

Evaluation Criteria and Preferred Image of Jeans Products based on Benefit Segmentation

Nari Park · Jae-Ok Park[†]

Dept. of Clothing & Textiles, Hanyang University

진 제품 구매자의 추구혜택에 따른 평가기준 및 선호 이미지

박나리 · 박재옥[†]

한양대학교 생활과학대학 의류학과

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Abstract

The purpose of this study was to find differences in evaluation criteria and to find differences in preferred images based on benefits segmented groups of jeans products consumers. Male and female Korean university students participated in the study. Quota sampling method was used to collect the data based on gender and a residential area of the respondents. Data from 492 questionnaires were used in the analysis. Factor analysis, Cronbach's alpha coefficient, cluster analysis, one-way ANOVA, and post-hoc test were conducted. As a result, respondents who seek multi-benefits considered aesthetic criteria(e.g., color, style, design, fit) and quality performance criteria(e.g., durability, ease of care, contractibility, flexibility) more importantly when evaluating and purchasing jeans products. Respondents who seek brand name considered extrinsic criteria(e.g., brand reputation, status symbol, country of origin, fashionability) more importantly than respondents who seek economic efficiency. Respondents who seek multi-benefits such as attractiveness, fashion, individuality, and utility tend to prefer all the images: individual image, active image, sexual image, sophisticated image, and simple image when wearing jeans products. Respondents who seek fashion are likely to prefer individual image, and respondents who seek brand name more prefer both individual image and polished image. Mean while, respondents who seek economical efficiency less prefer sexual image and polished image.

Key words: Jeans products, Benefits, Evaluation criteria, Preferred image; 진 제품, 추구혜택, 평가기준, 선호 이미지

I. Introduction

After following the WTO regulations, high-end foreign brands have landed continuously on Korea. In addition, Korean apparel industry has been changed in quantity since the IMF crisis, the Asian financial crisis in 1997, with a serious restructuring

and a worsening economy. Only the size of casual wear market has continued to increase and the consumption for jeans products, as the most common items in casual wear, has continued to rise. Jeans product market has been strengthened in terms of quality and quantity and has been segmented according to consumers' diverse taste.

Consumer benefits are related to product attributes and preferred image when evaluating products. In

[†]Corresponding author

E-mail: jaepark@hanyang.ac.kr

addition, market segmentation based on benefits is used for apparel market segmentation. Product evaluation is likely to be important in making purchase decision and consumers' evaluation criteria of apparel product would be useful information for developing products(Rhee, 2001). Evaluation criteria could be applied differently according to apparel product type when evaluation apparel products(Kim & Rhee, 1988) and in case of jeans products evaluation criteria also applied differently compared with another apparel type. In addition, product design or style, which would be used essential evaluation criteria to consumers, could be related to clothing image. Objective image words would be useful when a company is about to propose style images because visual image plays an important role to express consumers' self-image. The purposes of this study were to find differences in evaluation criteria and preferred images of jeans products consumers based on benefits.

II. Review of Literature

1. Jeans Products Benefits

Consumers meet their needs not from products attribute itself but from benefits which product attributes would provide(Peter & Olson, 2007). In case of apparel, product benefit could be one of the evaluation criteria(Kim & Rhee, 1991). Kotler(2007) stated that company should identify main benefit and the type of benefit people are seeking from the product and that main brand provides each benefits. Therefore, benefit segmentation could be a good method to segment market. Kim and Rhee(1988) stated that benefits of apparel products would differ not only in consumers' characteristics, but also in clothing type, a use and a function etc. In Shim and Bickle's(1994) survey of adult females(aged 18 and older), benefits were classified into nine factors: self-improvement, social status/prestige, sex appeal/femininity, fashion image, functional/comfort, role identification, figure flaws compensation, and individuality. Choi and Koh(1995) classified benefits of jeans wear into four factors: brand value, individuality, fashion-

ability, and utility, then they segmented consumers into three groups: individuality/fashionability conscious group, brand value conscious group, and utility conscious group. Park and Lee(1999) classified benefits of jeans into four factors: utility, fashion, attractiveness, and renowned brand, then they stated that there were differences in jeans product purchasing behavior in terms of each factors. Koo(2000) classified benefits of jeans pants consumers into six factors: appearance attractiveness, brand value, scarcity, economical efficiency, and fashionability, then, consumers were grouped into benefit indifference group, economical efficiency group, and brand/individuality group.

