Intergenerational Fashion Influences:
Mother/Daughter Relationships and Fashion Involvement, Fashion Leadership,
Opinion Leadership and Information Seeking from One Another

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Jessica L. Kestler
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This thesis titled
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by

JESSICA L. KESTLER

has been approved for
the School of Human and Consumer Sciences
and the College of Health and Human Services by

______________________
V. Ann Paulins
Professor of Human and Consumer Sciences

______________________
Randall Leite
Interim Dean, College of Health and Human Services
Abstract

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The purpose of this study was to investigate the relationship between mother and daughter pairs with respect to fashion influence. Because no prior research has explored fashion influences between late adolescent/early adult women and their mothers, this population was selected. A mixed method approach was used to investigate the following research questions:

- How do mothers of late adolescent/early adult women influence their daughters’ fashion styles?
- How do late adolescent/early adult daughters influence their mothers’ fashion styles?
- What is the relationship between: Fashion Leadership, Fashion Involvement, Opinion Leadership and Opinion Seeking with respect to intergenerational style influences of mother/daughter pairs?
Mothers and daughters completed surveys that generated data to measure Fashion Involvement (Tigert, Ring, & King, 1976), Fashion Leadership (Goldsmith, Freiden, & Kilsheimer, 1993), and Opinion Leadership and Information Seeking (Reynolds & Darden, 1971) with modified questions to explore mother/daughter influences in the context of fashion. In addition, subjects provided qualitative data for exploratory analysis.

Results showed that mothers and daughters agreed on the level of fashion influence that mothers have on daughters, but daughters perceived that they had more fashion influence on mothers than mothers reported. Additionally, levels of Fashion Involvement, Fashion Leadership, and Opinion Leadership were statistically significantly different between mothers and daughters, with daughters possessing higher levels of each. Mothers and daughters possessed similar levels of Information Seeking though qualitative analysis revealed that the type of information sought from one another was different. Mothers tended to seek style information from their daughters whereas daughters looked to their mothers for advice on price, fit, and appropriateness of clothing for specific events. This study supports the notion that roles of mothers and daughters transform as daughters move through late adolescence/early adulthood with respect to influence in fashion style, though mothers retain a nurturing role while daughters emerge as opinion leaders.

Approved: _____________________________________________________________

V. Ann Paulins
Professor of Human and Consumer Sciences
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CHAPTER 1: INTRODUCTION

Overview

Consumers are influenced in their fashion styles by a variety of factors. Today, children are exposed to the intricacies of purchasing and consumption at earlier ages than previous generations (Ekstrom, 2007). Belleau, Summers, Xu, and Pinel (2007) underscored this point by stating, “Children born after 1980 have been subjected to as many as 20,000 commercial messages a year for a decade and a half” (p. 56).

Adolescents, in particular, are extremely brand conscious and their importance both as current and prospective consumers is of interest to retailers and marketers (Ekstrom, 2007; Flouri, 1999). The rapidly changing pace in our society regarding technology, information processing, and media exposure makes it possible for adolescents to experience purchasing and consumption at rates much faster than their elders (Meyer & Anderson, 2000). Aside from the media, peer groups and family members are two other primary sources of social influence.

People influence each other’s consumer behavior in several ways (Bertrandias & Goldsmith, 2006). They copy behaviors, they talk to each other to exchange information via casual conversations, and they seek and give opinions. Consumers often use informal or social sources when they seek information. This well known aspect of consumer behavior has been labeled “social communication,” “word-of-mouth,” “opinion leadership-opinion seeking,” or “buzz” (Goldsmith & Clark, 2008). Opinion leadership and opinion seeking are recognized among the most important word-of-mouth influences on product sales and brand choice (Behling, 1992; Bertrandias & Goldsmith, 2006).
Some people are more influenced, or tend to be influenced more than others, with respect to fashion. In particular, some consumers become especially interested in and preoccupied with clothing and fashion so that their interests, experiences, and knowledge lead them to become fashion leaders and opinion leaders for others (Goldsmith & Clark, 2008). On the other hand, opinion seekers do not seem to have the same interest in and knowledge of the product category as opinion leaders do, and, as consumers, they seek information and advice from opinion leaders (Goldsmith & Clark, 2008). Opinion seekers are important to the spread of new fashions because they can act on the information they receive from the opinion leaders and may, in fact, become opinion leaders themselves. Furthermore, opinion seekers also might spread word-of-mouth about the feedback that they have received from opinion leaders (Behling, 1992; Goldsmith & Clark, 2008).

Merchants benefit from understanding what various influences affect a given market segment of consumers because one’s orientation to fashion is likely to be related to purchase behavior. A substantial amount of research has been performed to understand how one given market segment responds to influences and stimuli versus another. Age and generation have been identified as common differentiating factors in segmented groups (Lutz, Moore, & Wilkie, 2002; Vieira, 1999; Wood, 2004). Consumers in the mature market segment demand products and services according to their cognitive age, or the age they feel, rather than their chronological age. Mature consumers have the ability to do this because of improved healthcare and greater discretionary income to spend on enhancing their looks, allowing them to feel younger (Birtwistle & Tsim, 2005). However, the media today often promotes America’s youth and sexuality while ignoring
the older population’s physical characteristics. For instance, younger models are frequently used to promote products to counteract the signs of aging, even though these advertisements are targeted to older consumers, particularly women. Because women are likely to be the major consumers of apparel and cosmetic products in the mature market segment, understanding them will be helpful to manufacturers, marketers, and merchants (Kozar & Damhorst, 2008). Conversely, there are more than 100 million young consumers between the ages of 10 and 34; of these, 40 million are teenagers (Belleau et al., 2007; Gogoi, 2005; Schroder & Zeller, 2005). This market is one of the most sought after, and represents large potential to sellers. This is because young consumers often have high fashion involvement, are attracted to trends, and look for unique products (Belleau et al., 2007; Schroder & Zeller, 2005). Because peer group influence becomes more significant as adolescents continue through the socialization process, the particular group to which individuals wish to conform can be extremely influential on purchasing behavior. Self-identity is socially constituted over time, space, and through relationality, meaning that others are constitutive rather than external to identity (Rawlins, 2006). Therefore, a young woman’s influence source, as she progresses through adolescence, may be redirected away from initial influences such as mothers, toward peers and other social sources. Similarly, as women age, they may seek contemporary fashion information from younger women, particularly if there is a strong existing relationship, such as with a daughter.

Interestingly, although family members have traditionally been identified as major influences for one another, the role of mothers and daughters influencing one
another with respect to fashion has not been extensively explored. Previous research has investigated how children are primarily influenced by their mothers during preadolescence before they begin to form their own identities (Saunders, Samli, & Tozier, 1973). Furthermore, Francis and Burns (1992) investigated the long-term influence of mothers’ roles as consumer socialization agents on daughters’ consumer behavior, but research has not focused on the mother/daughter fashion influences once the daughter reaches adolescence or post-adolescence (Saunders et al., 1973). Because relationships between mothers and daughters have long been considered unique, primary relationships between family members, and are relationships often with friendship characteristics, the mother/daughter pair was selected for this study. This study explored the relationship of mothers and their late adolescent/early adult daughters (ages 18-25) with respect to fashion influences. The broad research questions for this study were:

1. How do mothers of late adolescent/early adult women influence their daughters’ fashion styles?
2. How do late adolescent/early adult daughters influence their mothers’ fashion styles?
3. What is the relationship between: Fashion Leadership, Fashion Involvement, Opinion Leadership and Opinion Seeking with respect to intergenerational style influences of mother/daughter pairs?

Implications

The information from this study provides merchants, retailers, and marketers more detail about two diverse, but related, market segments--the mother/daughter pair.
Because both groups are heavy consumers (Michon, Yu, Smith, & Chebat, 2007) it is imperative that the retail industry understand how to build brand value to these consumer groups and present retail store formats that are conducive to shopping behaviors of mothers and daughters. Furthermore, because mothers and daughters each have specific needs to be addressed as well as potential collective needs, retailers and marketers benefit from a better understanding of both individual and partner relationship needs to be able to continuously restructure their promotional strategies to attract these consumers.

Definition of Terms

*Fashion awareness.* An individual’s reaction to changing fashion trends involving the consumer who actively monitors style trends (Tigert, Ring, & King, 1976).

*Fashion innovativeness.* The range from early adopter and experimental consumer to the late-buying conservative consumer population at conveying fashion involvement (Tigert et al., 1976).

*Fashion interest.* A continuum ranging from the highly interested to the totally noninterested in fashion (Tigert et al., 1976).

*Fashion involvement.* The level of interest and activity in which a person engages with respect to fashion (Goldsmith, Freiden, & Kilsheimer, 1993).

*Fashion leadership.* A level of behavior modeling with respect to wearing contemporary fashions. Generally, fashion leaders learn about new fashions earlier than
the average buyer and they purchase new fashion items soon after they are introduced into the market. Fashion leaders are more open to the excitement of buying new fashions and enjoy the fashion buying process because of the excitement. They also play a key role in the diffusion of fashion and fashion information (Goldsmith et al., 1993).

*Information seeking.* A critical determinant of word-of-mouth communication and interpersonal influences affecting the diffusion of new products, concepts, and services (Reynolds & Darden, 1971).

*Opinion leaders.* Opinion leaders have been recognized as important to the spread of new fashions. Because they share information and advice with other consumers who seek them out as sources of information about clothing and fashions, they exercise a powerful influence on the buying behavior of other consumers (Goldsmith & Clark, 2008). Opinion leaders are individuals who exert a disproportionate amount of influence on the decisions of others, and are regarded by a group or by other people as having expertise and knowledge, and are considered to be appropriate sources for information and advice (Bertrandias & Goldsmith, 2006; Goldsmith & Desbode, 1991). These are individuals whose personal influences leads to product adoption and diffusion (Goldsmith & Desbode, 1991).

*Opinion leadership.* The extent to which individuals give information about a topic, and the extent to which information is sought by others from those individuals. Opinion leadership is thought to be a critical determinant of word-of-mouth communication and interpersonal influence affecting the diffusion of new products, concepts, and services (Childers, 1986; King & Summers, 1970).
Opinion seekers. Opinion seekers are important to the spread of new fashions because they can act on the information they receive from the opinion leaders and may in fact become opinion leaders themselves. Opinion seekers do not seem to have the same interest in and knowledge of the product category as opinion leaders do, and they seek information and advice from opinion leaders (Goldsmith & Clark, 2008). Opinion seekers are conceptualized as a product of an external information search that happens when individuals search for advice from others when making a purchase decision (Bertrandias & Goldsmith, 2006).
CHAPTER 2: LITERATURE REVIEW

Throughout one’s life, a socialization process is experienced that facilitates acquisition of knowledge. Progress through life stage development is accompanied by various and changing sources of influence affecting an individual’s behaviors and choices. Among the influences in a person’s life are family, peer groups, community members, and media.

This study explored the way fashion styles are influenced between members of a specific and unique relationship— that of mothers and daughters. To fully understand this phenomenon, this literature review is focused on family lifespan, social influences, and fashion influences and cycles.

Theoretical Framework

The theoretical framework guiding this study was an application of role theory to the mother-daughter relationship. Role theory contains three elements of patterned characteristics of social behavior: (a) role enactment describes the “parts of the play” or the identities a person assumes; (b) social roles are the scripts or shared expectations of behavior that are linked to each part or identity; and, (c) role expectations are the socially constructed and understood behavioral outcomes that others associate with parts and identities of a given role (Biddle, 1986; Biddle & Thomas, 1966; Erikson, 1988). Our social roles, in particular, serve as a bridge between the individual and the society. As people enter into new roles, they modify their behaviors to conform to these role expectations (Biddle 1986; Biddle & Thomas, 1966; Erikson, 1988). For example, the role of the mother initially is to care for and teach the child. Although in reality, during
the lifespan, the mother’s role changes over time, the primary social role associated with mother is caregiver. As children grow, their learned experiences contribute to behaviors and interests that lead to the process of autonomy into adulthood (Erikson, 1988; Feldman & Feldman, 1975). The stages of late adolescence/early adulthood coincide with role fulfillment, self-identity, and experiential activities. Thus, children’s roles change and evolve from dependent child to autonomous adult.

Additionally, the framework of this study was supported by a compilation of four previously developed and tested scales measuring Fashion Involvement (Tigert et al., 1976), Fashion Leadership (Goldsmith et al., 1993), and Opinion Leadership and Information Seeking (Reynolds & Darden, 1971). These scales served as the measurement instruments to explore and compare mother and daughter fashion activities and influences. Tigert et al. (1976) used married couples to compare fashion involvement indices of men and women. They found, by exploring the relationship between fashion involvement and buying behavior, that consumers who were more highly involved in fashion bought more fashion items and also bought higher priced fashion items than consumers who were less fashion involved. Goldsmith et al. (1993) sampled women in both the United States and the United Kingdom and found that women with high fashion leadership spent more money on fashion items, shopped more often, purchased fashion more often, and had higher levels of fashion magazine readership than women with low levels of fashion leadership. Goldsmith et al. (1993) noted that fashion leaders seek information about new fashion items earlier than other consumers and they play a role in diffusion of fashion through fashion information sharing and consumption. They also
observed that neither education nor household income has been associated with fashion leadership but that age has been associated with fashion leadership. In particular, youth is positively associated with fashion leadership. Goldsmith et al.’s (1993) study separately tested female populations in the United States and the United Kingdom for the purpose of determining whether there are cultural differences in fashion leadership. The notion of cultural influence was supported given that the mean Fashion Leadership score for the U.S. women was 14.1 (SD = 3.8) and the mean Fashion Leadership score for the U.K. women was 12.4 (SD = 3.0). Goldsmith et al. (1993) divided subjects into two groups, designating fashion leadership either high or low. In both countries, “high” fashion leaders reported higher levels of clothing spending, fashion magazine readership, shopping frequency, and new fashion item purchases than did “low” fashion leaders.

