEREBY RECOMMEND THIS THESIS BE ACCEPTED AS FULFILLING  
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INFLUENCES, PARENTAL SELECTION FACTORS, AND  
PARENTS' FEELINGS ON PRESCHOOL CHILDREN'S CLOTHING

by

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August, 1989

## Abstract

The primary purpose of this study was to examine and describe the influence of peers, parents, siblings, and the media on the preschool child's clothing selection. Related purposes were a) to compare dual and single-income families, the mother's age, and yearly household income to where the parent most often shopped for their preschool child's clothing and the selection factors when purchasing the child's clothing, b) also to compare dual and single-income families, the mother's age, and yearly household income to how much money is spent per month on the child's clothing, if the parents spent more money on the child's clothing per month than on clothing for themselves, and if the parent(s) would purchase a designer outfit for themselves or their child. The final purpose was to examine the parents' personal feelings concerning preschool children's clothing.

The subjects consisted of 171 children currently enrolled in a day care center or preschool in east central Illinois. A total of 330 self-administered questionnaires were delivered to 7 preschools and day care centers to be sent home with each child. The parent(s) completed the questionnaire, returned them to the preschools, and the researcher collected them approximately one week later.

Frequency counts were used to analyze the data. A table was developed to illustrate the influences of peers, parents, siblings, and the media on the preschool child's clothing selection. Tables were also developed to compare

dual and single-income families, mother's age, and yearly household income to the places shopped, the selection factors of the parents(s), if the parent(s) spent more money per month on clothing for themselves or the child, and if a designer outfit would be purchased for the child or the parent. A summary was written on the parents' personal feelings on preschool children's clothing.

The findings for this exploratory study suggest that mothers were the most influential and peers and younger siblings were the least influential people on the preschool child's clothing selection. Also found was that most parents shopped at discount stores and felt comfort was the most important selection factor. Most parents spent less than \$50 per month on the child's clothing, spent more per month on the child's clothing than on clothing for themselves, and would buy a designer outfit for the child instead of themselves. Concerning the parents' personal feelings, the majority felt children's styles do not look too much like adults; therefore, it is not necessary for children to dress in more childlike styles. They also do not feel pressured to buy expensive clothes for the child and are against school uniforms.

In conclusion, there is a need for further research in children's clothing since this is becoming such a strong marketing segment. Manufacturers, retailers and advertisers could benefit from this information so they can plan marketing strategies for the future.

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## Chapter I

INTRODUCTION

Children in the 1980's are far more sophisticated and demanding than children were in the 1970's (Cleaver, 1985). Even though the total number of children is declining, it is the nature of the consumer segment that needs to be reviewed (Gill, 1989). James McNeil (1987), in his book Children as Consumers, adds that at one time children were not considered a customer but as savers and future consumers. McNeil also stated that children are considered three markets: the current market, the future market, and the influential market. Factors such as the increasing number of single-parent and dual-income families, increased exposure to marketing segments through television, and viewing what their peers and siblings are purchasing play a major role in why children are becoming consumers. Gill (March, 1989) noted that children as young as the age of 2 are exhibiting strong product preferences for brand awareness.

Clothing has become a big business in the children's market with more money being spent per year on clothing than on toys. In 1988, \$7,682 million were spent on clothing and an estimated \$9,976 million will be spent in 1992, while \$1,834 million was spent on toys in 1988 with an estimated expenditure of \$2,250 million in 1992 (Gill, March, 1989). Another factor concerning children as consumers is more parents are taking their children

shopping to select their own clothing rather than the parent shopping alone and selecting the child's wardrobe (Wallach, 1986).

It is important to research the children's market in clothing since this is becoming such a strong marketing segment. Also, as children are aging, some of these influences as preschoolers may continue to influence them into the adult years. Manufacturers, retailers, and advertisers need to be aware of the trends so they can plan marketing strategies for the future. It is also important to research the parents' opinions due to the fact that they are considered a major influence on the child.

#### Purposes

The major purpose of this study was to determine what influences children in their clothing selection. Related purposes were to study the relationship of dual versus single-income families, the mother's age, and yearly household income to the buying habits of clothing for their children and to compare the parents' personal feelings concerning children's clothing.

#### Objectives

This study consisted of three objectives:

Objective #1. To examine and describe the influence of peers, parents, siblings, and the media on the preschool child's clothing selection.

Objective #2. To compare dual and single-income families, the mother's age, and yearly household income to where the

parent shops most often for the child's clothing and their selection factors in the preschool child's clothing. Also to compare dual and single-income families, the mother's age, and yearly household income to how much money is spent on the child's clothing per month, if the parent(s) spent more per month on the child's clothing than on clothing for themselves, and if the parent(s) would purchase a designer outfit for themselves or their child.

Objective #3. To examine the parents' responses to four questions concerning children's clothing:

- 1) Do you think that children's clothing styles look too much like adult clothing styles?
- 2) Do you feel that children should dress more in children's style clothing?
- 3) Do you feel pressured into buying your child expensive clothing to "fit in" with the other children?
- 4) Do you think that school uniforms would be a good idea at all public schools so the children would be dressed equally?

#### Definition of Terms

The terms used in this study are defined in the following way:

Baby boomer parents - Parents born between 1946 and 1963;  
the ages would be 25-42 years.

- Brand name clothing - Refers to the identity of a manufacturer or distributor of an item (Stone, 1987, p. 338).
- Department store - A retail outlet that sells a wide variety of merchandise under one roof, is organized into separate areas or departments and employs 25 or more people (Beisel, 1987, p. 662).
- Designer outfit - A labeling of merchandise associating it with a "name" designer (Stone, 1987, p. 339).
- Discount stores - A departmentalized retail store using many self-service techniques to sell its goods. It operates usually at low profit margins, has a minimum annual volume of \$500,000, and is at least 10,000 square feet in size. (Stone, 1987, p. 339).
- Home sewn clothing - Clothing that is constructed at home by means of a sewing machine or by hand.
- Preschool children - Children that are presently enrolled in a day care center or preschool and are between the ages of 3 and 5.
- Second hand shops - A store or small shop that sells used clothing.

Store brand clothing - Clothing that is associated with a certain store, for example, the Winnie-the-Pooh line of children's clothing is sold only at Sears.

Specialty store - A store concentrating on specific merchandise classification and related items (Rogers, Gamens, 1983, p. 318). In this study, a store that only sells clothing for children.



## Chapter II

### REVIEW OF LITERATURE

#### Introduction

The literature review revealed a paucity of information in preschool children and their clothing selection. Most articles and research discussed children's clothing in general and did not differentiate the child's age group; therefore, the following review of literature focused on children's clothing as a whole. This review includes the history of children's wear, influences on children's clothing and fashion, effects clothing has on the child, and the parental purchasing of the child's clothing.

#### History of Children's Wear

Prior to the second half of the 18th century, there was no distinction between children and adult clothing. The earliest record of a definite costume for children was about 1770 or 1775 (Brooke, 1978). There was much controversy among historians over the exact date children's costume emerged; however, from a review of historical literature it was found the changes were gradual.

In the first half of the 18th century young boys dressed almost exactly like girls, sometimes to the age of 6 (Cunnington, 1970). This practice of young boys wearing skirts has never been fully explained. It has been suggested that it was the ease of diaper changing; however, this does not explain why boys wore skirts until the age of

5 or 6. Other suggestions were that it was easier to sew and fit dresses rather than suits and easier to pass garments down to the younger siblings regardless of sex. Other suggestions were that it was not important to differentiate boys and girls at such a young age and until the age of 6 the boy was usually in the care of women (Paoletti, 1987).

When the young boy reached the age of 5 or 6, the boy shed his skirt and his clothes became small versions of men's fashions. This process, known as 'breeching', was a proud family occasion, and the boy was then considered a young man. By the end of the 1890's, boys wore dresses only to the ages of 2 or 3 rather than 5 or 6.

Girls clothes followed women's fashions very closely. From near infancy, girls wore the long stiffened bodices and stomachers that were shaped to the waist. Very rich materials were used in the girl's clothing and many ruffles were worn around the neck. Unlike the practice that breeching was with boys, there was no symbol in dress towards maturation in girls (Ewing, 1982).

Status and prestige were very important to parents when dressing their children. The family status was primarily demonstrated by its appearance and the proud father who supported it. Even the poorest families struggled to dress their children above their income levels. While the wealthy were decked out in extravagant adult fashions, the poor children were not. School

uniforms were introduced in the 16th century to make all children appear equal (Ewing, 1982).

In the centuries prior to the 1900's, children had absolutely no chance in saying what they wore. The liberation of children's dress was outside of the fashion world and was in the hands of the teachers and educationalists who did not agree with the repressive attitudes towards children (Ewing, 1982). In 1762, it was Jean-Jacque Rousseau's book, Emile, that started the child's liberation movement not only with their upbringing but in their clothing. It was at this time children's clothing began to have its own identity. On children's clothing and fashion, Rousseau states:

...the limbs of a growing body ought all to have room in their garments. Nothing ought to hinder either their movement or their growth; nothing too tight; nothing which clings to the body; no belts. There are gay colors and sad colors. The former are more to children's taste. They are also more flattering to them; and I do not see why one would not consult such natural fitness in this. But from the moment that children prefer a material because it is rich, their hearts are already abandoned to luxury, to all the whims of opinion; and this taste surely did not come to them from themselves. I cannot tell you how much the choice of clothing and the motives of this choice influence education. Not only do blind mothers

promise their children adornment as reward; one even sees foolish governors threatening their pupils with coarser and simpler costume as punishment (pp 126-128).

At last in the second half of the 18th century, girls began to share in the young liberation and were freed from the stiff, tightly fitted clothing. They began to wear simpler dresses that were not constricting in any way. Boys, too, were free from the men's fashion world and developed styles much more conforming to their age.

#### Influences on Children's Clothing and Fashion

Researchers suggested major influences, such as parents, peers, and the media, impact on children's clothing selection. Also found to have an impact on children's clothing were cartoon characters, comic strips, movie stars, and sports teams.

