

A Study on the Fashion advertisements in Women's Magazine

Kim, Soon Sim

Dept. of Clothing & Textiles Seowon University

I . Introduction

The fashion reflects the time we live in. As a way of expressing an individual's characteristics, the more modern civilization proceeds and our life becomes prosperous, the more interests about fashion increase day by day. Consumers requires more information today due to the constant changes in fashion, and at the same time, companies consider commercials an important way to make consumers recognize their products and purchase them. Because of its good printing effects, magazine, which is one of the four advertising mediums, is usually used for advertisement by fashion companies when companies wish to deliver color-oriented products such as cosmetics and fashion goods. To maximize advertising effects in magazines, they have to seperately consider all elements of advertisements sections like background color, advertisement's color, model, picture.

In this study, we will inquire indices of the fashion informants factors centering around the rate of fashion advertisement's, rate of fashion items being advertised and background of fashion advertisement through analyzing fashion advertisement in woman's magazines.

II . Research Method

Centered around Woman DongA and Woman JungAng had been published from 1980 to 1998, the rate of fashion advertisement and items by fashion advertisement were researched each two years. The effect of items by fashion advertisement and fashion advertisement changing were researched through March, April, June, August, September, October, December and February Woman JungAng of the 1988 and 1990.

III . Result and Analysis

1) The rate of fashion advertisement

Table 1 was about the rate of fashion advertisements and ratio of items being advertised in Woman Dong-A, Woman Jung Ang September and October issues biannually. The rate of advertisement in magazine was about 20~30%, the rate of fashion advertisement was 6~15%, and fashion advertisement occupation in regards to magazine advertisement is 35~50%. In 1990's, the number of pages in magazines increased, and pages allocated to advertisement and also fashion advertisement compared to the 1980's. After 1996, however,

<Table 1> The rate of fashion advertisement in magazine

| year \ characteristics | total page (page) | total ads. (page) | total fashion ads. (page) | total ads. /total page(%) | total fashion ads. /total page(%) | total fashion ads. /total ads.(%) |
|------------------------|-------------------|-------------------|---------------------------|---------------------------|-----------------------------------|-----------------------------------|
| 1980 | 2043 | 353 | 152 | 17.28 | 6.45 | 43.06 |
| 1982 | 2479 | 493 | 168 | 19.89 | 6.78 | 34.08 |
| 1984 | 2070 | 430 | 164 | 20.77 | 7.92 | 38.14 |
| 1986 | 2847 | 639 | 305 | 22.44 | 10.71 | 47.73 |
| 1988 | 2521 | 647 | 284 | 25.66 | 11.27 | 43.90 |
| 1990 | 4168 | 1306 | 553 | 31.33 | 13.27 | 42.34 |
| 1992 | 3896 | 1020 | 592 | 26.18 | 15.20 | 58.04 |
| 1994 | 4901 | 1483 | 665 | 30.25 | 12.00 | 39.65 |
| 1996 | 1780 | 458 | 222 | 25.73 | 12.47 | 48.47 |
| 1998 | 1664 | 388 | 107 | 23.32 | 6.43 | 27.58 |

it decreased due to the financial crises of the economic depression following the crisis and expansion of professional fashion magazines.

2) The rate of fashion items in fashion advertisements

Table 2 showed the ratio of different fashion items in fashion advertisements as seen in Woman DongA, Woman Jung Ang September and October issues biannually. The item that showed the highest frequency was the cosmetics which was 24.5% because women who wore make-up every day were interested in cosmetics. Women's clothes, knits and underwear advertisements also showed comparatively high rate. this was because underwear advertisement tend to be less effective in the form of radio advertisements which communicates image by language, and TV advertisements, can get problematic with censorship issues, thus underwear advertisement appeared more frequent in magazine than other advertisement mediums. Children's wear possessed 7.9%, sport · casual possessed 6.2% and men's clothes had, low rate, 3.9%. Trifling articles like shoes and accessories comparatively occupied each 12.3% and 6.8%.