Reynolds and Darden (1971) developed a scale that included both Opinion Leadership and Information Seeking. They viewed information seeking as a critical component of word-of-mouth communication contributing to diffusion and adoption of new products. In fact, they found that opinion leaders were more active as receivers of product information from personal sources than nonleaders. This communication phenomenon contradicts the notion that fashion leaders act independently and impulsively, and presents a strong rationale for further exploration of the aforementioned concepts. Reynolds and Darden’s (1971) findings support that a two-way transfer of information and influence more accurately reflects the underlying process of interpersonal communication, particularly in the case of Opinion Leadership and Information Seeking. Due to the interrelationships of Fashion Involvement, Fashion
Leadership, Opinion Leadership and Information Seeking, the scales were used as the measurement instruments to explore fashion behaviors and influences of mother-daughter pairs.

Subjective Influence: The Socialization Process

Kaiser (1990) emphasized, “The socialization process is never totally complete; as individuals acquire new information about themselves and as fashion and cultural changes provide impetus to self-discovery, perceived self-image is also likely to change” (p. 164). The first and primary reference group children use to gauge their behavior is the family. Regardless of age, it is common for people to remember shopping with their parents and forming expectations for appropriate shopping behavior (Rath, Bay, Petrizzi, & Gill, 2008). Roach and Eicher (1965) stated that the family has the responsibility for regulating reproduction and for maintaining the sociocultural system itself through protection, care, and training of the young. In addition to physical preservation, transmission of knowledge, ideologies, and values are vital in well-functioning families (Roach & Eicher, 1965). Different norms of behavior exist in all societies for each culturally determined stage in the lifecycle. Distinctions in clothing appropriate for different age levels and roles are observable in most societies, and dress is clearly distinguishable with respect to gender. Kaiser (1990) explained that the stage of investiture, when one does not select his or her own clothing, is associated with infancy or early childhood, when an individual does not yet know how society expects him or her to dress. The most obvious identities at this stage are gender, ethnicity, and family background (Kaiser, 1990). Parents or guardians have control over an infant’s appearance
and are likely to develop gender “programs” that may or may not be traditional. The
social focus of the child deals with the role of the primary care provider, typically the
mother at this stage. Although the child has little to say as to appearance, he or she is still
likely to be influenced by others’ responses or “reviews” (Kaiser, 1990).

How children are raised is another key aspect playing into their consumption
patterns, socialization, and identity formation through adolescence. Specifically, whether
parental figures have more permissive or restrictive authoritative styles on their children
influences children’s behavior personalities as they mature (Carlson, Grossbart, &
Stuenkel, 1992). Francis and Burns (1992) conducted a study on comparing shopping
attitudes and practices of adult daughters to those of their mothers. They found that
parents may indeed be effective long-term consumer socialization agents for such
attitudes and behaviors. Because shopping attitudes and practices appear to be learned in
part from parents, mothers and daughters had similar overall clothing satisfaction levels,
i.e., their clothing performance met each other’s expectations. This also confirmed that
clothing confirmation and performance processing of clothing satisfaction occurred with
either higher or lower levels of fashion involvement (Francis & Burns, 1992).

As children advance in their life stage development, they experiment with various
identities and begin to discover who they are while learning about society. During this
stage, gender-related occupational or parental roles are common ground for
experimentation (Kaiser, 1990). The importance of fashion is ever changing in young
people’s identity formation and various core aspects of the self such as stereotypical
notions of “masculinity” or “femininity” are also central to defining identity. The
network of relationships that contribute to changes and rearrangements are often concentrated within the home, the school, and peer or community spaces (Rawlins, 2006). In fact, Meyer and Anderson (2000) found that preadolescents begin to use clothing to conform to peer groups as early as eight years old. Although the majority of children still make clothing purchases while in the company of their parents, they exert influence over parents in their desire to buy clothing according to what their friends or peers think is fashionable and what they wear (Meyer & Anderson, 2000; Saunders, Samli, & Tozier, 1973). In addition, as preadolescents mature, they begin to go shopping more often with friends and receive less parental guidance (Meyer & Anderson, 2000; Saunders et al., 1973). The last stage in later adolescence is when individuals understand that they can grasp collective norms and values within society and begin to conform to a particular peer group (Kaiser, 1990).

Developmental Life Stages

From a developmental perspective, each stage of psychological development is associated with an approximate age range (Erikson, 1975; Newman & Newman, 2003). Although adolescence may span a 10-year period, because so much psychological and social growth takes place during this decade, most social scientists and practitioners argue that it makes more sense to view the adolescent years as composed of a series of phases than as one single stage. However, social scientists differentiate among adolescent phases according to the way in which our society groups young people in educational institutions (Erikson, 1975; Newman & Newman, 2003; Steinberg, 2008). Specifically, late adolescence is a period spanning roughly through ages 18-21, corresponding
approximately to the college years. Emerging adulthood is a period spanning from ages 18-25, during which individuals make a transition from adolescence to adulthood. Rather than define these phases with boundaries, it makes more sense to simply think of development during adolescence as involving a series of transitions from immaturity into maturity (Erikson, 1975; Newman & Newman, 2003; Steinberg, 2008). Furthermore, both late adolescents and early adults are characterized by heightened sensitivity to the process of identity development and future life directions (Erikson, 1975; Newman & Newman, 2003). Achieving a psychological sense of autonomy from one’s parents also is a focus during this life-span period. Beyond the task of achieving their own basic needs, newfound autonomy for adolescents/young adults involves a psychological sense of confidence about one’s unique point of view and an ability to express opinions and beliefs that may differ from those of one’s parents. Adolescents who achieve autonomy typically recognize and accept both the similarities and differences between themselves and their parents while still feeling a sense of love, understanding, and connection with them (Erikson, 1975; Ryan & Lynch, 1989; Steinberg & Silverberg, 1986). Daughters who attend college likely vary in their abilities to achieve complete autonomy from their parents. When students live on campus, preoccupations with thoughts and concerns about their parents tend to diminish over the course of their college careers, and independence begins to build their confidence about separation. However, for college students, financial autonomy may be less likely than for other young adults (Erikson, 1975; Moore & Hotch 1981).
Mothers of late adolescent/early adult children are typically approaching or in the midst of middle age. They commonly engage in multiple developmental tasks such as managing careers, nurturing intimate relationships, expanding caring relationships, and managing households in addition to parenting young adults who are gaining or have gained autonomy (Erikson, 1978; Lachman & James, 1997). Balancing roles and navigating through role transitions is common for this lifespan stage. Being a mother is often identified as a difficult and demanding task that requires a great deal of learning and adjustment. Because late adolescent and early adult daughters are constantly changing and are often unpredictable, mothers must be sensitive and flexible in new situations in order to cope successfully with their demands (Erikson, 1978; Newman 1989; Ryan & Lynch, 1989).

For mothers who have late adolescent/early adult daughters, parenting experiences may be challenging as adolescents seek new levels of behavioral independence, as well as gain in physical stature and cognitive skills. Mothers may feel pressure to re-evaluate their own socialization as well as their effectiveness as parents. The transitional period when children move away from home does not seem to be a negative time for parents because their children’s independence may permit parents to use their financial resources to enhance their own lifestyles (Erikson, 1978; Mattessich & Hill, 1987). Mothers, additionally, may begin to feel the pressure of challenges to their value orientation as their children experiment with new roles and lifestyles (Erikson, 1978; Newman & Newman, 2003; Thornton, Young-DeMarco, & Goldscheider, 1993). In response, products, healthcare, and technology have advanced rapidly enough to allow
marketers to promote towards consumers’ cognitive ages, and the mature market segment of mothers wants to take part in this ‘cognitively young’ look with their steady discretionary incomes (Birthwistle & Tsim, 2004). Unfortunately, the mature consumers’ generation lacks media attention and technology, and therefore relies on their daughters as their fashion innovators (Birthwistle & Tsim, 2004).

Mother-Daughter Relationships

Early adult daughters and their mothers typically have relationships within the context of life-long experiences of intimacy and closeness (Rossi & Rossi, 1990). Tensions concerning separation and autonomy during daughters’ adolescent years may occur as different goals and beliefs are brought to the relationship. Strong positive and strong negative feelings shape this relationship (Connidis & McMullin, 2002; Fingerman, 2003). Typically, mothers view their relationships with daughters in more favorable terms than do their daughters, and tend to be more invested in their children than do the fathers (Fingerman, 2003). In fact, Galbraith and Schvaneveldt (2005) conducted a study of family leadership styles and family well-being and found that mothers, more often than fathers, are transformational (i.e., active) leaders in families. In addition, the bond between mothers and daughters shifts from an idealized interconnectedness in early adulthood to a sophisticated interdependence between two individuals in later life (Fingerman, 2003). Proximity does allow for increased intimacy and participation in one another’s daily lives, and frequent contact can foster emotional intensity (Fingerman, 2003).
Roles of Fashion Leaders and Fashion Followers

Theories of Fashion Change

Sproles (1979) presented four theories that contribute to adopting fashions, and how fashions are diffused from leaders to other consumers. The theories are: upper-class leadership theory, mass-market theory, subcultural innovation theory, and innovation-collective selection theory. First, the upper-class leadership theory is often referred to as the trickle-down theory because it proposes that fashions are first adopted in the upper class, and then are imitated by each succeeding lower class until the products trickle down to the lowest class (Nystrom, 1928; Sproles, 1979). This theory was particularly relevant when customization was the norm for fashion products.

The second theory, mass-market theory of fashion leadership, has evolved from mass production in the fashion industry combined with mass communication of fashion information about new styles available simultaneously to all socioeconomic classes of a population. The theory suggests that each class or social group generates its own cadre of respected leaders who have greater influence than some unknown person from a higher social class (Behling, 1992; Sproles, 1979). Innovativeness appears to be positively related to social status and early adopters may use adoption of innovations as a means of gaining status. Early adopters are more affluent than late adopters and wealth and innovativeness appear to go hand in hand. Also, early and late adopters differ in their use of communication sources as well as in social relationships; early adopters are more cosmopolitan than later adopters and have greater influence or leadership qualities (Behling, 1992).
The third theory, *subcultural leadership*, addresses a subculture’s ability to diffuse a new style to the mass population. Typically, “gapbridgers” from the social systems introduce and legitimize a style to the larger population. Without these innovators, a subculture style may have little chance to diffuse into the population because the style associated with the subculture is considered deviant rather than fashionable.

Fourth, *innovativeness and collective selection* suggests that creative or innovative individuals can become leaders in fashion trends, provided that their innovative choices are reasonably in line with the social climate and lifestyles of the times (Blumer, 1969; Sproles, 1979). In other words, these fashion-conscious people aspire to be unique, and want to separate themselves from other people. Individualists have ego strength, leadership ability, and tend to be placed as group leaders who set the trends to which others in the group conform. Conformists of the group have the characteristics of personal security, social acceptance, and avoidance of social risks (Blumer, 1969; Sproles, 1979).

*The Fashion Cycle*

The fashion cycle is simply the rise, culmination, and decline in popular acceptance of a style. The stages of the fashion cycle are: (a) the introduction of a new style; (b) the rise when it grows in popularity; (c) the peak when it is at its height of acceptance; (d) the decline when consumers have turned their attention to new looks; and, (e) the end when the style goes on clearance or becomes obsolete (Nystrom, 1928). For fashion change to occur, an innovator leads the way.
Regardless of the theory or particular innovative catalyst, fashions are cyclical. Fashion leaders are early adopters, fashion followers contribute to mass acceptance that creates fashion status, and laggards are late adopters or those who do not adopt the fashion at all.

**Fashion Leaders, Opinion Leaders, Fashion Followers, and Opinion Seekers**

Rath et al. (2008) explained that fashion leaders are people who seek out the new fashions and wear them before the styles have been generally accepted as fashion. The evolution of style seems to come instinctively to them. In fact, a recent Lifestyle Monitor publication by Cotton Incorporated reported that nearly two-thirds of fashion innovators trust their instincts and buy clothing on impulse (Rath et al., 2008).

Opinion leaders exert a relatively great amount of influence on the decisions of others. These people are regarded by a group or by other people as having expertise and knowledge, and are considered to be appropriate sources for information and advice. Opinion leaders are crucial to the spread of fashion in the marketplace, and are motivating factors in the spread of fashion information through word-of-mouth. Opinion leaders also have the tendency to be more frequent buyers of clothing, and therefore are leaders of advice to both opinion seekers and also fashion marketers (Bertrandias & Goldsmith, 2006; Goldsmith, 2002; Goldsmith & Clark, 2008). Because positive reinforcement of product usage tends to provide affirmative feedback from opinion leaders and helps encourage patronage, marketers target this group. Using products to define, enhance, and express social and personal identity is a common theme among opinion leaders. Innovators’ influence in being the first to buy certain products can play a
key role in helping them shape their social and personal identities by expressing who they are, who they want to be, and how they want others to see them. Because leaders are the first to experience a product, opinion seekers rely heavily on their word-of-mouth for information (Goldsmith, 2002; Goldsmith & Clark, 2008).

