

한·미 여대생의 신체적 자아개념에 따른 의류잡지 광고태도

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Korean and U.S. Female College Students' Attitudes toward Apparel Advertisement in Magazines According to Physical Self-concept

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ABSTRACT

The present study attempted to compare the behavioral patterns and attitudes of American and Korean female students toward apparel ads in magazines in relation to their physical self-concept. The study used a self-administered questionnaire. The sample consisted of 730 female students majoring in the fields related to clothing and textiles: 310 American students at six colleges and universities located in the west, northeast and southwest parts of the U.S., and 412 Korean students at four Seoul-based universities. Likert scales were used for most measures with 1=never or very unimportant and 5=always or very important. Physical self-concept was measured on the basis of W. S. Jung's Standardized Self-concept Test and Tennessee Self-concept Scale. Surveys were back translated for validity. Percentage, t-test, Contingency Tables and Chi-square were used for the analysis of the data. Results are as follows:

(1) Korean students read more magazines than U.S. students, however, Vogue was the most popular for both groups. (2) Those with a high sense of physical self-concept read more magazines, for both countries. (3) American students' attitudes toward apparel ads in magazines were similar, regardless of whether their sense of physical self-concept was high or low. For Koreans, those with higher sense of physical self-concept showed greater interest in magazine ads, consulted magazines for fashion trends, found ads more useful, and more often expressed satisfaction with the ads, than the lower self-concept group. (4) Korean students cited a lack of information in ads while American students felt body types of models were unrealistic. Both Koreans and Americans in the higher self-concept group expressed a greater level of dissatisfaction with apparel ads in magazines. (5) Advertisers should attempt to again a

deeper understanding of the socio-psychological characteristics of their readership as self-concept appears to be related to several magazine readership attitudes and behaviors. Magazines targeting Americans might consider the importance of coordination and merchandising. Apparel ads targeting Korean should consider the importance of company ads.

Key words : Attitudes toward apparel ads. Physical self-concept. Apparel ads in magazines.

I. purposes and research problems

Because of the close relationship between clothing and socio-psychological aspects of human beings, clothing decisions are made quite often through comparison. Moreover, the constant change of fashion trend requires consumers to continuously search out fashion information. Consumers rely on ads for information about the clothing they want to purchase.

Comparing with other merchandise, a large number of apparel ads are placed in magazines (G. C. Park, 1990). The greatest user of magazine ads is the textile and apparel industry (Jaeilkihoik, 1991). The magazine is the most effective media for fashion ads (Jaeilkihoik, 1990). Along with the computer industry, the size of Internet shopping is increasing and the Internet is a new medium for ads. These days, however, needs interaction of marketing activities between on-line and off-line industries. In view of this, magazines are still very important along with new media. Magazines play a large role in disseminating apparel ads today, a role even stronger than other, newer media, such as the Internet. Therefore, how effectively the role of apparel ads in magazines as a fashion information source is implemented will affect consumers' fashion life and the improvement of the fashion industry.

Consumers' demographic characteristics, life style, and self-concept affect the consumer's perception and acceptance of fashion information. Effective and fruitful results of ads can be caused by consumer's positive attitude toward ads.

In order to enhance the efficiency of apparel ads in magazines, and meet consumer expectations vis-a-vis these ads, the attitudes of consumers toward such advertising should be studied on a continual basis.

In the present era of globalization, the international competitiveness of the fashion industry depends greatly on the quantity and quality of information it can gather on the characteristics of targeted consumers. Even in the case where a fashion trend eventually becomes an international phenomenon, there remain significant differences in the behavior of consumers from country to country. Descriptions of attitude toward fashion ads of consumers from different cultural backgrounds can become a basis for more effective marketing activities to different cultures.

Therefore, the present study attempted to compare the behavioral patterns and attitudes of students from two cultures, United States and Korea, toward apparel ads in magazines for a better understanding of the differences between the two countries' consumers. The study also aimed to collect information needed for increasing the efficiency of ads and differentiating those ads according to the two countries' consumer attitudes toward advertising in the relation to their physical self-concept.

Considering that female college students highly perceive the need for fashion ads, and that the magazine is the most popular media among college students (Y. J. Kim, 1987), the present study selected college students as subjects for the study. And considering that there is a relation between self-concept and consumer behavior, the present study investigated if there are differences in attitudes toward ads according to their physical self-concept, i.e., the opinion of one's physical conditions including health, appearance and sexual attractiveness (Jung, 1967).

In the view point of the tricomponent attitude model (B. G. Cha, 1976), the present study considered that attitude is composed of cognitive, affective and conative components.

