

Knitwear Consumers' Demographic Characteristics and Evaluation Criteria

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Abstract

The purpose of this study was to investigate the effect of demographic characteristics and general buying characteristics of knitwear consumers on evaluation criteria and information source searching.

In this study, a self-administered questionnaire was distributed to young career women and female undergraduate students. Of 580 questionnaires, 496 were used in the following analysis. The data was analyzed with the SPSS package. The research method used factor and reliability analysis to segment consumers by their knitwear evaluation criteria. T-test, one-way ANOVA and χ^2 were used to characterize the impact of characteristics of the consumer on knitwear evaluation criteria and information source searching in buying knitwear.

The results of this study were as follows. First, the information sources of consumers were significantly different depending on their demographic characteristics(age). According to the difference in relationship between the age of consumers and information sources, the younger the consumer, the more information in fashion magazine, the older, in fashion advertisement on catalog. Second, the knitwear evaluation criteria of consumers was classified according to six characteristics - quality, price, aesthetic, situation, self-expression and external. Their knitwear evaluation criteria were significantly different depending on demographic characteristics(job, age, education, marital status) and the general buying characteristics of knitwear(annual knitwear/clothing buying expense and frequency). Career women and married women placed significant importance on practical aspects like quality and price characteristics, while undergraduate students and single women placed significant importance on aesthetic and self-expression characteristics. Also, a group with higher annual knitwear/clothing buying expense and frequency considered aesthetic and self-expression characteristics more important. The lower the annual knitwear/clothing buying expense and frequency, the higher a group considered quality and price characteristics more important.

Key words : demographic characteristics, general buying characteristics of knitwear, information source searching, evaluation criteria.

I. Introduction

Knitwear has been recently floated as a high value-added fashion products with preferred clothing having both functionality and fashion

ability by international casual tendency of clothing.

Korean knit industry, however, has pursued quantitative growth. Middle-low mass production system brought about by export driving policy from 1960s, while ignoring original knit charac-

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*information source searching refers to the search for information source.

teristic, a very easy multi-kinds small quantity production in manufacturing. Among one of the highest value-added parts, the knit industry has experienced difficulties in developing high value-added industry due to failure in accomplishing technology development.

During this information technology era, it is important to reflect consumer's opinions to meet consumers' expectation being personalization, diversification and high quality and furthermore the development of management system. It is necessary for Korean knit industry to solve the problems of production aspects - facility, labor, technology, quality and design. Therefore, the systematic research is important for the fashion industry.

However, the previous knit related research has been concentrated on analysis of knitwear designer's artworks and knitwear design using hand knit machines^{1,2)}. Recently, the research has expanded into knit patternmaking for the characteristics of elasticity^{3,4)}. In marketing, the research of specialized knit brand only targeted the 40~50 year age group^{5,6)}. Therefore the research of knitwear is not sufficient for lately floating fashion-sensitive women in the 20 year age group.

So in this study, the research accomplishes the study of knitwear evaluation criteria and information source searching of young career women in their 20's and female undergraduate students when buying knitwear.

The purpose of this study was to investigate

the effect of demographics and general buying characteristics of knitwear consumers on evaluation criteria and information source searching.

By this, the result of this study will help one to understand the evaluation criteria and information source searching of consumers in buying knitwear and to develop a new knitwear marketing strategy in the industry.

II. Literature Review

1. General Observation of the Korean Knit Industry

Since the knitwear showed increasing consumption amount to high value-added product every year, it has been considered as an important floating strategy product for fashion brand. So far, the knitwear dealing with assortment or coordination concept with woven product is strengthened to independent item. Each brand is greatly increasing product assortment, style and quantity to knitwear and concentrating unique product development adding texture, silhouette, stitch and detail.

Unlike woven, the weak point of knit production is that the brand which fails to initial planning has to give up sales because the period for reorder and spot planning requires more than 20~30 days. So most knit company gives up managing their own planning office. They gradually turned their business policy to promotion because profitability is not satisfactory due to complicated product process, short of expert

¹ H. O. Lee, "A Study on Fashion Design Characteristics of Knitweares - Analysis Benetton, Missoni, Kaffe Fassett's Collections-" (Master's Thesis, Sungshin Women's University, 1996).