2. Evaluation Criteria for Jean products

Consumer is generally called a problem solver or a cognitive person as (s)he collects information and compares which product is better for him/her. Consumer has alternatives in the purchase decision-making process and evaluate them according to specific criteria(Kim et al., 2001). Abraham-Murali and Litrell(1995) stated that consumers evaluate products during gathering information for purchasing products. They also stated that while consumers are consuming products based on objective or verifiable characteristics as well as on abstract features such as beauty, value, and usability.

Product evaluation criteria are classified into intrinsic cues such as product size, design, and a function and extrinsic cues such as price, brand, store, manufacturer, advertisement, and country of origin(Eckman et al., 1990; Huddleston et al, 1993; Richardson et al., 1994). Forney et al.(2005) classified criteria of apparel evaluation into four categories: image(i.e., prestigious image, private labels, store image, brand name labels), quality(i.e., fiber content, durability, product quality, construction quality), design /beauty(i.e., design, beauty, fashion), and color/style (i.e., color, style). Park and Lee(1999) mentioned that evaluation criteria, which were considered importantly to foreign brand and domestic brand jeans apparel consumers, were design, shape, fit, size, color, dyeing condition, fabric quality, and stitch con-

dition. In additions, they stated that stitch condition was ranked first, followed by fabric, color, dyeing condition, and durability of accessories for the foreign brand jeans. Meanwhile, stitch condition was also ranked first, followed by fabric, design, shape, fit, and size for the domestic brand jeans apparel. Koh(1994) classified product evaluation criteria into intrinsic criteria(i.e., color, fabric, stitch, accessories, comfortableness, firmness, design, a sillier look, fit) and extrinsic criteria(i.e., price, brand name, image). She found that consumers purchasing foreign brand jeans believed that foreign brand jeans were different from domestic brand jeans in color, design and a slimmer look.

3. Jeans Products Images

In Chung and Rhee's(1993) survey of adult females, clothing image were classified into eleven factors: elegant image, modern image, country image, romantic image, sexual image, matured image, manly image, active image, conservative image, and simple image. Koh(1994) classified preferred jeans pants image into three factors: sexual attractive image, decorative image and modern image. Hwang(2005) mentioned that consumers who seek an ideal figure, fashion, and individuality from sports wear tend to prefer trendy image and polished image, and consumers who seek comfort prefer active image and simple image. In Kim and Lee's(1998) survey of male and female (aged 17 to 29), preferred blue jeans image was classified into six factors based on ideal image and emotional image: individual image, youth image, sexual image, comfortable image, exotic image, and popular image. In addition, they stated that the preferred image is related to preference of design type, consideration of fashion according to segmented group based on the age, and brand recognition.

III. Methods

1. Research Purpose

The purpose of this study was 1) to find differences in evaluation criteria and also 2) to find differ-

ences in preferred images among benefits-segmented groups of jeans products consumers.

2. Instrument

A survey questionnaire was developed for the empirical study. Scales measuring benefits from jeans products(32 statements) were developed based on prior researches(Choi & Koh, 1995; Shim & Bickle, 1994). Respondent were asked to indicate level of agreement with each statement on a five-point Likert type scales ranging from "strongly disagree" (1) to "strongly agree" (5). Evaluation criteria of jeans products(23 statements) were developed based on prior researches(Eckman et al., 1990; Huddleston et al, 1993; Richardson et al., 1994). All statements were measured on a five-point Likert type scales. Scales measuring preferred image from jeans products(33 statements) were developed based on previous studies(Hwang, 2005; Kim & Lee, 1998; Koh, 1994) and then refined from focus group interview. Statements were measured on a five-point Likert type scales. The questionnaire was pretested with consumers who were not members of final sample.

3. Participants and Data Analysis

A total of 492 male and female university students in Korea participated in the study. College students are likely to be the most active jeans product buyers and one of the major target markets for jean products retailers. Quota sampling method was used to collect the data, from October 10 to November 4 of 2005, based on gender and a residential area of the respondents. Data from 492 questionnaires were used for the statistical analysis. Factor analysis, Cronbach's alpha coefficient, cluster analysis, one-way ANOVA, and Duncan test was conducted using SPSS 11.0.

