

# **Korean Chinese College Students' Clothing Buying Characteristics Depending on the Attitudes on Clothing Made in Korea**

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## **I . Introduction**

It is necessary for the apparel consumers that experience several decision making processes when they try to buy the clothes. Such decision making processes are included what is the motive to purchase the clothes, what aspects they need to consider to purchase the clothes or which stores will be good for them to buy the clothes. Such decision making processes are different depending on a variety of selection criteria according to the psychological, financial and social factors of consumers. It can be the starting point of apparel marketing to identify the characteristics of consumers including which shops the consumers frequently visit and what aspects are considered or emphasized when they select the shops and they select the clothes. The clothing attitudes influence on the decision making when the consumers select the clothes. This study aims to identify the clothing buying behavior' characteristics of Korean Chinese college students by identifying the evaluation standards to select the apparel products shop, motives for purchase of clothing, evaluation criteria to select the apparel products depending on the attitudes on clothing made in Korea and to identify the perception on clothing made in Korea depending on the attitudes on clothing made in Korea

## **II . Methodology**

Questionnaire was used for studying the subject of the thesis. Questions used for the study were primarily based on those previously used. Each question was rated in 5 point scale, where 1 means 'not at all' and 5 means 'definitely'. The study was conducted against 400 college students September, 2003. The data of this study was statistically analyzed using the SAS PC program.

## **III . Results and Discussion**

### **1. Motives for purchase of clothing depending on the attitudes on clothing made in Korea**

Table 1 is the results of the study that examined the differences of motives for purchase of clothing between two groups that had high average scores and low average scores by attitudes on clothing made in Korea, respectively. The significant difference between two

groups showed in three items such as to try a new trend, for the harmony of existing clothes, for stylish appearance. The high average scores' group by attitudes on clothing made in Korea demonstrated higher motives for purchase of clothing than the group and the low average scores' group in all three items.

Table 1. differences of motives for purchase of clothing depending on the attitudes on clothing made in Korea

Attitudes on Clothing made in Korea	lower group (n=143)	higher group (n=232)	t value
Purchase motivations for clothes			
unfit size or change of shape in the existing clothes	3.00	3.14	-1.343
to try a new trend	2.66	2.98	-3.806***
for the harmony of existing clothes	3.38	3.54	-2.040*
impulse buying from a store display	2.81	2.95	-1.395
for a change of mood	2.78	2.95	-1.651
after seeing discount advertising	2.48	2.47	.101
for stylish appearance	2.77	3.08	-3.168**
for social gathering occasion (party, festival)	3.30	3.42	-1.214
change of season	3.76	3.85	-1.168
to show off their affordability	2.26	2.26	-.049

\*\*\* P < .001 \*\* P < .01 \* P < .05

## 2. Evaluation criteria for clothing stores depending on the attitudes on clothing made in Korea

Table 2 is the results of the study that examined the differences of evaluation criteria for clothing stores between two groups that had high average scores and low average scores by attitudes on clothing made in Korea, respectively. The significant difference between two groups showed in two items such as diverse assortment of products, loyal or regular stores. The high average scores' group by attitudes on clothing made in Korea demonstrated higher evaluation criteria for clothing stores than the low average scores' group in two items.

Table 2. differences of evaluation criteria for clothing stores depending on the attitudes on clothing made in Korea

Attitudes on Clothing made in Korea	lower group (n=143)	higher group (n=232)	t value
Evaluation criteria for clothing stores			
diverse assortment of products	3.41	3.63	-2.352*
quality	4.16	4.16	.016
product price	3.73	3.77	-.439
brand awareness	.17	3.31	-1.714
locate in fashion street	3.20	3.29	-1.047
convenience in access	3.20	3.28	-.796
convenience of parking system	3.10	3.18	-.861
hospitality of sales person	3.92	3.89	.250
display and mood of the store	3.76	3.69	.809
after service	3.93	4.02	-1.030
comfortable fitting room	3.96	3.91	.548
loyal or regular stores	2.90	3.15	-2.528*

### 3. Evaluation criteria for clothing depending on the attitudes on clothing made in Korea

Table 3 is the results of the study that examined the differences of evaluation criteria for clothing between two groups that had high average scores and low average scores by attitudes on clothing made in Korea, respectively. The significant difference between two groups showed in two items such as brand, trendy fashion. The high average scores' group by attitudes on clothing made in Korea demonstrated higher evaluation criteria for clothing than the low average scores' group in two items.

