

A Study of Consumer's Clothing Purchasing Behavior on the Modernized Hanbok

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With development of our society, the Hanbok, which is the traditional clothing of our country, is mainly used only on the festive days or marriage ceremony or so as a ceremonial dress and seems lack in wearing as plain clothes. But in the other hand, with general public became no more unfamiliar with the representation of Korean realities and accepted them as a part of life in 90', the modernized Hanbok that features seasoning the practicality into the aesthetic natures of the traditional Hanbok has been rooting in our country. The existing researches on the modernized Hanbok, however, are focused only in the design of the modernized Hanbok, the present conditions of the modernized Hanbok business and the actual condition of the modernized Hanbok, and the aspect in systematic research on the customers' purchasing behavior is weak in comparison with other areas.

The goal of this research, by focusing in the value which is the most basic concept of psychological components indicating the customers' behavior, was: first, to make clear the value of the modernized Hanbok and divide the customers into various groups; second, to make clear the characteristics on the population statistics by the groups divided on the clothing value; third, to make clear the individual differences among the customers of the modernized Hanbok; and forth, to make clear the basis on which to estimate the modernized Hanbok by the customers' groups.

This research adopted the survey inquiry. The first investigation is carried out on the modernized Hanbok purchasers and salesmen in Insa-dong where the modernized Hanbok business is massed. As correction and complement for the first investigation, the final investigation is carried out in Oct. 2000 with the 480 persons from twenties to sixties consisting of the modernized Hanbok purchasers and experienced persons in wearing it.

The analysis is carried out with the final analysis data of 400 sets by the factor analysis, Cluster analysis, χ^2 -test, Anova, Tukey test, t-test, etc.

The findings of this research are: first, the clothing value on the modernized Hanbok is likely classified as pleasure value, symbolic value, economic value and practical value, on which basis the modernized Hanbok customers may be divided into the ease pursuing group, social recognition pursuing group and all values highly pursuing group; second, the differences of the

different groups appear in the capability for using a relatively long time, not subject to changes of fashion and the sense of ease coming from sufficiently large sizes, pursued by the ease pursuing group, and the oneself senses representation, and delight, joys and pleasure with transforming oneself, the affection for ones' own realities, self-confidence and easy in cleaning the modernized Hanbok gives, use of wearing, comfortableness and economy and so on pursued by the other groups. About 73% of the ease pursuing group consists of women and about 27% of men. And about 63% consists of the residents within the administrative districts under kuns or myuns or small/medium scale cities, about 24% of the homemakers, and about 21% of salesmen.

The people of the all values highly pursuing group look all the clothing values important and emphasize in the image of products, location of shops, advertisement and service. The ratio of men and women in this group appears nearly the same; and in this group, 80% is occupied by the residents in the administrative districts of kuns and myuns and small/medium scale cities, and about 26% is occupied by professionals and about 18% by salesmen. In addition, the ease pursuing group and the all values highly pursuing group of the consumers emphasize in sewing, durability, material, purchasing price, management and manner of cleaning, color and design. They also estimate the sense of belong to society, pleasure and fun of life and getting along with others and keeping warm human relationship more important than the social recognition pursuing group.

The consumers of social recognition pursuing group emphasize the suitability of wearing the modernized Hanbok with their own social positions or jobs, their standards of living, dressing up of symbolizing the patriotism and being recognized by others. They consider importantly the payment, return and repayment. They also consider importantly the maker(manufacturer) and decoration. This group consists of about 79% of women and 21% of men, about 57% of big cities, about 31% of homemakers. They consider the sense of belong to society, pleasure and fun of living and getting along well with others and warm human relations less important than the other two groups.

The investigation of this research is carried out only against the experienced persons in wearing the modernized Hanbok to inquire into how the customers' value system gives influences to their purchasing behavior further to present the materialized guideline in the values pursued by the customers and to be used as basis for finely classifying the modernized Hanbok's market.