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AN INVESTIGATION OF THE INFLUENCE TEEN-AGE
DAUGHTERS HAVE ON THE PURCHASING OF
HOME FURNISHINGS BY THEIR PARENTS

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PREFACE

The influence of the teen-age population upon the furnishings market is increasing. The exact nature of this influence has not yet been identified. Teen-agers are known to have a considerable amount of influence in terms of dollars and cents. This influence generally has been focused, however, upon goods the teen-ager can consume directly. What then is the nature of the influence teen-agers have on the purchase of an item not designed especially for their consumption? It is hoped the results of this study will be helpful in increasing understandings about the role teen-agers play in the purchase of home furnishing items.

Explorations of this kind involve the skill, energy and dedication of many people. The writer wishes to express her sincere appreciation to Dr. Maie Nygren, Professor and Head of Housing and Interior Design, for her competent guidance, cooperation, helpful suggestions, and inspiration in bringing this study to completion. Indebtedness is also acknowledged to Mrs. F. C. Salmon, Associate Professor in Housing and Interior Design, and Miss Leevera Pepin, Assistant Professor in Housing and Interior Design, for their contributions as members of the advisory committee. The writer also acknowledges indebtedness to Dr. Carl E. Marshall, Professor of Statistics and Director of the Statistics Laboratory, for his help in drawing the sample; to Mr. Edgar Butler, Programmer, and other staff of the Computing Center for

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CHAPTER I

INTRODUCTION

Between 1942 and 1946, over 15 million babies were born in the United States. Today, these World War II "children" range in ages from 18 to 22 and will, very soon, constitute an entirely new generation of consumers. Because of their number, they are becoming an increasing concern of the manufacturing and merchandising industries. In a recent article, Ludwig states, "The accent is on youth...that younger generation which by 1970 is expected to total half the population of the nation."¹

Manufacturers are catering to the varied needs and interests of young people. It is the contention of the furnishing manufacturers that the youth of today approach the job of living with skill and courage and with far greater knowledge of home furnishings design than did their mothers or grandmothers, who more or less followed the "Joneses." The young homemakers of today are individualists, socially inclined and comfort-minded. As far as they are concerned, casualness, comfort, and elegance can be combined.²

¹Amber C. Ludwig, "Furniture Manufacturers Cater to Youthful Market," What's New in Home Economics, XXIX (March, 1965), p. 13.

²Ibid.

Furniture buying is not an impulsive act. It is a type of purchase that requires and receives much thought and reflection, and a very considerable amount of emotional and intellectual energy and involvement. Almost invariably, it includes thinking about the purchase for some time, looking at furniture items illustrated in advertisements and displayed in store windows, and seeking advice and counsel.

In some sense this process occurs at all stages of the life cycle; that is to say, furniture is a vital concern of families and most give it some thought from time to time. However, it is a concern much more at specific times in the life cycle than at other times. These periods of concern for furniture are generally associated with some change in a family's life situation. Two specific periods stand out. The first is during the early years of marriage, when a couple must acquire enough furniture to satisfy its basic living needs. The second is when children have reached the "teen" years or have left home to establish households of their own. The goals a family establishes for furnishing the home during each of these two periods may be quite different.

Whereas a young family may place relatively greater emphasis on sensibility and practicality than on style and beauty in the majority of its furniture purchases, at later periods in the life cycle, attractiveness and reflection of good taste become relatively more important when teen-agers within a family begin to feel that attractive homes must be provided by parents in order that they, the teen-agers (particularly daughters) will have an appropriate setting for dating and social activities. At this time, the furniture must speak well of the family's social and economic status, however, it must not be

frighteningly impressive.³

Among working class families, the items of furniture purchased in the first stage of the life cycle are not replaced by new furnishings generally until sons and daughters have reached adulthood and left home. The parents have more money available then, for furniture, since less is going toward feeding and clothing the children. They also can be more certain that the furniture will receive good treatment. Thus, they can more freely indulge their taste for more attractive and expensive furnishings.

Teen-agers today have greater opportunity through television to be aware of furnishings and interiors. Statistics show that teen-agers will "pocket" nine billion dollars a year in allowances, gifts, and incomes from jobs. Nearly five million teen-agers have part-time jobs after school or on Saturdays, working in local shops, supermarkets and service stations, baby sitting, and doing odd jobs around their homes.⁴

The nine billion dollars in teen-age hands is only the first reason why advertisers are directing sales pressure to this group. A second reason is that a rapidly increasing number of teen-agers become brides and grooms before the age of twenty; and a third reason is that a teen-ager has, in this day and age, a considerable emotional lever with which to influence family spending.

³Martin M. Grossack, Understanding Consumer Behavior (Boston, 1964), p. 287-290.

⁴"Teen-Age Consumers," Consumer Reports, XXII (March, 1957), p. 139.

The emotional lever stems from the teen-ager's parents having been "Children of the Depression." Paolucci and Thal point out that present-day parents of teen-agers "were youngsters who lived through-- and fought--"World War II."⁵ Their "growing-up" years were anything but affluent. Because youthful consumers had very little money to spend, marketing analysts did not concern themselves with the young. Later, during World War II, there was not much to buy in the way of consumer goods because the government curtailed manufacture of goods for civilian use.⁶

Since most teen-agers do not maintain homes and families, the bulk of their money goes toward the purchase of non-essential merchandise ranging from used-cars to record players. Besides buying for themselves directly, teen-agers also influence family buying decisions--though no one has yet devised a measure for the weight of their influence. Many a parent, however, can attest to the buying pressures stimulated by a few well-aimed kicks at the tires of the family car and a few well-phrased gripes about "that ole crate." According to a report in Newsweek magazine, Ford Motor Company has found that families with teen-agers buy more cars than do those without.⁷

Many industries can testify to the benefits gained from adhering to the teen-age market. The record business, for example, has "hit

⁵Beatrice Paolucci and Helen Thal, Youth and Money (Washington, D.C., 1964), p. 7.

⁶Ibid.

⁷"The Dreamy Teen-Age Market," Newsweek, I (September 16, 1957), p. 94.

the top" in sales, largely because of this market. The expenditures by teen-agers for records have contributed substantially to the profits enjoyed not only by major record making companies, but also by many small independent producers of records.⁸

The apparel industry has been another beneficiary of young consumers. Surveys made for Seventeen magazine by the Gilbert Youth Research Company in 1956, indicated that 272,000 college freshman girls, spent roughly \$115 million on clothing and equipment. In 1957, the back-to-school population of three and one-half million high school girls spent nearly \$186 each on a school wardrobe, a total of \$627 million for the nation.⁹

Industries less directly dependent on the youth market have capitalized on it, also. Gilbert tells of manufacturers such as Royal McBee Corporation producing a complete line of portable typewriters in accordance with teen-agers' wants; of Hires Root Beer, spending some three million dollars in promoting its products to this group; and of appliance manufacturers such as General Electric Company having kept a sharp eye on teen-agers as a preliminary step to the designing of portable radios. Companies such as Chanel prepare special advertisements aimed at the young glamor girl.¹⁰

The fact that girls are becoming engaged at an earlier age has

⁸"Smaller Record Firms Spin to Success," Business Week, (September 7, 1957), p. 54.

⁹"Consumers at the Most Critical Age," Business Week, (October 26, 1957), p. 86.

¹⁰Ibid.

lured many manufacturers of household products and accessory items into designing and producing items for the teen-age market. In 1955, the median age for a bride at her first marriage was 20.3 which means that a large proportion of the brides were in their teens. Hence, magazines such as Seventeen claim to be an important media for displaying silverware, chinaware, hope-chests, linens, blankets and other household items.

Statement of the Problem

A number of studies have investigated consumer purchases but very little information is available concerning consumer purchases of home furnishings and particularly in regard to what role teen-agers have in the purchase of furnishings. This study is an investigation of teen-ager's influences on the purchasing of furnishings by their parents.

Purpose

The major purpose of the study is to ascertain if teen-agers influence their parents' purchasing behavior in relation to home furnishings.

A secondary purpose, if influence is established, is to ascertain if influence exerted by teen-agers varies according to the socio-economic status and rural or urban location of the parents.

Assumptions

The assumption is that any influence exerted on the purchasing of

home furnishings by teen-agers can be ascertained and that factors related to this influence can be identified.

Hypothesis

The influence teen-agers have on the purchase of home furnishings by their parents varies according to socio-economic status or rural-urban location of the parents.

Description of Variables

Antecedent Variable

The antecedent variables in this study are the "teen" age and female sex of one or more children in the family. For the purpose of this study, teen-age is defined as any age between and including the thirteenth and nineteenth birthdays. The teen-age daughter was chosen for study because: (1) it is in this age-span that a family experiences various changes which often force it into making furniture choices; (2) girls more than boys, by virtue of their sex roles, are interested in the furnishings of a home; and (3) limitations of time and finances made it impossible to study a wider range or both sex groups.

Independent Variables

The major independent variables are socio-economic status and rural or urban location of the household head. Socio-economic status was based on the occupation and income of the household head.

Occupations of household heads were classified as follows:

(1) laborers, (2) farm laborers and foremen, (3) service workers,

except private household, (4) private household workers, (5) operatives and kindred workers, not elsewhere classified, (6) operatives and kindred workers, (7) craftsmen, foremen, and kindred workers, (8) sales workers, (9) clerical and kindred workers, (10) managers, officials, and proprietors, except farm, (11) farmers and farm managers, and (12) professional technical, and kindred workers.¹¹

Each household head was given a score to represent his occupational classification. The scores ranged from one through twelve; with one representing a laborer and twelve representing a professional person.

A score of one, two, three, or four was also assigned each household head according to his income. Household heads whose incomes were less than \$3,000 per year, received a score of one; incomes \$3,000 to \$6,000 per year, received a score of two; \$6,000 to \$9,000 per year, received a score of three; and those incomes of \$9,000 or over, per year, received a four.

The occupation and income scores were totaled in determining the socio-economic status classification for each household head. Total scores ranging between thirteen and sixteen were considered of high socio-economic status; and total scores under thirteen were designated as low socio-economic status.

Rural location of the parents was defined as residence on a farm, or in a small community having a population of 2,500 to 10,000 population. Urban location was defined as residence in a community with a

¹¹Albert J. Reiss, Occupations and Social Status, (New York, 1961), p. 263-275.

population of 10,000 or more.

Dependent Variable

The dependent variable for the study is the influence or non-influence exerted by one or more teen-age daughters on the purchases of home furnishings by their parents.

The dimensions of influence were considered to be one or more behaviors in relation to the purchase of twenty-five selected items of home furnishings. The behaviors were defined as:

- a. hinting for
- b. suggesting the family buy
- c. verbally expressing a desire for
- d. pointing out illustrations of
- e. specifically asking for
- f. helping in planning to buy
- g. helping earn money to buy
- h. eventually buying
- i. helping select an item according to one or more of the following factors:
 - (1) cost
 - (2) color
 - (3) style
 - (4) construction material
 - (5) size and
 - (6) appearance

CHAPTER II

REVIEW OF LITERATURE

A growing factor in the present-day American economy is the influence exerted by teen-age consumers, both as earners and spenders. The teen-age market has become so important that many research organizations are devoting much time, money and effort in attempting to aid manufacturers, merchants and service concerns choose marketable items which will be profitable as well as suitable for such a rapidly expanding consumer group. Teen-agers, as consumers, represent a substantial market and the patterns of consumption now being established by them will carry over into their adult behavior.

"Teen-agers offer the advertiser a market that grows larger in size and purchasing power every day,"¹ says a representative of the Bureau of Advertising of the American Newspaper Publishers Association. The importance of the teen-age market in the economy of the United States has grown steadily, especially since the end of World War II. Teen-agers make purchases not only for themselves but also for other members of the family; furthermore, their needs and desires influence patterns of family spending.

Surveys of the teen-age population report wide variances in the

¹"Teen-Age Consumers," Consumer Reports, XXIII (March, 1957), p. 139.

amount of buying power in the control of youth. Furthermore, the influence of teen-agers on purchases made by the family, cannot be measured accurately.

A report in the September 16, 1957, issue of Newsweek, stated there were at that time, 17.2 million citizens in the United States between the ages of twelve and twenty, who had more than nine billion dollars a year to spend. Some 800,000 of these teen-agers had had steady, year-around jobs and more than four-and-one-half million had earned money at odd jobs or part-time work throughout the year.²

During that same year, Davis estimated that these, "new consumers" or "consumer-trainees," as they were called in marketing literature, numbered twenty-two-and-a-half million. "The teen-ager in society today may be unaware of it," Davis said, "but he is regarded as a vital force in the consumer market of the Sixties."³

In 1961, the National Consumer Finance Association, estimated that, "the youth market consists of sixteen million junior and senior high school boys and girls who control six billion dollars annual spendable income of their own."⁴ In 1963, Paolucci and Thal reported the discretionary buying power of 22.5 million teen-agers totaled eleven billion dollars. They estimated that the individual teen-ager has a national average income, including earnings and allowances of

²"The Dreamy Teen-Age Market," Newsweek, L (September 16, 1957), p. 94.