² K. A. Lee, "A Study on Modern Fashion Design Using Hand Knitting Machine" (Master's Thesis, Ewha Women's University, 1997).

³ J. M. Shim, "A Study on Patterns of Knitweares-Putting Emphasize on the Women's Basic Patterns-" (Master's Thesis, Sungshin Women's University, 1999).

⁴ J. H. Hue, "Bodice Pattern Alteration System According to the Stretch Rate of Knit" (Master's Thesis, Yonsei University, 1999).

⁵ M. O. Lee, "A Study on the Marketing of Specialized Knit Brand -Putting Emphasize on the Women's Wear-" (Master's Thesis, Sung Kyun Kwan University, 1988).

⁶ K. H. Kim, "A Research Study on the Actual Conditions of Propensity to Consume and Enterprises of the Knitweares" (Master's Thesis, Sungshin Women's University, 1994).

and spending time to quantity and production. Therefore, each company has to solve cost reduction and quality problems⁷.

The companies with its own knit planning office and accomplishing active invests are extremely limited. These companies are Deco, Primtemps and Hansum. Hansum has a strength to perform perfect coordination with woven. It is because they can operate total product process such as dying processing, trend, color, design, production, and so on, in their own knit planning office within their own ability. Each brand started to have strengthened planning ability of separate items like knit product according to analysis that planning centered woven reached the limit.

2. The Information Source Searching in Buying Knitwear

Consumers begin searching for information to solve problems that they have perceived. Information source is a way for consumers who are searching to satisfy their information needs. The role of information sources is to provide right information of products for consumers to make a rational selection.

According to many researchers on the subjects of information source searching in buying clothing, of importance was 'salesperson', 'fashion show', 'buying experience', 'the advice of experienced person', 'observing other's clothing', 'showroom presentation(display)', 'fashion advertisement on T.V.', 'fashion advertisement on catalog', 'fashion article on newspaper · magazine · broadcast', 'fashion magazine', and 'internet'.

According to the Ryou(1991)'s research of clothing buying behavior targeting female undergraduate students in Seoul, among information sources, 'buying experience' was the most powerful ; then 'observing other's colthing' ; then 'showroom presentation(display)' ; and finally 'the advice of experienced person'⁸.

Lim(1992), on the other hand, concludes in this study of information sources that 'the advice of experienced person' was the most powerful ; then 'buying experience' ; then 'observing other's clothing' ; and finally 'showroom presentation (display)'⁹.

Lee(1997)'s research of clothing buying behavior targeting the 20~30 age group indicates that 'buying experience' was the most powerful information sources ; then 'showroom presentation(display)' ; next was 'the advice of experienced person' ; and finally 'observing other's clothing'¹⁰.

According to the Jung(1999)'s research targeting female undergraduate students, among information sources, 'buying experience' was the most powerful ; then 'observing other's clothing', next was 'showroom presentation(display)' ; and finally 'the advice of experienced person'¹¹.

Finally the Lee(1988)'s marketing research of specialized knit brands targeted in women's wear, 'showroom presentation(display)' was the most powerful information source searching in buying knitwear, then 'fashion advertisement on catalog' was next, then 'the advice of experienced person', then 'fashion article on newspaper · magazine · broadcast', and finally 'fashion advertisement on T.V.'¹².

⁷ Tex Herald, 1999. 10. 25.

⁸ E. J. Ryou, "A Study on Clothing Purchasing Behavior which is Followed by Clothing Involvement -As Object of College Women-" (Master's Thesis, Ewha Women's University, 1991).

⁹ S. J. Lim, "A Study on the Clothing Behavior of Korean College Women -Concentrating on the Clothing Behavior and Socio-Psychological Factors-" (Doctoral Dissertation, Ewha Women's University, 1992).

