

Comparison on the High School Girls' Purchasing Pattern of Fashion Products at Online and Offline Markets

Min, Hye-Kyung · Hwang, Choon-Sup*

Graduate Student, Dept. of Home Economics Education, Kyung Hee University
Professor, Dept. of Clothing & Textiles, Kyung Hee University*

Abstract

The present study was implemented to understand high school girls' buying patterns of fashion products at online and offline shopping malls; and to obtain the information needed for the development of online and offline mall marketing strategies that are differentiated from each other.

The study was conducted through a descriptive survey method using questionnaires. The sample consisted of 242 girls from four high schools located in Seoul. Descriptive statistics, cross-tabulation and a paired t-test were used for the analysis of the data. Results are as follows: First, most of the high school girls (82.2%) had experience of purchasing fashion products at online shopping malls. And, those who have purchasing experience at online shopping malls, compared to those who do not have such purchasing experience, showed a higher purchasing intension at online shopping malls. Second, both the degree of pre-purchase searching and ongoing searching was higher in online shopping than in offline shopping. Third, the quality of material, place produced, brand name, and store atmosphere/type were considered more in offline shopping than in online shopping. Shopping convenience and information service about the products were considered more in online shopping than in offline shopping. Fourth, the purchasing frequency of underwear and hair accessories was higher at offline stores than online shopping malls, but the purchasing frequency of bags was higher in online stores than offline stores. When the differences between the purchasing patterns at online shopping malls and offline stores are considered carefully, marketing activities would be more effective.

Key Words : purchasing pattern of fashion products, high school girl

I . Introduction

In Korea, as of December 2007, the number of Internet users was estimated as big as about 34.82 million(76.3% of total population of Korea).

About 57.3% of Internet users had experience in Internet shopping, and 97.5% of those who have Internet shopping experience showed a repurchasing intention at Internet shopping malls. Around 45.5% of those who do not have purchasing

Corresponding author: Hwang, Choon-Sup, Tel.+82-2-961-0268, Fax.+82-2-3295-0264
E-mail: cshwang@khu.ac.kr

experience at internet malls showed the intention to purchase at an Internet shopping mall in the future. Considering this survey results, the size of the Internet market will be increased.¹⁾ It is especially to be expected that online shopping malls that meet the consumer's needs for differentiation, diversity and identity will greatly increase in business by the encouragement of customer's self participation in the mall.²⁾

Adolescent is the generation that is adapting most easily to this era of the Internet. They are more skilled than any other generation in searching, exchanging and using information collected from websites. They are best and fast adaptors to the culture created by online businesses. Also, they have a great influence on the fashion business according to the increase of their buying opportunities for themselves and the increase of their spending capacity due to the small number of children per family.³⁾ Considering the facts that teenagers utilize Internet very actively, care highly about fashion, and will be very important consumers in the future, as well as the fact that the size of the online market is increasing constantly, there is a need to conduct a study about teenagers' buying patterns of fashion products in online markets. However, most of the previous studies on internet shopping behavior concentrated on adults not teenagers. And every consumer uses several types of stores, the consumer's buying pattern is different according to where and what the consumer purchases.⁴⁾⁵⁾⁶⁾ From this result of previous studies, it could be expected that teenagers's buying patterns of fashion products are different according to the type of stores where they purchase products. Moreover, it is commonly said that getting good praise from teen girls is a very strong indicator of success of the product.⁷⁾

Therefore, it will be meaningful to investigate high school girls' buying patterns of fashion products at online shopping malls, and to analyse the differences in the criteria for purchasing, searching for information, and the actual purchasing of items according to the type of store, whether in the online and offline market. The results of these analyses will be very helpful in educating teens about sound consumption behavior and in the establishment of differentiated effective marketing policies for both the online and offline markets.