³J. S. Davis, "The Coming Boom in the Teen-Age Market," Management Review, XLVI (August, 1957), p. 6.

⁴Finance Facts (Washington, D. C., 1960), p. 1.

\$489 annually, or about \$9.45 per week.⁵

Oppenheim's survey in 1961 revealed that junior high school girls spent an average of \$3.94 per week, or \$204.88 per year, on themselves. About one-half of these girls also spent an average of \$2.20 per week, or \$114.40 per year, on purchases for the family, making a total average of approximately \$319 per year. This figure did not include purchases made as a result of the indirect influence exerted by teen-age girls.⁶

A study by the National Education Association disclosed that the weekly spending of teen-age girls varied widely within each grade level, ranging from thirty cents to \$8.50 for girls in the seventh grade and from \$1.65 to \$19.50 for those in the twelfth grade.⁷

A 1962 nation-wide survey conducted by Scholastic magazine revealed that during the previous fifteen year period the "pocket" money of junior and senior high school students had increased a startling three hundred per cent, from \$2.50 to \$10.00 weekly.⁸ A 1964 city-wide consumer market survey of over three thousand high school students in Roanoke, Virginia, disclosed that approximately

⁵Beatrice Paolucci and Helen Thal, Youth and Money, (Washington, D. C., 1964), p. 7-8.

⁶Irene G. Oppenheim, "A Study of the Consumer Role of a Sample of Young Adolescent Girls in Grades Seven, Eight and Nine in Irvington, New Jersey." (Ph.D. dissertation, New York University, 1961), pp. 313-314.

⁷Teen-Agers and Their Money (Washington, D. C., 1961), p. 3.

⁸Helen M. Thal, (ed.), Topics, (New York, 1964), p. 4.

one-half of the teen-agers had between two and five dollars to spend each week; another twenty per cent had from six to thirteen dollars.⁹

In regard to the indirect influence of teen-agers on their parents' consumer behavior, Eugene Gilbert, Director of Gilbert Youth Research, an organized marketing service for advertisers, was reported in Consumer Reports as having said:

"An advertiser can generally count on the parent to finally succumb to the purchase of the product. Youth are graced with unparalleled resiliency and buoyancy, and parents generally have little resistance or protection against the youth's bombardments. Thus, with parents rendered helpless, it becomes evident that youth is the market to reach."¹⁰

Cateora, a noted researcher associated with the Bureau of Business Research, says:

"The teen-ager requires major portions of the typical family's income for food, clothing, medical care and--depending upon the extent of indulgence by the family--second telephones, television sets, automobiles, and a host of other purchases. Basically, the family with one or more teen-agers to feed, clothe, educate, and entertain must switch spending, away from what adult members may want to the needs and demands of the younger members of the family."¹¹

A variety of sources for the money income of the teen-ager have been reported. A regular allowance is the major source of income, but some teen-agers ask their parents for money as they need it; some earn all the money they require, while others supplement allowances with part-time earnings.

⁹Ibid., p. 6.

¹⁰"Teen-Age Consumers," Consumer Reports, XXII (March, 1957), p. 141.

¹¹Philip R. Cateora, An Analysis of the Teen-Age Market, (Austin, 1963), p. 16.

A South Carolina poll of twelve thousand teen-agers in grades seven, nine, and twelve revealed that over one-half of the respondents received money from their parents with no work required. In addition, from twenty-two to fifty per cent at each grade level received money from their parents for work done at home. From thirty to fifty-five per cent of the boys, and fifteen to thirty per cent of girls earned money in jobs outside the home.¹²

How teen-agers spend the money which is at their disposal gives additional insights regarding the influences teen-agers have on the production of consumable items, on the expenditures of family incomes, and on the economy of the United States.

In 1959, Life magazine reported that, of ten billion dollars spent by teen-agers each year, thirty-eight per cent was spent for miscellaneous items including transportation, grooming, books, newspapers, magazines, and school supplies; twenty-two per cent was spent on food, sixteen per cent on entertainment, fifteen per cent on clothing and nine per cent on sports. Other facts reported about the flourishing market were: teen-agers eat twenty per cent more food than adults. They drink three-and-one-half billion quarts of milk every year, almost four times as much as is drunk by the infant population under one and they are a major consumer of ice cream. In satisfying their desire to be beautiful and well-groomed, teen-agers spent twenty million dollars on lipstick in 1958, twenty-five million dollars on

¹²Kathryn Summers and David A. Grover, "The Adolescent as a Consumer: Facts and Implications," Marriage and Family Living, XXV (August, 1963), pp. 359-364.

deodorants, and nine million dollars on home permanents. In addition to this, they spent more than one-and-one-half billion dollars a year for entertainment and about seventy-five million dollars on hi-fi records. Because more teen-agers were marrying, silverware and major items of furniture were becoming items which teen-agers buy.¹³

The report of a survey conducted in 1957 by Seventeen magazine strikingly demonstrated that a high percentage of girls were choosing major home furnishings. More than fifty per cent of the teen-age girls interviewed, whose rooms had been recently decorated, said they had selected the color for their bedrooms.

The survey cited above also indicated that a high percentage of clocks, dressers, vanities, tables, chairs and carpets had been purchased by the teen-age girls for their bedrooms. The study further showed that the teen-age girl was well aware of the availability of goods other than personal accessories; that she was able to voice her opinion about selection; and that her opinion was followed a good percentage of the time.¹⁴

Johannis, reporting a study conducted in 1953 among 1027 high school sophomores living in Tampa, Florida, said that both teen-age sons and daughters appeared more prone to participate in the purchasing of items for their own individual use, such as clothes or grocery items. In the purchase of large items, and those which are considered relatively permanent in nature, such as cars, furniture

¹³"New \$10 Billion Power: The United States Teen-Age Consumer," Life, XLVII (August 31, 1959), pp. 78-85.

¹⁴Ibid.

and household equipment, teen-agers were found to play minor roles.¹⁵

As viewed by Paolucci and Thal, the family of the teen-ager of today is one in which:

"...two money worlds exist...mother and father whose life experiences stretch from the Depression to the Affluent Sixties, and sons and daughters whose environment has been characterized by abundance. The middle and upper class youth can scarcely understand the limited money world his parents knew as teen-agers."¹⁶

Paolucci and Thal point out, moreover, that teen-agers were not a concern of the producing and marketing industries when the mothers and fathers of contemporary teen-agers were themselves in their "teens." It is difficult, therefore, for many of these parents to recognize that the teen-ager of today is a focus of production and marketing enterprises.

A researcher of youth as consumers who was quoted by the Wall Street Journal also perceives a difference between adults and teen-agers. According to him,

"What the adult considers a luxury, the young people consider a necessity to keep pace with today's living; furniture, a new piano, a hi-fi set, and automobile fall into this classification."¹⁷

Riesman says,

"...there is no fast line that separates consumption patterns of the adult world from those of the child, except the consumption objects themselves. The child may consume comics or toys while the adult consumes

¹⁶ Beatrice Paolucci and Helen Thal, Youth and Money, (Washington, D. C., 1964), p. 7-8.

¹⁷ "Teen-Age Customers: Their Dollars, Loyalties, Influence Avidly Sought," Wall Street Journal, (December 6, 1956), p. 11.

editorials and cars; more and more both consume in the same way.¹⁸

It is Riesman's opinion, furthermore, that:

"In the consumers' union of the peer group the child's discipline as a consumer begins today very early in life--and lasts late...today the future occupation of all moppets is to be skilled consumers."¹⁹

Summary

A review of literature indicated that teen-agers, as consumers, represent a substantial market. Because the patterns of consumption now being established by them are expected to carry over into their adult behavior, production and marketing industries are exhibiting an increasing interest in what these patterns are and what they can become. The importance of the teen-age market in the economy of the United States has grown steadily since World War II as the number of teen-agers increased with each succeeding year.

Income at the disposal of teen-agers is reported to be largely discretionary and generally derived from allowances, although it is often supplemented substantially by money received from part-time employment. The major portions of money spent by teen-agers are for personal-grooming, clothing items, and entertainment. However, their expenditures for sports equipment, food, and various other items are also considerable.

The recognition that the teen-ager is a consumer has resulted in

¹⁸David Riesman, The Lonely Crowd (New Haven, 1954), pp. 100-101.

¹⁹Ibid.

producers giving more attention to the production of items for this age group and to the advertisement and promotion of these items directly to the adolescent consumer, even though he may not necessarily be the purchaser.

The dollars which are spent at the discretion of teen-agers are justification enough for immediate market interest. The dollars represented in the influence exerted by teen-agers on the purchase of items not specifically destined for their exclusive use, e.g. furnishings or an automobile, also are worthy of consideration.

CHAPTER III

METHODOLOGY

Development of Instrument and Its Use in Obtaining Data

A questionnaire distributed by mail was the means used for collecting data for the study. A list of questions was compiled before, through-out, and following review of related material. In preparation for the study, the investigator also observed a number of teen-agers. Twenty-five items of home furnishings from all areas of the house and fifteen behaviors were chosen for the subject content of questions. Following a pre-test of the initial instrument, questions were clarified and some were eliminated to make the questionnaire a more appropriate length.

The instrument was mailed to 250 parents of Oklahoma State University freshmen and sophomore women students. One hundred and twenty parents responded to the instrument. Questionnaires returned by twelve of the respondents were eliminated because all or part of the questions had not been answered.

Selection of the Sample

As the study is directed toward the influence of teen-age daughters on the purchase of furnishings by their parents, the investigator surmised that parents of freshmen and sophomore students at the

University level were a logical sample. The names and addresses of all freshmen and sophomore students enrolled at Oklahoma State University during the 1964 fall semester were obtained from the registrar's office. Because of limitations of time, names of students whose parents were not legal residents of Oklahoma were excluded. Each remaining name was assigned a number and a table of random numbers was used in choosing the sample of 250 respondents. A self-addressed envelope was enclosed with each instrument to encourage the respondent to reply.

Treatment of Data

The responses for each respondent were recorded on IBM Data Cards. Socio-economic status and rural or urban location of the parents are the independent variables by which all data were analyzed. Frequency counts and percentages were obtained for each of the dependent variables analyzed according to the two independent variables. The dependent variables were one or more possible "influencing" behaviors in relation to the purchase of a given accessory or furnishing item. (See page 9).

The Chi-square test was used to determine independence or dependence between the independent and dependent variables. Frequencies, percentages, and Chi-square values were obtained on an electronic high speed computer in the Computing Center of Oklahoma State University.

Description of Respondents

The 108 respondents returning questionnaires were parents of

daughters attending Oklahoma State University in the fall semester, 1964. Of the 108 respondents, 35.2 per cent lived in a rural area, 64.8 per cent lived in an urban area; 61.1 per cent were in the high socio-economic status and 38.9 per cent were in the low socio-economic status. The information included in Table I shows the distribution of the respondents by occupation, income of the household head, and housing tenure analyzed according to the independent variables.

TABLE I
DESCRIPTION OF RESPONDENTS ACCORDING
TO THE INDEPENDENT VARIABLES

Characteristic		Socio-Economic Status		Location		Total	
		High	Low	Rural	Urban		
Occupation	Laborers and Unemployed		2.4		1.4	1	
	Farm Laborers and Foreman					0	
	Service Workers (except private household)		2.4		1.4	1	
	Private Household Workers		2.4	2.6		1	
	Operatives and Kindred Workers (N.E.C.)					0	
	Operatives and Kindred Workers		26.2	15.8	7.1	11	
	Craftsmen, Foremen, and Kindred Workers		19.1	2.6	10.0	8	
	Sales Workers		14.29	5.3	10.5	6	
	Clerical and Kindred Workers			16.7	10.5	4.3	7
	Managers, Officials and Proprietors	59.1		26.3	41.4	39	
	Farmers and Farm Managers	10.6	16.7	31.6	2.9	14	
Professional, Technical and Kindred Workers	30.3		5.3	25.7	20		
Income	Less than \$3,000 per year	0.0	7.1	5.3	1.4		
	\$3,000 to \$6,000 per year	1.5	38.1	42.1	1.4		
	\$6,000 to \$9,000 per year	24.2	28.6	26.3	25.7		
	\$9,000 and over	74.2	26.2	26.3	71.4		
Housing Tenure	Own or in Process of Buying	87.9	95.2	81.6	95.7		
	Rent	12.1	4.8	18.4	4.3		

CHAPTER IV

THE FINDINGS

The data for this investigation describe the kinds of influences teen-age daughters exert on the purchasing of home furnishings by their parents. The dimensions of influence were considered to be fifteen different behaviors in relation to the purchase of twenty-five selected items of home furnishings. The items of furnishings were classified by the investigator as "major" or "minor." The "major" classification included furnishings which represented a large monetary investment and which are not often replaced, such as a sofa or dishwasher. Furnishings classified as "minor," such as bedspread, radio, etc., were considered to be "accessory" in nature, more easily replaced, and not requiring a large expenditure of the family income. The findings are presented in two parts: (1) a description of the various behaviors, and (2) differences in behaviors related to the independent variables, socio-economic status and the rural or urban location of the parents.

