

Consumers' Motivations for Brand-Switching of Sport Shoes according to Their Age and Gender

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Abstract

The purpose of the study was to provide the basic information that is needed to build marketing strategies related to consumers' brand-switching, through investigation into sport shoe consumers' motivations for brand-switching, as determined by their age and gender. The study was implemented by means of a descriptive survey method using a questionnaire. The sample consisted of 534 consumers between the ages of 13 and 59, residing in the Seoul area. The survey for the study was conducted during the period of October 10 through December 5, in 2008. Descriptive statistics, t-test, ANOVA and Duncan's Test were employed for the analysis of data gathered. The results revealed that there are differences with regard to the degree that the functional/aesthetic factors of sport shoes contribute to the motivation for brand-switching, when assessed with respect to the age and gender of consumers. The contributory degrees of situational factors and social/emotional curiosity factors of consumers are also different with regard to the motivation for brand-switching behavior of sport shoe consumers in accordance with their age and gender. Therefore, marketing strategies related to brand-switching behavior will be more effective when they are differentiated according to the target age and gender, even with respect to the same type of product, such as sport shoes.

Key Words : brand-switching, motivations, sport shoes.

1. Introduction

Consumers naturally seek a way to buy even luxurious products at a reasonable price. They also may want only a specific brand will satisfy their needs. On the other hand, they may purchase

various goods that are considered as valuable regardless of the brand name and the reputation of the shopping place too. Consumers are always required to make a decision concerning which

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products or services to buy. They evaluate brands consistently and choose the one by which consumers themselves can most effectively express their tastes. Consumer choices are complicated by the fact that today's improved technology has created plenty of alternatives. Thus consumers easily and more often change their minds in choosing fashion brands according to the benefit they seek and consider most important.¹⁾ Therefore, it could be argued that brand-switching behavior related marketing strategies are very important in order to minimize losses with regard to the decreasing brand loyalty of customers. A comprehensive understanding of consumers' motivations for brand-switching is necessary for the building of efficient brand-switching related marketing strategies.

The results of previous studies²⁾³⁾⁴⁾⁵⁾ revealed that consumers' purchasing behavior with regard to clothing is different according to the characteristics of the consumers themselves, including involvement and brand attitude, the characteristics of products and the purchasing situation. Considering the results, it could be easily inferred that brand-switching behavior, as a part of purchasing behavior, is related to the characteristics of consumers and products. Also, previous studies⁶⁾⁷⁾⁸⁾ demonstrated that there are differences in consumers' information searching behavior, criteria of clothing selection, and brand loyalty between and among the age groups and gender.⁹⁾¹⁰⁾¹¹⁾¹²⁾ Therefore, it could be easily inferred that consumers' gender and age belonging to the characteristics of the consumers, and the type of fashion products belonging to the characteristics of the products are related to the motivation for brand-switching. Moreover, fashion products that have been considered as products of high-involvement and high-sensitiveness are no

longer classified into only one category of the product involving only the aspects of high-involvement and high-sensitiveness. Casual shoes, outerwear and handbags are classified as products of high-involvement and high-sensitiveness, which belong to the second quarter dimension of FCG Grid Model, having the attributes of feel-learn-do and emotional. Sport shoes and mountain-climbing shoes, coats and functional type of underwears are classified as products of high-involvement and rationality that belong to the first quarter dimension having the attributes of learn-feel-do and informational. Training wear, underwear for keeping the body temperature warm, and panties are classified as products of low-involvement and rationality, which belong to the third dimension having the attribute of do-learn-feel. Casual single unit wear like T-shirts and sundries are classified as products of low-involvement and sensitiveness that belong to the fourth dimension, having the attribute of do-feel-learn.¹³⁾ With regard to these products, the degree of brand oriented purchasing and the criteria of selection are different according to the item and the type of the fashion products.¹⁴⁾ This fact suggests that consumers' motivations for brand-switching are different according to the type or specific item of fashion products. However, most of the previous brand-switching related studies considered apparel or fashion products as a whole, and were not classified by specific item or type, except jean pants.¹⁵⁾¹⁶⁾¹⁷⁾ More detailed and comprehensive information about consumers' brand-switching behavior, according to their age when purchasing each item of fashion products would be very helpful to establish more effective brand related marketing strategies. Moreover, considering the increasing number of men's wear specialty stores caused

