남녀노년층의 의복태도, 의복행동, 쇼핑에 인구통계적 특성이 미치는 영향 연구

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Ⅰ. Introduction

Various authors(e.g., Schewe, 1989; Shim & Bickle, 1993; Goldsberry, 1993) have noted that, spurred by advances in public health, nutrition, and medical care, the number of older people has been increasing rapidly, now totals approximately 50 million, and is expected to keep rising in number and percentage beyond the current 20%. Americans of this age bracket are on average more wealthy, more healthy, and better educated, and they lead more active lives than in the past(Schewe, 1989). They presently control three-fourths of the U.S. assets and half of the disposable income(Lazer, 1986; Moschis, Mathur, & Smith, 1993).

However, the elderly have been a neglected segment of the population in clothing research and have received limited attention from most marketers. Compared to younger generation, there are few studies on clothing behavior of

older people and on factors influencing their clothing behavior. Also, the few studies concerning clothing of elderly people have focused primarily on women(Aldrich, 1974; Hoffman, 1970; Hogge & Baer, 1986).

The study concerning the impact of demographics on clothing behavior of elderly men and women is needed because several studies for the elderly have reported the diverse characteristics existing among elderly people and have emphasized the impact of demographic variables on attitudes and behaviors of elderly people(Hoffman, 1970; Jackson, 1992; Kimmel, 1974). However, there were very few studies on the impacts of demographics on clothing and shopping of older people(e.g., clothing attitude, fashion opinion leadership, satisfaction with ready-to-wear, shopping interest, store patronage). Also, conflicting findings exist in regard to the demographic influences on clothing behavior(e.g., fashion opinion leadership)

of older people(Kaiser, 1990). Therefore, it is important to investigate the impact of demographics on clothing and shopping behavior of older people. Research findings regarding the relationships of demographics to clothing and shopping of elderly people will contribute to the body of knowledge concerning the elderly, informing the relationships between demographics and clothing behavior of the elderly and the fact that the elderly is an important consumer segment in apparel market. The information generated can be useful to manufacturers and retailers because it can provide the basis for understanding the elderly and support manufacturers' and retailers' marketing strategies for elderly men and women consumers.

The purpose of this study was to determine the impact of demographics(income, education, sex, marital status, social participation, and age) on clothing and shopping(clothing attitude, fashion opinion leadership, satisfaction with ready-to-wear, shopping interest, and store patronage) of older men and women. In this study, older people were defined as people who had passed age 54 years.

Ⅱ. Literature Review

Several researchers have shown the importance of clothing to elderly people. Newton (1984) found that clothing was particularly important in social situations outside the home. According to Hoffman(1970), clothing plays an important role for older women because clothing is useful in developing new social relationships and in maintaining a positive self-image. In investigating the relationship between

appearance and clothing, Bader(1963) reported that self-worth and self-respect were important to older adults and clothing plays an important role in enhancing appearance of older people. Baum and Boxley(1983) also addressed that clothing can help elderly people who prefer to conceal the undesirable "figure flaws" of aging and to look younger.

When it comes to fashion interest among elderly people, Horn and Gurel(1981) emphasized that elderly people are not only interested in comfortable aspects of clothing but are also concerned about their overall appearance and fashion. Kernaleugen(1978) reported that elderly people want to conform to current fashions for fear that they are perceived as different from others. Chowdhary(1988) found that the elderly subjects preferred fashionable styles to classic styles. In their study of fashion opinion leadership of older people, Huddleston, Ford, and Bickle(1993) showed that fashion opinion leaders exist among older people. Huddleston et al. also reported that the role of shopper as a lifestyle characteristic is a significant predictor of fashion opinion leadership.

Although older consumers are interested in fashion and spend more money on higher-priced garments than younger counterparts(Martin, 1976), the elderly have been a neglected segment of the population in shopping research and have received limited attention from most marketers. According to Lumpkin and Greenberg(1982), many older people enjoy shopping as pleasure and recreation. This finding was related to that of Martin(1970) which showed little difference between younger and older women subjects in regard to shopping

enjoyment. Concerning patronage behavior of older people, Lumpkin and Greenberg(1982) reported that older people preferred traditional department stores and specialty stores to discount stores. However, Chowdhary(1988) showed that older people did not distinguish between discount and specialty stores although the older people most preferred department stores as their shopping place.

