

A Study on Women's Buying Behaviors of Fur Clothing Products

Oh, Sun-Sook* · Hwang, Choon-Sub**

*Professor, Dept. of Colthing, Wonkwang Science College

**Professor, Dept. of Textiles & Colthing Design, Kyunghee University

1. Purpose of the study

Customers' activities of fur clothing products are different from those of other products. The steady research of purchasing patterns based on the characteristics of fur clothing products plays a very important role in strengthening the structure of the Korean fur market and improving competitiveness.

The fur industry in Korea has started since the late 1960s. The political support of the government and much experience in labor has enabled the industry to grow into a leading export industry by 1989.

In the 1970s the demand for fur in the world increased sharply. It went down in the 1980s. In 1986 the industry was appointed as an export growth industry, and developed politically. In the 1990s the domestic fur industry went stagnant because of general economic depression and the opening of trading market. And then after trials and errors, the industry has shaped the current form of market through accumulated skills, design development, etc.

It is said that women's attitude toward fur clothing products is not well known. For that reason, it is necessary to change the foundation of the market as an export strategy industry in order to expand market share, achieve the profit of corporations, satisfy the need and esthetic and functional desire of customers through the steady research, along with the examination into support policy for fashion industry and small and medium-sized enterprises.

It is important to gather the data which can help reduce the risks related to buying the products, increase the customer satisfaction, make fur fashion high added value, and set up the strategies for expanding the industry.

The purpose of the study is to find out the methods for solving the problems in the fur clothing market and set up the marketing strategies for corporate growth and customer satisfaction by examining the situation and problems in the market, and buying patterns, and comparing and analyzing possession and buying situation, interest and showing off, satisfaction and dissatisfaction, the intention of re-buying, brand involvement and brand loyalty, and their relation.

2. The methods and procedures

The questionnaires used in this study are composed of the total of 57 items based on the previous study of general clothing products: 12 items about the possession and buying situation of fur products, 8 items about satisfaction and the intention of re-buying, 13 items about interest and showing off, 13 items about brand involvement, 5 items about brand loyalty, 6 items about demographic variations.

The respondents of this study are the women in their twenties or more possessing fur clothing products, who live in Seoul, Pusan, Taegu, Taejeon, and Kwangju. The period is from January 27 of 2000 to February 25 of 2000. The students of two middle and high schools in those respective cities gave out 1000 forms to their mothers. After that, 897 copies were gathered. 59 copies were excluded because of being improper for analysis. 838 copies of the questionnaires were used for analysis.

First, this study was limited to the products—long coats, half coats, jackets, suits and cloaks—made from such animals as mink, fox, sable, chinchilla, rabbit except for leather products such as mustang and toscana. Second, in the interest and showing off, it was limited to the research of general views. The satisfaction of the products was researched, based on general satisfaction, the intention of re-buying, complaints, A/S, and dissatisfaction sources. Third, brand loyalty was analyzed, based on preferred brands or the same brands, the decision to buy products without preferred brands, the consideration of preferred brands, and the intention of re-buying.

Possession, buying situation, satisfaction, re-buying intention, brand involvement, and brand loyalty were analyzed with the methods of frequency and χ^2 -test.

One-way ANOVA and t-test were used to analyze satisfaction, re-buying intention, brand involvement and brand loyalty, based on demographic characteristics. And then Duncan test was used. The analyses of rarity and interrelation were performed to reveal the relation between brand loyalty and brand involvement.

3. The results

Possession, buying situation, interest, showing off, satisfaction, re-buying intention, brand involvement, brand loyalty, and their relation were analyzed through the method of questionnaires. The results are as follows.

