

A Study on the Relationship between Clothing Consumption Values and Consumer Characteristic Variables

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I . Introduction

The value is generally defined as a persistent belief that shows preference for a certain pattern of behavior or state of being over others. Therefore, consumer behavior researchers and marketers have been actively studying values of critical variables capable of predicting consumer behavior. They indicate that values are variables having an influence on consumers selection of a brand, products, and their purchase behavior. As a result, the concept of consumption values that influence actual consumption behavior was introduced(Sheth, Newman, & Gross, 1991). It has been shown that consumption value can be applied to both consumption goods and industrial goods through empirical tests internationally, however, domestically this field has been overly neglected. Therefore, a study to determine the relationship between consumption values and diverse variables is necessary in order to apply consumption values to predict consumer behavior.

Consumer's decision-making process, information processing procedures and other diverse consumer behaviors are influenced by marketing stimuli, socio-environmental factors and individual psychological factors. Among the many variables related to this consumer behavior, individual psychological factors can be defined in terms of consumer's characteristic variables. Important variables such as fashion leadership, social class and demographic characteristics were found to be associated with the general value(Choi, 1987; Goldsmith, Heitmeyer & Frieden, 1991; Kim, 1996; Lee,1987, Lim, 1995; Nam, 1996). Choi(1987) insist that there is a significant relationship between fashion leadership and values. Fashion leaders think highly of theoretical and aesthetic values. Nam(1996)'s study shows that the group of younger age tend to attach importance to success-oriented value, while their elder counterpart tend to attach importance to everyday living-oriented value. However, the general value has some limitations in explaining actual consumption behavior due to its abstraction and generality.

Therefore, the purpose of this study is to determine the consumption value as a useful variable capable of explaining consumption behavior by identifying the relationship between clothing consumption value and consumer characteristic variables, such as, fashion leadership, social class and demographic characteristics.

It will also try to present reference data applicable to diverse marketing areas including product development, targeted consumer selection and advertisement message preparation.

II. Literature Review

1. Consumption value

Sheth(1991) classifies the consumption value that affects consumer's market choice behavior into 5 types. The types and their concepts are as follows. The functional value refers to practical, functional, and utilitarian performance such as the product's physical attributes or characteristics. 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 emotional value refers to the positive or negative emotions from consuming the product. In previous research(Kotler, 1974; Park & Young, 1986), it has been demonstrated that a marketing strategy for promoting sales makes consumers purchase products by provoking emotional stimulus. An epistemic value has been formed influenced by theories of pursuing diversity in which curiosity is evoked from products where novelty is presented. The conditional value is one of the consumption value associated with specific circumstances consuming a product. Many researchers have strived to improve the prediction power of consumer behavior by introducing conditional variables into the model of consumer behavior(Bearden and Woodside, 1977; Belk, 1974; Hansen, 1972; Lutz, 1980). A study by Bearden and Woodside (1977) demonstrated that purchase intention can depend both on attitude toward the choice object and on conditional consideration. Belk(1974) concluded that situational effect varies by product class.

The previous research centering on the consumption value by Sheth(1991) includes the analysis of the relationship between consumption value and product choice(Kim, 1994) and the analysis of the relationship between the consumption value and specific variables(Sung, 1998). However, this research did not try to analyze the type of consumption value that can vary, depending on the properties of the product.

2. Consumer characteristics variables

The result of consumer's information processing comes from the established attitude toward an object and is affected by individual and psychological factors. Among these factors that influence consumer behavior, fashion leadership, social class and the demographic characteristics are consumer's individual and psychological factors and can be defined as consumer characteristics variables.

Studies on fashion leadership have centered on its general value. Goldsmith etc (1991) insist that fashion leaders think highly of the values placed on fun-enjoyment and excitement. Lee(1987) said that fashion leaders think much of political and aesthetic values and little of economic and social values. However, these general values contained many abstract and universal items and thus had limitations in the prediction of behavior faced with actual consumption.

