

Tween Girls and Their Mothers: Clothing Decision Criteria and Body Satisfaction

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Tweens 여학생과 어머니의 의복의사결정과 신체 만족도에 대한 연구

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Abstract

The purpose of the research was to explore clothing characteristics that tween girls(ages 9-14) consider important when deciding what to wear, as well as what the tween girls' mothers believe that their daughters value. The purposive sample consisted of 41 mother-daughter pairs recruited by [TC]²(Textile/Clothing Technology Corporation). Subjects were divided into younger(9-11) and older(12-14) normal- and plus-size groups based on Body Mass Index(BMI). There were significant differences between mothers and daughters in rating the importance of seven decision criteria concerning what to wear. The entire tween girls reported that *clothes that fit well* as the most important criteria in deciding what to wear. *Clothes that were comfortable* was the only criterion significantly related to the tween girls' body dissatisfaction scores. Mothers rated *clothes that are the newest fashion* and *that friends would be wearing* as being significantly more important than their daughters reported. There was a significant negative correlation between tween girls' body dissatisfaction scores and choosing clothes that are *comfortable*. Normal-size tween girls and their mothers differed significantly only when considering the *newest fashion* and *what friends would be wearing*. Plus-size tween girls and their mothers differed significantly for four criteria: fit, comfort, best looking, and what friends would be wearing. Both younger and older groups differed with mothers concerning *what friends would be wearing*. Additionally, younger girls placed significantly more emphasis than their mothers on *fit*. Older girls did not consider *the newest fashion* an important a decision criterion, but their mothers believed that they did.

Key words: Tweens, Clothing decision criteria, Body satisfaction; 트윈스, 의복의사결정항목, 신체 만족

I. Introduction

Businesses are interested in tweens because of their buying power and their influence on family purchases. According to the June 23, 2003, issue of

Trend Central, 65% of tweens say that they help with the grocery shopping("Tween intelligence", 2003). Tweens influence family spending patterns both subtly and directly every day("Tweens take over", 2003) and have considerable purchasing power. One of the reasons tweens' purchasing power has increased in recent years is because their parents have provided

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them with greater financial support than any previous generation. In the 1960s, the baby boomers, the parent generation of today's tweens, were credited with driving many aspects of market research. In the 21st century, tweens have become a focus of interest in the market and have more disposable income to spend on clothing and other items ("Spending it all on the kids", 2003). Indeed, tween consumers influence not only family expenses but also today's retail market and are poised to become as influential as their boomer parents in many ways. Research into tween behavior differs from that examining traditional adolescent segments in the 1960s or 1970s

The concept of a "tweens" grew from that of a "teenager," a term used in U.S. advertising and marketing beginning in the 1940s (Cook & Kaiser, 2004; Graham, 2004). The term, tweens, to describe girls and boys aged as young as 7 to age 14, appeared by 2000 in business articles (Cook & Kaiser, 2004; Duff, 2002; Finnerty, 2000; "Special youth demographic series," 2005; "Tweens take over", 2003). Tweens bridge the childhood to adolescence transition, including the onset of puberty. Adolescents are divided into early (ages 11/12-15) and older (15-20) stages (Curtis, 1991).

In this study, tweens were defined as ages 9-14. There are more than 23 million tween consumers in the U.S. ("Special youth demographic series," 2005). Many market researchers of consumer goods have an increasing interest in tweens' behavior. Reports suggest that girls are aware of fashion trends, have money to spend, and are influenced by celebrities (Key Note, 2002). One estimate of tweens spending on clothing is \$14 billion per year (Neider & Figueroa, 2001). With the growing incidence of overweight and obesity, more businesses are recognizing and interested in accommodating the plus size market segment.

Since the 1960s, social-psychological research on children and adolescents and their clothing has provided insights into on links between dress, self-esteem, and peer relationships, helping to document the significance of appearance. Tweens have a particular interest in their appearance because of the dramatic physical changes that accompany puberty, which potentially impact on the establishment of a

body ideal (Cohn et al., 1987). Most research has focused on (a) eating disorders, weight concerns, obesity, body image and self-esteem, and (b) clothing as it relates to buying and wearing practices, social or peer acceptance, peer conformity, and self-esteem.