Description of Behaviors

"Hinting for" either major or minor items of furnishings is not an influence exerted by a great number of teen-age daughters. For only one of the major items, the hi-fidelity set and only two of the minor items, a radio and a portable record player, did more than one-half of

the parents indicate their teen-age daughter(s) had hinted for the item. For three of the major items and four of the minor items from one-third to one-half of the parents acknowledged their daughter(s) had hinted for the items. Data pertaining to the "hinting" behavior and all other influencing behaviors investigated in the study are presented in Table II.

"Suggesting that the family buy" an item of furnishings is not generally an approach used by teen-age girls. For only six of the minor furnishings had been suggested by the teen-age daughter as items to be purchased by from one-third to one-half of the parents. These items were a radio, bedspread, portable record player, desk lamp, stand and/or table lamp and draperies or curtains. Of the major items, a hi-fidelity set and a television set were items "suggested for purchase" by the teen-age daughter(s) of from one-third to approximately one-half of the respondents.

Teen-age daughters often "express verbally a desire for" such minor items as a bedspread, radio, portable record player, desk lamp, and draperies or curtains. More than one-half of the respondents reported their daughter(s) having verbally expressed a desire for all of these items. Of the major items, however, for only one item, the hi-fidelity set, did more than one-half of the parents report their daughter(s) had verbally expressed a desire for that item.

"Pointing out illustrations" of bedspreads and draperies or curtains is a technique frequently employed by teen-age daughters in persuading their parents to buy these items. From one-half to three-fifths of the parents indicated their daughters had pointed out illustrations of a bedspread and draperies or curtains. Between one-

TABLE II

PARENTS REPORTING EVENTUAL PURCHASE OF SELECTED ITEMS OF FURNISHINGS
AND THE INFLUENCING BEHAVIORS OF THEIR TEEN-AGE
DAUGHTERS PRIOR TO PURCHASE

MAJOR FURNISHINGS	Hinted	Suggested	Verbally	Pointed Out	Specifically	Helped in	Helped	Eventually	Helped
	For	Family	Expressed	Illustrations	Asked	Planning	Earn	Bought	Select
	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents
Chest of Drawers	21.2	20.0	30.2	22.8	27.4	25.0	3.6	46.2	30.6
Clothes Washer	12.6	15.1	15.9	9.4	7.1	5.7	1.2	61.5	3.6
Desk	33.7	31.3	41.4	28.2	30.6	23.8	6.0	40.2	21.4
Dinette or Kitchen Table and Chairs	9.2	9.2	12.6	11.6	8.2	14.0	0.0	52.8	17.2
Dishwasher	41.9	31.8	44.0	11.9	19.1	3.6	0.0	30.3	1.2
Dryer	14.4	17.1	18.1	14.7	8.1	6.8	1.1	38.7	6.6
Hi-Fidelity Set	53.3	45.2	61.5	41.2	44.8	24.7	2.4	50.0	21.4
Lounge Chair(s)	12.6	14.8	16.8	18.1	8.1	8.1	0.0	34.1	10.7
Rug (8' x 10' or over)	31.0	29.3	48.3	25.9	20.2	29.2	4.8	63.4	40.2
Sofa	18.8	25.6	19.1	27.0	12.6	20.4	0.0	50.5	24.2
Television Set	38.7	38.1	46.0	26.8	30.1	18.3	1.2	68.8	12.8
Vanity Table	12.1	16.6	14.1	18.2	14.9	9.4	2.4	17.8	13.2
Wardrobe Closet	6.4	8.0	10.9	10.0	4.6	3.4	1.2	8.6	6.6
MINOR FURNISHINGS	Hinted	Suggested	Verbally	Pointed Out	Specifically	Helped in	Helped	Eventually	Helped
	For	Family	Expressed	Illustrations	Asked	Planning	Earn	Bought	Select
	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents
Bedsread	44.2	39.3	64.2	59.6	42.8	50.6	15.5	83.8	60.2
Bookshelves	34.2	27.0	37.4	21.8	25.6	16.2	1.2	34.8	18.6
Coffee Table	8.2	10.2	12.2	15.7	8.0	10.2	1.1	37.0	14.6
Desk Lamp	42.4	43.8	53.8	42.5	50.6	36.8	11.8	65.0	50.0
Draperies or Curtains	44.8	43.7	58.9	54.8	46.0	50.6	10.5	79.1	61.4
Filing Cabinets	3.1	3.4	2.3	2.4	2.4	2.4	1.2	10.3	2.7
Footstool or Ottoman	9.4	11.4	12.6	12.6	9.3	10.3	2.4	31.1	9.0
Pictures or Wall Hangings	28.2	33.0	34.1	31.0	24.7	23.2	8.4	53.2	34.4
Radio	56.2	39.5	68.8	33.3	57.6	25.9	6.2	73.6	28.6
Record Player (Portable)	51.1	44.0	60.0	31.3	48.2	28.1	9.5	62.7	29.1
Side Table(s)	6.4	10.0	10.1	14.6	9.2	13.8	2.3	40.8	17.4
Stand and/or Table Lamp	33.0	35.3	42.5	35.6	33.3	30.2	6.2	54.1	37.4

third to one-half of the parents said their teen-age daughters had pointed out illustrations of a hi-fidelity set and of a desk lamp, a radio, and a stand and/or table lamp.

Generally speaking, teen-age daughters do not "ask specifically" that their parents buy major furnishing items. For all but one item, as few as one-third of the parents reported their daughter(s) as having asked specifically for the item. It is interesting, however, that of the major items, the hi-fidelity set is the furnishing item for which the largest proportion of parents said their daughter(s) had made a specific request. More than one-half of the parents reported their daughter(s) having asked for a desk lamp and a radio; and from one-third to one-half of the parents had received requests for a bedspread, record player, a stand and/or table lamp, and draperies or curtains.

Teen-age daughters appear to have little involvement in the "planning" phase of buying furnishing items. The data show that one-half of the parents reported their daughters helped in planning to buy only the bedspread or draperies or curtains. For most of the other items, less than one-third of the parents said their teen-age daughters helped in the planning phase.

Teen-age daughters in most instances do not "help earn money" for buying major or minor articles, especially the major furnishing items. For every major item and all but three of the minor items, less than one-tenth of the parents indicated their daughter(s) had helped earn money in order to buy the item.

Six of the major items had been purchased eventually by more than one-half of the parents who responded. The six major items were: a

rug, sofa, hi-fidelity set, clothes washer, television set, and a dinette or kitchen table and chairs. Of these six items, the hi-fidelity set, rug, and the television set were most consistently identified by the parents as items their teen-age daughter(s) had "hinted for," "suggested the family buy," "expressed verbally a desire for," "pointed out illustrations of," "specifically asked for," and had "helped in planning to buy" (see Table III).

Seven of the minor items had been purchased by more than one-half of the responding parents. These seven were: a bedspread, radio, desk lamp, portable record player, draperies or curtains, pictures or wall hangings, and a stand and/or table lamp. Of these seven items, the draperies or curtains, bedspread, and desk lamp were most uniformly recognized by the parents as items their teen-age daughter(s) had "hinted for," "suggested the family buy," "expressed verbally a desire for," "pointed out illustrations," "specifically asked for," and "helped in planning to buy" (see Table III).

As a whole, teen-age daughters do not participate in the selection of major items. They appear to be involved with the selection of a rug more frequently than with the selection of any other major item. On the other hand, the daughters have a part in the selection of minor items, particularly the bedspread, desk lamp, and draperies or curtains. More than one-half of the parents who had purchased these items reported their daughters had helped in the selection.

The assistance given by teen-age daughters in the purchase of furnishings consisted of helping select among the alternatives of cost, color, style, construction materials, size or appearance. Generally

TABLE III

ITEMS PURCHASED BY FIFTY PER CENT OR MORE OF THE PARENTS AND THE
INFLUENCING BEHAVIOR OF THEIR DAUGHTER(S) PRIOR TO PURCHASE

MAJOR FURNISHINGS	Hinted	Suggested	Verbally	Pointed Out	Specifically	Helped	Eventually	Helped
	For	Family	Expressed	Illustrations	Asked	Plan to	Bought	Select
	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents
Clothes Washer	12.6	15.1	15.9	9.4	7.1	5.7	61.5	3.6
Dinette Table and Chairs	9.2	9.2	12.6	11.6	8.2	14.0	52.8	17.2
Hi-Fidelity Set	53.3	45.2	61.5	41.2	44.8	24.7	50.0	21.4
Rug	31.0	29.3	48.3	25.9	20.2	29.2	63.4	40.2
Sofa	18.8	25.6	19.1	27.0	12.6	20.4	50.5	24.2
Television	38.7	38.1	46.0	26.8	30.1	18.3	68.8	12.8
MINOR FURNISHINGS	Hinted	Suggested	Verbally	Pointed Out	Specifically	Helped	Eventually	Helped
	For	Family	Expressed	Illustrations	Asked	Plan to	Bought	Select
	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents	Per Cents
Bedspread	44.2	39.3	64.2	59.6	42.8	50.6	83.8	60.2
Desk Lamp	42.4	43.8	53.8	42.5	50.6	36.8	65.0	50.0
Draperies or Curtains	44.8	43.7	58.9	54.8	46.0	50.6	79.1	61.4
Pictures or Wall Hangings	28.2	33.0	34.1	31.0	24.7	23.2	53.2	34.4
Radio	56.2	39.5	68.8	33.3	57.6	25.9	73.6	28.6
Record Player (Portable)	51.1	44.0	60.0	31.3	48.2	28.1	62.7	29.1
Stand and/or Table Lamp	33.0	35.3	42.5	35.6	33.3	30.2	54.1	37.4

speaking, the daughters had not been involved in helping select among the cost alternatives, especially where major items were concerned. According to cost, for only two items, a chest of drawers and a desk, did as many as one-half of the parents indicate their daughter(s) had helped make the selection. The daughter(s) had been more active, however, in helping select minor items according to cost. For seven of the minor items, one-half or more of the parents indicated their teen-age daughters had assisted in selecting the item. Data pertaining to the "assisting" behaviors investigated in the study are presented in Table IV.

Teen-age daughters often had helped in selecting the color of items eventually purchased. For eight of the thirteen major items and ten of the twelve minor items, over one-half of the respondents reported their daughters had helped choose the color of the item. Over nine-tenths of the parents said their daughter(s) had assisted in selecting the color of two of the minor furnishings, the bedspread and draperies or curtains.

More than one-half of the parents reported their daughter(s) had helped in selecting the style of nine of the major and eleven of the minor furnishings. For three of the minor furnishings, the bedspread, desk lamp, and draperies or curtains, more than nine-tenths of the respondents said their teen-age daughters helped select the style.

Teen-age girls have a relatively unimportant part in helping select furnishings according to the materials of construction. For only four of the major furnishings did as many as one-half of the respondents indicate their daughter(s) had helped in selecting the item in

TABLE IV

PARENTS REPORTING ASSISTANCE OF THEIR DAUGHTER(S) IN SELECTING
 ACCORDING TO CERTAIN CHARACTERISTICS OF ITEMS OF
 FURNISHINGS EVENTUALLY PURCHASED

MAJOR FURNISHINGS	Helped			Const.			
	Select	Cost	Color	Style	Material	Size	Appearance
	Number	Per Cent					
Chest of Drawers	85	50.0	72.4	75.0	57.6	59.2	69.0
Clothes Washer	84	8.3	25.0	25.0	8.3	16.6	25.0
Desk	84	50.0	81.8	82.6	57.1	71.4	82.6
Dinette or Kitchen Table and Chairs	81	40.0	57.1	59.1	47.6	54.6	52.4
Dishwasher	78	11.1	11.1	11.1	11.1	11.1	11.1
Dryer	76	25.0	33.3	33.3	25.0	33.3	33.3
Hi-Fidelity Set	84	45.4	60.8	73.9	42.8	68.2	72.7
Lounge Chair(s)	84	13.3	50.0	50.0	33.3	46.6	40.0
Rug (8' x 10' or over)	97	35.9	84.8	76.2	50.0	44.4	77.5
Sofa	91	25.0	74.2	66.6	45.8	60.0	66.6
Television Set	93	17.4	43.4	52.2	27.3	47.8	43.4
Vanity Table	76	30.8	73.3	66.6	50.0	64.3	64.3
Wardrobe Closet	75	20.0	27.3	33.3	36.4	30.0	20.0
MINOR FURNISHINGS	Helped			Const.			
	Select	Cost	Color	Style	Material	Size	Appearance
	Number	Per Cent					
Bedspread	98	64.2	92.5	90.3	67.9	71.2	91.0
Bookshelves	75	50.0	61.2	63.2	63.2	63.2	61.1
Coffee Table	82	30.0	45.0	54.5	45.0	50.0	52.3
Desk Lamp	86	66.7	88.4	91.5	67.6	85.7	90.9
Draperies or Curtains	101	56.3	94.1	93.6	71.4	73.1	86.4
Filing Cabinets	73	18.2	22.2	22.2	22.2	22.2	22.2
Footstool or Ottoman	78	33.3	56.2	56.2	37.5	40.0	50.0
Pictures or Wall Hangings	87	55.6	86.2	86.2	74.1	84.6	82.8
Radio	91	35.7	64.5	74.2	34.6	62.0	63.3
Record Player (Portable)	86	53.3	64.3	74.2	57.1	66.7	71.4
Side Tables	86	22.2	57.9	61.9	47.4	57.9	66.6
Stand and/or Table Lamp	83	51.7	84.4	87.8	69.2	83.3	87.8

terms of materials used in its construction. For seven of the thirteen minor items, however, more than one-half of the respondents said the daughters helped select the item by the materials of its construction.