The research of Raju (1980) analyzed the relationship between consumption value and fashion leadership through investigating consumer's profiles. Raju (1980) explained the profile of the consumers who show high explorative propensity as follows: "People willing to take a chance are likely to be positive in trying to find new alternatives and enjoy introducing new products to others, being in pursuit of diversity and changes from repeat purchase." The characteristics mentioned here are in conformity with those of fashion leaders, while the explorative propensity can be said to be the theoretical basis of the consumption value.

Since a theory of consumption value has been constructed influenced by diverse academic disciplines, the social and epistemic values have something to do with fashion related variables like innovation, novelty, individuality, differentiated desire, and impression management. Also, Munson(1984) proposed that studies on fashion opinion leadership are effective in explaining the relationship between individual values and products(Pitts & Woodsides 1984).

Concerning value structure, researchers ranked the general value and clothing value between social class and demographic groups. That is, research to determine the relationship between the value and the age(Nam, 1996), sex(Kim, 1996), academic background(Richards& Hawthorne,1971), major(Dunlap 1971; Richards & Hawthorne, 1971)and race(Conrad & Densmore, 1977; Hao, 1971) showed statistical significance. Kim(1996)'s study, for one, shows that females tend to attach more importance to individuality or material-oriented value than males. Lim(1995)'s study, each generation showed different values. Mother and grandmother perceived greater importance for each value except political value. Therefore, social class and demographic characteristics are very useful in the study of value structure and consumer behavior.

III. Method

1. Research issues and definition of terms

Research issues in order to demonstrate the relationship between the clothing consumption value and consumer characteristics variables are as follows:

- 1) To classify the group based on fashion leadership and demonstrate its relationship with the clothing consumption value.
- 2) To classify the group based on social class and demonstrate its relationship with the clothing consumption value.
- 3) To classify the group based on demographic variables and demonstrate its relationship with the clothing consumption value.

The operational definitions of terms used in this research are as follows:

- 1) Clothing consumption value: Value influencing the choice whether or not to buy the clothing, or whether or not to wear the clothing
- 2) Consumer characteristics variables: Individual and psychological factors affecting consumer behavior such as fashion leadership, social class, and demographic variables.

2. Measurement tools

This research was conducted using questionnaire. The questions in the questionnaire were either proven as to their reliability and validity in previous studies or were prepared by researchers and adapted suitable for the questionnaire.

1) Questions measuring clothing consumption value

Results of the previous study(Kim, 1999) determined the types of clothing consumption values and constructed the questions that were used. In constitution of the questionnaire, 123 questions were selected after FGI(Focus Group Interview) designed to understand the consumption value innate to consumers. Final questions were selected after a validity test, abstraction test and a factor analysis with 63 questions(males) and 68 questions(females). 7-point interval scale was used for these questions. The reliability using Cronbach's α was 0.97. As a result of factor analysis designed to understand the clothing consumption value types, 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.

2) Questions measuring fashion leadership

To prepare questions on fashion leadership, opinion leadership questions by Summers(1970), Shrank & Gilmore 1973, innovation questions by Lee(1996) and fashion leading questions by Goldsmith(1991) were used. A factor analysis was conducted for these questions after a validity test and a preliminary survey measuring fashion leadership. From this procedure, final 16 questions were selected, and 7-point interval scale was used for these questions. The reliability using Cronbach's α was 0.98.

3) Questions measuring social class and demographic factors

The questions on social class dealt with the social class factors such as family supporter's profession, educational background and average monthly income with reference to a study by Jang(1996) based on the research of Hollingshead (1972).

The questions on demographic factors were composed of ones measuring sex, grade, major, family supporter's profession, educational background, average monthly income, average clothing expenses per season, residence, place of growth, subjective social class with reference to the previous studies by Jang(1996) and Park(1998).

3. Data collection and analysis

For the empirical test, the sample was extracted from male and female students currently attending universities in Seoul by convenience sampling. Data collection was conducted by distributing a total of 800 questionnaires. 745 copies were collected. From this data, 714 copies were used for analysis with 335 males(46.9%) and 379 females(53.1%) copies respectively. 45.6% of the samples is majoring in humanities or social science, 33.5% in natural science, and 20.9% in fine arts, music or physical education. Composition of the grade was at the ratio of 16.5% for freshman, 41.5%, for sophomore, 13.9% for junior, 28.1% for senior.