¹⁰ J. H. Lee, "A Study on Benefit Segmentation and Clothing Behavior" (Master's Thesis, Ewha Women's University, 1997).

¹¹ J. A. Jung, "A Study on Self-Image and Clothes Purchase Behavior by Fashion Leadership of College Women" (Master's Thesis, Ewha Women's University, 1999).

¹² M. O. Lee, *op. cit.*, 1988.

3. Knitwear Evaluation Criteria

The evaluation of alternative is the activity to select attributes to evaluate alternatives through searching information, decide loading, synthesize attribute scores of alternatives and take an attitude. The evaluation of alternatives are composed of various evaluation criteria. The evaluation criteria are standards or characteristics basically considered in buying products¹³⁾.

According to many researchers on the subjects of clothing evaluation criteria, of importance was 'aesthetic', 'comfort', 'fashionability', 'practicality', 'economic', 'easiness of washing/care', 'reputation of brand', 'price', 'diversity of wearing', 'suitability with wearing situation', 'approval of others', 'suitability with wearer', 'harmony with other clothing', 'personality expression', 'self-image upbringing', 'yarn/material', 'cutting/sewing', 'quality', 'fit/size', 'color/print', 'design/style', and 'after service'.

According to the Chung(1982)'s research targeting college women, 'suitability with wearer' was the most powerful knitwear evaluation criteria; second was 'style' ; third was 'price' ; fourth was 'color/print', and finally 'fit/size'¹⁴⁾.

According to the Ryou(1991)'s research targeting female undergraduate students in Seoul, among knitwear evaluation criteria, 'suitability with wearer' was the most powerful ; then 'self-image upbringing' ; then 'quality' ; then 'design/style' ; and finally 'harmony with other clothing'¹⁵⁾.

According to the Lim(1992)'s research of

clothing behavior targeting female undergraduate students, among knitwear evaluation criteria, 'design' was the most powerful ; then 'quality' ; then 'self-image upbringing' ; next was 'approval of others' ; and finally 'price'¹⁶⁾.

Kim(1998)'s research of clothing buying behavior targeting female undergraduate students in Seoul indicates 'design/style' was the most powerful knitwear evaluation criteria; then 'color/print' ; then 'suitability with wearer' ; and finally 'fiber/fabric', 'cutting/sewing', and 'quality'¹⁷⁾.

According to the Jung(1999)'s research targeting female undergraduate students, 'design' was the most powerful knitwear evaluation criteria ; then 'suitability with wearer' ; then 'color' ; then 'self-image upbringing' ; and finally 'fiber/fabric', 'cutting/sewing', and 'quality'¹⁸⁾.

Lee(1988)'s marketing research of specialized knit brands reveals 'design' was the most powerful among evaluation criteria in buying knitwear ; then 'quality' ; next was 'price' ; and finally 'color'¹⁹⁾.

According to the Kim(1994)'s research of knitwear targeting female undergraduate students and married women in Seoul, among evaluation criteria, 'design or color' was the most powerful when buying knitwear ; then 'quality' ; then 'price' ; then 'practicality' ; and finally 'easiness of washing/care'²⁰⁾.

III. Research Method

1. Research Subject

It is to investigate the effect of demographic

¹³⁾ D. K. Ryu, 「The Principle of Consumer Behavior」, Seoul : Mirawon, 1993, p.47.

¹⁴⁾ H. Y. Chung, "Clothing Buying Practices of College Women" (Master's Thesis, Ewha Women's University, 1982).

¹⁵⁾ E. J. Ryou, *op. cit.*, 1991.

¹⁶⁾ S. J. Lim, *op. cit.*, 1992.

¹⁷⁾ E. J. Kim, "A Study on the Correlation between Fashion Leadership and Consumer Behavior" (Master's Thesis, Ewha Women's University, 1998).

¹⁸⁾ J. A. Jung, *op. cit.*, 1999.

¹⁹⁾ M. O. Lee, *op. cit.*, 1988.

²⁰⁾ K. H. Kim, *op. cit.*, 1994.

characteristics and general buying characteristics of knitwear consumers on evaluation criteria and information source searching.