by the expansion of men's lines at the firms targeting both genders, now is the time to look for a closer understanding of the differences between consumer's genders and among the age groups with respect to their brand-switching behavior. In order to obtain the information needed to build brand marketing strategies differentiated according to the characteristics of each item of fashion product, the present study was attempted. Thus, the study sought to analyze the differences between genders, and among age groups with regard to the motivations for brand-switching when consumers purchase sport shoes, which are classified as a product with high-involvement and rationality.

II. Review of Literature

1. Brand-switching

Brand-switching is a tendency of consumers to change from a positive attitude to a certain brand to another brand within the same category of product and it is manifested by the consumer's selection of a particular brand when they purchase a product.¹⁸⁾ The decision not to choose the brand that the consumer has bought and consumed previously is made not only in view of the benefits of the new brand but also by the act of brand-changing itself. That is, consumers often are observed engaging in brand switching, even if their current brand satisfies their needs. Brand-switching is a tendency of changing the brand to be purchased and is measured by the reduction of the repeat purchase rate. If consumers purchase only one specific brand consistently, they are not able to appreciate well the value of other brands. They may feel curiosity about other brands and may change their mind with regard

to brand choices. Consumers are interested in variety seeking, in which the priority is to vary one's product experiences, perhaps as a form of stimulation or to reduce boredom. Variety seeking is especially likely to occur when people are in a good mood, or when there is relatively little stimulation elsewhere in their environment. Brand-switching is differentiated from variety pursuits motivated by the inner needs for change and novelty, because brand-switching is caused by not only inner needs but also external motivations including marketing stimuli.¹⁹⁾ In general, consumers purchase the same brand repeatedly when the variety of brand is limited. However, in the situation where a great variety of brands exists within the same product category, brand-switching is caused more easily apart from any dissatisfaction with the brand purchased previously. And a rational search for the new brand is not always supported. One study of Australian cars buyers found that more than a third had made only two or fewer trips to inspect car prior to buying one²⁰⁾. That is, consumers do not go through a complicated decision making process all the time when purchasing products. Without close evaluation or comparison of various brands, they choose the brand that they were most satisfied with most on the basis of their previous experiences. In addition, it has been established that consumers are willing to buy repeatedly and are willing to pay more only on the products they are satisfied with. Furthermore, that satisfaction is directly connected with brand loyalty that is a pattern of repeat product purchases, accompanied by an underlying positive attitude toward the brand. Therefore, it can be said that to prevent brand-switching of present customers by satisfying their needs is easier and more valuable than the process of creating new

customer.²¹⁾

2. Motivations and Clothing Buying Behavior

Motivation refers to the processes that cause people to behave as they do. It occurs when a need is aroused that the consumer wishes to satisfy.

Although there are various definitions of the fundamental concepts of motivation, all the researchers have the same point of view in asserting that motivations are the factors causing human behavior. As a factor of causing human behavior, the concept of motivation embraces three characteristics: *activation*, meaning the inner power of personal behavior; *directionality*, leading human efforts toward a certain direction; and *durability*, enabling human behavior to have a consistent degree and direction.²²⁾²³⁾ Considering these definitions and characteristics of motivation, the function of motivation can be summarized as follows: the accelerating activation of inner power for human behavior, intermediating between the creation of directions and the process of pursuing goals, and adjusting feelings and maintaining the level of feelings, with a view to strengthening human behavior. Motivation factors could be classified into two aspects: the inner factors of motivation caused by inner stimuli, and the external motivation factors caused by external stimuli.²⁴⁾ Inner motivation factors include those factors formulated by the biological characteristics and social learning experiences of humans. Factors formulated by social learning experiences imply the viewpoints of value, feeling, belief, attitude, personality, and individuality. External motivation factors means the factors formulated by external stimuli, such as products, brand, price, design, services, location, information, advertisements.