As aging is accompanied by physical changes, many researchers have examined the problems with ready-to-wear clothing of older people. According to Richards(1981), elderly people have difficulty in finding a good selection of ready-to-wear garments which can accommodate their changing body shape. Kernaleguen (1978) reported on older people's problems with sizes in ready-to-wear clothing. Older people complained that the size of ready-to-wear clothing relied on the measurements of younger people, and that figure changes of elderly people were not taken into consideration and were neglected. In addition, Shim and Bickle(1993) showed that older people's satisfaction with apparel fit was notably low, especially in relation to garment length. Older people had problems with blouse/sweater length, leg length of pants, skirt/dress length, and jacket length.

In addition to general ready-to-wear problems, sex differences in satisfaction with clothing exist. Richards(1981) noted that elderly men have less difficulty with fit than do elderly women because they wear separate shirts and trousers. Hogge, Baer, and Kang-Park(1988) reported that elderly men's major fitting problem with shirts and jackets was sleeve length.

According to Hogge and Baer (1986), elderly women frequently complained about inaccurate fit of garments especially the excessive length in the shoulder, sleeve, and bodice. Smathers and Horridge (1979) reported that elderly women faced fit problems in regard to tightness in the hips, bust, waist, and stomach.

Based on the previous studies, research hypotheses were formulated.

H1. There are demographic influences on following variables of older men and women subjects.

    a. clothing attitude

    b. satisfaction with ready-to-wear

    c. fashion opinion leadership

    d. shopping interest

    e. store patronage

H2. There are differences between older men and women in regard to the impact of demographics on clothing and shopping.

Ⅲ. Method

Sample and Data Collection

The researcher contacted senior centers and local churches in Atlanta, Georgia, and obtained 302 mailing addresses of older men and women aged 55 years and older. The questionnaire with a stamped envelope was mailed to each address; 142 usable questionnaires were returned. In order to address sampling bias, the demographic characteristics of respondents were compared to the U.S. population aged 55 years and older(Table 1). The comparison shows that the respondents appear to be relatively younger and more educated than the U.S.

Table 1. Description of respondents and U.S. population

Variables	Respondents		U S. population aged 55 years and older
	Frequency	Percentage	Percentage
Age			
55−64	65	45.7%	39.8%
65−74	52	36.6%	34.6%
75 and over	25	17.7%	25.6%
Marital status			
Married	98	69.0%	64.2%
Not married	44	31.0%	35.8%
Education			
Grade school or less	29	20.4%	32.7%
High school	63	44.3%	40.5%
Beyond high school	50	35.3%	26.8%
Yearly income			
Under $9,999	12	8.5%	8.1%
$10,000 to $19,999	19	13.4%	20.6%
$20,000 to $29,999	29	20.4%	20.7%
$30,000 to $39,999	30	21.1%	14.5%
$40,000 and above	52	36.5%	36.1%

population aged 55 years and older. Marital status and household income of the respondents appear to be similar to those of the U.S. population in this age group.

Measurements

Clothing and shopping variables include clothing attitude, satisfaction with ready-to-wear, fashion opinion leadership, shopping interest, and store patronage. Table 2 shows the statements grouped by the clothing and shopping variables measured, along with Cronbach alpha coefficients. Each clothing and shopping variable was measured by a 4-point Likert scale ranging from agree (4) to disagree (1).

Clothing Attitude is defined as scores indicated by subjects' degree of agreement with five items reflecting the tri-component view of clothing attitude, cognitive, affective and behavioral. The five items of Shim, Kotsiopulos, and Knoll (1991) were used in this study.

Fashion Opinion Leadership is defined as scores indicated by subjects' degree of agreement with three fashion opinion leadership items used by Shim and Kotsiopulos (1991).

Satisfaction with Ready-to-wear is defined as scores obtained by subjects indicating their degree of agreement with 14 items regarding fit and styles of ready to-wear. The items of Perry's (1985) study were used in this study with some modifications.

Shopping Interest is defined as scores obtained by subjects indicating their degree of agreement with two shopping interest items used by Shim, Kotsiopulos, and Knoll (1991).

