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# Sourcing in Korea
# -Lessons from an International Textile and Apparel Trade Show in Seoul-

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# 한국에서의 소싱
# -서울 국제 섬유/의류 무역전에 참여한 바이어 분석을 대상으로-

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## Abstract

The purpose of this study was to suggest future marketing strategy for Korean textile and apparel industry so that they could find a way to maintain a major sourcing site in the global market place. This study identified international buyers' visiting purposes and the items they were most interested in sourcing from Korea according to their firm types and home country regions. This study analyzed the survey results obtained from international buyers who visited the international textile and apparel trade show in Seoul, Korea. The data was analyzed using frequency and $x^2$-test analysis. The results showed that there was a significant relationship between buyers' country regions and their interests. There was also a significant relationship between buyers' firm types and their visiting purposes. The results indicated that decision making for what Korean industry should focus their marketing efforts on should be different according to the buyers' country regions and firm types. This study was conducted to present an effective marketing strategy for how Korean textile and apparel industries could survive in the competitive global marketplace.

***Key words:*** Textile industry, Apparel industry, Global sourcing, Korean export market; 섬유산업, 의류산업, 글로벌소싱, 한국수출시장

## I. Introduction

During the last three decades, Korea has been a major site for international buyers to source high quality textile and apparel products at affordable price. However, Korean textile and apparel industries are now vulnerable to increased global competition. Current environment is much more competitive because of China's participation in WTO and because of less developed countries(LDCs)' rapid growth in ability to produce products in terms of quality. In addition, the Free Trade after 2005 changed textile and apparel sourcing activities according to the formation of Trading Bloc. Therefore, Korean textile and apparel industries are now struggling to be an outstanding site for global sourcing in the changing environment. Restructuring themselves, they are trying to find a way to survive in harsh competitions

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and to facilitate future growth and profitability. Without this effort, current trend, mostly shown in the increase of sourcing in LDCs, is expected to continue and finally let Korean textile and apparel industry to fail in the future.

In order to gain recognition as one of the most influential sourcing sites in the globe, Korean Federation of Textile Industries(KOFOTI) held the international textile and apparel trade show, Preview in SEOUL 2001, from 11$^{th}$ to 13$^{th}$ of January 2001. This show was a first large-scale trade show officially supported by Korean Ministry of Commerce, Industry and Energy(MOCIE) and Korea Trade-Investment Promotion Agency(KORTRA). The trade show covered fibers, yarns, fabrics, trimmings, clothing, and process capacities such as dying, bonding, and so on and 450 exhibitors including companies from China, Hong Kong, and India participated, composing 800 booths. The trade show attracted over 10,800 visitors and 1,639 trade buyers from 45 countries, which indicated that Korea is still the most influential sourcing site in the globe. By surveying international buyers who visited this trade show, this study allowed access to more reliable information about international buyers' sourcing activities toward Korean textile and apparel industries. This study is beneficial to Korean textiles and apparel industry by suggesting how to develop an effective marketing strategy and which items to focus on in the future.

Since not many studies were conducted to examine the activity of international buyers who were visiting Korea for sourcing, the purpose of this study was to suggest a future marketing strategy for Korean textile and apparel industry, by analyzing data collected from the international textile and apparel trade show in Seoul. According to their firm types and home countries' regions, this study identified international buyers' visiting purposes and the items they were most interested in sourcing from Korea.

## II. Literature Review

### 1. Sourcing

Global sourcing, as a result of structural change in the textile and clothing sector in order to make the globalization of business, has been largely overlooked. However, since the 1980s, global sourcing by firms has been a big issue in the leading journals of purchasing and international business(Monczka & Trent, 1991).

The types of globally purchased products have changed over time. In case of U.S. firms, in the early 1980s, raw materials were the largest category of imported products, with electric components and petrochemicals ranking the second(Monczka & Giunipero, 1984). Since the late 1980s, however, finished goods have been the number one category followed by machinery/equipment and electrical/electronic components(Min & Galle, 1991).

The competitive pressure from markets and consumers has forced many firms to improve the quality of their products and to lower the cost. Therefore, in order to succeed in the marketplace, companies are required to find suppliers who can produce quality products at a low cost. In this regard, many Asian and Eastern European countries, with an abundance of relatively cheap and reasonably skilled labor, offer attractive sourcing opportunities. An estimated cost savings from 10% up to 40% is known to have come from global sourcing(Frear et al., 1992; Hintermeister, 1985).

