

Clothing Purchase Motivation by Clothing Attitudes for Korean-Chinese College Female Students

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중국 조선족 여대생의 의복태도에 따른 의복구매동기

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초 록

본 연구는 연변 지역 조선족 여자 대학생을 대상으로 의복태도에 따른 의복구매동기를 조사함으로써 소비자의 심리적 특성을 밝히는데 그 목적이 있다. 2002년 5월에서 6월 사이에 300부의 설문지가 중국 연변 지역의 여자 대학생에게 배부되어 248부의 설문지가 최종적으로 분석에 사용되었다. 설문지는 5점 척도를 사용하였고, 통계처리는 SAS PC 프로그램을 이용하여 빈도, 요인분석, t-test를 하였다. 연구 결과를 요약하면 다음과 같다. 여자 대학생의 의복태도는 유행성, 유명상표지향성, 심미성, 정숙성의 네 요인으로 분류되었다. 각 요인 별로 요인의 평균값이 높은 집단과 낮은 집단으로 분류하여 의복태도에 따른 의복구매동기를 조사한 결과, 유행성·유명상표지향성·심미성·정숙성 네 요인 모두 각 요인 별로 평균값이 높은 집단과 낮은 두 집단 간에 유의한 차이를 나타내었다. 유행성요인에 높은 평균점수를 갖는 집단은 낮은 집단에 비해 멋진 외모나 새로운 유행을 추구하기 위해 의복을 구입하는 동기가 높았고, 미적요인에 높은 평균점수를 갖는 집단은 낮은 집단에 비해 실용적 이유보다는 사회적 모임이나 기분의 변화를 위하여 의복의 구매동기를 가졌다. 이러한 결과를 통하여 의복태도는 중국조선족소비자의 경우에도 의복구매행동을 예측하는 좋은 변수가 될 수 있으며 시장세분화를 위한 유용한 기준이 될 수 있음을 확인하였다.

주제어: 의복태도, 의복구매동기, 조선족 여자 대학생

I. Introduction

Recently Chinese have increased income radically

due to adopting the market economy, reformation, and open-door policy. It enhances the needs of good quality products and of expressing their

individualities and emotions. They demonstrate high interest, purchase motives and preferences on the Korean apparel as the life style is individualized and the value systems are changed due to the economic growth.

A few marketing researches for Chinese consumers in the area of clothing and textiles have been done by Korean researchers. The nature of apparel marketing is to make the voluntary purchase by understanding the consumers and appropriately satisfying the desires of consumers with the apparel products or fashion services. Apparel companies select segmented target market to satisfy efficiently diverse consumer's desires and conduct differential marketing strategy for segmented target market. Many researches were done by various aspects such as fashion life style, clothing behavior, and demographic characteristics to identify accurately various consumer characteristics and desires of consumers. Moreover, the clothing attitude is the important index segmenting the consumer market as the interest and importance appeared in the behaviors selecting and wearing the clothes. Therefore, various researches applied these marketing concepts are needed to satisfy wants for Chinese related to consumer products.

This study aimed to identify the psychological characteristics of Korean-Chinese consumers by identifying the motives to purchase the apparel products depending on the clothing attitudes. Especially, this study selected the Korean Chinese college women in Yanbian.

II. Theoretical Backgrounds

1. Clothing attitude

The clothing attitude is formed by the influence such as psychological characteristics of

individuals and social and cultural factors, which is the interest and importance appeared in the behaviors selecting and wearing the clothes. It influences on the decision making process when the consumers select the clothes. Sproles(1979) defined the clothing attitude as the nature that a consumer tried to act in a specific way in the specific situation such as wearing the clothes or to the specific object called the clothing.

Park(1995) pointed out nine variables about clothing attitudes including practicability, economy, modesty, aesthetics, fashion, conformity, individuality, status symbol, and importance, which were general and constant variables related to clothing behavior. Moreover, Park and Kim(1998) identified nine dimensions of clothing attitude, which were fashionability, clothing involvement, clothing conformity, modesty, status symbolism, comfort, manageability, individuality, and economy. They found these clothing attitudes related to monthly expenditure on clothing, gender, and educational level. Nam and Khang(1996) researched into the clothing attitudes of observers affecting to the impressions of subjects wearing clothes. They classified the clothing attitudes into four variables: fashion interest, status symbol, practical/comfort, and conformity.

2. Clothing purchase motivation

The consumers recognize the problems with the lacks of clothing or complaints on clothing in their daily life. While they recognize the problems, the desires for clothing are generated. Then, as the means for relieving such desires, the internal impulse of individual stimulating the purchase behaviors that make the consumers purchase the clothing is called the motive for purchase of clothing.

