

High School Girls' Attitudes toward Apparel Advertisement in Magazines according to Their Physical Self-Concept

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Abstract

The present study attempted to analyze the behavioral patterns and attitudes of high school girls toward apparel ads in magazines in relation to their physical self-concept. The study used a self-administered questionnaire. The sample consisted of 419 students at 3 girl's high schools located in Seoul. Likert scales were used for most measures with 1=never or very unimportant and 5=always or very important. Physical self-concept was measured on the basis of W. S. Jung's Standardized Self-concept Test and Tennessee Self-concept Scale. Percentage, t-test, and Chi-square were used for the analysis of the data. Results are as follows: (1) Those with a high sense of physical self-concept read more magazines. (2) Those with higher sense of physical self-concept showed greater interest in magazine ads, consulted magazines for fashion trends, found ads more useful, and more often expressed satisfaction with the ads, than the lower self-concept group. (3) Advertisers should attempt to gain a deeper understanding of the socio-psychological characteristics of their readership as self-concept appeared to be related to several magazine readership attitudes and behaviors. Apparel ads targeting high school girls should consider the importance of company ads.

Key words : high school girl, attitudes toward apparel ads, physical self-concept, apparel ads in magazines.

I. Purposes and Research Problems

The constant change of fashion trend requires consumers to continuously search out fashion information. Consumers rely on ads for information about the clothing they want to purchase. Comparing with other merchandise, a large number of apparel ads are placed in magazines. The greatest user of magazine ads is the textile and apparel industry.¹⁾ The magazine is the most effective media for fashion ads. Along with the computer industry, the size of Internet shopping is increasing and the Internet is a new

medium for ads. These days, however, needs interaction of marketing activities between on-line and off-line industries. In view of this, magazines are still very important along with new media. Magazines play a large role in disseminating apparel ads today, a role even stronger than other, newer media, such as the Internet. Therefore, how effectively the role of apparel ads in magazines as a fashion information source is implemented will affect consumers' fashion life and the improvement of the fashion industry.

Consumers' demographic characteristics, life style, and self-concept affect the consumer's

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¹⁾ Jaeilkihoik, '99 Annual Report of Advertisement, December 1991, 11.

perception and acceptance of fashion information. Effective and fruitful results of ads can be caused by consumer's positive attitude toward ads. Therefore, in order to enhance the efficiency of apparel ads in magazines, and meet consumer expectations vis-a-vis these ads, the attitudes of consumers toward such advertising should be studied on a continual basis.

The present study attempted to examine the behavioral patterns and attitudes of Korean high school girls toward apparel ads in magazines for a better understanding of teenagers market. The study also aimed to collect information needed for increasing the efficiency of ads and teenagers' satisfaction level with apparel ads in magazine.

It is said that teenagers have a great influence on the market of fashion industry.^{2,3)} High school girls highly perceive the need for fashion advertisements, and the magazine is quite popular media among high school girls.⁴⁾ In view of these trend, the researcher selected high school girls as subjects for the study. And considering that there is a relation between self-concept and consumer behavior, the present study investigated if there are differences in attitudes toward advertisements in magazine according to their physical self-concept, i.e., the opinion of one's physical conditions including health, appearance and sexual attractiveness.⁵⁾

The specific research problems were to analyze (1) preferred magazine type and amount of magazines read; (2) level of interest/reliance/percei-

ved usefulness/preference/satisfaction with apparel ads information in magazines; (3) perceived benefit and dissatisfaction with apparel ads in magazines; (4) frequency of use and using type of apparel ads in magazines; and to investigate these factors in relation to level of their physical self-concept.

II. Review of Literature

I. Attitude toward Advertisements

Since the opinion that consumer's brand attitude is affected by not only the product but also advertisement attitude had been introduced in the 1980s, many studies on attitude toward advertisements have been made.⁶⁻⁸⁾

Mitchell and Olson⁹⁾ reported that the affective experience caused by ads play a large role in forming a brand attitude, and that not only the quality of the product but also consumer attitudes toward advertisement have an influence on brand attitude of the consumer. This point of view proposed by these studies has contributed to understanding the process of how advertisements function. Research on advertisements since this viewpoint has been introduced can be classified into three types:

First, studies which regard advertisement attitude and brand attitude as the same, and which consider only if the attitude toward a certain object is positive or negative on the basis of the cognitive information model. They do not include affective experience.