Teen-age daughters are generally involved in the selection of size of item more for minor than for major furnishings. For only six major and all but two of the minor items, at least one-half of the parents indicated their daughters had helped in the selection of the size of the furnishings.

Assistance of teen-age daughters in selecting furnishings by appearance was reported more frequently for minor than for major furnishings. More than one-half of the parents said their daughters had helped in the selection, according to appearance, six of the major furnishings and eleven of the minor furnishings.

Of the major and minor furnishings eventually purchased by the parents, the daughters appeared to have had very little to do with helping select three of the items--the clothes washer, dishwasher or filing cabinet and only somewhat more involvement in selecting the dryer and wardrobe closet. Since three of these are highly mechanical in nature, it is reasonable to assume the parents might feel their daughters had limited competence for selecting such items; or possibly color, style, size and appearance are less significant selection factors for such furnishings. Perhaps the minor participation of girls in selecting the filing cabinet and wardrobe closet is attributable to the primarily utilitarian function of those items and the fact they usually are not part of a decorative scheme as are most other furnishings. Moreover, they are furnishings which would be used "very little" by a teen-age girl unless they had been purchased especially

for her.

Differences in Behaviors

The second part of the data analysis is concerned with differences in the influencing behaviors of the daughters as reported by parents when they were classified according to the independent variables, socio-economic status and rural or urban location. Data pertaining to differences which emerged from these analyses are presented in Tables V and VI.

A significantly larger proportion of respondents in the lower than of those in the higher socio-economic status group reported their teen-age daughter(s) had: "specifically asked for" pictures or wall hangings and a chest of drawers; "helped plan to buy" a chest of drawers; and "helped select" a desk lamp and a desk. On the other hand, more respondents in the higher than in the lower socio-economic status group eventually bought a dishwasher. Perhaps the teen-age daughter(s) of the lower socio-economic status respondents "specifically asked for" pictures or wall hangings because this is an inexpensive way to add some personal interest in the decoration of the home. In high income families, decisions regarding pictures and wall hangings may be in the hands of a professional interior designer. The fact that more parents of low than of high socio-economic status reported their teen-age daughter(s) had "specifically asked for" and "helped plan to buy" a chest of drawers can be attributed largely to the difference in their incomes. It is possible that parents having a high income purchase a chest of drawers in preparation for their daughters entrance into the "teen" years, whereas, the money limitations of lower income

TABLE V

DIFFERENCES IN "INFLUENCING" BEHAVIORS OF DAUGHTER(S) IN RELATION
TO CERTAIN ITEMS OF FURNISHINGS AS REPORTED
BY PARENTS CLASSIFIED ACCORDING TO
SOCIO-ECONOMIC STATUS

Behaviors	Socio-Economic Status			Chi-Square Value	Significant-* at .05 Level
	High	Low	Total		
	Per Cent				
Specifically Asked For:					
Pictures or Wall Hangings (N=85)	16.3	36.1	24.7	4.4	*
Chest of Drawers (N=84)	17.0	40.5	27.4	5.8	*
Helped Plan to Buy:					
Chest of Drawers (N=84)	16.6	36.1	25.0	4.1	*
Eventually Bought:					
Dishwasher (N=99)	39.6	17.1	30.3	5.8	*
Helped Select:					
Desk Lamp (N=86)	38.0	66.6	50.0	6.8	*
Desk (N=84)	14.0	32.4	21.4	4.0	*

TABLE VI

DIFFERENCES IN "INFLUENCING" BEHAVIORS OF DAUGHTER(S) IN
RELATION TO CERTAIN ITEMS OF FURNISHINGS AS REPORTED
BY PARENTS CLASSIFIED ACCORDING TO LOCATION

Behaviors	Location		Total	Chi-Square Value	Significant-* at .05 Level
	Rural	Urban			
	Per Cent				
Verbally Expressed Desire For: Desk (N=87)	22.2	50.2	41.4	5.9	*
Eventually Bought: Dryer (N=92)	29.0	45.9	40.2	4.5	*

families probably do not permit expenditure for any but the most essential items. Moreover, a chest of drawers may be recognized by a teen-age girl from a low income family as one means of satisfying the strong desire which emerges in teen-agers to be individual, have personal privacy, and have a place to "call my own." The low income teen-age girl seldom has a room of her own; therefore, the most likely substitute is her own chest of drawers.

The finding that more low than high income parents reported their daughter(s) had helped in the selection of a desk lamp and a desk is difficult to explain. Perhaps these two items are given as gifts by upper income parents who therefore make the choice, whereas, they may not be given as gifts by low-income parents and therefore the daughters are involved in the selection. These items may have also been acquired in ways other than as gifts.

The investigator surmises that the reasons more respondents in the higher than those in the lower socio-economic status group "eventually bought" a dishwasher is because they can afford to buy such an item, because of the status which it represents, and because most of the high income parents were living in urban areas where the water supply is sufficient to permit use of an automatic dishwasher.

More urban than rural parents reporting their daughters having "verbally expressed a desire for" a desk is possibly related to differences in activity patterns which typify rural and urban living. A desk may be essential to an urban man's occupation and hence is recognized by all family members as a "proper place" to do activities involving writing and study. Rural families, on the other hand,

generally do not carry on many activities requiring a desk. Activities requiring a table surface usually can be accommodated by a table in the kitchen or dining room.

More urban than rural parents having "eventually purchased" a dryer may be associated with the higher incomes of the urban parents, with their desire to keep clean clothes from being exposed to the air impurities prevalent in urban areas, with their desire to maintain privacy, and with the smaller land space of city lots which urban owners may not want to use for drying lines.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

The study is an investigation of: (1) the influence or non-influence teen-age daughters have on their parents' purchases of home furnishing items, and if influence is established, (2) to ascertain if it varies according to the socio-economic status or to the rural or urban location of the parents. It is based on the assumption that any influence exerted on the purchasing of home furnishings by teen-agers can be ascertained and that factors related to this influence can be identified.

The hypothesis of this study is: the influence teen-agers have on the purchase of home furnishings by their parents varies according to the socio-economic status and to the rural or urban location of the parents.

Two-hundred and fifty parents of Oklahoma State Univeristy freshman and sophomore women students were chosen as the sample. A total of one-hundred and eight respondents participated in the study.

A questionnaire distributed by mail was the means used for collecting data. The questions pertained to the socio-economic status, the rural or urban location of the parents, and to possible influencing behaviors teen-age daughter(s) might have on the purchase

of twenty-five selected items of furnishings.

The data were processed by staff of the Computing Center at Oklahoma State University. The Chi-square Test was used in determining independence between variables.

Conclusions

Significant differences at the .05 level of confidence are summarized in Tables V-VI. From analyses of the data, the following conclusions are drawn:

I. Teen-age daughter(s) employ influencing techniques in regard to the purchase of minor items more than they do in regard to major items of home furnishings. Although at least fifty per cent of the parents had eventually bought six out of thirteen major items and seven out of twelve minor items, the findings regarding influencing behaviors leading up to the purchase show that of the major items, for only one, the hi-fidelity set, had the teen-age daughter(s) consistently employed all the influencing techniques studied, beginning with "hinting for" and including "specifically asked for."

The opposite picture emerged in regard to the seven minor items. For all but one of the minor items, the teen-age daughter had "worked" consistently to persuade their parents to purchase the item.

II. Of all the influencing behaviors investigated, the one in which teen-age daughter(s) appear to be least involved is that of helping earn the money to buy the item.

III. Few significant differences emerged among the respondents classified according to the independent variables socio-economic status

and rural or urban location. The Chi-square tests indicate that socio-economic status is related to: (a) "specifically asking for" pictures or wall hangings and for a chest of drawers, (b) "helping plan to buy" a chest of drawers, (c) the "eventual purchase" of a dishwasher and (d) helping in the selection of a desk lamp and a desk. Location appears to be related only to: the teen-age daughter(s) having (a) "verbally expressed a desire for" a desk and (b) to the "eventual purchase" of a dryer.

Recommendations

The writer submits the following recommendations relative to further study in the area of home furnishings:

1. A comparable study, using teen-age sons as subjects, be conducted to see if the patterns of behaviors indicated in this study would be typical also of teen-age sons.

2. A concentrated study be conducted of the extent to which information of home furnishings is used by people prior to their purchases of furnishing items.

3. A study of the psychological factors, e.g. attitudes, goals, and values, influencing the purchase of home furnishings be conducted to gain further insights regarding consumer behavior.

4. The results from the present study and from an extension of the study as suggested in the first recommendation be collated and used as a basis for developing a program for teaching consumer buying of home furnishings in high schools and colleges.

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APPENDIX A

1307 W. 3rd Avenue
Stillwater, Oklahoma

Hello:

I am a graduate student working toward a master of science degree in housing and interior design at Oklahoma State University. The attached questionnaire is intended to obtain information about teenagers' influence on the purchasing of home furnishings by their parents.

It is hoped the results of this study will increase our understandings about the consumer's purchases of home furnishing items. Your cooperation in completing and returning this questionnaire in the enclosed stamped and addressed envelope as soon as possible will be greatly appreciated.

Sincerely yours,

Gloria Magness

No. _____

1. Is your home: (circle the correct number)
 - a. On a farm?
 - b. In a small rural community, less than 2,500 population?
 - c. In a fair sized community, between 2,500 and 10,000 population?
 - d. In an urban community with over 10,000 population?

2. What is the occupation of the head of your household? (Be specific. For example: mechanic in a machine shop; beautician in a beauty shop; teacher in high school; clerk in a department store; farmer; rancher, etc.)

3. In which of the following income categories listed below would your family income fall? (Circle the correct answer).
 - a. Less than \$3,000 per year.
 - b. \$3,000 to \$6,000 per year.
 - c. \$6,000 to \$9,000 per year.
 - d. \$9,000 and over.

4. Which of the following statements describes your situation? (Circle the answer)
 - a. We own our home or are paying for it.
 - b. We rent.
 - c. Other (Explain) _____

RUG (8' x 10' or over)

5. Has/Have your teen-age daughter(s) done each of the following: (Please circle answer)

Yes	No	a.	Hinted for a rug?
Yes	No	b.	Suggested that the family buy a rug?
Yes	No	c.	Verbally expressed a desire for a rug?
Yes	No	d.	Pointed out illustrations of a rug they would like to have in the home?
Yes	No	e.	Specifically asked for a rug?
Yes	No	f.	Helped in planning to buy a rug?
Yes	No	g.	Helped earn money for a rug?

6. Did you eventually buy a rug?

Yes	No
-----	----

7. Did your daughter(s) help with the selection of a rug?

Yes	No
-----	----

IF YES

8. Did your daughter(s) help with the selection in regard to:

Yes	No	a.	Cost
Yes	No	b.	Color
Yes	No	c.	Style
Yes	No	d.	Construction material(s)
Yes	No	e.	Size
Yes	No	f.	Appearance
		g.	Other (Specify) _____

DRAPERIES OR CURTAINS

9. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)
- Yes No a. Hinted for draperies or curtains?
- Yes No b. Suggested that the family buy draperies or curtains?
- Yes No c. Verbally expressed a desire for draperies or curtains?
- Yes No d. Pointed out illustrations of draperies or curtains they would like to have in the home?
- Yes No e. Specifically asked for draperies or curtains?
- Yes No f. Helped in planning to buy draperies or curtains?
- Yes No g. Helped earn money for draperies or curtains?
10. Did you eventually buy draperies or curtains?
Yes No
11. Did your daughter(s) help with the selection of the draperies or curtains?
Yes No
IF YES
12. Did your daughter(s) help with the selection in regard to:
Yes No a. Cost
Yes No b. Color
Yes No c. Style
Yes No d. Construction material(s)
Yes No e. Size
Yes No f. Appearance
g. Other (Specify) _____
-

BEDSPREAD

13. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)
- Yes No a. Hinted for a bedspread?
- Yes No b. Suggested that the family buy a bedspread?
- Yes No c. Verbally expressed a desire for a bedspread?
- Yes No d. Pointed out illustrations of a bedspread they would like to have in the home?
- Yes No e. Specifically asked for a bedspread?
- Yes No f. Helped in planning to buy a bedspread?
- Yes No g. Helped earn money for a bedspread?
14. Did you eventually buy a bedspread?
Yes No
15. Did your daughter(s) help with the selection of a bedspread?
Yes No
IF YES
16. Did your daughter(s) help with the selection in regard to:
Yes No a. Cost
Yes No b. Color
Yes No c. Style
Yes No d. Construction material(s)
Yes No e. Size
Yes No f. Appearance
g. Other (Specify) _____
-

VANITY TABLE

17. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for a vanity table?
 Yes No b. Suggested that the family buy a vanity table?
 Yes No c. Verbally expressed a desire for a vanity table?
 Yes No d. Pointed out illustrations of a vanity table they would like to have in the home?
 Yes No e. Specifically asked for a vanity table?
 Yes No f. Helped in planning to buy a vanity table?
 Yes No g. Helped earn money for a vanity table?

