A Study on the Suits Purchasing Conditions of the Chinese Men

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Abstract

The purposes of this study is to supply information on the most common and generalized purchasing conditions of suits in China by surveying male customers from Beijing, Shanghai, Dalian, Tianjin, Harbin and Guangzhou with ages from 20's to 40's. Statistic data from the questionnaire was analyzed by SPSS 10.0 for windows and the analyzing method was processed by descriptive statistics, cross analysis and dispersed analysis and for verifying similarities, t-test and χ^2-test were used.

The results could be summarized as follows;

First, Purchasing places for suits were stores specializing in men's wear, department stores and reasons for purchasing suits were 'For business' and 'Change of season'.

Two, for purchasing information provider, television worked as the key source of providing purchasing information and outdoor advertisement, for main influence of purchasing, the consumers answered that they are the key decision makers and replied their wife or girlfriend's opinion as the answer.

Three, for number of suits in possession, answered three suits followed by more than five suits and for the purchasing period, the consumers chose one suit per year or every 6month.

Four, according to the questionnaire on prices, colors, fabrics and styles of suits they buy, the consumers pay between 1,000 and 1,999RMB per suit and for the colors, black, dark gray and deep blue. For the choice of fabrics, said pure wool. For the styles of the suits, answered single three buttons.

Five, the result from a question on the level of satisfaction shows 'satisfied', 'average' and 'very satisfied' with the purchase.

I. Introduction

As the 21st century's information era begins, world economy becomes a combined market where barriers of trade, investment, and capital movement of each country are breaking down and as a result of this trend, fashion companies are trying to obtain ascendancy over other competitive companies and also seek the maximum profit by employing the global management.

After Korea signed a treaty of amity with China and interactions of the two nations became very active, in 1996, Korea's actual textiles exports to China made 20.1% of the total export. However, for many years, investments of Korean textile companies were focused on establishing production sites where companies pay low

wages to local workers and limited to the middle material exportations that China became a place for clearance of the goods in stock and this resulted in losing credits of Korean goods produced in China. Although Korea could take geographical and cultural advantages, lack of understanding Chinese system, custom and cultural differences lead to a failure of building a successful market for fashion industry.

This study builds a firm basic ground by studying male men's wear consumers in China who differ by age groups and regions in cultural aspects, spending styles and physical appearances. Korean textiles companies who are seeking for a way to inroad efficiently into domestic market in China will be given various of related scientific and systematic information from this study which combined results from the basic study with customer favored market strategy for developing textile products. And it will be a meaningful study for providing basic knowledge which can be put to practical use for major fashion firms. It is possible to supply information on the most common and generalized purchasing conditions of suits in China by surveying male customers from Beijing, Shanghai, Dalian, Tianjin, Harbin and Guangzhou with ages from 20's to 40's. This will enable to the researchers of China related studies and to manufacture high quality well fitting suits for exporting to China.

II. Method and procedures of Study

1. Target Consumers of Study

A questionnaire survey was administered to 863 grown-up males in Beijing, Shanghai, Dalian, Tianjin, Harbin, and Guangzhou who were selected by applying simple random sampling. It was conducted from July 1, 2000 to July 31, 2000.

2. Contents of Study

The questionnaire was to learn purchasing styles of the target males men's wear consumers and that are structured as follows. Contents of the questionnaire were referred to other related studies.

1) General Background Factors of Target Consumers

Basic backgrounds of the target males were divided into 5 sections: age, region, occupation, income and marital status.

2) Suit Purchasing Conditions of Target Consumers

10 different data were used to analyse the male men's wear consumers purchasing conditions. They were purchasing place, purchasing information provider, purchasing motive, possessed suit amount, purchasing period, purchasing price, purchasing fabric, purchasing color, purchasing style and level of satisfaction after purchasing the suit.

3. Management of Data and Analysing Method

Statistic data from the questionnaire was analyzed by SPSS 10.0 for windows and the analyzing method was processed by descriptive statistics, cross analysis and dispersed analysis and for verifying similarities, t-test and χ^2-test were used. Results and discussions of study were focused on the similarities.