The majority of people are fashion followers who adopt a look only after they are sure of a fashion trend. Reasons that people become fashion followers might be to save time or money, or because of a lower interest in spending time or money on fashion pursuits. They also may be insecure about their own tastes, and look to others to determine what is acceptable and appropriate, including imitating people they admire. They might simply need to be exposed to new styles for a while before feeling comfortable with and accepting them (Rath et al., 2008). Regardless, opinion seekers and fashion followers are just as important as opinion leaders and fashion innovators to the fashion diffusion process. Opinion seekers can act on the information they receive from the opinion leaders and may in fact become opinion leaders themselves (Goldsmith & Clark, 2008). They simply become categorized into a seeker or follower group because they do not have the same interest or knowledge of the product category as opinion leaders do, and so they seek out any information or advice from opinion leaders (Goldsmith & Clark, 2008).

Almost every person can be classified as either an opinion leader, an opinion seeker, or altogether passive to fashion information. Depending on the circumstance, individuals may fall into any given category at different points in time. Understanding how people fit into these categories can provide valuable information regarding the
formulation of group roles and norms (Bertrandias & Goldsmith, 2006; Goldsmith, 2002; Goldsmith & Clark, 2008).

Social Influences

Throughout the life course, the individual’s influences change. For instance, the role of family may decrease as the influence of friends and peers increases in parallel with greater freedoms that come with age (Rawlins, 2006). However, even with age, there may remain some influence between the mother-and-daughter pairs by means of clothing acquisition and clothing satisfaction (Mandrik, Fern, & Bao, 2005). A normative social influence is a type of pressure that requires a person to conform to the expectations of others. We might conform to avoid rejection or to gain acceptance.

Society sets standards of behavior, evaluates subsequent performance, and uses rewards or punishments in response to performance (Rath et al., 2008). Reference groups can affect consumer choice in three principle ways: normative compliance, value expressiveness, and informational influence (Mangleburg, Doney, & Bristol, 2004; Meyer & Anderson, 2000). During the product purchasing process, consumers may choose to seek normative social influences, which are often accomplished through the process of compliance or identification (Mangleburg et al., 2004; Meyer & Anderson, 2000). This occurs when individuals are motivated and influenced by the behaviors and opinions of others, which they perceive as positive representations of their reference groups (Mangleburg et al., 2004; Meyer & Anderson, 2000). The two ways individuals use informational influences to obtain product knowledge and social acceptance are to actively seek information from group opinion leaders, or to obtain information by
observation (Mangleburg et al., 2004; Meyer & Anderson, 2000). Normative and informational motivators not only influence individuals in what they buy, but also how they buy (Mangleburg et al., 2004; Meyer & Anderson, 2000). Informational social influences directly and indirectly offer information to assist in the decision-making process (Rath et al., 2008).

Youthful and Mature Fashion Consumers

The media images that are diffused through advertising and technologies such as the Internet, television, and magazines have shaped the experiences, motivations, lifestyles, self-concepts, and values of consumers in our culture. The impact of images on social life lies in the fact that people socialize and interact based on their impressions of each other (Wan, Youn, & Fang, 2001). The youth market has been among the most coveted segments by marketers because of: (a) spending power; (b) ability to be trendsetters; (c) receptivity to new products; and, (d) tremendous potential for becoming lifetime customers (Belleau et al., 2007). The 18- to 34-year-old market segment includes those who were raised on MTV and share a common attraction to well-designed, well-performing products that imply luxury but are of good value (Rath et al., 2008). The 35- to 54-year-old generation has been characterized by both spending a lot and spending carefully. When these consumers purchase apparel, most have the money for purchases and price is not necessarily the deciding factor, even though many are still raising children and have other family income demands (Rath et al., 2008). Members of this market segment are quite capable of using technology, which is reflected in their purchasing habits (Rath et al., 2008).
Today’s children differ from their parents in that they are much more technologically savvy and have ready access to gaming gadgetry and Internet connections (Rath et al., 2008; Schroder & Zeller, 2005). Adolescents are accustomed to being the target of sales pitches and tend to be more aware and sometimes skeptical of sales techniques as a result (Rath et al., 2008; Schroder & Zeller, 2005). With approximately 300 million people in the United States, Generation Y (born approximately 1980 to 2000) is comprised of about 70 million people (Gogoi, 2005; Rath et al., 2008; Schroder & Zeller, 2005), and constitutes the largest market segment since the Baby Boomers (born 1946 to 1964) whose population is about 75 million (Gogoi, 2005; Rath et al., 2008; Schroder & Zeller, 2005). Media’s ability to access a wider audience with more commercials on television and promoting images in print ads has made the media’s power a central force of culture. This has affected the ideals and norms of behaviors within social life for young consumers (Schroder & Zeller, 2005; Wan et al., 2001).

Youth Market

The role of consumption in the formation of young people’s identities is due to education and socialization. Rich (1963) found that, according to social impact theory, children are influenced more by people they respect and to whom they are close. Parents and family may be more influential when children are younger and friendships are based primarily on activities rather than on intimacy. As children begin adolescence, older siblings and teenagers may become the primary objects of respect and, thus, more influential (Harton & Lantane, 1997).
Social impact theory is a broad metatheory that explores influences and informational social influence perspectives (Harton & Latane, 1997). Social impact theory suggests that the probability of influence increases depending on the number of people involved and the importance of proximity of the influencers (Rath et al., 2008). However, when the number of influencers increases, the pressure of any one person is reduced. Reference group members do not necessarily tell a person what to do; rather, the person is influenced by the group members’ actions and the opinions that are expressed (Rath et al., 2008). The presence of other people in purchasing situations influences decision making. The nature of this influence, however, depends on both perceptions of the normative expectations of the individuals who exert the influence and the motivation to comply with these expectations (Luo, 2005). The motivation to comply with these normative expectations may be greater among individuals who either are in a cohesive group with clearer and consistent social norms or are susceptible to influence more generally. However, the motivation to comply with these expectations depends on one’s attraction to the other individuals involved and one’s general susceptibility to influence (Luo, 2005).

Mangleburg et al. (2004) reported that shopping with friends provides adolescents opportunities to share information that defines their positive self-identities. Based on the social comparison theory, adolescents shop with others who are very similar to themselves but who are perceived as slightly more knowledgeable to help with decision making purchases. They found that adolescents enjoy shopping with friends and are more susceptible to informational influence from their friends, and do so perhaps to
reduce risk. Adolescents are more likely to shop frequently with friends when they are more susceptible to informational influence (Mangleburg et al., 2004).

**Mature Market**

The age profile of consumers is changing with people living longer due to improved health care. The generation of Baby Boomers is maturing and it represents a considerable economic force (Birtwistle & Tsim, 2005; Kozar & Damhorst, 2008). In the United States, consumers aged 45 to 54 years old are the most economically secure group, spending 17 percent more per capita than the average consumer (Rath et al., 2008). Those aged 55 to 64 are responsible for 23 percent of all household expenditures (Rath et al., 2008). Women over 45 years of age have higher disposable incomes than those in the younger age groups. As a result, retailers cannot afford to overlook this large market segment.

The priorities of this age group include fitness, health, and adventure (Birtwistle & Tsim, 2005; Kozar & Damhorst, 2008). Consumers shop according to their cognitive ages (age one feels) rather than their chronological ages (age in years). Improved healthcare and greater discretionary income to spend on products and services that make one look and feel younger may be credited in part for this difference (Birtwistle & Tsim, 2005; Kozar & Damhorst, 2008). Those aged 55 years or older generally think about retirement, and seek fulfillment or self-actualization. Many are energetic and want to hold off the effects of aging as long as they can (Rath et al., 2008). As adults mature and move through the different life stages, many experience an increase in personal disposable income as their family commitments reduce (Birtwistle & Tsim, 2005; Kozar &
It is recognized that mature consumers are not offered the same range of choices compared to younger consumers (Dychtwald, 1997; Moschis, Lee, & Mathur, 1997; Nichlos, 1992). Retailers have basically ignored the mature consumers’ individuality and diversity and even have trouble defining where maturity begins: 40-, 45-, 50-, 55-, 60-, or 65-plus (Nielson & Curry, 1997). In order for the older market to constitute a distinct market segment, their buying behaviors, desires, needs, and consumer problems must be unique and understood by marketers (Lambert, 1979). Companies that have effectively tailored their goods and services to the special needs of older consumers have profited because this segment has developed a wide variety of new needs reflecting their affluence (Lambert, 1979). Furthermore, the discretionary funds of the mature market are rising exponentially with money income, thus expanding market potential (Lambert, 1979).

The discretionary portion of their income is becoming higher when compared to the younger consumers due to the absence of child-rearing and education expenses, benefits of tax exemptions, and paid mortgages (Lambert, 1979). Additionally, the mature market is extremely heterogeneous, therefore it cannot be segmented using traditional demographic methods (Moschis et al., 1997). For example, 70 percent of women work and have a personal income and desire to be well groomed at work and at home (Birtwistle & Tsim, 2005). Even though this growing segment is being targeted more than the past, marketers are confusing their desire for a youthful look with
inappropriate advertising. In fact, today’s media is filled with advertisements promoting and celebrating America’s youth and sexuality while degrading the older population (Vesperi, 2001). A sample of women aged 55 and older indicated that the “perfect woman” depicted in advertising is seldom or never the respondent’s ideal image. This, in turn, results in older consumers being less accepting of marketers’ messages, and allows them to instantly form negative opinions about a company and its products (Birtwistle & Tsim, 2005). Simply put, mature women feel neglected by the apparel industry and the media. Because women are the major consumers of apparel and cosmetic products in the mature market segment, knowledge of how older women respond to media messages and other information sources could improve how those items are marketed to them (Birtwistle & Tsim, 2005).

Social Influences

The role of consumption in the formation of young people’s identities is due to education and socialization. Throughout the life course, the individual’s influences change. For instance, the role of family may decrease as the influence of friends and peers increases in parallel with greater freedoms that come with age (Rawlins, 2006). However, even with age there may remain some influence between the mother-and-daughter pairs by means of clothing acquisition and for clothing satisfaction (Mandrik, Fern, & Bao, 2005). Rich (1963) found that, according to social impact theory, children are influenced more by people they respect and to whom they are close. Parents and family may be more influential when children are younger and friendships are based primarily on activities rather than on intimacy. As children begin adolescence, older
siblings and teenagers may become the primary objects of respect and, thus, more influential (Harton & Lantane, 1997).

Peer Influence

A normative social influence is a type of pressure that requires a person to conform to the expectations of others. We might conform to avoid rejection or to gain acceptance. Society sets standards of behavior, evaluates subsequent performance, and uses rewards or punishments in response to performance (Rath et al., 2008). Reference groups can affect consumer choice in three principle ways: normative compliance, value expressiveness, and informational influence (Mangleburg et al., 2004; Meyer & Anderson, 2000). During the product purchasing process, a consumer may choose to seek normative social influence, which is often accomplished through the process of compliance or identification (Mangleburg et al., 2004; Meyer & Anderson, 2000). This occurs when an individual is motivated and influenced by the behaviors and opinions of others, which he/she perceives as a positive representation of the reference group (Mangleburg et al., 2004; Meyer & Anderson, 2000). The two ways an individual will use informational influence as a method of obtaining product knowledge and social acceptance are to actively seek information from a group opinion leader, or to obtain credible information by observation (Mangleburg et al., 2004; Meyer & Anderson, 2000). Normative and informational motivators will not only influence individuals in what they buy, but also how they buy (Mangleburg et al., 2004; Meyer & Anderson, 2000). Informational social influences affect us when we copy the behavior of others because
they directly or indirectly offer information to assist in our decision making process (Rath et al., 2008).

According to the social impact theory, adolescents are influenced more by people they respect and to whom they are close. Social impact theory is a broad metatheory of social influence, that explores influences, and informational social influence perspectives (Harton & Latane, 1997). Social impact theory suggests that the probability of influence increases depending on the number of people involved and the importance of proximity of the influencers (Rath et al., 2008). However, when the number of influencers increases, the pressure of any one person is reduced. Reference group members do not necessarily tell a person what to do; rather, the person is influenced by the group members’ actions and the opinions that are expressed (Rath et al., 2008). Research suggests that the presence of other persons in a purchasing situation is likely to have a normative influence on the decision to make a purchase. The nature of this influence, however, depends on both perceptions of the normative expectations of the individuals who exert the influence and the motivation to comply with these expectations (Luo, 2005). The motivation to comply with these normative expectations may be greater among individuals who either are in a cohesive group with clearer and consistent social norms or are susceptible to influence more generally. However, the motivation to comply with these expectations depends on one’s attraction to the other individuals involved and one’s general susceptibility to influence (Luo, 2005).

Shopping with friends may serve important roles for adolescents in providing information defining positive self-identities (Mangleburg et al., 2004). Based on the
social comparison theory, adolescents shop with others who are very similar to
themselves but who are perceived as slightly more knowledgeable to help with decision
making purchases (Mangleburg et al., 2004). Results found that adolescents enjoy
shopping with friends and are more susceptible to informational influence from their
friends, and do so perhaps to reduce risk. Adolescents are more likely to shop frequently
with friends when the individual is more susceptible to informational influence
(Mangleburg et al., 2004).

