The Difference of Price Zone Evaluation According to Type of Consumer and Purchasing Behavior

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Abstract : This study examines whether there are differences in consumer's evaluation price zone on the clothing clue (the type of clothing, brand, time of fashion, place of origin, material, submaterial, place for sale) according to consumer purchasing behavior. Therefore the ultimate goal is to offer help in fixing price when establishing marketing of the clothing industry by grasping the actual price set by consumers under the IMF system.

The female consumers of 20s and 30s were chosen as study subjects for their sensitivity to the purchase of clothing. The tests carried out in this research are: SPSS/PC+ is used for frequency Analysis. The Results of this study are showed as the following: It was analyzed that 4 types of consumer are the reasonable consumption oriented consumer, fashion oriented consumer, the no care of fashion consumer and high price oriented consumer Among the several kinds such as the type of clothing, brand, time of fashion, place of origin, material, submaterial, place for sale, only on the type of clothing , there are difference in the type of the consumers, on the time of buying clothes, in the behavior of buying clothes and also on the degree of fashion and the place of origin among such kinds.

Key words : price zone, consumer's type, price evaluation, clothing goods clue

INTRODUCTION

Recently, the propensity of consume has been extremely constrained and this in turn has led to depressed consumption. First of all, this new situation discouraged people from buying clothes. As a result, the selling quantity of clothing maker dropped rapidly, the inventory increased, and the selling quantity decreased rapidly. Fashion retailer show the strategy of price reduction to be in the danger of multiple bankruptcies. However, even with all kinds of price reduction, consumers do not pursue and so the price competi-tion functions in greatly inducing consumerism.

Therefore, we see that the word "It is cheap" no longer suffices as a good business for setting such items. Namely, we expect that a great perceiving change will result in spite of little change in the consumption rate so far, a great change in people's conception about the market is beginning to take place.

Therefore, those who are in charge of marketing in clothing makers must grasp what the core and periphery value of consumer is in detail and research the price policy conducive to increasing consumerism.

As a current researches on the price, most of them fall under the data collected in the research on quality discrepancy in general goods for consumer. The research on the price of clothing goods is completed, but, most themes in this research are too broad. This research method is not only inadequate in itself, but it is also not appropriate to apply the price setting for clothing goods.

Therefore, this research attempts to assist the price strategy that works according to the consumer's standard how the discrepancy between top price, reasonable price, bottom price is made, in which the consumer fixes a price according to clothing behavior, consumer type and purchasing behavior of clothing to present the real price, not the producer.

LITERATURE REVIEW

Reference Prices

Although reference price formation in the presence of seller-provided price claims remains to be completely understood, several insights can be drawn from the literature.

Theoretical discussions of the effects of sellers' price claims (Biswas & Blair, 1991; Urbany *et al.*, 1988) generally involve comparative assessments of the claims relative to some internal standard. Generally referred to as the internal reference price, this standard is known to have a consistent and significant impact on consumer demand, (Kalyanaram & Winer, 1995). A number of

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empirical investigations have focused on how internal reference prices are formed and the role they play in consumer choice (Kalwani *et al* ; Kalyanaram and Little, 1994; Lattin & Bucklin, 1989; Putler, 1992). Recently, some authors have called for a broader construal of reference prices that includes bothinternal and external standards (Mayhew & Winer, 1992; Rajendran & Tellis, 1994).

Internal standards are viewed as resulting from past exposure to prices and exteranl standards are based on price information presented at the point of purchase. While the underlying assumptions pertaining to the formation of internal reference prices vary across the studies, they all share the view that internal standards are influenced by prices encountered previously and that such standards can change as a result of exposure to new information

A stream of experimental research in this area also supports this dynamic view of internal reference prices (Biswas & Blair, 1991; Lichtenstein *et al.*, 1991; Urbany *et al.*, 1988).

Central to theoretical explanations of the effects of sellers' price claims is the notion that, unless a claim is completely rejected, buyers' price beliefs are somehow altered by the claim. One such price belief, normal price estimate, relates to buyers, estimates of the "prices normally charged by retailers when the product is not on special" (Urbany & Dickson, 1991). Although more complex characterizations of internal reference prices have been offered (Klein & Oglethorpe, 1987; Winer, 1988), Urbany and Dickson (1991) have argued that it is reasonable to equate buyers' market-level normal price estimates with buyers' internal reference prices.