For statistical analysis, The SAS Package was employed and factor analysis, quadrille deviation, Pearson's product moment correlation coefficient, discriminant analysis, analysis of variance (ANOVA) and Scheffe's test were conducted.

IV. Results

1. Relationship between fashion leadership and clothing consumption value

Through the factor analysis to determine factors inherent in the fashion leadership, innovation factor and opinion leadership factor were identified and these factors could explain 82.71% of the total variation<Tab. 1>. Factor 1 for innovation was found to be a major factor in explaining fashion leadership with its eigenvalue, 25.06 and total variance, 76.18%, respectively. The reliability using Cronbach's alpha was 0.97. Factor 2 for opinion leadership had an eigenvalue and reliability of 1.82 and 0.97, respectively. This result supports previous researches(Koo, 1985; Kim, 1978; Rogers, 1983) that fashion leadership is composed of two elements, innovation and opinion leadership.

<Tab. 1> Fashion leadership factor

question	factor	factor1	factor2
Innovation	I am familiar with fashion trends and want to be a first user of new clothing.	.81	
	I belong to the type of people who purchase new fashion clothing.	.76	
	I want to look better by wearing new fashion clothing.	.75	
	I enjoy buying and wearing new fashion clothing and it is important to me.	.72	
	When I find clothing with a new design style, I often feel like wearing it whether others want to or not.	.70	
	The clothing I wear is ahead of fashion.	.67	
	I always purchase at least one suit of new fashion clothing.	.67	
	I enjoy looking for clothing with new ideas in spite of wasting time.	.65	
Opinion Leadership	My friends often ask me about recent fashion and new style.		.85
	I think I know more than anybody else about fashion trends.		.85
	I enjoy discussing new fashion clothing.		.80
	I talked recently about fashionable clothing with many people.		.75
	I feel fine when people ask me about new fashion trends.		.74
	In terms of fashion trends in clothing, I usually talk about it to people rather than listen to them.		.74
	I feel quite influential among my friends regarding fashion.		.68
	I frequently go to shops to see whether new clothing is released.		.61
Eigenvalue		25.06	1.82
Explanatory variance (%)		76.18	5.53
Accumulated variance (%)		76.18	81.71
Cronbach's alpha		0.97	0.97

The mean value for innovation and opinion leadership were obtained. The result of Pearson's product moment correlation coefficient to determine the correlation showed the value of .917 representing a high correlation. Therefore, the proposition

by previous researchers(King & Sproles, 1975; Shrank & Gilmore 1973) that two factors have positive correlation and these factors should not be separated was accepted. Thus, this study adopted the method of classifying respondents into fashion leading group and non-fashion leading group.

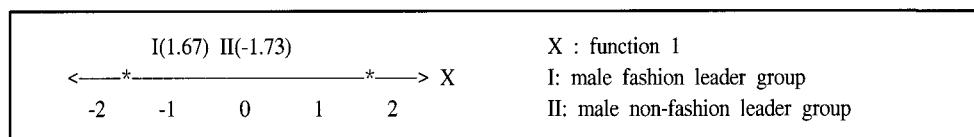
Groups subject to this study were fashion leader group and non-fashion leader group in terms of scores of fashion leadership using quadrille deviation. The mean value for male fashion leader group(n=84) stood at 4.93, with the range of scores being 4.06 through 6.25, while that for non-fashion leader group (n=81) stood at 1.36, with the range of scores being 1.00 through 1.75. The mean value for female fashion leader group (n=99) stood at 5.53, with the range of scores being 4.81 through 6.69, while that for non-fashion leader group (n=102) stood at 2.14, with the range of scores being 1.00 through 3.00.