The specific research problems were to compare the two groups on: (1) preferred magazine type and amount of magazines read; (2) level of interest/reliance/perceived usefulness/preference/satisfaction with apparel ads information in magazines; (3) perceived benefit and dissatisfaction with apparel ads in magazines; (4) frequency of use and using type of apparel ads in magazines; and to investigate these factors in relation to level of their physical self-concept.

II. Review of Literature

Attitude toward advertisements and the process of advertisement acceptance

Since the opinion that consumer brand attitude is affected by not only the product but also advertisement attitude had been introduced in the 1980s, many studies on attitude toward advertisements have been made (Michell & Olson 1981; Batra & Ray 1986; Gardner 1985).

Mitchell & Olson (1981) reported that the affective experience caused by ads play a large role in forming a brand attitude, and that not only the quality of the product but also consumer attitudes toward ads have an influence on brand attitude of the consumer. This point of view proposed by these studies has contributed to understanding the process of how advertisements function. Research on advertisements since this view point has been introduced can be classified into three types:

First, studies which regard advertisement attitude and brand attitude as the same, and which consider only if the attitude toward a certain object is positive or negative on the basis of the cognitive information model. They do not include affective experience.

Second, studies which consider brand attitude as multi-dimensional consisting of cognitive and affective elements, and advertisement attitude and belief of the product attributes affect brand attitude. Most of the studies insist that the belief of product attributes reflects cognitive elements, and advertisement attitude reflects affective elements (Mitchell & Olson 1981; Gardner 1985).

Third, studies affirming that affective response to advertisement is another component of advertisement attitude. These concern, as a research problem, more the dimension of affective response to ads than advertisement attitude itself (Batra & Ray 1986).

The process of advertisement acceptance had been understood as psychological steps, called "AIDA," meaning that once a consumer is exposed to an ad, he pays attention (A) to the ad first, becomes interested (I) in it, and when he desires (D) it, he acts (A) according to the feeling. The process of ad

acceptance has been also understood as another psychological step, named AIDMA(AIDCA), which occurs in the order of attention (A)→interest (I)→desire (D)→memory (M)→conviction (C)→action (A) (W. J. Kim, 1986; B. R. Yoo, 1986). Lavidge and Steiner (1961) said that, once a message of advertisement is delivered to a consumer, he recognize it first and the next step is acquisition of information about the advertised product. The following step is to have preference followed by conviction on the product, and last purchasing. However, the process of ad acceptance does not occur in order as the steps above mentioned (Oh, D. B, 1984). And all the steps of the process of ad acceptance are dependent on each other (Cha, B. G, 1976). Therefore, marketing communication and the process of consumer ad acceptance should be studied together. In order to be effective, the message of ads and communication process should be well connected.

Apparel Advertisements

The apparel advertisement is a means to promote sales by introducing not only a product but also the concept of fashion. Apparel ads differ from others by the characteristics of apparel products. Comparing other products' ads, a greater part of apparel ads is made through magazines for several reasons. First, magazines are better for color printing which is very important in advertising high-involvement merchandise like apparel, and emotional appeals can be more effective through magazines. Second, because readers of a specific magazine are apt to share a similar life style and the same interests, the magazine can target a specific class of consumers and effectively advertise certain apparel products. Third, since magazines are circulated among readers, more consumers could be secured than the published number of magazines (H. J. Kim, 1987; E. K. Shu, and S. J. Lee, 1996). According to Y. J. Kim (1987), since most read a magazine in their leisure time, they read it carefully. And because most magazines are published monthly, readers keep them longer than other media. Therefore readers have chances to read the ads in magazines repeatedly. Ads in magazines could have multiple pages due to the flexibility of the magazine's volume.

Consumers have reported that ads are helpful for acquiring merchandise information, and they regard advertised merchandise as better quality than a merchandise that is not advertised (Y. J. Kim, 1987; S. W. Lee, 1986; H. W. Cho, 1982). W. K. Kim (1984) reported that more than 60% of consumers purchase merchandise which they knew about through ads.

A survey on attitude toward the effectiveness of media for fashion ads (E. J. Choi, 1991) reported that the magazine was ranked first (88.3%), POP (point of purchase) ads were ranked second (79.2%), then TV (75.4%), direct mail catalog (64.1%), newspaper (42.0%), and radio (20.1%). The survey also revealed that respondents showed the highest interest in ads showing the style of apparel.

E. J. Choi (1991) reported that most consumers (74.0%) are interested in displaying apparel style most among the information learning from ads. Also consumers have a negative point of view about apparel ads in magazines such as "too much ads" (66.5%), "overstatement or false" (53.4%), "commonplace contents" (49.1%), and "lack of apparel ads matching consumer's sense" (36.8%).