It remains unclear how well they actually correspond, but examining buyers' normal price estimation does provide on opportunity to study how buyers update their price beliefs specifically, how buyers' new Price beliefs are influenced by sellers, price claims and prior price beliefs. Guided by these considerations, the present research effort focused on how buyers form normal price estimates and the factors influencing the resulting estimates.

Normal Price Estimation

The models proposed by Urbany *et al.* (1988) and Biswas and Blair (1991) are useful for understanding consumer normal price estimation. Guided by adaptation level theory (Helson, 1964) and assimilation contrast theory (Sherif & Hovland, 1961), both conceptualizations posit that buyers' internal reference prices are generally displaced in the direction of the reference price claims. The magnitude and direction of the resulting displace-

ment may be determined by Comparing the reference price claim with one or more prices from the range comprising buyer' internal price standards (Klein & Oglethorpe, 1987; Winer, 1988). It has been suggested that the specific prices buyers use to evaluate a reference price claim may depend on prices paid in the past, prices considered typical, or prices buyers wish to pay (Klein & Oglethorpe, 1987). However, buyers' ability to recall prices is generally poor (Dickson & Sawyer, 1990), a1d recalling Prices necessitates at least some cognitive effort. Thus, in general, it is reasonable to expect buyers to display a tendency to rely more on the reference price claims that are readily accessible in the normal price estimation task than on prior price beliefs that may be accessible less readily (Feldman & Lynch, 1988).

METHOD AND PROCEDURE

Characteristics of samples

The characteristics of samples in this study consists mostly of women consumer (24-26 years), Education level is made of people (39.7%) having a college degree. Occupation is mostly students (112 numbers). Household income a month is 2,000,000-2,990,000 Won as usual. Spending money a month is 200,000-290,000 Won, cloth payment a month is 60,000-100,000 Won. Residence is Soo Sung-Ku, the type of residence is APT, household size is 4-5 members, and religion is non-religion.

The item of research object

It was presented actual goods and photos to overcome the problem of an current research which explained the object goods by words and photo. The experimentation stimulus used in this research is very cordial and popular to customers; it is made up of 100% wool of black beige jacket.

To examine the discrepancy of price appropriation classified by origin, brand, material, It was removed perfectly all clues which links to knowledge about the original brand of jacket for this experimentation and used it in experimentation after un/sticking the label marking brand, original, material with adhesive tape.

It was used a real button in order to give the reality about chosen button as a sub-material clue.

Questionnaire and variables measured

Through the 1st and 2nd step of the preliminary examination, the formation content of the questionnaire was made to comply with the research content on the basis of my precedence research about variable prices. The questionnaire consist of about 4 parts, which are the peculiar change of the popularity statistic (10 questions), questions

of clothing behavior (35 questions), questions about clothing pursuing (5 questions) and questions for clue of cloth goods (162 questions). The questionnaire were made through the preliminary examination which consists of three steps.

In the first preliminary exam, It was dialogued with 20 preliminary interviewees directly to make objective sheets on the ground of the interview result and the sheets about the current price. After completing of the preliminary questions (measure questions 5 point-35 questions, 13 questions for selection filling out, 162 questions for understanding price measure standards), It was done the second preliminary examination to 50 people.

On the basis of the 1st and 2nd preliminary examination, It was re-moved the question which interviewees evade to answer, changed narrative questions into objective ones, also corrected the problem of question sheets to grasp whether interviewees understand which questions to fill in or not and what kind of other problems there are on the sheet.

It was thought there are few problems in the content of this corrected sheet, and I made this question sheet and use it for research.

Data collection and Measurement

The period of distribution and collection used in this research is Jan. 01,1999~Feb. 28,1999. In this duration, it was collected materials by the method of free description in which interviewer meets interviewee one on one and the interviewee narrates directly at the place (department, fast food chain, university library etc.) women consumers go frequently.

The time to complete question sheet is 60-90 minutes. Total amount of distribution of question sheets is 345 copies in this research. After distributing them, It was collected them immediately and used only 300 copies which answered questions sincerely as a source of stat-

ical analysis except for non-sufficient source in this research.

