

The Effects of Shopping Value, Sales Promotions, and Types of Fashion Stores on Consumers' Intention to Visit Fashion Stores

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The purpose of this study was intended to investigate effects of shopping value, sales promotions, and types of fashion stores on consumers' intention to visit fashion stores and word of mouth communication. In order to study the purpose of this study, an experimental design which was $2 \times [2 \times 2]$ mixed factorial design was employed.

In experiment 1) shopping value (hedonic shopping value, utilitarian shopping value) 2) promotion (price-cut sales promotion, value-added sales promotion) 3) place (department store, Dong Dae Moon shopping mall) were manipulated as independent variables, and visiting intention and effect of word of mouth were measured as dependent variables.

A total of 517 female and male college students completed the questionnaires in the pre-test. The subject of 131 hedonic shopping value and 68 utilitarian shopping value were chosen to participate in the main study. Data were analyzed by Anova.

The main result can be summarized as follows :

In experimental 1, the result showed the 2-way interaction effects on the consumer preference between consumer's shopping value and types of fashion retail store. Utilitarian shopping value oriented subjects showed high intention to visit Dong Dae Moon shopping mall rather than department store. And hedonic shopping value oriented subjects showed high

intention to visit department store than Dong Dae Moon shopping Mall.

In experimental 2, the result showed the 2-way interaction effects on the consumer preference between sales promotion type and types of fashion retail store. The subjects showed high intention to visit at department store when the department store and Dong Dae Moon fashion mall promote value-added sales promotion rather than price-cut sales promotion.