<Table 2> The rate of fashion advertisement's Items

| year \ Item | cosmetics | | women's wear | | inner wear | | shoes | | children's wear | | accessary | | sports casual | | men's wear | | etc | | total |
|-------------|-----------|------|--------------|------|------------|------|-------|------|-----------------|------|-----------|------|---------------|------|------------|-----|------|------|-------|
| | page | % | page | % | page | % | page | % | page | % | page | % | page | % | page | % | page | % | |
| 1980 | 49 | 37.1 | 16 | 12.1 | 26 | 19.7 | 23 | 17.4 | 21 | 0.8 | 0 | 0.0 | 2 | 1.5 | 7 | 5.3 | 8 | 6.6 | 152 |
| 1982 | 53 | 31.5 | 14 | 8.3 | 32 | 19.0 | 23 | 13.7 | 11 | 6.5 | 11 | 6.1 | 7 | 4.2 | 9 | 5.4 | 8 | 4.8 | 168 |
| 1984 | 46 | 28.1 | 39 | 23.8 | 30 | 18.3 | 16 | 9.8 | 4 | 2.4 | 10 | 6.1 | 15 | 9.2 | 0 | 0.0 | 4 | 2.4 | 164 |
| 1986 | 96 | 32.0 | 44 | 14.7 | 36 | 12.0 | 49 | 16.3 | 22 | 7.3 | 19 | 6.3 | 20 | 6.0 | 10 | 3.3 | 9 | 3.0 | 305 |
| 1988 | 61 | 21.5 | 57 | 20.1 | 48 | 17.0 | 43 | 15.1 | 28 | 9.9 | 20 | 7.0 | 11 | 3.9 | 3 | 1.1 | 13 | 4.6 | 284 |
| 1990 | 116 | 20.9 | 92 | 16.6 | 83 | 14.9 | 76 | 13.7 | 84 | 15.1 | 17 | 3.1 | 35 | 6.3 | 18 | 3.2 | 32 | 5.7 | 553 |
| 1992 | 132 | 23.2 | 110 | 19.3 | 67 | 11.8 | 81 | 14.2 | 41 | 7.2 | 59 | 10.3 | 63 | 11.1 | 26 | 4.6 | 13 | 2.3 | 592 |
| 1994 | 134 | 19.7 | 132 | 19.4 | 110 | 16.2 | 53 | 7.8 | 9 | 1.3 | 57 | 8.4 | 28 | 4.1 | 42 | 6.2 | 23 | 3.4 | 588 |
| 1996 | 41 | 21.4 | 17 | 8.9 | 61 | 31.8 | 13 | 6.8 | 24 | 12.5 | 31 | 16.1 | 13 | 6.8 | 1 | 0.5 | 21 | 10.9 | 222 |
| 1998 | 39 | 36.4 | 7 | 6.5 | 32 | 29.9 | 10 | 9.3 | 3 | 2.8 | 4 | 3.7 | 1 | 0.9 | 6 | 5.6 | 5 | 4.7 | 107 |
| total(%) | 767 | 24.5 | 528 | 16.8 | 525 | 16.7 | 387 | 12.3 | 247 | 7.9 | 228 | 7.3 | 195 | 6.2 | 122 | 3.9 | 136 | 4.8 | 3135 |

3) Variety classified by season in backgrounds

(1) Types of setting in the advertisement's backgrounds

<Table 3><Table 4> represented seasonal changes of fashion advertisements. Woman JungAng's March and April issue were researched for spring, issue June and Aug for summer, issue Sep. and Oct. for Fall and issues Dec. and Feb. for the winter issue. Also background were inquired by dividing into a chromatic color and an achromatic color, artificial setting and natural scene.

When monochrome and scene were classified by season, all monochrome's rate of the spring, summer, fall and winter were far higher than that of scene's. In the case of setting, artificial background's rate was higher than natural background's in other seasons except for the summer. There were more artificial settings such as indoor, chair and inside of the car in spring and fall. And there were more natural settings like sea and beach in summer. In case of color background, there were mostly higher rate of an achromatic color than a chromatic color in spring, summer and fall. In winter, however, a chromatic color's rate was higher. In occasion of the chromatic color, yellow-beige color's rate was the highest in spring, fall and winter, but blue color's rate was very high in summer. In occasion of the achromatic color, gray color had high rate in every four seasons, but in summer, the use of black hues rate was quite low and white color's rate was so low in autumn.

