Sportswear Evaluative Criteria Segments: Benefits Sought, Attitudes toward Imported and Domestic Brands, and Sportswear Image Preferences

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Abstract

The purposes of this study were to segment consumer groups by evaluative criteria and to find the differences among the groups in regard to sportswear benefits sought, domestic and imported brand attitudes, and sportswear image preferences. The subjects used for the study were 773 male and female consumers who were residents in Seoul. The data were analyzed by factor analysis, cluster analysis, t-test, and chi-square test. The results showed that there were two sportswear segments: brand/design-oriented group and function-oriented group. Statistical analyses showed that the two sportswear segments were different in regard to sportswear benefits sought, domestic and imported brands attitudes, sportswear image preferences, and demographics. Brand/design-oriented group sought the benefits of sex appeal/impression improvement, individuality, and conspicuousness, had a more favorable attitude toward imported brands, and preferred a prestigious image. They were relatively younger and had a higher income. In the meanwhile, function oriented group sought a comfort benefit from sportswear, had a more favorable attitude toward domestic brands, and preferred simple and active images. There were more high school graduates and home makers in function-oriented group. The implications of the study were discussed.

Key words: Sportswear evaluative criteria, Imported brand attitude, Sportswear benefits sought, Sportswear image preferences; 스포츠웨어 선택기준, 수입 브랜드에 대한 태도, 스포츠웨어 추구혜택, 스포츠웨어 선호이미지

I. Introduction

The world is becoming a unitary market due to the increase in foreign trade. The apparel imports to Korea had rapidly grown to 3 billion dollars in 2003 (Korea Fashion Association, 2003). Among the Korean

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apparel markets, the sportswear market is very attractive one for multinational brands. In Korean sportswear market, seven brands ranked within top 10 are imported ones. Furthermore, Korean sportswear market has been drawn the most attention by fashion marketers because it is the most rapidly growing market in Korea and now takes 4th place in the apparel market. Moreover, due to the recent trend called "Sportism",

the wellbeing trend, and expanded weekends, Korea sportswear market is a promising one with a unlimited growth capacity("Overwhelming outdoor wear", 2005).

There have been numerous studies which emphasized the evaluative criteria as important variables in apparel market segmentation. According to numbers of previous studies, the most frequently used apparel criteria were price, style, quality, size and fit, color, fabric, brand name, and country of origin(e.g., Cassill & Drake, 1987; Forney et al, 2005; Huddleston et al, 1993). However, there were very few studies concerning the sportswear market segmentation and almost no studies using evaluative criteria as sportswear market segmentation variables. With ever increasing sportswear market size and high market share of imported brands in Korean sportswear market, it is important to identify profiles of Korean sportswear purchaser by their sportswear evaluative criteria.

The purposes of this study were to segment Korean sportswear market by sportswear evaluative criteria and to identify the profiles of each segment with sportswear benefits, attitudes toward imported and domestic brands, and sportswear image preferences. Despite the dominance of imported brands in sportswear market, there were very few studies regarding attitudes toward imported and domestic sportswear brands. Majority of the studies for imported apparel dealt with women's clothes, jeans and casual wear(Hong, 1996; Koh, 1994; Lee & Lim, 1998a; Oh & Huh, 1995). Therefore, it is important to investigate the differences between sportswear segments in regard to attitudes toward domestic and imported sportswear brands. Furthermore, sportswear benefits sought needs to be investigated. Benefit sought for sportswear can provide underlying motives which are useful information to marketers.

The research problems of the study were as followed. First, the study segmented the consumers based on evaluative criteria. Second, the study investigated the differences between the segments in regard to sportswear benefits sought. Third, the study investigated the differences between the segments in regard to attitudes toward domestic and imported sportswear brands. Fourth, the study investigated the

differences between the segments in regard to sportswear image preferences. Lastly, the study investigated the differences between the segments in regard to demographics.