18. Did you eventually buy a vanity table?

Yes No

19. Did your daughter(s) help with the selection of a vanity table?

Yes No

IF YES

20. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
 Yes No b. Color
 Yes No c. Style
 Yes No d. Construction material(s)
 Yes No e. Size
 Yes No f. Appearance
 Yes No g. Other (Specify) _____

WARDROBE CLOSET

21. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for a wardrobe closet?
 Yes No b. Suggested that the family buy a wardrobe closet?
 Yes No c. Verbally expressed a desire for a wardrobe closet?
 Yes No d. Pointed out illustrations of a wardrobe closet?
 Yes No e. Specifically asked for a wardrobe closet?
 Yes No f. Helped in planning to buy a wardrobe closet?
 Yes No g. Helped earn money for a wardrobe closet?

22. Did you eventually buy a wardrobe closet?

Yes No

23. Did your daughter(s) help with the selection of the wardrobe closet?

Yes No

IF YES

24. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
 Yes No b. Color
 Yes No c. Style
 Yes No d. Construction material(s)
 Yes No e. Size
 Yes No f. Appearance
 Yes No g. Other (Specify) _____

CHEST OF DRAWERS

25. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for a chest of drawers?
- Yes No b. Suggested that the family buy a chest of drawers?
- Yes No c. Verbally expressed a desire for a chest of drawers?
- Yes No d. Pointed out illustrations of a chest of drawers?
- Yes No e. Specifically asked for a chest of drawers?
- Yes No f. Helped in planning to buy a chest of drawers?
- Yes No g. Helped earn money for a chest of drawers?

26. Did you eventually buy a chest of drawers?

Yes No

27. Did your daughter(s) help with the selection of a chest of drawers?

Yes No

IF YES

28. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
- Yes No b. Color
- Yes No c. Style
- Yes No d. Construction material(s)
- Yes No e. Size
- Yes No f. Appearance
- Yes No g. Other (Specify) _____
- _____

STAND and/or TABLE LAMP

29. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for a stand and/or table lamp?
- Yes No b. Suggested that the family buy a stand and/or table lamp?
- Yes No c. Verbally expressed a desire for a stand and/or table lamp?
- Yes No d. Pointed out illustrations of a stand and/or table lamp they would like to have in the home?
- Yes No e. Specifically asked for a stand and/or table lamp?
- Yes No f. Helped in planning to buy a stand and/or table lamp?
- Yes No g. Helped earn money for a stand and/or table lamp?

30. Did you eventually buy a stand and/or table lamp?

Yes No

31. Did your daughter(s) help with the selection of the stand and/or table lamp?

Yes No

IF YES

32. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
- Yes No b. Color
- Yes No c. Style
- Yes No d. Construction material(s)
- Yes No e. Size
- Yes No f. Appearance
- Yes No g. Other (Specify) _____
- _____

DESK

33. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for a desk?
 Yes No b. Suggested that the family buy a desk?
 Yes No c. Verbally expressed a desire for a desk?
 Yes No d. Pointed out illustrations of a desk they would like to have in the home?
 Yes No e. Specifically asked for a desk?
 Yes No f. Helped in planning to buy a desk?
 Yes No g. Helped earn money for a desk?

34. Did you eventually buy a desk?
Yes No

35. Did your daughter(s) help with the selection of the desk?
Yes No

IF YES

36. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
 Yes No b. Color
 Yes No c. Style
 Yes No d. Construction material(s)
 Yes No e. Size
 Yes No f. Appearance
 Yes No g. Other (Specify) _____
-

DESK LAMP

37. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for a desk lamp?
 Yes No b. Suggested that the family buy a desk lamp?
 Yes No c. Verbally expressed a desire for a desk lamp?
 Yes No d. Pointed out illustrations of desk lamps they would like to have in the home?
 Yes No e. Specifically asked for a desk lamp?
 Yes No f. Helped in planning to buy a desk lamp?
 Yes No g. Helped earn money for a desk lamp?

38. Did you eventually buy a desk lamp?
Yes No

39. Did your daughter(s) help with the selection of the desk lamp?
Yes No

IF YES

40. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
 Yes No b. Color
 Yes No c. Style
 Yes No d. Construction material(s)
 Yes No e. Size
 Yes No f. Appearance
 Yes No g. Other (Specify) _____
-

SOFA

41. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for a sofa?
 Yes No b. Suggested that the family buy a sofa?
 Yes No c. Verbally expressed a desire for a sofa?
 Yes No d. Pointed out illustrations of a sofa they would like to have in the home?
 Yes No e. Specifically asked for a sofa?
 Yes No f. Helped in planning to buy a sofa?
 Yes No g. Helped earn money for a sofa?

42. Did you eventually buy a sofa?
Yes No

43. Did your daughter(s) help with the selection of a sofa?
Yes No

IF YES

44. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
 Yes No b. Color
 Yes No c. Style
 Yes No d. Construction material(s)
 Yes No e. Size
 Yes No f. Appearance
 Yes No g. Other (Specify) _____

SIDE TABLE(S)

45. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for a side table(s)?
 Yes No b. Suggested that the family buy a side table(s)?
 Yes No c. Verbally expressed a desire for a side table(s)?
 Yes No d. Pointed out illustrations of side table(s) they would like to have in the home?
 Yes No e. Specifically asked for a side table(s)?
 Yes No f. Helped in planning to buy a side table(s)?
 Yes No g. Helped earn money for a side table(s)?

46. Did you eventually buy a side table(s)?

Yes No

47. Did your daughter(s) help with the selection of a side table(s)?

Yes No

IF YES

48. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
 Yes No b. Color
 Yes No c. Style
 Yes No d. Construction material(s)
 Yes No e. Size
 Yes No f. Appearance
 Yes No g. Other (Specify) _____

LOUNGE CHAIR(S)

49. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for a lounge chair(s)
 Yes No b. Suggested that the family buy a lounge chair(s)?
 Yes No c. Verbally expressed a desire for a lounge chair(s)?
 Yes No d. Pointed out illustrations of a lounge chair(s) they would like to have in the home?
 Yes No e. Specifically asked for a lounge chair(s)?
 Yes No f. Helped in planning to buy a lounge chair(s)?
 Yes No g. Helped earn money for a lounge chair(s)?

50. Did you eventually buy a lounge chair(s)?

Yes No

51. Did your daughter(s) help with the selection of the lounge chair(s)?

Yes No

IF YES

52. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
 Yes No b. Color
 Yes No c. Style
 Yes No d. Construction material(s)
 Yes No e. Size
 Yes No f. Appearance
 Yes No g. Other (Specify) _____

COFFEE TABLE

53. Has/Have your teen-age daughter(s) each of the following:
(Please circle answer)

- Yes No a. Hinted for a coffee table?
 Yes No b. Suggested that the family buy a coffee table?
 Yes No c. Verbally expressed a desire for a coffee table?
 Yes No d. Pointed out illustrations of a coffee table they would like to have in the home?
 Yes No e. Specifically asked for a coffee table?
 Yes No f. Helped in planning to buy a coffee table?
 Yes No g. Helped earn money for a coffee table?

54. Did you eventually buy a coffee table?

Yes No

55. Did Your daughter(s) help with the selection of the coffee table?

Yes No

IF YES

56. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
 Yes No b. Color
 Yes No c. Style
 Yes No d. Construction material(s)
 Yes No e. Size
 Yes No f. Appearance
 Yes No g. Other (Specify) _____

FOOTSTOOL OR OTTOMAN

57. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for a footstool or ottoman?
- Yes No b. Suggested that the family buy a footstool or ottoman?
- Yes No c. Verbally expressed a desire for a footstool or ottoman?
- Yes No d. Pointed out illustrations of a footstool or ottoman they would like to have in the home?
- Yes No e. Specifically asked for a footstool or ottoman?
- Yes No f. Helped in planning to buy a footstool or ottoman?
- Yes No g. Helped earn money for a footstool or ottoman?

58. Did you eventually buy a footstool or ottoman?

Yes No

59. Did your daughter(s) help with the selection of the footstool or ottoman?

Yes No

IF YES

60. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
- Yes No b. Color
- Yes No c. Style
- Yes No d. Construction material(s)
- Yes No e. Size
- Yes No f. Appearance
- Yes No g. Other (Specify) _____

HI-FI SET

61. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for a hi-fi set?
- Yes No b. Suggested that the family buy a hi-fi set?
- Yes No c. Verbally expressed a desire for a hi-fi set?
- Yes No d. Pointed out illustrations of a hi-fi set they would like to have in the home?
- Yes No e. Specifically asked for a hi-fi set?
- Yes No f. Helped in planning to buy a hi-fi set?
- Yes No g. Helped earn money for a hi-fi set?

62. Did you eventually buy a hi-fi set?

Yes No

63. Did your daughter(s) help with the selection of the hi-fi set?

Yes No

IF YES

64. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
- Yes No b. Color
- Yes No c. Style
- Yes No d. Construction material(s)
- Yes No e. Size
- Yes No f. Appearance
- Yes No g. Other (Specify) _____

TELEVISION SET

65. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for a television set?
- Yes No b. Suggested that the family buy a television set?
- Yes No c. Verbally expressed a desire for a television set?
- Yes No d. Pointed out illustrations of television sets they would like to have in the home?
- Yes No e. Specifically asked for a television set?
- Yes No f. Helped in planning to buy a television set?
- Yes No g. Helped earn money for a television set?

66. Did you eventually buy a television set?

Yes No

67. Did your daughter(s) help with the selection of a television set?

Yes No

IF YES

68. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
- Yes No b. Color
- Yes No c. Style
- Yes No d. Construction material(s)
- Yes No e. Size
- Yes No f. Appearance
- Yes No g. Other (Specify) _____

RADIO (Table Model)

69. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for a radio?
- Yes No b. Suggested that the family buy a radio?
- Yes No c. Verbally expressed a desire for a radio?
- Yes No d. Pointed out illustrations of a radio they would like to have in the home?
- Yes No e. Specifically asked for a radio?
- Yes No f. Helped in planning to buy a radio?
- Yes No g. Helped earn money for a radio?

70. Did you eventually buy a radio?

Yes No

71. Did your daughter(s) help with the selection of a radio?

Yes No

IF YES

72. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
- Yes No b. Color
- Yes No c. Style
- Yes No d. Construction material(s)
- Yes No e. Size
- Yes No f. Appearance
- Yes No g. Other (Specify) _____

RECORD PLAYER (Portable)

73. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for a record player?
 Yes No b. Suggested that the family buy a record player?
 Yes No c. Verbally expressed a desire for a record player?
 Yes No d. Pointed out illustrations of record players they would like to have in the home?
 Yes No e. Specifically asked for a record player?
 Yes No f. Helped in planning to buy a record player?
 Yes No g. Helped earn money for a record player?

74. Did you eventually buy a record player?

Yes No

75. Did your daughter(s) help with the selection of a record player?

Yes No

IF YES

76. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
 Yes No b. Color
 Yes No c. Style
 Yes No d. Construction material(s)
 Yes No e. Size
 Yes No f. Appearance
 Yes No g. Other (Specify) _____
-

BOOKSHELVES

77. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for bookshelves?
 Yes No b. Suggested that the family buy bookshelves?
 Yes No c. Verbally expressed a desire for bookshelves?
 Yes No d. Pointed out illustrations of bookshelves they would like to have in the home?
 Yes No e. Specifically asked for bookshelves?
 Yes No f. Helped in planning to buy bookshelves?
 Yes No g. Helped earn money for bookshelves?