III. Results and Discussion

1. Distribution of General Background Factors

Distribution of general background factors of the consumers were on <Table 1>.

36.1% of the total targeted male consumers for the questionnaire were in twenties whom held a large majority, 34.3% of them were in thirties and consumers in forties and over were 29.4% of the total. For the region, Shanghai held the majority, 37.8% of the total and Beijing, Harbin and Dalian came in order. Company employees and government employees were 56.8% and 12.8%. Consumers who earns more than 2,000RMB and less than 4,000RMB per month were 35.2% 63.8% were married and 36.2% were single.

2. Purchasing Conditions

1) Purchasing Place

Purchasing places for suits <Table 2> were stores specializing in men's wear(48%) and department stores(46.3%). Purchasing places depending on income and regions showed that the high-income earners preferred the specialized stores and percentage of them buying suits from a market place came out low. Consumers from Beijing and Harbin preferred to buy suits from department stores and Shanghai, Dalian and Guangzhou's consumers preferred the specialized stores.

2) Purchasing Reasons

Two main reasons for purchasing suits <Table 3> were 'For business' (37.4%) and 'Change of season' (30.2%). Sorting by age, income and

<Table 1> Distribution of General Background Factors

factors	statistics	n	percent
age	20's	275	36.1
	30's	262	34.3
	more than 40's	224	29.4
	total	761	100.0
region	Beijing	168	24.7
	Shanghai	257	37.8
	Dalian	79	11.6
	Tianjin	9	1.3
	Harbin	106	15.6
	Guangzhou	60	8.8
	total	679	100.0
occupation	students	42	6.4
	government employees	84	12.8
	Company employees	373	56.8
	special branch employees	63	9.6
	technique part employees	14	2.1
	produce part employees	22	3.3
	sales/service part employees	14	2.1
	freelancers	8	1.2
	masters of enterprise	16	2.4
	the others	21	3.2
	total	657	100.0
income	less than 2,000RMB	126	18.8
	more than 2,000RMB - less than 4,000RMB	236	35.2
	more than 4,000RMB - less than 6,000RMB	123	18.3
	more than 6,000RMB - less than 10,000RMB	112	16.7
	more than10,000RMB	74	11.0
	total	671	100.0
marital status	married	419	63.8
	single	238	36.2
	total	657	100.0

regions, consumers in his forties and over chose the latter reason for buying the suit and high percentage of the age group of twenties bought suits for national holidays. The main reason for

<Table 2> Purchasing Place

n(%)

factor	place	department stores	specialized stores	stores	total	χ^2-test
income	less than 2,000RMB	63(46.3)	60(44.1)	13(9.6)	136(100.0)	χ^2=27.45** df=8
	more than 2,000RMB - less than 4,000RMB	106(44.7)	111(46.8)	20(8.4)	237(100.0)	
	more than 4,000RMB - less than 6,000RMB	62(48.8)	65(51.2)	0(0.0)	127(100.0)	
	more than 6,000RMB - less than 10,000RMB	61(53.5)	51(44.7)	2(1.8)	114(100.0)	
	more than 10,000RMB	24(31.2)	49(63.6)	4(5.2)	77(100.0)	
region	Beijing,	92(53.2)	64(37.0)	17(9.8)	173(100.0)	χ^2=25.84** df=10
	Shanghai	119(44.6)	141(52.8)	7(2.6)	267(100.0)	
	Dalian	42(44.2)	48(50.5)	5(5.3)	95(100.0)	
	Tianjin	3(50.0)	3(50.0)	0(0.0)	6(100.0)	
	Harbin	51(50.5)	43(42.6)	7(6.9)	101(100.0)	
	Guangzhou	17(29.3)	37(63.8)	4(6.9)	58(100.0)	
total		324(46.3)	336(48.0)	40(5.7)	700(100.0)	