II. Review of Literature

1. Characteristics of teenagers' purchasing behavior of fashion products

Because the degree of concern about the opposite sex is increasing during the adolescent period, teenagers have a tendency to try to acquire a good reputation or recognition from the group they belong to through clothing, physical appearance, and good manners.⁸⁾ The degree of psychological independence to clothing is increasing and they consider clothing as one of the means to get the eye of the opposite sex. Therefore, satisfaction and dissatisfaction with their clothing life in this period, more than in any other period, has greater influence on their whole life.⁹⁾ When they purchase clothing, they have a tendency to be more concerned about design, color, mood, and sensory physical appearance than function and practicality.¹⁰⁾ According to the increase of the level of family income and higher status of teens in the family than before, teenagers themselves often make decisions for purchasing. They select fashion products in person to fit with their preference, display their individuality, create and organize

the trend in terms of their own sense beyond the steps of just following a new fashion trend.¹¹⁾ Otherwise, teens are apt to make impulse purchasing without enough evaluation of the value of a product due to an instant motivation for buying. They also have a tendency to follow and imitate fashion trends without any reasonable thinking or purpose, and to be influenced by mass media.¹²⁾

Therefore, information regarding teenagers' buying patterns and consumption of fashion products is needed for the educating them to develop a sound consumption attitude.

2. The Concept and Status of Online Shopping

Online shopping or Internet shopping means to buy a product at a cyber store called an *online shopping mall*, *Internet shopping mall*, *cyber mall*, *electronic shopping mall*, or similar name. Therefore, a cyber store could be defined as a information system that enables the consumer to purchase products or to make a transaction by communicating with other participants through the Internet. Online shopping malls can avoid the limits of time and space, and can be open to the whole global marketplace, thus being boundless as far as business regions are concern. Therefore, online shopping enables consumers to buy articles at low prices regardless of the limits of time and space. Besides this fact, online shopping malls have several benefits and characteristics that differentiate them from existing physical stores. From online shopping malls, consumers get prompt and plentiful information about products all at once. Online shopping mall building capital is relatively smaller than that of a physical store. Owing to the direct information exchange between seller and buyer, customer management can be more effective in online shopping malls than in

physical stores.

The online market is increasing rapidly due to technological improvement that have enabled sellers and buyers to communicate directly on the spot, and to the consumers' need for saving time in shopping in order to have more leisure time.¹³⁾ However, in order to be more effective, a more creditable delivery service system ensuring an exact time of delivery, a policy of protection against lost or broken item, and a security program providing strong protection of consumer's personal information must be well prepared.¹⁴⁾¹⁵⁾

A survey conducted by the Ministry of Information and Communication and National Internet Development Agency,¹⁶⁾ indicated that 80.8% of the male population of Korea and 70.3% of the female population use the Internet. By occupation, the Internet use rate of students (99.7%) was the highest followed by office workers (99.3%), and professionals (98.7%). The majority of Internet users, 74.1%, visit Internet sites more than once a day and 44.9% of them surf the Internet, on average, for more than 14 hours a week. Ranked according to purpose of Internet use, 50.5% of Internet users stated that their purpose of Internet use was for shopping, 39.1% of them for banking, and 5.4% of them for stock trading. Female visits to online shopping malls were made more often than those of males. By age group, the Internet shopping mall use rate of those in their 20's was the highest (82.2%) followed by the 30's (68.8%) and the teens (54.8%). Clothing, shoes and sports goods (66.8%), as well as music (55.5%) were sought most often in Internet shopping malls. The next most purchased items were books, magazines and newspapers (41.6%) followed by cosmetics and accessories (38.5%), and finally, by movies and image related program (36.5%). Online shopping mall users

purchase products or services 1.8 times a month, and 48.9% of online shopping mall users were satisfied with online malls. The major satisfying factors of online shopping mall products were price (65.1%), convenience of purchasing (57.1%), and prompt delivery (56.7%).

