

A Study on the Type of Clothing Consumption Value and the Development of Scales

Sun-Hee Kim

Professor, Dept. of Fashion Design, Kimpo College

Abstract

The purpose of this study was to present basic materials that can be utilized for better understanding of consumers behavior and the formation of marketing strategies through development of scales on the basis of recognition of the type of clothing consumption value.

The subjects selected for the final analysis were 654 females and 618 males. The data were collected using a questionnaires after a focus group interview, and analyzed through factor analysis.

The result of this study were as follows;

- 1. A total of 63 questions were selected for males and 68 questions for females, and Cronbach's α was 0.97 for both males and females.*
- 2. Males clothing consumption values were comprised of outward attractiveness, situational-social, psychological, functional, epistemic, and fashion values, while females were comprised of fashion, psychological, outward attractiveness, functional, situational, personality expression, and social values, which showed clothing consumption values differ between males and females.*
- 3. The clothing consumption value regarded as the most important by undergraduates was that associated with outward attractiveness, such as expression of an attractive and ideal image, suitability for ones outward appearance, and outward appearance to members of the other sex.*

Key words: clothing consumption value, development of scales, outward attractiveness value.

I. Introduction

Consumers in the modern society select and use a variety of goods and services. There is something more to their consumption than a direct and materialistic desire that can be satisfied with the purchase of goods. Marketing researchers have studied values as a forecast

index of consumers behaviors in order to be better prepared for the changing behaviors of consumers.

Many researchers^{1,2)} in the field of consumer behavior have demonstrated the fact that values are variables having an influence on consumers selection of a particular trademark, their intention and their purchase, through theoretical and demonstrative research on values. They indicate

E-mail : sunnyfd@hanmail.net, sunny@kimpo.ac.kr

¹ A. S. Boote, Market Segmentation by Personal Values and Salient Product Attributes. *Journal of Advertising Research* 21 no.1(1981): 29-35.

² J. Carman, Values and Consumption Patterns: A Closed Loop. *Advances in Consumer Research* 5 (1978): 403-407.

that the use of these values characteristics will make it possible to forecast consumers behaviors and formulate activities related to marketing through market segmentation, development of new products and establishment of promotional strategies.

In this regard, Sheth(1991)³ presented the concept of consumption values as those influential on actual behaviors of consumption. However, the theory of consumption values has its drawbacks in that it is not clear about interpretation and division of each value, as it is a result of the integration of various academic research. Also, the foregoing researchers^{4,5} of consumption values were engaged in their work without analyzing the patterns of consumption values, which can be different depending on the characteristics of the products being consumed. Accordingly, it is necessary to identify values influential on consumption behaviors concerning clothing which is characteristically complex and multi-faceted.

The purpose of this study is to analyze the factor of clothing consumption values and to develop proper and reasonable measurements of them. Such research could shed light on the concept of consumption values, and it will specify the customer's abstract value structure more clearly. Consumption values could also be

a useful basis to set up integrated marketing strategies that have a good grasp of consumer desires and behaviors.

II. Literature Review

I. Concept of Values

In the past hundreds of years, many in the field of social science have been engaged in a wide variety of research work, sharing the view that the concept of values is important in understanding human behavior. However, there have been controversies regarding the concept of values in behavioral science in general as it was one that was understood the least despite its universality⁶.

A value is generally defined as a sustained belief that shows preference for a certain pattern of behavior or state of being over others, as well as a cognitive expression of those most basic and fundamental states. Such expressions can be considered generalized individual values that are beliefs which form a standard of behavior and judgment beyond specific subjects or situations.

Many researchers^{7,8} of consumer behavior have demonstrated that values are a variable influence on trademarks, selection of products, purchasers intentions and behaviors through

³ J. N. Sheth, B. I. Newman, and B. L. Gross, "Why We Buy What We Buy: A Theory of Consumption Values." *Journal of Business Research* 22 (1991): 160.

J. N. Sheth, B. I. Newman, and B. L. Gross, *Consumption Values and Market Choice: Theory and Application*, (Cincinnati, Ohio : South-western Publishing Co., 1991).

⁴ D-W Kim, "A Study on the Consumption Value : Focused on Market Segmentation". (Master's thesis, Seoul National University, 1994).

