

Comparison of University Students and Female Office Workers Regarding the Purchase Behavior Factor of Fashion Goods

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The purpose of this study was to compare the purchase behavior factor of fashion goods between university students and female office workers. The technique used for the survey was conducted using a questionnaire. The questionnaire was composed of three categories among seven fashion goods, such as the type of store, the store and clerk and the characterization of the goods. We surveyed 150 female university students and 74 female office workers.

The results are as follows:

- The most effective purchase behavior factor is the sales clerk.
- The department store is the most popular choice of shopping places than any other type of store.
- Sufficient goods, attractive atmosphere are mentioned as factors about the store.
- Material, price and design are regarded as important in the characterization of the goods.

We examined three other fundamental factors for each category by factor analysis. The factors and results are as follows:

- The type of store: reliable, familiar and possessing specialty.
- The store and clerk: influence of the clerk, sufficient, attractive goods, and the environment of the store.
- The characterization of the goods: fundamental importance, psychology of the purchase, quality and endurance of the product.

These factors revealed the differences between female and male purchasing behavior and students and office worker's purchasing behavior.

Conclusively, there were several standards that the customer expected in purchasing goods. There were different expectations in value and satisfaction for each good.