The respondents' characteristics were as follows (Table 1). 37.1% of respondents were male and 62.9% were female. 58.3% of respondents were aged of 20-25, 28.0% of respondents were aged of 20 and under, and 13.6% were aged of 25 and older. Approximately 31% of the respondents reported an annual household income of \$20,000-40,000, 26% reported of \$40,000-

Table 1. Sample description

	<i>n</i> (%)
Sex	
Male	182(37.1)
Female	309(62.9)
Total	491(100.0)
Age	
20 and younger	138(28.0)
20-25	287(58.3)
25 and older	67(13.6)
Total	492(100.0)
Annual household income	
\$20,000 and under	95(21.5)
\$20,000 - \$40,000	140(31.7)
\$40,000 - \$60,000	118(26.8)
\$60,000 and over	88(20.0)
Total	441(100.0)
Annual expenses for clothing	
\$ 1,000 and under	187(39.1)
\$1,000 - \$2,000	169(35.4)
\$2,000 and over	122(25.5)
Total	478(100.0)
Residential area	
Seoul	310(63.9)
Gyeonggi Province	175(36.1)
Total	485(100.0)

60,000, 21% reported of \$ 20,000 and under, and 20% reported of \$60,000 and over. Approximately 39% of the respondents reported expenses for clothing of the year of \$1,000 and under, 35% reported of \$1,000-2,000, 25% reported of 2,000 and over. Geographically, 63.9% of the respondents indicated they lived in Seoul, and 36.1% in Gyeonggi Province.

IV. Results and Discussion

1. Factor Analysis for Benefits, Evaluation Criteria, and Preferred Image

1) Factor Analysis for Benefits

Principal components factor analysis method with varimax rotation was used to analyze 32 benefits statements from jeans products. Factor analysis resulted in following six factors. Total percent of

variance accounted by these six factors was 53.91. For reliability of the scale, Cronbach's alpha coefficient was examined, and coefficients ranged from .53 to .81.

Factor 1 was labeled brand name and reflects a respondent's pursuit for renowned brand name when wearing jeans products. Factor 2 was labeled attractiveness and is defined as the respondents' pursuit of looking attractive when wearing jeans products. Factor 3, labeled fashion factor and represents a respondent's pursuit of looking fashionable when wearing jeans products. Factor 4, labeled individuality and is defined as respondents' desire to express their individuality when wearing jeans products. Factor 5, labeled economical efficiency and reflects consumers' tendency to wear jeans products based on economical efficiency. Factor 6, labeled utility and represents consumers' tendency to wear jeans products because of utility benefits(Table 2).

2) Factor Analysis for Evaluation Criteria

Principal components factor analysis with varimax rotation was used to analyze 23 benefits items of jeans products. Factor analysis resulted in three factors. Total percent of variance accounted by these three factors was 50.32. Cronbach's alpha coefficient was examined and coefficients ranged from .74 to .81.

Factor 1 was labeled with aesthetic criteria composing of color, style, fit, and condition of washing treatment. Factor 2, labeled by extrinsic criteria, represents importance of evaluating jeans products based on extrinsic criteria such as brand reputation, status symbol, country of origin, and fashionability. Factor 3, labeled with quality performance criteria, reflects quality performance such as durability, ease of care, contractibility, and flexibility(Table 3).

3) Factor Analysis for Preferred Image

Principal components factor analysis with varimax rotation was used to analyze 33 preferred images of jeans products. Factor analysis resulted in five factors. Total percent of variance accounted by these five factors was 57.79. Cronbach's alpha coefficient was examined and coefficients ranged from .70 to .85.