3. Purchasing behavior concerning fashion products through online shopping malls

The fashion products that consumers most often purchase in online shopping malls include those fashion items that have a loose fit, and a relatively low possibility of having size related problems, such as casual wear, accessories, underwear, sportswear, and shoes.¹⁷⁾¹⁸⁾

Among casual wears, purchasing rate of T-shirts was the highest. Male consumers, compared to female consumers, purchase underwear, home wears, children's wear, and fashion accessories more often.¹⁹⁾

A study²⁰⁾ reported that the diversity of products and the price have the biggest influence on the Internet shopping attitude of consumers who had experienced the purchasing of fashion products in online markets.

However, in the case of those who do not have such Internet shopping experiences, the diversity of products, marketing activities, and the type of products are the factors having the highest influence on their Internet shopping attitude. The reasons for online shopping are mainly the convenience of shopping and the ease of searching for information.

The group that had the higher intension of online shopping was satisfied more with the fashion products purchased, compared to others' level of intent. Kim and others²¹⁾ said that price, information about products, scarcity, regional identity, convenient time, and promotion activities are the major factors that activate

online shopping. On the other hand, a lack of product diversity, uncertainty of the fitness and quality of the material, size risk, and lack of entertainment were pointed out as the factors that hinder online shopping.

Lim and Hwang²²⁾ found that the group with a lot of online shopping experience preferred to shop in specialty malls more than in general malls. Therefore, it can be inferred that teens' experience of online shopping will have a significant influence on their future attitude toward online shopping. Furthermore, the analysis of the difference in the intention of online shopping according to the actual experiences of online shopping will be helpful in understanding and predicting teenagers' purchasing behavior concerning fashion products.

Lim's study²³⁾ reported that adolescents enjoy leisure time shopping in online malls, and make a sufficient comparison the price before purchasing, just as adults do. The study also indicated that fashionability, conformity, and showing off are the selection criteria that adolescents are most concerned about. According to the study of Jang and Kho²⁴⁾, 8.4% of adolescents use online shopping malls as a source of knowledge about fashion trends. This result reflects the importance of fashion information searching activities in the online shopping patterns of adolescents. Hoffman and Novak²⁵⁾ segmented the motivation of online shopping into *concerns before purchasing*, *filling of information*, *opinion leading*, and *cheering oneself up*. They also applied two types of information searching: *purchase searching* and *ongoing searching*. Therefore, it is assumed that shopping patterns for fashion products in online malls are different according to the information searching types. *purchase searching* is conducted before purchasing to make a decision for a

specific purchase, while *ongoing searching* is conducted simply for the enjoyment of the searching activities themselves, regardless of whether an actual purchase or serious consideration of making purchase is actually made.

The above, which address the considerably high rate of adolescents' online shopping as well as increasing size of online markets, supports the view that comprehensive information about adolescents' buying patterns of fashion products at online shopping malls should be acquired and applied to consumption-related educational activities for adolescents. The above also support the opinion that there is a need for a study to analyse the differences between online malls and physical stores concerning selection criteria, purchasing items and types of information searching. Data from such a study is needed for the development of effective differentiated marketing policies for both online and offline markets.

III. Methods

1. research problems

Specific research problems in the present study were as follows:

(1) to survey the status of high school girls' online shopping (reasons for online shopping, and degree of using online malls). In measuring the degree of using online malls, the present study was limited to the frequency of visiting online malls, average use time per visit to online malls, and average price per fashion item purchased.

(2) to investigate the differences in purchasing intention at online malls according to online shopping experience.

(3) to compare the degree of information searching and selection criteria that are used in purchasing fashion products at online malls and at offline stores.

(4) to compare the major purchasing items at online malls and at physical stores.

2. Sample, Research instrument, and data analysis

The sample consisted of 242 high school girls enrolled in 4 high schools located in Seoul. The ratio of students according to school year was as follows: 1st school year 41.3%; 2nd year ,32.6%; 3rd year, 26.0%.