To analyze material, it was used statistical analysis using Spss/Pc. Examining the method of material analysis by the type of research problem is as follows. To analyze the related peculiarity of population statistic, it was used frequency analysis. To divide the type of cloth action of interviewees, it was used cluster analysis to discern the discrepancy of price evaluation following the types of consumer. It was taken ANOVA and F-test and found a mindful discrepancy of each type in adopting Duncun test.

ANALYSIS AND RESULTS

The analysis of consumer's purchasing type

As shown on table 1, on the type which analyzes by the cloth action of interviewee, Cluster 1 is for high price-oriented and prefers deep interest on the cloth fashion and the expensive goods and thinks that a cloth demonstrates his own social status and likes a famous brand. There were few in this category.

Cluster II is for modern fashion, but evades a high priced article and prefers middle-low priced one. This type is choosing a fashionable cloth getting along with his own image and way through an enough research. It is a representative type which has a wide range as a resonable consumption type in this research.

Cluster III is a type that has a enough investigation before buying modern fashion, brand article, cloth. or pursues much more variable article of the medium-low price than the hig priced one. I defined it fashionoriented.

Cluster IV is a type that is indifferent to modern fashion and prefers common, easy style, more casual than formal dress and also likes the low-priced article. It was defined it the type of fashion indifference.

Table 1. The type of clothing purchasing behavior

Type name	Characteristics of type
High price oriented 33(11.00%)	This for high price-oriented and prefers deep interest on the cloth fashion and the expensive goods and thinks that a cloth demonstrates his own social status and likes a famous brand. There were few in this category.
Reasonable consumption oriented 133(44.3%)	This is for modern fashion, but evades a high priced article and prefers middle-low priced one. This type is choosing a fashionable cloth getting along with his own image and way through an enough research. It is a representative type which has a wide range as a resonable consumption type in this research.
Fashion oriented 87(29.0%)	This is a type that has a enough investigation before buying modern fashion, brand article, cloth. or pursues much more variable article of the medium-low price than the high priced one.
No care of fashion 47(15.7%)	This is a type that is indifferent to modern fashion and prefers common, easy style, more casual than formal dress and also likes the low-priced article.

The difference of price zone of consumer's evaluation according to the type of clothing goods

By the result of Anova and Duncun's test to know how the price are fixed differently to consumer types depending on the discrepancy of clothes clue. It was found there is a mindful discrepancy of consumer types only through the difference of cloth kind in the midst of many various clues of clothes (brand, origin, material, sub-material, clothes kind, fashion) (Table 2) on fixing a right price about the high price of jacket, two-pieces, blouse, polar t-shirts, the fashion-oriented group fixed the lowest price. next the reasonable consume type. the high price-oriented type and the type of fashion indifference fixed the highest price.

On fixing the reasonable price of trousers, skirts, sweat-

ers, the type of reasonable consume and the fashion-oriented were fixed the price lower than that of the high price-oriented type and the type of fashion indifference.

On fixing the highest price of blue jean, the reasonable price of skirt, t-shirts, the fashion-oriented group fixed the lowest price, next is the reasonable consume type, the type of fashion indifference and the high price-oriented type.

The difference of price zone evaluation on the fashionability according to the time of purchasing the clothes

By the result of Anova and Duncun's test to know how the price are fixed differently to consumer types depending on the discrepancy of clothing clue.

Table 2. The price zone of consumer's evaluation on the clothing style according to The type of clothing purchasing behavior