The use of global sourcing is promoted by factors such as pressure to reduce cost, increase manufacturing flexibility, improve quality, improve product designs, and shorten product development time(Birou & Fawcett, 1993). Min and Galle(1991) identified that very important factors for U.S. firms' sourcing from abroad were better quality, lower price, and unavailability of items in domestic and that important factors were more advanced technology abroad, willingness to solve problems, more on-time delivery, negotiability, and association with foreign subsidiary. Regarding trends in global sourcing, Swamidass(1993) identified 5 trends; a) the decline of exchange rate determinism of sourcing, b) New competitive environment caused by excess worldwide capacity, c) innovations in and restructuring of international trade infrastructure, and d) Enhanced role of purchasing managers, and e) trend toward global manufacturing.

Related with textile and clothing industry, Ruth and Kunz(1995) defined sourcing as the determination of the most cost-efficient vendor of materials and/or production at a specified quality and service level. Ruth & Kunz also pointed out that sourcing decisions are based on product requirements, production capabilities, lead time, and quality. Consistant with Ruth & Kunz's definition of sourcing, U.S. textile and apparel retailers and manufacturers have created global sourcing over the last twenty years for the purpose of minimizing unit labor costs(Abernathy et al., 1999). Underhill(1998) also ad-dressed that EU and U.S. firms, in the late 1980s, managed to maintain or increase their market position through acceleration of foreign sourcing from low-wage countries.

Birou and Fawcett(1993) found that, among 10 manufacturing industries including transportation equipment, electronic/electric parts and equipment, metals, non-electric machinery, rubber/plastics, chemicals, and firms in the apparel and textile industry showed the highest level of international purchasing activity, spending almost 25% of their purchase dollars internationally. In spite of the textile and apparel firms' great reliance on global sourcing compared to other industries, only two studies(Cho-Che, 1997; Hathcote & Nam, 1999) were conducted to clarify global sourcing related to textile and clothing fields. Cho-Che (1997) examined the benefits and challenges that U.S. retail firms face in global sourcing and investigated the type of organizational arrangements which a retail firm adopts for global sourcing. Analyzing secondary data such as labor costs, tariffs, product quality, lead time, and exchange rates in China, Taiwan, South Korea, and Mexico from 1974 to 1994, Hathcote and Nam(1999) identified the advantages of sourcing from the four countries for U. S. apparel imports. Because there has been little studies to identify buyers' global sourcing activities toward specific countries, it is meaningful to identify buyers' global sourcing activities toward Korean textile and apparel industries which have been an important sourcing site during the last three decades. This study was conducted to meet this need and suggest marketing strategies for those who are doing business in Korean textile and apparel industry.

## 2. Korea as a Sourcing Site

So far, Korea is a major sourcing site to appeal its reasonably priced and high-quality textile and apparel products. According to the Korea Federation of Textile Industries(2002), Korean textile industry exports occupied 5.2% of total world exports followed by China, Italy, USA, and Germany. However, Korean industry is now faced with the increase in competition due to the current environment: China's Participation in WTO, LDCs' rapid growth of textile and apparel industry, and formation of trading blocs. More importantly, formation of trading blocs accelerated the change of new sourcing pattern which is to benefit from a shorter delivery time to home market by alliance, trade agreements, low tax and quota-free. This is supported by the trade data of U.S., which is Korea's major export country. U.S. apparel imports from Asian Big four(i.e., China, Hong Kong, Taiwan, Korea) shared 39% of all apparel imports in 1964 and 51% of all apparel imports by 1988 in square-meter equivalents. However, by 1996, the Big Four's share of imports had fallen to 26% and import from Mexico and Caribbean nations replaced their share (Abernathy et al., 1999). This suggests that Korean textile and apparel industry needs to establish a long-term plan to have a competitive edge in the global market beyond its own trading bloc.

