

The Actual Wearing Condition and Wearing Satisfaction of Snowboard Wear.

Kim, Moon-Young · Kim, Soon-Boon*

Graduate Student, Dept. of Fashion Design, Daegu University

Prof., Dept. of Fashion Design, Daegu University*

I. Introduction

Unlike other sports, snowboarding involves high physical risks, evoking a sense of danger and thrill. Though it instills twinges of fear within the people involved, it represents fun, pleasure, and adventure, proving it to be winter's extreme sport. Because of its captivating nature, it is only natural that it draws much attention from teens to young adults. Now snowboarding is gradually becoming the initiative sport in this new trend.

As snowboarding is becoming more popular, the snowboard wear has taken control over the main theme of fashion, emphasizing its significance to society. Dependence on the clothing and equipment is very high because snowboarding takes place under very rough conditions, especially during the winter season at sloping mountains covered with snow. The risk of catching frostbites or damaging oneself physically is high because of the intense movement snowboarding requires.

The experiments on snowboard wear have been conducted by Jeungsun Song, considering the tastes of the male, teen and young adult snowboarders. Shinah Ryu and Gilsoon Park's ease and pattern design of the snowboard wear and the surveys on the wearing are very insufficient.

Therefore, this experiment's aim is to carefully inspect the actual conditions of the clothing material and customer satisfaction. These experiments are solely to provide information to the producers about detailed consumers' requests and help them to produce more convenient and comfortable snowboard wear to their consumers.

II. Research Method and Procedures

1. The subject and the time of the experiment.

The subjects of this experiment are male and female snowboarders whose ages are in the range 10 to 39. The professionals of snowboarding have experienced the actual snowboarding with snowboard attire.

The preexamination of this experiment is on the 13th to 15th of November of 2003 and is based on the snowboarders. The actual research is from November of 2003 to March of 2004 at ski resorts in Kangwon Do area.

2. The method and contents of the experiment.

Various documentary records, such as fashion magazines, ski magazines, internet and etc., are used to understand the marketing environment of snowboard attire and the consumers' satisfaction. The surveys, used during the preexamination, are used as the measuring equipment. The estimation examines the adequacy of the information from the surveys first and then modifies it through preexamination and used as the survey questions for the actual research.

The contents of the survey:

- 1) The subjects' general facts.
- 2) Information relating to the purchase of the snowboard wear, requests of the functions of different parts of the wear, supplementary goods, usage and etc. containing information on the faults of the wearing.
- 3) Information relating to the satisfaction of the design, size, convenience for use, and material containing information of the satisfaction of the wear.

3. Data Analysis

Preexamination is done by surveying snowboarders through interviews and this survey is done by distributing 301 surveys to the snowboarders and analyzed 137 surveys out of them.

The research method was finding out the frequency and the percentage to analyze the faults of the wear and a range analysis and t-test are done to compare the satisfaction.

SPSS win 10.0 package was used to analyze of the information.

III. Results and Conclusion.

1. Population statistics of the subject.

The total number of the subject surveyed was 137 people with 64% of males and 38% of females. Age groups from 20 to 24 were the most frequent with 54.8%, Students were 73.7%, ones who snowboarded less than a year were 51.1%, college students or graduates were 79.6%, and ones who spend less than \100,000 per month on clothing were 45.3%. These were the most frequent results.

2. Faults of the wear.

Contents relating to purchases:

After classifying snowboard attire into different styles and arranging them in the order of preference, the results showed that the most of the subjects preferred top and bottom two-piece style(83.2%) and baggy style(72.3%),both top and bottom. The most frequent price range was from \100,000 to \200,000, both top(38.0%) and bottom(38.7%).The most frequent

place of purchase took place at shops that specializes in snowboards(30.7%) and sportswear agencies(21.9%) and people most frequently received information on snowboarding goods from the internet(38.7%) and from relatives or friends(31.4%). The most frequent reasons why people repurchase were 'to keep up with the style(33.6%)' and 'wanted something new(30.7)'. 38.0% of the people checked the sizes and tried them on before purchasing them. According to the results, 58.4% of the subjects purchased the clothing without classifying male's and female's clothing.

Contents relating to supplementary goods:

Majority of the subjects wear t-shirts (43.1%) as inner wear that has moderate thickness (44.5%) that gave warmth to their bodies (51.1%) and preferred ones that cover the neck (41.6%) without the hood (54.7%).

From the subjects, 72.3% wear socks with high tops and 64.1% had hurt themselves or felt uncomfortable because of the friction between the boots and the socks. Also, after boarding, 88.3% felt their feet getting really chilly.

Contents relating to the usage:

When the question "how many pieces of snowboard wear do you own?" was asked, general people answered 1 pair of each top(88.3%) and bottom(70.8%) pieces and the specialists answered 2 pairs or more of each top(41.9%) and bottom(41.9) pieces. When the question "have you ever repaired your snowboard wear?" was asked, 86.1% of the subjects haven't and out of the ones who have, 27.0% said the zippers or the buttons were defected. 46.7% of the subjects check the wash label before washing their wears but 72.3% of the subjects did not check the wash label before purchasing their wears.

General people group said that the size, heat insulation/windproof function, and waterproof function/waterrepellency didn't change much after washing the wear, but 67.7% of the specialists said that the waterproof function defected notably.

3. Research on satisfaction of the wear and the results.

After looking over the results of different satisfactory classifications, the design received the most points of 3.20 out of 5.00 and materialistic satisfaction received the least points of 3.08 out of 5.00. The average of the total points of snowboard clothing satisfactory points came out to 3.18 which show mediocre satisfaction from the consumers.

In design satisfaction, color coordination (3.40) and comfortable fit (3.38) received the most points.

Most of the subjects showed an average point of 3.14 in size satisfaction and this shows that the fit of the snowboard wear are just 'so-so.' The subjects showed that the front and back of the neck part are the least comfortable with the top piece and the waste part is the least comfortable with the bottom piece. The usage satisfaction shows that the snowboard wear does not provide safety but provides comfort.

Even though the subjects showed moderate levels of satisfaction, they showed less

satisfaction with the outer part of the wear which is rough, cold and stiff. They were also very unsatisfied with the fact that the outer wear gets wet easily.

IV. Bibliography

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