Motives to Purchase Clothes according to the Attitudes on Clothing
– Focused on College Women in Yanbian–

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1. Introduction

The nature of apparel marketing is to make the voluntary purchase by understanding the consumers and appropriately satisfying the desires of consumers with the apparel products or fashion services. For effectively satisfying a variety of consumers' desires, the apparel industry selects the segmented target markets and applies and carries out the differentiated marketing strategies. The demographical factors such as gender, age, job, marital status or educational background, clothing behaviors or fashion life styles have been studied in diverse aspects to accurately identify a variety of characteristics and desires of consumers. The clothing behavior is the important index segmenting the consumer market as the interest and importance appeared in the behaviors selecting and wearing the clothes. This study aims to identify the psychological characteristics of consumers by identifying the motives to purchase the apparel products depending on the clothing behaviors. To this end, this study selects the Korean Chinese college women in Yanbian. They demonstrate higher interest, purchase motives and preferences on the Korean apparel as the life style is individualized and the value systems are changed due to the economic growth.

II. Methodology

The study was conducted against 300 respondents– the Korean Chinese college women in Yanbian from May to June, 2002. Questionnaire was used for studying the subject of the thesis. Questions used for the purchase motivation and clothing attitude were primarily based on those previously used by Hong, Keum-hee(1991), Kim, SoonAh et. al(1999). Yoo, YeonShil et. al (2001). Nam, Miwoo et. al(1996). Park, HyeSun(1995), with some revision and supplementation. Each question was rated in 5 point scale, where 1 means 'not at all' and 5 means 'definitely'.

The data of this study was statistically analyzed using the SAS PC program t-Test was conducted to identify the purchase motivations for clothing depending on clothing behavior groups and the factor analysis was carried out to analyze the clothing behavior factors.

III. Results and Discussion

1. Factor Analysis of Clothing Attitudes

As illustrated in the Table 1, the clothing attitude is classified into four factors; fashionable, practical, aesthetic and modest factor according to the analysis on the clothing attitudes of total respondents.

Antibacterial activities / Measured Items		factor 1	factor 2	factor 3	factor 4
modest	The women shall not wear the clothes making excessive exposures.	.781	.120	.044	-.068
	I don't buy the low cut dresses.	.740	-.013	.153	.071
	It is better to avoid the clothes that are well fitted but sex-appealing.	.616	-.105	-.166	.073
fashion -able	I frequently talk about the latest fashion with others.	-.093	.766	-.139	-.027
	I enthusiastically read the articles about the fashion on the newspapers or magazines.	-.159	.724	-.060	.208
	I am very interested in the popular styles.	.296	.720	-.056	.085
practical	I tend to buy the clothes of famous brands for the outdoor clothes.	055	-.062	.772	.107
	I like and frequently buy the clothes from famous brands.	.080	-.002	.750	-.249
	I buy the expensive and well recognized brands rather than the cheap clothes although the designs are very similar.	-.091	-.154	.629	-.002
aesthetic	The people who wear the accessories that don't fit to their clothes such as necklaces or rings look funny.	.243	-.053	.002	.742
	I wear the chic clothes fitting to me although they make me feel uncomfortable.	-.290	.051	-.117	.644
	I am very interested in whether the clothes of other people fit to them.	.089	.291	.015	.581
Original Values		1.827	15.225	15.225	1.773
Variables		14.777	30.002	1.648	13.734
Accumulated Variable		43.737	1.443	12.025	55.762
Reliability		.5854	.6314	.5573	.4147

Table 1. Results of Analysis on Clothing Attitude factors

2. Motives for Purchase of Clothing depending on the Clothing Attitudes

1)Motives for purchase of clothing depending on the fashionable factor

The characteristics of the fashionable factor is to be interested in the fashion trend, prefer and value the trendy styles and accept the trends in selecting the clothing.

Table 2 is the results of the study that examined the differences of purchase motivations for clothing between two groups, the group I and group II that had low average scores and high average scores by fashionable factor of clothing behaviors,

<div align="right">* p< 05 ** p< 01</div>

fashionable factor group purchase motivations for clothing	lower group (n=97)	highergroup (n=150)	t value
unfit size or change of shape in the existing clothes	2.95	3.10	−1.195
to try a new trend	2.72	3.09	−3.474**
for the harmony of existing clothes	3.39	3.56	−1.759
impulse buying from a store display	2.81	3.07	−1.989*
for a change of mood	2.75	2.99	−1.905
after seeing discount advertising	2.38	2.47	−.723
for stylish appearance	2.87	3.15	−2.338*
for social gathering occasion(party, festival)	3.32	3.39	−.587
change of season	3.85	3.82	.245
to show off their affordability	2.14	2.36	−1.678

Table 2. Purchase motivations for clothing depending on the clothing attitudes − fashionable factor

respectively. In the fashionable factor, the group I and II illustrated the significant difference in three items − to try a new trend, impulse buying from a store display, for stylish appearance. The group II demonstrated higher purchase motivations for clothing than the group I in all three items.