Accordingly, Korean industry should re-evaluate its current status within the Asian marketplace by comparing its status with other competitors. Korea Federation of Textile Industries(2002) pointed out that textile export of Korea has continued to decrease resulting trade deficit, while the export of other Asian countries such as China, Vietnam, and Indonesia, which had not been a significant sourcing site earlier, increased dramatically each year due to their relatively low labor cost compared to Korea. The change in environment indicates that Korean textile and apparel industries can not be competitive anymore with its low pricing compared to emerging Asian LDCs and should focus their efforts on other aspects such as product quality, design, short lead time, and services. <Table 1> shows the change of export unit price and amount from 1995 to 2000, which supports above proposition. According to Korea Federation of Textile Industries(2002), the export unit price decreased, whereas the export amount increased for the last 5 years. The export units were 7.77/kg, 5.74/kg, and $5.21/kg in 1995, 1997, and 2000, respectively, and the export amounts were 2,397, 3,255, and 3,591 in 1995, 1997, and 2000, respectively. This indicates that Korean textile and apparel firms, in spite of selling the upward movement of quantities over time, have earned low profit due to the downward movement of prices. This is also supported by Textile Intelligence(2002), which pointed out that in 2001, U.S. imports of textiles and clothing fell in terms of the value of imports from the Asian big three(i.e., Hong Kong, South Korea, Taiwan) although imports from South Korea rose in terms of volume. Therefore, Korean textile and apparel industries should realize that the downward pricing is not the only strategy to compete with Asian LDCs' lower labor costs. This is supported by Park and Chang's(1995) study which found that importers visiting Korea, who were more concerned with price related factors in the past, are now turning more towards non-price related factors. Korean exporters must put more efforts on trying to attract importers by non price related factors such as increase in product quality, short lead time, and quick delivery.

**Table 1. Export unit price and amount of Korean textile and apparel export**

| Export | 1995 | 1997 | 2000 |
|---|---|---|---|
| Unit Price(US$/kg) | 7.77 | 5.74 | 5.21 |
| Amount(ton) | 2,397 | 3,255 | 3,591 |

*Note.* Adapted from "International Status" by Korea Federation of Textile Industries, 2002.

With high wages, Korean textile and apparel industries require that they should find new management methods that will increase their competitiveness in the global market. Thus, in this critical age of change, as a part of effort to find new export strategies for the textile and apparel industries, Korean textile and apparel industries need to understand the specific needs and desires of customers in the export market. With this in mind, this study was conducted to identify competitiveness of Korean industries by analyzing what countries and firms want from Korea as a qualified sourcing site.

Regarding international buyers' sourcing activities in Korea, Park and Chang(1995) found that importers' priority of evaluative criteria varies according to the importers' firm types or product price. The authors suggested that Korean exporters should respond sensitively to the types of importers they do business with. Thus, this study hypothesizes that buyers' interest items and visiting purposes differ according to buyers' firm types.

Due to the economic crisis in Asia, exports of fiber, yarn, and fabric decreased in 1998 and 1999. However, export of finished goods increased by 16.2% and 6.9% within the same time(Table 2). Increase in the export of finished goods might be caused by renowned buying offices in Korea, which have customers mostly from North America and West Europe. It is notable that, over the last 15 years, increasing number of firms from developed countries (DCs) has been settling buying offices in developing

**Table 2. Exports of Korean textile and apparel**

| Item | 1997 | 1998 | | 1999 | | 2000 | |
|---|---|---|---|---|---|---|---|
| | Amount | Amount | Growth(%) | Amount | Growth(%) | Amount | Growth(%) |
| Fiber | 958 | 758 | -20.9 | 733 | -3.3 | 859 | 17.2 |
| Yarn | 1,802 | 1,531 | -15 | 1,401 | -8.5 | 1,535 | 9.6 |
| Fabric | 10,823 | 9,065 | -1.7 | 9,401 | -3.7 | 10,263 | 9.2 |
| Finished goods including clothing | 5,107 | 5,456 | 16.2 | 5,830 | 6.9 | 6,046 | 3.7 |
| Total | 18,690 | 16,810 | -10.1 | 17,365 | 3.3 | 18,703 | 7.7 |

*Note.* Unit: US $ million. Adapted from "International Status" by the Korean Federation of Textile Industries, 2002.

countries. Many international firms, especially retailers, have reconstructed their organizations to adapt to the need for the development of global sourcing (McGoldrick & Liu, 1996). In this regard, Korea has been one of the countries that provide full package program, which is taking full responsibilities for sourcing raw material, production capacity, and shipping. Therefore, many affiliated or independent buying offices(e.g., Li & Fung, Mast, Macys, AMC) are located in Korea and are important to buyers who are interested in sourcing finished goods such as clothing through full package program. From this perspective, the buyers from North America, where major retailers are located, might aim primarily at sourcing finished good, apparel, or finding qualified suppliers, whereas those from South America where producers (most of them are newly-entrants into the global market places) are located, might aim at being aware of the latest trend in textile and apparel sectors. Therefore, this study hypothesizes buyers' interest items and visiting purposes differ according to their country regions. Having useful information for arranging formation of trading bloc, this study identified buyers' interests and visiting purposes according to their country regions rather than according to specific countries.