II. Literature Review

1. Evaluative Criteria

Evaluative criteria are the specifications or standards that consumers use when comparing and assessing alternatives and they reflect underlying consumer values, lifestyles, attitudes, knowledge, and experiences(Blackwell et al., 2001). Since evaluative criteria play a key role in consumer's decision making process, many studies have looked at criteria that consumers use when making a purchase decision. Some have viewed criteria in terms of extrinsic factors(such as price, brand name, and store image) and intrinsic factors(such as style, color, and quality) (Solomon & Rabolt, 2004). In the same vein, decision criteria relate to benefits that may be considered either utilitarian(concrete) or hedonic(abstract)(Ahtola, 1985; Blackwell et al., 2001). Utilitarian evaluative criteria relate to objective, economic, rational, concrete and functional purchase dimensions while hedonic evaluative criteria relate to benefit arising from experiential, abstract, subjective, emotional, symbolic, sensory, non-rational and aesthetic purchase attributes and benefits(Ahtola, 1985; Hirschman & Holbrook, 1982).

Various researchers have studied clothing evaluative criteria, and most of the studies were done with female subjects. To segment the apparel market by evaluative criteria, Cassill and Drake(1987) identified three evaluative criteria factors that female consumers used for social apparel: appropriateness, economic, and other people directed. Fiore and Damhorst (1992) showed that evaluative criteria related to aesthetics were important indicators in the assessment of quality of women's pants. In their study of the effects of evaluative criteria on fashion brand extension, Forney et al.(2005) found that image, quality, color, design are important evaluative criteria in purchasing extended brands of casual apparel. In their sports-

wear attributes evaluation, Lee and Lee (2004) mea-
sured seven attributes: design, color, fabric, sewing,
quality, enterprise image, and brand advertisement.
The researchers found that consumers' value was
related to sportswear attributes evaluation. For exam-
ple, the value of materialism had a positive relation
with enterprise image and brand advertisement
attributes of sportswear.

2. Clothing Benefit Sought

Clothing has long been recognized as having more
than a functional use, numerous studies have indi-
cated the symbolic meaning of its use in social envi-
ronments(e.g., Erickson & Sirgy, 1989; Kaiser, 1990).
However, few empirical studies have focused on
benefits, needs, or motives in purchasing clothing
from the consumer behavioral perspective(Shim &
Bickle, 1994). Limited studies exist which can be
viewed as benefit segmentation research. Benefit
segmentation is defined as segmentation by "benefit
sought"-the kinds of benefits consumers seek in
products and services(Schiffman & Kanuk, 1994).
Through benefit segmentation, marketers can acknowl-
edge unmet consumer needs and attempt to measure
consumer perception of various product(Engel et al.,
1990; Peter & Olson, 1987).

Shim and Bickle(1994) investigated clothing bene-
fits sought by female consumers and segmented the
consumers in three groups: symbolic/instrumental
users of clothing, practical/conservative users of cloth-
ing, and apathetic users of clothing. The researchers
found the differences among the segments concern-
ing psychographics, shopping orientation, store patron-
age behavior, and demographics. Lee and Lim(1998b)
investigated clothing benefits sought by women aged
30 to 49 and identified five dimensions of clothing ben-
efits sought: brand, individuality, fashion, activity, and
economics. Kim and Hong(2000) investigated male
consumers' benefits sought and found four dimensions
of benefits sought: appearance improvement, social
status improvement, individuality, and comfort.

Hwang(2004) investigated the differences among
the sportswear benefits sought segments in regard to
shopping attitudes, attitudes toward domestic and

imported brands, and sportswear purchase behavior.
The results showed that there were four sportswear
benefit segments: figure compensation/ ostentation,
individuality, comfort/function, and youth-oriented
groups. The four sportswear benefit segments were
different in regard to imported brand attitudes,
department store attitudes, and sportswear purchas-
ing behavior. Lee and Lee(2004) found that consum-
ers' values were related to sportswear benefits sought.
The value of materialism and achievement orienta-
tion had positive relations with dimensions of sports-
wear benefits sought(brand orientation, fashion, and
appearance attraction).

3. Attitudes toward Domestic and Imported Brands

Attitude is 'a learned predisposition to behave in a
consistently favorable or unfavorable way with respect
to a given object'(Schiffman & Kanuk, 1994). Atti-
tude is generally considered as a lasting, general evalu-
ation of people, objects, advertisements, or issues
(Baron & Byrne, 1987). Numerous studies have dealt
with attitudes since attitudes are regarded as the best
predictor of consumer's behavioral intention, thus
behavior(Chae & Rhee, 2005; Eastlick & Feinberg,
1995; Park & Dickerson, 2002; Xu & Paulins, 2005).
Because of the acceleration of eliminating trade bar-
rier and emergence of global brand, there have been
many studies regarding attitudes toward imported
brand or products. According to Dickerson(1987),
Americans tend to have more favorable attitudes
toward domestic brand. A similar result has been
found in a research of Beaudoin(1994) which showed
that Americans formed more positive attitude toward
domestic apparel products. However, Beaudoin et al
(2000) found that even though fashion leaders and
followers had more positive attitudes toward domes-
tic apparel than imported one, fashion leaders gave
more positive evaluation for imported apparel.