Low income consumers have shown a higher purchase desire stimulated by ads (J. W. Park, 1984). J. S. Park (1984) also reported that many teenagers are stimulated by ads to purchase apparel merchandise.

and they got information from apparel ads mainly about price and design. According to a study of M. J. Kim (1989), the kind of information which consumers expect to procure from fashion ads are: what merchandise is in fashion at the present time (29%), new product (26.3%), price (19.2%), and sales (16.2%). Y. J. Kim (1987) said that college female students more than housewives are influenced by ads. H. H. Yoon (1988) and H. Y. Jung (1984) reported that showcases, displays, and fashion magazines are the main information sources about fashion trends for college female students residing in Seoul area.

On the other hand, sex-appeal is most effective in apparel ads (J. S. Kim, 1986). Comparing other products' ads, apparel ads stimulate impulsive purchases most easily, and apparel ads are utilized most by consumers as an information source for actual purchases (Yonsei University Social Science Research Center, 1990) .

To summarize the literature, consumers highly recognize the need for apparel ads and magazines as a fashion information source. Therefore, a deep understand of consumer's needs and attitudes toward apparel ads in magazines will guide effective allotment of marketing resources.

Self-concept and Consumer Behavior

Self-concept is one's total system of thoughts and feelings about oneself as an object. Self-concept implies perceptions of ability, weakness, personality, value system, appearance, and attractiveness of oneself. From these perceptions, one forms an attitude or feeling(emotion) toward oneself and the attitude or feeling affects his/her behavior.

The influence of self-concept on consumer behavior is well shown in the fact that symbolic meanings of merchandise have a greater influence on consumer behavior than functions of merchandise do. A merchandise or brand also has an individual character like human beings. The brand individuality delivers information about the person who has or uses the brand. Therefore consumers prefer a brand or merchandise by which he can express his self-concept most efficiently. This behavior could be explained by the motivations of self-esteem and self-consistency. That is, in the view point of self-esteem, consumers are motivated to purchase the merchandise which is helpful in reaching his/her ideal self-concept or in keeping with his/her real self-concept. This functions to avoid disharmony caused by the difference or gap between one's actual behavior and one's self-image. Therefore consumers process information and purchase merchandise in a manner which matches his self-concept. At the same time, we try to keep and improve our self-concept through the merchandise we purchase. This is why self-concept plays a role in processing information and all other purchase decision making processes. Ads having consistency with one's self-image could be remembered more easily by consumers, and motivate preferable attitudes toward the ads and purchase intention of consumers.

Therefore, it could be easily inferred that consumer's attitude toward apparel ads in magazines as an information source is related to one's physical self-concept, an important component of self-concept.

III. Research Method

Instrument

An English and Korean self-administered questionnaire was used to collect the data. The questionnaire was first developed in Korean and translated into English. To confirm the equivalency of the questionnaire, the English version questionnaire was then back-translated into Korean by a third person who was not involved in this study. It consisted of three parts: physical self-concept: behavior and attitudes toward apparel ads in magazine; and Demographics.

Questions to measure Physical self-concept were borrowed from Jung's (1967) standardized self-concept test which was developed on the basis of Tennessee Self Concept Scale (Fitts, 1965). Included statements are, i.e. "I am satisfied with my figure" and "I have an ideal weight". Cronbach's total reliability coefficient of items measuring physical self-concept was 0.87.

Questions regarding behavior and attitudes toward apparel ads in magazines were developed on the basis of the questionnaire used in previous studies (S. C. Yoon, 1990; H. J. Kim, 1988). Included questions are, i.e. "How much do you pay attention to ads in magazines?" "How much do you enjoy reading fashion magazines?" "How often do you consult magazine ads for fashion trends?" "How much do you believe the message of apparel ads in magazines?" and "On what specific points are you dissatisfied with fashion ads in magazines?" Cronbach's total reliability coefficient of items measuring behavior and attitudes was 0.82.

Five point Likert type scales were used for most measures with 1 = never or strongly disagree, or very unimportant and 5 = always or strongly, or very important.

Sample and Data Collection

The sample consisted of 717 female students majoring in the fields related to clothing and textiles: 293 American students at six colleges and universities located in the western United States (San Francisco, 167), Northeast (Cornell, 39) and Southwest (Arizona and Texas, 87), and 424 Korean students at four Seoul-based universities. The survey was conducted in April and May 1999. Questionnaires were completed right before or after classes. Demographic characteristics of the sample are shown in <Table 1>.

Data Analysis

Data were analyzed by the SAS Package. Percentage, t-test, Contingency Tables and Chi-square, and Correspondence Analysis were employed for the analysis of the data. The difference of physical self-concept between the two countries' students was analyzed by t-test.