Factor 1 was labeled with individual image and

Table 2. Factor analysis for benefits

Benefits	Factor Loading	Eigenvalue (Percentage of Cumulative Variance)	Cronbach's α
Brand name			.79
I purchase renowned jeans brand.	.80	3.40 (10.97)	
I spend time on browsing in renowned jeans brand store when purchasing.	.78		
I think it is better to get one famous jeans brand than to have many of generics.	.74		
I may feel very good when I wear name-brand jeans.	.73		
I tend to buy renowned brand than low-priced brand if jeans design is similar to each other.	.61		
I would feel good when someone recognize that jeans brand, I'm wearing, is famous.	.42		
Attractiveness			.81
I like jeans products which appeal my feminine/manly attraction.	.78	3.17 (21.19)	
I like jeans products which show off my figure.	.78		
I would like to be a slimmer look from wearing jeans products.	.75		
I would like to look sexy to the opposite sex.	.64		
I like jeans products which make me more attractive.	.64		
Fashion			.79
I would like to buy jeans which reflect fashion.	.79	2.89 (30.53)	
I tend to put on high-fashion jeans product.	.75		
It is important to follow the fashion for me.	.71		
I may buy jeans products promptly if their style become fashion.	.63		
I tend not to wear old-fashion style jeans any more.	.57		
Individuality			.76
I try to wear jeans products which are different style from what many people put on.	.79	2.85 (39.72)	
I tend to buy unique style jeans wear.	.78		
I like jeans products which design is rare.	.72		
I would like to buy jeans products which have different style compared with existing items.	.65		
I may buy jeans products if I like that style although another person tells me that they don't look good.	.51		
Economical efficiency			.72
I consider price first when purchasing jeans products.	.75	2.62 (48.16)	
I consider that jeans products which I am about to buy have reasonable price.	.69		
I would not buy if jeans products are expensive no matter they please me.	.69		
I visit several stores to get lower price jeans products.	.64		
I purchase jeans product during the sale.	.57		
Utility			.53
I buy jeans products if they are comfortable first.	.64	1.78 (53.91)	
I wear jeans product because of ease of care.	.58		
I like jeans products because they are available in all seasons.	.56		
I like jeans products because they go well with other items.	.55		
I consider whether jeans products wear long.	.42		

included statements such as being unique, innovative, gallant etc. Factor 2 was labeled with active

image and included statements such as the feeling of movement, comfortable, looking lively when wear-

Table 3. Factor analysis for evaluation criteria

Evaluation Criteria	Factor Loading	Eigenvalue (Percentage of Cumulative Variance)	Cronbach's α
Aesthetic criteria			.80
Color	.79	3.31 (18.38)	
Style	.73		
Matching with oneself	.72		
Condition of washing treatment	.62		
Specific design line	.62		
Fit	.59		
Accessories	.47		
Extrinsic criteria			.80
Brand reputation	.79	3.02 (35.16)	
Product criticism of people around	.76		
Status symbol	.75		
Country of origin	.75		
Fashionability	.65		
Quality performance criteria			.74
Durability	.80	2.73 (50.32)	
Ease of care	.78		
Contractibility	.67		
Dyeing stableness	.62		
Flexibility	.48		
Price	.43		

Table 4. Factor analysis for preferred image

Preferred Image	Factor Loading	Eigenvalue (Percentage of Cumulative Variance)	Cronbach's α
Individual image			.85
Characteristic	.80	4.07 (15.09)	
Unique	.78		
Individual	.72		
Trendy	.69		
Innovative	.69		
Daring	.63		
Active image			.82
Lively	.78	3.40 (27.70)	
Easy	.78		
Active	.75		
Busy	.62		
Comfortable	.58		
Artlessly	.52		

Table 4. Continued

Preferred Image	Factor Loading	Eigenvalue (Percentage of Cumulative Variance)	Cronbach's α
Sexual image			.79
Ladysh/manly	.74		
Charming	.67		
Lovely	.62	2.96 (38.66)	
Attractive	.58		
Sexy	.53		
Sophisticated image			.74
Cleans	.68		
Polished	.63		
Modern	.54	2.59 (48.26)	
Neat	.54		
Classy	.54		
Simple image			.70
Plain	.78		
Simple	.67		
Ordinary Looking	.65	2.57 (57.79)	
Gentle	.64		
Conservative	.52		

ing jeans products. Factor 3, labeled with sexual image and represents a respondent's pursuit of looking sexy when wearing jeans products. Factor 4, labeled with sophisticated image, is defined as respondents' desire to be looked sophisticated when wearing jeans products. Factor 5, labeled by simple image, reflects consumers' tendency for simple image (Table 4).

2. Evaluation Criteria and Preferred Image according to Benefits Groups

1) Identification of Benefits Groups

Cluster analysis based on benefits was done to divide respondents into segments, whose members had similar benefits. Four groups were identified, and one-way ANOVA and post-hoc test (i.e., Duncan test) was conducted to find significant differences among groups. <Table 5> indicates that all four groups were different.

