

The Effects of the Home Environment of Adolescent Females on Brand Orientation toward Apparel Products

Young-Bok Seo and Myoung-Hee Lee

The Graduate School of Education, Sungshin Women's University

The objectives of this study were to investigate the effects of family value orientation and demographic variables on consumer's brand orientation toward apparel products, and to examine brand select motive associated with consumer's brand orientation, and family value orientation.

The study was done through a questionnaire method. The subjects were 498 high school and college girls in Seoul. The family value orientation expressed in Wonsik Jung's 'Home Environment Scale' was used, and this instrument comprised of desire for success, materialism, and traditional values. The family value orientation was measured by 22 items on a true-false type. The brand orientation included questions regarding brand involvement and brand loyalty. They were adopted from previous studies, and 12 items on a 5 point Likert scale. The brand select motive was 10 items on a 5 point scale. The demographic variables included age, parents' educational background, social class, and housing environment. The data were analysed using Pearson's correlation coefficient, one-way ANOVA, Duncan's multiple range test, t-test, and multiple regression analysis. The results were as follows.

First, based on brand orientation, consumer groups were determined to be classified into four: high-involvement loyal, high-involvement unloyal, low-involvement loyal, no-interest group. The desire for success and traditional values in the home displayed significant differences in the 4 brand orientation groups: the high-involvement loyal group showed the greatest desire for success and traditional values among the 4 groups. No-interest and low-involvement loyal groups had low desire for success, and no-interest group produced the lowest traditional values.

Second, considering the relationship between parents' educational background and brand orientation, high-involvement loyal group tended to have a higher percentage of parents with college degrees; and no-interest group with a higher percentage of parents with high school diplomas and below. High-involvement loyal group tended to be in high social class and no-interest group in middle class. As far as their housing environment

was concerned, high-involvement loyal group enjoyed a good environment and no-interest group was in a bad counterpart.

Third, materialism and traditional values exhibited a significant dependence on father's educational background: the higher his background, the lower materialism and traditional values. Besides, the lower the social class, the higher the materialism in the home. The desire for success and traditional values did not show any significant dependence on social class.

Fourth, high-involvement loyal group, in choosing brands, put much stress on quality, the brand itself, the location of the store: got easily affected by what others wear: often purchased by impulse. Fashion was important both in high-involvement loyal and unloyal groups. No-interest group did not really seem to care about any attribute mentioned above, especially the brand itself.

Fifth, in choosing brands, adolescents with high desire for success in the home showed the same tendency as high-involvement loyal group as explained above. Materialism and traditional values displayed a significant relationship with discount, other wearers' brands, and price. Traditional values had a significant relationship with the convenient location of the stores and brand itself.

Sixth, adolescents with parents of higher educational background tended to be more influenced by quality, brand itself, and comfort. Adolescents with mother of a college degree were more affected by the design and color than those with mother of a high school diploma, who were more affected by the price.

Seventh, no-interest group was likely to purchase at discount stores and regular markets whereas the rest of the four groups were more likely to make their purchases at department stores.

Eighth, the level of the influence on the brand involvement was in the order of social class, age, traditional values, and desire for success in the home. The level of what affects brand loyalty was found to be in the order of social class, age, traditional values, and materialism.