In order to investigate if there were any differences in behavior and attitude toward apparel ads in magazines according to physical self-concept, the respondents were classified into two groups, those falling below the mean score of total respondents were categorized as low: and those falling above the mean were categorized as high. Contingency Table, t-test, and Chi-square were employed for the analysis of the

differences in the attitude of the two groups according to their respective countries.

<Table 1> Demographic Characteristics of the Sample

Characteristics		Korea F (%)	US F (%)
Age	17 ■ 20	32 (7.55)	85 (29.01)
	21 ■ 23	297 (70.05)	143 (48.81)
	24 ■ 26	62 (14.62)	33 (11.26)
	27 ■	33 (7.78)	32 (10.92)
Work	Full	0 (0.00)	51 (17.41)
	Part	121 (28.54)	160 (54.61)
	None	303 (71.46)	82 (27.99)
Housing	With parent	300 (70.75)	96 (32.76)
	alone	96 (22.64)	48 (16.38)
	others	28 (6.60)	149 (50.85)
School year	1	12 (2.83)	30 (10.24)
	2	142 (33.49)	55 (18.77)
	3	165 (38.92)	104 (35.49)
	4	105 (24.76)	104 (35.49)
Total		424 (100)	293 (100)

IV. Results

1. Physical Self-Concept of Korean and the US College Female Students

Since the mean score of the US students (3.59) is higher than that of the standard group (3.37) which was offered by Korean Testing Center (Jung, 1967), it could be said that they have, in general, a positive and sound physical self-concept. However, the mean score of Korean students (3.06) was lower than that of the standard group. The difference between the US and Korean students' physical self-concept was significant ($p < 0.001$). And as shown in <Table 2>, in the case of Korea, the number of those falling below the mean score of total respondents were much larger than the number of those falling above the mean. While the number of American students falling above the mean is much bigger than the number of those falling below the mean. This trend and the significant difference between the two countries might mean

<Table 2> Physical Self-concept of American and Korean Female College Students

Level of Physical self-concept	Country	N	Mean	SD	t-value
Low Group	Korea	290	2.70	0.33	-3.10***
	US	77	2.87	0.34	
High Group	Korea	134	3.75	0.38	-2.23*
	US	216	3.85	0.40	
Total	Korea	424	3.03	0.59	-12.04***
	US	293	3.59	0.58	

*** $P < 0.001$ ** $p < 0.01$ * $p < 0.05$

that Korean students were not as satisfied with their physical conditions as the US students.

2. Preferred Magazine Type and Amount of Magazines Read

General Trend and Differences between the Two Countries

A little more than 4% of Korean respondents do not read any magazines at all, while 81% read one to five types of magazines. Vogue is the most popular (80.28%), followed by Elle (49.30%), Bazaar (45.54%), Ceci (25.82%), Marie Claire (24.88%) and Textile Journal (23.94%).

Less than 5% of the US students do not read any magazines at all and 17.40% read one to two types of magazines, 41.98% read three to five, and 22.53% read six to seven. Vogue is also the magazine of choice among U.S. students (63.71%), followed by Glamour (57.14%), Cosmopolitan (54.27%), Mademoiselle (43.54%), Elle (43.20%), In Style (43.20%), W (32.65%), and Bazaar (30.61%).

It was found that a majority of respondents read similar amounts of magazines in both countries. No significant difference was observed between the two countries.

Differences According to Physical Self-concept

Among the above respondents who read five or more magazines, there were more with a high sense of physical self-concept than those with a low sense of physical self-concept. This tendency is true for both countries. On the other hand, there was no correlation found between physical self-concept and the amount of magazines read among respondents who read fewer than four types of magazines, meaning those with a lower sense of physical self-concept did not read fewer magazines.

3. Affective Attitude Toward Apparel Ads in Magazines

General Trend and Differences Between the Two Countries

The differences between the two countries in affective attitude toward apparel ads are shown in <Table 3>.

<Table3> Affective Attitude toward Apparel Ads in Magazines of American and Korean Students

N: 717 (Korea 424, US 293)

Attitude	County	Mean	SD	t-value
Level of interest in ads in magazine	Korea	4.12	0.77	5.60***
	US	3.75	0.92	
Level of believing the message of apparel ads in magazine	Korea	3.16	0.68	4.28***
	US	2.87	0.99	
Perceived usefulness of apparel ads in magazine	Korea	3.41	0.94	5.07***
	US	3.00	1.13	
Level of preference reading fashion ads in magazine	Korea	3.82	0.99	-4.59***
	US	4.18	1.09	
Level of satisfaction with apparel ads in magazine	Korea	3.26	0.75	-1.34
	US	3.35	0.98	

*** P < 0.001

(1) Level of Interest

The majority of respondents in both countries admitted to a favorable bias toward ads in magazines. While only a few respondents said they do not pay any attention at all to apparel ads in magazines (U.S., 1.37%; Korea, 0%), about 84% of Koreans and 64% of American students answered that they pay much or a great deal of attention to them. The result of t-test showed Korean students pay more attention to apparel ads in magazines.