Group 1, labeled with multi-benefits seeking group, including 18.8% of respondents ($n=86$), and

had the highest means scores on four benefits factors: attractiveness ($M=4.11$), fashion ($M=2.92$), individuality ($M=3.20$), and utility ($M=4.17$).

Group 2, labeled with fashion seeking group, was the largest including 34.3% of respondents ($n=157$), and had the highest means scores on one benefit factor: fashion ($M=2.79$). The fact that a large group of respondents was in the fashion seeking group provides support to previous studies (e.g., Shim & Bickle, 1994; Shim & Kotsiopoulos, 1993).

Group 3, labeled by economical efficiency seeking group, including 24.5% of respondents ($n=112$), and had the highest means scores on economical efficiency ($M=3.38$).

Group 4, labeled with brand name seeking group, including 22.5% of respondents ($n=103$), and had the highest means scores on one benefit factor: brand name ($M=3.61$). The fact that respondents were in the brand name seeking group provides support to previous studies (e.g., Choi & Koh, 1995; Koo, 2000; Park & Lee, 1999).

Table 5. Cluster analysis of benefits

Benefits	Group Means				<i>F</i>
	1 (<i>n</i> = 86)	2 (<i>n</i> = 157)	3 (<i>n</i> = 112)	4 (<i>n</i> = 103)	
Brand name	3.18 ^b	2.79 ^c	2.54 ^d	3.61 ^a	43.57***
Attractiveness	4.11 ^a	3.68 ^c	2.85 ^d	3.94 ^b	104.83***
Fashion	2.92 ^a	2.79 ^a	2.19 ^c	2.35 ^b	36.75***
Individuality	3.20 ^a	2.84 ^{bc}	2.76 ^c	3.03 ^{ab}	7.87***
Economical efficiency	2.94 ^b	3.02 ^b	3.38 ^a	3.12 ^b	9.67***
Utility	4.17 ^a	3.28 ^c	3.74 ^b	3.69 ^b	111.45***

Note. A pair of means with the same superscripts indicates significant difference between the two groups. Scores ranged from 1(strongly disagree) to 5(strongly agree).

****p* < .001

Table 6. ANOVA of evaluation criteria by benefits groups

Evaluation Criteria	Benefits Groups				<i>F</i>
	Multi-benefits (<i>n</i> = 86)	Fashion (<i>n</i> = 157)	Economical efficiency (<i>n</i> = 112)	Brand name (<i>n</i> = 103)	
Aesthetic criteria	4.30 ^a	4.03 ^b	3.82 ^c	4.23 ^a	20.45***
Color	4.35 ^a	4.18 ^b	4.02 ^b	4.41 ^a	8.24***
Style	4.60 ^a	4.39 ^b	4.08	4.47 ^{bc}	10.79***
Matching with oneself	4.76 ^a	4.54 ^b	4.46 ^b	4.78 ^a	7.91***
Condition of washing treatment	4.25 ^a	3.81 ^b	3.72 ^b	4.17 ^a	12.91***
Specific design line	4.17 ^a	3.80 ^b	3.56 ^c	3.93 ^b	9.87***
Fit	4.27 ^{ab}	4.08 ^b	3.71 ^c	4.36 ^a	14.34***
Accessories	3.70 ^a	3.43 ^b	3.14 ^c	3.48 ^{ab}	6.71***
Extrinsic criteria	3.03 ^{ab}	2.86 ^b	2.54 ^c	3.12 ^a	14.41***
Brand reputation	3.30 ^b	3.09 ^b	2.74 ^c	3.68 ^a	19.07***
Product criticism of people	3.32 ^b	3.18 ^{bc}	2.96 ^c	3.71 ^a	11.84***
Status symbol	2.52 ^{ab}	2.34 ^b	2.09 ^c	2.61 ^a	6.42***
Country of origin	2.78 ^a	2.50 ^{bc}	2.27 ^c	2.75 ^{ab}	6.15***
Fashionability	3.22 ^a	3.17 ^a	2.63 ^c	2.88 ^b	10.72***
Quality performance criteria	3.77 ^a	3.54 ^c	3.60 ^{bc}	3.72 ^{ab}	5.08**
Durability	3.76 ^{ab}	3.44 ^b	3.65 ^c	3.88 ^a	7.34***
Ease of care	3.70 ^a	3.34 ^b	3.64 ^a	3.39 ^b	6.18***
Contractibility	3.63	3.68	3.58	3.75	.84
Dyeing stableness	3.91 ^a	3.68 ^b	3.63 ^b	3.90 ^a	3.88**
Flexibility	3.73 ^a	3.44 ^b	3.23 ^c	3.67 ^a	8.70***
Price	3.88 ^a	3.63 ^b	3.85 ^a	3.73 ^{ab}	2.63*

Note. A pair of means with the same superscripts indicates significant difference between the two groups. Scores ranged from 1(strongly disagree) to 5(strongly agree).