² "High School Girls are the King of Consumers," *Chosun Daily Newspaper*, 13 November 1997, 13.

³ "Watch Junior," *Textile Journal*, September 1995, 108-140.

⁴ C. S. Hwang, and E. H. Park, "High School and College Female Students' Fashion Information Source Relative to Their Personal Self-Concept," *International Journal of Costume* 2 (December 2002): 122.

⁵ Won S. Jung, *Manuals of Self-Concept Measuring* (Seoul: 1967), 3.

⁶ A. Mitchell, and J. Olson, "Are Product Attribute Beliefs the Only Mediator Advertising Effects on Brand Attitude?" *Journal of Marketing Research* 18 (1981): 318-332.

⁷ R. Batra, and M. Ray, "Affective Responses Mediating Acceptance of Advertising," *Journal of Consumer Research* 13 (1986): 234-249.

⁸ Maryl P. Gardner, "Does Attitude the Ads Affect Brand Attitude Under a Brand Evaluation Set?" *Journal of Marketing Research* 22 (1985): 234-235.

⁹ A. Mitchell, and J. Olson, *loc. cit.*

Second, studies which consider brand attitude as multi-dimensional consisting of cognitive and affective elements, and advertisement attitude and belief of the product attributes affect brand attitude. Most of the studies insist that the belief of product attributes reflects cognitive elements, and advertisement attitude reflects affective elements.^{10,11)}

Third, studies affirming that affective response to advertisement is another component of advertisement attitude. These concern, as a research problem, more the dimension of affective response to ads than advertisement attitude itself.¹²⁾

The process of advertisement acceptance had been understood as psychological steps, called "AIDA," meaning that once a consumer is exposed to an advertisement, he pays attention (A) to the advertisement first, becomes interested (I) in it, and when he desires (D) it, he acts (A) according to the feeling. The process of advertisement acceptance has been also understood as another psychological step, named AIDMA (AIDCA), which occurs in the order of attention (A) → interest (I) → desire (D) → memory (M) → conviction (C) → action (A).^{13,14)} Lavidge and Steiner¹⁵⁾ said that, once a message of advertisement is delivered to a consumer, he recognize it first and the next step is acquisition of information about the advertised product. The following step is to have preference followed by conviction on the product, and last purchasing.

However, the process of advertisement acceptance does not occur in order as the steps above mentioned.¹⁶⁾ And all the steps of the process of advertisement acceptance are dependent on each other.¹⁷⁾ Therefore, marketing communication and the process of consumer advertisement acceptance should be studied together. In order to be effective, the message of advertisements and communication process should be well connected.

2. Apparel Advertisements

The apparel advertisement is a means to promote sales by introducing not only a product but also the concept of fashion. Apparel ads differ from others by the characteristics of apparel products. Comparing other products' ads, a greater part of apparel ads is made through magazines for several reasons. First, magazines are better for color printing which is very important in advertising high-involvement merchandise like apparel, and emotional appeals can be more effective through magazines. Second, because readers of a specific magazine are apt to share a similar life style and the same interests, the magazine can target a specific class of consumers and effectively advertise certain apparel products. Third, since magazines are circulated among readers, more consumers could be secured than the published number of magazines.^{18,19)} According to Y. J. Kim,²⁰⁾ since most read a magazine in their leisure time, they read

¹⁰ *Ibid.*

¹¹ Gardner, *loc. cit.*

¹² Battra, *loc. cit.*

¹³ W. J. Kim, *The Principles of Advertisement* (Seoul: KyungMoonSa, 1996), 298.

¹⁴ Bong-Rho Yoo, *Advertisement* (Seoul: IllJoGak, 1986), 25.

¹⁵ Robert C. Lavidge, and Gary A. Steiner, "A Model for Predictive Measurement of Advertising Effectiveness," *Journal of Marketing* 25 (1961): 60.