A self-administered questionnaire was used to collect the data. Questions were developed on the basis of the questionnaires used in previous studies.²⁶⁾²⁷⁾²⁸⁾²⁹⁾³⁰⁾ The present study questionnaire consisted of three parts: purchasing intention, buying patterns of fashion products in online malls and offline stores, and demographics. Questions regarding buying patterns included reasons for online shopping and frequency of purchasing, major items purchased, the price of the purchasing items, average use time per visit to online malls, degree of information searching, and selection criteria. Five point Likert scales were used for most measures with 1=never or strongly disagree, or very unimportant, and 5= always, strongly, or very import. Cronbach's reliability coefficient of the items were 0.71 – 0.83.

The survey was conducted in April 2008. The questionnaires were collected immediately after the respondents answered. Descriptive statistics, cross-tabulation and t-test were employed for the analysis of data.

IV. Results

1. The status of shopping for fashion products in online malls

1) Reasons for using and avoiding online shopping malls

As a whole, 82.2% of respondents answered that they have online shopping experiences. <Table 1> is showing the results of cross-tabulation analysis about the differences in online shopping experiences of high school girls according to their school year. No significant difference was found in the experience according to school year.

As shown in <Table 2>, among the various reasons for online shopping, the reasons gained

a mean score above 3 on the 5-point Likert scale include the following: *convenient time to shop, home delivery, low price, variety of products, and easy to compare the price*. The fact that these reasons for shopping fashion products in online malls include not only the convenience of purchasing and low price³¹⁾ but also variety of products and information services can be considered to show the qualitative improvement of online markets.

The reasons for avoiding online shopping by those who do not have any online shopping experience for fashion products are shown in <Table 3>. The items gained a mean score above 3 on the 5-point Likert scale include *uncertainty about actual color and material of the products, delivery risk, uncertainty about*

<Table 1> online shopping experience of fashion products according to high school girls' school year

experience at online shopping? school year	yes N(%)	no N(%)	total N(%)	X ² 1.565
1st	84(84.0)	16(16.0)	100(41.0)	
2nd	64(81.0)	15(19.0)	79(33.0)	
3rd	51(81.0)	12(19.0)	63(26.0)	
total	199(82.2)	43(17.8)	242(100.0)	

<Table 2> reasons for shopping fashion products in online malls

reasons	Mean	S.D.
convenient time to shop	4.16	0.79
home delivery	3.89	0.88
low price	3.81	0.82
variety of products	3.66	0.93
trendy fashion products	3.07	0.90
easy to compare the price	3.05	0.82
good evaluations about the products posted by other consumers	2.94	0.92
use of discount coupon/mileage service	2.78	1.08
attractive promotion activities such as special events and gifts	2.56	0.88
good quality	2.43	0.77
kindness of online sellers	2.16	0.77

return and exchange, poor quality compared to that of physical stores, and inability to compare quality with other products in person. These reasons for avoiding online shopping may imply that the respondent has made negative inferences and embraced a biased view point, one that was formed before having an online shopping experience. If this conclusion is valid, then marketing strategies to switch these consumer from a biased viewpoint to a positive direction should be adopted. This conclusion seems assured again by the fact that *home delivery*, one of the major reasons for online shopping, was cited also as a major reason for avoiding shopping in online. That is, the fact that the risk factor of online shopping for those who do not have online shopping experience is, at the same time, a benefit factor for those who have online shopping experience indicates the importance of marketing activities that involve not only the product but the point of purchase.

2) Degree of using online malls

About 82.2% of respondents answered that

they have online shopping experiences. Among those who have online shopping experience, as many as 31.2% of them answered that the number of malls they visit to buy fashion products is one or two, 28.1% of them answered as 3 – 4, 16.1% of them answered as 5–6, and 24.6% of them answered above 7. From these results, it can be inferred that even though high school girls visit a large number of malls for searching information, they have few online malls where they can buy fashion products.