(2) Level of Believing the Message of Apparel ads in Magazines

A significant number of respondents, 57.08% of Korean students and 41.58% of the US students showed neutral attitude in believing the message of ads in magazines. Nearly one third (28.78%) of Korean students and about a quarter (24.74%) of the US students believe the message of apparel ads, to a greater or lesser extent (4 and 5 on a Likert type 5 point scale), in the claims put forth by apparel ads, with only 1.47% of Koreans and 8.93% of Americans expressing doubt .

The result of the t-test means Korean students have a higher level of believing the message of apparel ads than American students.

When asked to choose among the media of television, radio, newspaper, video, magazines, and catalogs, both Korean and the US students replied that they trusted magazines and catalogs most. No significant difference was found in the level of reliance on the media between the countries.

<Table 4> Affective Attitude toward Apparel Ads in Magazines According to Physical Self Concept of American and Korean Students

N: 717 (Korea 424, US 293)

Attitude	Physical self-concept	Korea			US		
		M	SD	t-value	M	SD	t-value
Level of interest in ads in magazine	Low	4.06	0.74	-2.48**	3.70	0.83	-0.55
	High	4.25	0.82		3.77	0.95	
Level of believing the message of apparel ads in magazine	Low	3.14	0.68	-0.48	2.77	0.91	2.86**
	High	3.18	0.69		3.14	1.00	
Perceived usefulness of apparel ads in magazine	Low	3.29	0.89	-3.89***	2.97	1.12	-0.23
	High	3.67	0.99		3.01	1.14	
Level of preference reading fashion ads in magazine	Low	3.77	0.99	-1.32	4.13	1.08	-0.43
	High	3.91	0.98		4.19	1.09	
Level of satisfaction with apparel ads in magazine	Low	3.21	0.70	-2.16*	3.42	0.86	0.63
	High	3.39	0.85		3.33	1.02	

*** P < 0.001 ** p < 0.01 * p < 0.05

(3) Level of Perceived Usefulness of Apparel Ads in Magazines

The percentage of the respondents who doubt the usefulness of apparel ads in magazine was 2.84% for Korean and 9.59% for the United States. Conversely, 49.76% of Korean students and 32.88% of American students replied that they think apparel ads in magazine are useful or very useful when they purchase new clothes.

The Perceived level of the usefulness of apparel ads in magazines is significantly greater among Korean students than American students.

(4) Level of Preference to Apparel Ads in Magazines

Most of the respondents (US: 76.28%, Korea: 66.82%) answered that they enjoy very much reading fashion magazines.

The result of the t-test also showed that American students preferred reading fashion ads in magazine more than Korean students.

(5) Level of Satisfaction with Apparel Ads Information in Magazines

Only a few respondents (US: 3.75%, Korea: 1.42%) claimed that they were not satisfied at all with the ads found in magazine: many more (US: 35.1%, Korea: 53.77%) were moderately satisfied with them. The percentage of American students claiming that they were very satisfied was higher than that of Korean students 0.92% versus 4.25%, respectively. However, fewer American students claimed to be moderately satisfied than did Korean students (U.S., 36.18%; Korea, 53.77%). But, the result of t-test showed there was no significant difference between the two countries in the level of satisfaction.

Differences According to Physical Self-concept

American students' attitude toward apparel ads in magazines was basically the same, regardless of whether their sense of physical self-concept was high or low. However, those with a higher sense of physical self-concept showed greater trust in magazine ads than those in the lower group.

Koreans demonstrated significant differences between the two groups: those with a higher sense of physical self-concept showed greater interest in magazine ads than those in the lower group. Conversely, respondents in the higher group generally found fashion ads in magazines more useful, and more often expressed satisfaction with the ads, than their lower-group counterparts.

Among the four groups, Korean students with a high sense of physical self-concept displayed the most favorable attitude toward fashion ads in magazines.

4. Benefits of Apparel Ads in Magazine Versus Other Media as Perceived by the Two Countries' Students.

General Trend and Differences between the Two Countries

As shown in (Table 5), 75.94% of Korean students listed the prospect of getting ideas on keeping up with fashion trends as the greatest benefit of magazine ads. Korean students also read magazines to get ideas on the kind of clothes to buy (69.34%) or how to coordinate and accessorize outfits (62.74%), to refer back to pictures when the need arises (44.34%), as well as to enhance their designing/merchandising skills (19.34%), all benefits not offered by other media.