McNeil (1987) indicated that by the age of 4 or 5, the parents had the most influence in the purchasing habits of the child because they are the ones who introduced the child to the retail environment. Sprole (1979) agreed that parents were the major influence and claimed that the parent's attitudes, values, and behavior related to dress was observed by the child, establishing a set of cognitive orientations towards dress that the child carried later into life.

At what age peer influence on consumer behavior becomes more important than parental influence is not

known, but its significance is apparent as early as ages 5 or 6 (McNeil, 1987). Kefgen and Touchie-Specht (1981) agree that it is not known at what exact age the desire to dress as peers occurs; however, they claim that preschool children are not aware of clothing that their playmates wear. They also claim that the need to dress as others becomes evident when the child refuses to wear something that differs from what the other children wear. Haley and Hendrickson (1974) disagree and feel that children under the age of 3 have been reported noticing one another's clothing.

Comic strips and cartoon characters have been known to greatly influence children's clothing. The Buster Brown suit, influenced by a comic strip drawn by Richard Outcault, became popular for boys about 1908 (Ewing, 1982). The suit consisted of bloomer style, knee length pants, a double breasted hip-length jacket, a wide starched collar, a black floppy bow, and a round straw hat. The Buster Brown shoe also originated at this time and is still popular today. Cartoon characters such as Mickey Mouse and Donald Duck were also a great influence on children's dress. These characters did not actually start a fashion but started the vogue for pictorial motifs on children's garments and nursery equipment (Ewing, 1982). Walt Disney, the originator of these characters, was noted for starting the "fun" in children's clothing which spread to adults in the 1960's.

The movie star Shirley Temple was the greatest influence on children's clothing in the 1930's. Mothers all over the world modeled their children after her and her clothes were mass-manufactured everywhere. No other child actors have approached her in their impact on children's clothing (Ewing, 1982). In spite of this, it is not known if the choice to dress like Shirley Temple was the child's decision or the mother's.

The first professional sports team, the Cincinnati Red Stockings, formed in 1869 and was an influence on boy's clothing of all ages. The boys were shown wearing baseball suits, especially in magazines and advertisements. These boys who wore the uniforms were known as the "all American boys" (Worrell, 1980).

Richards (1986) stated that children tell parents what they want to wear and that comes from the awareness of the media. Children seem to be sophisticated and media wise than in previous years. Rita Weskoff, director of the children's ads review unit, part of the national advertising division of the counsel of Better Business Bureau, claimed that the biggest concern is for the media to view children as children and not as little adults (Richards, 1986).

There is controversy in what influences children when they select their clothing. Researchers argue that parents, peers, and the media are all primary influences;

however, at what age the different influences begin is unknown.

#### Clothing Effects on the Child

What a child wears becomes part of his personality (Young, 1938). By dressing a child in a certain way influences greatly how he/she will behave. Shyness, which plays a large part in a child's behavior, often has a very close connection with the personal appearance in clothing (Young, 1938). By changing the child's clothing into a bright and cheerful outfit, one might be amazed at how the child changes his/her personality.

A child might develop a feeling of inferiority if his/her clothing is different from the other children (Young, 1938). This feeling can often be carried on through the adult years or if a child feels neglected, might express his/her discouragement by misbehaving. Read (1950) also agrees that the child's growing need to belong is tied with the need to have clothes like his/her peers. The parent(s) or guardian(s) should observe what the child wants to wear and put aside their own ideas. The child's need to be like others and feel that he/she belongs are important values. In being like the other children, this will enable the child to gain the strength to take a step in achieving independence from his/her mother. This is a very important step in the child's life and the clothes should help and not hinder him/her (Read, 1950).

"Kids are the BMW's of the 80's." "They've become status symbols for their parents." "When their children wear designer clothes it's like them driving a Mercedes." "Kids want to dress like their parents." These quotes were taken directly from Time (1986) and Newsweek (1986) magazines concerning children's dress. Young (1936) claims that parents who dress their children in expensive clothing might be doing more harm than good to their child. Overdressed children think so much of their clothes that they have a tendency to become snobbish and acquire a feeling of superiority. On children as status symbols, Laver (1969) states that children should be grateful that their clothes are now designed chiefly for their own comfort and not to display the social status of the parents or to indicate the 'artistic' taste of their mothers.

Storm (1987) claims that the child's tendency to select a style that is too grown-up may give the child a sense of competence he/she associates with older individuals. Since children have relatively little or no power in our society and adults are associated with power, copying the adult's dress may give the child a sense of power. Elkind (1981) feels that when children dress like adults, they are more likely to behave as adults do. It is more difficult today to recognize that children are children and not miniature adults because children dress and move like adults. Elkind also believes that when children are expected to dress, act, and think as adults,



they are really being asked to playact because all the trappings of adulthood do not in any way make them adults. He also feels that it is ironic that the same parents who will not allow their child to believe in Santa Claus or the Easter Bunny, because they are fantasy and dishonest, allow their children to dress and behave as adults without any sense of the tremendous dishonesty involved in allowing children to present themselves in this grown-up way.

Many adults, when approaching a child, will either comment on a toy the child is playing with or some aspect of clothing. A child at the age of 3 or 4 quickly learns that clothing is a means of getting adults to notice him/her. This allows the child to become socially sophisticated and he/she begins to notice the clothing of others (Ryan, 1966).

In summary, finding proper clothing for the child will give him/her a sense of self-confidence and therefore the clothing should be chosen with great care. Also, involving the child in the clothing selection will assist him/her in developing feelings of both competency and value because his/her opinion will count and be important (Storm, 1987).

#### Parents and the Purchasing of the Child's Clothing

There are many factors why parents are spending great amounts of their income on their child's clothing. Some parents just simply can not do enough for their offspring and others feel nothing is too good for their children even if they have to go without. Wallach (1985) claims that the

primary reason for the spending is parental guilt. Parents are not spending as much time with their children and therefore tend to overspend buying expensive lessons, expensive toys, and expensive clothing.

Other factors include that more families are dual rather than single-income families and therefore have more disposable income. Also, baby-boomers put off having children to pursue their careers and are just now having their first babies. Studies have shown that parents tend to spend more on the first born rather than the younger siblings (Time, 1960). The fact that the child is seen by the white middle-income American as an extension of the parents is another factor that could promote the parents to spend lavishly on their children's clothing (Denzen, 1977). The parent might feel that if their child "looks good" then the parent "looks good." Another factor could be that the parents want to dress their children the way they wish they could have dressed when they were growing up (Gill, 1987).

Gill states that price used to be a determining factor in the child's clothing because parents knew the children would outgrow them soon, but now parents are less concerned with functionality. Gill does mention that children's clothing will always be a price sensitive area so the outfit either has to be a very special fashion item to spend the money or the child just simply has to have it. A study conducted on the preschool child's clothing on 100 families of Radford, Virginia, (Blake, Glisson, and Tate,

(1953) found that durability, price, fit, and comfort were important factors, respectively. This study also found that mothers or guardians seldom bought children's clothing by brand names.

As mentioned, there are several factors that might promote the parents to spend a great amount of money on their children's clothing. It could be one single factor or a combination of factors. Only one research study was found concerning parents selection factors so comparisons to other studies could not be made.

#### Summary

As mentioned before, little research has been directed to preschool children and clothing. The research that has been done on this market is controversial. Controversy is identified in the history of children's clothing as to what period children's clothing actually emerged. The influences that effect the preschool child's clothing selection or preferences are also unknown, however, researchers have made judgments in this area. Also, how the clothing effects the child is controversial. Elkind (1981) believes children should dress as children because it is unhealthy for a child to dress similar to an adult and therefore act like an adult. Storm (1987) feels that dressing a child as an adult gives the child a sense of competence and a feeling of power.

Parental guilt may be a primary factor for the parents who spend large amounts of money on their children's

clothing. More families are dual-income and therefore spend less time with the child and may try to compensate for the lost time by spending more money on the child.

This writer feels that more research is needed on children's clothing to identify the influences and purchasing habits of this market. Manufacturers, retailers, and advertisers would benefit from this information so they could adjust their marketing strategies to the child as a customer and as a future consumer.

## Chapter III

### METHODOLOGY

#### Introduction

A total of 330 self-administered questionnaires were delivered to seven preschools or day care centers in east central Illinois. A questionnaire was sent home with each child to be filled out by a parent or guardian. A total of 171 questionnaires were returned to the preschools and the researcher collected them approximately one week later. Frequency counts were used to analyze the data and tables were used to illustrate the findings. A summary was written on the parents' personal feelings towards preschool children's clothing.

#### Subjects

The subjects in the study consisted of 171 preschool children between the ages of 3 and 5 years old. The children attended different preschools or day care centers in east central Illinois. Seven different preschools were used to achieve this population.

#### Data Collection

The researcher prepared an informational cover letter and a self-administered questionnaire. A total of 330 questionnaires, with an envelope attached to each one, were delivered to the 7 preschools. The preschool staff agreed to send a questionnaire home with each child. The parent or guardian of the child filled out the questionnaire, sealed it in the envelope that was provided, and returned

the questionnaire to the preschool. The staff placed the questionnaires in a box and the researcher collected them approximately one week later. The parents were to respond to the best of their knowledge on the influences on the child's clothing selection.

#### Validity and Reliability

The data collecting instrument was pilot tested by 15 mothers of preschool children. One error was found in the instrument, mail order had been omitted from the selections of the question 'how often do you shop at the following places for your child's clothing?'. This selection was added before the questionnaire was distributed. The subjects were assured that their answers were confidential.

#### Data Analysis

To analyze the data collected from the questionnaires, frequency counts were used. The descriptive information was provided through the Statistical Package for the Social Sciences X. A table was developed to compare the influences of peers, parents, the media, and siblings on the preschool child's clothing selection. Tables were also developed to compare dual and single-income families, mother's age, and yearly household income to the places shopped, the selection factors of the parent(s), if the parent(s) spent more money on themselves or on the child's clothing per month, the amount spent on the clothing, and if a designer outfit would be purchased for the child or

the parent. A summary was written on the parents' personal feelings towards preschool children's clothing.