Due to the importance of imported apparel brand
in Korean market, there have been several studies for
attitudes toward imported apparel(Hong, 1996; Koh,
1994; Lee & Lim, 1998a; Oh & Huh, 1995). Oh and
Huh(1995) found that Korean consumers gave higher

evaluation on price only for domestic apparel and more positive evaluation on quality, design and brand image for imported apparel. Lee(1997) examined the differences in brand selection motives according to the domestic and foreign brands. She showed that purchasers of foreign brand were influenced by quality and brand reputation while purchasers of domestic brand were influenced by price. Park and Dickerson(2002) investigated the effect of attitudes and subjective norms on the purchase intention of imported casual clothing. They found that both attitudes toward imported clothing and subjective norms were significant indicators in predicting the purchase intention of imported casual clothing.

4. Clothing Image Preferences

Lee and Lim(2003) defined a clothing image as a visual image formed by a combination of clothing's design factor, such as lines, colors and materials as well as subject feeling and association. There were several studies related with clothing image preferences, and they generally analyzed clothing image preferences according to the changes of clothing's visual clues or types of clothing. For example, Chung and Rhee(1992) identified the factors and evaluative dimensions of clothing images. As a result of factor analysis, 6 factors such as grace, modernity, unattractiveness, activeness, dressiness, and youthfulness were identified. A study of Lee and Lim(2003) classified clothing images and segmented the consumer market for woman's street clothes based on clothing image preferences. The results showed that clothing image groups were different in regard to benefit sought, use of information source, and purchasing behavior. There were very limited studies dealing with sportswear image preferences. Hwang(2005) investigated the effects of sportswear benefits sought on sportswear image preferences and found that there were significant effects of desired a sportswear benefit on sportswear image preferences. For example, the more consumers desired a sex appeal benefit from sportswear, the more they preferred innovative and luxurious sportswear images.

III. Methods

1. Sample and Data Collection

The subjects of the study were sportswear purchasers who were residents in Seoul, Korea. Data were collected through distributing questionnaires to adults aged 20 years and older during October, 2002. Approximately 800 questionnaires were administered, and 773 completed questionnaires were used for data analysis. The characteristics of the respondents were described by following. Male consumers were 36 percent while female consumers were 64 percent. Thirty-six percent of the respondents were full-time professionals, 33 percent were college students, and 31 percent were homemakers. Approximately two-third of the respondents were in their 20s; 22 percent in their 30s, and 14 percent were 40 years or older.

2. Measurement

The questionnaire was developed based on previous studies and a pre-test. The measures of previous studies which were frequently cited and had diverse items were used. Because of lack of previous measures dealing with sportswear, the study conducted a pre-test. In the pre-test, 70 male and female adult consumers were asked to write down the benefits they want in sportswear, criteria they used in purchasing sportswear, and preferred sportswear image. The results of pilot-test were incorporated in the questionnaire development.

The questionnaire included sportswear evaluative criteria, sportswear benefits sought, attitude toward domestic and imported sportswear brands, sportswear image preferences, and demographic characteristics.

1) Sportswear Evaluative Criteria
A total of 12 items were developed based on previous studies(Ahn et al., 2000; Cassill & Drake, 1987; Huddleston et al., 1993; Ryou & Lim, 1998) and the results of the pre-test. All items were measured by 5 point Likert scale.

2) Sportswear Benefits Sought
A total of 27 items were developed based on previ-

ous studies(Kim & Hong, 2000; Shim & Bickle, 1994) and the results of the pre-test. All items were measured by 5 point Likert scale.

3) Attitudes toward Domestic and Imported Sportswear Brands

A total of 12 items were the attributes in evaluating the domestic and imported brands, and they were developed based on previous studies(Beaudoin et al., 2000; Hong, 1996; Koh, 1994; Lee & Lim, 1998a). Respondents were asked to evaluate 12 attributes for domestic sportswear brands and for imported brands.