⁵ Y-J Sung, "A Study on the Influence of the Consumption Value of Product upon Purchasing Behavior", (Master's thesis, Seoul National University, 1998).

⁶ C. J .Clawson, and D. E. Vinson, "Human Values: A Historical and Interdisciplinary Analysis". *Advances in Consumer Research* 5 (1978): 396-402.

⁷ R. E. Pitts, and A. D. Woodside, "Personal Values Influences on Consumer Product Class and Brand Preferences". *Journal of Social Psychology* 119 (1983): 37-53.

R. E. Pitts, and A. D. Woodside, *Personal Values and Consumer Psychology* (Lexington, MA : Lexington Books, 1984), 35-53.

⁸ D. E. Vinson, J. D. Scott. and L. M. Lamont, "The Role of Personal Values in Marketing and Consumer Behavior", *Journal of Marketing* 41 (1977): 44-50.

theoretical and demonstrative research.

2. Measurement of Values

The concept of values is an abstract one lying in consumers mental structure, and thus it is difficult to substantiate it. Such being the case, measurement and analysis of the value system has always been an important issue. Measurements of values most used in behavioral research are RVS(Rokeach Value Survey), LOV (List of Values) and VALS(Value and Life Style).

RVS, which is a measure developed by Rokeach(1973)⁹, is divided into the terminal value and the instrumental value and consists of 18 items. In his research on values, Rokeach differentiates value-orientedness of various groups, and attempts to analyze them by means of various combinations of the terminal values and the instrumental values. His method, however, was criticized as being arbitrary and subjective^{10,11}. He failed to look upon values as one of a double structure in his research.

LOV is a reorganized version of RVS and consists of nine central value items directly associated with consumers daily lives¹². Khale (1983) does not regard ultimate values and instrumental values as two different things in his assumption that they play the role of tools in human efforts to adapt themselves to the living environment. Measurement of LOV is carried

out with each value factor treated as an independent item but this factor differentiation appeared to have a problem in comparative culture research^{13,14}.

Faced with such difficulties in the measurement of intrinsic values, research in simultaneous consideration of outwardly appearing behaviors and values were set in motion. One of those regarded as representative of these outwardly appearing values is VALS. But this too has limitations: it covers too large and general an area to aim at a specific target market; it is considerably dependent on demographics and thus shows problems pertaining to specific populations¹⁵.

3. Concept of Consumption Value and Types

Many researchers of consumer behavior have demonstrated the usefulness of values by means of measurement using RVS, LOV and VALS. However, all of these methods had limitations in forecasting consumption behaviors due to abstract and universal value items contained in them. Then, research was carried out for both general values and specific values, and as a result, consumption value was presented as a specific value that could overcome the limitations of general values (Sheth, 1991).

The consumption value that affects consumers market choice behavior is divided into 5 types. The functional value refers to practical and

⁹ M. J. Rokeach, *The Nature of Human Values*, (New York: The Free Press, 1973), 28.

¹⁰ R. A. Jones, J. Sensening, & R. D. Ashmore, "Systems of Values and Their Multidimensional Representations". *Multivariate Behavioral Research* 13 (1978) : 255-270.

¹¹ T. M. Kitwood, and A. G. Smithers, "Measurement of Human Values: An Appraisal of the Work of Milton Rokeach", *Educational Research* 17 (1975) : 175-179.

¹² L. R. Kahle, *Social Values and Social change : Adaptation to life in America*, (New York: Praeger, 1983).

¹³ J. Mahoney, "Values and neurosis: A Comparison of American and Israeli College Students", *Journal of Psychology* 102 (1977) : 311-312.

¹⁴ M. Moore, "A Cross-Cultural Comparison of Value Systems", *European Journal of Social Psychology* 6 (1976) : 249-254.