## Chapter IV

FINDINGS, DISCUSSION, LIMITATIONS

The data for this study were collected through a questionnaire distributed to 330 children between the ages of 3 and 5. These children were enrolled in a preschool or day care center in east central Illinois. The staff agreed to send a questionnaire home with each child to be filled out by a parent or guardian. Directions were given asking the parent or guardian to complete the questionnaire and return it with the child to the preschool or day care center in the envelope that was provided. The staff placed the questionnaires in a box and the researcher collected them approximately one week later. One hundred and seventy-one questionnaires were returned for a 52% return rate. Four fathers and 167 mothers completed the survey. Due to the anonymity of the survey, there was no method to contact non-respondents.

Objective #1. The first objective of the study was to examine and describe the influence of peers, parents, the media, and siblings on the preschools child's clothing selection (Table 1). The headings of no influence, some influence, a lot of influence, and total influence were used on the questionnaire to classify the parent's response (See Appendix A for descriptive table).



Table 1

Rank Order of Influences on the Preschool  
Child's Clothing Selection

	Number of children influenced	Percentage
1. Mothers or Female Guardians	129	75
2. Older Sisters <sup>a</sup>	15	25
3. Fathers or Male Guardians	35	20
4. Older Brothers <sup>b</sup>	14	18
5. Commercials	19	11
6. Male Friends	11	6
7. Female Friends	10	6
8. Television Stars	9	5
9. Magazines	9	5
10. Younger Brothers <sup>c</sup>	1	4
11. Younger Sisters <sup>d</sup>	1	3
12. Movie Stars	4	3
13. MTV (Music Television)	4	3

Note.  $n=171$  unless otherwise noted.

<sup>a</sup> $n=61$ . <sup>b</sup> $n=75$ . <sup>c</sup> $n=28$ . <sup>d</sup> $n=38$ .

Mothers or female guardians had the most influence on the child's clothing selection with 129 (75%) having a lot or total influence. Fifteen (25%) older sisters, 35 (20%) fathers or male guardians, and 14 (18%) older brothers were second, third, and fourth by having a lot or total influence.

In the media form, commercials had a lot of influence on 19 (11%) children in their clothing selection. Second to commercials were television stars and magazines in which each form had a lot of influence on 9 (5%) children. The least influential form of media were movie stars and MTV (Music Television) with each having a lot of influence on 3 (2%) children.

Younger siblings and peers were the least influential people on the preschool child's clothing selection. Only 1 (4%) younger brother and 1 (3%) younger sister had a lot of influence on the older sibling. Twenty-five (89%) younger brothers and 33 (87%) younger sisters had no influence on the older sibling's clothing selection.

Objective #2. The second objective of the study was to compare the relationship of dual-income versus single-income families, mother's age, and yearly household income to shopping location, selection factors, dollars spent, and designer clothes selection.

Tables 2, 3, and 4 represent a comparison of where parents shop for their preschool child's clothing. The parents surveyed were asked to indicate how often they shopped at department stores, discount stores, garage/rummage sales, mail order, specialty stores, and second-hand shops. The headings of never, seldom, sometimes, often, and always were used on the questionnaire to rate their response.

Table 2 represents a comparison of dual and single income families and where they most often shop (1) and least often shop (5) for their child's clothing. (See Appendix B for descriptive table). Discount stores were most often shopped by dual and single-income families. Sixty-five (61%) dual-income and 30 (49%) single-income families often or always shopped at discount stores. Department stores and garage/rummage sales ranked second and third, respectively. Forty-two (40%) dual-income and 25 (40%) single-income families often or always shopped at department stores. Garage/rummage sales were often or always shopped by 14 (13%) dual and 11 (17%) single-income families.

Table 2

Rank Order of Dual and Single-Income Families and Where They Shop for Preschool Child's Clothing

	Single- income	Dual- income
	<u>n=61</u>	<u>n=106</u>
Discount Stores	1	1
Department Stores	2	2
Garage/Rummage Sales	3	3
Specialty Stores	4	4
Mail Order	*5	5
Second-hand Shops	*5	6

Note. \*Duplicate numbers in listing represents the same number of responses in that category.

\*\*Due to omitted responses, the total number does not equal 171.

Specialty stores, mail order, and second-hand shops were chosen the least. Eight (8%) dual-income and 5 (9%) single-income families often or always shopped at specialty stores. One (1%) dual-income and 3 (5%) single-income families often or always selected second-hand shops. Neither dual or single-income families always used mail order; however, 4 (4%) dual-income and 3 (5%) single-income families often used mail order to purchase their preschool child's clothing.

Table 3 represents a comparison of the mother's age and where they most often shop (1) and least often shop (5) for their preschool child's clothing (See Appendix C for descriptive table). The age intervals were: 21-25, 26-30, 31-35, 36-40, 41-45, and 46-50. The selection of places shopped were department stores, discount stores, garage/rummage sales, mail order, specialty stores, and second-hand shops. The headings of never, seldom, sometimes, often, and always were used on the questionnaire to rank each parent's response.

Discount stores were most frequently selected by mothers of all ages with 11 (79%) 21-25 year olds, 34 (59%) 26-30 year olds, 32 (53%) 31-35 year olds, 14 (47%) 36-40 year olds, 4 (80%) 41-45 year olds, and 2 (100%) 46-50 year olds often or always shopping there. Department stores ranked second with 66 (41%) mothers under the age of 40

Table 3

Rank Order of Mother's Age and Where They Shop  
for Preschool Child's Clothing

	21-25	26-30	31-35	36-40	41-45	46-50
	<u>n</u> =14	<u>n</u> =57	<u>n</u> =60	<u>n</u> =30	<u>n</u> =5	<u>n</u> =2
Discount Stores	1	1	1	1	1	1
Department Stores	2	2	2	2	*3	*3
Garage/ Rummage Sales	*3	4	3	3	2	*3
Specialty Stores	*4	3	4	*4	*3	*3
Mail Order	*4	*5	5	*4	*3	2
Second-hand Shops	*3	*5	6	5	*3	*3

Note. Duplicate numbers in listing represents the same number of responses in that category.

\*\*Due to ommited responses, the total number does not equal 171.

often or always shopping there. Since the majority of the respondents in the study were baby-boomers, a comparison between baby boomers and non-baby boomers could not be made.

Table 4 represents a comparison of yearly household income and where the parent(s) most often shop (1) and least often shop (5) for their preschool child's clothing. (See Appendix D for a descriptive table). The income brackets were: less than \$10,999, \$11,000-20,999, \$21,000-30,999, \$31,000-40,999, \$41,000-50,999, and \$51,000 or more. Department stores, discount stores, garage/rummage sales, mail order, specialty stores, and second-hand shops were the selections of places shopped. The headings of never, seldom, sometimes, often, or always were used on the questionnaire to rate each parent's response.

Of the respondents with incomes less than \$50,999, 83 (61%) parents most often or always shopped at discount stores. Eleven (47%) parents with incomes of \$51,000 or more most often or always shopped at department stores and 9 (39%) parents in this income bracket shopped at discount stores. One hundred and fifteen (73%) parents in all income brackets indicated that they never or seldom used mail order.

Tables 5, 6, and 7, represent a comparison of the importance of these selection factors: brand names, designer names, durability, comfort, length of time the child can wear the outfit, price, store brands, style, up-to-date fashions, and versatility. The selection

Table 4

Rank Order of Yearly Household Income and Where the  
Parent(s) Shop for Preschool Child's Clothing

	Less than \$10,999	\$11,000- 20,999	\$21,000- 30,999	\$31,000- 40,999	\$41,000- 50,999	\$51,000 or more
	<u>n=13</u>	<u>n=15</u>	<u>n=36</u>	<u>n=41</u>	<u>n=30</u>	<u>n=23</u>
Discount Stores	1	1	1	1	1	2
Department Stores	*2	*4	2	2	2	1
Garage/ Rummage Sales	*2	2	3	3	3	4
Specialty Stores	*3	5	4	4	*5	*3
Mail Order	*3	*4	6	5	4	*3
Second- hand Shops	*3	3	5	6	*5	5

Note. \*Duplicate numbers in listing represents the same number of responses in that category.

\*\*Due to omitted responses, the total number does not equal 171.

factors are ranked 1 as most important and continue in order to least important. The table headings not important, slightly important, quite important, and extremely important were used on the questionnaire to rank each parent's response.

In Table 5, a comparison is shown between dual and single-income families and the parent's selection factors when purchasing their preschool child's clothing (See Appendix E for a descriptive table). One hundred and three (97%) dual-income and 60 (99%) single-income families felt comfort was quite or extremely important when selecting the child's clothing. Ninety-nine (94%) dual-income families ranked both durability and length of wear second and 91 (85%) felt versatility was third as being quite or extremely important. Fifty-four (88%) single-income families rated versatility as second while 51 (83%) rated durability as third most important.

Table 6 represents a comparison between the mother's age and the clothing selection factors (See Appendix F for descriptive table). The age intervals were: 21-25, 26-30, 31-35, 36-40, 41-45, 46-50. The table headings not important, slightly important, quite important, and extremely important were used on the questionnaire to rate each parent's response.



Table 5

Rank Order of Dual and Single-Income Families and  
Selection Factors When Purchasing the Preschool Child's  
Clothing

	<u>Single- income</u>	<u>Dual- income</u>
	<u>n=61</u>	<u>n=106</u>
Comfort	1	1
Versatility	2	3
Durability	3	*2
Length of Wear	4	*2
Price	5	4
Style	6	5
Up-to-date Fashion	7	6
Brand Names	8	7
Designer Names	9	9
Store Brands	10	8

Note. \*Duplicate numbers in listing represents the same number of responses in that category.

