

**The Effect of Mass-media on Clothing
Behaviors of Children
– Focusing on 4, 5, 6th Grade Students of
Elementary School in Seoul –**

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Modern society is considered as the multimedia age due to extremely advanced media and lots of exposure to them as many as 24 hours for a day, and have been living under the influence of it. In particular, the influence which school-age children receive from the media, has been increasing day by day and it give some difference in their clothing behavior compared to the past.

Therefore, this study has chosen several mass media which school-age children are considered to be easily accessed easily and given lots of influence, such as, T.V., comic books, magazines and internet. And through these factors, we are going to find out the relations between mass media and clothing behavior of school-age children. This study has got answer notes of the questionnaire submitted to the 4th, 5th and 6th grade students of six primary schools located in Seoul and so the total numbers of the questionnaire are all 406 except some insincere answer notes. For the analysis of documents, Factor Analysis, T-test, Correlation anaylsis of Pearson's, Crosstab, GLM(General Linear Model), Duncan test, frequency and percentage were performed.

The results of this study are as follows :

Firstly, the result of checking the difference of frequency of mass media exposure according to clothing behavior of school-age children says to us that the group with high comfort in school-age children shows high frequency in exposure to internet, the group with high fashionability in exposure to T.V., internet, comic books and magazines in order, and the group with high aesthetics in exposure to T.V., and internet in order. And then the result of checking clothing behavior of school-age children and interrelation among mass media is that the more they watch T.V., the more they read comic books and magazines and the fashionability goes higher, and as the other situation, the more comic books are used, the higher T.V., magazines, internet and fashionability become, the more magazines are used, the higher T.V., magazines, internet and fashionability &

aesthetics are. And if usage of internet is more than the others, comic books, magazines and fashionability, aesthetics and comfort get much higher.

Secondly, the result of relations between clothing behavior of school-age children and interests on clothes through mass media is that groups with low comfort and high fashionability, aesthetics and conformity get more interested in clothes seen in mass media.

Thirdly, the result of relations between clothing behavior of school-age children and purchase experience of clothes seen in mass media is that the groups with high fashionability and aesthetics have more experiences to purchase clothes seen in mass media than groups with low fashionability and aesthetics.

Fourthly, there are some differences in mass media and clothing behavior to contact according to characteristics of population statistics of school-age children. Different genders have different mass media to contact, for example, more girls contact T.V., and magazines than boys, and more boys contact internet and comic books. And also genders, school grades and monthly pocket money let school-age children have differences in their clothing behavior, for example, in genders, boys care more comfort while girls care more fashionability and aesthetics. In school grades, 6th grade students care all parts, comfort, fashionability, aesthetics and conformity more than 4th grade students. In case of monthly pocket money, groups with more than 15,000 won care fashionability.

This study is meaningful in that the relation between mass media(T.V., comic books, magazines and internet) and clothing behavior of school-age children was checked. in particular, the study about the relation between internet, magazines and comic books which have not been used as tools of the study for now, and clothing behavior of school-age children, helps us understand speedy change of clothing behavior of children as influence of mass media gets bigger and bigger.