

A Study on the Expression of Apparel Advertising in Men's Apparel

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Abstract

The purpose of this study was to offer basic resource for effective advertising strategy of men's apparel by analysing the characteristics of the appeal types in the men's apparel ads. 272 photographs were collected the following magazines ; fashion magazine, men's magazine, luxury magazine, woman's general magazine, and fashion professional magazine. It was related to the men's apparel ads of magazines above from January to December of 2001. The results of this study was as follows; Appeal types of apparel advertising in men's apparel were divided into style appeal, informercial appeal, sexual appeal, lifestyle appeal, image appeal, and masculinity appeal and appeared other appeal types according to men's fashion style, brand types, and magazine types. It also was closely connected with the men's market positioning. Consequently, the study will be helpful to plan the effective and economic strategy of men's apparel ads.

Key words: image appeal, informercial appeal, lifestyle appeal, masculinity appeal, sexual appeal, style appeal

I. Introduction

In the flood of varieties of mass media, advertising has a very important role in connecting producers to consumers. Though the advertisement, consumers can gain the information about products, and corporations can create new demand. These days companies plan advertising appeals in order to differentiate their ads from their competitors'. Advertising appeals are such media which connect the time of selling products to the motive of consumers' purchase that the good selection of advertising appeals is very important for the consumers' satisfaction.

Unlike other durable goods, clothing is a high-

involved product which needs continuous concerns and information search, in that it has a very strong relationship physically and psychologically as well as it makes a never-ending fashion change. Therefore, consumers much depend upon advertisements when they purchase clothes, and it makes advertising get more important in the arena of apparel.¹⁾ Today, the typical strategy for the promotion is the advertising. And it is no doubt that the future is called "the time of advertising wars" since the quality of commodity is getting more equalized according to the technical equalization. Therefore, what the company really needs is the policy of advertising differentiation that gives

creativity and personality to its own ads as well as makes consumers recognize its ads much easier under the same condition and period.

The main stream in the most apparel ads is not focused on the product itself but its image which has few messages.²⁾ One reason is that the aesthetical, symbolic feature of apparel makes consumers feel happy: the second is that wearing clothes can cause people to feel a variety of emotion³⁾: the third is that consumers who want to purchase apparel are likely to depend upon emotional, psychological decisions, not upon rational, reasonable ones.⁴⁾

The recent apparel ads have been allocated mainly to TV, newspapers, magazines, and brochures, etc. Among them, most people agree that especially magazines are the most suitable for the apparel ads and that's why they take the biggest proportion in the total apparel ads. Apparel unlike other durable goods is such a sensuous, value-added commodity that it should stimulate the purchase psychology of consumers, plus it also should convey the brand image efficiently. So through this study, it is worthwhile to grasp the reality of magazine ads in Korea so as to find the proper appeal from ads receivers.

As we have taken a look at studies on apparel advertisements so far, we came to find that most studies treat inclusive contents toward general apparel, or they confine to area of inner wear and jeans, so comparatively there were few studies on men's apparel ads. Especially, not only was men's apparel shared all over the world, but also it is limited in the aspect of design. So it's expected that ads for the men's apparel have a great advertising influence. What's more, women have strong powers of purchase decision, so advertisers have to take heed of selection of the

target on ads, messages and media setting, and methods of appeal. Therefore, if we compare and analyze appeal types shown on the recent ads for men's apparel in various aspects, it will be helpful to set the course of advertising policy reflecting the unique product feature of men's apparel and the qualitative improvement of men's apparel advertisements.

Hereupon, we set the following study objectives in order to offer the basic resource for effective advertising strategy of men's apparel in this study.

1. We study expression characteristics classified by the appeal types in the men's apparel ads.
2. We study the characteristics of the appeal types according to the men's wear fashion style.
3. We study the characteristics of the appeal types according to the brand types.
4. We study the characteristics of the appeal types according to the magazine types.

II. Research Background

Advertising literally means "to announce publicly"; it is for attracting people's attention and interest. Since the Industrial Revolution, advertising has been used as the economic method to increase the new demand so as to promote the profit eventually by letting consumers know products and their utility and by stimulating the purchase demand of consumers. Kotler⁵⁾ said "Advertising is that advertisers establishing identities of their names pay a charge and use other media, not persons, to show certain products including service, thoughts, people, and organizations etc. or to promote them to be sold."