Yoo and Rhee(2001) defined the clothing

purchase motivation as the consistent tendency of behavior toward clothing purchase when consumer needed clothes because the experiences of purchasing clothing gave enough compensation. They reported that the formed motivation continued for a while as long as no psychological and environmental changes. Bartos(1982) explained that the representative situations making the clothing consumers recognize the problems are when the fashion goods that the consumers have are outmoded or don't have sufficient assortment, when the consumers are dissatisfied with their current clothes, when their desires are changed due to the fashion trends, when they need new items for total coordination, when their financial status are changed, when the new products are introduced or the products are discounted and when the companies deploy the marketing activities.

Park and Kim(1998) pointed out five types of clothing purchase motivations including impulse purchasing, economical sufficient, needs for practical purchase, finding desired clothes, and advertising/ sales promotion. The highest motivations were 'finding desired clothes' and 'needs for practical purchase' and the lowest motivation was 'advertising/ sales motivation.' Lim and Lim(1993) used eight of clothing purchase motivation such as insufficiency of wearable dress, following new fashion, feeling impulse purchase, buying clothing cheap after seeing sales promotion advertising, affecting by clothes of friends or others, for breaking out of stress or changing feeling, showing economy status, and pursuing individuality and a dignity. Kang(1991) classified clothing purchase motivations into six factors as results of factor analysis; clothing design and season adaption motive, fashion pursuing and impulse purchase

motive, practicability of clothing, affecting by others, economical sufficient, and practical purchase motive.

As a result of reviewing published articles related to clothing purchase motivation variables, the following dimensions are summarized. First, the practical pursuing dimension relates to perceive deficiency of clothes and to solve it. It includes 'season adaption for coming season,' 'need for matching with clothes owned already,' and 'don't fit size or changing shape in the existing clothes.' Second, the leisureful pursuing dimension related to seek emotional and sensational pleasure. It includes 'wants for new dress,' 'boring owned clothes,' 'breaking off stress or changing mood,' 'following new fashion,' 'pursuing individuality and dignity,' and 'for chic appearance.' Third, the impulse buying dimension related to unplanned clothing purchase by advertising or sales promotions. It includes 'due to finding desired clothes,' 'due to liking displayed clothes,' and 'sales promotion or price off advertising.'

3. Consumer behavior research for Chinese related to clothing and textiles

A few researches using Chinese consumers have been reported in the area of clothing and textiles since Kim's research(1994). Kim and Lee(2001) analyzed the design preference according to the age of consumers in order to obtain basic informations which are necessary for the development of designs that can satisfy the needs and desire of Chinese consumers. They found that Chinese consumers preferred casual style for outdoor clothing through all over the age. Lee et al.(2002) identified the relationship of clothing involvement, consumer characteristics, and clothing buying behavior of college female

students in China. They pointed that the high involvement consumers affected by materialism and conspicuous consumption especially in happiness-pursuing and status symbol. Shen and Yu(2002) examined the life style of Korean-Chinese college students in Yanbian region of China and analyzed the purchasing behavior of clothing according to the life styles. The respondents were divided into five groups such as active shoppers, conspicuous compulsives, economic planners, self indulgers, and conspicuous planners. They reported that Chinese consumers had high conspicuous characteristics.

III. Methods

1. Research questions

The purposes of this research were to identify the differences of clothing purchase motivations according to clothing attitudes for Korean-Chinese college female students in Yanbian region of China. The following research questions were selected. First, it was classified the clothing attitudes of Korean-Chinese consumer. Second, it was identified the differences of clothing purchase motivations according to clothing attitude types.

2. Measurement tools

Questionnaire was used to measure the clothing purchase motivation and clothing attitude for this research. Questions were revised and supplemented based on the previous researches. The following researches were selected to modify clothing purchase motivation questions: Kang(1991); Kim et al.(1999); Kim et al.(2001); Yoo et al.(2001). Clothing attitude questions were modified based on the following researches: Kang(1991); Park(1995); Park et al.(1998). Each

question was rated in five point scales, where 1 means "not at all" and 5 means "definitely." The reliability of measurement was reviewed from three professors in the area of clothing and textiles and Cronbach's α values of measurement items were showed as 0.41 ~ 0.63.

3. Data collection and analysis

A total of 50 copies of the questionnaire was passed out to college female students in Yanbian from March 20-25, 2001, for a preliminary study. The main research was conducted to 300 college female students from May to June, 2002 and 248 of questionnaire were used for analysis. The data of this study was statistically analyzed using the SAS PC program. Factor analysis was carried out to classify the clothing attitude factors and t-test was conducted to identify the differences of clothing purchase motivations depending on classified clothing attitude groups.

