

# 몽골 캐시미어와 모의류 제품의 품질 향상 전략에 관한 연구

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## A Study of Quality Improvement on Mongolian Cashmere and Woolen Clothing

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**Key Words** : camel cashmere quality, wool quality, made in Mongolia

### Abstract

The cashmere industry is one of the highest potential sector in Mongolia to contribute to the growth of the economy. It provides income and employment for over a third of the population, and raw cashmere and cashmere products are the Mongolia's third largest official export products. In this research we hope to measure and improve Mongolian cashmere and camel woolen clothing quality in terms of customer perspective by use of questionnaire. Here we suggest some preliminary research findings.

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## 1. 서론

몽골의 주요 산업 가운데 하나인 캐시미어 제품의 품질 수준 향상을 위한 전략 방향을 탐색하는 것이 본 연구의 주요 주제이며, 특히 본 연구에서는 낙타 캐시미어 제품의 품질을 일반 울 제품과 비교, 분석하여 낙타 캐시미어의 품질 향상 및 경쟁력 제고 방안을 제시하고자 한다.

## 2. 캐시미어 고객만족 평가 기준

본 연구에서는 캐시미어 제품의 고객만족 평가 요소를 디자인, 색상, 가격, 편안함, 따스함, 사용 편리성, 부드러움, 자재 특성, 내구성, 성능 등 모두 10가지로 선정하여 조사하고자 한다.

## 3. 연구방법

### 3.1. 연구모형

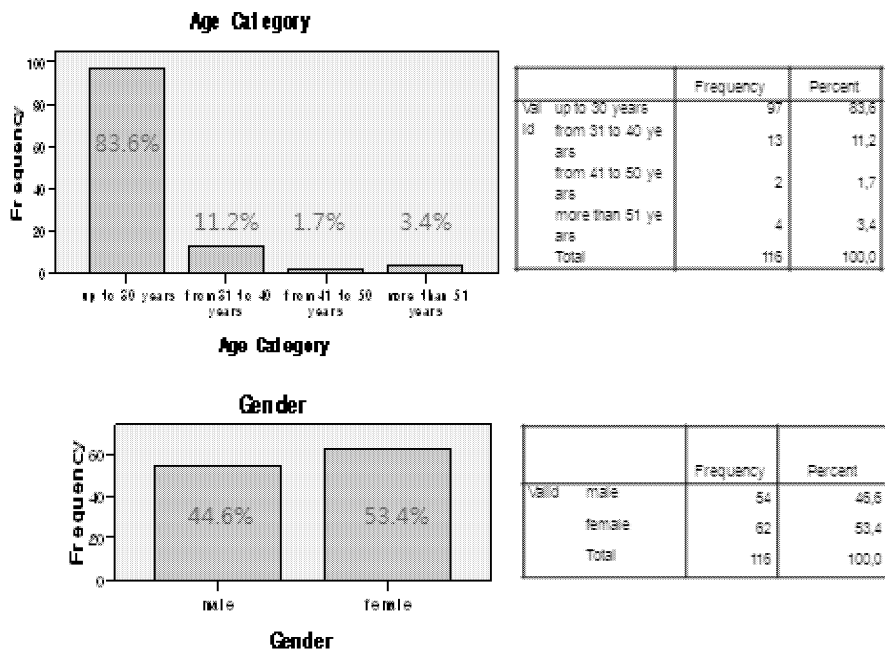
일반 모의류 제품과 캐시미어 제품을 고객이 착용해 보고 비교하도록 설문지를 구성하여 몽골에서 조사를 실시하여 두 제품에 대해 고객이 느끼는 특성 차이를 비교분석한다. 또한 전반적인 만족도를 조사하여 비교한다.

### 3.2. 분석방법

두 모델(모델 A -일반 울, 모델 B -낙타 울)에 대한 비교 분석을 위한 차이 검증을 실시한다.