4) Sportswear Image Preferences

A total of 16 items were developed based on previous studies(Hwang & Na, 1999; Kim & Lee, 1992) and the results of the pre-test.

5) Demographic Characteristics

Demographics included age, sex, education, occupation, marital status, and monthly income.

3. Statistical Analysis

The statistical analyses used for the study were factor analysis, cluster analysis, t-test, and chi-square test. Factor analysis was used to identify factors of evaluative criteria, sportswear benefits sought, and sportswear image preferences. Cluster analysis was used to segment consumers by the evaluative criteria. T-test was used to find the differences between the segments in sportswear benefits sought, attitudes

toward domestic and imported brands, and sportswear image preferences. Chi-square was used to find the differences in demographics.

IV. Results and Discussion

1. Sportswear Evaluative Criteria Segmentation

1) Evaluative Criteria Factors

A principal component factor analysis with varimax rotation was conducted to identify evaluative criteria factors. Using eigen-values of one or greater, three evaluative criteria factors were identified in <Table 1>. Three factors, labeled as "function", "brand /fashion", and "design" were identified and Cronbach alpha coefficients were 0.797 for factor 1, 0.692 for factor 2, and 0.787 for factor 3. The result of factor analysis showed that the most prominent factor in sportswear evaluative criteria was function which may reflect the unique characteristic of sportswear, and the second prominent factor was brand/fashion which may reflect the importance of fashion and trend in Korean sportswear market.

2) Sportswear Evaluative Criteria Segments

A cluster analysis was performed using the three sportswear evaluative criteria. The result of cluster analysis showed that there were two groups of sportswear segments. T-test was used to investigate the differences between two groups in regard to the sportswear criteria factors, and the groups were named based on the t-test result in <Table 2>. Brand/

Table 1. Sportswear evaluative criteria factor analysis

Factor labels and statement	Factor loading	Eigen-value	Variance	Alpha
Factor 1 : Function				
Use	.734			
Function	.708			
Fabric	.705	3.016	25.135	0.797
Comfort	.702			
Quality	.675			
Care	.626			
Factor 2 : Brand/Fashion				
Advertisement	.801	1.944	16.202	0.692
Brand name	.746			
Fashion	.718			
Factor 3 : Design				
Color	.830	1.868	15.567	0.787
Design	.805			

Table 2. Sportswear evaluative criteria segments

Group Factors	Brand/Design-oriented group (N=349)	Function-oriented group (N=422)	t-value
Function	-.649	.531	-19.984***
Brand/Fashion	.116	-.097	2.968**
Design	.565	-.467	16.628***

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

Table 3. Sportswear benefits sought factor analysis

Factor labels and statement	Factor loading	Eigen-value	Variance
Factor 1 : Impression improvement/Sex appeal			
I prefer a sportswear that makes my figure more ideal.	.715		
I choose a sportswear that makes the advantages of my figure or body shape outstanding.	.704		
I buy a sportswear that makes me fashionable.	.655		
I usually wear sportswear which improves my impression on others.	.626		
I try to choose a sportswear to look fashionable.	.556	4.265	15.797
I would rather buy a sportswear that would express my femininity/masculinity.	.548		
I usually choose a sportswear which covers my figure flaws.	.519		
I dress a sportswear that I could impress the opposite sex.	.516		
Wearing an attractive sportswear to opposite sex is important to me.	.514		
I buy a sportswear that enhances my reputation.	.490		
Factor 2 : Comfort			
When I buy a sportswear, I consider if the clothing would comfort my body.	.771		
The most important thing in purchasing a sportswear is whether it is easy to move or not.	.740		
I think that the most important characteristic in sportswear is comfort.	.707	2.866	10.616
I am especially concerned about the functions more than others.	.694		
I consider if I could practically wear the sportswear for a long time.	.650		
Factor 3 : Individuality			
I try to wear particular different styles of sportswear from others.	.811		
I tend to select sportswear that is unusual.	.770	2.773	10.272
My individuality is important when purchasing a sportswear.	.641		
Factor 4 : Fashion/ Conspicuousness			
For me it is important to wear up-to-date sportswear.	.657		
I want to display my social status with the sportswear that I wear.	.649		
I prefer the sportswear with newest functions when I buy one.	.571	2.617	9.694
I usually search what brands of sportswear others are wearing.	.510		
Wearing a latest style of sportswear is very important to secure my fashion-oriented image.	.466		
Factor 5 : Youth			
I prefer a sportswear that makes me younger.	.762	1.708	6.325
I select a young-looking sportswear.	.724		

design-oriented group included 349 respondents and the group members considered brand/fashion and design more important while the function group included 422 respondents and the respondents considered function as more important sportswear criterion.

