

## Benefits Sought and Knitwear Purchasing Behavior of Female College Students in the U.S.

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Clothing among lots of products is a means to express individuality and lifestyle of individual, its functions and uses are changing. Recently, it is asking the higher grade, specialization, diversity of production, because of the influence of changed lifestyle of consumers<sup>1)</sup>.

Knitwear that can satisfy such as consumer's desire, and give the soft and convenient feeling is a popular fashion item that women can enjoy because of its unique characters like the flexibility, expansion, and drape. Also, as people are to be preferred functionality and fashionability by world-wide casual trend, knitwear is recognized by fashion product of high added value. Lately, it is expanding by the product of formal wear, town wear, and sports wear compared with past that was staying at the product of knitwear as sweaters, under garments, and socks.

Knitwear that positioned the item for assortment of fashion stores in the past is raised on main item without regard to season, it is shared 40% and over of merchandise<sup>2)</sup>. The knitwear out numbers the woven by a ratio of six to four in world fashion trend of clothing, it looks to be continued this composition and the prospect of woven materials oppositely look to be withered<sup>3)4)</sup>. At this point of time that is continuously increasing the demands about knitwear in accordance with change of consumer's wants and popularization of sports-leisure<sup>5)6)</sup>. It should seem to prove very significant that analysis consumer's behavior about knitwear intended for the youth group.

The globalization of economic activity is affecting the flow of goods and services, creating the need for an examination of the globalization process<sup>7)</sup>. Especially, the understanding of this process

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of global marketing requires consideration of both product and consumer responses to the product.

Investigation is needed of consumer responses to products within specific markets in the cultural prospect that consumer behavior takes considerable historical and cultural insight into local conditions to understand its processes, philosophies, and problems<sup>8</sup>).

The investigation of how consumers differently perceive knitwears within two distinct cultures, can pose marketing challenges.

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