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

<Table 3> Purchasing Reasons

n(%)

factor	reason	event	business	national holiday	change of season	the others	total	χ^2-test
age	20's	12(5.0)	92(38.0)	31(12.8)	58(24.0)	49(20.0)	242(100.0)	χ^2=18.55* df=8
	30's	18(7.4)	93(38.3)	13(5.3)	76(31.3)	43(17.7)	243(100.0)	
	more than 40's	10(5.0)	70(35.0)	15(7.5)	75(37.5)	30(15.0)	200(100.0)	
income	less than 2,000RMB	9(6.9)	35(26.9)	16(12.3)	48(36.9)	22(16.9)	130(100.0)	χ^2=51.85*** df=16
	more than 2,000RMB - less than 4,000RMB	16(6.8)	72(30.6)	29(12.3)	79(33.6)	39(16.6)	235(100.0)	
	more than 4,000RMB - less than 6,000RMB	12(9.2)	51(39.2)	8(6.2)	36(27.7)	23(17.7)	130(100.0)	
	more than 6,000RMB - less than 10,000RMB	2(1.7)	64(55.2)	4(3.4)	29(25.0)	17(14.7)	116(100.0)	
	more than10,000RMB	1(1.3)	36(47.4)	3(3.9)	15(19.7)	21(27.6)	76(100.0)	
region	Beijing,	6(3.4)	84(48.3)	7(4.0)	50(28.7)	27(15.5)	174(100.0)	χ^2=55.92*** df=20
	Shanghai	17(6.4)	101(38.0)	26(9.8)	76(28.6)	46(17.3)	266(100.0)	
	Dalian	12(13.5)	21(23.6)	7(7.9)	37(41.6)	12(13.5)	89(100.0)	
	Tianjin	0(0.0)	2(25.0)	1(12.5)	2(25.0)	3(37.5)	8(100.0)	
	Harbin	4(4.0)	29(29.0)	14(14.0)	36(36.0)	17(17.0)	100(100.0)	
	Guangzhou	1(1.7)	23(39.7)	5(8.6)	9(15.5)	20(34.5)	58(100.0)	
total		40(5.8)	260(37.4)	60(8.6)	210(30.2)	125(18.0)	695(100.0)	

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

consumers with high-income to buy suits was for his business rather than for seasonal changes and the consumers who bought suits for seasonal changes were mostly low-income

<Table 4> Purchasing Information Provider

n(%)

factor	information provider	TV	news paper	magazine news paper	clothing magazine	clothing advertisement	outdoor	D.M.	internet	the others	total	χ²-test
age	20's	74(28.2)	15(5.7)	28(10.7)	5(1.9)	31(11.8)	43(16.4)	3(1.1)	3(1.1)	60(22.9)	262(100.0)	χ²=31.92* df=16
	30's	68(27.0)	23(9.1)	25(9.9)	7(2.8)	23(9.1)	32(12.7)	4(1.6)	4(1.6)	66(26.2)	252(100.0)	
	more than 40's	58(27.2)	15(7.0)	9(4.2)	12(5.6)	10(4.7)	31(14.6)	4(1.9)	0(0.0)	74(34.7)	213(100.0)	
income	less than 2,000RMB	44(30.3)	13(9.0)	16(11.0)	6(4.1)	7(4.8)	23(15.9)	2(1.4)	0(0.0)	34(23.4)	145(100.0)	χ²=59.00** df=32
	more than 2,000RMB - less than 4,000RMB	82(31.5)	16(6.2)	19(7.3)	12(4.6)	16(6.2)	41(15.8)	1(0.4)	1(0.4)	72(27.7)	260(100.0)	
	more than 4,000RMB - less than 6,000RMB	33(24.1)	7(5.1)	6(4.4)	2(1.5)	17(12.4)	20(14.6)	6(4.4)	1(0.7)	45(32.8)	137(100.0)	
	more than 6,000RMB - less than 10,000RMB	19(17.0)	12(10.7)	11(9.8)	2(1.8)	13(11.6)	18(16.1)	1(0.9)	3(2.7)	33(29.5)	112(100.0)	
	more than10,000RMB	23(28.8)	5(6.3)	13(16.3)	3(3.8)	10(12.5)	5(6.3)	1(1.3)	2(2.5)	18(22.5)	80(100.0)	
region	Beijing,	41(22.7)	13(7.2)	12(6.6)	9(5.0)	17(9.4)	25(13.8)	3(1.7)	1(0.6)	60(33.1)	181(100.0)	χ²=90.08*** df=40
	Shanghai	69(25.1)	15(5.5)	23(8.4)	6(2.2)	27(9.8)	48(17.5)	3(1.1)	1(0.4)	83(30.2)	275(100.0)	
	Dalian	33(33.0)	11(11.0)	7(7.0)	6(6.0)	9(9.0)	7(7.0)	1(1.0)	1(1.0)	25(25.0)	100(100.0)	
	Tianjin	3(33.3)	0(0.0)	0(0.0)	0(0.0)	1(11.1)	2(22.2)	0(0.0)	0(0.0)	3(33.3)	9(100.0)	
	Harbin	38(33.0)	8(7.0)	10(8.7)	1(0.9)	1(0.9)	22(19.1)	3(2.6)	0(0.0)	32(27.8)	117(100.0)	
	Guangzhou	18(29.5)	6(9.8)	13(21.3)	3(4.9)	9(14.8)	5(8.2)	1(1.6)	4(6.6)	2(3.3)	61(100.0)	
	total	202(27.3)	53(7.2)	65(8.8)	25(3.4)	64(8.6)	109(14.7)	11(1.5)	7(0.9)	205(27.7)	741(100.0)	