1. Statement of the Problem

Research and observation suggest that mothers can influence children and tweens, but little published work has focused specifically on tween girls and their mothers in relation to clothing behaviors. Clothing is a tool for communication between them. Literature is lacking on the characteristics tweens say that they want in the clothing they buy and wear, and on what their mothers think that they want. Through tween girls interactions with their mothers, daughters learn their mothers' values regarding decision making for what to wear, and body satisfaction, which may influence their own attitudes about their gender and approaching womanhood. Therefore, the purpose of the research reported here was to explore the clothing characteristics that tween girls consider important when deciding what to wear, as well as what the girls' mothers believe that their daughters value. The following questions were asked:

1. Are there differences between tween girls' and their mothers' perceptions of the relative importance of seven decision criteria for what clothes to wear?
2. Are there differences between tween girls' and their mothers' perceptions of decision criteria for what clothes to wear the same for normal- and plus-size girls?
3. Are there differences between tween girls' and their mothers' perceptions of decision criteria for what clothes to wear the same for younger and older girls?
4. Is there a relationship between tween girls' body satisfaction/dissatisfaction scores and clothing decision criteria of what clothes to wear?

II. Literature Review

1. Tweens and Clothing

Researchers have found that tweens use clothes to

feel better about their bodies, to conform to their peer groups, and to relate to specific role models (Kaiser, 1990; Kelly et al., 1974; MacGillivray & Wilson, 1997; Sproles & Burns, 1994). Kernan (1973) published a study on the mother-daughter relationship and its effect on clothing and cosmetic fashion choices, sampling 57 12-14 year olds. She inquired into adoption of peer-designated high-fashion items, and concluded that the girls were independent of their mothers in approving or disapproving clothing items.

Moschis et al. (1977) studied the purchasing patterns of 607 adolescents in the 6th to 12th grades. They used three categories of adolescent independence in purchasing selected products to measure purchasing role structures, purchasing by social class, and by age. They found that the adolescents' clothing purchases occurred more with family members than did other items. The adolescents depended more on adult family members when purchasing high-priced or socially risky items, such as coats or sports equipment.

May and Koester (1985) studied 9-19 year olds' buying and wearing decisions, finding that parents' influence on purchases decreased, and peer influence increased with age. Subjects reported that parents paid for their clothes at least half of the time, and they asked parents for help in making decisions "half of the time." There was no significant influence from siblings on clothing purchase practices for all age groups. Subjects reported minimal media influence on buying clothing. Fit was the most important selection criteria in purchasing of clothes.

In 1994, Simpson reported that adolescents purchasing from catalogs most often made decisions on their own. Recently, Grant and Stephen (2005) investigated tween girls' buying process, influencing criteria, and attitudes towards buying fashion clothing in order to better understand how they bought and the role that their parents and friends played. In focus groups of girls aged 12-13, they asked 39 open-ended questions expressing five themes (influences, buying behavior, information gathering, brand awareness, and brand expectations). They found that mothers were very influential in choosing clothes bought

for school and for special occasions. Girls reported being influenced by magazines. Older sisters were a valued source of information.

Studies of adolescent clothing conformity, awareness, peer acceptance or social acceptance, social participation, and group membership and clothing have been conducted by several researchers (Kelly & Eicher, 1970; Littrell & Eicher, 1973; Smucker & Creekmore, 1972). Upon entering school, a child's focus shifts from family to peer friendship group, with the change becoming more evident during the adolescent years (Bowerman & Kinch, 1959). During adolescence clothes seem to assume their greatest importance (Hurlock, 1955).

Grant and Stephen (2005) recently found that their sample of tween girls in the United Kingdom placed a high value on branded clothes, and design and style. On average, the American girls in this study found only one (out of seven) criteria to be less important than brand in deciding what to wear. Differences may have occurred because girls were asked different questions in the two studies. Grant and Stephen asked their 12-13 year-olds about buying decisions. The girls in this study were asked about wearing decisions. Some girls might not perceive a difference, while others would.

