

# A Study on the Evaluation Criteria For Clothing Store according to the Attitudes on Clothing – Focused on College Women in Yanbian–

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## **I . Introduction**

It can be the starting point of apparel marketing to identify the characteristics of consumers including which shops the consumers frequently visit and what aspects are considered or emphasized when they select the shops. The apparel consumers experience several decision making processes such as what is the motive to purchase the clothes, what aspects they need to consider to purchase the clothes or which stores will be good for them to buy the clothes. Such decision making processes appeared when the consumers try to buy the clothes may be different depending on a variety of selection criteria according to the psychological, financial and social factors of consumers. Among those criteria, the standards of consumers in selecting the clothes exert the important influence on deciding the purchase of clothes. 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 preferred shops, evaluation standards to select the apparel products shop depending on the clothing behaviors. To this end, this study selects the Korean Chinese college women in Yanbian.

## **II. Methodology**

Questionnaire was used for studying the subject of the thesis. Questions used for the evaluation criteria for clothing store and clothing attitude were primarily based on those previously used by Cha, InSyk et.al(1999). Chung, MyungSun et.al(1999). Hong, KeumHee(2000). Ju, SeongRae et. al(1999). Lee, SunJae et.al(1992), Nam, Miwoo et. al(1996). , with some revision and supplementation. Each question was rated in 5 point scale, where 1 means 'not at all' and 5 means 'definitely'. The study was conducted against 300 college students from May to June, 2002. The data of this study was statistically analyzed using the SAS PC program t-Test was conducted to identify the evaluation criteria for clothing depending on clothing behavior groups and the factor analysis was carried out to analyze the clothing behavior factors.

### **III. Preliminary Study**

#### **1. Shop Selection Behavior**

The shop selection behavior is to select a specific type of shop for purchase the clothing. Engel et al(1992) suggested that the consumers select the shops when the shop images that they recognize match their evaluation standards and don't select the shops if not. In other words, the consumers select the shops when the characteristics of shops fit to the consumers' expectation to certain extents. The shop selection is determined depending on how the consumers recognize the characteristics of shops with their own evaluation standards.

#### **2. Preferred Shops**

The preferred shops mean the shop loyalty and shop patronage. Shim et al(1993) define the preferred shops as the shops that the customers usually purchase the goods. In the study on the clothing purchase of consumers in Yanbian, Fusho Shen et. al(2002) divided the shops into three types; large department stores, specialized fashion stores and markets. This study classified the shops into three types; department stores, markets and underground markets. The underground markets are the same as the specialized fashion stores.

### **IV. Results and Discussion**

#### **1. Factor Analysis of Clothing Attitudes**

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. 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. The characteristics of the aesthetic factor is to be much interested in the beauty, try to achieve the external beauty using the clothes or accessories. 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. 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

#### **2. Evaluation criteria for clothing Shop depending on the clothing attitudes**

Table 1 is the results of the study that examined the differences of evaluation criteria for clothing store 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 fashionable factor, the group I and II illustrated the significant difference in two variables –

diverse assortment of products, loyal or regular stores. The group II with higher fashionable score put more emphasis on two items of the evaluation criteria for clothing store than the group I with lower fashionable score.

Table 2 is the results of the study that examined the differences of evaluation criteria for clothing store 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 three variables – brand awareness, display and mood of the store, after service. the group I with lower practical score showed higher evaluation criteria for clothing store than the group II in three variables.

Table 3 is the results of the study that examined the differences of evaluation criteria for clothing store 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. In seven variables, 'quality, product price, locate in fashion street', showed a meaningful difference in the modest factor between the group I and II. The group II with higher modest score had higher evaluation criteria for clothing store than the group I in all variables.