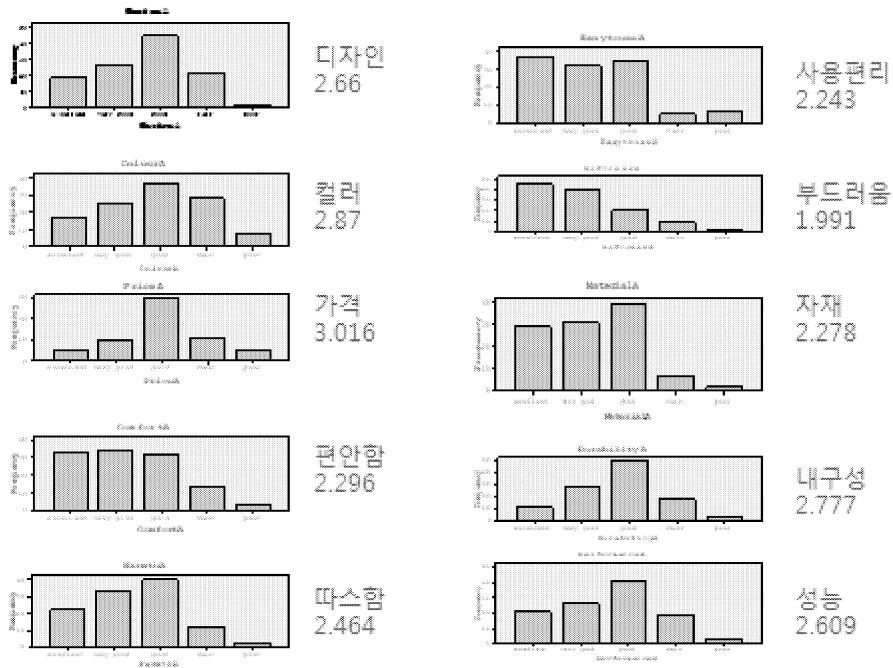
## 4. 실증분석

### 4.1. 응답자 특성

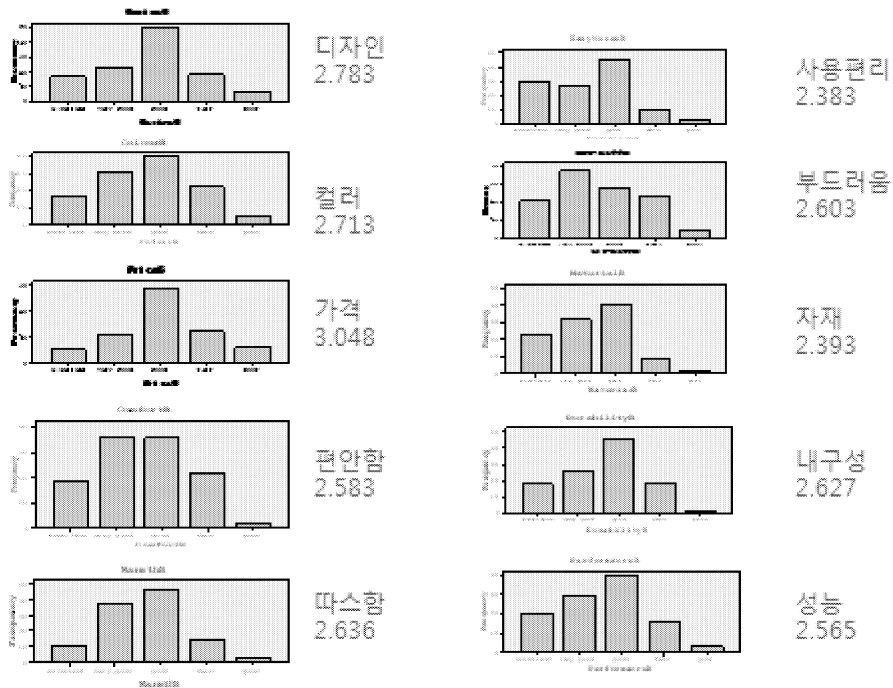


<그림 1> 응답자 특성(연령, 성별)