Table 3. differences of evaluation criteria for clothing depending on the attitudes on clothing made in Korea

Attitudes on Clothing made in Korea Evaluation criteria for clothing	lower group (n=143)	higher group (n=232)	t value
design	3.76	3.74	.214
price	3.69	3.74	-.608
color/pattern	3.95	3.97	-.180
quality	4.18	4.12	.706
brand	2.92	3.27	-3.705***
fit to the body	4.24	4.17	.726
easy to manage	3.75	3.74	.064
harmony with other clothes	3.89	3.89	.026
trendy fashion	2.82	3.13	-3.416**
after service	3.95	3.80	1.528

\*\*\* P < .001 \*\* P < .01

### 4. perception on clothing made in Korea depending on the attitudes on clothing made in Korea

Table 4 is the results of the study that examined the differences of perception on clothing made in Korea between two groups that had high average scores and low average scores by attitudes on clothing made in Korea, respectively. The significant difference between two groups showed in eight items. Eight items were it is easy to find the design that you want, the color or pattern strikes your fancy, to be your size, after service are good, look elegant in those clothes, if the prices are same, you prefer Korean clothes to Chinese, it is apt to purchase Korean clothes frequently, want to purchase Korean clothes when you see. The high average scores' group by attitudes on clothing made in Korea demonstrated higher evaluation criteria for clothing than the low average scores' group in all eight items.

Table 4. differences of perception on clothing made in Korea depending on the attitudes on clothing made in Korea

Attitudes on Clothing made in Korea	lower group (n=143)	higher group (n=232)	t value
Perception on Clothing made in Korea			
price is high	3.91	3.87	.401
It is easy to find the design that you want	3.08	3.46	-4.314***
the color or pattern strikes your fancy	3.43	3.63	-2.477*
the quality and mass are good	3.66	3.78	-1.423
to be your size	3.24	3.48	-2.913**
It is comfortable to be active	3.28	3.30	-.241
after services are good	2.87	3.07	-2.220*
look elegant in those clothes	3.18	3.58	-4.971***
If the prices are same, you prefer Korean clothes to Chinese	2.42	3.72	-14.655***
It is apt to purchase Korean clothes frequently	2.15	3.28	-14.237***
want to purchase Korean clothes when you see	1.95	3.27	-15.730***

\*\*\* P < .001 \*\* P < .01 \* P < .05

## 5. Perception on clothing made in Korea depending on the gender, monthly expense on clothing

Table 5 is the results of the study that examined the differences of perception on clothing made in Korea between gender, male or female and between two groups based on monthly clothing expense. As is shown in the Table 5, no meaningful difference was noticed, in gender areas. But meaningful differences were noticed in three items such as price is high, after services are good, It is apt to purchase Korean clothes frequently based on expense on clothing. Compared to those with below 100yuan, respondents with an average monthly expense for clothing above 100yuan showed a higher perception on clothing made in Korea in two items, after services are good, It is apt to purchase Korean clothes frequently than those

Table 5. differences of perception on clothing made in Korea depending on the gender, monthly expense on clothing

Characteristic	Gender			monthly expense on clothing		
	male (n=127)	female (n=248)	t	below 100 yuan (n=184)	above 100 yuan (n=190)	t
Perception on Clothing made in Korea						
price is high	3.90	3.88	.189	3.98	3.79	2.09*
It is easy to find the design that you want	3.26	3.34	-.886	3.33	3.30	.253
the color or pattern strikes your fancy	3.51	3.57	-.718	3.51	3.59	-1.009
the quality and mass are good	3.80	3.71	.987	3.68	3.79	-1.289
to be your size	3.37	3.40	-.350	3.38	3.40	-.357
It is comfortable to be active	3.31	3.29	.222	3.24	3.35	-1.201
after services are good	3.00	3.00	.044	2.90	3.09	-2.267*
look elegant in those clothes	3.42	3.44	-.213	3.39	3.47	-1.058
if the prices are same, you prefer Korean clothes to Chinese	3.28	3.19	.721	3.11	3.32	-1.962
It is apt to purchase Korean clothes frequently	2.80	2.88	-.794	2.70	2.99	-3.070**
want to purchase Korean clothes when you see	2.78	2.76	.157	2.70	2.83	-1.251

\*\* P < .01 \* P < .05

with less than 100 yuan. But respondents with monthly clothing expense of below 100yuan showed a higher means than those with above 100yuan in one item, price is high.

#### **IV. Conclusion**

This study examined the evaluation standards of shop selection, motives for purchase of clothing, evaluation criteria for clothing depending on the clothing attitudes to identify the clothing buying characteristics of the Korean Chinese college in Yanbian. The results of study are summarized as described below. The subjects are divided into two group with higher average score and that with lower average score by the attitudes on clothing made in Korea, respectively.

As a result of study on the evaluation standards of shop selection depending on the attitudes on clothing made in Korea, showed the significant difference between the group in two items such as diverse assortment of products, loyal or regular stores. As a result of study on the motives for purchase of clothing depending on the attitudes on clothing made in Korea, showed the significant difference between the group in three items, to try a new trend, for the harmony of existing clothes, for stylish appearance. As a result of study on the evaluation criteria for clothing depending on the attitudes on clothing made in Korea, showed the significant difference between the group in two items such as brand, trendy fashion.

As a result of study on the differences of perception on clothing made in Korea depending on the attitudes on clothing made in Korea, showed the significant difference between two groups in eight items. According to the study on the differences of perception on clothing made in Korea depending on the monthly clothing expense, showed the significant difference between two groups in three items such as price is high, after services are good, It is apt to purchase Korean clothes frequently.

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