promotions, and so forth. When external stimuli follow the personal characteristics, the reaction of perception is transformed to the form of recognition and, as a result, it comes to have a direct influence on consumer behavior.²⁵⁾

Because the activating motivation of consumer behavior is different according to the individual, and consumer behavior is caused by the effect of various motivations affecting each other, motivation is an essential factor for understanding consumer behavior. Based on the motivation theory of consumer behavior, the type of motivations for the selection of fashion product are classified into the following types: *functional motivation* (related to the product's functions or usefulness), *esthetical and emotional motivation* (related to the design of products or brand image), *social motivation* (related to the symbolic meaning of the product such as high social status or respect), *situational motivation* (related to discounts or attractive ads, etc), and *curiosity motivation* (related to curiosity toward a new design or brand in trend).²⁶⁾ Considering the fact that one of the selection criterion of fashion products is brand name or image, it could be said that fashion brand-switching is closely related to the selection of fashion products. Therefore, in this study, based on the type of motivation for the selection of fashion products, the brand-switching motivation was analysed in terms of *functional/esthetical* motivation, *situational* motivation, and *social/emotional curiosity* motivation.

III. Methods

1. Research problems

The paper examined the following: (1) the differences in the degrees of contribution that

functional/aesthetic factors make to brand-switching of sport shoes according to the age of consumers.

(2) the differences among the age groups with regard to the contributory degree of situational factors to brand-switching.

(3) the differences among age groups with regard to the contributory degree of social/emotional curiosity factors of consumers to brand-switching

(4) the differences with regard to the contributory degree of functional/aesthetic factors of sport shoes to brand-switching behavior according to the gender of consumers.

(5) the differences between gender groups with regard to the contributory degree of situational factors to brand-switching

(6) the differences between gender groups with regard to the contributory degree of social/emotional factors of consumers to brand-switching

2. Instrument, sample and data analysis

To measure the variables of brand-switching motivation, a self-administered questionnaire was developed on the basis of previous studies.²⁷⁾²⁸⁾²⁹⁾ <Table 1> shows the results of the confirmatory factor analysis using Varimax rotation to test the validity and reliability of conceptual construction of motivations for brand-switching. According to the results of factor analysis and the review of literature, the factors of motivation for brand-switching consisted of the variables related to functional/aesthetic factors, situational factors and social/emotional factors. Functional/aesthetic factors include design, color, materials, size, care/maintenance, function (hygienic), durability, and convenience (comfortable) to wear. The variables associated with situational motivation for brand-

switching consisted of ads, discounts, the brands that actors and actresses are wearing, kindness/advice of sales persons, location of the stores, displays, and out-of-stock situation. Social/emotional curiosity related motivation implies a friend's recommendation, a new brand in trend, desire for a change, boredom with the brand preferred, the brand that friends are wearing, and the rarer brand seeking.

As shown in <table 1>, the total explained variable was 65.92%, and Cronbach's alpha coefficients ranged from .813 to .899 showing moderately high reliability. Five point Likert type scales were used for most measures with 1=never or strongly disagree, or very important, and 5=always, strongly agree, or very important.

The survey was conducted from October 10 until December 5, 2008. A total of 543 completed responses were analysed. Factor analysis and Cronbach's alpha coefficients were used for the test of reliability of instrument, and T-test, one-way ANOVA and Duncan test were employed for the analysis of data.

IV. Results

1. Differences in the motivation for brand-switching behavior according to the age of sport shoes consumers.

1) As shown in <table 2>, all the variables of functional/aesthetic factors, gained a mean score above 3 on the 5-point Likert scale. The results indicated that there is a difference according to the age of sport shoe consumers with regard to the contribution level that the of functional/aesthetic factors of the sport shoes tend to motivate brand switching behavior. To be specific, the age group that design affects the most with respect to brand-switching was