The choices of American students concerning the benefits of fashion ads in magazines differ somewhat, with 85.67% using the ads to get ideas on the kind of clothes to buy, 73.04% to get ideas on keeping up with fashion trends, 72.01% to get ideas on how to coordinate and accessorize outfits, 60.41% to refer back to pictures, and 55.97% to enhance their designing/merchandising skills.

<Table 5> Difference Between the Countries in Perceived Benefits of Apparel Ads in Magazines

N: 717 (Korea 424, US 293)

Benefit	Country	f(%)	χ^2
Referring back to the pictures	Korea	188 (44.34)	18.76***
	US	177 (60.41)	
Getting ideas on new fashion trends(color, textiles, styles) to buy	Korea	294 (69.34)	25.32***
	US	251 (85.67)	
Getting ideas on coordination (accessorizing outfits)	Korea	266 (62.74)	6.69**
	US	211 (72.01)	
Getting ideas to enrich my designing/merchandising skills	Korea	82 (19.34)	103.16***
	US	164 (55.97)	
Getting ideas to keep up with fashion trends	Korea	322 (75.94)	0.77
	US	214 (73.04)	
Others	Korea	24 (5.66)	8.23***
	US	34 (11.60)	

*** P < 0.001 ** p < 0.01

It could be said that a larger number of American students than Korean consider the enhancement of idea of designing/merchandising skills is the benefit of ads in magazine (p-value: 0,001). As shown in the <Table 5>, no significant difference was found between countries in the perception of getting ideas to keep up with fashion trends. There was, however, a tendency that American students perceive all the benefits of apparel ads in magazines, except getting ideas to keep up with fashion trends, slightly higher than Koreans do.

Differences According to Physical Self-concept

When the results are broken down according to respondents' sense of physical self-concept, there was no significant difference among Americans, regardless of their sense of physical self-concept, while Koreans in the lower group showed a greater consideration to the enhancement of designing/merchandising ideas and skills than did the higher group. (see Table 6)

<Table 6> Perceived Benefits of Apparel Ads in Magazines According to Physical Self - Concept of American and Korean Students

N: 717 (Korea 424, US 293)

Benefit	physical self-concept	Korea		US	
		f(%)	x2	f(%)	x2
Referring back to the pictures	high	132 (45.52)	0.51	129 (60)	0.23
	low	56 (41.79)		48 (63.16)	
Getting ideas on new fashion trends(color, textiles, styles) to buy	high	198 (68.28)	0.48	187 (86.57)	0.55
	low	96 (71.64)		64 (83.12)	
Getting ideas on coordination (accessorizing outfits)	high	180 (62.07)	0.17	153 (70.83)	0.56
	low	86 (64.18)		58 (75.32)	
Getting ideas to enrich my Designing/ Merchandising skills	high	46 (15.86)	-7.11**	123 (56.94)	0.31
	low	36 (26.87)		41 (53.25)	
Getting ideas to keep up with fashion trends	high	218 (75.17)	0.29	158 (73.15)	0.005
	low	104 (77.61)		56 (72.73)	
Others	high	12 (4.14)	1.98	28 (12.96)	1.47
	low	12 (8.96)		6 (7.79)	

** p < 0.01

5. Causes of Dissatisfaction Toward Apparel Ads in Magazines

General Trend and Differences between the Two Countries

Some of the negative aspects of fashion ads in magazines cited by Korean students were a lack of information on items (73.58%), models of unrealistic body types (60.38%), a lack of variety of styles in presentation (49.06%), the impracticality of the clothes presented for everyday wear (37.74%), a surfeit of ads (19.81%), and the poor quality of print (7.08%).

The biggest point of contention among American students was the unrealistic body types of models (66.89%), followed by a lack of information on items (61.09%), the impracticality of the clothes presented for everyday wear (60.41%), a lack of variety of styles in presentation (14.33%), and the poor quality of print (9.90%).

Although most of both countries' respondents pointed to "getting ideas on the kind of clothes to buy" as a benefit of apparel ads in magazine, they showed quite a high level of dissatisfaction with the lack of practical information such as price and the place where they can buy. This trend might mean that consumers expect apparel ads in magazines to be a source offering them the information which is more

closely related to real purchase as well.