In order to determine that male clothing consumption value can distinguish the group by fashion leadership, direct discriminant analysis was conducted. As a result of the analysis, one discriminant function was found and the result of the significance test is displayed in <Tab. 2>. The centroid of the fashion leading group and non-fashion leading group were 1.67 and -1.73, respectively, so the discriminant function distinguishes the two groups <Fig. 1>.

<Tab. 2> Results of significance test of discriminant functions based on male's clothing consumption value (predicted variable)

function	eigenvalue	canonical correlation coefficients	Wilks'L	df	χ^2
1	2.94	0.86	0.25	21	130.11***

***p<.001



<Fig. 1> Centroid of male's fashion leader group and non-fashion leader group

This discriminant function suggests that consumption value is statistically significant as a prediction variable to distinguish the two groups based on fashion leadership. The value that have most high explanatory power in distinguishing the two groups turned out to be conditional-social value. Functional value showed a negative correlation. Therefore, this result reflects the fact that the male fashion leadership group cherishes social evaluation and circumstantial pertinence<Tab. 3>.

<Tab. 3> Correlation analysis between inter-group discriminant function and clothing consumption value based on male's fashion leadership

predicted variable	correlation	coefficients of discriminant function	F
conditional- social value	0.95	1.38	341.70***
attractive appearance value	0.71	-0.86	96.39***
psychological value	0.82	0.13	167.05***
functional value	-0.18	0.02	4.20*
epistemic value	0.88	0.88	224.65***
fashion value	0.88	0.44	220.31***

*p<.05, ***p<.001

This result shows that the impression management, one of the fashion-related variables, is associated with social value, and factors such as the pursuit of novelty, individuality expression, and differentiation desire is associated with epistemic value. Therefore, these values are statistically significant in distinguishing the two groups based on fashion leadership. This result also supports the findings of previous research by Jung(1989) that pursuit of diversity surfaces when the recognition of circumstantial pertinence, one element of the conditional and social value, is maximized. Male fashion leader group cherished attractive appearance value, psychological value highly and, on the other hand, the functional value was cherished highly by male non-fashion leader group. When we classify the fashion leading group using the male clothing consumption value as a prediction variable, the percent of "grouped" cases correctly classified is 96.97%<Tab. 4>.

<Tab. 4> Classification results of discrimination based on male's clothing consumption value

actual group	number of cases	predicted group	
		fashion leader group	non-fashion leader group
fashion leader group	84	83(98.81)	1(1.19)
non-fashion leader group	81	4(4.94)	77(95.06)
total	165	percent of "grouped" cases correctly classified: 96.97%	

As a next step, in order to determine that the female clothing consumption value can distinguish the group by fashion leadership, a direct discriminant analysis was conducted. As a result of the analysis, one discriminant function was found and the result of the significance test is displayed in <Tab. 5>. The centroid of the fashion leading group and non-fashion leading group were 1.01 and -0.99, respectively, so the discriminant function distinguishes the two groups <Fig. 2>.

This discriminant function suggests that consumption value is statistically significant as a prediction variable to distinguish the two groups based on fashion

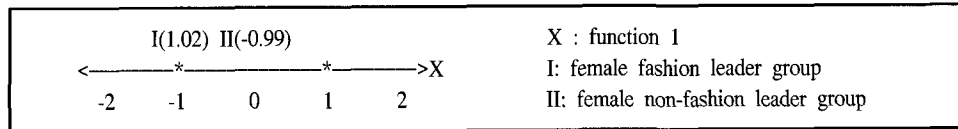
leadership<Tab. 6>. The values that have most high explanatory power in distinguishing the two groups turned out to be fashion value and individuality expression value. Functional value showed a negative correlation with low explanatory power. Therefore, this result reflects the fact that the female fashion leader group thinks highly of the fashion factors such as novelty, fashion, individuality expression and assimilation pursuit.

Since this result shows that fashion-related variables including assimilation propensity, novelty and fashion pursuit are associated with fashion value and individuality expression and differentiation desire are associated with individuality expression value, it is meant that these values are statistically significant in distinguishing two groups based on fashion leadership. Female fashion leader group cherished attractive appearance value and psychological value highly.