¹⁵ S. E. Beatty, P. M. Homer, and L. R. Kahle. "Problems with VALS in International Marketing Research : An Example from an Application of the Empirical Mirror Technique", *Advances in Consumer Research* 15 (1988) : 375-380.

physical performance such as the product's attributes or characteristics. The functional value is one that put emphasis on practical and physical characteristics, quality, function and price that form the criteria for its judgment. The social value refers to the consumption value related to the specific group consuming the product and means the value that can give the consumer a sense of belonging to a particular group. The social value is one associated with the specific group consuming the product and is affected by social influence variables, such as culture, social class and reference groups. The emotional value refers to one that causes a specific feeling or state of mind in purchasing or using a product. The emotional value refers to the positive or negative emotions from consuming the product. The epistemic value is one that causes curiosity in the consumer and offers the new. The desire for novelty, variety, and exploration are well documented as motivating human behavior. The conditional value is one associated with specific circumstances of consuming a product, under which values are differently recognized.

III. Method

1. Research Issues

Issues set out for demonstrative research are as follows:

- 1) To have a good grasp of the importance of clothing consumption value
- 2) To shed light on the type of clothing consumption value on the part of male and female consumer groups

2. Data Collection

This research was conducted with undergraduates in Seoul, Korea. A total of 1,322 copies of questionnaires were collected out of the 1,400 copies distributed by means of convenience sampling. A total of 1,272 copies (654 from females and 618 males) out of them were used as materials for analysis, excluding those with incomplete answers.

3. Measurement Tools

In selection of questionnaires, 161 questions were selected first after a focus group interview designed to understand the consumption value innate to consumers. 112 items were selected out of 161 after a process of suitability and abstractness tests on a 7-point measurement scale. Finally, a total of 138 items were selected after selection of 26 items that did not overlap with the results of FGI(Focus Group Interview) in the foregoing research, and a preparatory survey was carried out.

The degree of importance of consumption value was surveyed on a 7-point scale with the 138 questions. As a result, 123 questions were selected, leaving out those with a large standard deviation and those for which the correlation coefficient between a question and the total score came to 0.3 or lower. The degree of reliability was 0.97. Those showing .40 or lower in factor loading were also left out in the factor analysis of the 123 questions. As a result, a total of 63 questions were selected for males and 68 questions for females. Cronbach's α was 0.97 for both males and females.

For the method of data analysis, multiple factor analysis was adopted in consideration of the multitude of questions made. Major component analysis was made first, followed by a screen test in which the number of factors was decided, and then factor analysis was made by means of Varimax rotation. In the second analysis, a common factor analysis (in which SMC, an estimated value for the common portions, applied) was carried out, followed by a demonstration of reliability for each factor.

IV. Results and Discussion

1. Types of Clothing Consumption Value

The factor of clothing consumption values were finally analyzed, based on preceding research on the theory of consumption values by Sheth(1991). Sheth (1991) classified the consumption value into 5 types : functional value, social value, emotional value, epistemic value

and conditional value.

As a result of factor analysis designed to understand the clothing consumption value types, six factors were extracted for males, with 62.78% of the entire parameters explained (Table 1), and seven factors were extracted for females, with 66.24% of the entire parameters explained (See Table 2), which showed clothing consumption values differ between males and females.

1) Males Clothing Consumption Value

Factor 1 for males clothing consumption value was named the situational social value being composed of social relevance and situational suitability, such as groups of symbolic enthusiasm, groups of social and economic levels and group of demographic statistics. In factor 1, the social value and the situational value of Sheth's consumption value (1991) appeared combined as a factor, which corresponds to Sheth's theory that situational value is made by an ability to offer the social value temporarily in a specific situation and the situational-social value is made by a desire to be associated with leading social groups. This also supports the results of research¹⁶⁾ on social-situational characteristics influential on behaviors. It appeared that factor 1 was the most important factor in clothing consumption value, with the eigenvalue being 21.12, total variance 30.00%, and reliability 0.92%.

Factor 2 was named the outward attractiveness value being composed of items associated with outward attractiveness. Looking at the composition of the items for factor 2, it appeared that the image (image is also a component of the following factor 3) associated with outward attractiveness, association with the members the other sex (which includes Sheth's social value, a desire to show off ones outward

attractiveness included in the functional value) and an attempt for complementation of weak points combined to compose the factor. This can be interpreted as reflecting societies set notion about outward appearance that beautiful is good. This also corresponds to Kaisers (1985)¹⁷⁾ theory that clothing has a close relation with both the body and the inner self, and that recognition of a persons attractiveness is inspired by outward appearance, clothing or other forms of decoration. Its eigenvalue was 8.40, and reliability 0.93.