Store Patronage is defined as scores obtain-

Table 2. Clothing and shopping variables

Clothing attitude (Cronbach alpha: 0.68)

Clothing is valuable to me.

Wearing proper clothing helps me gain respect.

Dressing well is important for advancement of one's career.

A person's reputation at work is affected by how he /she dresses.

Clothing is of concern to me.

Fashion opinion leadership (Cronbach alpha: 0.84)

My friends or neighbors regard me as a good source of advice on clothing fashions.

Others often turn to me for advice on fashion and clothing.

I often influence the types of clothing fashions my friends buy.

Satisfaction with ready-to-wear (Cronbach alpha: 0.91)

In general, clothing styles sold in stores seem unattractive on mature people.

It is difficult for me to find clothing styles that are suitable for evening or formal wear.

Often purchased clothing is too binding around my shoulders or arms.

Clothing styles sold in stores do not have enough variation. they all look the same.

It is difficult for me to find clothing styles that are suitable for informal everyday wear.

Clothing styles sold in stores seem too youthful.

I have a difficult time with transportation to and from clothing stores.

It is difficult for me to find clothing styles that are suitable for social occasions.

Many purchased clothes do not fit properly.

The waistline in purchased clothing does not fit comfortably on my waistline.

Clothing styles sold in stores seem unbecoming for my figure.

Purchased clothing just doesn't fit me the way it used to.

Often purchased clothes seem too baggy in the top.

My purchased clothes usually must be altered in order for them to fit me.

The crotch in purchased pants does not fit properly.

Shopping interest (Cronbach alpha: 0.74)

In general, I find shopping for clothes enjoyable.

I enjoy browsing for clothes even when I am not out to buy anything.

Store patronage (Cronbach alpha: 0.86)

I buy my clothes at a particular store as a matter of preference.

I like to buy most of my clothes in a particular store.

ed by subjects indicating their degree of agreement with two store patronage items used by Shim, Kotsiopulos, and Knoll (1991).

Demographics include income, marital status, social participation, education, age, and sex. Yearly household income is in one of five ranges from 1=under $9,999 to 5= $40,000 and above. Other variables are on: age (open-ended); sex; marital status(currently married, not married at this time); and highest education level(grade school or less, some high school or a graduate, beyond high school). Lastly, social participation was gauged by yes /no responses to three questions: Are you a volunteer worker? Are you employed? Are you retired? These were scored as follows: 1 if retired and neither volunteer worker nor employed; 2 if volunteer worker or employed or not

retired; 3 if volunteer worker, employed and retired, or if either volunteer worker or employed along with not retired; and 4 if volunteer worker, employed, and not retired.

The questionnaire was pilot-tested with fifteen men and women aged 55 years and older. The final questionnaire was modified, based on recommendations from the pilot-test.

Statistical Analysis

Hypotheses were tested using multiple regression and t-test. Among the demographic variables, sex and marital status were measured as dummy variables. For sex, female was coded as "0" while male was coded as "1." "Married" was coded as "0" while "not-married" was coded as "1." All rejection levels were set at the 0.05 significance level. Significance levels at 0.001, 0.01 and 0.05 were reported.

Ⅳ. Results and Discussion

Results of Measured Variables

Mean values and standard deviation scores of variables for men and women are reported in Table 3. T-test was performed to find differences between elderly men and women in regard to clothing and shopping behavior variables. The results showed that men subjects had higher scores on satisfaction with ready-to-wear, while women subjects had higher scores on fashion opinion leadership and shopping interest.

Results of Hypothesis Testing

Demographic influence on clothing attitude. Multiple regression was performed to investigate the influence of demographics(income, age, sex, education, social participation, and marital status) on clothing attitude of the elderly men and women subjects.