78. Did you eventually buy bookshelves?

Yes No

79. Did your daughter(s) help with the selection of the bookshelves?

Yes No

IF YES

80. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
 Yes No b. Color
 Yes No c. Style
 Yes No d. Construction material(s)
 Yes No e. Size
 Yes No f. Appearance
 Yes No g. Other (Specify) _____
-

PICTURES OR WALL HANGINGS

81. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for pictures or wall hangings?
- Yes No b. Suggested that the family buy pictures or wall hangings?
- Yes No c. Verbally expressed a desire for pictures or wall hangings?
- Yes No d. Pointed out illustrations of pictures or wall hangings they would like to have in the home?
- Yes No e. Specifically asked for pictures or wall hangings?
- Yes No f. Helped in planning to buy pictures or wall hangings?
- Yes No g. Helped earn money for pictures or wall hangings?

82. Did you eventually buy pictures or wall hangings?

Yes No

83. Did your daughter(s) help with the selection of the pictures or wall hangings?

Yes No

IF YES

84. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
- Yes No b. Color
- Yes No c. Style
- Yes No d. Construction material(s)
- Yes No e. Size
- Yes No f. Appearance
- Yes No g. Other (Specify) _____

FILING CABINET(S) (Metal or Wood)

85. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

- Yes No a. Hinted for a filing cabinet(s)?
- Yes No b. Suggested that the family buy a filing cabinet(s)?
- Yes No c. Verbally expressed a desire for a filing cabinet(s)?
- Yes No d. Pointed out illustrations of a filing cabinet(s)?
- Yes No e. Specifically asked for a filing cabinet(s)?
- Yes No f. Helped in planning to buy a filing cabinet(s)?
- Yes No g. Helped earn money for a filing cabinet(s)?

86. Did you eventually buy a filing cabinet(s)?

Yes No

87. Did your daughter(s) help with the selection of a filing cabinet(s)?

Yes No

IF YES

88. Did your daughter(s) help with the selection in regard to:

- Yes No a. Cost
- Yes No b. Color
- Yes No c. Style
- Yes No d. Construction material(s)
- Yes No e. Size
- Yes No f. Appearance
- Yes No g. Other (Specify) _____

DINETTE OR KITCHEN TABLE
AND CHAIRS

89. Has/Have your teen-age daughter(s)
done each of the following:
(Please circle answer)

- Yes No a. Hinted for a dinette or
kitchen table and chairs?
- Yes No b. Suggested that the family
buy a dinette or kitchen
table and chairs?
- Yes No c. Verbally expressed a desire
for a dinette or kitchen
table and chairs?
- Yes No d. Pointed out illustrations
of a dinette or kitchen
table and chairs they would
like to have in the home?
- Yes No e. Specifically asked for a
dinette or kitchen table
and chairs?
- Yes No f. Helped in planning to buy
a dinette or kitchen table
and chairs?
- Yes No g. Helped earn money for a
dinette or kitchen table
and chairs?

90. Did you eventually buy a dinette
or kitchen table and chairs?

Yes No

91. Did your daughter(s) help with
the selection of the dinette or
kitchen table and chairs?

Yes No

IF YES

92. Did your daughter(s) help with
the selection in regard to:

- Yes No a. Cost
- Yes No b. Color
- Yes No c. Style
- Yes No d. Construction material(s)
- Yes No e. Size
- Yes No f. Appearance
- Yes No g. Other (Specify) _____

DRYER (gas or electric)

93. Has/Have your teen-age daughter(s)
done each of the following:
(Please circle answer)

- Yes No a. Hinted for a dryer?
- Yes No b. Suggested that the family
buy a dryer?
- Yes No c. Verbally expressed a desire
for a dryer?
- Yes No d. Pointed out illustrations
of a dryer they would like
to have in the home?
- Yes No e. Specifically asked for a
dryer?
- Yes No f. Helped in planning to buy
a dryer?
- Yes No g. Helped earn money for a
dryer?

94. Did you eventually buy a dryer?

Yes No

95. Did your daughter(s) help with
the selection of a dryer?

Yes No

IF YES

96. Did your daughter(s) help with
the selection in regard to:

- Yes No a. Cost
- Yes No b. Color
- Yes No c. Style
- Yes No d. Construction material(s)
- Yes No e. Size
- Yes No f. Appearance
- Yes No g. Other (Specify) _____

CLOTHES WASHER
(Automatic or Non-automatic)

97. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

Yes No a. Hinted for a clothes washer?

Yes No b. Suggested that the family buy a clothes washer?

Yes No c. Verbally expressed a desire for a clothes washer?

Yes No d. Pointed out illustrations of a clothes washer they would like in the home?

Yes No e. Specifically asked for a clothes washer?

Yes No f. Helped in planning to buy a clothes washer?

Yes No g. Helped earn money for a clothes washer?

98. Did you eventually buy a clothes washer?

Yes No

99. Did your daughter(s) help with the selection of the clothes washer?

Yes No

IF YES

100. Did your daughter(s) help with the selection in regard to:

Yes No a. Cost

Yes No b. Color

Yes No c. Style

Yes No d. Construction material(s)

Yes No e. Size

Yes No f. Appearance

Yes No g. Other (Specify) _____

DISHWASHER

101. Has/Have your teen-age daughter(s) done each of the following:
(Please circle answer)

Yes No a. Hinted for a dishwasher?

Yes No b. Suggested that the family buy a dishwasher?

Yes No c. Verbally expressed a desire for a dishwasher?

Yes No d. Pointed out illustrations of dishwashers they would like to have in the home?

Yes No e. Specifically asked for a dishwasher?

Yes No f. Helped in planning to buy a dishwasher?

Yes No g. Helped earn money for a dishwasher?

102. Did you eventually buy a dishwasher?

Yes No

103. Did your daughter(s) help with the selection of the dishwasher?

Yes No

IF YES

104. Did your daughter(s) help with the selection in regard to:

Yes No a. Cost

Yes No b. Color

Yes No c. Style

Yes No d. Construction material(s)

Yes No e. Size

Yes No f. Appearance

Yes No g. Other (Specify) _____

APPENDIX B

PARENTS REPORTING TEEN-AGE DAUGHTER(S) "HINTED FOR"
 SELECTED FURNISHING ITEMS ACCORDING TO
 SOCIO-ECONOMIC STATUS AND LOCATION

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Chest of Drawers	14.0	31.4	24.1	19.6	85	21.2
Clothes Washer	9.1	17.5	12.1	12.9	95	12.6
Desk	2.1	36.1	25.8	37.7	92	33.7
Dinette or Kitchen Table and Chairs	8.6	10.0	5.7	11.1	98	9.2
Dishwasher	36.4	47.5	41.2	41.0	95	41.0
Dryer	8.9	2.9	13.8	14.8	97	14.4
Hi-Fi Set	49.0	59.0	60.6	49.1	90	53.3
Lounge Chair(s)	10.9	15.0	12.1	12.9	95	12.6
Rug (8' x 10' or over)	32.6	28.6	30.0	31.5	84	31.0
Sofa	14.8	25.0	20.0	18.3	90	18.8
Television Set	33.3	46.1	51.5	31.6	93	38.7
Vanity Table	11.7	12.5	9.6	13.3	91	12.1
Wardrobe Closet	3.7	10.0	6.2	6.4	94	6.4
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Minor Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Bedspread	46.0	41.6	46.7	42.9	87	44.2
Bookshelves	35.7	32.5	28.6	37.7	96	34.4
Coffee Table	5.2	12.5	3.0	10.9	97	8.2
Desk Lamp	38.8	47.4	41.9	42.6	92	42.4
Draperies or Curtains	39.2	52.8	53.3	40.4	87	44.8
Filing Cabinets	3.4	2.5	5.8	1.6	98	3.1
Footstool or Ottoman	9.0	10.0	12.1	8.1	95	9.4
Pictures or Wall Hangings	24.1	34.2	19.4	32.8	92	28.2
Radio	54.9	57.8	53.1	57.8	89	56.2
Record Player (Portable)	47.2	56.7	63.6	43.8	90	51.1
Side Table(s)	3.8	10.0	6.4	6.4	93	6.4
Stand and/or Table Lamp	36.5	28.2	25.8	36.6	91	33.0
N	66	42	38	70		

PARENTS REPORTING TEEN-AGE DAUGHTER(S) "SUGGESTED FAMILY BUY"
 SELECTED FURNISHING ITEMS ACCORDING TO
 SOCIO-ECONOMIC STATUS AND LOCATION

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Chest of Drawers	16.6	25.7	21.4	20.0	83	20.0
Clothes Washer	10.2	21.6	20.0	12.5	86	15.1
Desk	28.6	35.3	15.4	38.6	83	31.3
Dinette or Kitchen Table and Chairs	9.8	8.3	6.6	10.5	87	9.2
Dishwasher	30.0	34.2	30.0	32.8	88	31.8
Dryer	11.8	24.3	21.8	14.2	88	17.1
Hi-Fi Set	43.8	47.2	41.4	47.2	84	45.2
Lounge Chair(s)	14.0	15.8	14.3	15.0	88	14.8
Rug (8' x 10' or over)	23.4	37.1	24.1	32.1	82	29.3
Sofa	18.8	35.1	34.4	20.6	90	25.6
Television Set	33.3	44.4	43.3	35.2	93	38.1
Vanity Table	10.8	23.6	21.4	14.3	84	16.6
Wardrobe Closet	6.0	10.5	6.9	8.5	88	8.0
Minor Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
Per Cent						
Bedspread	36.7	42.8	42.8	37.5	84	39.3
Bookshelves	24.0	30.7	23.3	28.8	89	27.0
Coffee Table	7.8	13.5	3.4	13.6	88	10.2
Desk Lamp	42.0	46.0	46.4	42.4	87	43.8
Draperies or Curtains	40.4	48.6	54.8	37.5	87	43.7
Filing Cabinets	4.0	2.8	6.9	1.8	86	3.4
Footstool or Ottoman	11.7	10.8	12.9	10.5	88	11.4
Pictures or Wall Hangings	29.4	37.8	30.0	24.4	88	33.0
Radio	44.6	32.4	32.1	43.4	81	39.5
Record Player (Portable)	45.1	42.4	51.6	39.6	84	44.0
Side Table(s)	9.6	10.5	16.1	6.8	89	10.0
Stand and/or Table Lamp	40.8	27.8	31.0	37.5	85	35.3
N	66	42	38	70		

PARENTS REPORTING TEEN-AGE DAUGHTER(S) "VERBALLY EXPRESSED
DESIRE FOR" SELECTED FURNISHING ITEMS ACCORDING
TO SOCIO-ECONOMIC STATUS AND LOCATION

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Chest of Drawers	22.4	40.5	31.0	29.8	86	30.2
Clothes Washer	12.0	21.1	16.1	15.8	88	15.9
Desk	35.2	50.0	22.2	50.0	87	41.4
Dinette or Kitchen Table and Chairs	11.8	13.8	10.0	14.0	87	12.6
Dishwasher	41.5	47.4	36.6	47.0	91	42.0
Dryer	15.6	21.6	18.8	17.8	88	18.1
Hi-Fi Set	62.2	60.5	57.6	63.8	91	61.5
Lounge Chair(s)	14.0	20.5	13.8	18.3	89	16.8
Rug (8' x 10' or over)	47.1	50.0	40.6	52.6	89	48.3
Sofa	13.7	26.3	23.3	17.0	89	19.1
Television Set	40.8	52.6	46.6	45.6	87	46.0
Vanity Table	16.6	10.8	17.8	12.2	85	14.1
Wardrobe Closet	9.6	12.8	12.9	10.0	91	10.9
Minor Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
Per Cent						
Bedspread	64.3	64.1	65.5	63.6	95	64.2
Bookshelves	40.7	32.4	31.2	40.6	91	37.4
Coffee Table	9.6	15.8	9.6	13.6	90	12.2
Desk-Lamp	50.9	57.8	53.6	54.0	91	53.8
Draperies or Curtains	56.6	62.2	62.1	57.4	90	58.9
Filing Cabinets	2.0	2.8	6.9	0.0	86	2.3
Footstool or Ottoman	12.0	13.5	16.6	10.5	87	12.6
Pictures or Wall Hangings	26.0	44.7	20.6	40.6	88	34.1
Radio	66.6	72.2	62.5	72.4	90	68.8
Record Player (Portable)	54.7	67.6	66.6	56.1	90	60.0
Side Table(s)	10.0	10.2	13.3	8.4	89	10.1
Stand and/or Table Lamp	46.9	36.8	35.7	45.8	87	42.5
N	66	42	38	70		

PARENTS REPORTING TEEN-AGE DAUGHTER(S) "POINTED OUT ILLUSTRATIONS
OF" SELECTED FURNISHING ITEMS ACCORDING TO
SOCIO-ECONOMIC STATUS AND LOCATION