With this definition, we can say that advertising is the persuasive marketing communication that gives (potential) customers information about products, makes their attitudes change, and finally induces purchase behaviors. Advertising doesn't not only mean the medium that communicates the contents to targets of advertisements through advertising media, but it also symbolizes certain messages as the part of the advertisement contents⁶⁾; this symbolization of ads tends to make customers treat the meaning of advertising media together when processing the information of advertisements.

The types of advertising media are very various; print media including newspaper, magazine, direct mail(D.M.), etc.: broadcast media including TV and radio. In addition, point-of-purchase(P.O.P.), out-of-home advertising, and transit advertising are included. Print advertising - like newspaper, magazine, and leaflet - is high-involved advertising media in that their effects don't work until customers read them intentionally with high attentions.

Out of print advertising, magazine advertising has following advantages⁷⁾: it has a somewhat clear target of appeal: it can also record and keep: it can take advantage of emotional appeal and it can take the whole cover of paper comparatively easily. Therefore, it is very effective in the case of apparel advertisements targeting on particular customers. The appeal in this kind of advertisement can be a potential satisfaction which comes from using or possessing the product. The effective selection of appeal types fitting the concept of the brand makes customers recognize the brand, so it may influence sales directly.

Let's examine studies on classification of appeal types. First, Puto & Wells⁸⁾ divided the

kind of advertising into two: one is 'the informative advertising' mainly communicating practically to customers the important information related to the brand: the other is 'the transition advertising' that gives customers special consumption experiences - they may be something more funny and more pleasant - which is different from other similar brands, and transfers the customers' ads experiences to the experience of the particular brand usage with the intense relation of the consumption experience of the particular brand. Kotler⁵⁾ divided appeals into three: one is the rational appeal that appeals to the customers' rational demand; the second is the emotional appeal that gives rise to certain positive or negative emotion motivating customers to purchase products: the third is the moral appeal that appeals to the customers' consciousness toward something right and appropriate. Kim Myoung-sam⁹⁾ also classified it into 4- rational appeal, emotional appeal, mixed appeal between the rational and emotional appeal, and moral appeal appealing to customers' moral consciousness. Lee Sun-young¹⁰⁾ studied the effect of each type of appeals in the inner wear ads. The study showed that the emotional appeal has a stronger effect on the ads than the rational one when she classified the appeal types into rational ads and emotional one.

In the apparel science, Huh Geum-sook¹¹⁾ extracted 18 items of types of advertising appeals expected to be related to the apparel advertisements, mainly from Lee Jong-won's the system of message contents of commodity advertising. Plus she divided the contents of apparel advertising into the title, main body, brand, apparel product, and price. She said that customers recognize in the order of picture, title, and main body. Hong Sung-soon¹⁾ classified the

types of appeals into rational appeal, emotional appeal, and rational/ emotional mixed appeal. She said that especially the sexual appeal is focused on the jean clothes ads; the emotional appeal is used in the most apparel ads.

Kim Yong-tae¹²⁾ mentioned that the advertising message can classify the types of advertising appeals in the process of being expressed in picture, title, and main body, and by the expression structure of those factors. And he said that the role of picture and title among the factors of advertising message is very important for the consumer products like apparel and cosmetics. This argument is supported by Huh Geum-sook's study result, which showed that the picture takes the highest rate of viewers' looking at the particular ads, and the title is the second highest. Also Kim Sung-soo¹³⁾ said that the apparel ads are the most effective area for the sexual appeal and customers recognize the use of the sexual appeal in the ads.

Examining the results of studies on apparel ads mentioned above, we realized that most studies are limited to women's apparel, casual wear, and inner wear, but studies on men's apparel were few. The fact that men's apparel can be differentiated from the women's one is the good point in that the style range of the men's apparel is so wide that men's apparel can be used all over the world, not limited in the particular country or culture area. As we thought if we made the best use of this, it would be the effective way to occupy the market, we are going to take a look at the characteristics of appeal types in the men's apparel ads magazines. Plus we are going to compare and analyze them in the various aspects.

III. Study Method

1. Collection and analysis of advertising photographs

We have selected the following magazines issued during 2001: Vogue and Elle as the fashion magazine: Esquire and GQ as the men's magazine: Haute and Neighbor as the luxury magazine: Woman Sense, and Young Lady, Woman JoongAng as the woman's general magazine: and Fashionbiz as the fashion professional magazine. And then we have collected and analyzed 272 photographs related to the men's apparel ads of magazines above from January to December of 2001.

