

A Study on Knit Wear Buying Behavior according to Shopping Orientations

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The Main objective of this study was to investigate the relationship between shopping orientations and Knit wear Buying Behavior of college female students.

A questionnaire was developed to measure knit wear purchasing motives, fashion information sources of knit wear, evaluation criteria of knit wear product, and general clothing buying behavior.

The questionnaire was administered to 505 college female students in Chonbuk.

The data was analyzed using percentage, frequency, mean, factor analysis, Cluster Analysis and ANOVA, Duncan Multiple Range test.

The results of the study were as follows:

1. The college female students were classified into fifth subdivisions by the cluster analysis; convenient shopping group, recreational shopping group, self-confident shopping group, those of Fashion-pursuit group, economic shopping group,
2. The knit wear purchasing motives of consumers were significantly different according to shopping orientation subdivision in social, personal, rational.
3. In the case of fashion information sources of knit wear, significant differences were found according to shopping orientation subdivision in mass media information, information by marketer, mail order advertisements, information by consumer.
4. The evaluation criteria of knit wear product of consumers were significantly different depending on shopping orientation subdivision in esthetic, practicality, individual expression, external criterion.
5. In the case of dissatisfactory factors for wearing knit wear product, significant differences were found according to shopping orientation subdivision.
6. In the case of asking factors to the manufactures of knit wear product, significant differences were found according to shopping orientation subdivision.