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

earners. Consumers from Beijing, Shanghai and Guangzhou answered business for the reason and consumers from Dalian and Harbin bought suits for seasonal changes.

3) Purchasing Information Provider

For purchasing information provider <Table 4>, television worked as the key source of providing purchasing information and outdoor advertisement (14.7%), general magazines (8.8%) and Fashion magazines took the second, third and fourth places respectively. Looking at by age, income and regions, for low-income earners, compared to newspapers, magazines were more frequently used for obtaining purchasing information. High-income earners used fashion magazines rather than using general magazines and consumers from Guangzhou preferred using magazines (21.3%, 14.8%) to outdoor advertisement (8.2%) for the information.

4) Main Influence of Purchasing

For main influence of purchasing <Table 5>, 58.9% of the consumers answered that they are the key decision makers and 26.1% of them replied their wife or girlfriend's opinion as the answer.

Looking at by age and regions, the consumers in his twenties made his own decisions when it comes to buying a suit. Compared to the age group of twenties, consumers in his thirties and forties were more affected by wife or girlfriend's opinion when buying a suit. The questionnaire showed that regardless of where they came from, percentage of making own decisions was the highest of all other influences. However, it also shows that the consumers from Shanghai and Guangzhou still considered wife or girlfriend's opinion as much as their own.

5) Number of Suits In Possession

For number of suits in possession <Table 6>, 24.6% answered three suits followed by more than five suits (22.3%) and four suits (21.6%).

Looking at by age, income and regions, high percentage of the consumers in twenties had two

<Table 5> Main Influence of Purchasing
n(%)