2. Classification of the appeal types.

In the classification of appeal types, we divided the ads contents into the components of magazine advertising, i.e. title, main body, and picture, and analyzed each of them. And then we judged the appeal types on the particular ads on the basis of the analysis results. With reference¹⁾⁷⁾⁹⁾¹¹⁾etc to the classification systems shown on the preceding studies, we divided into 6 types of appeals according to appeal types - product-oriented style appeal and informercial appeal, sexual appeal which is consumer-oriented instinctive attribute, lifestyle appeal and image appeal which are consumer-oriented emotional attribute, masculinity appeal featured in the men's apparel ads.<Table 1>

3. Data analysis

We calculated frequency and percentage for

<Table 1> analysis criterion of appeal types

analysis system		contents	appeal types
product -oriented	1st attribute	style, color, shape	style appeal
	2st attribute	cost, brand, purchasing guide	informercial appeal
consumer -oriented	instinctive attribute	sexual expression, body exposure of female	sexual appeal
	emotional attribute	personal activity, taste, idea	lifestyle appeal
		sensible · symbolic expression	image appeal
rational attribute	social success and achievement, expression of elite attribute	masculinity appeal	

expression features of appeal types and the analysis of the present condition. We also examined each feature of appeal types according to men's fashion style, brand types, and magazine types.

IV. Results & Discussion

1. The expression feature classified by appeal types

In the classification of appeal types, we divided the contents of ads into title, main body, and picture as the components of magazine advertising, and then we analyzed them. As a result, we classified 6 types of appeals<Table 2>; we divided into product-oriented style appeal/informercial appeal, consumer-oriented sexual appeal/lifestyle appeal/ image appeal, and we added the masculinity appeal shown in the men's wear. The characteristics of each appeal types is

as below.

The Style appeal takes the highest rate (33.35%) in the men's apparel advertisements. The expression features of the Ads made in the style appeal are as following. First, the ads doesn't represent any ads copies but the products' style and color. Secondly, most models on the ads sit on the chair or stand naturally, and their eyes don't take the front, but the side so as to make focus on the style of the clothes as well as to control the models' image. And also the background in the ads is treated in natural objects or no setting. Plus all other components are playing the supporting role in standing out the clothes in order to be concentrated on the clothes which models wear. Models take poses in the standardized form in order to show the clothes' line most effectively.

The style appeal shows the feeling as if models well dressed up generally. It also emphasizes V-zone through the harmony with ties and shirts. It also shows the total coordination completely

<Table 2> component ratio by the appeal types(%)

appeal types	style appeal type	informercial appeal type	sexual appeal type	lifestyle appeal type	image appeal type	masculinity appeal type	total
N(%)	91(33.35)	36(12.23)	31(11.39)	45(16.54)	33(12.13)	36(13.23)	272(100)

concerned. Generally, it emphasizes the neat silhouette and the fashionable shapeliness. It appeals customers to representative styles shown the features of each brand though the advertisements. <Fig. 1>

The informercial appeal is 12.23% of the total types of appeals, and it's mainly shown in the domestic moderate-(or low-)priced brands. It offers the information - such as the production process of the particular product, technique, design, price, quality, ways to purchase, and brand - in the copy form so that it induce customers to purchase the particular products directly, which is not found in other apparel ads. Since it shows more famous models than other advertisements, and they are usually based on the confidence, not on the attractiveness, it makes customers feel to rely on the information offered. Sometimes, it doesn't show any models but only clothes, which explains in details about the excellence of the product quality and feasible reasons for the reasonable price.

Generally it gives customers confidence

toward the product quality or the brand image than the fresh feeling through the ads. It is also mainly used in the moderate(low) priced brands, and emphasizes the reasonable price and the good quality. <Fig. 2>

The sexual appeal holds 11.39% of the appeal types; it is largely shown in the brands launching both of men's and women's apparel, the foreign luxury brands characterized by their designers, and the domestic character dress suit brands.<Fig. 3> The sexual appeal mainly used in the high-priced high-class brands communicates erotic images in the men's apparel ads with exposures of female models' body, sexual expressions, and suggestive descriptions about the sexual behaviors. Most female models appear in the men's apparel advertisements as "the displayed existence" or "something to be shown". While male models mainly stand or take decent poses, female models tend to lie down or sit down. And they attract male customers by expressing their sex-appealing faces or exposing their bodies. Usually one male model appears in



<fig. 1> style appeal



<fig. 2> informercial appeal

the ads with one female model or with many female models surrounding him so that he is described as the object of envy.