<Table 1> The results of factor analysis for reliability test of variables measuring motivations for brand-switching

motivations for brand-switching	items	item loadings	eigen values	variable (cumulative variable)	alpha score
functional/ aesthetic motivation	design	.847	5.120	28.214 (28.214)	.8871
	color	.823			
	material	.738			
	size	.723			
	function(hygienic)	.685			
	care/maintenance	.658			
	durability	.576			
convenience(comfortable)	.560				
situational motivation	ads	.856	3.467	21.503 (49.717)	.8127
	discount/coupon	.823			
	entertainers' wear	.718			
	kindness/advice of sales person	.706			
	location of the store	.638			
	display	.563			
	out of stock	.459			
social/ emotional curiosity motivation	friend's recommendation	.891	3.102	20.062 (69.779)	.7691
	a new brand in trend	.794			
	desire for a change	.704			
	bored of the old brand(preferred before)	.656			
	friend's wearing	.627			
	rarer brand seeking	.549			

the 40-something, and the 20-somethings were affected by design the least. This result could be a reflection of the fact that the brand-switch behavior of those in their 20's is caused more often by brand image related factors than by design factors.

Color, materials, care/maintenance, comfortableness and durability of sport shoes motivated brand switching behavior more in over-40's group than in the below and in-30's groups. The age group

of the 50's is motivated most by size and function with respect to brand-switching when buying sport shoes. As a whole, the brand-switching behavior of the older age group, compared to the younger age group, is motivated more by the function/aesthetic factor of sneakers. This fact indicates that there is a need to make more effort toward satisfying function/aesthetic needs in order to prevent older age customer's brand-switching.

<Table 2> Differences in the contributory degree of functional/aesthetic factors of sport shoes with respect to brand-switching among age groups

variables	age	F	M	SD	F-value
design	10's	103	3.88 B	1.191	9.788***
	20's	134	3.54 C	1.193	
	30's	91	3.62 C	1.245	
	40's	44	4.25 A	0.839	
	50's	98	3.82 B	0.581	
	Total	533	3.65	1.204	
color	10's	103	3.84 AB	1.153	12.368***
	20's	134	3.61 B	1.244	
	30's	91	3.49 B	1.214	
	40's	44	4.25 A	0.839	
	50's	98	4.08 A	0.795	
	Total	533	3.67	1.306	
materials	10's	103	3.75 BC	1.21	11.615***
	20's	134	3.55 C	1.248	
	30's	91	3.74 BC	1.228	
	40's	44	4.00 B	1.012	
	50's	98	4.54 A	0.501	
	Total	533	3.81	1.239	
function((hygienic)	10's	103	3.64 BC	1.275	6.102***
	20's	134	3.46 CB	1.254	
	30's	91	3.20 C	1.335	
	40's	44	3.50 B	0.876	
	50's	98	4.08 A	0.668	
	Total	533	3.55	1.251	
convenience(comfortable)	10's	103	3.63 B	1.163	11.424***
	20's	134	3.46 B	1.101	
	30's	91	3.65 B	1.224	
	40's	44	4.25 A	0.839	
	50's	98	4.18 A	0.389	
	Total	533	3.67	1.203	
size	10's	103	3.98 B	1.102	9.563***
	20's	134	3.90 B	1.178	
	30's	91	3.75 B	1.179	
	40's	44	3.80 B	0.878	
	50's	98	4.54 A	0.501	
	Total	533	3.92	1.230	
care/maintenance	10's	103	3.40 BC	1.097	19.375***
	20's	134	3.16 C	1.165	
	30's	91	3.12 C	1.191	
	40's	44	3.66 B	0.914	
	50's	98	4.36 A	0.646	
	Total	533	3.54	1.187	
durability	10's	103	3.32 B	1.157	10.301***
	20's	134	2.99 C	1.292	
	30's	91	2.91 C	1.170	
	40's	44	3.75 A	0.839	
	50's	98	3.74 A	0.865	
	Total	533	3.21	1.237	