The research subjects are as follows.

Research Subject 1 : The demographic characteristics and general buying characteristics of knitwear consumers will influence their information source searching.

Research Subject 2 : The demographic characteristics and general buying characteristics of knitwear consumers will influence their evaluation criteria when buying knitwear.

2. Data Collection

This consumer survey was accomplished in March 2000. A self-administered questionnaire was distributed to 20's young career women and female undergraduate students living in Seoul, Kyunggi, Taejeon, Taegu and Kwangju. 524 questionnaires out of 580 were withdrawn and 496 questionnaires were used in the following analysis.

3. Data Analysis

In the research method, factor analysis using varimax rotation and reliability analysis to segment consumers by consumers' knitwear evaluation criteria was used. T-test, one-way ANOVA and χ^2 were used to characterize the impact of consumers' characteristics on knitwear evaluation criteria and information sources in buying knitwear. The data was analyzed with the SPSS package.

4. Instrument

Under the theoretical study, to define terminology of variables used in this research and exemplify of examination method are as follows.

1) Demographic Characteristics

Consumers' demographic characteristics are classified in age, education, job, marital status, average month income. In this study, average month income means average month income in career women, monthly allowance in students.

2) General Buying Characteristics of Knitwear

Consumers' general buying characteristics of knitwear are classified in annual knitwear/clothing buying expense and frequency.

3) The Information Source Searching When Buying Knitwear

The questions of information sources are composed of previous study with researcher's opinion. The examination method are required to fill out top ranking 3rd of 11 questions - salesperson, fashion show, buying experience, the advice of experienced person, observing other's clothing, showroom presentation(display), fashion advertisement on T.V., fashion advertisement on catalog, fashion article on newspaper · magazine · broadcast, fashion magazine, internet - according to the priority.

4) Knitwear Evaluation Criteria

The evaluation criteria are the standards and characteristics basically considered when consumers choose products. The 22 questions of evaluation criteria - aesthetic, comfort, fashionability, practicality, economic, easiness of washing/care, reputation of brand, price, diversity of wearing, suitability with wearing situation, approval of others, suitability with wearer, harmony with other clothing, personality expression, self-image upbringing, yarn/material, cutting/sewing, quality, fit/size, color/print, design/style, after service-are composed of previous study with researcher's opinion. The examination method are 7 point Likert-type scale, with 1 being 'never be important' and 7 being 'very important'.

IV. Results and Discussion

1. Factor Analysis and Reliability Verification to Knitwear Evaluation Criteria

As <Table 1> suggests, the result of factor analysis of consumers' knitwear evaluation criteria is as follows. The consumers' knitwear evaluation criteria were classified according to 6 characteristic factors - quality, price, aesthetic, situation, self-expression and external. Accord-

<Table 1> Factor Analysis and Reliability Verification to Knitwear Evaluation Criteria

Factor	Variable	Factor loading	Eigen value	Percentage of Variables	Chronbach- α
Quality characteristic	Cutting/sewing	0.814	5.748	27.4%	0.808
	Quality	0.744			
	Yarn/material	0.725			
	After service	0.667			
	Fit/size	0.521			
Price characteristic	Economic	0.835	1.741	8.3%	0.748
	Practicality	0.707			
	Price	0.656			
	Easiness of washing/care	0.652			
Aesthetic characteristic	Design/style	0.760	1.560	7.4%	0.652
	Color/print	0.748			
	Suitability with wearer	0.586			
	Aesthetic	0.406			
Situation characteristic	Suitability with wearing situation	0.770	1.394	6.6%	0.660
	Harmony with other clothing	0.706			
	Diversity of wearing	0.573			
Self-expression characteristic	Personality expression	0.856	1.222	5.8%	0.773
	Self-Image upbringing	0.806			
External characteristic	Reputation of brand	0.732	1.198	5.7%	0.579
	Fashionability	0.602			
	Approval of others	0.588			

ding to the result of factor analysis, the explanation of factors reveals 61.2%.