Factor 3 was named the psychological value being composed of elements such as emotion, image, and personality attributes, influential on the selection of clothing. Sheth's emotional value is a consumption value related with positive or negative emotions from clothing consumption. This can be interpreted as something showing characteristics of clothing products by combining emotion, image and personality.

Though image appears abstract and merely conceptual, has the potential strength of influencing peoples behaviors in reality, that consumers tend to make images through various clues and such images, and that such images influence consumers behaviors and values. Its eigenvalue was 5.72, and reliability 0.91.

Factor 4 was named the functional value being composed of the items associated with functionality, usefulness and quality that consumers consider in selection of clothing. This corresponds to the functional value of Sheth's consumption value. Sheth(1991) insisted that, the functional value means the benefit perceived by consumers on the practical or physical performance of the products. This result shows that the functional value traditionally regarded as the most important factor in consumers selection of a trademark is also regarded likewise in clothing. Its eigenvalue was 3.94, and

¹⁶ M. Sherif, and C. W. Sherif, *An Outline of Social Psychology*. (New York : Harper and Raw, 1956).

¹⁷ S. B. Kaiser, *The Social Psychology of Clothing and Adornment*, (New York : Macmilan Publishing Co., 1985), 157-167.

reliability 0.87.

Factor 5 was named the epistemic value being composed of the items associated with curiosity, a desire for a change, expression of

personality and the pursuit of the new. Sheth (1991), proposed in the theory of consumption values that the epistemic value was formed under the influence of theories like the behavior of

<Table 1> Males Clothing Consumption Value Factor

Items		Factor	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Situational -social value	Is it similar to the style of popular entertainers (singers, talents)?		.69					
	Is it a high class(famous) brand?		.64					
	Have you seen it in a magazine or TV advertisement?		.61					
	Does it make me look like a socially successful person?		.60					
	Does it make me look like a person from a good family?		.60					
	Does it make me look like a wealthy person?		.57					
	In what area (Kangnam or Kangbuk) is it popular		.57					
	Is it suitable for a particular event?		.56					
	Does it make me look like a versatile person?		.56					
	Is it suitable for a particular place?		.53					
Attractiveness value	Is it suitable for a particular gathering?		.52					
	Will it receive good evaluation from others?		.46					
	Does it have a stylish image?			.73				
	Does it have a attractive image?			.68				
	Does it have a clumsy image?(-)			.67				
	Will it give a good impression to the opposite sex?			.66				
	Is it well suited to my countenance?			.65				
	Does it have a sense of beauty?			.61				
	Does it strengthen the merits of appearance?			.61				
	Does it express the image I prefer?			.60				
Psychological value	Does it complement the weakness of appearance?			.54				
	Does it make me look like a person of ideal appearance in this century?			.51				
	Does it have a attractive male image?			.49				
	Is it well suited to my images?			.46				
	Does it make me look like a person of confidence?				.62			
	Does it make me look like a courageous person?				.60			
	Does it make me feel merriment?				.55			
	Does it have an active image?				.55			
	Does it make me feel happiness?				.55			
	Does it have a feeling of being newly-born?				.54			
Does it make me feel freedom?				.53				
Does it make me feel a gloominess?(-)				.52				
Does it make me feel a sense of achievement?				.47				
Does it have a progressive or conservative image?				.46				
Does it have an intellectual image?				.46				
Does it make me feel a diversion,?				.41				