\*\*Due to omitted responses, the total number  
does not equal 171.

Table 6

Rank Order of Mother's Age and selection Factors When  
Purchasing the Preschool Child's Clothing

	21-25	26-30	31-35	36-40	41-45	46-50
	<u>n=14</u>	<u>n=57</u>	<u>n=60</u>	<u>n=30</u>	<u>n=5</u>	<u>n=2</u>
Comfort	*1	1	1	*2	*1	*1
Length of wear	2	2	4	1	*2	*1
Durability	*1	3	3	*2	*1	*1
Versatility	3	4	2	3	*2	2
Price	4	5	5	4	*2	*1
Style	5	6	6	5	*3	*3
Up-to-date	6	7	7	6	*3	*3
Brand Names	*7	8	8	7	*4	*3
Store Brands	8	9	9	8	*4	*3
Designer Names	*7	10	10	9	*4	*3

Note. \*Duplicate numbers in listing represents the same number of responses in that category.

\*\*Due to omitted responses, the total number does not equal 171.

For mothers 21-25 years old, quite important or extremely important characteristics in descending order were: comfort and durability (13, 92%), length of wear (11, 78%), versatility (10, 72%), and price (9, 64%). Mothers between the ages of 26-30 felt comfort (57, 100%), length of wear (51, 90%), and durability (50, 87%) were quite or extremely important. Again, comfort was quite or extremely important to 59 (98%) mothers in the 31-35 year old age group. One of those mothers even commented:

Clothes are not important to us as a family. Priority at all times is comfort, function, and durability. My four year old has a strong preference for t-shirts and jogging pants. He does not care for jeans, button-down shirts, or polo shirts. His major concern is comfort. If it does not feel good, he will not wear it. There are times when I wish he would tolerate the "other" clothes. I would love to see him in a suit. NO WAY! Sweaters are another item he will not tolerate. I have spent money on "cute", "fashionable" clothes only to give them away to a child who would wear them. I now keep it simple and functional.

Versatility and durability were quite or extremely important factors to 56 (93%) and 55 (92%) mothers, respectively, in this age group. For mothers 36-40 years old, 29 (97%) mothers ranked length of wear first and 28 (94%) ranked both durability and comfort as second. Five

(100%) mothers between the ages of 41-45 felt comfort and durability were quite or extremely important. Four (80%) mothers in this age group felt length of wear, versatility, and price as quite or extremely important. In the 46-50 year old age group, there were only two respondents. Both respondents (100%) felt comfort, length of wear, durability, and price as being quite or extremely important.

Table 7 represents a comparison between yearly household income and the parent's selection factors when purchasing their preschool child's clothing (See Appendix G for a descriptive table). The income levels were: less than \$10,999, \$11,000-20,999, \$21,000-30,999, \$31,000-40,999, \$41,000-50,999, \$51,000 or more. The table headings not important, slightly important, quite important, and extremely important were used on the questionnaire to rate each parent's response.

Thirteen (100%) respondents with incomes less than \$10,999 felt comfort and versatility were quite or extremely important and 11 (84%) respondents felt durability was quite or extremely important. In the \$11,000-20,999 income level, 14 (93%) parents felt comfort, durability, and length of wear were quite or extremely important. Thirteen (88%) parents felt versatility and

Table 7

Rank Order of Yearly Household Income and Selection Factors  
When Purchasing the Preschool Child's Clothing Selection

	Less than \$10,999	\$11,000- 20,999	\$21,000- 30,999	\$31,000- 40,999	\$41,000- 50,999	\$51,000 or more
	n=13	n=15	n=36	n=41	n=30	n=23
Comfort	*1	*1	1	1	*2	1
Durability	2	*1	4	4	1	2
Length of Wear	*3	*1	2	2	*2	4
Versatility	*1	*2	5	3	*3	3
Price	*3	*2	3	5	*3	5
Style	*4	3	6	6	4	6
Up-to-date Fashion	*4	4	7	7	5	8
Brand Names	*5	5	8	8	6	7
Store Brands	6	*6	9	9	8	9
Designer Names	*5	*6	10	10	7	10

Note. \*Duplicate numbers in listing represents the same number of responses in that category.

\*\*Due to omitted responses, the total number does not equal 171.

price as quite or extremely important. The rank of importance in selection factors of families with incomes of \$21,000-30,999 were 35 (98%) felt comfort and 30 (83%) felt length of wear were quite or extremely important. Comfort ranked first for 41 (100%) parents in the \$31,000-40,999 income level. Forty (98%), 39 (95%), and 38 (92%) families in this income bracket felt length of wear, versatility, and durability were quite or extremely important, respectively. All 30 (100%) parents with an income level or \$41,000-50,999 felt durability was quite or extremely important. Comfort and length of wear ranked second with 28 (94%) of the parents; versatility and price ranked third with 25 (84%) parents having felt this was quite or extremely important. Twenty-three (100%), 22 (96%), 21 (92%) and 20 (87%) parents with incomes of \$51,000 or more felt that comfort, durability, versatility, and length of wear were quite or extremely important, respectively.

Tables 8, 9, and 10 represent a response to a specific question: Do you spend more on this child's clothing per month than you do on clothing for yourself? The parent responded with either yes or no. In Table 8, a comparison is made with the amount spent and dual versus single-income families. Thirty-four (56%) single-income and 56 (53%) dual-income families spent more on their preschool child's clothing per month than they do on clothing for themselves.

Table 8

Comparison of Dual and Single-Income Families and if More Money is Spent Per Month on Child's Clothing

	Single-Income		Dual-Income	
	n=61		n=106	
	Frequency	Percentage	Frequency	Percentage
Spends more on Child's Clothing	34	56	56	53
Spends more on Clothing for Themselves	26	43	46	43

Note. Due to rounding of percentages and missing data, total percentage does not equal

100.

Table 9 compares the amount spent and mother's age. The age intervals were: 21-25, 26-30, 31-35, 36-40, 41-45, and 46-50. For mothers between the ages of 31-35, 29 (48%) spent more on their child, and 29 (48%) spent more on themselves. Only one response was given in the 46-50 age group and that response indicated more money was spent on clothing for herself. Of those that responded in the 21-25 year old age bracket, 7 (50%) spent more on the child's clothing and 6 (43%) spent more money per month on clothing for themselves. Overall, 90 (54%) mother's spent more on their child's clothing per month and 73 (43%) spent more on themselves.

A comparison of the amount spent with the families yearly household income appears in Table 10. The income levels were: less than \$10,999, \$11,000-20,999, \$21,000-30,999, \$31,000-40,999, \$41,000-50,999, \$51,000 or more. Nineteen (63%) families with income levels of \$41,000-50,999 spent more money on clothing for themselves. Eleven (48%) families in the \$51,000 or more income bracket spent more on the child and 11 (48%) spent more on themselves. Of all the families with income levels of \$40,999 or less, 60 (57%) spent more on the child's clothing.

Tables 11, 12, and 13 compare how much money was spent per month on the preschool child's clothing. The categories of amount spent were: less than \$25, \$26-50, \$51-75, \$76-100, and \$101 or more.



Table 9

Comparison of Mother's Age and if More Money  
is Spent Per Month on Child's Clothing

	21-25	26-30	31-35	36-40	41-45	46-50	Total
	$\bar{n}=14$	$\bar{n}=57$	$\bar{n}=60$	$\bar{n}=30$	$\bar{n}=5$	$\bar{n}=2$	$\bar{n}=168$
Spends more on Child's Clothing	7 (50%)	34 (60%)	29 (48%)	16 (53%)	4 (80%)	0 (0%)	90 (54%)
Spends more on Clothing for Themselves	6 (43%)	23 (40%)	29 (48%)	13 (43%)	1 (20%)	1 (50%)	73 (43%)

Note. Due to rounding of percentages and missing data, total percentage does not equal

100.

Table 10

Comparison of Yearly Household Income and if More Money is Spent Per Month on the Child's Clothing

	Less than \$10,999	\$11,000-20,999	\$21,000-30,999	\$31,000-40,999	\$41,000-50,999	\$51,000 or more	Total
	n=13	n=15	n=36	n=41	n=30	n=23	n=153
Spends More on Child's Clothing	8 (62%)	8 (53%)	21 (58%)	23 (56%)	11 (37%)	11 (48%)	82 (52%)
Spends More on Clothing for Themselves	5 (38%)	7 (47%)	13 (36%)	16 (39%)	19 (63%)	11 (48%)	71 (45%)

Note. Due to rounding of percentages and missing data, total percentage does not equal

100.

Table 11 compares dual-income and single-income families and how much money was spent per month on their preschool child's clothing. Thirty-five (57%) single-income families spent less than \$25, while 57 (54%) dual-income families tended to spend more per month. Fifty-seven (54%) spent between \$26-50. Fifty-five (90%) single-income and 93 (88%) of dual-income families spent less than \$50 per month.

A comparison is shown in Table 12 between the mother's age and how much money was spent per month on the preschool child's clothing. The categories of amount spent were: less than \$25, \$26-50, \$51-75, \$76-100, \$101 or more. The mother's age groups were: 21-25, 26-30, 31-35, 36-40, 41-45, and 46-50. The respondents between the ages of 21-25 years (7, 50%), 31-35 years (30, 50%), and 41-45 years (3, 60%) spent between \$26-50. Mothers between the ages of 26-30 (27, 47%), and 36-40 (14, 47%) spent less than \$25 per month. Although there were two respondents in the 46-50 year old age bracket, only one response was given. That mother or female guardian spent \$51-75 per month.