- 1) Possession and buying situation shows a significant difference in such variations as possession period, motivation, amount, buying pattern, buying standard, buying price, place, an assenter in buying according to age. Residence has a significant influence on possession motivation, amount, buying pattern, standard, season, price, motivation, place, and informer in the order of Seoul, Kwangju, Pusan, Taegu, and Taejeon. Marital status has a significant influence on possession period, motivation, amount, buying standard, price,

motivation, place, and informer. Education has a significant effect on possession motivation, buying price and place in the order of while-at-regular-university or after-graduation, below high school, while-at-college or after-graduation, and above graduate school. Monthly income—respectively less than 2 to 3 million won, less than 1 to 2 million won, less than 3 to 4 million won, more than 5 million won, less than 4 to 5 million won, less than one million won—has a significant effect on possession amount, buying pattern, standard, season, price, motivation, and place. Job shows a significant difference in possession period, motivation, amount, buying pattern, price, motivation, place, assenter, and informer in the order of full-time housewives, students, technicians, professionals, sales service, managers and office jobs.

- 2) The results of the analysis of interest and showing off depending on demographic characteristics are as follows. The interest in fur clothing products shows a significant difference in age, education, and monthly average income, but doesn't in residence, marital status, and jobs. Showing off shows a significant difference in age, residence, monthly average income, and jobs, but doesn't in marital status and education.
- 3) The degree of the satisfaction with the products is 40s, 30s, 50s, and 20s in order. A/S, reasons for exchanging and returning products, dissatisfaction, re-buying intention, and desired re-buying products show a significant difference. Residence has a significant effect on A/S, reasons for exchanging and returning products, re-buying standards, desired re-buying products, reasons for re-buying in the order of Seoul, Pusan, Kwangju, Taegu, and Taejeon. Marital status shows a significant difference in reasons for exchanging and returning products, dissatisfaction, re-buying intention, and re-buying standards. Education shows a significant difference in reasons for exchanging and returning products and dissatisfaction in the order of while-at-regular-university or after-graduation, below high school, while-at-college or after-graduation, and above graduate school. Monthly average income shows a significant difference in A/S, reasons for exchanging and returning products, dissatisfaction, re-buying intention, re-buying standards, desired re-buying products, and reasons for re-buying in the order of less than 2 to 3 million won, less than 1 to 2 million won, less than 3 to 4 million won, more than 5 million won, less than 4 to 5 million won, less than one million won. Jobs show a significant difference in reasons for exchanging and returning products and dissatisfaction in the order of full-time housewives, students, technicians, professionals, sales service, managers and office jobs.
- 4) In brand involvement and brand loyalty, monthly average income and jobs show a significant difference, but age, residence, marital status, and education don't do that. Brand loyalty has a significant influence on preference and possessed brand in the order of 40s, 30s, 50s, and 20s. Residence does in the order of Pusan, Kwangju, Seoul, Taegu, and Taejeon. Marital status does in the order of married and single. Education shows a significant difference in preference, possessed products, and buying decision in case of no

preferred products in the order of while-at-regular-university or after-graduation, below high school, while-at-college or after-graduation, and above graduate school. Monthly average income does in preference, possessed products, buying decision in case of no preferred products, and buying decision in case of increased price in the order of less than 2 to 3 million won, less than 1 to 2 million won, less than 3 to 4 million won, more than 5 million won, less than 4 to 5 million won, less than one million won. But jobs do not show a significant difference.

- 5) The results of the analysis of the relation between brand loyalty and brand involvement say that brand involvement shows a significant difference in age, monthly average income, and jobs, and brand loyalty does in monthly average income. It shows that brand loyalty and brand involvement are in correlation. The variations of brand involvement have a very positive effect on brand loyalty in the aspects of preference, possessed products, buying decision in case of no preferred products, buying decision in case of increased price, and re-buying intention. Therefore the greater brand involvement, the greater brand loyalty. Consequently demographic characteristics show a significant difference. So great brand involvement will last steadily. Thus to provide sufficient A/S systems and various conveniences for customers even after buying products and expand customers of fur clothing products, it is more important to pay more attention to strategies regarding brand. It will help establish distribution order and the reasonable promotion activities between corporations and customers.