2. Tween Girls Body Image and Satisfaction

The definition of body image centers on the way people perceive their own bodies, including collective attitudes, feelings, and fantasies (Fisher, 1986; Sault, 1994). Body image mediates the relationship between an individual's personal and social identity (Öberg & Tornstam, 1999). A substantial percentage of adolescent girls feel dissatisfied with their body weight, size, and shape (Cohn, et al., 1987; Eisele et al., 1986; Huon, 1994; Maude et al., 1993; Paxton et al., 1991).

Usmiani and Daniluk (1997) studied 82 mothers and their daughters in grades 7-11, focusing on self-esteem, gender role identity, and body image. They found that higher self esteem came from a positive body image and positive attitudes toward their mothers. The size of a girl's mother may influence what

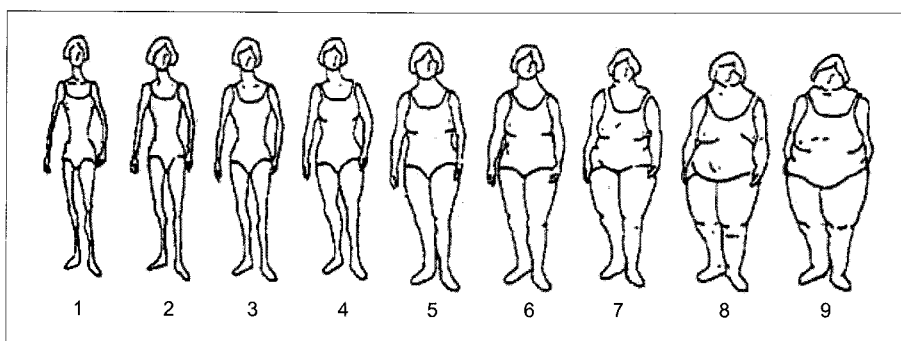


Fig. 1. Nine female drawings(Massara & Stunkard, as cited in Wilson et al., 1994).

body size she perceives as ideal. Wilson et al.(1994) sampled 93 black and 80 white female subjects aged 14-17 and enrolled in a public high school. Girls' and mothers' heights and weights were measured; 30% of adolescents were overweight or obese. Subjects were asked to select the image that was most similar to their mother's body size from a set of figures(Fig. 1). Participants were likely to select #1 and #2 as underweight, #3 as normal weight, and from #4 upward as overweight figures. Black female adolescents preferred a larger body size than white female adolescents. Ideal body size was positively associated with the mother's size and race, but not with Social Economic Status(SES).

Studies have suggested that adolescent girls in competitive environments that emphasize weight and appearance experience increased social pressures to meet the thin ideal(Brooks-Gunn et al., 1988; Garner & Garfinkle, 1980; Hamilton et al., 1985). In a longitudinal study by Attie and Brooks-Gunn(1989), girls who early in adolescence felt most negatively about their bodies were more likely to develop eating problems two years later.

III. Methods

The research reported here was part of a larger study for which some results were reported in Lee et al.(2006). The purposive convenience sample consisted of 41 mother-daughter pairs, of which 21 were categorized as normal size and 20 as plus size according to the girls' Body Mass Index(BMI) scores and the

designation of categories by the U.S. Center for Disease Control and Prevention(CDC). Plus size was defined to incorporate the "at risk of overweight"(85th-95th percentiles) and overweight(>95th percentile) categories. Normal size was interpreted as under the 85th percentile, and there were no underweight subjects(BMI for age, 2005).

Participants were recruited by Textile/Clothing Technology Corporation([TC]²), an independent contractor in Cary, North Carolina, where the research was conducted. In recruitment, mothers were told that the research purpose was to study clothing, sizing, and appearance issues for this age group. Sixty-one percent of the girls were Caucasian; 29.3% were African American; 2.4% were Hispanic, and 2.4% were Native American.

