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

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1. Introduction

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. Engel, et al(1995) stated that the evaluation criteria for garment by consumers are specification of consumers'past experience and information, and values derived from diverse psychological, social and economic environment. Consumers in the Chinese market show rapid changes in their consumption behavior in clothes along with the current individualistic and diversified trend, requiring Korean garment industry to understand their evaluation criteria for garment, what they want in purchasing clothes, as well as their motivation behind purchasing clothes. This way, solid product planning and marketing strategy can be made to provide what they want. 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 is designed to understand evaluation criteria for garment among college students in Yanbien, China, and manifest differences in the criteria depending on clothing attitude factors.

II. Methodology

1)measurement tools

The study was conducted against 300 college students from May to June, 2002. Questionnaire was used for studying the subject of the thesis. Questions used for the evaluation criteria for garment and clothing attitude were primarily based on those previously used by Kim, Miyoung(1989), Hong, Keumhee(1991), Rhee, YoungSun(1991), 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'.

2)data collection and analysis method

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. Evaluation Standards of Apparel Products

The evaluation standards for apparel products are the standards or characteristics that the consumers basically consider when they select the apparel products. Eckman et al(1990) divided the variables of product attributes into four categories; aesthetic evaluation, usability evaluation, presentation and qualitative evaluation and extrinsic evaluation.

Evaluation criteria for garment are composed of benefits that consumers want to get from products, and they are perceived the same as expected benefits or advantages. Consumers expect several benefits by wearing the clothes, thus having different evaluation criteria as they have different goals to be realized. Evaluation criteria for garment vary depending on researchers. In general, they include price, brand, country of origin, store, harmony with other clothes, evaluation by a sales person, reaction by others, color/design, pattern, uniqueness, styling, texture, type of fabric, fitness, appearance, appealing to opposite sex, management and washing, wearing comfort, cutting and sewing, durability, weather, decency, trend, matching to an individual, and appropriateness for occasion, etc.

2. Clothing Behavior

The clothing behavior is formed by the influence such as psychological characteristics of individuals and social and cultural factors, which is the interest and importance appeared in the behaviors selecting and wearing the clothes. It influences on the decision making when the consumers select the clothes. the clothing behavior as the nature that a consumer tries to act in a specific way in the specific situation such as wearing the clothes or to the specific object called the clothing. Creekmore(1963) classified it into 8 variables; aesthetics, acceptability, attention, comfort, dependency, interest, manageability and modesty.

IV. Results and Discussion

1. Factor Analysis of Clothing Attitudes

The clothing attitude of this study 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 each factor are described below.

1) Fashionable

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.

2) Aesthetic

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.

3) Modest

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.

4) Practical

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.

2. Evaluation criteria for clothing depending on the clothing attitudes

1)Evaluation criteria for clothing depending on the clothing attitudes - fashionable factor

Table 2 is the results of the study that examined the differences of evaluation criteria 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, respectively. Only one variable,'trendy fashion', showed a meaningful difference in the fashionable factor between the group I and II. The group II with higher fashionable score had higher evaluation criteria for clothing than the group I.

* p< .05

evaluation criteria for clothing / fashionable factor	lower group (n=97)	highergroup (n=150)	t value
design	3.66	3.90	-1.923
price	3.71	3.77	-.557
color/pattern	3.91	4.05	-1.437
quality	4.08	4.17	-.763
brand	3.10	3.17	-.596
fit to the body	4.16	4.22	-.567
easy to manage	3.72	3.83	-1.154
harmony with other clothes	3.85	3.96	-1.055
trendy fashion	2.86	3.11	-2.202*
after service	3.76	3.88	-1.012

Table2. Evaluation criteria for clothing depending on the clothing attitudes - fashionable factor

2)Evaluation criteria for clothing depending on the clothing attitudes − fashionable factor

Table 3 is the results of the study that examined the differences of evaluation criteria 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 variables − trendy fashion, brand. The group II demonstrated higher evaluation criteria for clothing than the group I in all three items.

* p⟨. 05   *** p⟨. 001

evaluation criteria for clothing practical factor	lower group (n=97)	highergroup (n=150)	t value
design	3.83	3.79	.352
price	3.73	3.76	−.347
color/pattern	3.98	4.01	−.253
quality	4.17	4.10	.713
brand	3.44	2.92	4.749***
fit to the body	4.21	4.19	.150
easy to manage	3.76	3.79	−.316
harmony with other clothes	3.88	3.94	−.598
trendy fashion	3.15	2.91	2.105*
after service	3.87	3.79	.690

Table3. Evaluation criteria for clothing depending on the clothing attitudes − practical factor

Table 4 is the results of the study that examined the differences of evaluation criteria 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 II with higher aesthetic score and group I with lower aesthetic score demonstrated the significant difference in the design, brand and after sales service. As explained in Table 4, the group II with higher aesthetic score showed higher evaluation criteria for clothing than the group I in three variables. This result means that the group II put more emphasis on the design, brand and after sales service than the group I.

Table 5 is the results of the study that examined the differences of evaluation criteria 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. In seven variables, 'trendy fashion, design. quality, easy to manage, price, fit to the body , brand', 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 than the group I in all variables.

aesthetic factor / evaluation criteria for clothing	lower group (n=97)	highergroup (n=150)	t value
design	3.70	3.95	−2.022*
price	3.75	3.74	.100
color/pattern	3.96	4.05	−.892
quality	4.08	4.20	−1.113
brand	3.03	3.31	−2.492*
fit to the body	4.17	4.23	−.587
easy to manage	3.79	3.78	.146
harmony with other clothes	3.91	3.93	−.231
trendy fashion	3.00	3.04	−.344
after service	3.73	3.97	−2.039*

Table4. Evaluation criteria for clothing depending on the clothing attitudes − aesthetic factor

modest factor / evaluation criteria for clothing	lower group (n=97)	highergroup (n=150)	t value
design	3.63	3.95	−2.579*
price	3.61	3.85	−2.355*
color/pattern	3.92	4.06	−1.398
quality	3.99	4.25	−2.465*
brand	3.02	3.25	−2.071*
fit to the body	4.06	4.30	−2.204*
easy to manage	3.67	3.88	−2.364*
harmony with other clothes	3.86	3.96	−.997
trendy fashion	2.88	3.13	−2.194*
after service	3.75	3.90	−1.349

Table5. Evaluation criteria for clothing depending on the clothing attitudes − modest factor

V. Conclusion

The purposes of the study were to investigate the differences of female students' clothing selection criteria according to their clothing attitudes. There were significantly different between clothing attitudes and clothing selection criteria. 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 higher average score and that with lower 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 the evaluation standards of apparel products, the group I and II illustrated the significant differences in four factors - fashionable, practical, aesthetic and modest.

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