¹⁶ D. Bum Oh, *The Principles of Advertisement Communication* (Seoul: JounYeWon, 1984), 411.

¹⁷ Bac G. Cha, *The Principles of Communication* (Seoul: SeYoungSa, 1976), 399.

¹⁸ Han J. Kim, "An Empirical Study on Consumer's Acceptance Attitude of Advertisement," (Master's Thesis, Kyung Hee University, 1997), 3.

¹⁹ Eun Kyung Shu, and Sun Jae Lee, "A Study on Affection Response in Clothing Advertisement Effect," *Journal of Korean Society of Costume* 28 (1996): 187-203.

²⁰ Yung J. Kim, "Consumer's Acceptance Attitude toward Fashion Ads," (Master's Thesis, Ehwa Woman's University, 1987), 6-7.

it carefully. And because most magazines are published monthly, readers keep them longer than other media. Therefore readers have chances to read the ads in magazines repeatedly. Ads in magazines could have multiple pages due to the flexibility of the magazine's volume.

Consumers have reported that ads are helpful for acquiring merchandise information, and they regard advertised merchandise as better quality than the merchandise that is not advertised.²¹⁻²³⁾ Kim²⁴⁾ reported that more than 60% of consumers purchase the merchandise what they knew about through advertisements.

A survey²⁵⁾ on attitude toward the effectiveness of media for fashion ads reported that the magazine was ranked first (88.3%), POP (point of purchase) ads were ranked second (79.2%), then TV (75.4%), direct mail catalog (64.1%), newspaper (42.0%), and radio (20.1%). The survey also revealed that respondents showed the highest interest in ads showing the style of apparel.

Choi²⁶⁾ reported that most consumers (74.0%) are interested in displaying apparel style most

among the information learning from ads. Also consumers have a negative point of view about apparel ads in magazines such as "too much ads" (66.5%), "overstatement or false" (53.4%), "commonplace contents" (49.1%), and "lack of apparel ads matching consumer's sense" (36.8%).

Low-income consumers have shown a higher purchase desire stimulated by ads.²⁷⁾ J. S. Park²⁸⁾ also reported that many teenagers were stimulated by ads to purchase apparel merchandise, and they got information from apparel ads mainly about price and design. According to a study of Kim,²⁹⁾ the kind of information which consumers expect to procure from fashion ads were: what merchandise is in fashion at the present time (29%), new product (26.3%), price (19.2%), and sales (16.2%). Y. J. Kim³⁰⁾ said that college female students more than housewives were influenced by ads. H. H. Yoon³¹⁾ and H. Y. Jung³²⁾ reported that showcases, displays, and fashion magazines were the main information sources about fashion trends for college female students residing in Seoul area.

On the other hand, sex-appeal is most effec-

²¹ *Ibid.*

²² Soo W. Lee, "A Study on the Influence of Digester Ads on Consumer's Purchasing Behavior," (Master's Thesis, Yonsei University, 1986).

²³ Han W. Cho, "A Study on Korean Women's Consciousness of Advertisement," (Master's thesis, Yonsei University, 1982).

²⁴ Woo K. Kim, "A Study on Consumer's Acceptance Attitude toward Ads in Magazines," (Master's Thesis, Yonsei University, 1984), 59.

²⁵ Eun J. Choi, "The Relationship between Fashion Ads and Consumer's Purchasing Behavior," (Master's Thesis, Seoul Woman's University, 1991), 37.

²⁶ *Ibid.*

²⁷ Jong W. Park, "An Empirical Study on Baby Cloths Buying Pattern of Koreans Residing in Seoul," (Master's Thesis, Korea University, 1994).

²⁸ J. S. Park, "A Study on the Attitude toward Ads and Apparel Purchase Decision Making of Korean High School Students," (Master's Thesis, Ehwa Woman's University, 1994).

²⁹ Moon J. Kim, "The Preference of Brand Image and Fashion Ads Strategy," (Master's Thesis, Ehwa Women's University, 1989).

³⁰ Yung J. Kim, *loc. cit.*

³¹ Hyun Hoo Yoon, "The Influence of Display Involvement on Clothing Buying Behavior," (Master's Thesis, Seoul Woman's University, 1988), 37.