Quality characteristic reveals high loading to cutting/sewing, quality, yarn/material, after service and fit/size. Price characteristic reveals high loading to economic, practicality, price and easiness of washing/care. Aesthetic characteristic reveals high loading to design/style, color/print, suitability with wearer and aesthetic. Situation characteristic reveals high loading to suitability with wearing situation, harmony with other clothing and diversity of wearing. Self-expression characteristic reveals high loading to personality expression and self-image upbringing. External characteristic reveals high loading to reputation of brand, fashionability and approval of others.

On the other hand, according to measurement

of reliability of each factors and variables of consumers' knitwear evaluation criteria, the reliability(α -value) of quality, price, aesthetic, situation, self-expression and external characteristic factor reveals 80.83%, 74.87%, 65.21%, 66.01%, 77.30%, 57.92%.

2. Information Search

1) The Effect of Demographic Characteristic on Information Source

The χ^2 analysis was accomplished for difference verification between information source and demographics of knitwear consumers who were searching to buy knitwear.

As <Table 2> suggests, the result reveals that the information sources when consumers purchase knitwear were significantly different

<Table 2> The Effect of Demographic Characteristic on Information Source (unit:people)

Information source	Age				Total
	less than 20	21~22	23~25	More than 26	
Buying experience	34(23.6%)	27(20.8%)	23(23.0%)	27(22.7%)	111(22.5%)
The advice of experienced person	8(5.6%)	19(14.6%)	9(9.0%)	9(7.6%)	45(9.1%)
Observing other's clothing	26(18.1%)	25(19.2%)	21(21.0%)	16(13.4%)	88(17.8%)
Showroom presentation (display)	42(29.2%)	30(23.1%)	26(26.0%)	45(37.8%)	143(29.0%)
Fashion advertisement on catalog	1(0.7%)	3(2.3%)	3(3.0%)	5(4.2%)	12(2.4%)
Fashion magazine	25(17.4%)	19(14.6%)	8(8.0%)	9(7.6%)	61(12.4%)
Others	8(5.4%)	7(5.4%)	9(10.0%)	8(6.7%)	32(6.8%)
Total	144(100.0%)	130(100.0%)	99(100.0%)	119(100.0%)	492(100.0%)

$$\chi^2 : 25.997^*$$

* p<0.10

depending on their demographics(age).

'Showroom presentation(display)' among information sources is the most powerful information source when buying knitwear, then 'buying experience'; then 'observing other's clothing'; and finally 'fashion magazine'. These results correspond to Lee's finding in her research(1988) that the most powerful information source is 'showroom presentation (display)'. This is different to the results of Ryou (1991), Lee(1997), and Jung(1999) which concludes the most powerful information source is 'buying experience'. Therefore a company should concentrate on display knitwear rather than other clothing.

The study reveals a difference in the relationship between information source and the age of the consumers. The younger the age, fashion magazine had more influence among the younger consumers, while fashion advertisement on catalog influenced the older consumers. On the other hand, recently, many are using internets, but the result of this study reveals that the sales using internet are yet initial steps.

3. Evaluation of Alternative

1) The Effect of Demographic Characteristic on Knitwear Evaluation Criteria

As <Table 3> suggests, the T-test and one-way ANOVA were used for difference verification between six knitwear evaluation criteria characteristic factors, that is, quality, price, aesthetic, situation, self-expression, external characteristic and demographics of the consumers.

The difference of knitwear evaluation criteria by job, the evaluation criteria related quality, price and aesthetic characteristic were significantly different. Career women, more than students, are considered to be effected by quality and price characteristic and students than career women are considered to be effected by aesthetic characteristic in buying knitwear. It means that career women are more practical in buying knitwear than students.