As shown in <table 4>, about 45.7% of respondents said that their average use time per visit to online malls is below 1 – 2 hours. As a whole, most of the respondents (94.9%) use more than 30 minutes per visit to online malls. This fact reflects the high school girls' significant interest in fashion related products.

Regarding the frequency of visiting online malls, the group visiting 1 – 2 times a month was the largest (25.6%) followed by those that visited 3 –4 times a month (22.6%).

Considering this high frequency of visiting online malls and long use time, it can be said

<Table 3> reasons for avoiding online shopping

reasons	Mean	S.D.
uncertainty about actual color and material of the products to deliver	3.72	1.08
delivery risk	3.67	0.99
uncertainty about return and exchange	3.56	1.16
poor quality compared to physical stores	3.48	1.09
insecurity of personal information	3.30	1.10
inability to compare quality with other products in person	3.23	1.23
size risk	3.09	0.97
expensive delivery fee	2.88	1.14
inability to find preferred brand	2.72	1.03
lack of entertainment	2.60	1.18
lack of product variety	2.30	1.12
expensive price	2.23	1.07

<Table 4> frequency of visiting online malls and average use time per visit to online malls

frequency of visiting online malls	N	%	average use time	N	%
1~2 times two month	51	17.6	below 30 minutes	10	5.0
1~2 times a month	35	25.6	above 30 ~below 1 hour	53	26.6
3~4 times a month	45	22.6	above 1 ~below 2 hours	91	45.7
5~6 times a month	21	10.6	above 2 ~below 3 hours	27	13.6
7~8 times a month	18	9.0	above 3 hours	18	9.0
more than 9~10 times a month	29	14.6			
Total	199	100.0	Total	199	100.0

that high school girls need to be more concerned about time management and sound consumption behavior.

As shown in <table5>, which concerns the average price per fashion item purchased at online malls, the largest number of respondents(62.3%) answered that the price of the purchased item was *above ₩10,000~below ₩30,000*. The second largest number of respondents (16.6%) answered that *above ₩30,000 ~below ₩50,000* was average price per fashion item purchased at online malls.

<Table 5> average price per fashion item purchased at online malls

average price	N	%
below ₩10,000	18	9.0
above ₩10,000~below ₩30,000	124	62.3
above ₩30,000~below ₩50,000	33	16.6
above ₩50,000~below ₩100,000	22	11.1
above ₩100,000	2	1.0
Total	199	100.0

2. Difference of future purchase intention at online malls according to purchasing experience

<Table 6> displays the results of the analysis concerning the difference of future purchase intentions at online malls according to purchasing

experience. Those who have online shopping experience, compared to those who do not have such experience, showed a higher future purchase intention. These results indicate that, with an effort to reduce the reasons for avoiding online shopping, such as uncertainty of exchange or refund and delivery, marketers should adopt activities that expose consumers to the experience of shopping in online malls as well.

<Table 6> repurchase intention at online malls according to purchasing experience

experience in online shopping?	Mean	S.D.	t
yes (n=199)	3.70	0.76	5.813***
no (n=43)	2.75	0.84	

***p<.001

3. The degree of information searching and selection criteria that are used in purchasing fashion products at online malls and at offline stores.

<Table 7> displays the results of the analysis concerning the degree of information searching and selection criteria that are used in purchasing fashion products at online malls and at offline stores. No significant differences were found in the degree of concern about price, style, color, size, variety of products, and reputation of the stores (malls). All of these factors were cited as

matters of high concern with regard to both online malls and offline stores. Especially price, style, color, and size were questions of high concern, as indicated by the mean score of 4.0 and above on the Likert 5-point scale. On the other hand, there were differences in the degree of concern about such factors as *the quality of materials, the place made, brand name, the mood/atmosphere of stores/malls, and kindness of sales person/seller*. *The quality of materials* and *the mood/atmosphere of stores/malls* were considered more when consumers shopped in offline stores than in online malls.