## 4.2 두 모델 빈도 분석



<그림 2> 모델 A의 빈도 분석



<그림 3> 모델 B의 빈도 분석

4.3 두 모델 차이 분석

Satisfaction indices		A model (cashmere)								
		H <sub>0</sub> : μ = 3 Satisfaction is Good								
		H <sub>1</sub> : μ < 3 Satisfaction is greater than Good (1-Excellent; 2-Very good; 3-Good; 4-Fair; 5-Poor)								
Mean	Std. Dev	t observed (t standard = 1.984)	df	Sig. (2 tailed)	α - significance level	Conclusion	95% Confidence Interval of the Difference			
							Lower	Upper		
1	Design	2.661	1.025	-3.548	114	0.001	<0.025	H <sub>0</sub> reject	-0.528	-0.15
2	Color	2.87	1.1511	-1.125	114	0.227	>0.025	H <sub>0</sub> accept	-0.343	0.082
3	Comfort	2.296	1.084	-6.968	114	0.000	<0.025	H <sub>0</sub> reject	-0.905	-0.504
4	Warmth	2.464	1.0198	-5.516	109	0.000	<0.025	H <sub>0</sub> reject	-0.729	-0.344
5	Easy to use	2.243	1.1363	-7.114	114	0.000	<0.025	H <sub>0</sub> reject	-0.966	-0.547
6	Softness	1.991	1.0217	-10.588	114	0.000	<0.025	H <sub>0</sub> reject	-1.197	-0.82
7	Material	2.278	0.9937	-7.553	107	0.000	<0.025	H <sub>0</sub> reject	-0.912	-0.533
8	Durability	2.777	0.9559	-2.471	111	0.015	<0.025	H <sub>0</sub> reject	-0.402	-0.044
9	Performance	2.609	1.0674	-3.841	109	0.000	<0.025	H <sub>0</sub> reject	-0.593	-0.189

<그림 4> 모델 A 특성

Satisfaction indices		B model (camel wool)								
		H <sub>0</sub> : μ = 3 Satisfaction is Good								
		H <sub>1</sub> : μ < 3 Satisfaction is greater than Good (1-Excellent; 2-Very good; 3-Good; 4-Fair; 5-Poor)								
Mean	Std. Dev	t observed (t standard = 1.984)	df	Sig. (2 tailed)	α - significance level	Conclusion	95% Confidence Interval of the Difference			
							Lower	Upper		
1	Design	2.783	1.0743	-2.17	114	0.032	>0.025	H <sub>0</sub> accept	-0.416	-0.019
2	Color	2.713	1.0741	-2.865	114	0.005	<0.025	H <sub>0</sub> reject	-0.485	-0.089
3	Comfort	2.583	1.0343	-4.327	114	0.000	<0.025	H <sub>0</sub> reject	-0.608	-0.226
4	Warmth	2.636	0.8854	-4.307	109	0.000	<0.025	H <sub>0</sub> reject	-0.531	-0.196
5	Easy to use	2.383	1.0478	-6.319	114	0.000	<0.025	H <sub>0</sub> reject	-0.811	-0.424
6	Softness	2.603	1.1353	-3.788	115	0.000	<0.025	H <sub>0</sub> reject	-0.605	-0.188
7	Material	2.393	0.9786	-6.421	106	0.000	<0.025	H <sub>0</sub> reject	-0.795	-0.42
8	Durability	2.627	0.9848	-3.969	109	0.000	<0.025	H <sub>0</sub> reject	-0.559	-0.187
9	Performance	2.565	1.0437	-4.533	107	0.000	<0.025	H <sub>0</sub> reject	-0.634	-0.236

<그림 5> 모델 B 특성



<그림 6> 두 모델 차이 분석

5. 결론 및 시사점

본 연구에서 도출한 두 모델의 차이점에 착안하여 향후 낙타 울의 포지셔닝 전략을 수립하고, 이를 제품에 반영할 수 있는 방안도 수립하고자 한다.

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부록 : 설문지

**QUESTIONNAIRE**  
 We would be grateful if you could spend a few minutes to complete this Customer Satisfaction Questionnaire to help us.

**Background Information**

1. What is your nationality? Mongolian male / Korean female
2. What is your gender?
3. How old are you? under 30 / from 31-40 / from 41-50 / over 50
4. What is your current position? student / other
5. How much is your salary per month? / Tugrug / Won.