Hypotheses

In summary, existing literature indicates that the socialization process is important
in shaping behavioral influences. Social roles are established early in one’s life and
change throughout each developmental stage of the life cycle. However, in each
transition we recognize that it is different than the preceding or the following because of
the different learned actions that accompany it. As individuals, we begin to develop our
own personalities in each new role in part because of external influences, group
conformity, and media. Although the parent/child relationship becomes altered, it still
remains influential depending on the interactions of the relationship throughout the
impressionable years of the adolescent’s early life stages.

Existing literature has a void in terms of fashion influence roles between mothers
and late adolescence/early adult daughters. Therefore, the following hypotheses were
developed to test the relationships of mothers and their daughters with respect to fashion
influences on one another:
H1: There is agreement between mothers and daughters with respect to the level of fashion influence that mothers have on their daughters.

H2: There is agreement between mothers and daughters with respect to the level of fashion influence that daughters have on their mothers.

H3: Mothers perceive closer relationships with their daughters than daughters perceive with their mothers.

H4: Closer mother/daughter relationships are associated with greater fashion influences between mothers and daughters than relationships that are less close.

H5: Family income level is not related to the Opinion Leadership and Information Seeking of mothers and daughters.

H6: Daughters have higher levels of Fashion Leadership, Fashion Involvement, and Opinion Leadership than their mothers.

H7: Mothers seek more fashion information from their daughters than daughters seek from their mothers.

H8: Fashion influence between mothers and daughters is positively related to Fashion Leadership.

H9: Information Seeking between mothers and daughters is negatively related to Fashion Leadership.
CHAPTER 3: METHODOLOGY

The purpose of this mixed method study was to investigate the relationship between mother and daughter pairs with respect to fashion influence. Because no prior research has explored fashion influences on late adolescent/early adult women and their mothers, this study provides important insight. The methodology used to execute this study is outlined in the following sections.

Survey Development

Surveys were designed to yield information related to the research questions and provide both qualitative and quantitative data. Separate surveys for mothers and daughters were developed (see Appendices A and B) with similar questions in each so that comparative data could be analyzed. In addition to items addressing the research questions, basic demographic information was sought. Only the mothers were asked about household income; only the daughters provided the number of siblings they have. The questions in the surveys were compiled from three previously developed survey scales (Goldsmith et al., 1993; Reynolds & Darden, 1971; Tigert et al., 1976). These scales measure Fashion Involvement (Tigert et al., 1976), Fashion Leadership (Goldsmith et al., 1993), and Opinion Leadership and Information Seeking (Reynolds & Darden, 1971). The Fashion Involvement and Fashion Leadership scales were selected because they had both been developed to determine individual scores and also were applied to compare scores of two groups, as is desired in this study comparing mothers and daughters. The Fashion Involvement scale (Tigert et al., 1976) compared paired groups, husbands and wives. The Fashion Leadership scale (Goldsmith et al., 1993) compared
cross-cultural groups. The scales were used verbatim in this study’s survey to enhance validity and reliability. The Opinion Leadership and Information Seeking scales (Reynolds & Darden, 1971) specifically address clothing as the item upon why opinions are shared and information is sought. The scale was created with the term “friends” and “friends and neighbors,” which was replaced with the terms “mothers” or “daughters” as appropriate. For example, “My daughter often asks my advice about clothing fashions” was used as opposed to the original question, “My friends and neighbors often ask my advice about clothing fashions.”

Tigert et al.’s (1976) Fashion Involvement Index presents five items in a multiple choice format. Four items are scored from one to three (one item is reverse scored), and one item is scored from one to five, and is reverse scored. Therefore, Fashion Involvement Index Scores can range from five to 17. The higher the score, the more “fashion involved” the subject. The questions were:

1. In general, would you say you buy your own clothing fashions: (a) earlier in the season; (b) about the same time; or (c) later in the season than most other women?
2. Would you say you give: (a) very little information; (b) an average amount of information; or (c) a great deal of information about new clothing fashions to your friends?
3. In general, would you say you are: (a) less interested; (b) about as interested; or (c) more interested, in clothing fashions than most other women?
4. Compared with most other people, are you: (a) less likely; (b) about as likely; or (c) more likely to be asked for advice about new clothing fashions?
5. Which one of the statements below best describes your reaction to changing fashions in clothing? (Even though there may be no statement listed which exactly describes how you feel, make the best choice you can from the answers listed.); (a) I read the fashion news regularly and try to keep my wardrobe up to date with the fashion trends; (b) I keep up to date on all the fashion changes although I don’t always attempt to dress according to those changes; (c) I check to see what is currently fashionable only when I need to buy some new clothes; (d) I don’t pay much attention to fashion trends unless a major change takes place; (e) I am not at all interested in fashion trends.

Goldsmith et al.’s (1993) Fashion Leadership survey instrument has six items to which subjects respond either “strongly disagree,” “mostly disagree,” “neither agree nor disagree,” “mostly agree,” or “strongly agree.” For all items “strongly disagree” was scored “1” and “strongly agree” was scored “5.” Therefore the Fashion Leadership scores range from six to 30, with the higher scores being associated with higher levels of Fashion Leadership. The questions were:

1. I am aware of fashion trends and want to be one of the first to try them.

2. I am the first to try new fashions; therefore, many people regard me as being a fashion leader.

3. It is important for me to be a fashion leader.

4. I am confident in my ability to recognize fashion trends.

5. Clothes are one of the most important ways I have of expressing my individuality.

6. I spend a lot of time on fashion-related activities.
The Opinion Leadership and Information Seeking scales developed by Darden and Reynolds (1971) both have items to which subjects respond either “strongly disagree,” “mostly disagree,” “neither agree nor disagree,” “mostly agree,” and “strongly agree.” For all items “strongly disagree” was scored “1” and “strongly agree” was scored “5.” The Opinion Leadership scale has five questions and therefore scores range from five to 25, with the higher scores being associated with higher levels of Opinion Leadership. The questions listed on the surveys were:

1. My daughter/mother often asks my advice about clothing fashions.
2. I sometimes influence the types of clothes my daughter/mother buys.
3. My daughter/mother comes to me more often than I go to her for information about clothes.
4. I feel that I am generally regarded by my daughter/mother as a good source of advice about clothing fashions.
5. More than once, I have told my daughter/mother about some clothing fashion in the last six months.

The Information Seeking scale has three questions, and therefore Information Seeking scores range from three to 15. Higher scores are associated with higher levels of Information Seeking. The Information Seeking questions were:

1. I often seek out the advice from my daughter/mother regarding which clothes I buy.
2. I spend a lot of time talking with my daughter/mother about clothing fashions.
3. My daughter/mother usually gives me good advice on what brands of clothes to buy.

Additional questions were developed for the survey to explore the nature of the mother/daughter relationship with respect to fashion influences and to yield qualitative data that offered insight into the first two research questions. These questions were:

1. Do you feel you influence your mother’s/daughter’s style, or buying decisions? If so, how?

2. Do you like your mother’s/daughter’s taste in style? Why or why not?

3. How receptive is your mother/daughter to fashion advice you give? If so, give an example of when she was receptive?

4. How receptive are you to advice from your mother/daughter? If so, give an example of when you were receptive?

5. Do you like to shop at the same stores as your mother/daughter? If so, what are they? How often?

6. Do you and your mother/daughter ever shop together? Describe a typical shopping item that you and your mother/daughter share.

7. Do you ever trade clothes with your mother/daughter? Please comment on the way you trade clothes with your mother/daughter.

Recruitment

College women who were daughters in active mother-daughter relationships were recruited. A convenience sample resulted from recruitment in approximately 10 Ohio University courses that were offered during Spring 2009 in a variety of program areas in
the School of Human and Consumer Sciences. The researcher, in collaboration with course instructors, attended the classes to recruit subjects. The recruiting process consisted of explaining the roles and responsibilities of the subjects and requesting their participation. Potential subjects were informed that they needed to be at least 18 years old and needed to be in an active relationship with a mother figure. Potential subjects were informed that mother figures did not necessarily need to be biological parents, but that they were women the college students/daughters deemed to fulfill the role of mother in their lives. The college students/daughters were asked to voluntarily complete the survey which was collected by the researcher. Each student was asked to address an envelope to her mother that contained a survey and a stamped return envelope that was pre-addressed to the researcher. The surveys were distributed as packets to the daughters and each pair of surveys were coded to match the mothers with the daughters for future analysis upon their return. No identifying information was collected, so the mothers and daughters could both be assured of anonymity in their responses. The researcher collected both the completed daughter surveys and the sealed envelopes that were addressed to the mothers, then mailed the mothers their surveys. Copies of the surveys are presented in Appendices A and B.

Informed Consent Process

The informed consent process was achieved by prefacing each survey with the statement “Completion of this survey implies consent to use your data. No risks or discomforts are anticipated.” Furthermore, the researcher verbally assured confidentiality and anonymity to the daughters being recruited and emphasized that their participation
was completely voluntary. Prior to any data collection, Institutional Review Board approval was obtained.

Data Analysis

Qualitative data analysis was employed to explore the first two research questions:

1. How do mothers of late adolescent/early adult women influence their daughters’ fashion styles? And
2. How do late adolescent/early adult daughters influence their mothers’ fashion styles?

Analysis was primarily inductive, with themes emerging from the data, but also deductive, informed by the theoretical perspectives and previously developed scales. A coding strategy, as suggested by Berg (2004), was developed to identify key themes that emerged on surveys. For example, responses were categorized depending on (a) whether or not mothers reported that they influenced their daughters, (b) whether or not daughters influenced their mothers, (c) whether or not mothers reported that their daughters influenced them, and (d) whether or not daughters reported that their mothers influenced them. When influences were reported, the types of influences, coded for data analysis, were finances, fit, appropriateness, special occasion advice, and fashion style. After each survey was analyzed and coded, the data were reviewed for patterns and a strategy was developed for interpretation. Broad themes emerged, which created the categories for data reporting.

Both qualitative and quantitative analyses were employed to test the hypotheses that were developed to explore the third research question:
3. What is the relationship between: Fashion Leadership, Fashion Involvement, Opinion Leadership and Opinion Seeking with respect to intergenerational style influences of mother/daughter pairs?

In addition to analysis of qualitative data, correlation analysis, paired t-tests, and analysis of variance tests were performed as appropriate. To ensure reliability for each of the scales used in the survey with this particular population sample of mothers and daughters, the Cronbach’s Alpha statistic ($\alpha$) was performed. Specific data analyses performed for each hypothesis were as follows:

H$_1$: There is agreement between mothers and daughters with respect to the level of fashion influence that mothers have on their daughters.

This was tested using a paired t-test analysis to compare the mothers’ responses to “How influential are you in your daughter’s fashion choices,” with the daughters’ responses to “How influential is your mother in your fashion choices?”

H$_2$: There is agreement between mothers and daughters with respect to the level of fashion influence that daughters have on their mothers.

This was tested using a paired t-test analysis to compare the daughters’ responses to “How influential are you in your mother’s fashion choices,” with the mothers’ responses to “How influential is your daughter in your fashion choices?”

H$_3$: Mothers perceive closer relationships with their daughters than daughters perceive with their mothers.

This was tested using a paired t-test analysis to compare the daughters’ levels of closeness with their mothers in the survey question, “How close of a relationship do you
have with your mother,” and the mothers’ levels of closeness with their daughters in the
survey question, “How close of a relationship do you have with your daughter?”

H₄: Closer mother/daughter relationships are associated with greater fashion
influences between mothers and daughters than relationships that are less close.

This hypothesis was tested using correlation analysis. To determine the
relationship between the two variables, fashion influence and closeness of relationships,
correlations were performed. Specifically, both mothers’ and daughters’ reports of how
influential the other is on their fashion choices were correlated with both mothers’ reports
of closeness of relationship and daughters’ reports of closeness of relationships.

H₅: Family income level is not related to the Opinion Leadership and Information
Seeking of mothers and daughters.

This was tested using analysis of variance. The mothers’ responses to household
income served as the factor; Opinion Leadership and Information Seeking were the
independent variables.

H₆: Daughters have higher levels of Fashion Leadership, Fashion Involvement, and
Opinion Leadership than their mothers.

This was tested using paired t-test analyses for each of the scale variables:
Fashion Leadership, Fashion Involvement and Opinion Leadership. The mothers’ and
daughters’ scores for each scale measurement score were compared.

H₇: Mothers seek more fashion information from their daughters than daughters seek
from their mothers.
This was tested using a paired t-test analysis to compare mother and daughter Information Seeking scores. In addition, qualitative analyses were employed to learn more about the dynamics of the relationship.

H₈: Fashion influence between mothers and daughters is positively related to Fashion Leadership.

This was tested using correlation analysis. The mothers’ Fashion Leadership scores were correlated with daughters’ reported influences that their mothers have on them. Similarly, the daughters’ Fashion Leadership scores were correlated with mothers’ reported influences of the daughters.

H₉: Information Seeking between mothers and daughters is negatively related to Fashion Leadership.

This was tested using correlation analysis to determine whether a relationship, specifically negative, exists between the two variables, Fashion Leadership and Information Seeking.
CHAPTER 4: RESULTS

In total, 198 surveys were distributed to daughters; out of those, 145 were returned by mothers, resulting in usable data from 145 mother/daughter pairs. Thus 73.2% of the survey packets distributed were returned and usable. To eliminate erroneous scoring of the scale items, for cases with any missing data (no response) in any component of the set of questions comprising a given scale measurement, a subject’s entire score for the particular item (i.e., Fashion Leadership) was eliminated from analysis. Cronbach’s Alpha was used to test the reliability of the following scales: Fashion Information, Fashion Leadership, Opinion Leadership and Information Seeking. The Cronbach’s Alpha coefficient confirmed the reliability of each scale with coefficients ranging from 0.795 for Information Seeking to 0.926 for Fashion Leadership. Table 1 contains a summary of the Cronbach’s Alpha statistics results.