When comparing the two countries, Korean students showed less tolerance for a lack of variety of styles in presentation than American students. This result might be caused by the fact that Koreans have a relatively greater expectation toward apparel ads in magazines since they have a relatively higher desire of getting variable design related information from magazines. The former also demanded greater information on the items presented than their peers in the United States. On the other hand, there was a greater tendency among Americans to complain about the surfeit of magazine ads and the impracticality of the clothes presented therein (p-value: 0.001). (refer Table7)

<Table 7> Causes of Dissatisfaction with Apparel Ads in Magazines

N: 717 (Korea 424, US 293)

Causes of dissatisfaction	Country	f(%)	χ^2
Lack of variety of style in presentation	Korea	208 (49.06)	91.98***
	US	42 (14.33)	
Poor quality of print	Korea	30 (7.08)	1.82
	US	29 (9.90)	
Lack of information on the item (price, Location, etc)	Korea	312 (73.58)	12.52***
	US	179 (61.09)	
Surfeit of ads in magazines	Korea	84 (19.81)	44.99***
	US	126 (43.00)	
Unrealistic body types of model	Korea	256 (60.38)	3.15
	US	196 (66.89)	
Impracticality for everyday wear	Korea	160 (37.74)	35.75***
	US	177 (60.41)	
Others	Korea	8 (1.89)	17.52***
	US	25 (8.56)	

*** P < 0.001

Differences According to Physical Self-concept

When the results are broken down according to respondents' sense of physical self-concept, no significant difference was found among Americans. However, Koreans in the lower group expressed a greater level of dissatisfaction with unrealistic body types of models appearing in magazines. (see Table 8)

<Table 8> Causes of Dissatisfaction with Apparel Ads in Magazines by Physical Self-Concept of American and Korean Students

N: 717 (Korea 424, US 293)

Causes of dissatisfaction	Physical Self-concept	Korea		US	
		f(%)	χ^2	f(%)	χ^2
Lack of style presentation	Low	142 (48.97)	0.003	33 (15.28)	0.59
	High	66 (49.25)		9 (11.69)	
Poor quality of print	Low	18 (13.43)	12.04***	21 (9.72)	0.02
	High	12 (4.14)		8 (10.39)	
Lack of information on the item (price, location etc.)	Low	220 (75.86)	2.44	129 (59.72)	0.64
	High	92 (68.66)		50 (64.94)	
Too many ads in magazines	Low	54 (18.62)	0.81	93 (43.06)	0.00
	High	30 (22.39)		33 (42.86)	
Unrealistic body types of model	Low	198 (68.28)	23.92***	97 (44.91)	1.58
	High	58 (43.28)		41 (53.25)	
Lack of reality For everyday wear	Low	108 (37.24)	0.09	138 (63.89)	3.35
	High	52 (38.81)		58 (75.32)	
Others	Low	8 (2.76)	3.76	127 (58.8)	0.89
	High	0 (0)		50 (64.94)	

*** P < 0.001

6. Frequency and Type of Utilizing Apparel Ads in Magazines

General Trend and Differences between the Two Countries

Korean students consult magazines for fashion trends slightly more often than do U.S. students, with 67.93% saying they consult them frequently ("often" or "very often"), as opposed to 52.56% of American students.

Overall results show that most Korean respondents used the ads to get specific information about an advertised item or style and about general fashion information about a style/design. In the case of purchasing the item advertised, 42.92% of Korean respondents answered they purchase the item advertised occasionally, 31.13% rarely, while 9.91% do so often, and 12.26% never. In the case of purchasing products seen in ads made by a specific company advertised, 16.98% of Korean students answered they purchase

the product seen in ads made by a specific company advertised often, while 43.87% do so sometimes, 26.42% only rarely, and 8.49% never.

Most American respondents used the apparel ads in magazines to get general fashion information about the style/design, and to get specific information about the advertised item or style.

Comparing the two countries, shown in <Table 9>, no significant difference was found with regard to getting the general information about the style/design. More Korean students than American students, however, showed a higher tendency for the possibility to purchase the product seen in ads made by a specific company, and a higher tendency of getting specific information about the advertised item or style in ads.

<Table 9> Type of Utilizing Apparel Ads in Magazines by American and Korean Students

N: 717 (Korea 424, US 293)

Utilizing Type	Country	M	SD	t-value
Purchase the advertised item	Korea	2.55	0.87	4.00***
	US	2.28	0.91	
Purchase any product made by the advertised company	Korea	2.75	0.88	9.21***
	US	2.13	0.87	
Get specific information about the advertised item or style	Korea	3.50	0.92	10.03***
	US	2.71	1.10	
Get general information about style/design in the ads	Korea	3.65	0.85	1.99
	US	3.50	1.08	

*** P < 0.001

More Korean respondents than American respondents showed a higher tendency of buying any product if it is produced by the same company or the same brand even it is not the very item which appeared in ads. This might mean that Korean students are more interested in brands or in the company which produced the product than American students.

Differences According to Physical Self-concept

The percentage of Korean respondents who admitted to consulting magazines very often for fashion trends was smaller in the low group than in the high, as well. In addition, the percentage of respondents who admitted to consulting magazines rarely for fashion trends was bigger in the low group than in the high. However, American respondents did not show any difference according to physical self-concept.