<Tab. 5> Results of significance test of discriminant functions based on female's clothing consumption value (predicted variable)

function	eigenvalue	canonical correlation coefficients	Wilks'L	df	χ^2
1	1.02	0.71	0.49	28	118.06***

***p<.001



<Fig. 2> Centroid of female's fashion leader group and non-fashion leader group

<Tab. 6> Correlation analysis between inter-group discriminant function and clothing consumption value based on female's fashion leadership

predicted variable	correlation	coefficients of discriminant function	F
fashion value	0.93	0.89	152.24***
psychological value	0.63	-0.35	50.24***
attractive appearance value	0.73	0.07	72.87***
functional value	-0.06	-0.11	0.31***
conditional value	0.51	-0.36	29.86***
individuality expression value	0.90	0.84	138.10***
social value	0.73	-0.02	74.56***

***p<.001

When we classify the fashion leading group using female clothing consumption value as a prediction variable, the percent of "grouped" cases correctly classified is 85.62% <Tab. 7>.

<Tab. 7> Classification results of discrimination based on female's clothing consumption value

actual group	number of cases	predicted group	
		fashion leader group	non-fashion leader group
fashion leader group	99	88(88.89)	11(11.11)
non-fashion leader group	102	18(17.65)	84(82.35)
total	201	percent of "grouped" cases correctly classified: 85.62%	

2. Relationship between social class and clothing consumption value

To classify the social class, average monthly family income, family supporter's academic background and profession, and subjective judgment were applied in this analysis. Discriminant analysis was conducted using subjective social class as a dependent variable and 3 variables(average monthly family income, family supporter's academic background and profession) as independent variables. Using the resultant quadrille deviation of the 1st canonical score, the group was classified as upper, middle and lower subgroups. The formulas for the canonical score are as follows.

$$\text{male 1st canonical score} = -2.4387 - 0.2622^a * \text{profession} + 0.3125 * \text{academic background} + 0.9957 * \text{income}$$

$$\text{female 1st canonical score} = -3.1755 - 0.2236^a * \text{profession} + 0.3987 * \text{academic background} + 0.8715 * \text{income}$$

(a: canonical weights)

To reveal the difference in the clothing consumption value based on social class, variance analysis (ANOVA) and post-test was implemented. The result showed that all values were statistically significant between social classes except for female's functional value <Tab. 8>.

In the clothing consumption value of consumers, the upper-class group cherished all values most highly except for the functional value and, on the other hand, the functional value was cherished most by the lower-class group. The results from comparing the clothing consumption values within the class subgroups showed statistical significance.

<Tab. 8> Differences in clothing consumption value based on social class

value	class	upper-class group			middle-class group			lower-class group			df	F
		Mean	Scheffe ^a	Scheffe ^b	Mean	Scheffe ^a	Scheffe ^b	Mean	Scheffe ^a	Scheffe ^b		
male (n=335)	conditional-social value	4.39	A	D	3.59	B	C	3.70	B	B	2	12.93***
	attractive appearance value	5.65	A	A	5.08	B	A	5.18	B	A	2	9.07***
	psychological value	4.80	A	DC	4.22	B	B	4.21	B	B	2	9.49***
	functional value	4.48	B	BA	4.88	A	A	4.95	A	B	2	7.08***
	epistemic value	4.52	A	DC	3.85	B	CB	4.17	AB	B	2	7.19***
	fashion value	4.67	A	BC	3.86	B	CB	4.22	AB	B	2	10.88***
	df	5			5			5				
	F	22.02***			42.54***			12.18***				
n	76			143			116					
female (n=379)	fashion value	4.42	A	D	4.25	A	E	3.58	B	C	2	20.24***
	psychological value	5.14	A	B	4.94	A	C	4.70	B	B	2	6.59**
	attractive appearance value	5.93	A	A	5.72	A	A	5.44	B	A	2	12.10***
	functional value	5.23		A	5.31		B	5.34		B	2	0.66
	conditional value	5.14	A	BC	4.97	A	C	4.52	B	B	2	11.69***
	individuality expression value	4.71	A	CD	4.54	A	D	3.96	B	CB	2	16.27***
	social value	4.95	A	C	4.90	A	C	4.20	B	CB	2	16.94***
	df	6			6			6				
F	36.17***			75.44***			18.86***					
n	89			182			108					

p<.01 *p<.001

a: Result of post-test in difference analysis between groups by Scheffe's grouping method. In case of the same letters, it means that there was no statistical significance between groups p<.05 level.

b: Result of post-test in difference analysis of clothing consumption value within group by Scheffe's grouping method.