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

Duncan test : A>B>C>D

<Table 3> Differences in the contributory degree of situational factors with respect to brand-switching among age groups

variables	age	F	M	SD	F-value
ads.	10's	103	2.77 BC	1.308	4.411**
	20's	134	2.82 BC	1.194	
	30's	91	2.49 C	0.993	
	40's	44	3.25 A	1.102	
	50's	98	3.02 AB	0.609	
	Total	533	2.78	1.201	
discount/coupons	10's	103	3.14 A	1.306	8.853***
	20's	134	3.01 AB	1.312	
	30's	91	2.62 BC	1.133	
	40's	44	2.41 C	1.085	
	50's	98	2.98 AB	1.300	
	Total	533	2.79	1.309	
actors/actresses' wearing	10's	103	2.46 A	1.251	5.27***
	20's	134	2.52 A	1.088	
	30's	91	2.49 A	1.015	
	40's	44	2.09 BC	0.830	
	50's	98	1.90 C	0.681	
	Total	533	2.34	1.095	
kindness/advice of sales person	10's	103	2.42 B	1.209	11.751***
	20's	134	2.37 B	1.148	
	30's	91	2.58 B	1.106	
	40's	44	2.25 B	0.839	
	50's	98	3.41 A	0.961	
	Total	533	2.60	1.237	
display	10's	103	2.74 B	1.236	5.214***
	20's	134	2.54 B	1.121	
	30's	91	2.71 B	1.098	
	40's	44	3.25 A	1.102	
	50's	98	2.90 AB	1.468	
	Total	533	2.69	1.263	
out of stock	10's	103	3.07 A	1.247	23.771***
	20's	134	2.65 B	1.126	
	30's	91	2.47 BC	1.139	
	40's	44	2.20 C	0.823	
	50's	98	2.65 B	0.996	
	Total	533	2.50	1.176	
location of store	10's	103	2.89 A	1.236	13.819***
	20's	134	2.73 BC	1.281	
	30's	91	2.54 B	1.109	
	40's	44	2.25 C	0.839	
	50's	98	3.02 A	0.609	
	Total	533	2.62	1.163	

* : p<.05, ** : p<.01, *** : p<.001
 Duncan test : A>B>C>D

<Table 4> Differences in the contributory degree of social/emotional factors with respect to brand-switching among age groups

variables	age	F	mean	SD	F-value
friend's recommendation	10's	103	2.63 B	1.180	13.644 ***
	20's	134	2.70 B	1.208	
	30's	91	2.58 B	1.212	
	40's	44	2.55 B	1.170	
	50's	98	3.58 A	0.962	
	Total	533	2.75	1.262	
wearing of friends	10's	103	2.28 B	1.216	3.751 **
	20's	134	2.18 B	1.082	
	30's	91	2.34 B	0.980	
	40's	44	2.45 AB	1.130	
	50's	98	2.79 A	0.966	
	Total	533	2.37	1.133	
for a change	10's	103	2.78 A	1.252	7.912 ***
	20's	134	2.28 C	1.224	
	30's	91	2.44 BC	1.024	
	40's	44	2.55 B	1.170	
	50's	98	2.90 A	1.335	
	Total	533	2.49	1.229	
curiosity for a new brand in trend	10's	103	3.22 A	1.341	23.921 ***
	20's	134	2.45 CD	1.173	
	30's	91	2.76 BC	1.129	
	40's	44	2.25 D	0.839	
	50's	98	2.92 AB	0.806	
	Total	533	2.60	1.219	
bored of old brand	10's	103	2.80 A	1.240	7.159 ***
	20's	134	2.37 B	1.174	
	30's	91	2.47 AB	1.139	
	40's	44	2.30 B	0.904	
	50's	98	2.43 AB	1.084	
	Total	533	2.40	1.178	
desire for a rarer brand	10's	103	2.55 A	1.227	4.919 ***
	20's	134	2.25 AB	1.072	
	30's	91	2.27 AB	1.034	
	40's	44	2.50 A	0.876	
	50's	98	1.98 BC	0.861	
	Total	533	2.24	1.107	

* : p<.05, ** : p<.01, *** : p<.001
Duncan test : A>B>C>D

2) The mean score of all the variables of situational factors falls between 2 and 3 on the 5-point Likert scale. Differences were found in the contribution level of situational factors to brand

-switching behavior of consumers according to their age. Ads and displays motivated brand-switching behavior more in the groups over-40's than in the below- 40's. The kindness/advice of

sales persons and the location of the store (easy to approach) contributed to brand-switching more in the group of 50's than in the other age groups. Actor/actresses's wearing and discounts/coupons caused brand-switching behavior more in the groups of 10's and 20's than in the other groups. Among the age groups, the group of 10's was motivated with respect to brand-switching behavior most often by the out-of-stock situation with the products they wanted to purchase.