2. Sportswear Group Differences in Sportswear Benefits sought

1) Sportswear Benefit Sought Factors

A principal component factor analysis with varimax rotation was conducted to identify sportswear benefit sought factors. Using eigen-values of one or greater, five benefit sought factors were identified in <Table 3>. Five factors, labeled as "impression improvement/sex appeal", "comfort", "individuality", "fashion/conspicuousness", and "youth" were identified. Cronbach alpha coefficients ranged from 0.861 to 0.781. The result of factor analysis showed that the most prominent factor in sportswear benefits sought was impression improvement/sex appeal which had an eigen-value of 4.265. To compare the results of previous studies, the four factors(sex appeal/impression improvement, comfort, individuality, and fash-

Table 4. Sportswear group differences in sportswear benefits sought

Factors \ Group	Brand/Design-oriented group (N=343)	Function-oriented group (N=415)	t-value
Impression improvement/Sex appeal	.200	-.164	5.083***
Comfort	-.310	.260	-8.121***
Individuality	.125	-.101	3.097**
Fashion/Conspicuousness	.109	-.088	2.685**
Youth	.040	-.032	.993

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

ion/conspicuousness) were similar to those of other clothing benefit studies(Lee & Lim, 1998b; Shim & Bickle, 1994). However, youth factor turned out to be a unique sportswear benefit factor which is differentiated from other general clothing benefits sought factors.

2) Sportswear Group Differences in Sportswear Benefits Sought

To investigate the differences of groups in sportswear benefits sought, t-test showed that the two groups were significantly different in four benefits sought (impression improvement/sex appeal, comfort, individuality, and fashion/conspicuousness). While brand/design oriented group sought impression improvement, individuality, and fashion more than did function-oriented group, the function-oriented group sought comfort more in <Table 4>. According to Ahtola(1985) and Hirschman and Holbrook(1982), there are two types of evaluative criteria: utilitarian and hedonic evaluative criteria. The brand/design ori-

ented consumers can be hedonic consumers who want benefits arising from subjective, symbolic, sensory, and aesthetic purchase attributes. Since they pursue symbolic benefits, they may want to improve their impression and want to look fashionable and different by possessing and showing off well-known brands. In the meanwhile, function-oriented consumers may seek comfort from sportswear because they are utilitarian consumers who consider economic, rational, and functional purchase dimensions important.

3. Sportswear Group Differences in Attitudes toward Domestic and Imported Brands

T-test was used to investigate the differences of groups in attitudes toward domestic and imported sportswear brands. The results showed that the groups were significantly different in attitudes toward domestic and imported brands in <Table 5> and <Table 6>. <Table 5> showed that function-oriented group had more favorable attitude toward domestic

Table 5. Sportswear group differences in attitudes toward domestic brands

attributes \ Group	Brand/Design-oriented group (N=349)	Function-oriented group (N=422)	t-value
Fit	3.30	3.40	-2.029*
Durability	3.21	3.38	-3.524***
Ease of care	3.38	3.41	-.616
Good price	3.04	3.09	-.671
Comfort	3.34	3.43	-1.873
Good quality	3.32	3.32	-.133
Good color	2.95	3.12	-3.103**
Good design	2.76	2.97	-3.854***
Fashion	2.93	3.05	-2.100*
Brand awareness	2.72	2.85	-2.046*
Choice of style	2.61	2.77	-2.798**
Function	3.07	3.06	.151

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

Table 6. Sportswear group differences in attitudes toward imported brands

Group attributes	Brand/Design-oriented group (N=349)	Function-oriented group (N=422)	t-value
Fit	3.29	3.15	2.792**
Durability	3.45	3.46	-.116
Ease of care	3.06	3.01	.956
Good price	1.98	2.10	-2.143*
Comfort	3.35	3.35	-.002
Good quality	3.62	3.57	1.060
Good color	3.72	3.60	2.262*
Good design	3.85	3.62	4.086***
Fashion	3.74	3.49	4.393***
Brand awareness	4.22	4.04	3.261**
Choice of style	3.62	3.49	2.373*
Function	3.41	3.44	-.616