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

2) Differences in Evaluation Criteria according to Benefits Groups

ANOVA and Duncan test were conducted to find

differences in Evaluation criteria according to benefits groups. ANOVA indicated significant differences in aesthetic criteria($F=20.45, p<.001$), extrinsic crite-

ria($F=14.411$, $p<.001$), and quality performance criteria($F=5.08$, $p<.01$) in terms of evaluation criteria (Table 6). In addition, mean differences of color($F=8.24$, $p<.001$), style($F=10.79$, $p<.001$), matching with oneself($F=7.91$, $p<.001$), condition of washing treatment($F=12.91$, $p<.001$), specific design line($F=9.87$, $p<.001$), fit($F=14.34$, $p<.001$), accessories($F=6.71$, $p<.001$) in terms of aesthetic criteria were statistically significant. Mean differences of brand reputation($F=19.07$, $p<.001$), product criticism of people around($F=11.84$, $p<.001$), status symbol($F=6.42$, $p<.001$), country of origin($F=6.15$, $p<.001$), fashionability($F=10.72$, $p<.001$) in terms of extrinsic criteria were statistically significant. Mean differences of durability($F=7.34$, $p<.001$), ease of care($F=6.18$, $p<.001$), dyeing stableness($F=3.88$, $p<.01$), flexibility($F=8.70$, $p<.001$), price($F=2.63$, $p<.05$) in terms of quality performance criteria were statistically significant.

As a result, respondents who seek multi-benefits considered aesthetic criteria(e.g., color, style, design, fit) and quality performance criteria(e.g., durability, ease of care, contractibility, flexibility) more importantly when evaluating and purchasing jeans products. Respondents who seek brand name considered extrinsic criteria(e.g., brand reputation, status symbol, country of origin, fashionability) more importantly than respondents who seek economical efficiency when evaluating and purchasing jeans products.

3) Differences in Preferred Image according to Benefits Groups

ANOVA and Duncan test were conducted to find

differences in preferred image according to benefits groups. ANOVA indicated significant differences in individual image($F=7.86$, $p<.001$), active image($F=11.39$, $p<.001$), sexual image($F=29.97$, $p<.001$), polished image($F=20.14$, $p<.001$), and simple image($F=6.23$, $p<.001$) in terms of preferred image (Table 7).

As a result, respondents who seek multi-benefits such as attractiveness, fashion, individuality, and utility more prefer all the images: individual image, active image, sexual image, polished image, and simple image when wearing jeans products. Respondents who seek fashion more prefer individual image, and respondents who seek brand name more prefer both individual image and polished image. While, respondents who seek economical efficiency less prefer sexual image and polished image.

V. Conclusions and Implications

The result of this study is suggestive of differences among evaluation criteria/preferred image according to benefit segments groups of jeans products consumers. It could give valuable information to merchandisers and designers who develop jeans products and also to strategists who use benefit segments as marketing tools. In addition, marketers who would consider benefit segmentation should target the right consumer with the right brand strategies.

This study showed that there were differences between evaluation criteria and preferred image for jean consumers. Marketers for multi-benefit seeking customers have to develop jean products based on

Table 7. ANOVA of preferred image by benefits groups

Preferred Image	Benefits Groups				F
	Multi-benefits (n = 86)	Fashion (n = 157)	Economical efficiency (n = 112)	Brand name (n = 103)	
Individual image	3.04 ^a	2.88 ^a	2.57 ^b	2.86 ^a	7.86***
Active image	4.08 ^a	3.71 ^c	3.81 ^{BC}	3.93 ^b	11.39***
Sexual image	3.74 ^a	3.37 ^b	2.88 ^c	3.51 ^b	29.97***
Polished image	3.83 ^a	3.50 ^b	3.26 ^c	3.73 ^a	20.14***
Simple image	3.25 ^a	2.92 ^b	3.05 ^b	2.93 ^b	6.23***

Note. A pair of means with the same superscripts indicates significant difference between the two groups. Scores ranged from 1 (strongly disagree) to 5 (strongly agree).