<Table 3> season's backgrounds and setting of fashion advertisement

| season background setting | | spring | | summer | | autumn | | winter | |
|------------------------------|--------------------------|--------|-------|--------|-------|--------|-------|--------|--------|
| | | page | % | page | % | page | % | page | % |
| natural | forest · lake · plain | 19 | 24.4 | 16 | 17.6 | 39 | 33.6 | 22 | 33.3 |
| | sea · beach | 4 | 5.1 | 43 | 47.3 | 9 | 7.8 | 2 | 3.03 |
| sub total | | 23 | 29.5 | 59 | 64.8 | 48 | 41.4 | 24 | 36.4 |
| artificial | building · road · house | 15 | 19.2 | 11 | 12.1 | 24 | 20.7 | 8 | 12.1 |
| | indoor · furniture · car | 42 | 53.9 | 21 | 23.1 | 44 | 37.9 | 32 | 51.5 |
| sub total | | 57 | 65.4 | 32 | 35.2 | 68 | 58.6 | 42 | 63.6 |
| total | | 78 | 100.0 | 91 | 100.0 | 116 | 100.0 | 66 | 100.00 |

<Table 4> season's background color of fashion advertisement

| season background color | | spring | | summer | | autumn | | winter | |
|----------------------------|---------------|--------|-------|--------|-------|--------|-------|--------|-------|
| | | page | % | page | % | page | % | page | % |
| achromatic color | yellow/beige | 41 | 18.3 | 11 | 10.1 | 47 | 25.8 | 31 | 21.1 |
| | pink | 11 | 4.9 | 7 | 6.4 | 10 | 5.5 | 8 | 5.5 |
| | green | 19 | 8.5 | 6 | 5.5 | 9 | 4.9 | 11 | 7.5 |
| | blue | 17 | 7.6 | 24 | 22.0 | 15 | 8.2 | 10 | 6.8 |
| | red, violet | 3 | 1.3 | 5 | 4.6 | 8 | 4.4 | 2 | 1.4 |
| | various color | 7 | 7.1 | 0 | 0 | 6 | 3.3 | 13 | 8.8 |
| sub total | | 98 | 43.8 | 53 | 48.6 | 88 | 48.4 | 78 | 53.1 |
| chromatic color | black | 38 | 17.0 | 7 | 6.4 | 48 | 26.4 | 47 | 32.0 |
| | white | 44 | 19.6 | 28 | 25.7 | 7 | 3.8 | 67 | 45.6 |
| | gray | 44 | 19.6 | 25 | 23.0 | 39 | 21.4 | 33 | 22.4 |
| sub total | | 126 | 56.3 | 60 | 51.4 | 94 | 51.7 | 69 | 47.0 |
| total | | 224 | 100.0 | 109 | 100.0 | 182 | 100.0 | 147 | 100.0 |

(4) Backgrounds of fashion advertisement items

Table 5 showed backgrounds according to fashion advertisement items. All items had higher rates in monochrome than in scene. Especially the percentage of the cosmetics, accessories, underwear and children's wear was drastically higher in monochrome background. In the rate of a chromatic color and an achromatic color, all items without cosmetics occupy high percentage in the achromatic color, and children's wear rate was particularly quite high in the achromatic color. In case of the scene, casual jeans and children took up a high percentage in natural background, but accessories and women's clothes showed high rates in artificial backgrounds.