<table>
<thead>
<tr>
<th>Scale</th>
<th>Number of Items</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion Involvement</td>
<td>5</td>
<td>0.849</td>
</tr>
<tr>
<td>Fashion Leadership</td>
<td>6</td>
<td>0.926</td>
</tr>
<tr>
<td>Opinion Leadership</td>
<td>5</td>
<td>0.905</td>
</tr>
<tr>
<td>Information Seeking</td>
<td>3</td>
<td>0.795</td>
</tr>
</tbody>
</table>
The population sample was predominantly Caucasian (91.6% of the daughters were Caucasian and 90.1% of the mothers were Caucasian). The daughters who participated in the surveys were between the ages of 18 to 23 and over 70% were between the ages of 20 to 21. Mothers designated their ages by selecting a category ranging from under 30, 31 to 40, 41-50, 51 to 60, and over 60; 98 percent of the surveyed mothers were between the ages of 41 and 60. Most of the subjects’ annual family incomes, 71.8%, were over $75,000. Daughters reported between zero and five siblings, with 80.7% having two to three other siblings. Table 2 presents a summary of demographic information reflecting the subjects. Table 3 shows the mean scores and standard deviations for mothers and daughters for the survey questions and scales.
Table 2

Demographic Information of Mother and Daughter Surveys by Frequency

<table>
<thead>
<tr>
<th>Age Category</th>
<th>Mothers</th>
<th>N</th>
<th>%</th>
<th>Daughters</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 30</td>
<td>0</td>
<td></td>
<td>0</td>
<td>18</td>
<td>5</td>
<td>3.5</td>
</tr>
<tr>
<td>31-40</td>
<td>1</td>
<td>0.7</td>
<td></td>
<td>19</td>
<td>28</td>
<td>19.6</td>
</tr>
<tr>
<td>41-50</td>
<td>67</td>
<td>46.9</td>
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<td>20</td>
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<tr>
<td>51-60</td>
<td>74</td>
<td>51.7</td>
<td></td>
<td>21</td>
<td>39</td>
<td>27.3</td>
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<tr>
<td>Over 60</td>
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<td>0.7</td>
<td></td>
<td>22</td>
<td>28</td>
<td>19.6</td>
</tr>
<tr>
<td></td>
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<td>23</td>
<td>9</td>
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<td>143</td>
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<table>
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<tr>
<th>Race/Ethnicity</th>
<th>Mothers</th>
<th>N</th>
<th>%</th>
<th>Daughters</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian</td>
<td>127</td>
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<td></td>
<td>131</td>
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<tr>
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<td>0.7</td>
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<td>1</td>
<td>0.7</td>
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</tr>
<tr>
<td>Black</td>
<td>5</td>
<td>3.5</td>
<td></td>
<td>7</td>
<td>4.9</td>
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<td>Italian</td>
<td>2</td>
<td>1.4</td>
<td></td>
<td>1</td>
<td>0.7</td>
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<tr>
<td>Hungarian</td>
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<td>0.7</td>
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<td>1</td>
<td>0.7</td>
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<tr>
<td>Irish-German</td>
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<td>0.0</td>
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<td>Polish</td>
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<td>2</td>
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<tr>
<td></td>
<td>Total</td>
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<td>Total</td>
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<table>
<thead>
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<th>Income Category</th>
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<th>Daughters</th>
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<tbody>
<tr>
<td>Under $40K</td>
<td>7</td>
<td>5.1</td>
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<tr>
<td>$40-$75K</td>
<td>32</td>
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<td>$75-$125K</td>
<td>52</td>
<td>37.7</td>
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<td>Total</td>
<td>138</td>
<td>100.0</td>
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</table>
Table 2 (continued).

**Demographic Information of Mother and Daughter Surveys by Frequency**

<table>
<thead>
<tr>
<th>Number of Siblings</th>
<th>N/A</th>
<th># of Siblings</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>5</td>
<td></td>
<td>3.4</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>57</td>
<td></td>
<td>46.2</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>50</td>
<td></td>
<td>34.5</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>20</td>
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<td>13.8</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td></td>
<td>0.7</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>2</td>
<td></td>
<td>1.4</td>
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<tr>
<td>Total</td>
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<td></td>
<td>100.0</td>
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</tr>
</tbody>
</table>

*Note.* Income only reported by mothers. Number of siblings only reported by daughters.
Table 3

Mother/Daughter Mean Scores (and Standard Deviations) for Selected Survey Criteria and Scale Measures

<table>
<thead>
<tr>
<th></th>
<th>Mother</th>
<th>Daughter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived closeness of relationship with one another (range 1-10)</td>
<td>9.25 (1.044)</td>
<td>8.87 (1.198)</td>
</tr>
<tr>
<td>Level you are influenced by the other (range 1-10)</td>
<td>6.35 (2.299)</td>
<td>5.66 (2.255)</td>
</tr>
<tr>
<td>Level you believe you influence the other (range 1-10)</td>
<td>5.38 (2.295)</td>
<td>7.10 (2.003)</td>
</tr>
<tr>
<td>Fashion Involvement (range 5-17)</td>
<td>9.68 (2.953)</td>
<td>12.12 (3.090)</td>
</tr>
<tr>
<td>Fashion Leadership (range 6-10)</td>
<td>14.89 (5.228)</td>
<td>19.29 (3.090)</td>
</tr>
<tr>
<td>Information Seeking (range 3-15)</td>
<td>8.98 (2.920)</td>
<td>8.75 (2.844)</td>
</tr>
</tbody>
</table>

The specific results of data analysis for each of the three general research questions and the nine hypotheses are listed below.
General Research Questions

The series of qualitative questions directed toward understanding the relationships between mothers and daughters and they way they influence one another with respect to fashion yielded a variety of consistent themes. Most notably, mothers and daughters agreed that daughters are more influential on the fashions of their mothers than mothers are toward their daughters. Mothers and daughters both reported in the affirmative that they do shop together, but that their purchases do not typically occur in the same department at a given store. Although they tend to purchase their fashions in different departments, they commented that they respect each others’ styles enough to share some basic fashion items such as shoes, handbags, and tops. Furthermore, size was often cited as a reason that most clothing items are not shared. The specific nature of influence of mothers and daughters toward each other are noted below in response to the project research question, *How Do Mothers of Late Adolescent/Early Adult Women Influence Their Daughters’ Fashion Styles?*

Three themes emerged: price and spending, appropriateness, and special occasion advice. The most predominant way that mothers indicated they influence their daughters was with respect to price and spending behaviors related to fashion items. Some mothers referred to their roles as purchasers of their daughters’ fashions; therefore, their influence was often as a gatekeeper. Typical mothers’ comments included, “I’m a reminder if something is too expensive,” “I’ve taught her how to buy the most for her money,” and “I encourage her to shop for bargains.” Daughters were receptive to advice from mothers in
regards to money management. For instance, one daughter illustrated, “she helps me remember if I have a similar item in my closet already or what to pair with new items with existing clothes I have.”

Another theme that emerged from the mothers’ comments reflected a desire to influence the appropriateness of their daughters’ appearances with statements indicating that they encourage their daughters to, “dress classy not trashy and to be professional.” Daughters also agreed that they sought advice and opinions from mothers because they trusted their judgments. For example, one daughter stated, “I ask if something is appropriate or not for different events and always want her to like what I’m wearing.”

The third key theme that both daughters and mothers identified was the mothers’ roles influencing daughters’ fashions for special occasions where fashions outside the norm of the daughters’ daily styles were needed. One mother noted, “On special occasions we ask for each others opinions, but not usually on day-to-day wardrobe.” Daughters also agreed that their mothers had more experience in regards to special occasions and therefore they sought their advice. For instance, a daughter commented, “I go to her for advice on special occasions since he has more experience than I do.”

In terms of fashion styles, daughters largely reported that their mother’s influence was not very significant to decision making. A few daughters indicated that their reliance was minimal because their mothers were outdated. A typical daughter’s comment was, “I’m somewhat receptive, but I don’t always rely on her because she doesn’t necessarily know what’s ‘in’.” Other daughters noted that they only depended on their mothers’ views in relation to fit. For instance, a daughter stated, “I’m receptive on going to her for 
advice on how it looks, fits, and what needs to be tailored.” Also, daughters stated that they only took their mothers’ second opinions when needed, but ultimately went with their own choices. One representative comment by a daughter was, “I sometimes take her advice, but if I disagree, I just go with my gut feeling and I take into account my mother’s opinions but don’t always take it, I often go with my own trends.”

How Do Late Adolescent/Early Adult Daughters Influence Their Mothers’ Fashion Styles?

Both mothers and daughters reported greater fashion style influences from daughters to mothers than was observed from mothers to daughters. Many daughters stated that their mothers look to them to change their outdated looks. For instance, a few comments stated were, “I influence her style very much,” “she seeks my opinions on dressing to be ‘age appropriate’ and trendy,” “I always go shopping with her and help her pick out more fashion forward clothing items,” and, finally, “she is constantly asking me for advice and making sure she doesn’t look too old lady.” Also, daughters reported that they serve as their mothers’ fashion consultants and their mothers value their input. For example, a daughter reported, “by just saying whether or not I like something she picks out or not she will make her decisions, she often comes to me for advice on clothing choices.” Mothers also reported that they were in fact influenced by their daughters in regards to their fashion decisions. More specifically, mothers stated that they highly valued the daughters’ opinions to avoid looking outdated. A mother explained, “I like getting her opinions so I don’t look frumpy or out of touch. I want to look up to date.” Additionally, mothers reported that they looked to their daughters to help them provide
new insight. For example, “I am receptive to her advice because she makes me try on a lot of different styles that I don’t think would normally look nice and they always do and she is excellent at adding accessories and different colors I never would have thought of.” Additionally, mothers stated that they would in general seek the daughter’s advice because they highly valued and trusted her inputs. A mother stated, “I always have trusted her, since I was pushing her in a stroller, she has been giving me fashion advice, I will even call her from a fitting room to ask her advice and I know she has my age and body shape in mind and would never steer me wrong.” Clearly, trust emerged as an important aspect contributing to fashion influence in mother/daughter relationships.

What is the Relationship Between Fashion Leadership, Fashion Involvement, Opinion Leadership and Opinion Seeking with Respect to Intergenerational Style Influences of Mother/Daughter Pairs?

A series of qualitative and quantitative analyses were performed to explore this question. Detailed descriptions of analysis results are provided with individual hypotheses.

H$_1$: There is agreement between mothers and daughters with respect to the level of fashion influence that mothers have on their daughters.

This hypothesis was accepted. A paired t-test resulted with a t value of 1.349 (p = .179). Thus, there was no statistical difference in the mother/daughter mean scores for their perception reports of mother’s influence in the daughter’s fashion. When asked on a scale of 1-10, the mothers’ responses to how influential they were on their daughters’ fashion choices, the mean score was 5.38. Daughters mean scores in response to the
question, “How influential is your mother in your fashion choice?” was 5.66. Figure 1 illustrates a comparison of mother and daughter responses.

Upon examination of the qualitative data, mothers and daughters typically agreed that mothers had influence on fashion choices among daughters. This influence, however, was defined differently depending on the role of the speaker (i.e., mothers or daughters) and their developmental perspectives. Mothers reported that they influenced their daughters’ choices in regards to the fit, overall appearance, and appropriateness for certain occasions. For instance, a typical mother stated, “I generally only comment on fit and flattering styles.” Daughters also agreed that their mothers provide honest opinions in regards to fit and sizing. A typical daughter’s comment was, “She tells me what looks good on my body and points out the positives in my outfits.” Also, mothers stated that they do not provide their daughters fashion advice but are sought to provide second opinions to the daughters’ choices. For example, one mother expressed, “She has a strong

![Figure 1. The frequency of how influential mothers are in daughters' fashion choices.](image-url)
sense of style but will ask opinions on things she is purchasing.” Daughters also agreed that their mothers were great resources for general advice, providing honest opinions on purchasing decisions. Daughters affirmed with comments such as, “She tells me what looks good,” and “She is honest and I appreciate it.” Furthermore, mothers and daughters agreed that mothers were influential in regards to professional attire and special events. A mother stated, “Special occasions (prom, occasion of formality) would be the exception, she values my input.” Daughters also agreed that their mothers had more expertise for these particular occasions and highly valued their inputs. For example, a daughter commented, “I am receptive to her influence if I am buying an outfit for a special occasion or a professional look.”

H2: There is agreement between mothers and daughters with respect to the level of fashion influence that daughters have on their mothers.