Table 13 compares the yearly household income and how much money was spent per month on the preschool child's clothing. The income levels were: less than \$10,999, \$11,000-20,999, \$21,000-30,999, \$31,000-40,999, \$41,000-50,999, \$51,000 or more. The categories of the amount spent per month were: less than \$25, \$26-50,

Table 11

Comparison of Dual and Single-Income Families and Amount Spent  
Per Month on the Preschool Child's Clothing

	Single-Income $n=61$		Dual-Income $n=106$	
	Frequency	Percentage	Frequency	Percentage
Less than \$25	35	57	36	34
\$26-50	20	33	57	54
\$51-75	4	7	8	8
\$76-100	1	2	2	2
\$101 or more	1	2	0	0

Note. Due to rounding of percentages and missing data, total percentage does not equal 100.

Table 12

Comparison of Mother's Age and Amount Spent Per  
Month on the Preschool Child's Clothing

	21-25	26-30	31-35	36-40	41-45	46-50
	$\bar{n}=14$	$\bar{n}=57$	$\bar{n}=60$	$\bar{n}=30$	$\bar{n}=5$	$\bar{n}=2$
Less than \$25	6 (43%)	27 (47%)	25 (42%)	14 (47%)	1 (29%)	0 (0%)
\$26-50	7 (50%)	24 (42%)	30 (50%)	12 (40%)	3 (60%)	0 (0%)
\$51-75	0 (0%)	4 (7%)	4 (7%)	2 (7%)	1 (20%)	1 (50%)
\$76-100	0 (0%)	1 (2%)	1 (2%)	1 (3%)	0 (0%)	0 (0%)
\$101 or more	0 (0%)	1 (2%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)

Note. Due to rounding of percentages and missing data, total percentage does not equal

100.

Table 13

Comparison of Yearly Household Income and Amount Spent  
Per Month on the Preschool Child's Clothing

	$\bar{n}=13$	$\bar{n}=15$	$\bar{n}=36$	$\bar{n}=41$	$\bar{n}=30$	$\bar{n}=23$
	Less than \$10,999	\$11,000- 20,999	\$21,000- 30,999	\$31,000- 40,999	\$41,000- 50,999	\$51,000 or more
Less than \$25	9 (69%)	11 (73%)	12 (33%)	20 (49%)	13 (43%)	3 (13%)
\$26-50	4 (31%)	4 (27%)	20 (56%)	17 (41%)	15 (50%)	13 (57%)
\$51-75	0 (0%)	0 (0%)	1 (1%)	3 (10%)	2 (7%)	4 (17%)
\$76-100	0 (0%)	0 (0%)	2 (6%)	0 (0%)	0 (0%)	1 (4%)
\$101 or more	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)

Note. Due to rounding of percentages and missing data, total percentage does not equal

100.

\$51-75, \$76-100, \$101 or more. Twenty (71%) families with incomes less than \$20,999 and 20 (49%) families with incomes between \$31,000-40,999 spent less than \$25. Families with incomes of \$21,000-30,999 (20, 56%), \$41,000-50,999 (15, 50%), and \$51,000 or more (13, 57%) spent \$26-50 per month.

Tables 14, 15, and 16 represent a response to a specific question: If you had to make a decision to buy yourself or your child a designer outfit, which would you select? The parent could respond to either the outfit for myself or the outfit for my child. Of the total 171 returned, only 161 parents responded to this question. Four parents wrote in neither and checked it.

When comparing the responses of dual and single income families (Table 14), 36 (59%) single-income and 57 (54%) dual-income families would buy the designer outfit for the child.

A comparison is shown in Table 15 between the designer outfit purchase and the mother's age group. The age intervals were: 21-25, 26-30, 31-35, 36-40, 41-45, and 46-50. Twenty-eight (47%) mothers or female guardians between the ages of 31-35 would buy the designer outfit for themselves while 29 mothers in this same age group would buy the outfit for the child. Only one response was given in the 46-50 year old age group indicating the outfit would be bought for the adult. Respondents in all other age groups, 21-25 (8, 57%), 26-30 (37, 65%), 36-40 (16, 53%),

Table 14

Comparison of Dual and Single-Income Families to  
Buying Themselves or Child a Designer Outfit

	Single-Income $\bar{n}=61$	Dual-Income $\bar{n}=106$
	Frequency	Percentage
	Percentage	Frequency
	Percentage	Percentage
Would buy Designer Outfit for Self	23 38	41 39
Would buy Designer Outfit for Child	36 59	57 54

Note. Due to rounding of percentages and missing data, total percentage does not equal 100.



Table 15  
Comparison of Mother's Age to Buying Themselves  
or Child a Designer Outfit

	21-25	26-30	31-35	36-40	41-45	46-50	Total
	$\bar{n}=14$	$\bar{n}=57$	$\bar{n}=60$	$\bar{n}=30$	$\bar{n}=5$	$\bar{n}=2$	$\bar{n}=168$
Would Buy Designer Outfit for Self	5 (36%)	18 (32%)	28 (47%)	11 (37%)	2 (40%)	1 (50%)	65 (37%)
Would Buy Designer Outfit for Child	8 (57%)	37 (65%)	29 (48%)	16 (53%)	3 (60%)	0 (0%)	93 (55%)

Note. Due to rounding of percentages and missing data, total percentage does not equal 100.

and 41-45 (3, 60%) would buy the designer outfit for their child.

Table 16 compares the designer outfit purchase to the yearly household income. The income levels were: less than \$10,999, \$11,000-20,999, \$21,000-30,999, \$31,000-40,999, \$41,000-50,999, \$51,000 or more. Forty-two (66%) respondents with incomes less than \$30,999 would buy the outfit for the child. The percentage margin narrows with families of incomes more than \$31,000. Twenty-one (51%) families with incomes \$31,000-40,999 and 13 (43%) families with incomes of \$41,000-50,999 would buy the designer outfit for the child. Of families with incomes of \$51,000 or more, 11 (48%) families would buy the outfit for the child and 10 (43%) would buy the outfit for themselves.

Two of the 10 mothers who did not answer the question wrote comments reflecting their feelings. Those comments were:

STUPID QUESTION! Where there is no money, there is no reason to even think about it.

This is an extremely unfair question!! The only reason that I would pick myself is that the item would be of use longer. There is no one to hand boy clothes down to.

Of the 66 mothers who answered the outfit for myself, 7 expressed their feelings through additional comments. Some of those comments appear as follows with two expressing the same.

Table 16

Comparison of Yearly Household Income to Buying  
Themselves or Child a Designer Outfit

	Less than \$10,999	\$11,000- 20,999	\$21,000- 30,999	\$31,000- 40,999	\$41,000- 50,999	\$51,000 or more	Total
	n=13	n=15	n=36	n=41	n=30	n=23	n=158
Would buy Designer Outfit for Self	5 (38%)	4 (27%)	10 (28%)	17 (41%)	15 (50%)	10 (43%)	61 (39%)
Would buy Designer Outfit for Child	8 (62%)	10 (67%)	24 (67%)	21 (51%)	13 (43%)	11 (48%)	87 (55%)

Note. Due to rounding of percentages and missing data, total percentage does not equal

100.

Not practical for child.

Depends on the situation.

I could wear it more for she's to outgrow it.

His might cost a little less, but at his age he wouldn't wear it long enough to justify the price.

I work.

Objective #3. The third objective of the study was to compare the parents' personal feelings on how preschool children dress. Four questions were asked in this area and the parents were to respond with either yes or no.

Question #1. Do you think that children's clothing styles look too much like adult clothing styles? Sixty-one (36%) parents felt that children's clothing styles look too much like adult clothing styles while 108 (64%) felt that they do not.

Question #2. Do you feel that children should dress more in children's style clothing? One hundred and seven (63%) parents felt that children should dress more in children's style clothing and 56 (33%) felt that they should not.

Question #3. Do you feel pressured into buying your child expensive clothing to "fit in" with the other children? Twenty-five (15%) parents felt pressured to buy the child expensive clothing and 145 (85%) do not feel pressured. Additional comments were given by the parents or guardians concerning this question. One comment from a parent who answered yes was:

This is a BIG reason why I spend so much. I want her to feel good about herself, especially in school.

Comments from parent who answered no were:

There is pressure, but I don't go along with it.

But I feel many people do feel pressure, I do not.

Not for the 4 year old, but I do with my older child (he's 10 years old)

I just can't make myself do it. Clothing is too expensive!!

I do it because they are my children and I do the best for them and keep up with the 80's

Question #4. Do you think that school uniforms would be a good idea at all public schools so the children would be dressed equally? Thirty-seven (22%) parents felt that school uniforms would be a good idea and 130 (76%) did not like the idea. Additional comments were also given by the parents or guardians concerning this question. Comments from parents or guardians who answered yes were:

It would be cheaper!!

Splendid!

In older grades where they are more conscious of in-crowds and peer pressure.

Absolutely!!

Comments from parents or guardians who answered no were:

Doesn't allow for self-expression.

Yuck!!!

H--- NO!!

### DISCUSSION

The first objective of this study was to determine the influence of peers, parents, the media, and siblings on the preschool child's clothing selection. The data provided by the responses to the questionnaires indicated that the mother or female guardian is the most influential on the clothing selection. This finding is supported by James McNeil (1987) in his book, Children as Consumers. He stated that by age 4-5, when consumer behavior begins to have some significance for children, the parents are already established as the most important influence in their lives. The parents introduce the child to the retail store, the store personnel, the shelves of products, and the procedures of buying and shopping.

Older siblings, fathers, and commercials were somewhat influential on the child's clothing selection while younger siblings and peers were the least influential people on the child's clothing selection. McNeil stated that peer influence among children, like parental influence, is to be expected. Precisely at what age peer influence on consumer behavior becomes more important than parental influence is not known, but its significance is apparent as early as ages 5 or 6.

The second objective of this study was to compare dual versus single-income families, mother's age, and yearly household income to the places shopped, clothing selection

factors, the amount spent on clothing, and the designer outfit purchase. The findings were dual or single-income families, mothers in all age groups, and most income levels most often or always shopped at discount stores. Second to discount stores, most families often or always shopped at department stores, garage/rummage sales, and through mail order.