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

brands in regard to fit, durability, color, design, fashion, brand awareness, and choice of styles. In regard to attitude toward imported brands, brand/design-oriented group had more favorable attitude toward fit, color, design, fashion, brand awareness, and choice of styles than did function-oriented group in <Table 6>. It is interesting that even though brand/design-oriented group had a favorable attitude toward diverse attributes of imported brands, they had a strongly negative attitude toward price in imported brands. The results were related to those of apparel

studies(Lee, 1997; Oh & Huh, 1995) which found that Korean consumers gave higher evaluation on price for domestic apparel and more positive evaluation on quality, design and brand image for imported apparel.

4. Sportswear Group Differences in Sportswear Image Preferences

1) Sportswear Image Factors
A principal component factor analysis with varimax rotation was conducted to identify sportswear

Table 7. Sportswear image preferences factor analysis

Factor labels and statement	Factor loading	Eigen-value	Percentage of variance	Alpha coefficient
Factor 1 : Innovative				
Innovative	.830			
Gorgeous	.778	2.791	17.441	0.779
Individual	.686			
Sexy	.671			
Factor 2 : Prestigious				
Prestigious	.848			
Sophisticated	.832	2.415	15.091	0.763
Modern	.526			
Young	.403			
Factor 3 : Simple				
Simple	.766			
Common	.744			
Classic	.636	2.380	14.874	0.725
Neat	.536			
Soft	.532			
Factor 4 : Active				
Active	.828			
Comfort	.738	2.055	12.844	0.700
Healthy	.694			

Table 8. Sportswear group differences in sportswear preference image

Group Factors	Brand/Design-oriented group (N=345)	Function-oriented group (N=420)	t-value
Innovative	.059	-.045	1.440
Prestigious	.190	-.156	4.844***
Simple	-.152	.123	-3.829***
Active	-.167	.138	-4.249***

***p<.001

image preference factors. Using eigen-values of one or greater, four image factors were identified in <Table 7>. Four factors, labeled as "innovative", "prestigious", "simple", and "active" were identified. Cronbach alpha coefficients ranged from 0.779 to 0.770.

2) Sportswear Group Differences in Sportswear Image Preferences

T-test showed that the two groups were significantly different in three sportswear image factors in <Table 8>. While brand/design oriented group preferred a prestigious image more than did function-oriented group, the function-oriented group preferred simple and active images in sportswear. Lee and Lee (2004) showed that the values of materialism and achievement orientation were related to brand orientation of sportswear benefit. In this study, consumers who consider brand as important criteria may prefer prestigious image to show off their status while function-oriented consumers pursue simple and active styles for their practical sports activities.

5. Sportswear Group Differences in Demographics

To develop the demographic profiles of the two sportswear groups, chi-square was calculated to investigate the differences of groups in age, sex, education level, occupation, marital status, and income in <Table 9>. The results showed that the groups were different in regard to age, education level, occupation, marital status, and income. First of all, there were younger consumers included in brand/design-oriented group while relatively older consumers were included in function-oriented group. In regard to education level, there were more high school graduates in function-oriented group. For occupational differences, there were more homemakers in function-oriented group while there were more students in brand/design-oriented group. When it comes to marital status, there were more singles in brand/design-oriented group while married were more included in function-oriented group. Lastly, there were more high income consumers in brand/design-oriented group than were in function-oriented group.

Table 9. Sportswear group differences in demographics

Demographics	Group	Brand/Design-oriented group	Function-oriented group	Chi-square
Age	20-29	257	227	36.247***
	30-39	60	110	
	40 and over	28	82	
Sex	Male	131	139	1.774
	Female	218	283	
Education level	High school graduate	43	94	22.692***
	In college	126	104	
	College graduate	119	157	
	Graduate school	61	67	

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

Table 9. Continued

Demographics	Group	Brand/Design-oriented group	Function-oriented group	Chi-square
Occupation	Student	135	119	15.191*
	Professional	60	66	
	Office worker	43	51	
	Service	20	32	
	Manufacturer	2	5	
	Homemaker	63	114	
	Others	26	34	
Marital status	Married	100	187	20.108***
	Single	244	231	
	Others	5	4	
Income (Won)	Less than 1 million	42	45	14.047*
	1-2 million	68	120	
	2-3 million	89	98	
	3-4 million	65	85	
	4-5 million	31	35	
	Over 5 million	53	37	

$*p<.05$, $***p<.001$

V. Conclusions

The purposes of the study were to segment Korean sportswear market by sportswear evaluative criteria and to identify the profiles of each segment with sportswear benefits, attitudes toward imported and domestic brands, and sportswear image preferences. The summary of the results were as followed.