## III. Hypothesis

H1: There is a significant relationship between buyers' country regions and their interests.

H2: There is a significant relationship between buyers' firm types and their interests.

H3: There is a significant relationship between buyers' country regions and their visiting purposes.

H4: There is a significant relationship between buyers' firm types and their visiting purposes.

## IV. Methods

This study analyzed data collected from distributed questionnaire of 1,639 buyers from 45 countries who attended the trade show, Preview in Seoul. In this study, secondary data were also used. Previous annual data on Preview in Seoul were collected as secondary data from the Korea Federation of Textile Industries(KOFOTI), which also can be accessed through the Internet website. Surveys written in English were distributed by KOFOTI to all the international buyers who visited Preview in Seoul. According to their firm types and home country regions, this study identified international buyers' visiting purposes and the items they were most interested in sourcing from Korea. Firm types, buyer's visiting purpose and interest items were all measured by using multiple choice questionnaire. The data was analyzed using frequency and *Chi square*. Some of the respondents did not answer all the questions. Therefore, the numbers in each table may vary.

## V. Results and Discussion

### 1. Descriptive Analysis

The respondents were, in descending order, from Japan(34.1%, $n$=557), China(13.8%, $n$=227), U.S.A (10.4%, $n$=171), Hong Kong(6.5%, $n$=106), Taiwan (3.6%, $n$=59), and so on <Table 3>. The results showed that Asian buyers prefer to source closer to their home market. The largest number of buyers from East Asia such as Japan and China indicates that Korean industry has a great business opportunity not only in the U.S. market but also in the Asian market. This result is different from how Korean industry has regarded the U.S. as the only influential buyers and focused marketing efforts on them. This result is consistent with the current sourcing trend in the global market, which is emerging importance of geographical proximity.

The firm type of 49.6% of buyers was trading company/importer($n$=708). Next largest was wholesaler(21.1%, $n$=301), followed by buying office/agent (14.8%, $n$=211) and retailer(6.4%, $n$=92)(Table 4). The largest number of trading company/importer indicates the importance of international intermediaries in the Korean export market.

The visiting purpose of buyers was buying(57.0%, $n$=226), market research(41.2%, $n$=163), and others (1.8%, $n$=7), respectively(Table 5). This result indi-

**Table 3. Breakdown buyers according to their countries**

| Country | Buyers | |
|---|---|---|
| | Number | Percent |
| Japan | 557 | 34.0 |
| China | 227 | 13.8 |
| U.S.A | 171 | 10.4 |
| Hong Kong | 106 | 6.5 |
| Taiwan | 59 | 3.6 |
| Thailand | 44 | 2.7 |
| Pakistan | 44 | 2.7 |
| Iran | 38 | 2.3 |
| U.K | 19 | 1.2 |
| Others | 364 | 25.8 |
| Total | 1,639 | 100 |

**Table 4. Breakdown buyers according to their firm types**

| Firm Type | Buyers | |
|---|---|---|
| | Number | Percent |
| Trading Company/Importer | 708 | 49.6 |
| Wholesaler | 301 | 21.1 |
| Buying Office/Agent | 211 | 14.8 |
| Retailer(Chain Store/ Department) | 92 | 6.4 |
| Others | 116 | 8.1 |
| Total | 1,428 | 100 |

**Table 5. Breakdown buyers according to their visiting purposes**

| Visiting Purpose | Buyers | |
|---|---|---|
| | Number | Percent |
| Buying | 226 | 57.0 |
| Market Research | 163 | 41.2 |
| Others | 7 | 1.8 |
| Total | 396 | 100 |

cates the importance of the Korean market as a sourcing site in the global market.

The interest items were fabric(29.3%, $n$=299), apparel(29.0%, $n$=296), process capacity(21.8%, $n$=223), yarn/fabric(10.5%, $n$=107), knit(8.8%, $n$=90), and others(.6%, $n$=6), respectively(Table 6). This shows that Korean market has high competitiveness in textile and apparel sectors and low competitiveness in yarn/fiber and Knit sectors.