	main Influence factor	I	wife or girlfriend	salesman	friend or companion	parents	adver- tising	the others	total	χ^2-test
age	20's	166(61.7)	42(15.6)	7(2.6)	29(10.8)	15(5.6)	3(1.1)	7(2.6)	269(100.0)	χ^2=43.13*** df=12
	30's	154(59.5)	80(30.9)	3(1.2)	11(4.2)	3(1.2)	3(1.2)	5(1.9)	259(100.0)	
	more than 40's	120(55.0)	71(32.6)	2(0.9)	12(5.5)	5(2.3)	6(2.8)	2(0.9)	218(100.0)	
region	Beijing,	121(64.0)	40(21.2)	2(1.1)	16(8.5)	4(2.1)	3(1.6)	3(1.6)	189(100.0)	χ^2=51.98** df=30
	Shanghai	164(58.6)	90(32.1)	2(0.7)	14(5.0)	7(2.5)	2(0.7)	1(0.4)	280(100.0)	
	Dalian	58(55.8)	21(20.2)	4(3.8)	11(10.6)	4(3.8)	2(1.9)	4(3.8)	104(100.0)	
	Tianjin	7(77.8)	2(22.2)	0(0.0)	0(0.0)	0(0.0)	0(0.0)	0(0.0)	9(100.0)	
	Harbin	70(59.8)	25(21.4)	2(1.7)	4(3.4)	9(7.7)	4(3.4)	3(2.6)	117(100.0)	
	Guangzhou	28(45.9)	20(32.8)	2(3.3)	7(11.5)	0(0.0)	1(1.6)	3(4.9)	61(100.0)	
total		448(58.9)	198(26.1)	12(1.6)	52(6.8)	24(3.2)	12(1.6)	14(1.8)	760(100.0)	

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

<Table 6> Number of Suits In Possession

n(%)

factor	number of suits	nothing	1	2	3	4	more than 5	total	χ^2-test
age	20's	18(6.7)	41(15.2)	67(24.8)	60(22.2)	47(17.4)	37(13.7)	270(100.0)	χ^2=73.96*** df=10
	30's	1(0.4)	9(3.5)	43(16.8)	67(26.2)	58(22.7)	78(30.5)	256(100.0)	
	more than 40's	1(0.5)	14(6.4)	39(17.8)	57(26.0)	55(25.1)	53(24.2)	219(100.0)	
income	less than2,000RMB	7(4.7)	33(22.1)	33(22.1)	36(24.2)	16(10.7)	24(16.1)	149(100.0)	
	more than 2,000RMB - less than 4,000RMB	10(3.8)	20(7.6)	74(28.2)	64(24.4)	53(20.2)	41(15.6)	262(100.0)	χ^2=143.16*** df=20
	more than 4,000RMB - less than 6,000RMB	5(3.6)	4(2.9)	27(19.3)	37(26.4)	38(27.1)	29(20.7)	140(100.0)	
	more than 6,000RMB - less than 10,000RMB	1(0.8)	3(2.5)	14(11.9)	33(28.0)	37(31.4)	30(25.4)	118(100.0)	
	more than10,000RMB	0(0.0)	4(5.0)	3(3.8)	11(13.8)	17(21.3)	45(56.3)	80(100.0)	
region	Beijing,	7(3.7)	29(15.3)	40(21.1)	48(25.3)	35(18.4)	31(16.3)	190(100.0)	
	Shanghai	5(1.8)	18(6.4)	50(17.9)	69(24.6)	74(26.4)	64(22.9)	280(100.0)	
	Dalian	1(1.0)	6(5.9)	21(20.8)	29(28.7)	18(17.8)	26(25.7)	101(100.0)	χ^2=87.42*** df=25
	Tianjin	1(11.1)	0(0.0)	4(44.4)	0(0.0)	2(22.2)	2(22.2)	9(100.0)	
	Harbin	8(6.8)	10(8.5)	35(29.7)	31(26.3)	19(16.1)	15(12.7)	118(100.0)	
	Guangzhou	1(1.6)	1(1.6)	2(3.3)	10(16.4)	16(26.2)	31(50.8)	61(100.0)	
total		23(3.0)	64(8.4)	152(20.0)	187(24.6)	164(21.6)	169(22.3)	759(100.0)	