The difference of knitwear evaluation criteria by age, the evaluation criteria related quality and price characteristic were significantly diff-

<Table 3> The Effect of Demographic Characteristic on Knitwear Evaluation Criteria

Evaluation criteria		Job		Students (n=299)	Career women (n=183)	t-value
		Mean	S.D.			
Quality characteristic	Mean	-0.081			0.133	-2.31**
	S.D.	1.016			0.961	
Price characteristic	Mean	-0.105			0.171	-2.97***
	S.D.	1.015			0.953	
Aesthetic characteristic	Mean	0.077			-0.126	2.18**
	S.D.	0.983			1.017	
Evaluation criteria		Age				F-value
		Less than 20 (n=137)	21~22 (n=129)	23~25 (n=99)	More than 26 (n=117)	
Quality characteristic	Mean	-0.165	0.033	0.017	0.142	2.116*
	S.D.	1.095	1.011	0.870	0.957	
Price characteristic	Mean	-0.026	-0.180	-0.000	0.231	3.573**
	S.D.	0.973	1.052	0.972	0.960	
Evaluation criteria		Education			F-value	
		High school graduate (n=46)	Undergraduate (n=290)	After undergraduate (n=146)		
Quality characteristic	Mean	0.523	-0.060	-0.044	7.166***	
	S.D.	0.837	1.017	0.969		
Price characteristic	Mean	0.108	-0.093	0.150	3.206**	
	S.D.	1.048	1.006	0.956		
Aesthetic characteristic	Mean	-0.245	0.068	-0.058	2.328*	
	S.D.	1.164	0.979	0.975		
Evaluation criteria		Marital status		Single (n=447)	Married (n=35)	t-value
		Mean	S. D.			
Quality characteristic	Mean	-0.025			0.320	-1.97**
	S. D.	1.012			0.780	
Self-expression characteristic	Mean	0.024			-0.310	1.91*
	S. D.	1.014			0.735	

*p<0.10, **p<0.05, ***p<0.01

erent. Whereas 'more than 26' group consumers have a tendency to consider quality and price

characteristic being important in buying knitwear, '21~22' group showed the lowest evalu-

ation criteria in price characteristic and 'less than 20' group in quality characteristic. It means that the older group considers the price and quality characteristic more important in buying knitwear.

The difference of knitwear evaluation criteria by education, the evaluation criteria related quality, price and aesthetic characteristic were significantly different. 'Undergraduate' students considered aesthetic characteristics more important, 'after undergraduate' consumers in price characteristic, and 'high school graduate' consumers in quality characteristic. These result corresponds to the finding of the difference of knitwear evaluation criteria by job because 'high school graduate' consumers almost have jobs. So the company targeting female undergraduate students should concentrate in aesthetic aspect in planning products, for career women ('high school graduate' and 'after undergraduate' consumers) in price and quality aspect.

The difference of knitwear evaluation criteria by marital status, the evaluation criteria related quality and self-expression characteristic were significantly different. Married women are considered to be effected by quality characteristic in buying knitwear and single by self-expression characteristic. It can be understood that married women consider practical aspect more important in buying knitwear.

2) The Effect of General Buying Characteristic of Knitwear on Evaluation Criteria

As <Tabel 4> suggests, the one-way ANOVA was used for difference verification between six knitwear evaluation criteria characteristic factors and consumers' general knitwear buying characteristics.

The difference of knitwear evaluation criteria depending on annual knitwear buying expense, the evaluation criteria related price, aesthetic and situation characteristic were significantly different. It means that the more annual knitwear buying expense, they consider aesthetic and situation more important rather than price characteristic.

The difference of knitwear evaluation criteria depending on annual clothing buying expense, the evaluation criteria related quality, price and aesthetic characteristic were significantly different. It revealed that the more annual clothing buying expense, they consider aesthetic aspect more important, the less, more practical aspect like quality and price characteristic. It corresponds to the finding of the difference of knitwear evaluation criteria depending on annual knitwear buying expense.

The difference of knitwear evaluation criteria depending on annual knitwear buying frequency, the evaluation criteria related quality characteristic were significantly different. It means that the less knitwear buying frequency, they are considered to be effected by quality when buying knitwear.