*** $p<.001$

various images(e.g., individual image, active image, sexual image, polished image) as well as design, color, fabric, and ease of care. Jeans for fashion-seeking customers should reflect seasonal trend(e.g., washing treatment, color, fabric, style) quickly. Furthermore, they have to invest more to get information from professional trend analysis companies or research societies. Marketers also have to manage supply chain efficiently in order to provide consumers with trendy jeans quickly.

The results of this study should not be generalized to all consumers who purchase jeans products because respondents of the study were limited to male and female university students living in Seoul and Gyeonggi province. We recommend that more comprehensive study based on sample of any age and occupation be examined.

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요 약

WTO체제 이후 급속히 변화하는 의류시장의 환경 속에서 진 제품 시장 역시 소비자의 다양한 취향에 따라 세분화 되고 있다. 이에 국내 진 브랜드들이 수입 진 브랜드들과의 경쟁에서 살아 남기 위하여 소비자들이 추구하는 혜택은 무엇이며 그 혜택에 따른 제품을 평가하는 기준과 선호하는 이미지에 대한 연구의 필요성이 대두되고 있다. 본 연구에서는 진 제품 구매자의 추구혜택을 알아보고 추구혜택 집단에 따라 제품평가기준과 선호 이미지에 차이가 있는지를 알아보고자 한다. 본 연구의 대상은 청바지 시장에서 주요 표적고객으로 선정되고 있는 20대 남, 녀 대학생으로 선정되었다. 표본추출법으로 할당표본추출법이 실시되었다. 자료수집은 설문지 응답방식으로 이루어 졌으며, 추구혜택, 제품평가기준 및 선호 의복이미지를 측정하기 위하여 선행연구에서 사용된 척도들을 본 연구에 맞도록 수정, 보완하여 사용하였다. 총 492부의 설문지가 자료의 분석을 위하여 사용되었으며, SPSS 11.5를 사용하여 cluster analysis, factor analysis, Cronbach's α , ANOVA 및 Duncan test를 실시하였다. 진 제품 구매자의 추구혜택에 따라 소비자를 유형화 시킨 결과, 4개의 집단으로 분류되었다. 집단 1은 성적매력, 유행, 개성, 실용성과 같은 의복의 표현적, 도구적인 혜택을 모두 추구하는 집단으로써 다혜택 추구 집단이라 명명하였으며, 집단 2는 유행을 가장 추구하는 집단으로써 유행추구 집단이라 명명하였으며, 집단 3은 경제성을 가장 추구하는 집단으로써 경제성 추구 집단이라 명명하였으며, 집단 4는 유명상표를 가장 추구하는 유명상표 추구 집단이라 명명하였다. 추구혜택 집단에 따른 평가기준의 차이를 알아본 결과 심미적 기준, 외재적 기준, 품질성능적 기준에서 유의미한 차이를 나타내었다. 즉 다혜택 추구 집단은 제품을 평가하는 단서로 심미적 기준과 품질 성능적 기준을 다른 집단보다 더 중요시 여기고 있었으며, 유명상표 추구 집단은 제품의 외재적 기준을 더 중요시 여기고 있었다. 반면 경제성 추구 집단은 진 제품에 있어서 심미적 기준이나 외재적 기준은 별로 중요하게 여기고 있지 않았다. 추구혜택 집단에 따라 선호 의복이미지에 차이가 있는지를 알아본 결과 개성적 이미지, 활동적 이미지, 섹시한 이미지, 세련된 이미지, 심플한 이미지에서 유의미한 차이가 나타났다. 즉 성적 매력, 유행, 개성, 실용성을 모두 추구하는 다혜택 추구 집단의 소비자들은 진 제품에서 개성적 이미지, 활동적 이미지, 섹시한 이미지, 세련된 이미지, 심플한 이미지 모두를 다른 집단에 비해 더 선호하고 있었으며, 유행을 추구하는 소비자들은 개성적 이미지를 더 선호하고 있었다. 또 유명상표를 추구하는 소비자들은 청바지를 착용함으로써 개성적인 이미지와 세련된 이미지를 표현하는 것을 더 선호한다는 것을 알 수 있었다.