Comfort was the most important selection factor to both dual and single-income families, for most mothers in all age groups, and at all income levels. Durability, length of time child can wear the garment, price, and versatility all ranked high as selection factors. Designer names and store brands were least important to families in all categories. In a study done by Blake et. al. (1953) on the preschool child's clothing in 100 families, it was found that the sequence of importance was durability, price, fit, and comfort. Children's brand name clothing was seldom purchased.

Both dual and single-income families spent more on the child's clothing per month than on their own clothing. Most single-income families spent less than \$25 per month on the child's clothing while dual-income families spent \$26-50. The majority of dual and single-income families spent less than \$50.

All age groups of mothers spent more per month on the child's clothing than on clothing for themselves; however, half the mothers in the 31-35 year old age group spent more on themselves and half spent more on the child. Mothers

between the ages of 21-24 years, 31-35 years, and 41-45 years spent between \$26-50. Mothers between the ages of 26-30 and 36-40 spent less than \$25 per month.

Respondents in all income levels spent more on the child's clothing per month than on clothing for themselves; however, half of the families in the \$51,000 or more income level spent more on themselves and half spent more on the child. Families in the study with incomes less than \$20,999 and an income between \$31,000-40,999, spent less than \$25. Families with incomes of \$21,000-30,999 and \$41,000 or more spent \$26-50.

Both dual and single-income families and mothers of all age groups, except 46-50 year olds, would buy a designer outfit for their child instead of one for themselves. Families with incomes less than \$40,999 and \$50,000 or more would buy the outfit for the child; however, families with incomes of \$41,000-50,000 would buy the designer outfit for themselves.

The third objective of the study was to compare the parents' personal feelings on how preschool children dress. The majority of the parents do not feel that children's clothing looks too much like adult's clothing; therefore, it is not necessary for children to dress in more childlike styles. They also do not feel pressured to buy expensive clothes and are against school uniforms.



LIMITATIONS

Since the parent completed the questionnaire, it was assumed that the parents responded to the questions on how the child felt and not how the parent felt. A second limitation of the research was the predominance of caucasian families whose children were enrolled in east central Illinois day care centers and preschools.

Also, in the literature, the ages of the children were not distinguished. What might be true for a 6-12 year old child may not hold true for a child who is 3-5 years old.

## Chapter V

SUMMARY, CONCLUSIONS, RECOMMENDATIONS

A survey on preschool children between the ages of 3 and 5 years old was conducted in east central Illinois. These children were currently enrolled in a day care center or preschool program. A questionnaire was developed and pilot tested by 15 mothers of preschool children. Minor changes were made before the final draft. The questionnaires were sent home with 330 children to be filled out by a parent or guardian. A total of 171 questionnaires were returned. The primary objective of the study was to examine and describe the influences on the preschool child's clothing selection. A second objective was to compare dual and single-income families, mother's age, and yearly household income to places shopped, selection factors, dollars spent per month, and designer outfit purchase. The final objective was to examine the parents' responses to four questions concerning their personal feelings on preschool children's clothing.

CONCLUSIONS

The findings for this exploratory study suggest that mothers were the most influential and peers and younger siblings were the least influential people on the preschool child's clothing selection. Most parents shopped at discount stores and felt comfort was the most important selection factor. Also, most parents spent less than \$50 per month on the child's clothing, spent more per month on

the child's clothing than on clothing for themselves, and would buy a designer outfit for the child instead of themselves. Concerning the parents' personal feelings, the majority felt children's styles did not look too much like adults; therefore, it is not necessary for children to dress in more childlike styles. They also did not feel pressured to buy expensive clothes and are against school uniforms.

#### RECOMMENDATIONS FOR FURTHER STUDY

Recommendations for further study in the area of children's clothing include the investigation of influences on clothing selection of older children, 6-12 years old. A study is needed to determine at what age peer influence becomes more important than parental influence on the child's clothing selection. Current literature groups children in one category and there may be a difference between preschool children and children between the ages of 6 and 12.

Future study could also be conducted with the same variables used in this study only in a different location, preferably a larger city. A comparison could be made with preschool children in east central Illinois and the location that is selected.

A useful study could investigate the clothing selection factors of the child rather than the parent. An appropriate instrument could be developed and then completed by the child.

A gender comparison could be researched on clothing influences selection. No literature was found comparing boys and girls in their clothing selection.

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APPENDIX



Appendix A

Comparison of Influences on the Preschool  
Child's Clothing Selection

	No Influence	Some Influence	A lot of Influence	Total Influence
Peer Influence (n=171)				
Male friends	100 (58%)	56 (33%)	11 (6%)	0 (0%)
Female friends	90 (47%)	71 (42%)	10 (6%)	0 (0%)
Parental Influence (n=171)				
Mother or Female Guardian	3 (2%)	37 (22%)	106 (62%)	23 (13%)
Father or Male Guardian	27 (16%)	84 (49%)	33 (19%)	2 (1%)
Media Influence (n=171)				
Commercials	79 (46%)	72 (42%)	19 (11%)	0 (0%)
Television stars	117 (68%)	44 (26%)	9 (5%)	0 (0%)
Magazines	120 (70%)	41 (24%)	9 (5%)	0 (0%)
Movie Stars	144 (84%)	21 (12%)	3 (2%)	1 (1%)
MTV (Music Television)	155 (91%)	11 (6%)	3 (2%)	1 (1%)
Other	18 (11%)	12 (7%)	11 (6%)	2 (1%)

Appendix A -- Continued

Sibling Influence	No Influence	Some Influence	A lot of Influence	Total Influence
Older siblings				
Brother ( $\bar{n}=75$ )	45 (60%)	16 (21%)	13 (17%)	1 (1%)
Sister ( $\bar{n}=61$ )	20 (33%)	26 (43%)	15 (25%)	0 (0%)
Younger siblings				
Brother ( $\bar{n}=28$ )	25 (89%)	2 (7%)	1 (4%)	0 (0%)
Sister ( $\bar{n}=38$ )	33 (87%)	5 (13%)	1 (3%)	0 (0%)

Note. Due to rounding of percentages and missing data, total percentage does not equal 100.

Appendix B

Comparison of Dual and Single-Income Families and Where They Shop for Preschool Child's Clothing

	Never		Seldom		Some- times		Often		Always	
	n=61	n=106	n=61	n=106	n=61	n=106	n=61	n=106	n=61	n=106
Department Stores	3 (5%)	6 (6%)	11 (18%)	18 (17%)	21 (34%)	40 (37%)	23 (37%)	36 (34%)	2 (3%)	6 (6%)
Discount Stores	3 (5%)	1 (1%)	13 (21%)	11 (10%)	15 (25%)	29 (27%)	23 (38%)	51 (48%)	7 (11%)	14 (13%)
Garage/Rummage Sales	18 (30%)	35 (33%)	18 (30%)	36 (34%)	14 (23%)	21 (20%)	8 (13%)	10 (9%)	3 (4%)	4 (4%)
Mail Order	28 (46%)	41 (39%)	17 (28%)	34 (32%)	13 (21%)	27 (25%)	3 (5%)	4 (4%)	0 (0%)	0 (0%)
Specialty Stores	29 (48%)	49 (46%)	15 (25%)	22 (21%)	12 (20%)	27 (25%)	4 (7%)	6 (6%)	1 (2%)	2 (2%)
Second-Hand Shops	45 (74%)	68 (64%)	9 (15%)	24 (23%)	4 (7%)	13 (12%)	2 (3%)	1 (1%)	1 (2%)	0 (0%)

n=61 Single income families

n=106 Dual income families

Note. Due to rounding of percentages and missing data, total percentage does not equal 100.

Appendix C

Comparison of Mother's Age and Where they Shop for Preschool Child's Clothing

	21-25			26-30			31-35								
	n=14			n=57			n=60								
	N	Se	So	O	A	N	Se	So	O	A	N	Se	So	O	A
Department Stores (%)	1	3	5	3	2	2	9	22	21	2	6	9	19	23	3
	7	21	36	21	14	4	16	39	37	4	10	15	32	38	5
Discount Stores (%)	0	2	1	6	5	0	7	16	27	7	3	10	15	27	5
	0	14	7	43	36	0	12	28	47	12	3	17	25	45	8
Garage/Rummage Sales (%)	5	4	3	2	0	12	28	12	2	3	19	17	13	8	3
	36	29	21	14	0	21	49	21	4	5	32	28	21	13	5
Mail Order (%)	8	3	3	0	0	25	17	13	2	0	23	21	14	2	0
	57	21	21	0	0	44	30	23	4	0	38	35	23	3	0
Specialty Stores (%)	8	4	2	0	0	23	14	12	5	3	31	12	14	3	0
	57	29	14	0	0	40	25	21	8	5	52	20	23	5	0
Second-Hand Shops (%)	8	3	1	2	0	42	3	5	0	1	40	14	5	1	0
	57	21	7	14	0	74	16	9	0	2	66	23	8	2	0

Appendix C -- Continued

	36-40			41-45			46-50								
	n=30			n=5			n=2								
	N	Se	So	O	A	N	Se	So	O	A	N	Se	So	O	A
Department Stores (%)	0	6	12	11	1	0	1	4	0	0	0	0	2	0	0
	0	20	40	37	3	0	20	80	0	0	0	0	100	0	0
Discount Stores (%)	1	4	11	11	3	0	0	1	3	1	0	0	0	2	0
	3	13	37	37	10	0	0	20	60	20	0	0	0	100	0
Garage/Rummage Sales (%)	14	5	7	3	1	1	2	0	2	0	2	0	0	0	0
	47	17	23	10	3	20	40	0	40	0	100	0	0	0	0
Mail Order (%)	12	9	7	2	0	1	0	4	0	0	0	1	0	1	0
	40	30	23	7	0	20	0	80	0	0	0	50	0	50	0
Specialty Stores (%)	16	4	8	2	0	2	2	1	0	0	0	1	1	0	0
	53	13	27	7	0	40	40	20	0	0	0	50	50	0	0
Second-Hand Shops	20	5	5	0	0	2	2	1	0	0	2	0	0	0	0
	67	17	17	0	0	40	40	20	0	0	100	0	0	0	0

N=Never Se=Seldom

Se=Seldom So=Sometimes A=Always

Note. Due to rounding of percentages and missing data, total percentage does not equal 100.