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Chest of Drawers	22.4	23.5	19.2	24.6	83	22.8
Clothes Washer	6.3	13.5	10.3	8.9	95	9.4
Desk	22.0	37.1	22.2	31.0	85	28.2
Dinette or Kitchen Table and Chairs	10.0	13.8	13.8	10.5	86	11.6
Dishwasher	4.4	21.0	17.8	8.9	84	11.9
Dryer	11.8	18.9	12.9	15.8	88	14.7
Hi-Fi Set	35.4	48.6	41.9	40.7	85	41.2
Lounge Chair(s)	16.0	21.0	20.6	17.0	88	18.1
Rug (8' x 10' or over)	27.1	24.3	10.3	33.9	85	25.9
Sofa	28.8	24.3	30.0	25.4	89	27.0
Television Set	30.4	22.2	35.7	22.2	87	26.8
Vanity Table	19.6	16.2	20.6	17.0	88	18.2
Wardrobe Table	11.5	7.9	6.6	11.6	90	10.0

Minor Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Bedspread	62.5	55.3	59.4	59.6	94	59.6
Bookshelves	18.0	27.0	26.6	19.3	87	21.8
Coffee Table	11.5	21.6	13.8	16.6	89	15.7
Desk Lamp	36.0	51.4	48.1	40.0	87	42.5
Draperies or Curtains	52.7	57.9	67.7	48.4	93	54.8
Filing Cabinets	2.1	2.8	7.1	0.0	84	2.4
Footstool or Ottoman	10.0	16.2	23.3	7.0	87	12.6
Pictures or Wall Hangings	25.5	38.8	27.6	32.7	87	31.0
Radio	30.4	37.1	35.7	32.1	81	33.3
Record Player (Portable)	31.2	31.4	36.6	28.3	83	31.3
Side Table(s)	17.6	10.5	13.3	15.2	89	14.6
Stand and/or Table Lamp	30.6	42.1	35.7	35.6	87	35.6
N	66	42	38	70		

PARENTS REPORTING TEEN-AGE DAUGHTER(S) "SPECIFICALLY ASKED
FOR" SELECTED FURNISHING ITEMS ACCORDING TO
SOCIO-ECONOMIC STATUS AND LOCATION

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Chest of Drawers	17.0	40.5	37.9	21.8	84	27.4
Clothes Washer	4.2	10.8	6.9	7.1	85	7.1
Desk	22.4	41.6	21.4	35.1	85	30.6
Dinette or Kitchen Table and Chairs	6.1	11.1	6.9	8.9	85	8.2
Dishwasher	17.4	21.1	21.4	17.8	84	19.1
Dryer	6.0	10.8	3.2	10.7	87	8.1
Hi-Fi Set	49.0	38.8	38.7	48.2	87	44.8
Lounge Chair(s)	4.1	13.2	14.2	5.1	87	8.1
Rug (8' x 10' or over)	22.9	16.7	13.8	23.6	84	20.2
Sofa	9.8	16.6	20.6	8.6	87	12.6
Television Set	31.9	27.7	28.5	30.9	82	30.1
Vanity Table	16.0	13.5	17.8	13.6	87	14.9
Wardrobe Closet	4.0	5.2	3.4	5.1	88	4.6
Minor Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
Per Cent						
Bedspread	40.0	47.1	57.1	35.7	84	42.8
Bookshelves	28.6	21.6	20.7	28.0	86	25.6
Coffee Table	5.8	10.8	3.4	10.1	88	8.0
Desk Lamp	52.8	47.2	42.8	54.1	89	50.6
Draperies or Curtains	46.0	46.0	58.1	39.3	87	46.0
Filing Cabinets	4.1	0.0	3.6	1.8	85	2.4
Footstool or Ottoman	10.0	8.3	6.6	10.7	86	9.3
Pictures or Wall Hangings	16.3	36.1	14.8	29.3	85	24.7
Radio	60.8	52.9	53.6	59.6	85	57.6
Record Player (Portable)	52.9	41.2	44.8	50.0	85	48.2
Side Table(s)	10.0	8.1	10.3	8.6	87	9.2
Stand and/or Table Lamp	36.0	29.7	28.6	35.6	87	33.3
N	66	42	38	70		

PARENTS REPORTING TEEN-AGE DAUGHTER(S) "HELPED IN PLANNING
TO BUY" SELECTED FURNISHING ITEMS ACCORDING
TO SOCIO-ECONOMIC STATUS AND LOCATION

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Chest of Drawers	16.6	36.1	29.6	22.8	84	25.0
Clothes Washer	4.2	7.6	6.6	5.2	87	5.7
Desk	16.3	34.2	18.5	26.3	84	23.8
Dinette or Kitchen Table and Chairs	14.0	13.8	10.0	16.1	86	14.0
Dishwasher	2.2	5.4	3.7	3.6	83	3.6
Dryer	6.0	7.8	3.2	8.8	88	6.8
Hi-Fi Set	24.4	25.0	23.3	25.4	85	24.7
Lounge Chair(s)	6.1	10.5	3.6	10.1	87	8.1
Rug (8' x 10' or over)	30.7	27.0	25.8	31.0	89	29.2
Sofa	14.0	29.0	32.1	15.0	88	20.4
Television Set	19.6	16.6	21.4	16.6	83	18.3
Vanity Table	8.3	10.8	10.7	8.7	85	9.4
Wardrobe Closet	4.0	2.7	6.9	1.7	87	3.4
Minor Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
Per Cent						
Bedspread	46.3	57.1	61.3	44.8	89	50.6
Bookshelves	12.2	21.6	13.8	17.5	86	16.2
Coffee Table	5.8	16.2	6.9	11.8	88	10.2
Desk Lamp	31.4	44.4	37.0	36.6	87	36.8
Draperies or Curtains	48.2	54.1	54.8	48.3	91	50.6
Filing Cabinets	4.1	0.0	3.6	1.8	85	2.4
Footstool or Ottoman	10.0	10.8	10.0	10.5	87	10.3
Pictures or Wall Hangings	18.0	30.6	17.8	25.8	86	23.2
Radio	25.5	26.4	22.2	27.8	81	25.9
Record Player (Portable)	25.0	32.4	31.0	26.4	82	28.1
Side Table(s)	17.6	8.3	13.3	14.0	87	13.8
Stand and/or Table Lamp	33.3	25.7	21.4	34.5	80	30.2
N	66	42	38	70		

PARENTS REPORTING TEEN-AGE DAUGHTER(S) "HELPED EARN MONEY
TO BUY" SELECTED FURNISHING ITEMS ACCORDING
TO SOCIO-ECONOMIC STATUS AND LOCATION

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Chest of Drawers	2.2	5.6	3.8	3.6	82	3.6
Clothes Washer	0.0	2.6	0.0	1.7	86	1.2
Desk	2.0	11.4	7.4	5.2	84	6.0
Dinette or Kitchen Table and Chairs	0.0	0.0	0.0	0.0	85	0.0
Dishwasher	0.0	0.0	0.0	0.0	83	0.0
Dryer	0.0	2.6	3.2	0.0	88	1.1
Hi-Fi Set	2.2	2.8	6.9	0.0	81	2.4
Lounge Chair(s)	0.0	0.0	0.0	0.0	87	0.0
Rug (8' x 10' or over)	2.1	8.3	0.0	7.3	84	4.8
Sofa	0.0	0.0	0.0	0.0	85	0.0
Television Set	0.0	2.8	3.6	0.0	82	1.2
Vanity Table	0.0	5.4	0.0	3.6	84	2.4
Wardrobe Closet	2.0	0.0	0.0	1.7	86	1.2
Minor Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
Per Cent						
Bedspread	14.0	17.6	25.0	10.7	84	15.5
Bookshelves	2.1	0.0	3.4	0.0	85	1.2
Coffee Table	2.0	0.0	3.4	0.0	88	1.1
Desk Lamp	4.1	22.2	15.4	10.2	85	11.8
Draperies or Curtains	8.2	13.5	16.1	7.3	86	10.5
Filing Cabinets	2.1	0.0	3.6	0.0	84	1.2
Footstool or Ottoman	4.0	0.0	3.4	1.8	85	2.4
Pictures or Wall Hangings	6.3	10.8	14.2	5.2	85	8.4
Radio	6.5	5.8	7.1	5.7	80	6.2
Record Player (Portable)	10.2	8.6	13.3	7.4	84	9.5
Side Table(s)	3.9	0.0	3.4	1.7	87	2.3
Stand and/or Table Lamp	4.3	8.8	4.0	7.1	81	6.2
N	66	42	38	70		

SOCIO-ECONOMIC STATUS AND LOCATION OF PARENTS REPORTING
EVENTUAL PURCHASE OF FURNISHING ITEM(S)

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Chest of Drawers	44.4	48.6	46.9	45.8	91	46.2
Clothes Washer	60.4	63.2	66.6	58.6	91	61.5
Desk	34.6	48.6	29.0	45.9	92	40.2
Dinette or Kitchen Table and Chairs	51.9	54.0	53.1	52.6	47	52.8
Dishwasher	39.6	17.1	20.6	35.4	99	30.3
Dryer	45.5	28.9	24.2	46.6	93	38.7
Hi-Fi Set	51.7	47.5	36.4	56.9	98	50.0
Lounge Chair(s)	36.5	30.6	33.3	34.4	88	34.1
Rug (8' x 10' or over)	67.2	57.5	66.7	61.5	101	63.4
Sofa	49.1	52.6	48.5	51.6	95	50.5
Television Set	65.4	73.6	70.6	67.8	82	68.8
Vanity Table	22.8	10.5	18.8	17.5	95	17.8
Wardrobe Closet	10.9	5.3	9.1	8.3	93	8.6
Minor Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
				Per Cent		
Bedspread	80.6	89.2	77.8	87.3	99	83.8
Bookshelves	40.0	28.2	28.1	38.6	89	34.8
Coffee Table	34.5	40.5	40.6	35.0	92	37.0
Desk Lamp	58.6	74.4	60.6	67.2	97	65.0
Draperies or Curtains	79.7	78.1	83.8	76.5	105	79.1
Filing Cabinets	11.5	8.6	10.3	10.3	87	10.3
Footstool or Ottoman	35.2	25.0	30.0	31.6	90	31.1
Pictures or Wall Hangings	48.1	60.5	46.8	56.6	92	53.2
Radio	72.0	76.3	75.8	72.6	95	73.6
Record Player (Portable)	63.8	61.1	58.8	65.0	94	62.7
Side Table(s)	45.6	33.3	39.4	41.6	93	40.8
Stand and/or Table Lamp	61.6	42.1	50.0	56.2	98	54.1
N	66	42	38	70		

SOCIO-ECONOMIC STATUS AND LOCATION OF PARENTS REPORTING HELP
FROM DAUGHTER(S) REGARDING THE SELECTION OF
ITEMS OF FURNISHINGS

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Chest of Drawers	27.1	35.1	37.9	26.8	85	30.6
Clothes Washer	2.1	5.6	0.0	5.6	84	3.6
Desk	14.0	32.4	16.0	23.7	84	21.4
Dinette or Kitchen Table and Chairs	14.8	20.6	20.6	15.4	81	17.2
Dishwasher	0.0	3.1	4.0	0.0	78	1.2
Dryer	6.6	6.4	0.0	9.6	76	6.6
Hi-Fi Set	20.8	22.2	17.8	23.2	84	21.4
Lounge Chair(s)	10.2	11.4	14.3	8.9	84	10.7
Rug (8' x 10' or over)	42.6	36.1	40.6	40.0	97	40.2
Sofa	44.1	24.3	31.0	21.0	91	24.2
Television Set	17.3	5.8	9.6	14.5	93	12.8
Vanity Table	15.6	9.6	15.4	12.0	76	13.2
Wardrobe Closet	6.8	6.4	8.0	6.0	75	6.6
Minor Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
Per Cent						
Bedspread	59.6	61.1	65.6	57.6	98	60.2
Bookshelves	16.2	21.8	23.1	16.3	75	18.6
Coffee Table	8.5	22.8	14.2	14.8	82	14.6
Desk Lamp	38.0	66.6	58.6	45.6	86	50.0
Draperies or Curtains	61.3	61.5	65.7	59.1	101	61.4
Filing Cabinets	4.9	0.0	4.0	2.1	73	2.7
Footstool or Ottoman	8.8	9.1	8.7	9.1	78	9.0
Pictures or Wall Hangings	28.0	43.2	38.0	32.8	87	34.4
Radio	28.6	28.6	38.7	23.3	91	28.6
Record Player (Portable)	26.9	32.4	37.5	24.1	86	29.1
Side Table(s)	19.2	14.7	23.3	14.2	86	17.4
Stand and/or Table Lamp	41.5	30.0	32.1	40.0	83	37.4
N	66	42	38	70		

SOCIO-ECONOMIC STATUS AND LOCATION OF PARENTS REPORTING HELP
FROM DAUGHTER(S) REGARDING "COST" IN THE SELECTION OF
ITEMS OF FURNISHINGS