Tween girls and their mothers each completed questionnaires that included both related and different questions. Questions probed issues such as clothing selection and purchase practices, body image and satisfaction, and influences on the girls. During the research sessions, mothers and daughters were not allowed to consult each other. The research reported here included questions adapted from May(1982)'s Clothing Practice Survey and a measure of body dissatisfaction that derived from the subjects' picking two figures(one as self and one as ideal) from a linear scale of nine figures(Stunkard et al., 1983).

The Clothing Practice Survey was originally given to 9 to 19-year-old boys and girls. Using a 5-point scale, girls reported how often they thought about each of seven criteria when choosing what to wear. Mothers

responded to the same scale, but concerning what they perceived that their daughters thought. The criteria were clothes that: (a) look best on me, (b) look like those that my friends will be wearing, (c) are comfortable, (d) are my favorite color, (e) are the newest fashion, (f) have a popular brand name, and (g) fit well.

The decision criteria used in this study were adapted from May(1982)'s study and used a study of Lee(2007). For girls aged 9-15, she found the rank order of importance in her six criteria to be: clean, look best, comfort, fashionable, favorite color, and brand. The criteria, clean, was not listed in the context of the study reported here, but the criteria, fit, was because it had appeared as an important criteria in separate part of May's study(May & Koester, 1985). Although fit was not part of May's set of decision criteria, it was found to be the most important purchase criteria elsewhere in her survey. Mean scores were calculated for each of the seven decision criteria for mothers and daughters, and paired sample *t* tests were conducted to investigate differences.

The girls' body dissatisfaction scores were originally reported in Lee et al.(2006). They were determined by computing the difference between each girl's identification of ideal size and perception of actual size using Stunkard et al.(1983)'s drawings.

IV. Results and Discussion

1. Results

Research Question 1. Paired sample *t* tests were

computed to determine if there was a difference between mothers' and tween girls' rankings of clothing decision criteria for what to wear.

There was a significant difference($t=3.200, p=0.003$) between mothers and girls for the decision criteria, *clothes that fit well*. Girls rated it as more important than mothers did(4.34/ 3.59). *Clothes that are comfortable* was also significantly different ($t=2.233, p=0.03$). Girls viewed comfort as having more importance(4.05) than the mothers thought they did(3.56). *Clothes that are the newest fashion* was significantly different($t=-2.838, p=0.007$). Mothers viewed it as having more importance(3.37) than the girls thought it had(2.80). There was a statistically significant difference($t=-5.375, p=0.000$) between girls and mothers for the decision criteria, *clothes like those that friends will be wearing*(2.07/3.24). Choosing *clothes like those that friends would be wearing* was less important to the girls than the mothers thought.

Research Question 2. Paired sample *t* tests were performed to explore normal-size tween girls' and their mothers' responses. <Table 2> shows that there were two clothing criteria for which there were statistically significant differences. There was a significant difference($t=-3.432, p=0.003$) between mothers' and tween girls' responses for *clothes like those that friends would be wearing*; mothers rated it as being more important than the girls did(3.14/2.00). For the criteria, choosing to wear *the newest fashion*, there was a statistically significant($t=-2.444, p=0.02$) difference between the normal-size tween girls' moth-

Table 1. Clothing decision criteria for what clothes to wear

Clothing decision criteria	Mean		<i>t</i> -value
	Tween girls	Girls' mother	
Best looking	4.05	3.88	0.816
Fit	4.34	3.59	3.200**
Comfortable	4.05	3.56	2.233*
Favorite color	3.15	3.34	-0.904
Newest fashion	2.80	3.37	-2.838**
Brand name	2.59	2.49	0.461
Friends will be wearing	2.07	3.24	-5.375***

Note. Significant *p* values are noted by: *** $p \leq .001$, ** $p \leq .01$, * $p \leq .05$

ers' mean(3.43) and theirs(2.81).