³² Hae Y. Jung, "A Study on the Clothing Buying Behavior," *Journal of the Korean Society of Clothing & Textiles* 16, no. 4 (1984), 17-25.

tive in apparel ads.³³⁾ Comparing other products' ads, apparel ads stimulate impulsive purchases most easily, and apparel ads are utilized most by consumers as an information source for actual purchases.³⁴⁾

To summarize the literature, consumers highly recognize the need for apparel advertisements and magazines as a fashion information source. Therefore, a deep understand of consumer's needs and attitudes toward apparel ads in magazines will guide effective allotment of marketing resources.

3. Physical Self-Concept and Consumer Behavior

Self-concept is one's total system of thoughts and feelings about oneself as an object. Self-concept implies perceptions of ability, weakness, personality, value system, appearance, and attractiveness of oneself. From these perceptions, one forms an attitude or feeling (emotion) toward oneself and the attitude or feeling affects his/her behavior.³⁵⁾

The influence of self-concept on consumer behavior is well shown in the fact that symbolic meanings of merchandise have a greater influence on consumer behavior than functions of merchandise do.³⁶⁾ A merchandise or brand also has an individual character like human beings. The brand individuality delivers information about the person who has or uses the brand. Therefore consumers prefer a brand or merchandise by which he can express his self-concept most efficiently. This behavior could be explained by the motivations of self-esteem and self-consistency. That is, in the viewpoint of self-esteem, consumers are motivated to purchase the merchandise which is helpful in reaching

his/her ideal self-concept or in keeping with his/her real self-concept. This functions to avoid disharmony caused by the difference or gap between one's actual behavior and one's self-image. Therefore consumers process information and purchase merchandise in a manner which matches his self-concept. At the same time, consumers try to keep and improve their self-concept through the merchandise they purchase. This is why self-concept plays a role in processing information and all other purchase decision making processes. Ads having consistency with one's self-image could be remembered more easily by consumers, and motivate preferable attitudes toward the ads and purchase intention of consumers.

Therefore, it could be easily inferred that consumer's attitude toward apparel ads in magazines as an information source is related to one's physical self-concept, an important component of self-concept.

III. Research Method

1. Instruments

Self-administered questionnaire was used to collect the data. It consisted of three parts: physical self-concept; behavior and attitudes toward apparel ads in magazines; and Demographics.

Questions to measure Physical self-concept were borrowed from Jung's³⁷⁾ standardized self-concept test which was developed on the basis of Tennessee Self Concept Scale.³⁸⁾ Included statements are, i.e. "I am satisfied with my figure" and "I have an ideal weight". Cronbach's total reliability coefficient of the items measuring physical self-concept was 0.87.

³³⁾ Jeong S. Kim, "The Preference of Brand Image and Fashion Ads Strategy," (Master's Thesis, Seoul National University, 1987), 48-53.

³⁴⁾ Woo Kun Kim, *loc. cit.*

³⁵⁾ J. F. Engel, R. E. Blackwell, and P. W. Miniard, *Consumer Behavior* (Chicago: Dryden, 1990), 482-545.

³⁶⁾ S. J. Levy, "Symbols for Sales," *Harvard Business Review* 37, no. 4 (1959): 117-124.

³⁷⁾ W. S. Jung, *loc. cit.*

³⁸⁾ William H. Fitts, *loc. cit.*

Questions regarding behavior and attitudes toward apparel ads in magazines were developed on the basis of the questionnaire used in previous studies.^{39,40)} Included questions were, i.e. "How much do you pay attention to ads in magazines?", "How much do you enjoy reading fashion magazines?", "How often do you consult magazine ads for fashion trends?" and "How much do you believe the message of apparel ads in magazines?" Cronbach's total reliability coefficient of items measuring behavior and attitudes was 0.82.

Five point Likert type scales were used for most measures with 1=never or strongly disagree, or very unimportant and 5=always or strongly, or very important.

2. Sample, Data Collection and Data Analysis

The sample consisted of 419 students at 3 girls' high schools located in Dobongku, Dong-daemunku, and Suchoku, Seoul. Questionnaires were completed right before or after classes.