<Table 1> Continuation

Items		Factor					
		Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Functional value	Is it durable? (durability)				.72		
	Does it provide ventilation and warmth?				.71		
	Does it fluff easily?(-)				.71		
	Does it discolor easily?(-)				.66		
	Is the stitching well done?				.64		
	Is it difficult to launder?(-)				.63		
	Does it have an enduring design?				.61		
	Is it suitable for activity?				.56		
	What quality are the materials?				.50		
	Does the shape transform easily?(-)				.49		
	Does the size fit?				.41		
Is it suitable for a particular task?				.41			
Epistemic value	Is it characteristic clothing differentiating me from others?					.59	
	Are the design, material and color peculiar?					.58	
	Does it provoke curiosity?					.50	
	Is it a new style never seen before?					.48	
	Is it a new fashion not yet spread to others?					.47	
	Can it represent my own atmosphere?					.45	
	Does it change my style or image?					.44	
	Is it a new style(item)never clothed before?					.41	
Can it attract the eye of other people?					.41		
Fashion value	Is it popular among my peer group?						.50
	Is it favorite style of friends?						.47
	Is it in the fashion?						.46
	Is it the old fashioned clothing?(-)						.45
	Does it reflect any of the current fashions?						.45
Is it outmoded compared with contemporary culture?						.41	
Eigenvalue	21.12	8.40	5.72	3.94	2.96	2.06	
Explanatory variance (%)	30.00	11.93	8.13	5.59	4.21	2.93	
Accumulated variance (%)	30.00	41.93	50.06	55.65	59.85	62.78	
Cronbach' α	0.92	0.93	0.91	0.87	0.75	0.83	

variety seeking, searching and the behavior of novelty pursuit. This factor corresponds to the epistemic value in Sheth's consumption value and shows that the items related to the fashion such as peoples pursuit of the new or of personality are a component of the epistemic value. Its eigenvalue was 3.94, and reliability 0.87.

Factor 6 was named the fashion value being composed of the items associated with the

desire for assimilation with reference groups such as those of the same age and friends and peoples pursuit of the fashion. As for the relevance with the reference group, attempts for assimilation (a factor associated with the fashion) and the pursuit of the fashion appear relevant to the reference group, though Sheth's consumption value theory links it with the social value. That is to say, factors associated with the fashion-related factors in factor 5 appear sepa-

<Table 2> Females Clothing Consumption Value Factor

Items		Factor						
		Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7
Fashion value	Is it similar to the style of popular entertainers (Singers, talents)?	.69						
	Is it in the fashion?	.65						
	Is it leading the new fashion?	.64						
	Have you seen it in a magazine or TV advertisement?	.64						
	Is it popular among my peer group?	.62						
	Is it a new fashion this season?	.60						
	Does it reflect any of the current fashions?	.60						
	Is it favorite style of friends?	.59						
	In what area (Kangnam or Kangbuk) is it popular?	.55						
	Is it the old fashioned clothing?(-)	.55						
	Is it a new brand?	.53						
	Will friends accept it?	.46						
	Is it outmoded compared with contemporary culture?	.46						
Psychological value	Does it make me feel merriment?		.71					
	Does it make me look like a person of confidence?		.69					
	Does it make me feel freedom?		.67					
	Does it make me feel a sense of achievement?		.62					
	Does it make me feel happiness?		.61					
	Does it have a feeling of being newly-born?		.58					
	Does it have an active image?		.57					
	Does it make me look like a courageous person?		.55					
	Does it make me feel a gloominess?		.54					
	Does it make me feel a diversion,?		.53					
Does it make me feel a vitality/vivacity?		.51						
Does it have an intellectual image?		.44						
Attractiveness value	Does it have a stylish image?			.64				
	Does it have an attractive image?			.61				
	Is it well suited to my countenance?			.60				
	Does it strengthen the merits of appearance?			.58				
	Does it complement the weakness of appearance?			.57				
	Does it have a clumsy image?(-)			.56				
	Does it have a sense of beauty?			.54				
	Is it well suited to my images?			.53				
	Does it make me look like a person of ideal appearance in this century?			.46				
	Will it give a good impression to the opposite sex?			.46				
Does it have an attractive female image?			.42					