IV. Results and Discussion

1. Factor analysis of clothing Attitudes

Responses to the clothing attitude instrument were factor analyzed to identify the underlying constructs of clothing attitude. Principal component analysis with varimax rotation was performed on the responses. As shown Table 1, four distinct factors emerged from the initial matrix, which accounted for 55.8 percent of the total variance. These factors were interpreted to represent modest, fashionable, brand-name oriented, and aesthetic. The modest factor is to avoid the physical exposure related to the sexual interest, conservatively comply with the social norms such as ethics and customs through the clothing or accessories and wear the clothes that are courteous. The fashionable factor is to be

Table 1. Factor analysis of clothing attitudes using Korean-Chinese college female samples

Factors and items	Factor Loadings	Eigen value	Total Variance (%)	Cumulative Variance (%)	Cronbach's α
Factor 1: Modest		1.827	15.225	15.225	0.5854
The women shall not wear the clothes making excessive exposures.	.781				
I don't buy the low cut dresses.	.740				
It is better to avoid the clothes that are well fitted but sex-appealing.	.616				
Factor 2: Fashionable		1.773	14.777	30.002	0.63114
I frequently talk about the latest fashion with others	.766				
I enthusiastically read the articles about the fashion on the newspapers or magazines.	.724				
I am very interested in the popular styles.	.720				
Factor 3: Brand-name Oriented		1.648	13.734	43.737	0.5573
I tend to buy the clothes of famous brands for the outdoor clothes.	.772				
I like and frequently buy the clothes from famous brand.	.750				
I buy the expensive and well recognized brands rather than the cheap clothes although the designs are very similar.	.629				
Factor 4: Aesthetic		1.443	12.025	55.762	0.4147
The people who wear the accessories that don't fit to their clothes such as necklaces or rings look funny.	.742				
I wear the chic clothes fitting to me although that make me feel uncomfortable.	.644				
I am very interested in whether the clothes of other people fit to them.	.581				

interested in the fashion trend, prefer and value the trendy styles and accept the trends in selecting the clothing. The brand-name oriented factor is to be interested in, buy frequently and prefer the famous brand clothes. The aesthetic factor is to be much interested in the beauty, try to harmonize the clothing with the physical appearance in wearing the clothes and achieve the external beauty using the clothes or accessories. The modesty was the highest interpreter among four clothing attitude factors. Yu(1998) reported that traditional values still affected to Chinese consumers. It means that they prefer conservative design in clothing.

2. Clothing Purchase Motivation depending on the Clothing Attitudes

The subjects were divided into the group I and II, which meant the group with higher average score (over 3) and that with lower average score (below 3) by factor, respectively.

Table 2 is the results of the study that examined the differences of motives for purchase of clothing between two groups, the group I and group II that had high average scores and low average scores by the fashionable factor, respectively. For the fashionable factor, the group I and II illustrated the significant difference in three items such as 'to try a new trend,' 'impulse buying from a store display,' and 'for stylish appearance.' The group I demonstrated

Table 2. Clothing purchase motivations depending on fashionable factor

Purchase motivations for clothing	Group	Mean	t-value
Unfit size or change of shape in the existing clothes	High	3.10	-1.195
	Low	2.95	
To try a new trend	High	3.09	-3.474**
	Low	2.72	
For the harmony of existing clothes	High	3.56	-1.759
	Low	3.39	
Impulse buying from a store display	High	3.07	-1.989*
	Low	2.81	
For a change of mood	High	2.99	-1.905
	Low	2.75	
After seeing discount advertising	High	2.47	-0.723
	Low	2.38	
For stylish appearance	High	3.15	-2.338*
	Low	2.87	
For social gathering occasion	High	3.39	-0.587
	Low	3.32	
Change of season	High	3.82	0.245
	Low	3.85	
To show off their affordability	High	2.36	-1.678
	Low	2.14	

** $p < 0.01$ * $p < 0.05$

higher motives for purchase of clothing than the group II in all three items. Therefore, it could be verified that higher attitude consumers for fashionable clothing showed higher motives for purchase of new trend clothing or stylish appearance.

For the aesthetic factor, the group I and II showed the significant difference in four items such as 'unfit size or change of shape in existing clothes,' 'for a change of mood,' 'for social gathering occasion,' and 'change of season.' As showed in Table 3, the group I with higher aesthetic score showed higher motives for the purchase of clothing than the group II in three items such as purchase for social gathering, season changing, or emotional change. However, the group II with lower aesthetic score had stronger motive for the purchase of clothing than

the group I with the reasons that the sizes of their current clothes don't fit to them or the shapes of current clothes are changed.

For the brand-name oriented factor, the group I and II showed the significant difference in two items such as 'to try a new trend' and 'for stylish appearance.' As showed in Table 4, the group I with higher brand-name oriented score showed lower motives for the purchase of clothing than the group II in two items such as purchase for 'to try a new trend' and 'for stylish appearance.'