By the way, in the advertisements by the sexual appeal do appear female models so as to describe the pleasant, delightful relations with male. Both of male and female models have the equal position, or male models' image is described more smoothly, beautifully. Those mean that being unisex, instead of differentiating male from female clearly, reflects on the contemporary fashion.

The lifestyle appeal shown in the men's apparel ads is the second highest after the style appeal holding 16.54% of the appeal types. <Fig. 4> Lifestyle can be described as the distinctive, characteristic life pattern which the total (or particular area of) society has. Therefore it means the important personal character and individual value system. In the men's apparel ads, men's lifestyle is described as if men lived high-class lives as well as they were the perfect husbands

and fathers for their families.

The men's apparel ads using the lifestyle appeal communicates that men's apparels are related to the men's ability to possess the high position and the high-class products by emphasizing the product's high-quality material, sewing techniques, function, and brand power. The method to emphasize those things is to connect with words like elegance, refinement, high-class, and grace. These advertisements don't show any career activities except for high-level classes, or professional jobs. They don't also show any work scenes. Instead, they emphasize the individual consumption by showing the image of businessmen and the feeling toward achievement.¹⁴⁾ That is to say, advertisements not communicating contents of 'work' insist that the particular brands open the ways to the happy life with their differentiated tastes by presenting that the ideal life in the modern society is to enjoy leisure and pleasure.¹⁵⁾

The image appeal holds 12.13% of the appeal



<fig. 3> sexual appeal



<fig. 4> lifestyle appeal

types. It stimulates customers' emotional attribute by showing products symbolically and sensationally. The feature of the image appeal is that the ads using the image appeal is difficult to be prescribed as it is. So it's usually used in the foreign luxury brands. Recently, there are many brands that customers don't recognize. The reason can be explained that advertisers stimulate customers' curiosity through the image appeal so that they give rise to interest toward the ads and raise the recognition on the brand.<Fig. 5>

Mainly, the image appeal represents a fantastic mood or expresses the brand concepts through the symbolic objects. It is used in the ads which takes advantage of images from the color by treating the particular color into mono tone. It's also used in the teaser ads which causes customers curiosity. This appeal makes customers have interests in the ads instead of trying to make customers feel that it is the apparel ads. In order to do that, models' faces or parts of their bodies are closed up instead of the clothes

which they wear. Or models are set in front of the natural setting or the setting described the part of the city life.

The image appeal is modern as a whole and gives rise to mystery or curiosity. The image appeal is used for the brands which pursue the contemporary fashion senses, not for those which have conservative images. Plus, it's distributed in the foreign brands, not in the national brands.

Finally, the masculinity appeal is the unique appeal which is not found in the other kinds of appeal ads. It implies the patriarchal control power and the superiority which are the classical attributes of traditional masculine identity.<Fig. 6> Plus it shows men's success in society, feeling for accomplishment, elite attribute, and physical power in order to express the men's strong image in the ads. The emphasis on the men's social role through the men's apparel is expressed with heroic images and confidence.

In the case of domestic apparel ads, advertisers directly appeal to success and envy



<fig. 5> image appeal



<fig. 6> masculinity appeal

at success in the copy form. Plus, the ads shows that these success and accomplishment are connected to the products. One who gets envies from others may always hold the higher position than one who just feels envy. The advertisement uses this tendency; it shows the superiority of one receiving envies from others as well as respects toward them, by closing up the model from the lower part to the upper part. Models make indifferent faces not gazing at people's faces directly, or they look down. The ads stands out the men's successful image from the hand movement moving from one's forehead to one's hand, the face expression with their arms folded as if they had anguish, and the pose on which they sit up against the chair arrogantly.