3. Relationship between demographic variables and clothing consumption values

To determine the difference in the clothing consumption value based on demographic characteristics, a variance analysis (ANOVA) and post-test were performed. The result shows that, males showed no statistical significance in major and both male and female showed statistical significance in grade, place of growth, residence, clothing expenses <Tab. 9>, <Tab. 10>.

According to the result of the male's clothing consumption value, the group from Seoul living in the Kangnam area is comprised of upper grade students with high expenditure for clothing thought highly of the clothing consumption values except for

the functional value. This means that the rich group that has interest in fashion expends much money on clothing and cherishes the consumption values most except for the functional value.

<Tab. 9> Male's clothing consumption value based on demographic variables

value		variables	conditional social value	attractive appearance value	psychological value	functional value	epistemic value	fashion value
			Scheffe'	Scheffe'	Scheffe'	Scheffe'	Scheffe'	Scheffe'
total (n=335)			3.81	5.24	4.35	4.82	4.12	4.17
major	school of humanities		3.81	5.32	4.39	4.80	4.17	4.07
	school of science		3.82	5.16	4.31	4.83	4.06	4.28
	df		1	1	1	1	1	1
	F		0.01	2.15	0.45	0.09	0.57	2.41
grade	freshman		3.42(B)	4.99(A)	4.02(B)	4.95	3.88(B)	3.84(B)
	sophomore		3.84(AB)	5.27(A)	4.30(B)	4.70	4.18(B)	4.36(A)
	junior		3.93(AB)	5.30(A)	4.58(AB)	4.68	4.64(A)	4.07(AB)
	senior		4.11(A)	5.44(A)	4.73(A)	4.98	4.01(AB)	4.15(AB)
	df		3	3	3	3	3	3
	F		4.64**	2.62*	6.52***	2.47	3.14*	3.06*
place of growth	seoul city		4.05(A)	5.33	4.42	4.73	4.25(A)	4.36(A)
	big city		3.77(BA)	5.35	4.41	5.06	4.22(AB)	4.26(AB)
	medium & small city		3.50(B)	5.08	4.22	4.82	3.84(B)	3.86(B)
	df		2	2	2	2	2	2
	F		7.04***	2.28	1.38	2.37*	3.56*	5.15**
residence	kangnam area		4.25(A)	5.52(A)	4.63(A)	4.69(A)	4.55(A)	4.52(A)
	kangbook area		3.49(B)	5.02(B)	4.10(B)	4.92(A)	3.72(B)	3.89(B)
	the others		4.02(AB)	5.35(AB)	4.69(A)	4.61(A)	4.75(A)	4.36(AB)
	df		2	2	2	2	2	2
	F		17.45***	9.80***	11.67***	3.23*	21.96***	10.10***
average clothing expenses	less than 100,000won		3.24(C)	4.95(C)	4.04(C)	5.00(B)	3.68(C)	3.71(B)
	more than 100,000won-less than 200,000won		3.96(BC)	5.30(BC)	4.36(CB)	4.83(AB)	4.25(B)	4.35(AB)
	more than 200,000won-less than 400,000won		4.12(AB)	5.43(AB)	4.53(B)	4.51(A)	4.25(B)	4.41(A)
	more than 400,000 won		5.18(A)	5.96(A)	5.25(A)	4.47(A)	5.36(A)	5.02(A)
	df		3	3	3	3	3	3
	F		32.85***	10.69***	13.02***	5.93***	17.95***	13.21***