Considering these results, it could be said that for the over-40's age group, ads, displays and kindness and advising ability of sales persons are very important to prevent brand-switching behavior. The results also reflects the fact that promotional activities through the use of actor/actresses and discounts/coupons are considerably more effective in preventing brand-switching behavior in the 10's and 20's groups. Stock management is important especially for preventing brand-switching behavior in the 10's group.

3) The mean score of the each variables of the social/emotional curiosity factor falls between 2 and 3 on the 5-point Likert scale, showing a tendency similar to that of the situational factor. There were differences in the contributory degree of the social/emotional curiosity factor with respect to motivating brand-switching behavior in accordance with the age of consumers. Among the age groups, the group of 50's was motivated most often for brand-switching by others' recommendations, a friend's wearing, and a desire for change. The factors of new brands in trend, bored of old brand, and desire for rarer brands motivated brand-switching behavior most often in the age group of 10's. The results indicate that brand

image management factors such as fashionability and attributes associated with rareness are very important in preventing teens' brand-switching behavior.

2. Differences in motivations for brand-switching behavior according to the gender of sport shoes consumers.

1) As shown in <table 5>, among the variables of the functional/aesthetic factors of sport shoes, the factors of durability and care/maintenance did not display differences in the contributory degree toward motivation for brand-switching behavior between the two gender groups. However, differences were found in the contributory degree of the rest of variables except durability and care/maintenance according to gender and, in general, females, more than male, were motivated toward brand-switching by those variables. That is, design, color, materials, function, convenience/comfortable, and size motivate the brand-switching behavior of female consumers more easily than male consumers. This result could be a reflection of the fact that male consumers are influenced more by brand image associated variables than by the functional/aesthetic factors of sport shoes themselves with respect to brand-switching behavior. While female consumers are motivated toward brand-switching more easily than male consumers by the functional/aesthetic factor of sneakers.

2) Among the variables of situational factors, the aspects of discounts/coupons, displays, out-of-stock, location of the store (easiness to approach) showed differences in the contributory degree toward brand-switching behavior between the two gender groups. Male consumers, more

<Table 5> Differences in contribution degree of each variable of motivation to brand-switching According to consumer's gender

variables		gender	F	M	SD	t-value
function/a esthetic factors	design	male	279	3.35	1.324	-6.200***
		female	255	3.97	0.957	
	color	male	279	3.32	1.443	-6.688***
		female	255	4.05	1.015	
	materials	male	279	3.56	1.371	-4.913***
		female	255	4.08	1.009	
	function	male	279	3.35	1.348	-3.865***
		female	255	3.76	1.095	
	convenience (comfortable)	male	279	3.48	1.414	-3.793***
		female	255	3.87	0.876	
	size	male	279	3.74	1.471	-3.559***
		female	255	4.12	0.861	
	care/ maintenance	male	279	3.36	1.323	-1.591
		female	255	3.53	1.015	
durability	male	279	3.15	1.427	-1.088	
	female	255	3.27	0.985		
situational factors	ads	male	279	2.73	1.320	-0.891
		female	255	2.83	1.054	
	discounts/ coupons	male	279	2.57	1.317	-4.161***
		female	255	3.04	1.264	
	actors/actress's wearing	male	279	2.40	1.114	1.213
		female	255	2.29	1.076	
	kindness/ advice of sales person	male	279	2.57	1.389	-0.684
		female	255	2.64	1.043	
	display	male	279	2.82	1.379	2.64**
		female	255	2.53	1.107	
	out of stock	male	279	2.20	1.141	-6.553***
		female	255	2.84	1.120	
	location of store	male	279	2.43	1.173	-3.965***
		female	255	2.83	1.116	
social/ emotional curiosity	friend's recommendation	male	279	2.57	1.347	-3.435**
		female	255	2.95	1.132	
	friend's wearing	male	279	2.44	1.216	1.535
		female	255	2.29	1.029	
	for a change	male	279	2.55	1.318	1.170
		female	255	2.43	1.123	
	curiosity for a new brand in trend	male	279	2.40	1.248	-4.056***
		female	255	2.82	1.146	
	bored of old brand	male	279	2.28	1.161	-2.423*
		female	255	2.53	1.186	
	desire for a rarer brand	male	279	2.16	1.191	-1.596
		female	255	2.32	1.002	

