

A Study on Consumer Behavior for Sales Promotion Strategy in Fashion Magazine Business

Chil Soon Kim, Jin Lee*

Dept. of Textile and Clothing Design, Kyung Hee University
Dept. of Fashion Art, Graduate School of Kyung Hee University *

I. Introduction

Nowadays, there are growing fashion magazine business including licensed magazines like Vogue and Korean national magazines for young generation. Thus fashion magazine markets are so competitive that each company tends to offer a wide range of tools for promotion to stimulate consumers. Promotion is communicating with customers about the product to achieve the desired result—customer demand for and purchases of the product. Promotion includes advertising, personal selling, publicity, and public relations [1]. The purpose of promotion is to inform and persuade customers. Usually fashion marketers promote both individual designers or companies and particular garment through displays, events, special features, fashion shows, packaging, and store cards. The most widely used promotions to consumers are price based promotions (rebate, money off coupons, and price off), displays (window display and in-store display), features/events, fashion magazine promotions, consumer contests, trial offers, sweepstakes, games patronage, product warranties, and point of warranties [2]. We have been interested in sales promotion. The goal of sales promotions is to increase sales by providing an extra motive for purchases or by encouraging retailers to stock particular items and market them.

It is important to develop promotions strategies to be successful in business because of changeable customer's demand and economic recession. What about fashion magazine business? Companies must consider effective promotion tools for communication. To persuade customers, we have to understand consumers first. Some researchers have studied on promotion effects [3]. Therefore the purpose of this study was to research consumer's behavior toward fashion magazine get helpful information for promotion strategy. This study tried to compare preferences and purchasing behavior toward fashion magazine between high school students and college students, between high sensitive group in sales promotion and low sensitive in sales promotion to help positioning of each fashion magazine status and understand target customers for winning strategy.

2. Methodology

We distributed 600 questionnaires. Among them, only 475 questionnaires were used for a

statistical analysis. Data analyses were conducted with SPSS program on Chi-square test, Cluster analysis, ANOVA and t-test.

3. Results and Discussion

1) Factors for consideration in purchase

Factors such as "attractive additional gift(Burok)"and "friend's persuasion" were significantly associated with group of college and high school students. Extra edition, which is called "burok" had highest score in preference. High school students are more influenced by those two factors than college students. However, the group of highly involved in information search considered more "fashion analysis about trendy star" factors when they purchase fashion magazine.

2) Frequency of purchase

We realized that high school students tend to purchase more frequently than college students do. Also, highly sensitive group in promotion purchased fashion magazine more frequently than low sensitive group.

3) Preference of sales promotion types

The results of t-test showed that there was a significant difference between high school group and college group in following types: discount price, cosmetics gift, clothing gift, accessory gift, and hair tool gift. Except discount price, high school group preferred more those types than college group. In overall, cosmetic gift had the highest score in all of magazines. The results of ANOVA indicated that there was a significant difference among different brand name of magazines in preferred types of following promotions: discount price, gift, and fashion accessory gift and hair tool gift. However, the first ranked preferred one was cosmetic gift in all of magazines.

4. References

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