1. Sportswear evaluative criteria factors were identified as function, brand/fashion, and design. Based on cluster analysis, there were two groups of sportswear segments, brand/design-oriented group and function-oriented group.

2. There were five factors of sportswear benefits sought: impression improvement/sex appeal, comfort, individuality, fashion/conspicuousness, and youth. The sportswear segments were significantly different in regard to four sportswear benefits sought. While brand/design oriented group sought sex appeal/ impression improvement, individuality, and fashion/ conspicuousness more, the function-oriented group sought a comfort more.

3. There were also significant differences in attitudes toward domestic and imported brands between two segments. Generally, function-oriented group had a more favorable attitude toward domestic

brands while brand/design-oriented group had a more favorable attitude toward imported brands.

4. Sportswear image preferences had four factors: innovative, prestigious, simple, and active. While brand/design oriented group preferred a prestigious image more, the function-oriented group preferred simple and active images in sportswear.

5. Finally, the two segments were different in demographics such as age, education level, occupation, marital status, and income.

Overall, this study showed that evaluative criteria were important variables in sportswear market segmentation; sportswear marketers can use the results in targeting and implementing marketing strategies for each segment. Specifically, the consumers who consider brand/design as important criteria in sportswear evaluation sought impression improvement, sex appeal, individuality benefits which make them more conspicuous through sportswear selection. Relatedly, they prefer prestigious sportswear image, and have a more favorable attitude toward imported sportswear brands. They could be an important target for imported sportswear brands. Since they pursue fashionable, sexy, prestigious sportswear with well-known brands, imported sportswear marketers should implement their marketing strategies for product development

and advertising. However, it should be noted that these consumers have a negative attitude toward a price attribute of imported brands, which could be a threat to high-priced imported brands or an opportunity to domestic or moderated-priced international brands. On the other hand, consumers consider function as an important evaluative criterion sought a comfort benefit from sportswear. They have a more favorable attitude toward domestic brands, and prefer simple, active images. They could be an important target for domestic brands. Comfort, simple, active images can be core images for them. Also, both two segments(brand/design and function) have favorable attitudes toward fit, ease of care, and comfort of domestic brands; the domestic marketers should strengthen these attributes in product development and marketing strategies.

Since the study surveyed Seoul residents and relatively younger consumers, the generalization of the findings should be limited. Also, more studies are needed for further investigations of sportswear evaluative criteria and benefits sought to strengthen the validity of those variables.

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요　약

본 연구는 스포츠웨어 선택기준으로 스포츠웨어 시장을 세분화하고 세분화된 시장간 스포츠웨어 추구혜택, 국내 및 해외 브랜드에 대한 태도, 스포츠웨어 선호이미지의 차이를 보고자 하였다. 자료수집은 서울에 거주하는 성인남녀를 대상으로 총 773부의 설문지를 통계분석에 사용하였다. 통계는 요인분석, 군집분석, t-test, 카이 검정을 사용하였으며, 자료분석 결과 스포츠웨어 시장은 브랜드/디자인, 기능성 중심의 두 세분시장으로 나누어졌으며 두 세분시장은 스포츠웨어 추구혜택, 국내 및 해외 브랜드에 대한 태도, 스포츠웨어 선호이미지에서 유의한 차이를 나타냈다. 브랜드/디자인을 중요한 선택기준으로 하는 세분시장은 스포츠웨어 추구혜택으로 이성어필/인상향상, 개성, 신분과시를 추구하며 해외 브랜드에 대해 긍정적인 태도를 나타냈고, 고급스러운 이미지의 스포츠웨어를 선호하였다. 반면 기능성을 중시하는 세분시장은 편안함을 추구하였고, 국내 브랜드에 긍정적인 태도를 보였으며, 단순하고 활동적인 이미지의 스포츠웨어를 선호하였다.