<Table 2> Continuation

Items		Factor						
		Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7
Functional value	Is it durable? (durability)				.72			
	Does it discolor easily?(-)				.71			
	Is it difficult to launder?(-)				.67			
	Does it fluff easily?(-)				.65			
	Does it provide ventilation and warmth?				.64			
	Does the shape transform easily?(-)				.62			
	Is the stitching well done?				.60			
	Does it have an enduring design?				.57			
	Is it suitable for a particular task?				.54			
	What quality are the materials?				.54			
	Is it suitable for activity?				.53			
Does the size fit?				.48				
Conditional value	Is it suitable for a particular place?					.78		
	Is it suitable for a particular gathering?					.75		
	Is it suitable for a particular event?					.71		
	Is it suitable for a particular meeting? (target)					.52		
	Is it suitable for a shopping?					.48		
	Is it suitable for a particular period?					.40		
	Does it blend well with people around?					.40		
Individuality expressive value	Can it represent my own atmosphere?						.63	
	Is it characteristic clothing differentiating me from others?						.51	
	Are the design, material and color peculiar?						.50	
	Does it represent my way of thinking? (will, attitude toward life)						.49	
	Is it a new fashion not yet spread to others?						.42	
	Is it a style that can easily be had?						.41	
	Is it a exotic atmosphere?						.40	
	Can it attract the eye of other people?						.40	
Social value	Does it make me look like a wealthy person?							.48
	Does it make me look like a socially successful person?							.45
	Is it a high class(famous) brand?							.45
	Does it make me look like a versatile person?							.41
	Does it make me look like a person from a good family?							.40
Eigenvalue		23.37	7.71	5.01	3.84	3.06	2.37	2.17
Explanatory variance (%)		32.57	10.74	6.98	5.36	4.26	3.31	3.03
Accumulated variance (%)		32.57	43.31	50.29	55.65	59.91	63.22	66.24
Cronbach' α		0.93	0.93	0.90	0.89	0.84	0.80	0.52

rated from those in factor 6. Its eigenvalue was 2.96, and reliability 0.75.

2) Females Clothing Consumption Value

Factor 1 for females clothing consumption value was named the fashion factor being composed of the items associated with attempts for assimilation with the reference group, such as groups of symbolic enthusiasm, those of the same age and friends, the pursuit of the new and the fashion. Though Sheth's consumption value theory links the attempts for assimilation with the reference group with the social value, the assimilation in factor 1 was interpreted as linked with the reference group and was regarded as the fashion factor. The pursuit of the new is supposed to belong to the epistemic value, but appeared as an independent factor together with the pursuit of the fashion in factor 1. That is to say, the pursuit of the new and the fashion, a factor associated with the fashion, appeared as an independent factor together with assimilation. This shows that, in the case of females, fashion is regarded as a factor with wider meaning including the pursuit for the new. Its eigenvalue was 23.37, total variance 32.57%, and reliability 0.93, showing it was the most important factor in the clothing consumption value.

Factor 2 was named the psychological value being composed of elements such as emotion, image and personality attributes. Its eigenvalue was 7.71, and reliability 0.93. Factor 2 shows the similar contents with the foregoing Factor 3 for males, indicating that image has an influence on consumers behavior, attitude and values.

Factor 3 was named the outward attractiveness value being composed of the items associated with such things. It shows the same content with factor 2 for males, supporting the theory that recognition of a persons attractiveness is inspired by outward appearance, clothing or other forms of decoration. Its eigenvalue was 5.01, and reliability 0.90.

Factor 4 was named the functional value being composed of the items associated with

functionality, usefulness and quality. Its contents correspond to Sheth's functional value and factor 4 for males. Its eigenvalue was 3.84, and reliability 0.89.

Factor 5 was named the conditional value being composed of the items associated with the suitability of clothing for particular situations. This appeared as an independent value in the case of females as in Sheth's situational value, though it appeared as the situational-social value factor in males. This is interpreted as females feeling the need for a variety of clothing suitable for each specific situation in contrast to the case of males. Its eigenvalue was 3.06, and reliability 0.84.

Factor 6 was named the value for individuality expression being composed of items associated with personality expression, a desire for differentiation and a desire for attracting attention. This shows personality, which is a component of Sheth's epistemic value and a fashion-related factor, is presented as an independent factor. Its eigenvalue was 2.37, and reliability 0.80.

Factor 7 was named the social value being composed of items concerning relevance with social and economic level groups and social appraisal. This corresponds to Sheth's social value, showing the factors of relevance with social and economic groups and social appraisal with the exclusion of assimilation in factor 1, which represents itself as an independent factor. Its eigenvalue was 2.17, and reliability 0.52.

2. Importance of Clothing Consumption Value

Comparisons were made of average scores for each value to see consumers value patterns. Average scores for 6 factors of males clothing consumption value and 7 factors of females are as shown in Table 3. Clothing consumption value both for males and females shows an average score of 4.0 or higher except in the case of situational social value in males, which means both sexes regard the value as important.