<Table 5> backgrounds and setting of fashion advertisement items

| season background color | | cosmetics | | inner wear | | women's wear | | sports casual | | golf wear | | children's wear | | accessary | |
|----------------------------|------------------|-----------|-------|------------|-------|--------------|-------|---------------|-------|-----------|-------|-----------------|-------|-----------|-------|
| | | page | % | page | % | page | % | page | % | page | % | page | % | page | % |
| color | chromatic color | 128 | 44.4 | 44 | 28.8 | 34 | 19.3 | 7 | 25.9 | 9 | 22.0 | 25 | 21.2 | 41 | 22.7 |
| | achromatic color | 90 | 31.1 | 58 | 37.9 | 63 | 35.8 | 7 | 25.9 | 13 | 31.7 | 75 | 45.5 | 89 | 49.2 |
| sub total | | 218 | 75.5 | 102 | 66.7 | 97 | 55.1 | 14 | 51.8 | 22 | 53.7 | 100 | 66.7 | 130 | 71.9 |
| setting | natural | 49 | 17.0 | 17 | 11.1 | 25 | 14.2 | 10 | 37.0 | 10 | 24.4 | 36 | 21.8 | 11 | 6.1 |
| | artificial | 21 | 7.3 | 34 | 22.2 | 54 | 30.7 | 3 | 11.1 | 9 | 22.0 | 19 | 11.5 | 40 | 22.1 |
| sub total | | 70 | 24.3 | 51 | 33.3 | 79 | 44.9 | 13 | 48.1 | 19 | 46.4 | 55 | 33.3 | 51 | 28.2 |
| total | | 288 | 100.0 | 153 | 100.0 | 176 | 100.0 | 27 | 100.0 | 41 | 100.0 | 195 | 100.0 | 181 | 100.0 |

I. Conclusion

This study was focused on the fashion advertisement appearing in the women's magazines from 1980's to 1990's and examined about the rate of fashion advertisement, fashion advertisement items and background effects through the Woman Dona-A and Woman JungAng. The results are as the following.

- 1) Fashion advertisement occupied 6~15% of the magazine, and 35~50% of the total number of advertisements.
- 2) In the rate of items represented by fashion advertisement, cosmetics advertisements the highest in percentage, and there were also relatively many advertisements about women's clothes, knit, underwear and shoes but children's wear, sport - casual and men's clothes showed low rates.
- 3) In the case of background and settings, there were many advertisements that use monochrome in all four seasons. Especially the rate of using monochrome was high in winter and spring. In terms of the setting, seasons except for the summer were associated with more artificial backgrounds than natural backgrounds. About color background, without winter, the achromatic color was used in all seasons rather than chromatic color. In the case of the chromatic color, the rate of yellow-beige usage was high in spring, fall and winter, and blue was used frequently in summer. In the case of the achromatic color, black usage was used often in the summer, and white was used less in fall and gray color has a high usage rate in all four seasons.

4) According to background effects by fashion advertisement items, all items' percentage was high for monochrome colors rather than the setting. Without cosmetics, all items had a high rate in the achromatic color. In terms of the setting, casual jean and children's wear were higher in rate than natural backgrounds, and accessories and women's clothes had a high rate in the artificial backgrounds.

Reference

- James, D.L., Durand, R.M. & Dreves, R.A. (1976), The use of a multi-attribute model in a store image study, *Journal of Retailing*, 52(2), 23-32.
- James F. Engel & Roger D(1992), *Consumer Behavior*, 4th. ed., New York: The Dryden Press.
- John. H. Kunkel & Leonard L. Berry(1968)," A Behavioral Conception of Retail Image", *Journal of Marketing*, vol. 32(october), pp. 21-27
- Kent B. Monroe & Joseph P. Guiltinan(1975),"A Path-Analysis Exploration of Retail Patronage Influences", *Journal of Consumer Reserch*, vol. 2(June), p.21
- Linguist, J. D.(1974), "Meaning of Image", *Journal of Retailing*, 50(Winter), pp.31-35
- Peter, J.P. & Olson, J.C. (1987), *Consumer behavior: Marketing strategy perspectives*. Homewood, IL. Irwin Inc.
- Shim. S.Y. & Kotsiopulos, A.(1993), A typology of apparel shopping orientation segments among female consumers, *Clothing and Textiles Research Journal*.12(1), 73-85