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

than female consumers, are motivated toward brand-switching by displays. On the other hand, the factors of discounts/coupons, out-of-stock, and easy approach to the store cause brand-switching behavior of female consumers more easily than in male consumers. The rest of the variables of situational factors, namely, advertisements, kindness/advice of sales persons, and actors/actresses' wearing did not show differences between the two age groups. These results mean that moderate discount strategies and effective management of stock is especially important for preventing female consumers' brand-switching behavior, and attractive displays are needed for preventing male consumers' brand-switching behavior.

3) The result of the analysis of the differences of the social/emotional curiosity factor's contributory degree toward motivating the brand-switching behavior of sneaker consumers indicated that friends' recommendation, curiosity for a new brand in trend, and boredom with an old brand motivate brand-switching behavior more often for female consumers than for male consumers. While no differences were found in the contributory degree of friend's wearing, desire for change, and desire for rarer brands contributed to motivating brand switching behavior in accordance with the gender of sport shoes consumer.

V. Conclusion

The present study was implemented in order to analyze the motivations for brand-switching of sport shoes consumers by their age and gender, through a descriptive survey method using questionnaire. The results and implications are as follows:

(1) There was a difference in the contributory

level of the functional/aesthetic factors of sport shoes toward motivating brand switching behavior according to the age of sneaker consumers. As a whole, the brand-switching behavior of older age groups more than younger age groups, was motivated by the function/aesthetic factors of sport shoes. Therefore, more effort toward meeting functional/aesthetic needs is proposed in order to prevent older age groups' brand-switching.

(2) The contributory level of situational factors to the brand-switching behavior of consumers was also different according to their age. For the over-40's age group, ads, displays and the kindness/advising ability of sales persons are very important factors in preventing brand-switching behavior. Promotional activities involving actors/actresses and discounts/coupons, as well as effective stock management are advised as strategies related to the brand-switching behavior of 10's and 20's.

(3) The contributory degree of the social/emotional curiosity factor toward motivating brand-switching behavior also varied in accordance with the age of consumers. Curiosity for new brands in trend, boredom with old brands, and desire for rarer brands motivate brand-switching behavior most often in the age group of 10's. Therefore, effective brand image management related to fashionability and rareness is recommended for marketing strategies associated with teens' brand-switching behavior.

(4) Male consumers are influenced more by brand image associated variables than by functional/aesthetic factors itself of sport shoes with respect to brand-switching behavior. Female consumers are motivated toward brand-switching more easily than male consumers by the functional/aesthetic factors of sport shoes.

(5) Differences in contributory degree of situational factors with regard to brand-switching behavior were found according to the gender of sport shoes consumers. Among the variables of situational factors, the aspects of moderate discount strategies and effective management of stock are especially significant for strategies related to female consumers' brand-switching behavior, and attractive displays are recommended more with regard to male consumers' brand-switching behavior related marketing strategies.

(6) Differences were identified in contributory degree of social/emotional curiosity factors toward motivating brand-switch behavior according to the gender of sport shoes consumers. The influence of friends and brand image management should be considered more for marketing strategies related to the brand-switching behavior of female consumers than that of male consumers.

Due to the limited sample size of each age group in this study, the differences among age group of each gender was not examined. Therefore, further study is needed to analyse the differences according to consumers' age of each gender. In addition, the data used in this study were collected only in limited areas in Seoul. It should be pointed that generalization of the results may be limited.

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