According to Table 4, clothing attitude is related to marital status, social participation, and education. The subjects had a more favorable attitude toward clothing when they were not married, and when they had a higher degree of social participation and education. People who are not married may have a more chance to be in social settings outside the home. Better-educated individuals may lead more diverse and active lives, thus use clothing in diverse social situations. People who have more social interactions and participations may have a more favorable attitude tow-

Table 3. Means and standard deviations of variables

Variables	Men		Women		t-value
	Mean	SD	Mean	SD	
Clothing attitude	3.07	0.46	3.10	0.55	−0.30
Fashion opinion leadership	2.06	0.42	2.42	0.83	−2.79**
Satisfaction with ready-to-wear	2.76	0.51	2.39	0.73	3.02**
Shopping interest	2.10	0.81	2.84	0.92	−6.61***
Store patronage	2.45	0.90	2.41	0.98	0.22

Note. ***p<0.001 and **p<0.01

Table 4. Demographics/ clothing attitude

Variables	t-value	β	F	R²
Mariatl status	−2.01*	−0.17	3.71***	0.14
Social participation	2.69**	0.27		
Education	3.45***	0.36		

Note. ***p<0.001, **p<0.01, and *p<0.05

Table 5. Demographics/ satisfaction with ready-to-wear

Variables	t-value	β	F	R²
Sex	1.98*	0.17	6.37***	0.21
Income	2.50*	0.23		
Education	2.05*	0.20		

Note. ***p<0.001 and *p<0.05

ard clothing because clothing can be used as a means of social interaction. Among the significant demographc predictors, education was the most powerful one in predicting clothing attitude(β=0.36).

Demographic influence on satisfaction with ready-to-wear. According to Table 5, among demographic variables, sex, income, and education were significant predictors of satisfaction with ready-to-wear clothing. The subjects were more satisfied with ready-to-wear clothing when they were men, and when they had a higher degree of income and education. The subjects with higher income and education may have positive attitudes toward various things in their lives including ready-to-wear clothing. The elderly women's dissatisfaction with ready-to-wear may be related with Richards' (1981) observation that elderly men have less difficulty with fit than do elderly women because they wear separate shirts and trousers.

Demographic influence on shopping interest. Among the demographic variables, sex, mariatal status, and education were the significant predictors of shopping interest (Table 6).

Table 6. Demographics/ shopping interest

Variables	t-value	β	F	R²
Sex	−5.32***	−0.44	6.14***	0.21
Marital status	−2.43*	−0.19		
Education	2.08*	0.21		

Note. ***p<0.001 and *p<0.05

The subjects were more interested in shopping if they were women and were not married, and if they had a higher degree of education. Women are generally said to be more interested in shopping than men, and the study supports the idea that the elderly women are not the exception. Unmarried people may have more chances to shop (may have more free time). Also, better-educated people may be more interested in searching for new things(e.g., shopping). Among the predictors of shopping interest, sex was the strongest one(β=−0.44).

Demographic influence on fashion opinion leadership and store patronage. Among the demographic variables, sex was the only significant predictor of fashion opinion leadership(t=−3.56*** and β=−0.32). The elderly women had a higher degree of fashion opinion leadership than did the elderly men. Since the other demographics were not related to fashion opinion leadership, this study supports the previous studies which showed that socioeconomic variables were not related to fashion opinion leadership(e.g., Kaiser, 1990).

In regard to store patronage, education was the only predictor of store patronage in the elderly people(t=2.28* and β=0.24). The elderly people who had higher education tended to buy clothes at a particular shop as a matter of preferences. Therefore, retailers should be

Table 7. Comparison between men and women

Variables	Elderly men			Elderly women		
	demographics	t-value	R²	demographics	t-value	R²
Clothing attitude	Age Social Par.	3.15** 3.15**	0.22	Education	2.45**	0.18
Satisfaction with Ready-to-wear	Education	3.83**	0.24	Income	3.20**	0.13
Shopping interest	Marital sts.	−2.90**	0.14	Education	2.79**	0.21

Note. **p<0.01

concerned about the elderly with higher education since they could be a valuable consumer target.

Comparison between men and women concerning the demographic influence on clothing and shopping. Multiple regression was performed for elderly men and women separately to find if sex differences exist in regard to the impact of demographics on clothing and shopping variables (Table 7). The results showed that the importance of demographics vary in clothing and shopping behaviors when the sex differences were considered. For elderly men, age and social participation were the significant predictors of clothing attitude. However, education was the only significant predictor of clothing attitude in elderly women. In case of satisfaction with ready-to-wear, education was the significant predictor in elderly men while income was the one for elderly women. In addition, while marital status was an important predictor of shopping interest in elderly men, education was the significant one for the elderly women. This is an interesting finding in that, even though elderly men as a whole was not considered a good target in retailing, the elderly men who were not married would be an imporatnt one.