This hypothesis was rejected. A paired t-test resulted with a t value of 4.056 (p = .000) showed that there was a statistically significant difference in the mother/daughter mean scores for reported influence of daughter on mother. Daughters perceived more influence on their mothers’ fashions than their mothers reported that they had. When asked on a scale of 1-10, the daughters’ responses to how influential they were on their mothers’ fashion choices resulted in a mean of 7.10. The mothers’ mean score in response to the question, “How influential is your daughter in your fashion choice?” was 6.35. Figure 2 illustrates a comparison of the frequency of the mother and daughter responses.
Qualitative data showed that both mothers and daughters reported that daughters do influence the fashions of their mothers. Both daughters and mothers felt that daughters influenced their mothers in terms of dressing more fashion forward yet age appropriate and that daughters encouraged mothers to experiment with new looks. One mother stated, “I like getting her opinion so I don't look frumpy or out of touch. I want to look up to date, and appropriate for my age.” Daughters also agreed with comments such as, “She wants to make sure she is dressing her age, not too trendy and not too unfashionable, and knows I will steer her in the right direction.” Mothers’ statements including, “She tells me it looks nice and I listen. Also, if she doesn’t like something I try on I will listen to her on her advice” demonstrate the influence that daughters offer their mothers and show the value that mothers place on their daughters’ opinions. Daughters recognized that their mothers sought their advice and trusted their opinions on fashion decisions. For instance, a daughter stated, “Sometimes she thinks something doesn't look good and I tell
her honestly and it usually changes whether she buys something or not.” Mothers illustrated their reliance on daughters for fashion advice with comments such as, “When she likes a particular color or style on me, I usually try and look for that.” Daughters’ statements such as, “I am usually with her when she goes shopping, so I tend to have an influence on looks and colors” documented agreement with their mothers that they are influential in their mothers’ fashions.

While analysis of qualitative data showed mothers and daughters agreed that daughters influence their mothers’ fashions, the t-test revealed that the degree to which daughters’ perceived their influence was greater than the level of influence reported by mothers. Thus, mothers’ fashions were influenced by their daughters but not as strongly as the daughters thought.

**H3:** Mothers perceive closer relationships with their daughters than daughters perceive with their mothers.

This hypothesis was accepted. A paired t-test was performed showing a t-value of -3.818 (p = 0.000), supporting a statistically significant difference. The mothers perceived closer relationships with the daughters than the daughters did with their mothers. On a scale of 1 (not close) to 10 (very close), the mean score for the mothers’ reported closeness of the relationship between mothers and daughters was 9.25. The mean score for the daughters’ reported closeness of the relationship between mothers and daughters was 8.87. Figure 3 illustrates a comparison of the mother and daughter responses.
How Close of a Relationship Do You Have With Your Mother/Daughter?

Figure 3. The frequency of how close of a relationship mothers/daughters share.

$H_4$: Closer mother/daughter relationships are associated with greater fashion influences between mothers and daughters than relationships that are less close. Closeness of relationships seems to be moderately related to fashion influences, thus the hypothesis was accepted. Using correlation analysis, daughters’ responses to the closeness of their mother/daughter relationships were compared to the daughter responses to how influential they are in their mothers’ fashion choices ($r = .304$, $p = .000$), and daughters’ responses to the closeness of their mother/daughter relationships were compared to their responses regarding how influential they perceived their mothers to be in their fashion choices ($r = .271$, $p = .001$). Mothers’ responses to the closeness of their mother/daughter relationships were compared to the mother responses to how influential they are in the daughters’ fashion choices ($r = .360$, $p = .000$), and mothers’ responses to the closeness of their mother/daughter relationships were compared to their responses
regarding how influential they perceived their daughters to be in their fashion choices ($r = 0.334, p = 0.000$).

$H_5$: Family income level is not related to the Opinion Leadership and Information Seeking of mothers and daughters.

This hypothesis was accepted. Analysis of variance for the variable of the daughter’s Opinion Leadership was analyzed by income. The F value was 0.55 with a significance of 0.983. The F value for daughter’s Information Seeking analyzed by income was 0.224 with a significance of 0.880. Similarly, the F value for the mothers’ Opinion Leadership score by income was 0.047 with a significance of 0.987. Finally, the F value for the mothers’ Information Seeking score analyzed by income was 0.426 with a significance of 0.735. Thus, the ANOVA showed no difference between Opinion Leadership and Information Seeking for either mothers or daughters based on income. Table 4 shows the results of the ANOVAs.
Table 4

*Analysis of Variance Results*

<table>
<thead>
<tr>
<th>Source</th>
<th>df</th>
<th>F</th>
<th>$\eta$</th>
<th>$p$</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Between Groups</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daughters' Opinion Leadership</td>
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<td>0.055</td>
<td>1.031</td>
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<tr>
<td>Mothers' Opinion Leadership</td>
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<td>0.987</td>
<td>0.987</td>
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<td>Daughters' Information Seeking</td>
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<tr>
<td>Mothers' Information Seeking</td>
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<td>3.709</td>
<td>0.735</td>
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<tr>
<td><strong>Within Groups</strong></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daughters' Opinion Leadership</td>
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<td>0.055</td>
<td>18.811</td>
<td>0.983</td>
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<tr>
<td>Mothers' Opinion Leadership</td>
<td>134</td>
<td>0.047</td>
<td>21.116</td>
<td>0.987</td>
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<tr>
<td>Daughters' Information Seeking</td>
<td>133</td>
<td>0.224</td>
<td>8.382</td>
<td>0.880</td>
</tr>
<tr>
<td>Mothers' Information Seeking</td>
<td>133</td>
<td>0.426</td>
<td>8.712</td>
<td>0.735</td>
</tr>
</tbody>
</table>

H<sub>6</sub>: Daughters have higher levels of Fashion Leadership, Fashion Involvement, and Opinion Leadership than their mothers.

This hypothesis was accepted. Each of the scale items were compared between daughters and mothers using paired t-tests. Mothers’ and daughters’ Fashion Leadership scores were different at a statistically significant level, with a t-value of 7.968 ($p = 0.000$). The mean Fashion Leadership score for daughters was 19.29 while the mean Fashion Leadership score for mothers was 14.86. Interestingly, the scores for each group
ranged from six to 30, which was the entire range possible for the Fashion Leadership instrument.

Mothers’ and daughters’ Fashion Involvement scores were also different at a statistically significant level with a t-value of 8.503 (p = .000). The mean Fashion Involvement score for daughters was 12.12 while the mean Fashion Involvement score for the mothers was 9.68. The range of scores for each group was from six to 17, which was the entire range possible for the Fashion Involvement instrument.

Finally, mothers’ and daughters’ Opinion Leadership scores were at a statistically different levels with a t-value of 12.065 (p = .000). The mean Opinion Leadership score for daughters was 18.85 while the mean Opinion Leadership score for the mothers was 12.85. The range of scores for each group was from five to 25, which was the entire range possible for the Opinion Leadership instrument. Table 5 displays the mother/daughter scores for Fashion Leadership, Fashion Involvement, and Opinion Leadership.
Table 5

Mother/Daughter Paired T-Test Scores (and Standard Deviations) for Fashion Leadership, Fashion Involvement, and Opinion Leadership

<table>
<thead>
<tr>
<th></th>
<th>Mean Scores</th>
<th>Paired t-value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Daughter</td>
<td>Mother</td>
</tr>
<tr>
<td>Fashion Involvement</td>
<td>12.12 (3.090)</td>
<td>9.68 (2.953)</td>
</tr>
<tr>
<td>Fashion Leadership</td>
<td>19.29 (5.686)</td>
<td>14.86 (5.254)</td>
</tr>
<tr>
<td>Opinion Leadership</td>
<td>18.85 (4.321)</td>
<td>12.85 (4.479)</td>
</tr>
</tbody>
</table>

H7: Mothers seek more fashion information from their daughters than daughters seek from their mothers.

Paired t-test analysis leads to rejection of the hypothesis. Paired t-test scores for Information Seeking from one another did not differ significantly between mothers and daughters (t = 0.971; p = 0.325). The mean Information Seeking score for the daughters was 8.73 while the mean Information Seeking score for the mothers was 8.99.

A substantial number of mother/daughter pairs reported that both mothers and daughters seek information from one another about fashion advice. An exciting emergent theme of this study relates to the type of advice and information communicated between mothers and daughters about fashion. Mothers sought fashion information and advice from their daughters in efforts to create more contemporary fashion profiles. Alternately, daughters often sought and received advice and feedback from their mothers about value,
fit, and appropriateness for special occasions. A greater number of daughters reported that they were not receptive to fashion advice from their mothers than there were mothers who were not receptive to fashion advice from daughters.

The qualitative data analysis indicated that information seeking is a different concept from fashion influence. This is noted because, while qualitative analysis revealed that both mothers and daughters willingly sought fashion information from one another, the type of information each offered the other and the extent to which each was receptive was different. More specifically mothers sought and daughters provided fashion advice and knowledge, whereas daughters sought practical advice from mothers.

Qualitative data such as, “she helps me find things that are young looking and gets me to pair it with something I wouldn’t have chosen and it looks great” revealed that mothers sought fashion information related to currency of fashion trends. Furthermore, mothers’ statements reflecting trust in their daughters’ opinions legitimized daughters’ roles as fashion leaders and opinion leaders, which were key reasons mothers sought their advice. Overall, mothers indicated their daughters were more up-to-date on fashion trends and were fashion leaders for the mothers who sought information.

Daughters, on the other hand, sought mothers’ advice for more pragmatic consultation. In particular, daughters stated that they used their mothers’ opinions as deciding factors on purchasing decisions. A comment supporting this was, “I called my mom a few weeks ago to ask her advice on a pair of shoes; I emailed her about it too.” Daughters sought advice from mothers regarding appearance, fit, and size, as reflected in one daughter’s comment “I ask her for advice more for size and fit than fashion.”
Overall, daughters felt that their mothers were not as fashion knowledgeable as they, but their mothers were trusted to have their best interests at heart more than any other reference. Thus, the daughters sought advice about their appearances from less fashion knowledgeable sources because of the close, trusting relationships and the specific experiences mothers could offer. This was documented through comments such as, “When going to Chicago to pick out my prom dress, her advice was great and if she suggests I change for a dressier occasion or something, I always listen.”

The role of Fashion Leadership is explored in hypotheses 8 and 9. Figure 4 shows the range of Fashion Leadership scores for the mothers and daughters in this study.

![Mother and Daughter Fashion Leadership Scores by Frequency](image)

*Figure 4.* The frequency of the mother/daughter Fashion Leadership scores.

\[H_8:\text{ Fashion influence between mothers and daughters is positively related to Fashion Leadership.}\]
This hypothesis was accepted. For both mothers and daughters, the correlation between one’s own Fashion Leadership and the level of influence on the other was low but statistically significant. The correlation for the daughters’ Fashion Leadership scores compared to their fashion influence reported by mothers was ($r = 0.232$, $p = 0.005$). The mothers’ Fashion Leadership scores compared to their fashion influence reported by daughters was also low but significant ($r = 0.278$, $p = 0.001$).

H$_9$: Information Seeking between mothers and daughters is negatively related to Fashion Leadership.

This hypothesis was rejected. Interestingly though, a significant relationship was observed but it was positive. Daughters’ Fashion Leadership scores were correlated to their Information Seeking scores ($r = 0.433$, $p = 0.000$) and mothers’ Fashion Leadership scores were compared to their Information Seeking from their daughter scores ($r = 0.413$, $p = 0.000$).
CHAPTER 5: IMPLICATIONS AND CONCLUSIONS

Discussion of Findings

Based on the results, several noteworthy outcomes have emerged, some of which substantiate and some of which discredit existing literature. The outcomes fall into distinct areas of contribution to the literature. These are (a) fashion activity, (b) fashion theory, (c) market segmentation, and (d) the roles and relationships of mothers and daughters. Regarding this chapter presents a discussion of these findings and offers suggestions for merchants and scholars based on the implications of the data analysis.

Fashion Activity

Goldsmith et al. (1993) found that American women’s average Fashion Leadership score was 14.1 and the average score among women from the U.K. was 12.4. In this study, the mothers’ average Fashion Leadership score was 14.75 and the average daughters’ score was 19.54. This information demonstrates that late adolescent/early adult women have higher levels of Fashion Leadership than the average American woman. This also indicates that the mothers of this study resemble the average American woman in terms of Fashion Leadership and substantiates previous literature indicating its positive relationship with youth. This gives marketers important information about late adolescent/early adult women’s roles as more fashion active than the average woman. Furthermore, the role of late adolescent/early adult women as fashion advisors to their mothers is one upon which merchants should capitalize. The daughters in this study indicated that their mothers valued their opinions and looked to them for advice on clothing fit, style, trends, and age appropriateness. The mothers looked to their daughters
particularly for fashion consultation advice because they regarded them as being trendy and up-to-date. On the other hand, daughters reported that, although they did not seek out their mothers’ fashion advice in terms of style, they did seek and were influenced by their mothers’ opinions.

Daughters and mothers reported that they do shop together, but generally make their purchases at different departments or stores because of styles and fit. Most often they stated that the only place they both purchased fashions were larger department stores that carried a variety of merchandise and therefore suited both of their needs. Both mothers and daughters referred to the need for age-appropriate styles in the stores where they purchased fashion items.

Because mothers and daughters do shop together and are influenced by one another, retailers and marketers would benefit from first understanding their individual needs and then creating shopping environments conducive for both members of the pair. Providing opportunities for mothers and daughters to shop and purchase together will likely increase retailers’ appeal, traffic flow in the store, and ultimately profits. Creating an atmosphere where mothers and daughters can shop together will allow them to influence each other more often and share fashion information with each other. As a result, fashion information seekers may become the fashion leaders to their age cohorts, and heavier consumers of fashion themselves.