The group I and II for the modest factor showed the significant difference only in one item, 'to try the new trend' for which the group I with higher modest score had higher motive for the purchase of clothing than the group II. (see Table 5)

Table 3. Clothing purchase motivations depending aesthetic factor

Purchase motivations for clothing	Group	Mean	t-value
Unfit size or change of shape in the existing clothes	High	2.88	2.157*
	Low	3.15	
To try a new trend	High	3.06	-1.862
	Low	2.86	
For the harmony of existing clothes	High	3.55	-1.780
	Low	3.42	
Impulse buying from a store display	High	3.05	-1.099
	Low	2.91	
For a change of mood	High	3.07	-2.452*
	Low	2.77	
After seeing discount advertising	High	2.33	1.359
	Low	2.50	
For stylish appearance	High	3.15	-1.566
	Low	2.96	
For social gathering occasion	High	3.52	-2.513*
	Low	3.24	
Change of season	High	3.96	-2.215*
	Low	3.74	
To show off their affordability	High	2.22	0.697
	Low	2.31	

* $p < 0.05$ **Table 4.** Clothing purchase motivations depending on brand-name oriented factor

Purchase motivations for clothing	Group	Mean	t-value
Unfit size or change of shape in the existing clothes	High	3.02	0.326
	Low	3.06	
To try a new trend	High	2.79	3.310**
	Low	3.14	
For the harmony of existing clothes	High	3.50	-0.227
	Low	3.48	
Impulse buying from a store display	High	2.95	0.269
	Low	2.98	
For a change of mood	High	2.81	1.450
	Low	2.99	
After seeing discount advertising	High	2.43	-0.104
	Low	2.42	
For stylish appearance	High	2.91	2.435*
	Low	3.02	
For social gathering occasion	High	3.27	1.804
	Low	3.47	
Change of season	High	3.83	-0.008
	Low	3.83	
To show off their affordability	High	2.22	1.019
	Low	2.35	

** $p < 0.01$ * $p < 0.05$

Table 5. Clothing purchase motivations depending on modest factor

Purchase motivations for clothing	Group	Mean	t-value
Unfit size or change of shape in the existing clothes	High	3.12	-1.384
	Low	2.95	
To try a new trend	High	3.04	-1.973*
	Low	2.83	
For the harmony of existing clothes	High	3.49	0.118
	Low	3.50	
Impulse buying from a store display	High	2.99	-0.309
	Low	2.95	
For a change of mood	High	2.86	0.645
	Low	2.94	
After seeing discount advertising	High	2.41	0.420
	Low	2.46	
For stylish appearance	High	3.05	-0.286
	Low	3.02	
For social gathering occasion	High	3.36	0.094
	Low	3.37	
Change of season	High	3.86	-0.636
	Low	3.79	
To show off their affordability	High	2.26	0.279
	Low	2.29	

*p<0.05

V. Conclusion and Suggestion

This research was designed to understand purchase motivation for garment depending on the clothing attitudes among college students in Yanbian, China. The result was showed as follows :

The clothing attitudes were classified four types: fashionable, brand-name oriented, aesthetic and modest. The subjects are divided into the group I and II, which means the group with higher average score and that with lower average score by factor, respectively. There were significant differences between variables of clothing selection criteria according to the difference of two groups' clothing attitudes. In detail, a meaningful difference was showed in three variables of clothing selection criteria - 'to try a new trend,' 'impulsive buying at the store display,' and 'for stylish appearance' in the

fashionable factor. In the brand-name oriented factor, a meaningful difference was showed in two variables - 'to try a new trend' and 'for stylish appearance.' A meaningful difference was showed in four variables in the aesthetic factor - 'for social gathering occasion,' 'change of season,' 'for a change of mood,' and 'unfit size or change of shape in the existing clothes.' Only one variable, 'to try a new trend,' showed a meaningful difference in the modest factor. In conclusion, the clothing attitudes can be the appropriate variables to estimate the clothing purchase behaviors of consumers and will be the useful standards for market segmentation. As a result, the clothing purchase motivation is affected by clothing attitudes.

Based on these results, a few suggestions can be raised for the apparel company exporting to China. First, the modesty was the highest interpreter among the four clothing attitude factor

for Korean-Chinese consumers. The apparel company needs to reflect it.

Second, the significant difference of the motivations of clothing purchase showed between high and low group of fashionable and aesthetic factor. The high aesthetic group affected by the social and psychological motives such as the needs for social gathering or a change of mood rather than practical needs when they buy clothes. Therefore, the marketers need to build a differential marketing strategy for this consumer. For example, the advertising appealed to emotion would be useful for this group.

There are some limitations in this research. China consists of diverse races and has immense territory. This research is focused on Korean-Chinese in Yanbian area. So, the results of this research have limitations to understand the whole market of China.

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