

An Analysis of Buying Behaviors of Knock-off Fashion Product

- Focused on Female College Student -

Moon Sook Kim, Hyun Nam Oh and Hyeon Ju Kim*

Dept. of Clothing Science, Seoul Women's University

The purpose of this study is to analyze the general buying behaviors in knock-off fashion product, to classify the factor of attributes of knock-off fashion product and to investigate the differences of demographic characteristics and general buying characteristics of consumer.

In this study, a self-administered questionnaire was distributed to female college student. Of 320 questionnaires, 258 were used in the following analysis. The data was analyzed with the SPSS package. The research method used factor and reliability analysis to classify the attributes of knock-off fashion product. T-test, one-way ANOVA and χ^2 were used to characterize the impact of consumer on buying behaviors in knock-off fashion product.

The results of this study were as follows.

First, as a result of the analysis of the general buying behavior in knock-off fashion product, 'place of purchase' that female college student prefer the most are a bonded store, and items that they purchase the most majority for the last 3 years are accessories. And, it revealed that female college student are satisfied with 'more than medium'- quality(63.9%), design/color(88.8%), price(89.5%)-in knock-off fashion product.

Second, as a result of factor analysis, the attributes of knock-off fashion products were classified according to four characteristics- situation/practicality, price/quality, aesthetic, external.

Third, there were significantly in attributes of knock-off fashion products according to the demographic characteristics-major, grade, clothing buying frequency-of consumers.

Major, more than non-major, are considered to be effected by price/quality characteristics. Senior are considered to be effected by aesthetic characteristics and sophomore are considered to be effected by price/quality characteristics. As a result of the differences of attributes in knock-off fashion products according to the general buying behavior, there were significantly different depending on the information sources when consumers purchase knock-off fashion products. Consumer used for 'internet' and 'product catalog' among information sources, are considered to be effected by price/quality characteristics, and Consumer used for 'friends' among

information sources, are considered to be effected by aesthetic characteristics.

Based on these findings, consumers' buying behavior in knock-off fashion product was different depending on demographic characteristics and general buying characteristics.