Percentage, *t*-test, and Chi-square were employed for the analysis of the data.

In order to investigate if there are any differences in behaviors and attitudes toward apparel ads in magazines according to physical self-concept, the respondents were classified into two groups, those falling below the mean score of total respondents were categorized as low; and those falling above the mean were categorized as high. A high score reflects one's stable and desirable or positive opinion of one's physical conditions, and a low score means the opposite. The mean score of respondents' physical self-concept (3.03) was lower than that of the standard group (3.37) which was offered by Korean Testing Center (Jung, 1967). As shown in <Table 1>, the number of those falling below the mean score of total respondents (287) was much larger than the number of those falling above the mean (132).

<Table 1> Physical Self-Concept of Respondents

Level of Physical Self-Concept	<i>n</i>	M	SD
Low group	287	2.72	0.34
High group	132	3.76	0.39
Total	419	3.03	0.58

IV. Results

1. Preferred Magazine Type and Amount of Magazines Read

A little more than 9% of respondents do not read any magazines at all, while 81% read one to two types of magazines. Most of respondents said that they circulate and share one or two types of magazine in the classroom. *Vogue Girl* is the most popular (70.28%), followed by *Elle Girl* (59.30%), *Cindi the Perky* (45.54%), *Ceci* (25.82%), *Kiki* (24.88%), and *GQ* (23.94%).

Among the respondents who read three or more magazines, there were more with a high sense of physical self-concept than those with a low sense of physical self-concept. On the other hand, there was no correlation found between physical self-concept and the amount of magazines read among respondents who read fewer than three types of magazines.

2. Affective Attitude toward Apparel Ads in Magazines

1) Level of Interest and Preference to Apparel Ads in Magazines

The majority of respondents admitted to a favorable bias toward ads in magazines. While only a few respondents (3.72%) said they do not pay any attention at all to apparel ads in magazines, about 64% of respondents answered that they pay much or a great deal of attention to them. Most of the respondents (66.82%) answered that they enjoy very much reading fa-

³⁹ So Kyung Kim, "A Study of Korean Female University Students' Clothing Purchase Behavior," (Doctoral Dissertation, Ehwa University, 1994), 47-81.

⁴⁰ Han J. Kim, *loc. cit.*

shion magazines.

As shown in (Table 2), respondents demonstrated significant differences between the two groups: those with a higher sense of physical self-concept showed greater interest in magazine ads than those in the lower group.

2) Level of Believing the Message of Apparel ads in Magazines

A significant number of respondents (58.07%) showed neutral attitude in believing the message of ads in magazines. Nearly one third (28.78%) believe the message of apparel ads, to a greater or lesser extent (4 and 5 on a Likert type 5 point scale).

When asked to choose among the media of television, Internet, radio, newspaper, video, magazines, and catalogs, respondents replied that they trusted magazines and catalogs most.

Those with a higher sense of physical self-concept showed greater trust in magazine ads than those in the lower group.

3) Level of Perceived Usefulness of Apparel Ads in Magazines

The percentage of the respondents who doubt the usefulness of apparel ads in magazine was

3.84%. Conversely, 49.76% of respondents replied that they think apparel ads in magazine are useful or very useful when they purchase new clothes.

When the results are broken down according to respondents' sense of physical self-concept, in the higher group generally found fashion ads in magazines more useful, and more often expressed satisfaction with the ads, than their lower-group counterparts.

4) Level of Satisfaction and Causes of Dissatisfaction toward Apparel Ads Information in Magazines

Only a few respondents (6.75%) claimed that they were not satisfied at all with the ads found in magazine; many more (47.1%) were moderately satisfied with them.