How would you rate your level of satisfaction with two types of gloves as a customer? (Please check only one)

**Part 1. SATISFACTION WITH THE LEACH GLOVES**

1=Discomfort, 2=Very good, 3=Good, 4=Fair, 5=Poor, NA= No Answer

	A model					B model						
Fashionable design	1	2	3	4	5	NA	1	2	3	4	5	NA
Color	1	2	3	4	5	NA	1	2	3	4	5	NA
Price	1	2	3	4	5	NA	1	2	3	4	5	NA
Clothing comfort	1	2	3	4	5	NA	1	2	3	4	5	NA
Warmth	1	2	3	4	5	NA	1	2	3	4	5	NA
Easy to use	1	2	3	4	5	NA	1	2	3	4	5	NA
Softness	1	2	3	4	5	NA	1	2	3	4	5	NA
Material	1	2	3	4	5	NA	1	2	3	4	5	NA
Durability	1	2	3	4	5	NA	1	2	3	4	5	NA
Performance	1	2	3	4	5	NA	1	2	3	4	5	NA

**Part 2. OVERALL SATISFACTION WITH THE FREEMOC**

1. Are you satisfied with your cashmere clothing?	Very satisfied	Somewhat satisfied
	Neutral	Very dissatisfied
	Somewhat dissatisfied	Somewhat good
2. How would you evaluate the quality of cashmere clothing made in Mongolia?	Very good	Neutral
	Somewhat bad	Very bad

1. What are the most important attributes taken into account when buying cashmere clothing?	(1=not important, 3=Neutral, 5=very important)		
Softness	<input type="checkbox"/> 1	<input type="checkbox"/> 3	<input type="checkbox"/> 5
Price	<input type="checkbox"/> 1	<input type="checkbox"/> 3	<input type="checkbox"/> 5
Fashionable design	<input type="checkbox"/> 1	<input type="checkbox"/> 3	<input type="checkbox"/> 5
Brand	<input type="checkbox"/> 1	<input type="checkbox"/> 3	<input type="checkbox"/> 5
Color	<input type="checkbox"/> 1	<input type="checkbox"/> 3	<input type="checkbox"/> 5
Clothing comfort	<input type="checkbox"/> 1	<input type="checkbox"/> 3	<input type="checkbox"/> 5
Warmth	<input type="checkbox"/> 1	<input type="checkbox"/> 3	<input type="checkbox"/> 5
Easy to use	<input type="checkbox"/> 1	<input type="checkbox"/> 3	<input type="checkbox"/> 5
Durability	<input type="checkbox"/> 1	<input type="checkbox"/> 3	<input type="checkbox"/> 5
Performance	<input type="checkbox"/> 1	<input type="checkbox"/> 3	<input type="checkbox"/> 5
Material	<input type="checkbox"/> 1	<input type="checkbox"/> 3	<input type="checkbox"/> 5

**Part 3. FREEMOC EXPERIENCE**

4. Do you wear cashmere clothing?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If answered "yes"	
2. How often do you wear cashmere clothing?	<input type="checkbox"/> Very infrequently <input type="checkbox"/> Infrequently <input type="checkbox"/> Frequently <input type="checkbox"/> Very frequently
6. What kind of cashmere clothing do you usually wear?	<input type="checkbox"/> Cashmere (jumper, sweater, cardigan) <input type="checkbox"/> Woollen (coat, jacket, )
7. How long have you used cashmere clothing?	<input type="checkbox"/> Accordion (gloves, hat, scarf) <input type="checkbox"/> Less than 6 months <input type="checkbox"/> More than 3 years <input type="checkbox"/> Less than 2 years <input type="checkbox"/> 2 years or more <input type="checkbox"/> More years <input type="checkbox"/> Low price <input type="checkbox"/> Low comfort <input type="checkbox"/> More fashionable <input type="checkbox"/> Low fashionable <input type="checkbox"/> More warmth <input type="checkbox"/> Low warmth
8. What do you think about cashmere clothing comparing to other wool clothing?	

**Part 4. ABOUT MANUFACTURER OF "GORE" CORPORATION**

9. Do you know about Mongolian Gore factory, which produces cashmere and camel wool products?	<input type="checkbox"/> Yes <input type="checkbox"/> No
10. Have you ever got on cashmere and camel wool clothing of Gore factory?	<input type="checkbox"/> Yes <input type="checkbox"/> No
11. Will you buy again cashmere and camel wool clothing of Gore factory?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe <input type="checkbox"/> Do not know
12. How would you evaluate the quality of cashmere and camel wool clothing of Gore factory?	<input type="checkbox"/> Very good <input type="checkbox"/> Somewhat good <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat bad <input type="checkbox"/> Very bad

Thank you for completing this survey!