The results indicate that the respondents' concern about *style* was the highest matter considered in online shopping. The other questions of concern, in order, were *size, convenience of purchasing, color, and price*. At the same time, with regard to offline store shopping, the kindness of sales persons gained the highest mean followed by *style, size, color, exchange or refunds*. This high concern about the kindness of sales persons reflects the fact that teenager feelings are very sensitive and that they care greatly about other's responses. This observation is further confirmed by the fact that the mean score of seller's kindness was considerably high (Mean 3.67) in online shopping where the purchase was made without meeting each other in person. This act is also an indication that high school girls want to be considered independent consumer enjoying good customer service, instead of being considered simply as a purchaser of a product. In light of the results of this study, it can be concluded that offline stores whose target market is teenagers have to make stronger efforts to secure good quality of sales personnel and related services. Also, website staff for online malls should make a prompt replies to the

questions and comments that customers post on the online mall web site pages.

It was found that both the degree of pre-purchase searching and ongoing searching was higher with regard to online shopping than to offline shopping. These results might indicate that most high school girls' online shopping is based more on information searching activities than on other impulse motivations. This fact also reinforces the view that marketing activities related to the process of information searching by high school girls should be strengthened in order to enhance their effectiveness.

4. Comparison of the major purchases at online malls and at offline stores

<Table 8 > shows the results of the analysis concerning major fashion products that are purchased by high school girls at online malls and at offline stores. The number one item in rank was upper wear such as blouses and T-shirts, followed by shoes, and lower wear such as skirts and slacks. As shown in the table, 82.9% of those who have conducted online shopping answered that blouses and T-shirts are the major item they purchase in online malls. That statistic likely rests on the fact that single items for the upper body, such as blouses and T-shirts, can assume a loose fit more easily compared to other suits. Also, due to their relatively low price, these are the most favored items for purchasing at offline stores too (72.1%). The next most favored items were pants and shoes, both of which were favored about equally, at online malls and offline stores. However, shoes are favored more in online stores and clothing for the lower part of the body, such as pants is favored in offline malls. The results show that respondents purchase underwear and pajamas more often in offline

stores (20.0%) than in online malls (9.1%). Considering the previous study,³²⁾ which reported that underwear and pajamas are the most favored items to be purchased, it could be assumed

that the purchasing pattern for high school girls at online malls is different from that of other groups of consumer.

<table 7> The degree of information searching and concern about selection criteria

			online malls	offline stores	Paired Differences	t value
selection criteria	price	Mean	4.09	4.09	0.00	0.000
		S.D.	0.77	0.80	0.71	
	style	Mean	4.44	4.40	0.04	0.985
		S.D.	0.59	0.62	0.58	
	color	Mean	4.18	4.18	0.01	0.112
		S.D.	0.65	0.70	0.63	
	materials	Mean	3.75	4.08	-0.33	-5.338***
		S.D.	0.81	0.81	0.88	
	size	Mean	4.34	4.37	-0.03	-0.618
		S.D.	0.66	0.63	0.69	
	place made	Mean	2.62	3.07	-0.44	-6.916***
		S.D.	0.85	1.00	0.90	
	fashionability	Mean	3.25	3.44	-0.19	-3.776***
		S.D.	0.94	1.03	0.71	
	brand name	Mean	2.84	3.41	-0.57	-8.653***
		S.D.	0.93	1.06	0.93	
	A/S	Mean	3.48	3.79	-0.32	-4.134***
		S.D.	1.02	1.01	1.08	
	variety of products	Mean	3.97	3.91	0.06	0.899
		S.D.	0.85	0.90	0.95	
	convenience to buy	Mean	4.20	3.72	0.48	6.673***
		S.D.	0.71	0.89	1.01	
	laundry/ease of management	Mean	3.75	4.06	-0.31	-4.900***
		S.D.	0.95	0.85	0.88	
	exchange/ease of refund	Mean	3.97	4.15	-0.17	-2.526*
		S.D.	0.99	0.93	0.95	
	information about products	Mean	3.98	3.72	0.27	3.494**
		S.D.	0.98	0.91	1.08	
	mood /type of malls/stores	Mean	3.52	4.06	-0.54	-6.724***
		S.D.	1.00	0.85	1.12	
	stores'(malls') reputation and acquaintance	Mean	3.99	3.96	0.03	0.398
		S.D.	0.91	0.95	1.07	
	kindness of sales person(seller/vender)	Mean	3.67	4.44	-0.77	-9.476***
		S.D.	1.05	0.73	1.14	
information searching degree	purchase searching	Mean	3.85	3.34	0.51	5.672***
		S.D.	0.85	1.06	1.27	
	on-going searching	Mean	3.98	3.44	-1.54	6.525***
		S.D.	0.82	0.89	1.32	