When the results were broken down according to respondents' sense of physical self-concept, in the higher group generally more often expressed satisfaction with the ads, than their lower-group counterparts. (refer to Table 2)

Some of the negative aspects of fashion ads in magazines cited by respondents were a lack of information on items (33.58%), models of unrealistic body types (34.38%), a lack of variety

<Table 2> Attitude toward Apparel Ads in Magazines according to Physical Self-Concept of Respondents ($n=419$)

Attitude	Physical Self-Concept(n)	M	SD	t -value
Level of interests in ads in magazine	Low(287)	3.96	0.71	2.48**
	High(132)	4.15	0.80	
Level of believing the message of apparel ads in magazine	Low(287)	3.04	0.68	2.14*
	High(132)	3.20	0.69	
Perceived usefulness of apparel ads in magazine	Low(287)	3.29	0.89	3.89***
	High(132)	3.67	0.99	
Level of satisfaction with apparel ads in magazine	Low(287)	3.21	0.70	2.16*
	High(132)	3.39	0.85	

*** $P<0.001$, ** $P<0.01$, * $P<0.05$.

of styles in presentation (49.63%), the impracticality of the clothes presented for everyday wear (27.74%), a surfeit of ads (18.91%), and the poor quality of print (4.08%).

Respondents showed quite a high level of dissatisfaction with the lack of practical information such as price and the place where they can buy. This trend might mean that consumers expect apparel ads in magazines to be a source offering them the information which is more closely related to real purchase as well.

When the results were broken down according to respondents' sense of physical self-concept, the lower group expressed a greater level of dissatisfaction with unrealistic body types of models appearing in magazines. (refer to Table 3)

3. Benefits of Apparel Ads in Magazine Versus Other Media as Perceived by High School Girls

About 75.94% of respondents listed the prospect of getting ideas on keeping up with fashion trends as the greatest benefit of magazine ads.

Students also read magazines to get ideas on the kind of clothes to buy (39.34%) or how to coordinate and accessorize outfits (52.74%), to refer back to pictures when the need arises (44.34%), as well as to enhance their designing skills (8.43%), all benefits not offered by other media.

When the results are broken down according to respondents' sense of physical self-concept, the higher group showed a greater consideration to the enhancement of designing ideas and skills than did the lower group. (refer to Table 4)

4. Frequency and Type of Utilizing Apparel Ads in Magazines

As shown (Table 5), high school girls consult magazines for fashion trends often, with 67.30% saying they consult them frequently ("often" or "very often").

Overall results show that most respondents used the ads to get specific information about an advertised item or style and about general fashion information about a style/design. In the

〈Table 3〉 Causes of Dissatisfaction with Apparel Ads in Magazines by Physical Self-Concept of High School Girls (n=419)

Causes of dissatisfaction	Physical self-concept(n)	n (%)	χ^2
Lack of style presentation	Low(287)	142 (49.48)	0.003
	High(132)	66 (50.00)	
Poor quality of print	Low(287)	18 (6.27)	12.04***
	High(132)	12 (9.09)	
Lack of information on the item (price, location etc.)	Low(287)	220 (76.66)	2.44
	High(132)	55 (41.67)	
Too many ads in magazines	Low(287)	55 (19.16)	0.81
	High(132)	30 (22.72)	
Unrealistic body types of model	Low(287)	197 (68.64)	28.92***
	High(132)	57 (43.18)	
Lack of reality for everyday wear	Low(287)	107 (37.28)	0.09
	High(132)	53 (40.15)	

*** $p < 0.001$.

〈Table 4〉 Perceived Benefits of Apparel Ads in Magazines according to Physical Self-Concept of High School Girls (n=419)

Benefit	Physical self-concept(n)	n (%)	χ^2
Referring back to the pictures	Low(287)	132 (45.99)	0.51
	High(132)	56 (42.42)	
Getting ideas on new fashion trends (color, textiles, styles) to buy	Low(287)	198 (68.99)	0.48
	High(132)	96 (72.73)	
Getting ideas on coordination (accessorizing outfits)	Low(287)	181 (63.07)	0.17
	High(132)	81 (61.36)	
Getting ideas to enrich my designing/merchandising skills	Low(287)	45 (15.68)	-7.11**
	High(132)	37 (28.03)	
Getting ideas to keep up with fashion trends	Low(287)	216 (75.26)	0.29
	High(132)	103 (78.03)	
Others	Low(287)	11 (3.83)	1.98
	High(132)	10 (7.58)	

** $p < 0.01$.

〈Table 5〉 Type of Utilizing Apparel Ads in Magazines by High School Girls (n=419)