When the results are broken down according to respondents' sense of physical self-concept, Americans in both groups use apparel ads in magazines to basically the same extent. Korean students with a low sense of physical self-concept, however, showed a greater possibility to purchase the product seen in ads made by a specific company, and to buy any product made by the company seen in ads. Meanwhile Korean students with a high sense of physical self-concept showed a higher tendency of getting general information about style/design in ads. (see Table 10).

<Table 10> Type of Utilizing Apparel Ads in Magazines According to Physical Concept of American and Korean College Female Students

N: 717 (Korea 424, US 293)

Utilizing Type	Physical self-concept	Korea			US		
		M	SD	t-value	M	SD	t-value
Purchase the advertised item	high	2.51	0.84	-4.98***	2.29	0.92	-0.43
	low	3.01	0.87		2.24	0.88	
Purchase any product made by the advertised company	high	2.78	0.90	-2.49**	2.12	0.83	0.20
	low	3.05	0.83		2.14	0.98	
Get specific information about the advertised item or style	high	3.79	0.97	1.84	2.68	1.12	0.71
	low	3.55	0.89		2.79	1.03	
Get general information about style/design in the ads	high	4.09	0.77	5.04***	3.53	1.13	-0.83
	low	3.61	0.86		3.42	0.94	

*** P < 0.001 ** p < 0.01

V. Conclusion and Implications

1. Difference between Countries in the Attitude toward Apparel Ads in Magazine

There were significant differences between countries in affective attitude, perceived benefits, causes of dissatisfaction, type of utilizing, and frequency of consultation apparel ads in magazines.

(1) The majority of respondents read magazines, and admitted to a favorable bias toward ads in magazine in both countries. Vogue is the most popular, followed by Glamour, Cosmopolitan, Elle, Bazaar, and In Style. No significant difference was observed between countries in amount of magazine read, the level of satisfaction, and the perception of getting ideas to keep up with fashion trends.

(2) Korean students pay more attention to apparel ads, and have higher level of reliance to apparel ads in magazines than American students do. The Perceived level of the usefulness of magazine is greater among Korean students than American students.

Korean students showed less tolerance for a lack of variety of styles in presentation than American students, and also demanded greater information on the items presented than their peers in the United States. Korean students consult magazines for fashion trends slightly more often than do U.S. students

(3) American students are more preferable reading fashion ads in magazine.

There was a tendency that American students perceive slightly higher the benefits of apparel ads in magazines than Korean students. A larger number of American students than Korean consider the enhancement of the idea that designing/merchandising skills is a benefit of ads in magazine. There was a greater tendency among Americans to complain about the surfeit of magazine ads and the impracticality of the clothes presented therein.

2. Differences in the Attitude toward apparel ads according to the physical self-concept.

According to physical self-concept, significant differences were observed in amount of magazine read,

affective attitude, perceived benefits, causes of dissatisfaction, type of utilizing, and frequency of consultation apparel ads in magazines.

(1) In both countries, among those who read five or more magazines, a group with a high sense of physical self concept read more magazines than those with a low sense of physical self-concept. On the other hand, there was no correlation found between physical self-concept and the amount of magazines read among respondents who read fewer than four types of magazines.

(2) Korean students with high sense of physical self-concept have higher level of interest, usefulness, satisfaction, and consult apparel ads more often, and show a higher tendency of getting general information about style/design in ads. Meanwhile, low physical self group showed a greater consideration to the enhancement of designing and merchandising ideas and skills, and expressed a greater level of dissatisfaction with unrealistic body types of models appearing in magazines than did the high self concept group, and showed a greater possibility to purchase the product seen in ads made by a specific company, and to buy any product made by the company seen in ads.

(3) When the results are broken down according to respondents' sense of physical self-concept, Americans in both groups use apparel ads in magazines to basically the same extent. However, American students with a high sense of physical self-concept showed higher level of reliance to apparel ads in magazines.

3. Based on the results, following recommendations are suggested:

(1) In the light of observed tendency of both countries' high self-concept group students to read many types of magazines, advertisers should attempt to gain a deeper understanding of the socio-psychological characteristics of this specific readership in order to better meet its needs.

(2) Magazines targeting Koreans should pay more attention to providing its readers with more information regarding general fashion trends, and improving the variety of style presentation. The magazines targeting Americans ought to consider providing more information on the purchase of new clothes, coordination and merchandising, as well as improving the practicality for everyday wear.

(3) In light of the observed tendency of high sense of physical self-group of Koreans showing higher frequency of purchasing items seen in ads made by advertised company, and searching for specific information about the advertised item, the apparel ads targeting Koreans should consider the importance of company ads along with specific item ads.

(4) Besides delivering fashion information, in order to improve a function of communication with readers, there should be more detailed study on apparel ads in magazines, focused on a specific type of magazine classified by its characteristics or content.

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