Although the men's image shown in the advertisements is constructed through the commodity, we can't ignore its effect or importance. That's because the advertisements reflect the masculine ideology preferred in the society and create new ideal masculine images, with the most effective methods and contents so

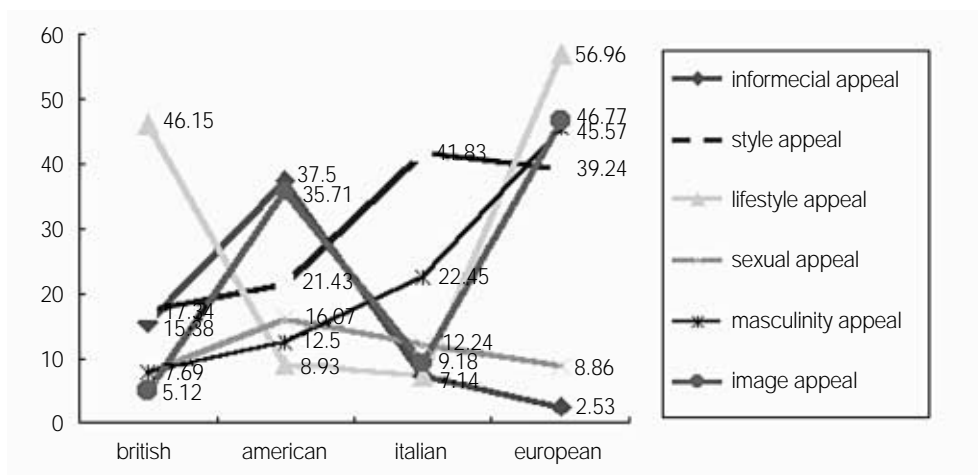
that the advertising persuades the targets of the ads¹⁴⁾.

This tendency is based on the men's suit appeared since 19th century. After the Industrial Revolution and the French Revolution, democratic components and new class consciousness toward genders and class. These phenomena requested new clothing codes which showed the changed society and group. In accordance with the uniformization by the bourgeoisie, its features weren't presented by the personal roles but by the social roles. Eventually, masculinity in the men's apparel ads can be prescribed the formalized manhood of the success-oriented capitalistic society, carrying on the economic function with excellent capability to perform, and doing their best for the social role and its responsibility.

2. Characteristics of the appeal types according to the men's fashion style.

We analyzed concepts, images, and design

<Table 3> Characteristics of the appeal types according to the men's fashion style



features of the men's apparel brands by using the reference for men's apparel. As a result, we largely divided men's fashion styles into British, American, European, and Italian style. The results from the characteristics of the appeal types according to these men's fashion styles are shown in <Table 3>

British style is the basic form of the modern ready-made suits, fitting very well with body and making feel elastic in general.¹⁷⁾ The rate that British style uses the lifestyle appeal among the appeal types is the highest; the sexual appeal and the image appeal is lower to be used in the British style. That means that the advertisements related to British style reflect the conservative but traditional British beauty consciousness.

American style has enough space, so it emphasizes the convenience and utility to cover somewhat the outline of the body.¹⁷⁾ The informercial appeal is the highest to be used in the ads related to American style. American style has a practical, comfortable image, so the advertising related to American style pursues practicality by appealing to the product's quality or reasonable price through the ads copy instead of using the sensational picture.

European style is for europeans who are in a formal manner; it emphasizes the outline of the body.¹⁷⁾ European style mainly uses the style appeal and the image appeal; it makes the product design outstanding and represents the elegant, modern style.

Generally, Italian style has better balance and voluminosity than other styles.¹⁸⁾ Plus its shape and cut are smooth to feel comfortable. It also makes feel refined in shape. Italian style usually uses the style appeal and the masculinity appeal; it emphasizes that it can make feel that it's the classical dress suits. It appeals to customers by

putting the rich, refined emotion felt from the clothes of Italian style on the successful masculine image.