**Table 6. Breakdown buyers according to their interest items**

| Interest Item | Buyers | |
|---|---|---|
| | Number | Percent |
| Fabric | 299 | 29.3 |
| Apparel | 296 | 29.0 |
| Process Capacity | 223 | 21.8 |
| Yarn/Fiber | 107 | 10.5 |
| Knit | 90 | 8.8 |
| Others | 6 | .6 |
| Total | 1,021 | 100 |

## 2. Hypothesis Testing

***H1: There is a significant relationship between buyers' country regions and their interests***

The Chi-square results showed that there was a significant relationship between buyers' country regions and interests[$x^2$(15, 1114)=30.86, $p$<.05]. The results showed that buyers from North America were mostly interested in apparel, whereas those from East Asia were mostly interested in textile. The buyers from South America and Middle East were mostly interested in both textile and apparel. The buyers from North America, South America, and East Asia showed the least interests in knit, whereas those from Middle East showed the least interests in yarn/fiber(Table 7). The results indicate that Korean export market needs to apply different marketing effort according to international buyers' country regions.

***H2: There is a significant relationship between buyers' firm types and their interests***

Chi-square results showed that there was no significant relationship between buyers' firm types and interests[$x^2$(20, 1428)=23.81](Table 8). Even though there was no significant relationship, all firm types showed the highest interest in fabric, apparel, and process capacity, in descending order. Buying office, trading company/importer, and wholesaler showed the least interest in yarn/fiber, whereas others showed the least interest in trimming. Retailers showed the least interest in both yarn/fiber and trimming.

Table 7. Cross tabulation of country region and interest

| Country Region | Interests | | | | | | Total |
|---|---|---|---|---|---|---|---|
| | Yarn/Fiber | Textile (Natural/Synthetic) | Apparel | Knit | Trimming | Process Capacity | |
| East Asia | 70 | 201 | 169 | 64 | 89 | 164 | 757 |
| North America | 18 | 40 | 67 | 13 | 26 | 24 | 188 |
| Middle East | 5 | 24 | 24 | 8 | 14 | 19 | 94 |
| South America | 9 | 19 | 19 | 2 | 16 | 10 | 75 |
| Total | 93 | 284 | 279 | 87 | 145 | 217 | 1,114 |
| *Chi-square* | 30.86* | | | | | | |

*$p<.05$

Table 8. Cross tabulation of firm type and interest

| Firm Type | Interests | | | | | | Total |
|---|---|---|---|---|---|---|---|
| | Yarn/Fiber | Textile (Natural/Synthetic) | Apparel | Knit | Trimming | Process Capacity | |
| Trading Company/Importer | 53 | 239 | 157 | 50 | 78 | 131 | 708 |
| Wholesaler | 14 | 102 | 85 | 20 | 30 | 50 | 301 |
| Buying Office/Agent | 9 | 65 | 48 | 16 | 25 | 48 | 211 |
| Retailer (Chain Store/Department) | 11 | 37 | 22 | 5 | 11 | 16 | 92 |
| Others | 15 | 32 | 25 | 10 | 14 | 20 | 116 |
| Total | 102 | 465 | 337 | 101 | 158 | 265 | 1,428 |
| *Chi-square* | 23.81 | | | | | | |

***H3: There is a significant relationship between buyers' country regions and their visiting purposes***

Chi-square results showed that there was no significant relationship between their countries' regions and visiting purposes[$x^2(3, 335)=1.90$](Table 9). Even though there was no significant relationship, it could be inferred that visiting purposes of buyers from all country regions were mostly buying, more than market research.