The respondents to the survey, males and females alike, showed that they attach impor-

<Table 3> Differences in Importance of Clothing Consumption Value

Group	Value	Mean	Standard deviation	Ranking
Male (n=618)	Situational-social value	3.81	1.17	6
	Outward attractiveness value	5.24	0.99	1
	Psychological value	4.35	1.04	3
	Functional value	4.82	0.90	2
	Epistemic value	4.12	1.26	5
	Fashion value	4.17	1.26	4
Female (n=654)	Fashion value	4.10	1.30	7
	Psychological value	4.92	2.08	3
	Outward attractiveness value	5.69	3.63	1
	Functional value	5.30	3.41	2
	Situational value	4.89	2.42	4
	Personality expression value	4.42	1.50	6
	Social value	4.72	1.20	5

tance to the values associated with outward-attractiveness, such as image, effort to look attractive, especially to those of the other sex. The result supports the remarks of Buckley and Roach (1981)¹⁸ that the symbolic clues concerning outward appearance at first encounter form the basis for further interaction. It also shows that the value of outward attractiveness is regarded as important by consumers in conjunction with Kaisers (1985) theory that body image and satisfaction concerning the body are linked with social ideal, which in turn is closely related to the style of clothing, and the research results showing that peoples set notion of "beautiful is good" influences the choice of dates, marriage¹⁹, friendship²⁰ and employment opportunities²¹.

In the meantime, the value of least importance in male respondents to the survey turned

out to be the situational social value. Such a result shows males clothing suited to each particular situation is not diversified. Especially so, in the case of undergraduates. Recognition of suitability to particular situations can be said to be lower in the case of males than in females. Female undergraduate groups clothing consumption value all showed 4.0 or higher, indicating a higher degree of importance, while their lowest value in terms of importance was shown in the fashion value. This can be interpreted as the pursuit for the new or the fashion being closely related only to 25~30 percent of fashion leaders and its relatively low relevance with the remaining 75%. Also, such a result is interpreted as being caused by the value for personality expression, which is a component of the fashion value, representing itself as an independent value.

¹⁸ H. M. Buckley, and M. E. Roach, "Attraction as a Function of Attitudes and Dress", *Home Economics Research Journal*, 10 no.1 (1981): 88.

¹⁹ D. Byrne, C. R. Ervin, and J. Lamberth, "Continuity between the Experimental Study of Attraction and Real-life Computer Dating", *Journal of Social Psychology*, 16 (1970): 197-165.

²⁰ K. K. Dion, "Young children's stereotyping of facial attractiveness". *Developmental Psychology*, 9, no.2. (1973): 183-188.

²¹ L. A. Jackson, "The Influence of Sex, Physical Attractiveness, Sex role, and Occupational Sex-linkage on Perceptions of Occupational Suitability", *Journal of Applied Social Psychology*, 13, no.1 (1983): 31-44.

V. Conclusion and Suggestions

The objective of this study is to present basic materials that can be utilized for better understanding of consumers behavior and the formation of marketing strategies through development of measurement tools on the basis of recognition of the patterns of clothing consumption value.

First, six factors were extracted in males and seven in females concerning the patterns of clothing consumption value. Males clothing consumption values were comprised of outward attractiveness, situational-social, psychological, functional, epistemic, and fashion values, while females were comprised of fashion, psychological, outward attractiveness, functional, situational, personality expression, and social values. The functional and epistemic values in the case of males and the functional and situational values in the case of females were in agreement with Sheth (one of the founders of the theory of clothing consumption value) consumption value.

In the case of males, the social value presented itself as another independent factor together with the situational value. Attempts for assimilation with the reference group in the social value presented itself as the fashion value in separation from the social value, showing that assimilation belongs to the fashion value as a factor of low importance.

In the case of females, the value for personality expression presented itself as an independent value, with personality separated from the epistemic value, while fashion was interpreted as a factor with a wider meaning including the pursuit of the new together with assimilation. Emotion (which is influential on selection of clothing), image and personality attributes combined to present themselves as a factor, leading to a wider concept of the psychological value than Sheth's emotional value. Also, image (which is associated with outward attractiveness), relevance with members of the other sex, attempts to look better and complemen-

tation of weak points combined to present themselves as an independent factor for the outward attractiveness value. Factors associated with the fashion also combined to present themselves as an independent fashion value. This was the result brought about by the characteristics of clothing as a product, and shows that image (which is a potential force influencing clothing behavior), attractiveness based on outward appearance, and fashion closely related to clothing act as important variables in clothing consumption value.