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

<Table 7> Purchasing Period

n(%)

factor	period	3 month	6 month	1 year	18month	2 year	3 year	the others	total	χ^2-test
age	20's	42(15.9)	66(25.0)	71(26.9)	15(5.7)	22(8.3)	8(3.0)	40(15.2)	264(100.0)	χ^2=43.33*** df=12
	30's	47(18.3)	73(28.4)	74(28.8)	18(7.0)	16(6.2)	7(2.7)	22(8.6)	257(100.0)	
	more than 40's	21(9.7)	41(19.0)	73(33.8)	17(7.9)	25(11.6)	23(10.6)	16(7.4)	216(100.0)	
income	less than2000RMB	15(10.3)	32(21.9)	43(29.5)	11(7.5)	13(8.9)	12(8.2)	20(13.7)	146(100.0)	
	more than 2000RMB - less than 4000RMB	38(14.6)	64(24.6)	74(28.5)	23(8.8)	18(6.9)	17(6.5)	26(10.0)	260(100.0)	
	more than 4000RMB - less than 6000RMB	19(13.8)	32(23.2)	48(34.8)	10(7.2)	14(10.1)	4(2.9)	11(8.0)	138(100.0)	χ^2=43.74*** df=24
	more than 6000RMB - less than 10000RMB	12(10.3)	36(30.8)	34(29.1)	4(3.4)	13(11.1)	3(2.6)	15(12.8)	117(100.0)	
	more than10000RMB	24(30.4)	23(29.1)	19(24.1)	2(2.5)	5(6.3)	1(1.3)	5(6.3)	79(100.0)	
region	Beijing,	11(5.9)	34(18.1)	62(33.0)	15(8.0)	25(13.3)	13(6.9)	28(14.9)	188(100.0)	
	Shanghai	34(12.1)	79(28.2)	97(34.6)	16(5.7)	19(6.8)	15(5.4)	20(7.1)	280(100.0)	
	Dalian	29(28.7)	22(21.8)	19(18.8)	12(11.9)	5(5.0)	3(3.0)	11(10.9)	101(100.0)	χ^2=94.20*** df=30
	Tianjin	0(0.0)	1(11.1)	4(44.4)	0(0.0)	1(11.1)	1(11.1)	2(22.2)	9(100.0)	
	Harbin	17(15.0)	28(24.8)	30(26.5)	7(6.2)	1(9.7)	5(4.4)	15(13.3)	113(100.0)	
	Guangzhou	19(32.2)	24(40.7)	8(13.6)	1(1.7)	2(3.4)	1(1.7)	4(6.8)	59(100.0)	
total		110(14.7)	188(25.1)	220(29.3)	51(6.8)	63(8.4)	38(5.1)	80(10.7)	750(100.0)	

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

or three suits and in thirties and over had three or four suits in his possession. This indicates that the number of suits increased proportionally to the year they were at work and the income they earn. Except for the consumers from Tianjin and Harbin, percentage of having three suits was the highest for other four cities.

6) Purchasing Period

For the purchasing period <Table 7>, 29.3% and 25.1% of the consumers chose one suit per year or every 6month for their answer and 14.7% of the consumers buy suits in every 3month.

Looking at by age, income and regions, compared to the age group of twenties and thirties, the percentage of buying a suit in every two or three years was high for the age group of forties. The percentage of buying a suit in every three or six month was high for high-income earners. The consumers from Dalian and Guangzhou buy suits more frequently than from other cities.

7) Purchasing Prices · Colors · Fabrics · Styles

According to the questionnaire on prices, colors, fabrics and styles of suits they buy <Table 8>, 30.9% of the consumers pay between 1000 and 1999RMB per suit and 23.7% of them pay between 2000 and 3999RMB. 23.2% answered that they pay between 500 and 999RMB for a suit. For the colors, black (20.6%), dark gray (16.9%) and deep blue (16.2%) came the first, second and third respectively. It shows that the customers prefer to buy suits with heavy colors. For the choice of fabrics, 65.0% said pure wool and 33.9% of them preferred blended spinning for their suits. For the styles of the suits, 43.0%of them answered single three buttons, 22.9% preferred single two buttons and 18.1%