*p<.05 **p<.01 ***p<.001

Females showed statistical significance by major. The school of humanities cherished fashion value and attractive appearance value; the school of arts cherished conditional value and individuality value; the clothing & textile major group cherished psychological value, functional value and individuality expression value. By grade, lower grade students think highly of fashion value, conditional value and

<Tab. 10> Female's clothing consumption value based on demographic variables

value		variables	fashion value	attractive appearance value	psychological value	functional value	conditional value	individuality expression value.	social value
total (n=379)			4.10	4.92	5.69	5.30	4.89	4.42	4.72
major	school of humanities		4.31(A)	5.11(A)	5.77(A)	5.32	5.10(A)	4.41(AB)	4.77(AB)
	school of science		3.82(B)	4.67(B)	5.57(A)	5.29	4.49(B)	4.27(B)	4.51(B)
	school of arts		4.18(A)	4.98(A)	5.74(A)	5.29	5.14(A)	4.66(A)	4.94(A)
	df		2	2	2	2	2	2	2
	F		8.05***	10.11***	3.02*	0.08	19.82***	3.67*	4.05**
clothing major	clothing major		4.23	4.96	5.84(A)	5.45(A)	4.70	4.84(A)	4.88
	non-clothing major		4.03	4.88	5.61(B)	5.26(B)	4.83	4.11(B)	4.59
	df		1	1	1	1	1	1	1
	F		1.68	0.43	4.38*	4.49*	0.74	16.62***	3.13
grade	freshman		4.53(A)	5.06	5.86	4.99(B)	5.49(A)	4.78(A)	4.75
	sophomore		4.17(BA)	4.91	5.70	5.17(B)	4.87(B)	4.41(AB)	4.76
	junior		4.06(BA)	5.13	5.64	5.57(A)	4.95(AB)	4.59(AB)	4.92
	senior		3.90(B)	4.79	5.66	5.41(A)	4.69(B)	4.23(B)	4.56
	df		3	3	3	3	3	3	3
	F		3.96**	2.02	0.83	10.69***	7.18***	3.58**	1.62
place of growth	scoul city		4.19(A)	4.94(A)	5.78(A)	5.35(A)	4.94(A)	4.51(A)	4.88(A)
	big city		4.54(A)	5.13(A)	5.74(A)	5.09(B)	5.21(A)	4.79(A)	4.82(A)
	medium & small city		3.36(B)	4.59(B)	5.27(B)	5.30(A)	4.29(B)	3.73(B)	3.92(B)
	df		2	2	2	2	2	2	2
	F		24.86***	7.23***	14.00***	3.97*	17.09***	21.22***	22.61***
residence	kangnam area		4.36(A)	5.03	5.84(A)	5.26	5.02(A)	4.69(A)	4.93(A)
	the others		3.83(B)	4.81	5.53(B)	5.31	4.74(B)	4.14(B)	4.47(B)
	the others		4.29(A)	4.95	5.77(AB)	5.40	4.98(AB)	4.57(A)	4.89(AB)
	df		2	2	2	2	2	2	2
	F		11.18***	2.68	8.17***	0.89	3.90*	12.45***	7.58***
average clothing expenses perseason	less than 100,000won		3.16(C)	4.55(C)	5.18(C)	5.29	4.25(C)	3.71(C)	3.74(C)
	more than 100,000 won-less than 200,000won		4.04(B)	4.86(BC)	5.64(B)	5.23	4.84(B)	4.29(B)	4.72(B)
	more than 200,000 won-less than 300,000won		4.28(AB)	4.86(BC)	5.81(AB)	5.35	5.00(BA)	4.53(B)	4.93(A)
	more than 300,000 won-less than 500,000won		4.45(AB)	5.06(AB)	5.86(AB)	5.41	5.22(A)	4.60(B)	5.10(A)
	more than 500,000won		4.79(A)	5.42(A)	6.12(A)	5.30	5.27(A)	5.21(A)	5.23(A)
	df		4	4	4	4	4	4	4
	F		27.99***	9.69***	17.75***	0.91	13.61***	20.71***	23.25***

*p<.05 **p<.01 ***p<.001

individuality expression value, on the other hand, upper grade students cherished the functional value. The differences resulting from grades support previous findings that showed value differences by age.