Second, the survey showed that clothing consumption value was regarded as important in both males and females, that the values regarded as the most important by undergraduates were those associated with outward appearance, such as expression of an attractive and ideal image, suitability for ones outward appearance, and outward appearance to members of the other sex, and that the situational social value was regarded as the least important factor by males, while it was regarded as rather an important factor by females, indicating that females recognition of situation-related suitability is more definite.

References

- Beatty, S. E., Homer, P. M., and Kahle, L. R. 1988. Problems with VALS in international marketing research: An example from an application of the Empirical Mirror Technique. *Advances in Consumer Research*, 15: 375-380.
- Boote, A. S. 1981. Market segmentation by personal values and salient product attributes. *Journal of Advertising Research*, 21 (1): 29-35.
- Buckley, H. M. and Roach, M. E. 1981. Attraction as a function of attitudes and dress, *Home Economics Research Journal*, 10(1): 88.
- Byrne, D., Ervin, C. R. and Lamberth, J. 1970. Continuity between the experimental study of attraction and real-life computer dating.

- Journal of Social Psychology*, 16: 197-165.
- Carman, J. 1978. Values and consumption patterns: A closed loop. *Advances in Consumer Research*, 5 : 403-407.
- Clawson, C. J. and Vinson, D. E. 1978. Human values: A historical and interdisciplinary analysis. *Advances in Consumer Research*, 5 : 396-402.
- Dion, K. K. 1973. Young children's stereotyping of facial attractiveness. *Developmental Psychology* 9(2): 183-188.
- Jackson, L. A. 1983. The Influence of sex, physical attractiveness, sex role, and occupational sex-linkage on perceptions of occupational suitability, *Journal of Applied Social Psychology*, 13(1): 31-44.
- Jones, R. A., Sensening, J. and Ashmore, R. D. 1978. Systems of values and their multidimensional representations. *Multivariate Behavioral Research*, 13: 255-270.
- Kahle, L. R. 1983. *Social values and social change : Adaptation to life in America*, New York: Praeger.
- Kaiser, S. B. 1985. *The social psychology of clothing & adornment*, New York: Macmillan Publishing Co.
- Kim D-W. 1994. A study on the consumption Value : focused on market segmentation. Master's thesis, Seoul National University.
- Kitwood, T. M. and Smithers, A. G. 1975. Measurement of human values: An appraisal of the work of Milton Rokeach. *Educational Research*, 17: 175-179.
- Mahoney, J. 1977. Values and neurosis: A comparison of American and Israeli college students. *Journal of Psychology*, 102: 311-312.
- Moore, M. 1976. A cross-cultural comparison of value systems. *European Journal of Social Psychology*, 6: 249-254.
- Pitts, R. E. and Woodside, A. D. 1983. Personal values influences on consumer product class and brand preferences. *Journal of Social Psychology*, 119: 37-53.
- Pitts, R. E. and Woodside, A. D. 1984. *Personal Values and Consumer Psychology*, Lexington, MA : Lexington Books.
- Rokeach, M. J. 1973. *The Nature of Human Values*, New York: The Free Press.
- Sherif, M. and Sherif, C. W. 1956. *An outline of social psychology*. Rev. ed. New York : Harper & Row.
- Sheth, J. N., Newman, B. I. and Gross, B. L. 1991. Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, Vol. 22: 160.
- Sheth, J. N., Newman, B. I. and Gross, B. L. 1991. *Consumption values and market choice: Theory and application*, Cincinnati, Ohio: South-western Publishing Co.
- Sung, Y-J. 1998. A Study on the influence of the consumption value of product upon purchasing behavior. Master's thesis, Seoul National University.
- Vinson, D. E., Scott, J. D. and Lamont, L. M. 1977. The role of personal values in marketing and consumer behavior, *Journal of Marketing*, 41: 44-50.