Paired sample *t* tests were also performed to explore the plus-size tween girls' and their mothers' responses. <Table 2> shows that there were four statistically significant clothing criteria. There was a significant difference($t=3.812$, $p=0.001$) between plus-size tween girls' and their mothers' responses for *clothing that fit well*; girls rated it as being more important than their mothers did(4.35/3.05). For the clothing decision criteria, *comfortable*, there was a statistically significant difference($t=4.329$, $p=0.000$) between plus-size tween girls' and their mothers' responses; tween girls rated it more important than their mothers did(4.30/3.10).

For the decision criteria, *clothes that look best*, there was a significant difference($t=2.680$, $p=0.01$) between plus-size tween girls and their mothers; tween girls rated it as being more important than their mothers did(4.10/3.35). For the criteria, *friends will be wearing*, there was a statistically significant difference($t=-4.188$, $p=0.000$) between plus-size tween girls and their mothers; mothers rated it as being more important than their daughters did (3.35/2.15).

Research Question 3. Younger tween girls'(9-11) and their mothers' responses for decision criteria

were compared with paired sample *t* tests. <Table 3> shows that there were two statistically significant clothing criteria.

There was a significant difference($t=3.139$, $p=0.006$) between younger tween girls' and their mothers' responses for *clothes that fit well*; tween girls rated it as being more important than mothers did(4.32/3.16). There was a statistically significant difference($t=-3.508$, $p=0.003$) between younger tween girls' and their mothers' responses for *clothes that friends would be wearing*; mothers rated it as being more important than the girls did(3.05/2.11).

Paired sample *t* tests were performed to explore older tween girls'(aged 12-14) and their mothers' responses. <Table 3> shows that there were two statistically significant clothing criteria. There was a significant difference($t=-4.101$, $p=0.001$) between older tween girls' and their mothers' responses for *clothes that friends would be wearing*; mothers rated it as being more important than their girls did(3.41/2.05). The means for older tween girls(2.86) and their mothers(3.73) were also statistically significantly different ($t=-2.844$, $p=0.01$) in rating the importance of choosing *clothes that are the newest fashion*. Older tween girls rated choosing the newest fashion as being less

Table 2. Clothing decision criteria with normal- and plus-size girls and their mothers

Clothing decision criteria	Groups	Means		t-value
		Girl	Girls' mother	
Best looking	Normal-size	4.00	4.38	-1.451
	Plus-size	4.10	3.35	2.680**
Fit	Normal-size	4.33	4.10	0.815
	Plus-size	4.35	3.05	3.812***
Comfortable	Normal-size	3.81	4.00	-0.722
	Plus-size	4.30	3.10	4.329***
Favorite color	Normal-size	3.14	3.29	-0.484
	Plus-size	3.15	3.40	-0.773
Newest fashion	Normal-size	2.81	3.43	-2.444*
	Plus-size	3.15	3.40	-1.819
Brand name	Normal-size	2.57	2.38	0.810
	Plus-size	2.68	2.74	-0.139
Friends will be wearing	Normal-size	2.00	3.14	-3.432***
	Plus-size	2.15	3.35	-4.188***

Note. Significant p values are noted by: *** $p \leq .001$, ** $p \leq .01$, * $p \leq 0.05$

Table 3. Clothing decision criteria with younger and older tween girls and their mothers

Clothing decision criteria	Groups	Means		t-value
		Girls	Girls' mother	
Best looking	Younger	3.68	3.63	0.136
	Older	4.36	4.09	1.299
Fit	Younger	4.32	3.16	3.139**
	Older	4.36	3.95	1.402
Comfortable	Younger	4.11	3.53	1.874
	Older	4.00	3.59	1.306
Favorite color	Younger	3.26	3.11	0.590
	Older	3.05	3.55	-1.559
Newest fashion	Younger	2.74	2.95	-0.940
	Older	2.86	3.73	-2.844**
Brand name	Younger	2.21	2.05	0.528
	Older	2.91	2.86	0.149
Friends will be wearing	Younger	2.11	3.05	-3.508***
	Older	2.05	3.41	-4.101***

Note. Significant p values are noted by: *** $p \leq .001$, ** $p \leq 0.01$, * $p \leq .05$

important than their mothers believed it would be.

