

Shopping Orientation and Knitwear Purchasing Behavior of Female College Students in the U.S.

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1. Abstract

2. Introduction

Clothing among lots of products is a means to express individuality and lifestyle of individual, its functions and uses are changing.

Recently, it is asking the higher grade, specialization, diversity of production, because of the influence of changed lifestyle of consumers(Chang, 1999).

Knitwear that can satisfy such as consumer's desire, and give the soft and convenient feeling is a popular fashion item that women can enjoy because of its unique characters like the flexibility, expansion, and drape.

Also, as people are to be preferred functionality and fashionability by world-wide casual trend, knitwear is recognized by fashion product of high added value. Lately, it is expanding by the product of formal wear, town wear, and sports wear compared with past that was staying at the product of knitwear as sweaters, under garments, and socks.

Knitwear that positioned the item for assortment of fashion stores in the past is raised on main item without regard to season, it is shared 40% and over of merchandise(Sharkzone, 2002).

The knitwear out numbers the woven by a ratio of six to four in world fashion trend of clothing, it looks to be continued this composition and the prospect of woven materials oppositely look to be withered(The international textile news, 2003 ; Leventhal, 1998).

At this point of time that is continuously increasing the demands about knitwear in accordance with change of consumer's wants and popularization of sports · leisure(Swantko, 1998 ; Gajjar, 1998). It should seem to prove very significant that analysis consumer's behavior about knitwear intended for the youth group.

3. Method

The Main objective of this study was to investigate the relationship between shopping

orientations and Knit wear Buying Behavior of college female students in the U.S. aged from 18 to 33. The questionnaires for this survey developed to measure knitwear purchasing behavior, including sources of information about knitwear, evaluative criteria of knit wear product, attributes of store preferred for knitwear, and shopping orientation. The questionnaire was administered to 119 female college students in the University of California. The data was analyzed by percentage, frequency, mean, factor analysis, Cluster Analysis and ANOVA, Duncan Multiple Range test.

4. Results and Conclusion

The results of the study were as follows:

1. The college female students in the U.S. were classified into fifth subdivisions by the cluster analysis; cautious shopping group, recreational shopping group, self-confident shopping group, shopping indifferent group, price conscious shopping group.

2. In the case of fashion information sources of knit wear, significant differences were found according to shopping orientation subdivision in observation of others' and famous people's clothing, fashion shows, fashion articles in magazines and newspapers, shop displays, and Internet.

3. The evaluation criteria of knit wear product of consumers were significantly different depending on shopping orientation subdivision in fashionable, brand and store name, appropriate for different occasion, prestige.

4. The store attributes of knitwear product of consumers were significantly different depending on shopping orientation subdivision in product knowledge of sales personnel, store atmosphere, display of merchandise, layaway payment plan, price level, ease of parking and access, and new fashion.

The outlook for the industry of knitwear look to remain bright, there should be a continuous effort to research and invest in consumer satisfaction of knitwear.

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