

## Regional Differences of Clothing Consumption Behavior in Korean Adolescents

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The purpose of this study was to understand regional differences in clothing consumption behavior among Korean adolescents. For this, clothing consumption orientation was classified, and differences between gender and regions were compared in clothing consumption orientation, consumption attitude, and clothing experience.

The method of research was done by a questionnaire survey. Questions included factors related to clothing consumption orientation, consumption attitude, and clothing experience. The clothing consumption orientation was measured by 23 items which were composed of 5-point Likert type scale. Adolescents surveyed were 624 male and female high school students in north and south to the Hangang river, Seoul, (referred as north and south Seoul hereafter) and those in Kunsan City, Jeonlabuk-Do.

The clothing consumption orientation were classified 4 dimensions from factor analysis: brand orientation, others-sensitivity, impulse buying, and advertisement influence.

Two-way analysis of variance was executed to investigate the differences of clothing consumption orientation according to gender and regions. In main effect, female students were significantly higher in brand orientation, others-sensitivity, and impulse buying than males. Students in the south Seoul are influenced more than the other two regions by brand orientation, others-sensitivity, and impulse buying.

There were significant interaction effects in brand orientation and others sensitivity by gender and region. In the north Seoul students, males demonstrated less brand orientation

than females, while south Seoul male students did high others-sensitivity tendency than male of the other regions.

The differences according to gender and regions are also disclosed in clothing expense, brand desire in future purchase, brand loyalty, clothing purchase with part-time money, clothes exchange with friends, appearance imitation of star idol, and uniform alteration. Males of north Seoul and Kunsan spent less expense for clothing, in contrast south Seoul students equally in males and females spent the highest for clothing. North Seoul females had more experience of buying clothes with part-time money, and south Seoul males did more of exchanging clothes with friends, or imitating appearance of star idol than males of the other regions. About one-third of all adolescents had imitated appearance of an entertainer, mostly for hair-styles of them. About one half adolescents overall had experience of uniform alteration, but two-thirds of south Seoul males and north Seoul females did so.

Major commodities that teenagers purchased on impulse were shirts, pants, shoes, and bags. Since shoes prevailed among purchased famous brands, teenagers seem to be most interested in shoes as far as the brand was concerned in particular.

In summary, clear differences of gender and region were observed in clothing consumption behavior: male adolescents in the north Seoul and Kunsan City exhibited passive clothing behavior, whereas south Seoul males and females showed active behavior and gender-equality.