Appendix D -- Continued

\$31,000-40,999      \$41,000-50,999      \$51,000-or more

$\bar{n}=41$

$\bar{n}=30$

$\bar{n}=23$

	N	Se	So	O	A	N	Se	So	O	A	N	Se	So	O	A
Department Stores (%)	3	5	16	15	1	1	5	9	13	2	0	2	10	10	1
	7	12	39	37	2	3	17	30	43	7	0	9	43	43	4
Discount Stores (%)	0	6	13	18	4	1	5	5	14	5	1	5	8	9	0
	0	15	31	44	10	3	17	17	47	17	4	22	35	39	0
Garage/Rummage Sales (%)	15	13	9	2	2	11	6	7	6	0	11	6	5	0	1
	37	31	21	5	5	37	20	23	20	0	48	26	22	0	4
Mail Order (%)	18	13	9	1	0	4	17	6	1	0	5	3	12	3	0
	44	31	21	2	0	13	57	27	3	0	22	13	52	13	0
Specialty Stores (%)	17	12	8	3	1	10	7	13	0	0	8	2	10	3	0
	41	29	19	7	2	50	23	43	0	0	35	9	43	13	0
Second-Hand Shops (%)	30	8	3	0	0	20	8	2	0	0	17	4	2	0	0
	73	20	7	0	0	67	27	7	0	0	74	17	9	0	0

N=Never      Se=Seldom

So=Sometimes      O=Often      A=Always

Note. Due to rounding of percentages and missing data, total percentage does not equal 100.





Appendix E -- Continued

	Not Important	Slightly Important	Quite Important	Extremely Important
	n=61 n=106	n=61 n=106	n=61 n=106	n=61 n=106
Up-to-date fashions	7 (11%)	27 (44%)	17 (28%)	10 (16%)
Can be worn several places	0 (0%)	7 (11%)	35 (57%)	19 (31%)
n=61 Single income families				
n=106 Dual income families				

Note. Due to rounding of percentages and missing data, total percentage does not equal 100

Appendix F

Comparison of Mother's Age and Selection Factors  
When Purchasing the Preschool Child's Clothing

	21-25	26-30	31-35	36-40	41-45	46-50										
	$\bar{n}=14$	$\bar{n}=57$	$\bar{n}=60$	$\bar{n}=30$	$\bar{n}=5$	$\bar{n}=2$										
	NI	SI	QI	EI	NI	SI	QI	EI	NI	SI	QI	EI				
Brand Names (%)	8 3 3 0 22 21 12 2 16 25 16 3 14 8 8 0 3 2 0 0 2 0 0 0	57 21 21 0 39 37 21 4 27 42 27 5 47 27 27 0 60 40 0 0 100 0 0 0	10 1 3 0 43 13 1 0 49 11 0 0 27 3 0 0 4 1 0 0 2 0 0 0	71 7 21 0 75 23 2 0 82 18 0 0 90 10 0 0 80 20 0 0 100 0 0 0	0 1 10 3 0 7 27 23 0 5 24 31 0 2 18 10 0 0 4 1 0 0 2 0	0 7 71 21 0 12 47 40 0 8 40 52 0 7 60 33 0 0 80 20 0 0 100 0	0 1 8 5 0 0 23 34 0 1 24 35 0 2 11 17 0 0 2 3 0 0 1 1	0 7 57 36 0 0 40 60 0 2 40 58 0 7 37 57 0 0 40 60 0 0 50 50	0 3 8 3 0 6 21 30 1 5 29 25 0 1 18 11 0 1 2 2 0 0 2 0	0 21 57 21 0 11 37 53 2 8 48 42 0 3 60 37 0 20 40 40 0 0 100 0	0 5 6 3 0 12 21 24 0 10 31 19 0 6 14 10 0 1 3 1 0 0 2 0	0 36 43 21 0 21 37 42 0 17 52 32 0 20 47 33 0 20 60 20 0 0 100 0	7 6 1 0 40 15 2 0 41 17 2 0 20 7 3 0 3 2 0 0 2 0 0 0	50 43 7 0 70 26 4 0 68 28 3 0 67 23 10 0 60 40 0 0 100 0 0	1 5 5 2 1 19 21 16 5 19 28 8 1 12 16 1 0 4 0 1 0 1 0 0	7 36 36 14 2 33 37 28 8 32 47 13 3 40 53 3 0 80 0 20 0 50 0 0

Appendix F -- Continued

21-25	26-30	31-35	36-40	41-45	46-50
n=14	n=57	n=60	n=30	n=5	n=2

NI SI QI EI NI SI QI EI NI SI QI EI NI SI QI EI NI SI QI EI

Up-to	1	6	4	2	3	22	19	13	12	24	19	5	2	18	10	0	0	4	1	0	0	1	0	0
Date	7	43	29	14	5	39	33	23	20	40	32	8	7	60	33	0	0	80	20	0	0	50	0	0

Can be	0	3	6	4	0	9	26	22	0	4	41	15	0	3	22	5	0	1	2	2	0	0	1	0
worn	0	21	43	29	0	16	46	39	0	7	68	25	0	10	73	17	0	20	40	40	0	0	50	0
several																								
places																								

NI=Not Important

QI=Quite Important

SI=Slightly Important

EI=Extremely Important

Note. Due to rounding of percentages and missing data, total percentage does not equal 100.

Appendix G

Comparison of Yearly Household Income and Selection Factors  
When Purchasing the Preschool Child's Clothing

	Less than \$10,999		\$11,000-20,999		\$21,000-30,999		\$31,000-40,999		\$41,000-50,999		\$51,000 or more													
	n=13		n=15		n=36		n=41		n=30		n=23													
	NI	SI	QI	EI	NI	SI	QI	EI	NI	SI	QI	EI	NI	SI	QI	EI								
Brand Names (%)	9	2	1	1	7	6	2	0	16	15	3	2	15	14	10	2	7	12	9	2	7	8	8	0
Designer Names (%)	69	15	8	8	47	40	13	0	44	42	8	6	37	34	24	5	23	40	30	7	30	35	35	0
Durability (%)	10	1	1	1	13	2	0	0	30	6	0	0	35	5	1	0	20	8	2	0	17	6	0	0
Comfort (%)	77	8	8	8	87	13	0	0	83	17	0	0	85	12	2	0	67	27	7	0	74	26	0	0
How long the child can wear it (%)	0	2	6	5	0	1	11	3	0	8	14	14	0	3	17	21	0	0	18	12	0	1	13	9
Price (%)	0	15	46	38	0	7	73	20	0	22	39	39	0	7	41	51	0	0	60	40	0	4	57	39
Store Brands (%)	0	0	7	6	0	1	6	8	0	1	20	15	0	0	14	27	0	2	11	17	0	0	9	14
Style (%)	0	0	54	46	0	7	40	53	0	3	56	42	0	0	34	66	0	7	37	57	0	0	39	61
	0	3	5	5	0	1	10	4	1	5	17	13	0	1	15	25	0	2	16	12	0	3	12	8
	0	23	38	38	0	7	67	27	3	14	47	36	0	2	37	61	0	7	53	40	0	13	52	35
	0	3	4	6	0	2	8	5	0	7	17	12	0	7	16	18	0	5	17	8	0	7	12	4
	0	23	31	46	0	13	53	33	0	19	47	33	0	17	39	44	0	17	57	27	0	30	52	17
	12	1	0	0	12	3	0	0	24	10	2	0	28	10	3	0	18	11	1	0	14	8	1	0
	92	8	0	0	80	20	0	0	67	28	6	0	68	24	7	0	60	37	3	0	61	35	4	0
	1	6	4	2	1	4	5	5	1	13	11	10	2	15	19	4	1	10	16	3	2	8	9	4
	8	46	31	15	7	27	33	33	3	36	31	28	5	37	46	10	3	33	53	10	9	35	39	17

Appendix G -- Continued

	Less than \$10,999		\$11,000-20,999		\$21,000-30,999		\$31,000-40,999		\$41,000-50,999		\$51,000 or more													
	n=13		n=15		n=36		n=41		n=30		n=23													
	NI	SI	QI	EI	NI	SI	QI	EI	NI	SI	QI	EI	NI	SI	QI	EI								
Up-to Date (%)	0	7	3	3	0	7	4	4	8	11	8	8	2	22	14	2	4	11	14	1	3	13	5	2
Can be worn several places (%)	0	54	23	23	0	47	27	27	22	31	22	22	5	54	34	5	13	37	47	3	13	57	22	9
	0	0	6	7	0	2	9	4	0	9	16	10	0	1	21	18	0	5	20	5	0	2	16	5
	0	0	46	54	0	13	60	27	0	25	44	28	0	2	51	44	0	17	67	17	0	9	70	22

NI=Not Important      QI=Quite Important

SI=Slightly Important      EI=Extremely Important

Note. Due to rounding of percentages and missing data, total percentage does not equal 100.



July 17, 1989

Dear Parents:

Children's clothing is big business! Did you know that billions of dollars are spent on children's clothing each year and the market is growing stronger? Why are children so fashion conscious in the 1980's? What are the major influences on children when they select their clothing?

These are a few questions that need to be answered in the world of children's clothing and you, the parents, are the best source of information on learning more about the children's wear market. By having a preschooler, you know how your child dresses and the major influences on his/her clothing selection.

Please take a few minutes to complete the brief questionnaire that is attached. All of the information is confidential. Your answers are important to learn more about the growing market of children's wear.

Thank you very much for you cooperation.