Tigert et al’s (1976) Fashion Involvement Index study showed the women’s mean score of 9.7. With mean scores in this study of 9.44 for mothers and 11.35 for daughters, it is likely that the mother cohort reflects the average American woman in terms of
fashion involvement level; the late adolescent/early adult daughter cohort demonstrates stronger fashion involvement. This further substantiates the existing belief that young women have greater fashion activity. In addition, the similarity of mothers’ scores with average American female scores previously reported lends support for the reliability and validity of the measurement with this study.

The strong correlations between the scale instruments in this study reinforce the close relationship between them; however, Fashion Involvement, Fashion Leadership, and Opinion Leadership are not the same. The relationship between the variables indicates that whether or not women are actively involved in fashion, they may still have an opinion on the subject, and even some influence on people with whom they are close. This concept was reinforced in this study by comments of mothers and daughters with varying levels of Fashion Leadership and Fashion Involvement who indicated that they provide each other advice. Even mothers and daughters with low levels of fashion activity scores provided feedback to the other regarding fashion – especially in terms of fit, appropriateness, or whether the clothing looked good.

Fashion Theory

The results of this study provide new insight into fashion theory. A general theory of fashion is that dominant trends are initiated by innovative consumers (Nystrom, 1928; Sproles, 1979). These innovators become leaders when their ideas or behaviors are recognized as prestigious and are therefore emulated by a critical mass of people in the given population. Fashion leadership generally emerges in youthful populations because young people tend to be more fashion oriented and willing to take risks with their
appearance (Evans, 1980). This study supports the notion of youth-focused involvement and leadership in fashion. Furthermore, this study contributes to the knowledge of fashion theory in that fashion leadership is observed to occur from one generation to the next and primarily in the direction that daughters influence their mothers’ fashion adoption.

In this study, daughters reported that they assisted their mothers in dressing more fashion forward and trendy by introducing them to new styles and stores, which increased their overall fashion awareness. Interestingly, however, the influence in fashion adoption does not appear to flow the other direction (from mothers to daughters). Rather, influences from mothers to daughters in terms of fashion are more prohibitive to daughters’ adoption of fashion styles. For example, daughters may be prevented from adopting certain fashion styles when their mothers indicate that they are inappropriate or too expensive while mothers are more likely to be encouraged to adopt fashion styles when their daughters encourage them to participate in updated fashion trends. In general, mothers view their daughters as fashion leaders and seek out fashion advice from daughters because they view them as more knowledgeable sources for fashion information than they themselves and their friends who are also of a more mature age. Thus, the strong relationship existing between mothers and daughters creates a unique dynamic that should be further explored when studying applications of fashion adoption theory.

Goldsmith et al. (1993) indicated that fashion leaders provide information to others but make decisions for themselves spontaneously and with confidence. Results of
this study indicate that information seeking between mothers and daughters is positively correlated with fashion leadership. That is, fashion leaders seem to seek more information from their mothers or daughters than women with low fashion leadership. Additionally, this study provides insight into the way that mothers and daughters seek information about fashion from one another. Even though daughters clearly possessed stronger levels of fashion activity than their mothers, their levels of information seeking were not different from their mothers. Daughters indicated that their mothers’ experiences and the fact that mothers possessed high levels of caring for the daughters’ well being justified their dependence on the mothers’ opinions. In this study daughters reported that they sought information from their mothers in terms of price, fit, and appropriateness for specific occasions. These findings are inconsistent with literature indicating that fashion leaders are ego-minded with regard to their fashion decisions (Sproles, 1979), but consistent with Reynolds and Darden (1971) who noted that opinion leaders were more active recipients of fashion information than non-leaders. The existing literature has described opinion seekers as people who look to fashion leaders for information. Goldsmith and Clark (2008) noted that opinion seekers do not seem to have the same interest in and knowledge of product categories as opinion leaders do, and as consumers they tend to seek information and advice from opinion leaders. It has been reported that the evolution of style seems to come naturally to fashion leaders who often make purchases on impulse rather than seeking information from and consulting with others (Rath et al., 2003). The fact that the daughters, who demonstrate significantly more fashion activity and knowledge than their mothers, seek information about fashion from
their mothers at levels similar to mothers’ information seeking from daughters reveals a new and important dimension to fashion leadership.

The fact that fashion leaders are interested in seeking information and feedback from sources who are not fashion leaders is important to expanding our understanding of fashion theory. These results suggest that fashion leaders may not necessarily be impulsive, self-assured, nor confident in their decisions. The close personal relationship with the non-fashion active source (i.e., mother) may over-ride the typical way in which fashion influences are conveyed to fashion leaders. Furthermore, daughters, who were regarded as fashion leaders, in this study, provided comments that showed their lack of impulsive behavior and need for opinions and reassurance.

*Market Segmentation*

This study reveals strong paired shopping behaviors between mothers and daughters, which suggest that having venues where they can both successfully shop together may be more attractive to them and profitable for certain retailers. With respect to paired shopping behaviors of mothers and daughters, this study supports the literature indicating that the 35- to 54-year-old cohort has been characterized by both spending a lot and spending carefully (Rath et al., 2008). This study revealed that mothers reported their major influence was often in terms of shopping wisely, sticking to budgets, and shopping for bargains, thus substantiating the belief that this cohort spends carefully and is also a parental task on teaching daughters life skills. Therefore, an implication for retailers is that they should no longer market exclusively to individuals within categories but rather
understand each group and recognize the heterogeneity inherent in paired shopping behaviors.

Sproles (1979) presented the mass-market theory of fashion leadership which calls for marketers to separate people into subcultures and target to the masses of those segregated groups accordingly. However, the results of this study lead to the conclusion that daughters should not be divided as an individual subculture from their mothers because mothers often look to daughters as a stronger fashion leader or fashion opinion leader. Daughters strongly influence their mothers’ fashions, particularly with an interest in seeking more contemporary fashions for mature consumers. In addition, marketers should be aware that mothers and daughters will likely increase shopping behavior when shopping together, because they always have their opinion seeker/leader with them for decision making decisions. Paired shopping behavior allows the cohort to improve each others’ fashion knowledge and perhaps enable them to transition through advisory roles.

*Roles and Relationships of Mothers and Daughters*

The strong relationship between daughters and mothers that develops from traditional roles of mothers as nurturing, educating, and caring parents is evident in this study. As daughters reach independence from peer groups and develop their own self-identities, their influences and shopping behaviors with friends of a similar age may change. During this time the mother/daughter relationship may take the place of peer influence, especially because this relationship is deep rooted with familiarity and comfort.
Mothers recognize that they have influenced their daughters to spend wisely, shop efficiently, and dress appropriately because they have raised them with such values and have modeled the behaviors themselves. These findings coincide with the previous literature of Carlson et al. (1992) who observed that the way children are raised shapes consumption patterns, socialization processes, and identity formation through adolescence. Even in the area of fashion influences, the foundations that mothers build with their daughters from early socialization remains a consistent influence throughout their life stages. In this study, mothers reported that they unconsciously have an influential impact on their daughters fashion decisions without needing to be present, because of the way they raised them and through learned pattern behavior.

Interestingly, this study has also revealed a tendency for role evolution and our social roles in particular serve as a bridge between an individual and society. As people enter into new roles, they modify their behavior to conform to these role expectations (Biddle 1986; Biddle & Thomas, 1966; Erikson, 1988). As the daughters move through late adolescence and early adulthood, they become more influential and even act as mentors toward their mothers.

Another relationship oriented finding was that mothers’ ratings of closeness were statistically higher than their daughters’ scores. This substantiates Fingerman’s (2003) observation that typically mothers view their relationship with daughters in more favorable terms than do their daughters. Daughters were less inclined to take their mothers’ advice than mothers were to accept fashion advice from their daughters. Daughters, however, overestimated the influence that they had on the fashion decisions of
their mothers. These findings indicate that, even though the pair has a bond that provided influence, the daughters’ transition to autonomy and self-sufficiency is at play. Although the closeness of the mother/daughter relationship was not a significant factor in this study to understanding the relationship of fashion influences between them, further research exploring how the closeness of mother/daughter relationships might influence behaviors is suggested, particularly because their were very few relationships identified as “not close”.

This study shows that mothers are interested in dressing fashionably and the influence of their daughters enables them to facilitate this outcome. This information provides retailers evidence to focus their marketing efforts more closely on this profitable consumer group. In addition, although mothers and daughters experience role changes throughout their life stage development processes, the results exemplify that mothers and daughters continue to rely on each others’ influences.

Limitations

Several limitations exist concerning the current study. First, the individuals participating in the study represent a convenience sample in which participants were recruited from classes at Ohio University. Study outcomes will be useful for designing larger, representative studies and to aiding retailers and marketers in understanding fashion influences between mothers and daughters in a wider variety of market segments. By surveying this population of late adolescent/early adult woman and their mothers, the identification of themes and concepts specific to an array of women were generated; however, results are not generalizable. Second, the survey instrument required self-
reporting, which relies on the subjects’ abilities to respond honestly. Therefore, the accuracy of the information provided by subjects with respect to their relationships with family members and fashion behaviors is assumed, but may not be accurate. Third, some participants may have been more willing to participate and elaborate in the qualitative research questions than others, thus accounting for variability in the type and quality of participant responses. The mother/daughter pairs varied in their level of viable information reported on the surveys with respect to the influence that they have on each others’ consumer behaviors; some responses were much more in-depth than others. To address the hierarchal nature of the mother-daughter relationship in which daughters and their mothers may be inhibited to speak openly about their relationships when together, individual surveys were given to daughters and mothers separately. Nevertheless, participants might not have accurately reported the nature of their relationships.

Suggestions for Future Research

This study provides exciting insight into the relationship of mothers and daughters specifically with respect to the way they influence one another’s fashion choices. In addition, new questions for future research have emerged. Future research should use different age groups, expand the age groups selected, and seek subjects with more diverse racial, socioeconomic, and ethnic backgrounds than this study to further explore mother/daughter fashion influences. Furthermore, future research could study when fashion leaders seek information and from whom during the time frame of adoption of new fashions.
The findings that fashion leaders with do seek more information more than women with low levels fashion leadership presents opportunities for future research. An exploration of how mothers and daughters encourage fashion leadership behaviors is suggested. Also, future studies could build on this study by providing more in-depth qualitative data through case studies and observations. The population sample should contain a wider range of different ethnicities to observe whether culture plays a factor in fashion influence and shopping behavior.

Little attention has been given to the way fashion leaders, fashion opinion leaders, and people with high levels of fashion orientation seek information. As a result, this topic is suggested for interesting future research.
References


*Multichannel News.* Retrieved November 27, 2009, from

http://www.multichannel.com/article/118102-Get_to_Know_Gen_X


I am exploring the fashion influences between mothers and daughters. Please take a few minutes to complete the survey. Participation in this survey is completely voluntary. You must be at least 18 years of age to participate. The data you provide is confidential and will be used for the master’s thesis of Jessica Kestler, graduate student in the Apparel, Textiles and Merchandising program at Ohio University.

To achieve the purpose of this study, please ask your mother to complete the YELLOW survey that accompanies your PINK survey (this survey). A stamped envelope for you to address to your mother as well as a self addressed, stamped return envelope are provided. Your survey has been coded to pair with your mother’s survey for research and statistical purposes. Your names have not been recorded, so your survey responses are completely anonymous.

For this study, the mother-daughter pairs should be engaged in an active mother/daughter relationship. Participants are not limited to biological relationships; step mothers and adopted daughters are included in my definition of mother/daughter pairs. Women in all types of active mother/daughter relationships are encouraged to participate.
Please return this completed survey to Dr. Paulins on or before March 12, 2009. You may return this survey in class or to Grover W324.

If you have any questions, please contact:

Project coordinator: Jessica Kestler, graduate student  513.317.7192
Graduate Advisor and Project Instructor: Dr. V. Ann Paulins  740.593.2880

If you have any questions regarding your rights as a research participant, please contact Jo Ellen Sherow, Director of Research Compliance, Ohio University, (740) 593-0664.

Thank you in advance for participating in my thesis research study!

Jessica Kestler
Directions: Please answer ALL questions on the survey by either selecting the most appropriate response or writing your written response in the space provided.

First, please provide some demographic information about yourself.

1. What is your age?  18  19  20  21  22  23  Other

2. Please confirm that you are a daughter of a mother who is being requested to complete the survey.
   Yes  /  No

3. What ethnicity are you?  

4. How many siblings do you have?  

5. What is your birth order? Born ______ out of ___________

6. On a scale of 1-10 how close of a relationship do you have with your mother?
   (1= not at all close, 10= extremely close)
   1  2  3  4  5  6  7  8  9  10
7. How influential are you in your mother’s fashion choices?

(1=not at all influential, 10= extremely influential)

8. How influential is your mother in your fashion choices?

(1=not at all influential, 10= extremely influential)

For questions 7-11, decide to an extent which answer correctly reflects you best and circle the correct letter below the question. There are no right or wrong answers. Just be truthful about your personal beliefs.