V. Conclusion and Recommendations

This study investigated the impact of demographics on clothing and shopping of men and women 55 years and older. Clothing and shopping variables consisted of clothing attitude, fashion opinion leadership, satisfaction with ready-to-wear, shopping interest, and store patronage. Demographics include income, social participation, sex, age, marital status, and education.

To test hypotheses formulated for this study, multiple regression was used. The results showed that education was the significant predictor of clothing attitude, satisfaction with ready-to-wear, shopping interest, and store patronage, implying that the education variable was an important one in predicting clothing and shopping behaviors of the elderly population. The apparel marketers and retailers should be concerned about the elderly with higher educational background to succeed in their business. In addition, sex was an important predictor of satisfaction with ready-to-wear, shopping interest, and fashion opinion leadership. Since sex differences exist in clothing and shopping behavior of the elderly, the apparel markers and manufacturers should develop the strategies corresponding to the findings of the study(e.g, special clothing des-

igns for elderly women, marketing strategies to accomodate fashion and shopping interest of elderly women). In addition to education and sex variables, income, social participation, marital status were the significant predictors in segmenting elderly consumers regarding specific dimensions of clothing and shopping.

For the differences between elderly men and women in regard to the impact of demographics, the results showed that the relative importance of demographics on clothing and shopping in elderly men and women was different. For example, marital status was a significant predictor of shopping interest in elderly men while education was the significant one for eldely women. The finding has an implication for retailers by providing that unmarried elderly men and better-educated elderly women would be important consumer segments in retailing business.

This study showed the specific demographic influences on clothing and shopping behaviors of elderly men and women, which could be the basis for marketers to segment elderly consumers and to make plans for them. For future research, more investigation is needed to address the influence of each demographic variable on each dimension of clothing behavior with a larger sample size. Also, compared to elderly men, the elderly women were less satisfied with ready-to-wear but more interested in fashion and shopping. Research on clothing design as well as marketing strategies is needed to resolve the clothing problems of older women consumers.

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요 약

본 연구의 목적은 노년층 남성과 여성의 인구통계적 특성이 의복태도, 의복행동, 쇼핑행동에 미치는 영향을 규명하는 것이다. 설문지를 통하여 나이 55세 이상의 미국 남부에 거주하는 67명의 남성과 75명의 여성이 자료분석에 이용되었다. 의복 및 쇼핑과 관련된 변수로 의복태도, 유행의사선도력, 기성복에 대한 만족, 쇼핑관심, 점포충성도가 사용되었으며, 인구통계적 특성은 수입, 결혼여부, 사회참여도, 학력, 나이, 성으로 구성되었다. 결과로 의복태도는 미혼일수록, 사회참여도가 높을수록, 학력이 높을수록 그 수치가 높은 것으로 나타났다. 기성복에 대한 만족은 수입과 학력이 높을수록 또 남성이 여성에 비해 만족도가 큰 것으로 나타났다. 쇼핑에 대한 관심의 정도는 결혼여부, 학력, 성과 관련이 있었다. 즉 미혼일수록 교육수준이 높을수록 남성보다는 여성이 쇼핑에 관심이 큰 것으로 나타났다. 그 외 유행의사선도력은 오직 성에 의해서만 영향을 받았으며, 점포충성도 역시 학력에 의해서만 영향을 받았다. 남성과 여성 각각의 차이에 대한 분석에서는 남녀에 따라 인구통계적 특성이 의복태도, 의복행동, 쇼핑행동에 미치는 영향이 다르게 나타나 남녀간의 차이를 보여주었다. 예로 남성에게 있어 결혼여부는 쇼핑관심에 영향을 미치는 중요 변수이나 여성의 경우 교육수준이 쇼핑관심에 영향을 미치는 것으로 나타났다. 따라서 유통업 종사자들은 노년층 남성 중 미혼자를, 노년층 여성 중 고학력자를 주요 표적으로 삼아 마케팅 전략을 세울 필요가 있다 하겠다.