2)Motives for purchase of clothing depending on the practical factor

The characteristics of the practical factor is to value the physical and psychological comfort, purchase the clothes according to the plans, economically use the time, money and energy and emphasize the convenience of control. Table 3 is the results of the study that examined the differences of purchase motivations for clothing between two groups, the group I and group II that had low average scores and high average scores by practical factor of clothing behaviors, respectively. In the practical factor, the group I and II illustrated the significant difference in two items − to try a new trend, for stylish appearance. The group I demonstrated higher purchase motivations for clothing than the group II in all three items.

fashionable factor group purchase motivations for clothing	lower group (n=97)	highergroup (n=150)	t value
unfit size or change of shape in the existing clothes	3.06	3.02	.326
to try a new trend	3.14	2.79	3.310**
for the harmony of existing clothes	3.48	3.50	-.277
impulse buying from a store display	2.98	2.95	.269
for a change of mood	2.99	2.81	.450
after seeing discount advertising	2.42	2.43	-.104
for stylish appearance	3.20	2.91	2.435*
for social gathering occasion(party, festival)	3.47	3.27	1.804
change of season	3.83	3.83	-.008
to show off their affordability	2.35	2.22	1.019

Table 3. Purchase motivations for clothing depending on the clothing attitudes – practical factor

3)Motives for purchase of clothing depending on the aesthetic factor

The characteristics of the aesthetic factor is to be much interested in the beauty, try to harmonize the clothing with the physical appearance in wearing the clothes and achieve the external beauty using the clothes or accessories.

Table 4 is the results of the study that examined the differences of purchase motivations for clothing between two groups, the group I and group II that had low average scores and high average scores by the aesthetic factor of clothing behaviors, respectively. In the aesthetic factor, the group I and II showed the significant difference in four items. The group II with higher aesthetic score showed higher purchase motivations for clothing than the group I in three items – for a change of mood, change of season, for social gathering occasion. However, the group I with lower aesthetic score had stronger purchase motivations for clothing in one item, 'unfit size or change of shape in the existing clothes' than the group II with higher aesthetic score,

4)Motives for purchase of clothing depending on the aesthetic factor

The characteristics of the modest factor is to avoid the physical exposure related to the sexual interest, conservatively comply with the social norms such as ethics and customs through the clothing or accessories and wear the clothes that are courteous.

Table 5 is the results of the study that examined the differences of purchase motivations for clothing between two groups, the group I and group II that had low average scores and high average scores by modest factor of clothing behaviors, respectively. Only one variable,'to try a new trend', showed a meaningful difference in the modest factor between the group I and II. The group II with higher modest score had higher purchase motivations for clothing than the group I.

fashionable factor group purchase motivations for clothing	lower group (n=97)	highergroup (n=150)	t value
unfit size or change of shape in the existing clothes	3.15	2.88	2.157*
to try a new trend	2.86	3.06	−1.862
for the harmony of existing clothes	3.42	3.59	−1.780
impulse buying from a store display	2.91	3.05	−1.099
for a change of mood	2.77	3.07	−2.452*
after seeing discount advertising	2.50	2.33	1.359
for stylish appearance	2.96	3.15	−1.566
for social gathering occasion(party, festival)	3.24	3.52	−2.513*
change of season	3.74	3.96	−2.215*
to show off their affordability	2.31	2.22	.697

Table 4. Purchase motivations for clothing depending on the clothing attitudes − aesthetic factor

fashionable factor group purchase motivations for clothing	lower group (n=97)	highergroup (n=150)	t value
unfit size or change of shape in the existing clothes	2.95	3.12	−1.384
to try a new trend	2.83	3.04	−1.973*
for the harmony of existing clothes	3.50	3.49	.118
impulse buying from a store display	2.95	2.99	−.309
for a change of mood	2.94	2.86	.645
after seeing discount advertising	2.46	2.41	.420
for stylish appearance	3.02	3.05	−.286
for social gathering occasion(party, festival)	3.37	3.36	.094
change of season	3.79	3.86	−.636
to show off their affordability	2.29	2.26	.279

Table 5. Purchase motivations for clothing depending on the clothing attitudes − modest factor

IV.Conclusion

This study was designed to understand purchase motivation for garment depending on
the clothing attitudes among college students in Yanbian, China. The result was showed
as follows: The clothing attitudes were classified four types−fashionable, practical, aesthetic
and modest. The subjects are divided into the group I and II, which means the group with
lower average score and that with higher average score by factor, respectively. There were
significant differences between variables of clothing selection criteria according to the
diference of two groups' clothing attitudes. In detail, a meaningful difference was showed in

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3 variables of clothing selection criteria – 'to try a new trend, impulsive buying at the store display, for stylish appearance' in the fashionable factor. In the practical factor, a meaningful difference was showed in 2 variables–'to try a new trend, for stylish appearance'. A meaningful difference was showed in 3 variables in the aesthetic factor–'for social gathering occasion, change of season, for a change of mood, unfit size or change of shape in the existing clothes'. Only one variable,'to try a new trend', showed a meaningful difference in the modest factor. In conclusion, the clothing attitudes can be the appropriate variables to estimate the clothing purchase behaviors of consumers and will be the useful standards for market segmentation. As a result, the purchase motivation for garment is affected by clothing attitudes.

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