3. Characteristics of the appeal types according to the brand types

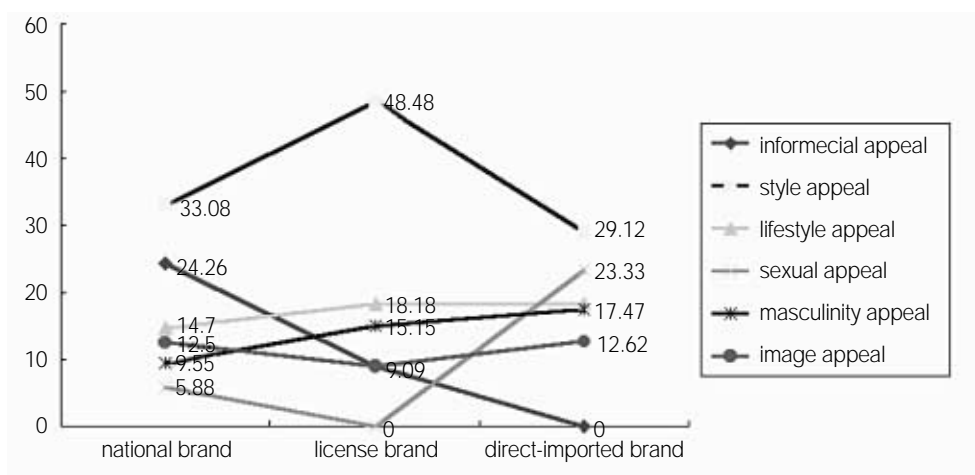
We searched the characteristics of men's apparel advertising according to the brand types(national brand, license brand, and direct-imported brand), and the results are as following. Regardless of brand types, the rate of using the style appeal is the highest in the men's apparel advertisements. Plus there's a big difference between national brand and direct-imported brand in using the informercial appeal<Table 4>

In the case of national brand, the informercial appeal is the second highest of 24.26% after the style appeal. National brand shows elegance which the brand product may give, the emphasis on the qualitative excellence, and the product information like price. However, national brand tends to put such many contents - such as manu subtitles and main bodies, slogan, trademark, symbol, and corporate mark - in the ads that it's likely to lack the picture beauty and unity.

As to direct-imported brand, we weren't able to find the informercial appeal at all. And we found that most contents of the ads copy are only about the brand name. The rate that imported brand uses the sexual appeal is comparatively higher than one that national brand does. The reason seems that it is related to the cultural difference, the brand target, or the image. We also found that direct-imported brand uses the customer-oriented appeal more than others do.

The sexual appeal isn't shown in the license brand. The reason seems that the license brand doesn't stimulate customers' instinctive attributes

<Table 4> Characteristics of the appeal types according to the brand types(%)



but appeals to product itself, or customers' emotional, rational attributes.

4. Characteristics of the appeal types according to magazine types

In the case of men's apparel, the consumption of clothes is not only limited to men but to women such as their wives and sweethearts. Therefore, finding characteristics of the appeal types in accordance with the magazine types differing the target audience may be helpful of effective advertising strategy. The results for the characteristics of the appeal types in the men's apparel ads according to the magazine types are shown in <Table 5>

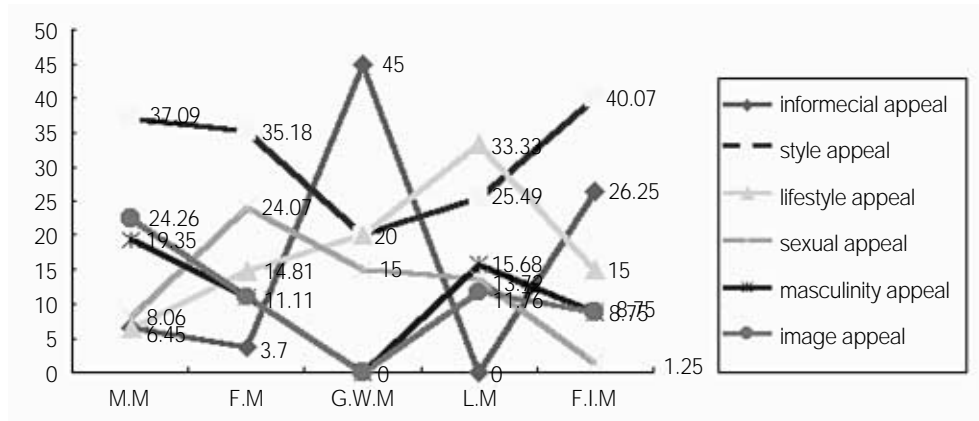
In the case of man's magazine, the highest rate of the appeal types is the style appeal. And the image style, the masculinity appeal, the sexual appeal, the lifestyle appeal, and the informercial appeal follow after it. Because man's magazine emphasizes fashions, the rate of using the image appeal and the sexual appeal is higher than one

of using the informercial appeal. Brands, which have a variety of price range as well as contemporary concepts, usually use man's magazine. Since the main target of man's magazine is male, the masculinity appeal and the sexual appeal used in the man's magazine hold the higher rate than in other kind of magazines.