Research Question 4. To analyze this research question, Pearson's correlation was conducted to determine if there was a relationship between tween girls' body dissatisfaction scores and clothing decision criteria of what clothes to wear. Tween girls' mean dissatisfaction score was negative, meaning that on average they chose an ideal size that was smaller than they thought they were and that they wanted to be thinner. According to mean response scores, the girls ranked clothing decision criteria in the following order (from most to least important): *clothes that fit it well, look best, are comfortable, are the favorite color, are the newest fashion, have a popular brand name, and are like those that friends are wearing.*

<Table 4> shows the correlation coefficients and significant values for the three most important criteria. There was a significant negative correlation ($r = -0.34$, $p = 0.029$) between girls' body dissatisfaction scores and choosing clothes that are *comfortable*. The square of the Pearson correlation can be used to interpret the strength of the relationship, leading to the conclusion that 12% (-0.34^2) of the girls' body dissatisfaction can be accounted for by the linear rela-

Table 4. Pearson correlation between body dissatisfaction and clothing decision criteria

	Dissatisfaction
Look best	-0.07
Comfortable	-0.34*
Newest fashion	0.06

tionship with comfort as a clothing decision criteria.

2. Discussion

The entire sample of tween girls ranked *fit* as the most important criteria in deciding what to wear, and that ranking held true across younger, older, normal-, and plus-size segments. Although the mothers' overall mean score ranked *fit* second among criteria, reflecting an understanding of their daughters' emphasis on choosing clothes that fit, their score was significantly lower than their daughters, suggesting that they did not perceive how strongly their daughters felt. Within four groups, the significant difference between mothers and daughters held true only for the plus-size and younger girls, suggesting a bigger gap in communication or differences in expectations between parent and child for these segments.

Comfortable and *best looking* were tied as second in importance to all girls and were also scored highly by the mothers. *Best looking* had the highest and *comfortable* had the third highest overall mean scores for the mothers. Whereas there was a significant difference between girls and mothers on the *comfortable* criteria, there was not for *best looking*. However, within the plus-size segment, girls' and mothers' scores were significantly different for both criteria. The mothers of plus-size girls seem to have missed the level of importance their daughters placed on picking the *best looking* and *comfortable* clothes to wear. *Comfortable* was the only criterion significantly related to the girls' body dissatisfaction scores, and it appeared to be more important to plus- than to normal-size girls. The more dissatisfied girls were with their bodies, the more important *comfort* was in deciding what clothes to wear.

The girls placed emphasis on the importance of fit and comfort. Branson and Sweeney(1991) define clothing comfort as a state of satisfaction indicating psychological, social psychological and physical balance for a person, his/her clothing, and his/her environment. Tselepis and de Klerk(2004) developed a conceptual framework about early adolescent girls' fit expectations. They proposed that the physical changes and social-psychological dynamics of this age group made fit important. They identified three criteria as affecting fit, and they were that garments be functional, aesthetically pleasing, and emotionally satisfying.

Although the mothers' overall mean scores for the *newest fashion* and *friends will be wearing* criteria were ranked fourth and sixth, they were still significantly higher than the girls' scoring for these two criteria. Of all criteria, *friends will be wearing* was the only one for which a significant difference between girls and mothers occurred across all segments(normal- and plus-size, younger and older). Although mothers in all groups did not think that this was the most important criterion for their daughters, they did all believe that it was more important to their daughters than the girls indicated in their responses. It is possible that mothers overstate this because it is a common parental comment, or it is possible that girls

are not able to accurately perceive what drives their decisions. For the *newest fashion* criterion, there were significant differences between girls and their mothers in the normal-size and younger, but not the plus- size and older, segments.

V. Conclusions, Implications, and Limitations

1. Conclusions

The purpose of the research was to explore the clothing characteristics that tween girls consider important when deciding what to wear, as well as what the girls' mothers believe that their daughters value. The purposive sample used in this study consisted of 41 mother-daughter pairs with daughters aged 9-14 and their mothers, within the subsets of normal- and plus-sizes across the age span, and younger(9-11) and older(12-14) across the size span, responded to scaled questions about criteria used by the girls in deciding what to wear.