9. In general, would you say you buy your own clothing fashions earlier in the season, about the same time, or later in the season than most other women?

   a. Earlier in the season than most other women
   b. About the same time as most other women
   c. Later in the season than most other women
10. Would you say you give very little information, an average amount of information, or a great deal of information about new clothing fashions to your friends?
   a. I give very little information to my friends
   b. I give an average amount of information to my friends
   c. I give a great deal of information to my friends

11. In general, would you say you are less interested, about as interested, or more interested, in clothing fashions than most other women?
   a. Less interested than most other women
   b. About as interested as most other women
   c. More interested as most other women

12. Compared with most other people, are you less likely, about as likely, or more likely to be asked for advice about new clothing fashions?
   a. Less likely to be asked than most other women
   b. About as likely to be asked as most other women
   c. More likely to be asked than most of other women

13. Which one of the statements below best describes your reaction to changing fashions in clothing?
   (Even though there may be no statement listed which exactly describes how you feel, make the best choice you can from the answers listed.)
a. I read the fashion news regularly and try to keep my wardrobe up to date with the fashion trends.

b. I keep up to date on all the fashion changes although I don’t always attempt to dress according to those changes.

c. I check to see what is currently fashionable only when I need to buy some new clothes

d. I don’t pay much attention to fashion trends unless a major change takes place.

e. I am not at all interested in fashion trends.

For the following questions decide to the extent to which you personally disagree or agree with each statement and circle the answer below each question. There are no right or wrong answers. Just be truthful about your personal beliefs.

14. I am aware of fashion trends and want to be one of the first to try them.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Mostly Disagree</th>
<th>Neither Agree</th>
<th>Mostly Agree</th>
<th>Strongly Agree</th>
<th>Or Disagree</th>
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15. I am the first to try new fashions; therefore, many people regard me as being a fashion leader.

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<th>Mostly</th>
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<td>Agree</td>
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</table>

Or Disagree

16. It is important for me to be a fashion leader.

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<th>Strongly</th>
<th>Mostly</th>
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<th>Mostly</th>
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<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
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</table>

Or Disagree

17. I am confident in my ability to recognize fashion trends.

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<th>Strongly</th>
<th>Mostly</th>
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<th>Mostly</th>
<th>Strongly</th>
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<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
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Or Disagree

18. Clothes are one of the most important ways I have of expressing my individuality.

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<th>Strongly</th>
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<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
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<td>Agree</td>
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</tbody>
</table>

Or Disagree
19. I spend a lot of time on fashion-related activities.

<table>
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<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
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<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
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<td>Agree</td>
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</table>

Or Disagree

20. I usually have one or more outfits of the very latest style.

<table>
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<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
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<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
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Or Disagree

21. An important part of my life and activities is dressing smartly.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
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<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree</td>
<td>Agree</td>
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</tbody>
</table>

Or Disagree

22. I like to shop for clothes.
23. I like to think I’m a bit of a swinger on my clothing selection choices.

Strongly  Mostly  Neither  Mostly  Strongly
Disagree  Disagree  Agree  Agree  Agree
Or Disagree

24. For my fashion needs, I am increasingly shopping at boutiques or fashion specialty stores rather than department stores.

Strongly  Mostly  Neither  Mostly  Strongly
Disagree  Disagree  Agree  Agree  Agree
Or Disagree
25. When I must choose between the two, I usually dress for fashion, not comfort.

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<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
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<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
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</table>

Or Disagree

26. My mother often asks my advice about clothing fashions.

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<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
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<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
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</table>

Or Disagree

27. I sometimes influence the types of clothes my mother buys.

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<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
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<tbody>
<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree</td>
<td>Agreement</td>
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</tbody>
</table>

Or Disagree

28. My mother comes to me more often than I go to her for information about clothes.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
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</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree</td>
<td>Agreement</td>
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</tbody>
</table>

Or Disagree
29. I feel that I am generally regarded by my mother as a good source of advice about clothing fashions.

   Strongly   Mostly   Neither   Mostly   Strongly
   Disagree  Disagree  Agree     Agree   Agree
   Or Disagree

30. More than once, I have told my mother about some clothing fashion in the last six months.

   Strongly   Mostly   Neither   Mostly   Strongly
   Disagree  Disagree  Agree     Agree   Agree
   Or Disagree

31. I often seek out the advice of my mother regarding which clothes I buy.

   Strongly   Mostly   Neither   Mostly   Strongly
   Disagree  Disagree  Agree     Agree   Agree
   Or Disagree

32. I spend a lot of time talking with my mother about clothing fashions.
33. My mother usually gives me good advice on what brands of clothes to buy.

Or Disagree

34. Do you feel you influence your mother’s style, or buying decisions?

If so, how?
35. Do you like your mother’s taste in style?
   Why or why not?

36. How receptive is your mother to fashion advice you give?
   If so, give an example of when she was receptive?

37. How receptive are you to advice from your mother?
   If so, give an example of when you were receptive?

38. Do you like to shop at the same stores as your mother?
   If so, what are they? How often?
39. Do you and your mother ever shop together?

Describe a typical shopping item that you and your mother share.

40. Do you ever trade clothes with your mother?

Never  Seldom  Occasionally  Often

Please comment on the way you trade clothes with your mother. (ie: certain types of clothes, how often, for what occasion, etc.)
APPENDIX B: SURVEYS FOR THE MOTHER PARTICIPANTS: SURVEY EXPLORING INTERGENERATIONAL FASHION INFLUENCES

I am exploring the fashion influences between mothers and daughters. Your daughter, a student at Ohio University, has been asked to engage you in this survey. Your survey has been coded to pair with your daughter’s survey for research and statistical purposes. Your names have not been recorded, so your survey responses are completely anonymous. Please take a few minutes to complete the survey. Participation in this survey is completely voluntary. You must be at least 18 years of age to participate. The data you provide is confidential and will be used for the master’s thesis of Jessica Kestler, graduate student in the Apparel, Textiles and Merchandising program at Ohio University.

For this study, the mother-daughter pairs should be engaged in an active mother/daughter relationship. Participants are not limited to biological relationships; step mothers and mothers with an adopted daughter are included in my definition of mother/daughter pairs. Women in all types of active mother/daughter relationships are encouraged to participate.
Please complete this survey and return it in the self addressed stamped envelope by mail. I request that the surveys be postmarked by March 9, 2009.

The return address is:

Jessica Kestler, graduate student
Grover Center W324
Ohio University
Athens, Ohio 45701

If you have any questions, please contact:

Project coordinator: Jessica Kestler, graduate student 513.317.7192
Graduate Advisor and Project Instructor: Dr. V. Ann Paulins 740.593.2880

If you have any questions regarding your rights as a research participant, please contact Jo Ellen Sherow, Director of Research Compliance, Ohio University, (740) 593-0664.

Thank you in advance for participating in my thesis research study!

Jessica Kestler
Directions: Please answer ALL questions on the survey by either selecting the most appropriate response or writing your written response in the space provided.

First, please provide some demographic information about yourself.

1. Please circle the age category that best describes you?
   
   Under 30  31-40  41-50  51-60  Over 60

2. Please confirm that you are the mother of a daughter also completing this survey. Please circle.
   
   Yes / No

3. What ethnicity are you?
   
   ________________________________

4. Household Income Range?  Under $40K  $40-$75  $75-$125  Above $125

5. On a scale of 1-10 how close of a relationship do you have with your daughter?
   
   (1=not at all close, 10=extremely close)
   
   1  2  3  4  5  6  7  8  9  10
6. How influential are you in your daughter’s fashion choices?
(1=not at all influential, 10= extremely influential)

7. How influential is your daughter in your fashion choices?
(1=not at all influential, 10= extremely influential)

For questions 6-10, decide to an extent which answer correctly reflects you best and circle the correct letter below the question. There are no right or wrong answers. Just be truthful about your personal beliefs.

8. In general, would you say you buy your own clothing fashions earlier in the season, about the same time, or later in the season than most other women?
   a. Earlier in the season than most other women
   b. About the same time as most other women
   c. Later in the season than most other women
9. Would you say you give very little information, an average amount of information, or a great deal of information about new clothing fashions to your friends?

a. I give very little information to my friends
b. I give an average amount of information to my friends
c. I give a great deal of information to my friends

10. In general, would you say you are less interested, about as interested, or more interested, in clothing fashions than most other women?

d. Less interested than most other women
e. About as interested as most other women
f. More interested as most other women

11. Compared with most other people, are you less likely, about as likely, or more likely to be asked for advice about new clothing fashions?

a. Less likely to be asked than most other women
b. About as likely to be asked as most other women
c. More likely to be asked than most of other women
12. Which one of the statements below best describes your reaction to changing fashions in clothing?

*Even though there may be no statement listed which exactly describes how you feel, make the best choice you can from the answers listed.*

a. I read the fashion news regularly and try to keep my wardrobe up to date with the fashion trends.

b. I keep up to date on all the fashion changes although I don’t always attempt to dress according to those changes.

c. I check to see what is currently fashionable only when I need to buy some new clothes.

d. I don’t pay much attention to fashion trends unless a major change takes place.

e. I am not at all interested in fashion trends.

For the following questions decide to the extent to which you personally disagree or agree with each statement and circle the answer below each question. There are no right or wrong answers. Just be truthful about your personal beliefs.
13. I am aware of fashion trends and want to be one of the first to try them.

Strongly   Mostly   Neither   Mostly   Strongly

Disagree   Disagree   Agree   Agree   Agree

Or Disagree

14. I am the first to try new fashions; therefore, many people regard me as being a fashion leader.

Strongly   Mostly   Neither   Mostly   Strongly

Disagree   Disagree   Agree   Agree   Agree

Or Disagree

15. It is important for me to be a fashion leader.

Strongly   Mostly   Neither   Mostly   Strongly

Disagree   Disagree   Agree   Agree   Agree

Or Disagree

16. I am confident in my ability to recognize fashion trends.

Strongly   Mostly   Neither   Mostly   Strongly

Disagree   Disagree   Agree   Agree   Agree

Or Disagree
17. Clothes are one of the most important ways I have of expressing my individuality.

Strongly | Mostly | Neither | Mostly | Strongly
Disagree | Disagree | Agree | Agree | Or Disagree

18. I spend a lot of time on fashion-related activities.

Strongly | Mostly | Neither | Mostly | Strongly
Disagree | Disagree | Agree | Agree | Or Disagree

19. I usually have one or more outfits of the very latest style.

Strongly | Mostly | Neither | Mostly | Strongly
Disagree | Disagree | Agree | Agree | Or Disagree
20. An important part of my life and activities is dressing smartly.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree</td>
<td>Agree</td>
</tr>
</tbody>
</table>

Or Disagree

21. I like to shop for clothes.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree</td>
<td>Agree</td>
</tr>
</tbody>
</table>

Or Disagree

22. I like to think I’m a bit of a swinger on my clothing selection choices.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree</td>
<td>Agree</td>
</tr>
</tbody>
</table>

Or Disagree

23. For my fashion needs, I am increasingly shopping at boutiques or fashion specialty stores rather than department stores.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree</td>
<td>Agree</td>
</tr>
</tbody>
</table>

Or Disagree
24. When I must choose between the two, I usually dress for fashion, not comfort.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree</td>
<td>Agree</td>
</tr>
<tr>
<td>Or Disagree</td>
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</tr>
</tbody>
</table>

25. My daughter often asks my advice about clothing fashions.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree</td>
<td>Agree</td>
</tr>
<tr>
<td>Or Disagree</td>
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</tbody>
</table>

26. I sometimes influence the types of clothes my daughter buys.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree</td>
<td>Agree</td>
</tr>
<tr>
<td>Or Disagree</td>
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</tbody>
</table>
27. My daughter comes to me more often than I go to her for information about clothes.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree</td>
<td>Agree</td>
</tr>
</tbody>
</table>

Or Disagree

28. I feel that I am generally regarded by my daughter as a good source of advice about clothing fashions.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree</td>
<td>Agree</td>
</tr>
</tbody>
</table>

Or Disagree

29. More than once, I have told my daughter about some clothing fashion in the last six months.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree</td>
<td>Agree</td>
</tr>
</tbody>
</table>

Or Disagree
30. I often seek out the advice from my daughter regarding which clothes I buy.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree</td>
<td>Agree</td>
</tr>
<tr>
<td>Or Disagree</td>
<td></td>
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</tr>
</tbody>
</table>

31. I spend a lot of time talking with my daughter about clothing fashions.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree</td>
<td>Agree</td>
</tr>
<tr>
<td>Or Disagree</td>
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</tbody>
</table>

32. My daughter usually gives me good advice on what brands of clothes to buy.

<table>
<thead>
<tr>
<th>Strongly</th>
<th>Mostly</th>
<th>Neither</th>
<th>Mostly</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
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</tr>
<tr>
<td>Or Disagree</td>
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</table>
Please take a few moments to respond to the following questions. Please feel free to elaborate on each question, and offer any explanations you wish. As the mother please respond in terms of the daughter who has provided this survey.

33. Do you feel you influence your daughter’s style, or buying decisions?
   If so, how?

34. Do you like your daughter’s taste in style?
   Why or why not?

35. How receptive is your daughter to fashion advice you give?
   If so, can you give an example of when she was receptive?
36. How receptive are you to advice from your daughter?

If so, can you give an example of when you were receptive?

37. Do you like to shop at the same stores as your daughter?

If so, what are they? How often?
38. Do you and your daughter ever shop together?

Describe a typical shopping item that you and your daughter share.

39. Do you ever trade clothes with your daughter?

<table>
<thead>
<tr>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
</tr>
<tr>
<td>Seldom</td>
</tr>
<tr>
<td>Occasionally</td>
</tr>
<tr>
<td>Often</td>
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</tbody>
</table>

Please comment on the way you trade clothes with your daughter (ie: certain types of clothes, how often, for what occasion, etc.)