unit : 10,000 won

Clothing style	Price zone	High price oriented	Reasonable consumption oriented	Fashion oriented	No care of fashion oriented	F-Value
Jacket	High 44.01(R)	44.03(B)	33.96(AB)	30.09(A)	43.09(B)	3.902**
	Medium 20.27(BC)	20.27(BC)	17.46(AB)	15.10(A)	20.85(C)	5.675**
	Low 12.24(A)	12.24(A)	10.83(A)	9.84(A)	10.85(A)	1.159
Coat	High 44.01(R)	67.45(A)	58.42(A)	51.32(A)	68.51(A)	1.794
	Medium 20.27(BC)	33.36(BC)	28.41(AB)	25.60(A)	34.72(C)	5.503
	Low 12.24(A)	21.36(B)	18.33(AB)	16.61(A)	19.47(AB)	2.406
One piece	High 44.01(R)	33.52(A)	26.99(A)	25.36(A)	31.34(A)	1.075
	Medium 20.27(BC)	14.64(AB)	13.45(AB)	12.86(A)	16.17(B)	2.335
	Low 12.24(A)	8.70(A)	8.23(A)	8.09(A)	9.55(A)	0.848
Two piece	High 44.01(R)	52.55(A)	44.63(A)	41.07(A)	54.15(A)	1.969
	Medium 20.27(BC)	27.39(B)	23.83(AB)	21.57(A)	27.72(B)	4.489**
	Low 12.24(A)	16.39(A)	15.76(A)	14.82(A)	17.64(A)	1.344
Pants	High 44.01(R)	22.09(B)	15.88(A)	13.49(A)	20.68(B)	8.513***
	Medium 20.27(BC)	9.45(BC)	8.36(AB)	7.28(A)	10.60(C)	6.188***
	Low 12.24(A)	4.97(A)	4.95(A)	4.56(A)	6.64(B)	4.558**
Blue Jeans	High 44.01(R)	14.61(C)	11.96(AB)	10.95(A)	13.79(BC)	5.468**
	Medium 20.27(BC)	6.55(AB)	6.02(A)	5.55(A)	7.34(B)	5.175**
	Low 12.24(A)	3.15(A)	3.42(A)	3.14(A)	4.36(B)	4.971**
Skirts	High 44.01(R)	14.67(B)	11.39(A)	10.34(A)	14.60(B)	4.823**
	Medium 20.27(BC)	7.15(C)	5.86(AB)	5.51(A)	6.98(BC)	3.419*
	Low 12.24(A)	3.45(A)	3.44(A)	3.31(A)	4.06(A)	1.247
Blouses	High 44.01(R)	17.21(B)	12.95(A)	11.41(A)	14.62(AB)	3.395*
	Medium 20.27(BC)	7.48(B)	6.49(AB)	5.43(A)	7.00(B)	3.416*
	Low 12.24(A)	3.85(A)	3.77(A)	3.25(A)	4.06(A)	1.163
T shirts	High 44.01(R)	11.76(C)	8.95(AB)	7.69(A)	11.34(BC)	4.603**
	Medium 20.27(BC)	5.00(B)	4.35(AB)	3.71(A)	5.00(B)	3.243*
	Low 12.24(A)	2.45(A)	2.56(A)	2.22(A)	2.68(A)	1.024
Polo shirts	High 44.01(R)	12.45(B)	10.16(AB)	8.82(A)	12.66(B)	3.416*
	Medium 20.27(BC)	5.42(AB)	5.39(AB)	4.54(A)	5.98(B)	1.933
	Low 12.24(A)	2.55(A)	3.15(AB)	2.83(AB)	3.57(B)	1.615
Sweater	High 44.01(R)	21.70(B)	16.41(A)	14.21(A)	21.89(B)	5.389**
	Medium 20.27(BC)	9.30(BC)	8.24(AB)	7.15(A)	10.60(C)	4.668**
	Low 12.24(A)	5.27(AB)	5.17(AB)	4.56(A)	6.09(B)	1.813

*P<0.05, **P<0.01, ***P<0.001

It was found that there is a mindful discrepancy between the timing of clothes pursuing in the action for cloth buying and the timing of fashion (Table 3), origin (Table 4) in clothing clue.

In case that the jacket which shown as experimentation stimulus is out of fashion, proceeds fashion, There is no difference in price estimation between the customers who pursue cloth in different time. However, for fashionable goods, there is a remarkable discrepancy between customers who pursue cloth in a different period if consumer fixes the price.

Namely, on fixing the lowest and highest price of fashionable goods, the group which buys clothes mainly at the term of discount is fixing the lowest price and next group

Table 3. The difference of price zone evaluation on the fashionability according to the time of purchasing the clothes.

