

# Teens Are Long On Fashion Know-How, Survey Finds

Teen-age girls appear to be more fashion conscious than middle-aged women, but less sure in their buying choices, a University of Michigan study indicates.

Claude R. Martin Jr., U-M assistant professor of marketing, directed surveys of retail sales personnel, management officials and consumers in four Southwestern states.

He reveals some of the differences and similarities between two generations of women shoppers in "A Comparison of Fashion-Buying Behavior Between Teen-Age Girls and Middle-Aged Women," a working paper published by the Bureau of Business Research of the U-M Graduate School of Business Administration.

"There are notable differences in the purchasing and shopping behavior of teen-age girls and middle-aged women," Prof. Martin concludes. "The teen-ager shops for clothing in more stores and in more different types of stores. She enters the market place with less preplanning and fewer predispositions, and relies less on newspapers and sales clerks in her decision process. She relies more on her peer group. The teen-ager's

fashion awareness is shaped primarily by fashion magazines, and she tends to shop with others."

The boutique, a new kind of retail shop aimed primarily at the younger market, has been particularly successful with youthful consumers, Martin reveals, adding: "Other retailers get the teen-age girl inside their stores, but are not very successful in selling to her."

"The newspaper has little influence on the teen-ager's purchase decision," Martin continues, "nor does it contribute to her fashion consciousness. Evidence also indicates that selling to the teen-age girl is not accomplished by sales clerks or fashion shows, but by point-of-purchase displays aimed at her specific tastes.

"Certainly she is different from the older woman--she is a more active shopper, she is more aware of current fashion, and she enters the market place with less predisposition toward either the place of purchase or the merchandise to be sold."

The responses by more than

350 women shoppers indicate that the older woman (between the ages of 30 and 50) may also be highly aware of fashions, but that they place far more importance on in-store shopping and

newspaper advertisements or editorial content in making purchase decisions, according to the U-M study. Older women are much less apt to take a companion on a shopping trip.



THE TEEN-AGER--she's likely to be a more fashion-conscious shopper than her mother. This one has teamed dots and stripes for a cool summer look.

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