The consumers from Seoul living in the Kangnam area who spend much money on clothing thought highly of the clothing consumption value. This result is closely related to findings of preceding studies(Lee, 1998; Park, 1998) that the economic factor is a critical variable in the product recognition structure and product evaluation process. Many Researchers in the field of consumer behavior have demonstrated the fact that values are variables having an influence on consumers selection of a product, their intention and their purchase behavior, through theoretical and demonstrative research on values.

V. Conclusion & Suggestions

The purpose of this study was to demonstrate that the clothing consumption value is a useful variable in explaining consumer behavior by determining the relationship between clothing consumption value and consumer characteristics variables.

The conclusions of this study are as follows:

First, the consumption value proved to be statistically significant in distinguishing between two groups based on fashion leadership as a prediction variable in both male and female cases. This result reflects the fact that the male fashion leadership group cherishes social evaluation and circumstantial pertinence, on the other hand, the female fashion leadership group thinks highly of the fashion factors such as novelty, fashion and assimilation pursuit.

Second, the analysis result of the relationship between clothing consumption value and social class shows that upper class group thinks highly of the overall consumption values excluding the functional value. This result means that socio-economic factors play a critical role in clothing choice.

Third, as for the difference in the clothing consumption value based on demographic characteristics, the results show that there is no statistical significance by major in males. But there is statistical significance by grade, place of residence and clothing expenses in both male and female. Comparing this result with findings by Park(1988) that suggested that there exists no statistical relationship between clothing-related groups and demographic variables, clothing consumption value is an important variable in explaining the market characteristics based on the demographic variables.

Marketing strategies based on these research results can be suggested as follows:

As two fashion leading groups, males show a clear tendency to put emphasis on situational social values, while females on fashion values in selection of clothes. Accordingly, in making advertisements targeting fashion leaders as a major market, it will be effective to use messages related to social evaluation and situational propriety in the case of male clothes, while messages emphasizing novelty and fashions will be effective in the case of female clothes.

Also, proper use of clothing consumption values in advertisements may stimulate consumers' responses which will form their representative attitudes. For example, functional or psychological values can be used in production of advertisements aiming to stimulate cognitive responses or emotional responses respectively. Elsewhere, factors of clothing consumption values such as assimilation in reference groups and outward attractiveness can also be used as the source of information to increase communication effects.

Different consumption values can be effectively utilized for people in different social-class in selection of target customers and establishment of marketing strategies for people, i.e. appealing to psychological values for upper-class males, functional values for lower-class males, and values on outward attractiveness and functions for all kinds of females. As for younger students, the fact that they think highly of their peers' approval and will choose fashion values should be considered. As for older students, it appears they think highly of functional values including the quality of clothes. The students growing up in large cities including Seoul (especially those living in Kangnam of Seoul) and spending more money on clothes appear to think highly of all values. The students growing up in small towns (and those living in Kangbuk of Seoul) and spending less money on clothes appear to think highly of practicality and functionality of clothes. These results can be considered in development of clothing and establishing brand concept.

Also, in the model of consumers' behavior of purchasing (Belk, 1975) that consists of situations, products and consumers' interactions, consumption values are related to the factors of products and situations and can be said to influence purchasing activities through consumers' interactions. That is to say, specific attributions of products and their benefits should also be taken into account as the consumption values for more integrated and rational approach to purchasing behavior.

Therefore, it can be said that the clothing consumption value is closely related with individual psychological factors, and clothing consumption value is deemed a useful value in explaining and predicting consumer behavior.

Considering this fact, suggestions for follow-up studies are as follows:

First, a more comprehensive and rational consumer behavior theory could be constructed by integrating consumption value into the consumer's consumption behavior model.

Second, marketing strategies including product development, target consumer selection, and advertisement message preparation could be presented by determining the effect of clothing consumption value on the consumer's choice behavior.

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