unit : 10,000 won

Fashion aility	Price zone	On season 50(16.4%)	Pre season 19(6.00%)	Non season 75(24.7%)	On sales 59(19.33%)	Need time 72(23.7%)	Getting money 26(8.4%)	F-Value
Goods after fashion	High	15.73(A)	18.83(A)	14.54(A)	13.81(A)	18.58(A)	18.92(A)	1.987
	Medium	9.94(A)	12.56(A)	9.55(A)	8.71(A)	12.46(A)	11.80(A)	2.139*
	Low	6.41(A)	8.72(A)	6.38(A)	5.84(A)	8.61(A)	9.16(A)	2.407*
Goods on fashion	High	26.94(AB)	38.00(B)	27.24(AB)	23.53(A)	30.85(AB)	29.40(AB)	2.009
	Medium	17.76(A)	26.00(B)	18.35(A)	15.79(A)	20.00(AB)	19.72(AB)	2.311*
	Low	11.94(AB)	17.17(B)	12.46(AB)	10.43(A)	14.38(AB)	14.48(AB)	2.678*
Goods updated fashion	High	31.24(A)	38.83(A)	30.01(A)	26.48(A)	31.44(A)	31.96(A)	1.260
	Medium	21.49(AB)	26.94(B)	20.47(AB)	18.08(A)	22.21(AB)	23.28(AB)	1.713
	Low	15.29(A)	18.56(A)	15.28(A)	12.17(A)	16.21(A)	17.44(A)	1.978

*P<0.05, **P<0.01, ***P<0.001

Table 4. The difference of price zone evaluation on the place of origin according to the time of purchasing the clothes.

unit : 10,000 won

Place of origin	Price zone	On season 50(16.4%)	Pre season 19(6.00%)	Non season 75(24.7%)	On sales 59(19.33%)	Need time 72(23.7%)	Getting money 26(8.4%)	F-Value
Korea	High	28.33(A)	32.94(AB)	29.77(A)	24.47(A)	29.69(A)	43.32(B)	2.884*
	Medium	18.16(AB)	20.83(AB)	18.54(AB)	15.71(AB)	18.83(AB)	21.41(B)	1.852
	Low	11.08(AB)	13.33(AB)	12.22(AB)	10.24(AB)	12.66(AB)	14.44(B)	1.818
Italy	High	51.69(A)	60.00(A)	52.16(A)	38.45(A)	43.85(A)	57.72(A)	2.061
	Medium	29.20(A)	33.67(A)	30.45(A)	23.10(A)	28.63(A)	32.92(A)	1.889
	Low	19.14(A)	20.33(A)	22.07(A)	15.98(A)	19.92(A)	24.32(A)	1.728
France	High	50.37(AB)	62.89(B)	51.03(AB)	37.19(A)	43.08(AB)	56.92(AB)	2.675*
	Medium	28.86(AB)	34.39(B)	29.55(AB)	23.19(A)	28.49(AB)	33.32(AB)	2.401*
	Low	19.51(AB)	20.61(AB)	20.53(AB)	16.03(A)	20.48(AB)	24.72(B)	1.939
USA	High	42.22(A)	47.33(A)	40.51(A)	31.55(A)	35.58(A)	51.64(A)	2.092
	Medium	24.43(AB)	28.22(B)	24.16(AB)	19.84(AB)	23.37(AB)	26.96(AB)	1.757
	Low	17.51(A)	18.56(A)	17.26(A)	13.84(A)	16.20(A)	18.48(A)	1.108
Japan	High	40.02(A)	45.00(A)	38.51(A)	30.91(A)	34.06(A)	45.68(A)	1.739
	Medium	22.47(A)	25.50(A)	22.31(A)	19.14(A)	22.06(A)	25.12(A)	1.316
	Low	14.43(A)	16.39(A)	15.50(A)	13.43(A)	14.87(A)	17.32(A)	0.816
UK	High	42.39(AB)	51.78(AB)	44.72(AB)	32.41(A)	38.13(AB)	55.00(B)	2.548*
	Medium	24.47(AB)	32.72(B)	26.15(AB)	20.24(A)	23.65(A)	29.08(AB)	3.195**
	Low	16.00(A)	17.44(A)	18.16(A)	14.81(A)	16.23(A)	19.96(A)	1.247
China	High	16.35(AB)	17.83(AB)	15.26(AB)	14.47(A)	15.31(AB)	22.76(B)	1.979
	Medium	9.88(AB)	11.50(AB)	9.32(A)	9.62(AB)	9.45(A)	13.88(B)	2.161*
	Low	5.80(A)	6.28(A)	6.14(A)	6.33(A)	5.94(A)	9.92(B)	2.950**
Indone-sia	High	13.71(A)	14.89(AB)	11.36(A)	12.24(A)	11.76(A)	20.52(B)	3.364**
	Medium	8.27(AB)	9.83(AB)	6.92(A)	7.98(AB)	7.38(A)	11.84(B)	2.821*
	Low	5.16(AB)	6.00(AB)	4.55(A)	5.41(AB)	4.83(A)	8.20(B)	2.253*

*P<0.05, **P<0.01, ***P<0.001

is more fixing the price highly, who are at right season, anytime, in need, with sudden money. The group which purchases clothes before season is fixing the highest price.