Overall, girls reported that they thought about fit the most often and about what their friends would be wearing the least often. Using paired sample *t*-tests, several significant differences were found between what tween girls reported and what mothers perceived as being important to the girls. Tween girls said that they thought about fit and comfort more than their mothers said they did. Their mean responses indicated that they usually thought about fit and comfort, whereas their mothers thought that they considered fit and comfort between half of the time and usually. Girls reported thinking about the newest fashion and what friends would be wearing less often than their mothers perceived. Whereas the girls indicated that they thought about the newest fashion just less than half of the time, their mothers thought they considered it more than half of the time. The girls thought about what friends would be wearing sometimes, but their mothers believed they thought about it more than half of the time.

The differences between all mothers and daughters were echoed in varied ways with the age and size subgroups. Fewer differences between mothers and

girls were found for normal- than plus- size girls. Normal pairs differed significantly only when considering the newest fashion and what friends would be wearing. Plus-size tween girls and their mothers differed significantly for four criteria: fit, comfort, best looking, and what friends would be wearing. Both younger and older groups differed with mothers concerning what friends would be wearing. Additionally, younger girls placed significantly more emphasis than their mothers on fit. Older girls did not consider the newest fashion an important a decision criterion, but their mothers believed that they did. Favorite color and brand name were the only decision criteria with no significant differences between girls and mothers.

2. Implications and Limitations

Although the study found the significant differences between mothers and daughters on the relative importance of fit, comfort, what friends would be wearing, the research did not address whose perception was more accurate. Did mothers more correctly perceive the importance to their daughters of following what friends were wearing and the newest fashion, or did mothers' responses simply reflect common, public beliefs? These are questions that remain for further investigation.

Families who have completed the tweens life stage can typically testify that parent and child do not always see all issues in the same way. This research adds to the small body of clothing literature that has been built over several decades concerning the perceptions and interactions of girls and their mothers in relation to appearance decisions. Some findings suggest that clothing may be simply one more area where communication between tweens and their parents could and should be clarified. The questionnaire in this study that produced the findings from girls on fit and comfort did not ask them or their mothers to describe what they meant. More research is needed to explore what each of them mean when they discuss fit and comfort. The three top criteria; fit, comfort, and best looking for all girls may be related concepts in both their and their mothers' minds, but

determining that will require further research. The small sample size limits the conclusions reached, but the results suggest the value of further study using a larger sample.

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요 약

총 41쌍의 트윈 여학생과 어머니가 [TC]²(Textile Clothing Technology Corporation)에서 데이터 조사에 참여하였다. 참가자들은 미국 질병관리 및 방지국(CDC- Center for Disease Control and Prevention)의 자료를 바탕으로 그들의 BMI(체질량지수, Body Mass Index)를 기초로 하여 보통체중과 과체중으로 나누어졌고, 다시 9살에서 11살 사이의 younger 그룹과 12살에서 14살 사이의 older 그룹으로 나누어졌다. 설문 조사를 이용한 Quantitative 리서치 방법을 이용하여 조사 되어졌다. 의복착용 의사결정 요소와 바디 만족도에 관한 조사로 보통체중/과체중, Younger/Older 그룹에 대하여 연구가 진행되었다. 자료분석은 SPSS 12.0을 사용하여 기술 통계분석, 상관분석, 대응표본 분석 등으로 결과를 도출 하였다. 7개 항목의 의복 의사결정 요소 중 의복이 몸에 잘 맞는 것과 의복의 편안함을 가장 중요한 요소로 뽑았다. 대응표본 분석 결과 어머니들이 관찰한 여학생의 의복의사결정 중 중요한 것으로는 새로운 패션(Newest fashion)과 여학생의 친구들이 무엇을 입는가(newest fashion means: 2.80 and 3.37, $p=0.007$; what friends would be wearing means: 2.07 and 3.24, $p=0.000$)를 더 중요하게 생각하는 것으로 나타났다.