<Table 8> Purchasing Prices · Colors · Fabrics · Styles

classification		n	%
prices	less than 500RMB	107	16.4
	500RMB-999RMB	152	23.2
	1,000RMB-1,999RMB	202	30.9
	2,000RMB-3,999RMB	155	23.7
	more than 4,000RMB	38	5.8
colors	black	145	20.6
	dark grey	119	16.9
	grey	48	6.8
	light grey	71	10.1
	deep blue	114	16.2
	blue	26	3.7
	light blue	23	3.3
	beige	49	7.0
	dark brown	16	2.3
	brown	24	3.4
	khaki	36	5.1
	the others	34	4.8
fabrics	pure wool	428	61.5
	blended spinning	236	33.9
	synthetic fiber	32	4.6
styles	single two buttons,	148	22.9
	single three buttons	280	43.3
	single four buttons	117	18.1
	single six buttons,	31	4.8
	the others	71	11.0

answered single four buttons.

8) Level of satisfaction after purchasing.

The result from a question on the level of

<Table 9> Level of satisfaction after purchasing

classification	number(n)	percent(%)
very satisfied	86	12.0
satisfied	421	59.3
average	201	28.3
very dissatisfied	2	0.3
total	710	100.0

satisfaction <Table 9> shows that 59.3% of them were 'satisfied', 28.0% answered 'average' and 12.0% were 'very satisfied' with the purchase. This result indicates that most of the grown-up male consumers in China are satisfied with ready-to-wear suits.

IV. Conclusion and Recommendations

The purposes of this study is to supply information on the most common and generalized purchasing conditions of suits in China by surveying male customers from Beijing, Shanghai, Dalian, Tianjin, Harbin and Guangzhou with ages from 20's to 40's and is to manufacture high quality well fitting suits for exporting to China

The results could be summarized as follows;

1. Purchasing places depending on income and regions showed that the high-income earners preferred the specialized stores and percentage of them buying suits from a market place came out low. Consumers from Beijing and Harbin preferred to buy suits from department stores and Shanghai, Dalian and Guangzhou's consumers preferred the specialized stores.

2. Sorting by age, income and regions, consumers in his forties and over chose the latter reason for buying the suit and high percentage of the age group of twenties buy suits for national holidays. The main reason for consumers with high-income to buy suits was for his business rather than for seasonal changes and the consumers who buy suits for seasonal changes were mostly low-income earners. Consumers from Beijing, Shanghai and Guangzhou answered business for the reason and consumers from Dalian and Harbin buy suits for seasonal changes.

3. Looking at by age, income and regions, for low-income earners, compared to newspapers, magazines were more frequently used for obtaining purchasing information. High-income earners used fashion magazines rather than using general magazines and consumers from Guangzhou preferred using magazines to outdoor advertisement for the information.

4. Looking at by age and regions, the consumers in his twenties made his own decisions when it comes to buying a suit. Compared to the age group of twenties, consumers in his thirties and forties were more affected by wife or girlfriend's opinion when buying a suit. The questionnaire showed that regardless of where they came from, percentage of making own decisions was the highest of all other influences. However, it also shows that the consumers from Shanghai and Guangzhou still considered wife or girlfriend's opinion as much as their own.

5. Looking at by age, income and regions, high percentage of the consumers in twenties had two or three suits and in thirties and over had three or four suits in his possession. This indicates that the number of suits increased proportionally to the year they were at work and the income they earn. Except for the consumers from Tianjin and harbin, percentage of having three suits was the highest for other four cities.

6. Looking at by age, income and regions, compared to the age group of twenties and thirties, the percentage of buying a suit in every two or three years was high for the age group of forties. The percentage of buying a suit in every three or six month was high for high-income earners. The consumers from Dalian and Guangzhou buy suits more frequently than from other cities.

7. According to the questionnaire on prices, colors, fabrics and styles of suits they buy consumers pay between 1,000 and 1,999RMB per suit. It shows that the customers prefer to buy suits with heavy colors. For the choice of fabrics, preferred pure wool for their suits. For the styles of the suits, they answered single three buttons.

8. This result indicates that most of the grown-up male consumers in China are satisfied with ready-to-wear suits.

In this study, It is possible to supply information on the most common and generalized purchasing conditions of suits in China, and will enable to manufacture high quality well fitting suits for exporting to China.

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