

# Comparative Study on Avartar's Clothing Image and Casual Brand Image based on Avartar's Fashion Marketing

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Present avartar market is expanding with rapid development of the internet and its contents. Therefore, apparel industry is experimenting PPL by providing their products with avartar.

Objectives of this study are to investigate about the avartar's fashion products efficiency on casual garment advertisements to study about the effect of avartar's clothing image provided by apparel industry and investigate about the effect of avartar's fashion product on apparel advertisement for fundamental data on the avartar's fashion marketing.

Theoretical and experimental researches on advertisement efficiency of avartar products were performed. Four sets of pre-study were performed for the experimental research based on the elements collected from theoretical research. As a result, we have selected FUBU and Maru brands of Nate ([www.nate.com](http://www.nate.com)) which at the present practices avartar's fashion marketing. A research was conducted after selecting 10 adjectives through pre-study for characteristics and marketing elements of avartars.

Study subjects were male and female high school and college students. From 639 subjects, correlations analysis and paired t-test were conducted on 555 recognizing FUBU and 626 maru recognizers, excluding those who do not know FUBU and maru, using SPSS 10.0 statistic analysis program.

Following are the summaries of the results.

First, in terms of the correlation between avartar's clothing and casual brand images of nate avartar's fashion marketing, avartar's clothing image of FUBU male and female and

maru male and female that is reformative, characteristical, unique and sensitive to latest fashion has positive correlation with FUBU and maru brand images.

Therefore, consumers' higher perception on avartar's clothing image that are 'reformative', 'characteristical' and 'unique', indicated higher casual brand image perception, proving avartar's clothing image is effective in suggesting the brand.

Second, in terms of advertising the avartar by clothing them with garments of each brand and comparing avartar's clothing and casual brand images, active avartar's clothing image of FUBU male and female emphasized active brand image of FUBU. However, FUBU male avartar's clothing image did not emphasize 'reformative', 'characteristical', 'cool', or 'sensitive to latest fashion' images compared to FUBU female avartar's clothing image. Also, in case of maru, 'male', 'conservative' and 'insensitive to latest fashion' image of male avartar clothing emphasized maru brand image. maru female's 'unpractical', 'female' and 'characteristical' images emphasized maru brand image.

Such results indicate that even if the products of avartar or actual products are same, images are different. Thus, appropriate advertisement strategies suitable for avartar's clothing image are important.

This research had compared effects of avartar's fashion marketing and it's meaning lies on measuring marketing effects on actual consumers.