The difference of knitwear evaluation criteria depending on annual clothing buying frequency, the evaluation criteria related quality, price and self-expression characteristic were significantly different. It means that the less clothing buying frequency, they are considered to be effected by quality and price characteristic, the more, by self-expression characteristic like personality and image.

V. Summary and Implication

The results of this study were as follows.

First, the information sources of consumers were significantly different depending on their demographics (age). According to the difference in relationship between the age of consumers and information sources, the younger the consumer, the more information in fashion magazine, the older, in fashion advertisement on catalog.

Second, the knitwear evaluation criteria of consumers was classified according to six characteristics - quality, price, aesthetic, situation, self-expression and external. Their knitwear evaluation criteria were significantly different depending on demographic characteristics (job, age, education, marital status) and the

<Table 4> The Effect of General Buying Characteristic of Knitwear on Evaluation Criteria

Knitwear buying expense		Less than 50,000 (n=85)	60,000 ~100,000 (n=138)	110,000 ~200,000 (n=129)	More than 210,000 (n=99)	F-value
Price characteristic	Mean	0.322	0.059	0.148	-0.287	6.091***
	S. D.	0.969	0.980	0.861	1.108	
Aesthetic characteristic	Mean	-0.180	-0.067	0.086	0.171	2.464*
	S. D.	1.054	0.961	0.964	1.001	
Situation characteristic	Mean	-0.258	0.032	0.033	0.114	2.370*
	S. D.	0.989	0.982	1.036	1.024	
Clothing buying expense		Less than 500,000 (n=134)	500,000 ~1000,000 (n=130)	More than 1000,000 (n=134)		F-value
Quality characteristic	Mean	0.162	-0.049	-0.104		2.611*
	S. D.	0.922	1.075	1.024		
Price characteristic	Mean	0.293	0.080	-0.236		9.963***
	S. D.	0.899	0.923	1.097		
Aesthetic characteristic	Mean	-0.138	0.014	0.171		3.381**
	S. D.	0.836	1.100	0.979		
Knitwear buying frequency		Less than 2 (n=150)	3~4 (n=185)	More than 5 (n=126)		F-value
Quality characteristic	Mean	0.185	-0.038	-0.161		4.399*
	S. D.	0.842	1.074	1.034		
Clothing buying frequency		Less than 5 (n=91)	6~10 (n=165)	11~15 (n=58)	More than 16 (n=71)	F-value
Quality characteristic	Mean	0.205	0.048	-0.208	-0.049	2.231*
	S. D.	0.087	1.078	0.940	1.004	
Price characteristic	Mean	0.189	0.054	-0.100	-0.200	2.371*
	S. D.	0.946	0.995	0.953	1.101	
Self-expression characteristic	Mean	-0.094	-0.063	-0.054	0.353	3.489**
	S. D.	0.946	0.988	1.204	0.905	

*p<0.10, **p<0.05, ***p<0.01

general buying characteristics of knitwear(annual knitwear/clothing buying expense and frequency). Career women and married women placed significant importance on practical aspects like quality and price characteristics, while undergraduate students and single women placed significant importance on aesthetic and self-expression characteristics. Also, a group with higher annual knitwear/clothing buying expense and frequency considered aesthetic and self-expression characteristics more important. The lower the annual knitwear/clothing buying expense and frequency, the higher a group considered quality and price characteristics more important.

Based on these findings, the evaluation criteria and information source of knitwear consumers were significantly different depending on consumers' demographics and general buying characteristics of knitwear. The result of this study will help one to understand the evaluation criteria and information sources searching of consumers in buying knitwear and to develop a new knitwear marketing strategy in the industry.

The limitation of this study is that it can be on researcher's own judgment in selection of instrument and research method in explaining the theory, because it was mainly on previous studies on clothing evaluation criteria and information source because of lack of previous studies and reference about knitwear.

The implications of this study are as follows.

First, it is required to develop model related knitwear evaluation criteria and information source in future studies because it is often used the standard of clothing because of short of research of knitwear.

Second, the samples are limited to the 20 age group in this study, it is desirable expand to another age range.

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