Utilizing type	Never n(%)	Rarely n(%)	Occasionally n(%)	Often n(%)	Very often n(%)
Purchase the advertised item	51 (12.17)	130 (31.03)	182 (43.44)	40 (9.55)	16 (3.82)
Purchase any product made by the advertised company	36 (8.59)	111 (26.49)	184 (43.91)	70 (16.71)	18 (4.30)
Get specific information about the advertised item or style	26 (6.21)	101 (24.11)	173 (41.29)	78 (18.62)	41 (9.79)
Get general information about style/design in the ads	6 (1.43)	46 (10.98)	85 (20.29)	172 (41.05)	110 (26.25)

case of purchasing the item advertised, 43.44% of respondents answered they purchase the item advertised occasionally, 31.03% rarely, while 9.55% do so often, and 12.17% never. In the case of purchasing products seen in ads made by a specific company advertised, 16.71% of respondents answered they purchase the product seen in ads made by a specific company ad-

vertised often, while 43.91% do so sometimes, 26.49% only rarely, and 8.59% never.

When the results are broken down according to respondents' sense of physical self-concept, students with a low sense of physical self-concept showed a greater possibility to purchase the product seen in ads made by a specific company, and to buy any product made by the

(Table 6) Type of Utilizing Apparel Ads in Magazines according to Physical Self-Concept of High School Girls (n=419)

Utilizing type	Physical self-concept (n)	M	SD	t-value
Purchase the advertised item	High (132)	2.51	0.84	4.98***
	Low (287)	3.01	0.87	
Purchase any product made by the advertised company	High (132)	2.78	0.90	2.49**
	Low (287)	3.05	0.83	
Get specific information about the advertised item or style	High (132)	3.79	0.97	-1.84
	Low (287)	3.55	0.89	
Get general information about style/design in the ads	High (132)	4.09	0.77	5.04***
	Low (287)	3.61	0.86	

*** $P < 0.001$, ** $P < 0.01$.

company seen in ads. Meanwhile students with a high sense of physical self-concept showed a higher tendency of getting general information about style/design in ads. (refer to Table 6). The percentage of respondents who admitted to consulting magazines very often for fashion trends was smaller in the low group than in the high, as well.

V. Conclusion and Implications

(1) The majority of respondents read magazines, and admitted to a favorable bias toward ads in magazine. Vogue was the most popular, followed by Elle Girl.

(2) Respondents showed less tolerance for a lack of variety of styles in presentation, and also demanded greater information on the items presented. Respondents consult magazines for fashion trends.

(3) According to physical self-concept, significant differences were observed in amount of magazine read, affective attitude, perceived benefits, causes of dissatisfaction, type of utilizing, and frequency of consultation apparel ads in magazines.

Among those who read regularly three or more magazines, a group with more positive

sense of physical self concept read more magazines than those with less positive sense of physical self-concept. On the other hand, there was no correlation found between physical self-concept and the amount of magazines read among respondents who read fewer than three types of magazines.

High school girls with more positive sense of physical self-concept had higher level of interest, usefulness, satisfaction, and consult apparel ads more often, and show a higher tendency of getting general information about style/design in ads. Meanwhile, the group with less positive sense of physical self-concept expressed a greater level of dissatisfaction with unrealistic body types of models appearing in magazines than did the group with more positive sense of physical self-concept, and showed a greater possibility to purchase the product seen in ads made by a specific company, and to buy any product made by the company seen in ads.

(4) Based on the results, following recommendations were suggested:

In the light of observed tendency of higher physical self-concept group to read many types of magazines, advertisers should attempt to gain a deeper understanding of the socio-psychological characteristics of this specific readership in

order to meet its needs better.

Magazine targeting teenagers should pay more attention to providing its readers with more information regarding general fashion trends, and improving the variety of style presentation.

In light of the observed tendency of low sense of physical self-group showing higher frequency of purchasing items seen in ads made by advertised company, and searching for specific information on the advertised items, the apparel ads targeting teenagers should consider the importance of company ads along with specific item ads.

In order to improve a function of communication with readers, there should be further studies on apparel ads in magazines, focused on a specific type of magazine classified by its characteristics or content.

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