Table 9. Cross tabulation of country region and purpose

| Country Region | Purpose | | Total |
|---|---|---|---|
| | Buying | Market Research | |
| East Asia | 130 | 83 | 213 |
| North America | 46 | 21 | 67 |
| South America | 20 | 11 | 31 |
| Middle East | 17 | 7 | 24 |
| Total | 213 | 122 | 335 |
| *Chi-square* | 1.90 | | |

***H4: There is a significant relationship between buyers' firm types and their visiting purposes***

Chi-square results showed that there was a significant relationship between their firm types and visiting purpose[$x^2(4, 361)=12.62, p<.05$](Table 10). The

Table 10. Cross tabulation of firm type and purpose

| Firm type | Purpose | | Total |
|---|---|---|---|
| | Buying | Market Research | |
| Trading Company/Importer | 124 | 58 | 182 |
| Wholesaler | 52 | 29 | 81 |
| Buying Office/Agent | 18 | 28 | 46 |
| Retailer(Chain Store/Department) | 16 | 8 | 24 |
| Others | 16 | 12 | 28 |
| Total | 226 | 135 | 361 |
| *Chi-square* | 12.62* | | |

*$p<.05$

visiting purposes of buying offices/agents were mostly market research, whereas those of trading companies/ importers, wholesalers, retailers, and others were mostly buying. The results indicate that Korean export market should focus marketing effort on attracting buying office/agent to visit Korea more for buying purposes.

## VI. Implications, Limitations and Future Studies

The results indicated that decision making for what Korean industry should focus their marketing efforts on should be different according to their buyers' country regions and firm types, and the results suggested an effective marketing strategy for how Korean textile and apparel industry could survive to be competitive in the global marketplace.

First, from the results, it was found that the large number of buyers from Asian countries are now interested in Korea as a global sourcing site, so it may be a time for Korean textile and apparel industries not only to look out for their growth in the U.S. in the global world, but also to focus more on these countries and find a new way to export. Therefore, Korean market should keep up with the current sourcing trend, which is the growing importance of geographical proximity in sourcing due to quick response, not only for the low cost. This would be particularly important in order to prepare to cope with new situation, Free Trade since 2005, which led to the importance of market within its own trading bloc.

Second, fact that the least interested items sourcing from Korea were yarn/fiber goes together with the "International Status" analyzed by the Korean Federation of Textile Industries(2002), and this shows a serious problem of Korean industry as producers of yarn/fiber. There has been great decrease in exporting yarn/fiber since 1997 to 1999, and although there has been a little increase in the year of 2000, it is strongly believed that this growth is not going to last long due to competitive market environment. Therefore, it is clear that Korean industries should be more alert about the decrease in exports and find a way to survive or fall behind.

Third, although there was no significant relationship between firm types and interests, the result that all firm types showed the highest interests in textiles and apparel implies that the Korea export market still has strength in textile and apparel sectors.

Fourth, the result that visiting purposes of buying offices/agents were mostly market research, whereas those of trading companies/importers, wholesalers, retailers, and others were mostly buying, shows that Korean textile and apparel industry should focus more on attracting buying offices/agents to become one of buyers by showing them merits which shows that Korean industries can compete with other countries using more aggressive promotion activities.

The limitation of this study arises from the absence of price range of interest items in questions. This study analyzed the sourcing activities of buyers mainly by items, but it would give us more useful information to improve the Korean export market if they were analyzed considering the price aspects of buyers' sourcing activities in the future. Also, the reason why percentage of each cell in cross tabulation tables was not put was because the ideal frequency of each cells were not measured. For the future study, it would be helpful to design the survey questionnaire to improve this problem. Another limitation would be that only data from 335 and 361 buyers in table 9 and table 10 were presented. Since it is very small comparing to data size(n=1639) collected for this study, a great number gap arises as a limitation. Future study should be conducted to reduce number gap. In order to improve the return rate of the questionnaire, other data collection method such as interviews and reward system can be adapted.

This study suggests several future studies. The future study could be done by comparing the Preview in Seoul, by analyzing sourcing activities of buyers visiting Korea according to the time difference. Another future study could be done by analyzing each factors used in this study according to LDCs and DCs and compare the strength as well as weakness in order to find specific ways to stay competent in the global marketplace.

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## 요 약

본 연구는 글로벌 소싱기지로서의 한국 섬유/의류산업의 경쟁력을 모색하기 위하여 회사유형과 국가지역에 따라 해외 바이어들이 한국을 방문하는 목적과 한국에서 소싱하고자하는 품목의 차이점을 분석하였다. 분석 자료로 한국섬유산업연합회가 국제 섬유/의류 무역전에 참가한 해외 바이어로부터 수거한 결과인 2차 자료를 이용하였다. 분석을 위하여 빈도와 $\chi^2$-test를 이용하였다. 분석 결과, 한국을 방문하는 바이어들의 국가지역과 그들이 한국에서 소싱하고자하는 품목간에 유의한 상관관계가 나타났다.