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Chest of Drawers	42.8	57.1	54.5	47.1	28	50.0
Clothes Washer	0.0	16.6	0.0	12.5	12	8.3
Desk	36.4	63.6	50.0	50.0	22	50.0
Dinette or Kitchen Table and Chairs	18.2	66.6	28.6	46.2	20	40.0
Dishwasher	0.0	20.0	20.0	0.0	9	11.1
Dryer	33.3	16.6	0.0	33.3	12	25.0
Hi-Fi Set	50.0	40.0	66.6	37.5	22	45.4
Lounge Chair(s)	0.0	28.6	16.6	11.1	15	13.3
Rug (8' x 10' or over)	30.8	46.2	50.0	31.0	39	35.9
Sofa	14.3	40.0	33.3	20.0	24	25.0
Television Set	14.2	22.2	12.5	20.0	86	17.4
Vanity Table	28.6	33.3	0.0	44.4	13	30.8
Wardrobe Closet	16.6	25.0	0.0	33.3	10	20.0
Minor Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
Per Cent						
Bedspread	48.3	83.3	76.2	56.3	53	64.2
Bookshelves	50.0	50.0	42.8	54.6	18	50.0
Coffee Table	20.0	40.0	33.3	28.6	20	30.0
Desk Lamp	52.4	81.0	75.0	61.5	42	66.7
Draperies or Curtains	41.7	84.2	63.2	52.8	55	56.3
Filing Cabinets	40.0	0.0	25.0	14.2	11	18.2
Footstool or Ottoman	12.5	57.1	50.0	22.2	15	33.3
Pictures or Wall Hangings	58.3	53.3	55.6	55.6	27	55.6
Radio	35.7	35.7	40.0	33.3	28	35.7
Record Player (Portable)	50.0	57.1	60.0	50.0	30	53.3
Side Table(s)	18.2	28.6	33.3	16.6	28	22.2
Stand and/or Table Lamp	42.1	70.0	55.6	50.0	29	51.7
N	66	42	38	70		

SOCIO-ECONOMIC STATUS AND LOCATION OF PARENTS REPORTING HELP
FROM DAUGHTER(S) REGARDING "COLOR" IN THE SELECTION OF
ITEMS OF FURNISHINGS

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Chest of Drawers	73.3	71.4	81.8	66.6	29	72.4
Clothes Washer	16.6	33.3	0.0	37.5	12	25.0
Desk	70.0	91.6	71.4	86.6	22	81.8
Dinette or Kitchen Table and Chairs	50.0	66.6	50.0	61.5	21	57.1
Dishwasher	0.0	20.0	20.0	0.0	9	11.1
Dryer	33.3	33.3	0.0	4.4	12	33.3
Hi-Fi Set	61.4	60.0	83.3	52.9	23	60.8
Lounge Chair(s)	55.6	42.8	57.1	44.4	16	50.0
Rug (8' x 10' or over)	83.9	86.7	92.3	81.8	46	84.8
Sofa	72.2	76.9	84.6	66.6	31	74.2
Television Set	50.0	33.3	50.0	40.0	23	43.4
Vanity Table	77.8	66.6	80.0	70.0	15	73.3
Wardrobe Closet	28.6	25.0	20.0	33.3	11	27.3
Minor Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
Per Cent						
Bedspread	90.0	96.3	95.6	90.9	67	92.5
Bookshelves	60.5	60.0	57.1	63.6	18	61.2
Coffee Table	40.0	50.0	50.0	42.8	20	45.0
Desk Lamp	81.8	95.2	88.2	88.5	43	88.4
Draperies or Curtains	90.7	100.0	96.0	93.1	68	94.1
Filing Cabinets	50.0	0.0	25.0	20.0	9	22.2
Footstool or Ottoman	55.6	57.1	57.1	55.6	16	56.2
Pictures or Wall Hangings	78.6	93.3	80.0	89.5	29	86.2
Radio	68.8	60.0	81.8	55.0	31	64.5
Record Player (Portable)	73.3	53.9	66.6	63.2	28	64.3
Side Table(s)	66.6	42.8	57.1	58.3	19	57.9
Stand and/or Table Lamp	85.0	83.3	90.9	81.0	32	84.4
N	66	42	38	70		

SOCIO-ECONOMIC STATUS AND LOCATION OF PARENTS REPORTING HELP
FROM DAUGHTER(S) REGARDING "STYLE" IN THE SELECTION OF
ITEMS OF FURNISHINGS

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Chest of Drawers	76.4	73.3	85.7	66.6	32	75.0
Clothes Washer	16.6	33.3	0.0	37.5	12	25.0
Desk	72.7	91.6	71.4	87.5	23	82.6
Dinette or Kitchen Table and Chairs	53.8	66.6	66.6	53.8	22	59.1
Dishwasher	0.0	20.0	20.0	0.0	9	11.1
Dryer	33.3	33.3	0.0	44.4	12	33.3
Hi-Fi Set	69.2	80.0	83.3	70.6	23	73.9
Lounge Chair(s)	55.5	42.8	57.1	44.4	16	50.0
Rug (8' x 10' or over)	75.0	78.6	85.7	71.4	42	76.2
Sofa	64.7	69.2	75.0	61.1	30	66.6
Television Set	64.2	33.3	50.0	53.3	23	52.2
Vanity Table	66.6	66.6	80.0	60.0	15	66.6
Wardrobe Closet	28.6	50.0	40.0	40.0	11	33.3
Minor Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
Per Cent						
Bedspread	89.5	91.6	95.2	87.8	62	90.3
Bookshelves	66.6	60.0	67.1	66.6	19	63.2
Coffee Table	50.0	58.3	57.1	53.3	22	54.5
Desk Lamp	81.8	100.0	94.7	89.3	47	91.5
Draperies or Curtains	90.0	100.0	95.6	92.5	63	93.6
Filing Cabinets	50.0	0.0	25.0	20.0	9	22.2
Footstool or Ottoman	55.6	57.1	57.1	55.6	16	56.2
Pictures or Wall Hangings	78.6	93.3	80.0	89.4	29	86.2
Radio	75.0	73.3	90.9	65.0	31	74.2
Record Player (Portable)	76.4	71.4	70.0	30.0	31	74.2
Side Table(s)	69.2	50.0	66.6	58.3	21	61.9
Stand and/or Table Lamp	90.0	84.6	91.6	85.7	33	87.8
N	66	42	38	70		

SOCIO-ECONOMIC STATUS AND LOCATION OF PARENTS REPORTING HELP
FROM DAUGHTER(S) REGARDING "CONSTRUCTION MATERIALS" IN
THE SELECTION OF ITEMS OF FURNISHINGS

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Chest of Drawers	64.3	50.0	44.4	64.7	26	57.6
Clothes Washer	0.0	16.6	0.0	12.5	12	8.3
Desk	40.0	72.7	71.4	50.0	21	57.1
Dinette or Kitchen Table and Chairs	41.6	55.6	50.0	46.2	21	47.6
Dishwasher	0.0	20.0	20.0	0.0	9	11.1
Dryer	33.3	16.6	0.0	33.3	12	25.0
Hi-Fi Set	41.6	44.4	80.0	31.2	21	42.8
Lounge Chair(s)	25.0	42.8	33.3	33.3	15	33.3
Rug (8' x 10' or over)	50.0	50.0	63.6	44.4	38	50.0
Sofa	35.7	60.0	50.0	43.8	24	45.8
Television Set	28.6	25.0	42.8	20.0	22	27.3
Vanity Table	50.0	50.0	50.0	50.0	14	50.0
Wardrobe Closet	28.6	50.0	40.0	33.3	11	36.4

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Bedspread	60.0	78.3	73.7	64.7	53	67.9
Bookshelves	66.6	60.0	62.5	63.6	19	63.2
Coffee Table	40.0	50.0	50.0	42.8	20	45.0
Desk Lamp	52.6	83.3	73.3	63.6	37	67.6
Draperies or Curtains	58.3	95.0	81.0	65.7	56	71.4
Filing Cabinets	50.0	0.0	25.0	20.0	9	22.2
Footstool or Ottoman	33.3	42.8	50.0	30.0	16	37.5
Pictures or Wall Hangings	61.5	85.7	66.6	77.8	27	74.1
Radio	33.3	35.7	44.4	29.4	26	34.6
Record Player (Portable)	60.0	53.8	77.8	47.4	28	57.1
Side Table(s)	50.0	42.8	57.1	41.6	19	47.4
Stand and/or Table Lamp	64.7	67.8	87.5	61.1	26	69.2
N	66	42	38	70		

SOCIO-ECONOMIC STATUS AND LOCATION OF PARENTS REPORTING HELP
FROM DAUGHTER(S) REGARDING "SIZE" IN THE SELECTION OF
ITEMS OF FURNISHINGS

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Chest of Drawers	57.1	61.5	63.6	66.2	27	59.2
Clothes Washer	16.6	16.6	0.0	25.0	12	16.6
Desk	60.0	81.8	71.4	71.4	21	71.4
Dinette or Kitchen Table and Chairs	53.8	55.6	55.6	53.8	22	54.6
Dishwasher	0.0	20.0	20.0	0.0	9	11.1
Dryer	50.0	16.6	0.0	44.4	12	33.3
Hi-Fi Set	61.5	77.8	80.0	64.7	22	68.2
Lounge Chair(s)	50.0	42.8	50.0	44.4	15	46.6
Rug (8' x 10' or over)	41.7	50.0	60.0	38.5	36	44.4
Sofa	60.0	60.0	55.6	62.5	25	60.0
Television Set	57.1	33.3	50.0	46.6	23	47.8
Vanity Table	62.5	66.6	80.0	55.6	14	64.3
Wardrobe Closet	16.6	50.0	25.0	33.3	10	30.0
Minor Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
				Per Cent		
Bedsread	63.3	81.8	79.0	66.7	52	71.2
Bookshelves	66.7	60.0	62.5	63.6	19	63.2
Coffee Table	50.0	50.0	50.0	50.0	20	50.0
Desk Lamp	76.2	95.2	93.8	80.8	42	85.7
Draperies or Curtains	61.8	94.4	83.3	67.6	52	73.1
Filing Cabinets	50.0	0.0	25.0	20.0	9	22.2
Footstool or Ottoman	25.0	57.1	50.0	33.3	15	40.0
Pictures or Wall Hangings	76.9	92.3	75.0	88.9	26	84.6
Radio	73.3	50.0	55.6	65.0	29	62.0
Record Player (Portable)	71.4	61.5	75.0	63.2	27	66.7
Side Table(s)	66.6	42.8	57.1	58.3	19	57.9
Stand and/or Table Lamp	83.3	83.3	88.8	80.9	30	83.3
N	66	42	38	70		

SOCIO-ECONOMIC STATUS AND LOCATION OF PARENTS REPORTING HELP
FROM DAUGHTER(S) REGARDING "APPEARANCE" IN THE SELECTION
OF ITEMS OF FURNISHINGS

Major Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Chest of Drawers	64.2	73.3	75.0	64.7	29	69.0
Clothes Washer	16.6	33.3	0.0	37.5	12	25.0
Desk	72.7	91.6	71.4	87.5	23	82.6
Dinette or Kitchen Table and Chairs	41.6	66.6	37.5	61.5	22	52.4
Dishwasher	0.0	20.0	20.0	0.0	9	11.1
Dryer	33.3	33.3	0.0	44.4	12	33.3
Hi-Fi Set	69.2	77.8	80.0	70.6	22	72.7
Lounge Chair(s)	37.5	42.8	33.3	44.4	15	40.0
Rug (8' x 10' or over)	73.1	85.7	91.7	71.4	40	77.5
Sofa	60.0	75.0	80.0	58.8	27	66.6
Television Set	50.0	33.3	37.5	46.6	23	43.4
Vanity Table	62.5	66.6	80.0	55.6	14	64.3
Wardrobe Closet	16.7	25.0	0.0	33.3	10	20.0

Minor Furnishings	High	Low	Rural	Urban	Number	Per Cent Total
	Per Cent					
Bedsread	85.3	100.0	95.0	88.8	56	91.0
Bookshelves	62.5	60.0	57.2	63.6	18	61.1
Coffee Table	50.0	54.5	57.1	50.0	21	52.3
Desk Lamp	81.8	100.0	94.4	88.5	44	90.9
Draperies or Curtains	77.1	100.0	91.6	82.8	59	86.4
Filing Cabinets	50.0	0.0	25.0	20.0	9	22.2
Footstool or Ottoman	44.4	57.1	50.0	50.0	16	50.0
Pictures or Wall Hangings	71.4	93.3	77.8	85.0	29	82.8
Radio	75.0	50.0	70.0	60.0	30	63.3
Record Player (Portable)	75.0	66.6	77.8	68.4	28	71.4
Side Table(s)	69.2	62.5	77.8	58.3	21	66.6
Stand and/or Table Lamp	90.0	84.6	91.6	85.7	33	87.8
N	66	42	38	70		

VITA

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ON THE PURCHASING OF HOME FURNISHINGS BY THEIR PARENTS

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