The lowest price belongs to the group who purchases it at right season, at the term of discount, anytime on fixing a reasonable price of fashionable goods. Next is those who pursue if in need, with sudden money. The highest price belongs to group who pursue it before season.

The difference of price zone evaluation on the place of origin according to the time of purchasing the clothes.

There is no difference of the valuation of the price in the Jacket showed as the sample made in Italy, United State America and Japan when the consumers purchase it at the different season. However, there is the slight difference of the appropriate price of jacket made in Korea, France, England, China and Indonesia when the consumers purchase it at the different season.

In other words, the group that purchases the jacket made in Korea at the season of the highest price, anytime, sale season and in the case of need, appropriates it as the lowest price. And the group, who purchases it before the right season, appropriates it as the next lower price. Also, the group, who buys it when they have money, appropriates it as the highest price.

However, the group, who purchase the jacket made in France and England at the season of the highest price, appropriates it as the lowest price. And the group, who purchases it at anytime or in the case of necessary, appropriates it as the next lower price. And the group, who purchase it before the right season, appropriates it as the highest price.

In addition, the group, who purchase the jacket made in China at the right season, anytime, or before the right reason, appropriates it as the lower price relatively than the group who purchase it when they obtain the money. The group, who purchase the jacket made in Indonesia at the season of the highest price, the right price, the lowest price and anytime, appropriates it as the lowest price.

However, the group, who purchase it at the right season, before the right season and sale period, appropriate it as the next low price. The group who purchase it at when they obtain the money, appropriate it as the highest price.

CONCLUSION

In order to present the one model of the appropriation of the price at the clothes business, I inquired into the difference among the highest price, the right price, and the lowest price of clothes, which consumers appropriate by analyzing the type of clothes deed and the behavior of buying the clothes of the ladies who between the ages of 20 and 30 years old. My conclusion through my research is as follows.

Among the type of consumer, which I analyzed through the clothes, deed of the women between 20 and 30 years old, the Reasonable consumption oriented consumer are the most, which is 133 (44.3%), Fashion oriented consumer are next, which is 87 (29.0%), the No care of fashion consumer are next, which is 47 (15.7%) and High price oriented consumer are next, which is 33 (11.00%).

Among the several kinds such as brand, origin, matter, materials, sort of clothes and passion, only on the sort of clothes, there are difference in the type of the consumers, on the time of buying clothes, in the act of buying clothes and also on the degree of fashion and the place of origin among such kinds. As a result, when they decide the price of the clothes, it is necessary to make the decision of price different for the different consumers according to the kind of clothes, fashion and origin as follows.

When they use the policy of the price differently to the different consumers on the different kind of clothes at the business of clothes, it is better to appropriate jacket, a two-piece suit, browse, pants, skirt, sweater as the lower price to the consumers who inclined to the fashion and than to the consumers who does not inclined to the fashion and those who incline to the high price.

It is fine to appropriate the fashion product as the higher price to the consumers who try to purchase it earlier than the right season than to other consumers. It is fine to appropriate the product made in Korea, China and Indonesia as the higher price to the consumer who purchase it when they obtain the money than to other consumers.

In the result of my research, I suggest to the business of the clothes as follows. It is restricted to use the material obtained through this research that way because of the circumstance of the business when they appropriate the price of the product. However, when an enterprise do marketing if they show the price level recognized and the present the one model of the consumers and they appropriate the product as the lower price than the price that they recognize, I think that it will be helpful on the increasing of sale realistically.

In addition, as I found through the research, there is the big price margin between the foreign popular brand and Korean brand which is recognized as good according to the evaluation of consumers so that Korean business of clothes should continue to endeavor and to investigate the consumers carefully for the continuance and development of business on IMF system.

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