In the case of fashion magazine, the sexual appeal is much higher than one in other magazines. Brands having a variety of price range as well as contemporary concepts mainly use fashion magazine. The main target of fashion magazine is women of middle or late 20, who are interested in fashion. So in the fashion magazine are there many advertisements which represent outstanding picture beauty using the style appeal and the sexual appeal. Therefore, the level of fashion magazine is higher than that of others.

In the case of general woman's magazine, the rate of using the informercial appeal, which emphasizes the price and quality considering the practical aspect of housewives, is higher. However, the sexual appeal and the image

<Table 5> Characteristics of the appeal types according to the magazine types(%)



M.M : man's magazine, F.M : fashion magazine, G.W.M : general woman's magazine
 L.M : luxury magazine F.I.M : fashion information magazine

appeal are not found in the general woman's magazine. That means that it prefers the product-centered advertising to the customer-centered one. Generally, domestic famous brands having conservative concepts occupy the most advertisements in the general woman's magazine.

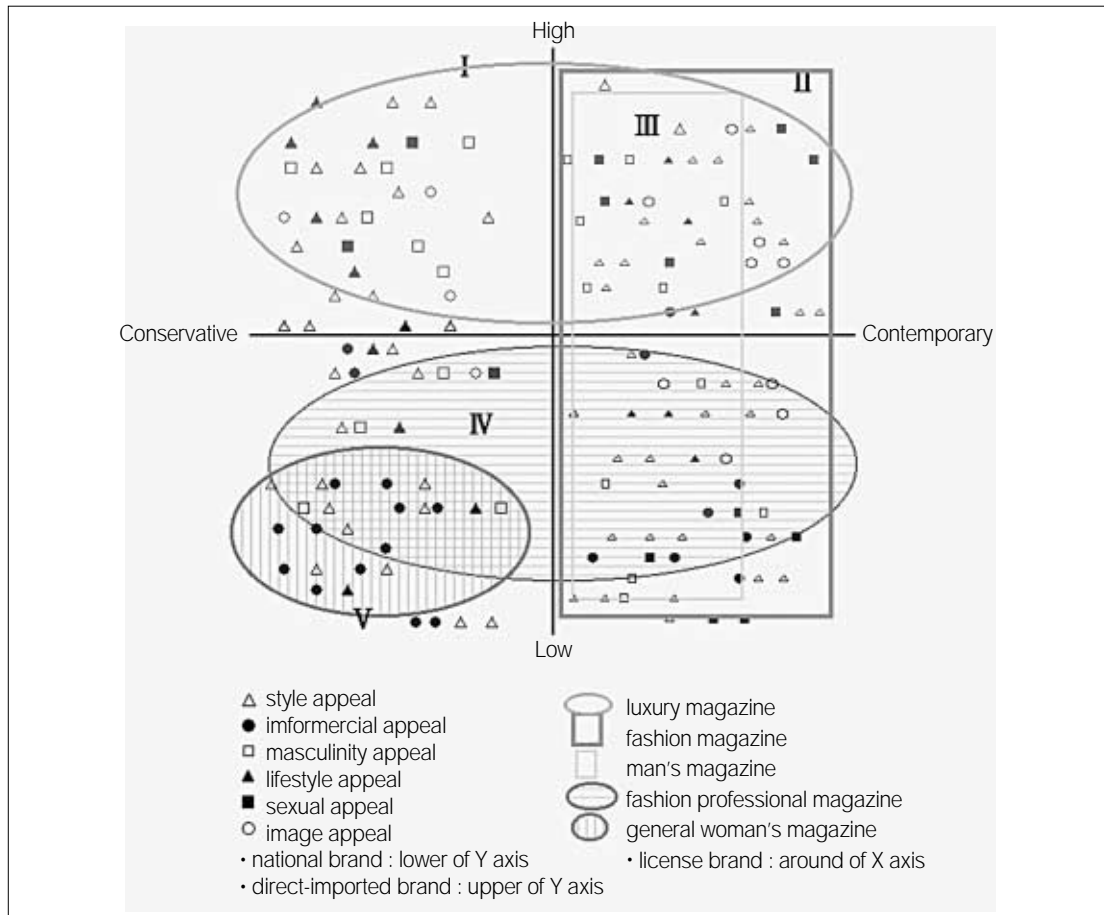
In the case of luxury magazine, license brand and imported luxury brand are the main components. Especially, the lifestyle appeal and the masculinity appeal - emphasizing on the high-class position, composure, convenience, success, and elite attributes - occupy the higher rate. Instead, the informercial appeal is not found. The degree of completion is comparatively higher than other magazines, since luxury magazine uses neat, high-class techniques for picture handling as well as the space lineup. It gets rid of the complex contents of the copy, but represents the visible proof, so it shows the ads targeting on the high-level readers by raising the picture beauty, simplicity, unity, and noteworthiness in the ads paper as well as by giving customers

initiatives to evaluate the product value and choose the product by themselves.