Sincerely,

Linda Simpson  
Graduate Student

Dr. Mary Lou Hubbard, Advisor  
Professor of Fashion and Merchandising

TRENDSSETTERS: HOW FASHION CONSCIOUS ARE THE KIDS OF THE 80'S

After completing the questionnaire, please use the envelope provided and have your child return it to the day care center by 3-17-89. The staff has agreed to insert all the envelopes in one large envelope which will be sealed and returned to me.

SECTION A: GENERAL INFORMATION.

1. Relationship of respondent to child.

\_\_\_\_\_ Mother                      \_\_\_\_\_ Father  
 \_\_\_\_\_ Female caregiver      \_\_\_\_\_ Male caregiver

2. Sex of child.

\_\_\_\_\_ Male                      \_\_\_\_\_ Female

3. Age of child.

\_\_\_\_\_ Three                      \_\_\_\_\_ Four                      \_\_\_\_\_ Five

SECTION B: INFORMATION ON THE PURCHASE OF YOUR CHILD'S CLOTHING.

4. Circle the response which best describes how often you shop at the following places for your child's clothing.

	1	2	3	4	5
Department stores (Meis, Penney's, Sears)	Never	Seldom	Some- times	Often	Always
Discount stores (Wal-Mart, K-Mart)	Never	Seldom	Some- times	Often	Always
Garage/Rummage sales	Never	Seldom	Some- times	Often	Always
Mail order (catalogues)	Never	Seldom	Some- times	Often	Always
Specialty stores (Giraffe, Ricky Jeans)	Never	Seldom	Some- times	Often	Always
Second-hand shops	Never	Seldom	Some- times	Often	Always

5. Your child may receive clothing from other sources. Circle the response which best describes the amount of clothing your child receives from the sources below.

Gifts from friends	1 None	2 A little	3 Some	4 A lot
Gifts from relatives	1 None	2 A little	3 Some	4 A lot
Hand-me-downs from siblings	1 None	2 A little	3 Some	4 A lot
Hand-me-downs from friends/relatives	1 None	2 A little	3 Some	4 A lot
Home sewn clothing	1 None	2 A little	3 Some	4 A lot

6. Circle the response which best describes the importance of each item in selecting your child's clothing.

Brand Names (Health-tex, Buster Brown)	1 Not Important	2 Slightly Important	3 Quite Important	4 Extremely Important
Designer Names (Calvin Klein, Liz for Kids)	1 Not Important	2 Slightly Important	3 Quite Important	4 Extremely Important
Durability	1 Not Important	2 Slightly Important	3 Quite Important	4 Extremely Important
How comfortable the clothing is	1 Not Important	2 Slightly Important	3 Quite Important	4 Extremely Important
How long your child can wear the item	1 Not Important	2 Slightly Important	3 Quite Important	4 Extremely Important
Price	1 Not Important	2 Slightly Important	3 Quite Important	4 Extremely Important
Store brands (Winnie-the-Pooh, McKids)	1 Not Important	2 Slightly Important	3 Quite Important	4 Extremely Important



Style of clothes	1 Not Important	2 Slightly Important	3 Quite Important	4 Extremely Important
Up-to-date fashions	1 Not Important	2 Slightly Important	3 Quite Important	4 Extremely Important
Can be worn several places or on different occasions	1 Not Important	2 Slightly Important	3 Quite Important	4 Extremely Important

7. Approximately how much money do you spend on this child's clothing per month?

\_\_\_\_\_ Less than \$25

\_\_\_\_\_ \$26-50

\_\_\_\_\_ \$51-75

\_\_\_\_\_ \$76-100

\_\_\_\_\_ \$101 or more

8. Do you spend more on this child's clothing per month than you do on clothing for yourself?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

9. If you had to make a decision to buy yourself or your child a designer outfit, which one would you select?

\_\_\_\_\_ The outfit for myself

\_\_\_\_\_ The outfit for my child

10. Circle the response which best describes how many of your child's friends wear expensive, up-to-date fashions?

1	2	3	4
None	Few	Many	All

11. Does your child insist on wearing expensive up-to-date fashions?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

12. If yes, does your child's insistence affect your purchasing decision?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No                      \_\_\_\_\_ Sometimes



18. If yes, circle the response which best describes the influence of the older brothers or sisters.

	1	2	3	4
Brother	No	Some	A lot of	Total
	Influence	Influence	Influence	Influence
	1	2	3	4
Sister	No	Some	A lot of	Total
	Influence	Influence	Influence	Influence

19. How many younger brothers and/or sisters does this child have?

<u>Sisters</u>	<u>Brothers</u>
_____ 0	_____ 0
_____ 1	_____ 1
_____ 2	_____ 2
_____ 3 or more	_____ 3 or more

If "0", skip to question #22.

20. Do you feel the younger siblings have an influence on the way your child wants to dress?

\_\_\_\_\_ Yes          \_\_\_\_\_ No

21. If yes, circle the response which best describes how much influence the younger brothers or sisters have.

	1	2	3	4
Brother	No	Some	A lot of	Total
	Influence	Influence	Influence	Influence
	1	2	3	4
Sister	No	Some	A lot of	Total
	Influence	Influence	Influence	Influence

22. Circle the response which best describes how much influence you have on the way your child wants to dress.

	1	2	3	4
Mother or	No	Some	A lot of	Total
Female caregiver	Influence	Influence	Influence	Influence
	1	2	3	4
Father or	No	Some	A lot of	Total
Male caregiver	Influence	Influence	Influence	Influence

23. Circle the response which best describes who makes the final decision in selecting the child's clothing.

1	2	3
Child	Mother or Female caregiver	Father or Male caregiver

24. Does your child like to dress like his/her friends?

\_\_\_\_\_ Yes                  \_\_\_\_\_ No

25. Circle the response which best describes how much influence your child's friends have on the way your child wants to dress.

	1	2	3	4
Male friends	No Influence	Some Influence	A lot of Influence	Total Influence

	1	2	3	4
Female friends	No Influence	Some Influence	A lot of Influence	Total Influence

26. Circle the response which best describes how important each form of media listed below influence the way your child wants to dress.

	1	2	3	4
Commercials	No Influence	Some Influence	A lot of Influence	Total Influence

	1	2	3	4
Television stars (Sitcoms: The Cosby Show, Family Ties)	No Influence	Some Influence	A lot of Influence	Total Influence

	1	2	3	4
Magazines	No Influence	Some Influence	A lot of Influence	Total Influence

	1	2	3	4
Movie stars	No Influence	Some Influence	A lot of Influence	Total Influence

	1	2	3	4
MTV (Music Television)	No Influence	Some Influence	A lot of Influence	Total Influence

	1	2	3	4
Other _____ (please specify)	No Influence	Some Influence	A lot of Influence	Total Influence

27. Circle the response which best describes how pleased you are with the way your child wants to dress when going to these various places.

A friend's house	1 Not Pleased	2 Somewhat Pleased	3 Quite Pleased	4 Totally Pleased	5 Does not go
At home	1 Not Pleased	2 Somewhat Pleased	3 Quite Pleased	4 Totally Pleased	5 Does not go
Church	1 Not Pleased	2 Somewhat Pleased	3 Quite Pleased	4 Totally Pleased	5 Does not go
Daycare Center	1 Not Pleased	2 Somewhat Pleased	3 Quite Pleased	4 Totally Pleased	5 Does not go
Grandparents	1 Not Pleased	2 Somewhat Pleased	3 Quite Pleased	4 Totally Pleased	5 Does not go
Shopping	1 Not Pleased	2 Somewhat Pleased	3 Quite Pleased	4 Totally Pleased	5 Does not go
Special events (weddings, etc.)	1 Not Pleased	2 Somewhat Pleased	3 Quite Pleased	4 Totally Pleased	5 Does not go

SECTION D: YOUR PERSONAL FEELINGS ON CHILDREN'S DRESS.

28. Do you think that children's clothing styles look too much like adult clothing styles?
- \_\_\_\_\_ Yes                      \_\_\_\_\_ No
29. Do you feel that children should dress more in children's style clothing?
- \_\_\_\_\_ Yes                      \_\_\_\_\_ No
30. Do you feel pressured into buying your child expensive clothing to "fit in" with the other children?
- \_\_\_\_\_ Yes                      \_\_\_\_\_ No
31. Do you think that school uniforms would be a good idea at all public schools so the children would be dressed equally?
- \_\_\_\_\_ Yes                      \_\_\_\_\_ No

## SECTION E: PERSONAL INFORMATION.

32. What are the ages of this child's parent(s), primary caregiver(s), or guardian(s)?

Mother, Female caregiver, guardian

Father, Male caregiver, guardian

\_\_\_\_\_ Under 15

\_\_\_\_\_ Under 15

\_\_\_\_\_ 16-20

\_\_\_\_\_ 16-20

\_\_\_\_\_ 21-25

\_\_\_\_\_ 21-25

\_\_\_\_\_ 26-30

\_\_\_\_\_ 26-30

\_\_\_\_\_ 31-35

\_\_\_\_\_ 31-35

\_\_\_\_\_ 36-40

\_\_\_\_\_ 36-40

\_\_\_\_\_ 41-45

\_\_\_\_\_ 41-45

\_\_\_\_\_ 46-50

\_\_\_\_\_ 46-50

\_\_\_\_\_ 51-55

\_\_\_\_\_ 51-55

\_\_\_\_\_ 56 or older

\_\_\_\_\_ 56 or older

33. Your marital status:

\_\_\_\_\_ Married      \_\_\_\_\_ Divorced

\_\_\_\_\_ Single      \_\_\_\_\_ Widowed

34. Household income: (check all applicable)

\_\_\_\_\_ Single income

\_\_\_\_\_ Dual income

\_\_\_\_\_ Child support provided

\_\_\_\_\_ Other

35. Yearly household income in dollars:

\_\_\_\_\_ less than \$10,999

\_\_\_\_\_ \$11,000-20,999

\_\_\_\_\_ \$21,000-30,999

\_\_\_\_\_ \$31,000-40,999

\_\_\_\_\_ \$41,000-50,999

\_\_\_\_\_ \$51,000 or more