\* p<. 05

evaluation criteria for stores	fashionable factor group lower group (n=97)	highergroup (n=150)	t value
diverse assortment of products	3.35	3.60	-2.088*
quality	4.02	4.22	-1.907
product price	3.73	3.81	-.700
brand awareness	3.12	3.32	-1.813
locate in fashion street	3.28	3.31	-.257
convenience in access	3.13	3.27	-1.078
hospitality of sales person	3.76	3.93	-1.421
display and mood of the store	3.69	3.76	-.642
after service	3.67	3.76	-1.143
comfortable fitting room	3.85	3.95	-.906
loyal or regular stores	2.91	3.18	-2.228*

### 3. Preferred shop depending on the clothing attitudes

Table 1. Evaluation criteria for clothing store depending on the clothing attitudes – fashionable factor

As a result of study on the preferred markets, the group II with higher fashionable score and the group I with lower fashionable score illustrated the significant difference. As shown in Table 4, The group I with higher practical score and the group II with lower practical score showed the significant difference. The group I preferred the department stores and underground markets as compared to the group II. The group I with higher practical score and the group II with lower practical score showed the significant difference. The group I preferred the traditional markets as compared to the group I that preferred the department

stores.

## V. Conclusion

This study examined the shop selection standards and preferred shops depending on the clothing attitudes to identify the psychological characteristics of consumers. To this end, this study selected the Korean Chinese college women in Yanbian.

The results of study are summarized as described below. The clothing attitude of college women is classified into four factors: fashionable, practical, aesthetic and modest. The subjects are divided into the group I and II, which means the group with higher average score and that with lower average score by factor, respectively.

As a result of study on the evaluation standards of shop selection and preferred shops depending on the clothing attitude, for the evaluation standards of shop selection, three factors, fashionable, practical and modest factors, showed the significant difference between the group I and II. The group I and II illustrated the significant difference in two factors, fashionable and practical, for the preferred shops.

\* p<. 05 \*\*\* p<. 001

evaluation criteria for stores	practical factor group lower group (n=97)	highergroup (n=150)	t value
diverse assortment of products	3.56	3.45	.900
quality	4.23	4.06	1.700
product price	3.77	3.79	-.184
brand awareness	3.46	3.07	3.763***
locate in fashion street	3.29	3.30	-.074
convenience in access	3.32	3.13	1.641
hospitality of sales person	3.95	3.79	1.420
display and mood of the store	3.86	3.62	2.305*
after service	3.80	3.65	2.013*
comfortable fitting room	3.95	3.87	.652
loyal or regular stores	3.20	2.97	1.883

Table 2. Evaluation criteria for clothing store depending on the clothing attitudes – practical factor

\* p<. 05 \*\* p<. 01

modest factor group	lower group (n=97)	highergroup (n=150)	t value
evaluation criteria for stores			
diverse assortment of products	3.39	3.59	-1.699
quality	3.96	4.29	-3.208**
product price	3.63	3.90	-2.536*
brand awareness	3.19	3.29	-.950
locate in fashion street	3.13	3.43	-2.777**
convenience in access	3.12	3.30	-1.496
hospitality of sales person	3.77	3.94	-1.530
display and mood of the store	3.69	3.77	-.783
after service	3.65	3.78	-1.826
comfortable fitting room	3.82	3.98	-1.430
loyal or regular stores	3.02	3.12	-.831

Table 3. Evaluation criteria for clothing store depending on the clothing attitudes – modest factor

preferred stores	group	lower group	higher	grouptotal	x <sup>2</sup>
Fashionable	department store	2(12.4%)	25(16.7%)	37(15.0%)	8.852*
	markets	48(49.5%)	46(30.7%)	94(38.1%)	
	underground market	37(38.1%)	79(52.7%)	116(47.0%)	
	total	97(100.0%)	150(100.0%)	247(100.0%)	
Practical	department store	23(20.7%)	14(10.4%)	37(15.0%)	6.107*
	markets	36(32.4%)	58(43.0%)	94(38.2%)	
	underground market	52(46.8%)	63(46.7%)	115(46.7%)	
	total	111(100.0%)	135(100.0%)	246(100.0%)	
Aesthetic	department store	22(15.3%)	15(14.6%)	37(15.0%)	.177
	markets	56(38.9%)	38(36.9%)	94(38.1%)	
	underground market	66(45.8%)	50(48.5%)	116(47.0%)	
	total	144(100.0%)	103(100.0%)	247(100.0%)	
Modest	department store	18(16.1%)	19(14.1%)	37(15.0%)	.282
	markets	41(36.6%)	53(39.3%)	94(38.1%)	
	underground market	53(47.3%)	63(46.7%)	116(47.0%)	
	total	112(100.0%)	135(100.0%)	247(100.0%)	

Table 4. preferred stores depending on the clothing attitudes

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