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

<Table 8> Major fashion products purchased by high school girls in online malls and offline stores

items	Count		% of Responses		% of Cases	
	online	offline	online	offline	online	offline
underwear/sleepwear	17	33	3.2	6.8	9.1	20.0
upper single item (blouses, T-shirts)	155	119	29.0	24.6	82.9	72.1
lower single item (skirts, slacks)	96	99	18.0	20.5	51.3	60.0
jumper, half coat,	32	28	6.0	5.8	17.1	17.0
sports wear (training wear)	9	9	1.7	1.9	4.8	5.5
formal wear	3	1	0.6	0.2	1.6	0.6
scarfe, stocking, handkerchief	23	21	4.3	4.3	12.3	12.7
bags	55	29	10.3	6.0	29.4	17.6
shoes, sports shoes, sleepers, etc.	113	91	21.2	18.8	60.4	55.2
accessaries(rings, neckless, bracelets etc.)	24	30	4.5	6.2	12.8	18.2
hair accessories (hairpin, hair bands etc.)	7	23	1.3	4.8	2.9	13.9
Total responses	534	483	100	100.0	285.6	292.7

*187 valid cases for online malls

*165 valid cases for offline malls

Bags are more favored in online malls (29.4%) than in offline malls (17.6%). It could be assumed that this figure resulted from the price benefit of online malls and relatively low risk concerning the size of bags compared to the size of apparel. However the reason for why bags are more highly favored items to be purchased in online malls than in offline malls should be investigated more closely so that more exact conclusions could be applied to actual marketing situations.

Hair accessories were more highly favored in physical stores (13.9%) than in online malls (3.2%). The reason why hair accessories are favored in physical stores, in spite of the fact that hair accessories have price merit and low risk of size concern, needs to be examined closely also so that more reliable conclusions can be applied effectively to actual marketing activities.

V. Conclusion

The present study was implemented to analyze high school girls' online shopping patterns, and the differences in high school girls' buying patterns of fashion products between at online malls and at physical stores, through a descriptive survey method using questionnaire. The results and implications of the study are as follows:

First, most of the high school girls had experience of purchasing fashion products at online shopping mall. Those who have purchasing experience at online shopping malls, compared to those who do not have such purchasing experience, showed a higher purchasing intention at online shopping malls. Second, both the degree of pre-purchase searching and ongoing searching was higher in online shopping than in offline shopping.

Third, *the quality of material, place produced,*

brand name, and *store atmosphere/type* were considered more in offline shopping than in online shopping. *Shopping convenience* and *information service about the products* were considered more in online shopping than in offline shopping. Fourth, the purchasing frequency of underwear and hair accessories was higher at offline stores than online shopping malls, but the purchasing frequency of bags was higher in online stores than offline stores.

When the differences of the purchasing patterns of high school girl at online shopping malls and offline stores are considered carefully, marketing activities could be more effective. Especially, marketing activities related to the process of information searching by high school girls should be strengthened in order to enhance their effectiveness. Further studies to find out the causes of the differences in favored items for purchase between at online malls and at physical stores are needed so that more reliable and practical information can be applied effectively to the actual marketing activities.

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