In the case of fashion information magazine, the informercial appeal is higher, but the image appeal or the sexual appeal lower, because of the professionalism of the fashion information magazine itself.

Characteristics of the appeal types according to the magazine types mentioned above are related to the positioning of the market for the men's apparel. The relations among the positioning of the market for the men's apparel, the magazine type, the brand type, and the appeal type are as follows.<Fig. 7>

Group I is the high-price brands over one million; most direct-imported brands and parts of license brands are located here. Various appeal types are shown in Group I except for the informercial appeal. Therefore, if the expensive imported brands develop the advertising mainly in luxury magazines, it will maintain their high-class image as well as will bring the efficient advertising effects.



<Fig. 7> The positioning of the advertising strategy

Group II is the brands which have the various range of price and pursue personality of fashion. So brands having the contemporary fashion emotion can appeal to customers by developing the ads mainly in fashion magazines.

The main target of Group III is men. Therefore, it is effective that contemporary fashion-sensitive brands targeting on men interesting in the fashion consider to develop the ads in the man's magazines.

Group IV has the large scope, consisting of license brand and national brands, regardless of

fashion emotion. So it is effective way to develop the ads in fashion magazines for the brands which are to raise their brand image to customers who are highly interested in the fashion.

Group V is the type of men's apparel ads shown in the general woman's ads. If national brands, which have the conservative fashion sense depending upon the informercial appeal, develop the ads in general woman's magazines, it will bring the good effect by appealing to housewives as the main target.

V. Conclusion

As mentioned above, we found the characteristics of the appeal types in the men's apparel ads, and analyzed the characteristics of the appeal types according to the men's fashion style, the brand type, and the magazine type. The results from the above are as follows.

Firstly, we found that there are the style appeal, the informercial appeal, the sexual appeal, lifestyle appeal, the image appeal, and the masculinity appeal in the appeal types of men's apparel ads. We realized that the men's apparel ads appeals to customers in various ways using a variety of the appeal types according to the concepts, - which stand for the brand - fashion emotion, and targets.

Secondly, as the result of the characteristics of the appeal types in the men's apparel ads according to the man's fashion style, we realized that there are some differences in the appeal types according to the man's fashion style. Therefore, if they show the characteristics on the basis of the style which the brand are for as well as reflect the contemporary trend properly, they can not only come to customers as the trendy emotion, but also they can maintain the total image.

Thirdly, we searched the characteristics of the appeal types in the men's apparel ads according to the brand type. And the result is that national brands are likely to induce customers to buy products rationally, because they use the informercial appeal highly. Therefore, in the case of the national brands, we think that they need the advertising development - which is reflected in customers' fashion emotion, and takes the best use of the advantage of informercial appeal. Since the license brands can correspond to the

customers' needs and settle the problems from the size of imported brands, delivery, and price resistance, they need to develop the advertising strategy using these merits. In the case of direct-imported brands, their main targets are the particular minority classes. So they have to develop the high level ads which can build up the high-class brand's image. Plus the advertisements should be one which considers the cultural difference.

Finally, we searched the characteristics of the appeal types in the men's apparel ads according to the magazine type. The result is that the appeal types differ according to the target audience of each magazine. Since the target audience of magazines is more separated than that of other media, they will raise the effect of message conveyance economically if they take effective advantage of magazines which customers subscribe to. Therefore, when they make plans for the advertising media, they have to take effective selections considering confidence toward each magazine, the target audience, and the influence power in the fashion market.

From the results of this study, we realized that the men's apparel advertising approaches customers by the various appeal types, and differs according to the advertising markets. It means that the fashion emotion of various customers requesting sensational and visible stimuli is reflected through the ads; it suggests that they need more specific and more creative advertising strategy.

Consequently, they should not plan and carry on the simple product-advertising behavior but the effective, creative strategy for differentiated ads after noticing the necessity of the ads and the attention effect. Plus they have to make more

objective, appropriate strategy plan through the practical analysis of customers' emotion according to these appeal types.

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