

## The Effect of Demographic Factors on Children' Wear Buying Pattern, Media and Information Utilization, and Design Preference (paper no.2)

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### Abstract

This paper is to analyze the effect of demographic factors on children' wear buying pattern, media and information utilization, and design preference. A total of 355 usable data was collected from house wives in three metropolitan cities(Seoul, Daejeon, Bundang) in Korea.

Correlation analysis showed that there were statistically significant correlation between demographic factors and clothing buying behavior, information utilization, and design preference. Also, Regression results showed that 8 Demographic Factors are significant predictors.

The results with ANOVA showed that there were significant relationships between PURCHASE OCCASION and DISPLAY INFORMATION UTILIZATION, and showed that there were significant relationships ( $F=28.625$ ,  $p<.001$ ) between PURCHASE MOTIVATION and SALES PERSON ADVICES UTILIZATION. Thus, both visuality and friendliness of service were affected by consumers. Considering the increasing importance of service quality in the retail VMD, sale promotion should be enhanced and sale person is needed to be trained to be friendly to all consumers regardless of product composition

**Key Words** : children' wear, media and information utilization, clothing design preference

### 1. Introduction

The children's wear is considered the important elements that have been recognized as influential in the development of young children. Through proper clothing they have a sense of

emotional stability and a sense of belong with their peers in early childhood environment. The house wives' perception is that their children's smart clothing receive a special recognition from others. Clothing influences behavioral responses to the perceived person.

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It was the driving force that the children's wear manufacturing industry to cope with this trend, from 2005 they started to launch a new brand and also implemented to meet the demands of consumers, such as production, distribution, sales and design of the children's wear individuation, size optimization, and high quality materials and upcoming fashion trends.

In addition, with introduction of the luxury import brands such as the Ralph Lauren-Children, and Burberry-Children, while instilling in adult fashion in connection with existing brand image, the children's wear distributors are to meet the consumers' high standard fashion trendy. Among the imported brands, armed with the practicality such as Zara kids, Gap kids, Uniclo kids and SPA which brands have casual image plus prices are so reasonable that it gets enthusiastic responses from 30-ish young mothers. So the domestic industry for the diversification of different brands, one torch design, quality improvement, enhance brand image, price competitiveness is due to combat.

This study is designed to analyze how demographic factors affects children's wear buying pattern, media and information utilization, and style preference.

The following research summary is based on a survey for targeting consumers who have 3-7 years old preschoolers :

1) Analyze consumer's children's wear buying pattern, media and information utilization, and the design and style preferences.

2) Asses the relationship between consumers' fashion orientation and buying pattern, information utilization, and design preference.

## II. The previous research

Researchers reported that consumers select

clothing items quite often based on social and psychological reasons in addition to the style, fitness, price, physical characteristics, brand name, climate, and maintenance of the product(Koo, Insook)<sup>1)</sup>. It contains three aspects including practical, appearance and social aspects. There is theoretical reasoning in addition to empirical evidences theories, models, and other evidence suggesting that dress affects human behavior (Yoo Jinkyung,<sup>2)</sup> Park Joohee & Nam Yunja<sup>3)</sup>, Ha Jong kyung<sup>4)</sup>, Rhee Junghi<sup>5)</sup>, Lee Kyunghwa & Na Soim<sup>6)</sup>, M. Eckman, M. L. Damhorst & Kadolph<sup>7)</sup>, Nancy Stanforth and William Hauck<sup>8)</sup>, Ryan<sup>9)</sup>, Tammy R. Kinley<sup>10)</sup>, Tammy R. Kinley, Bharath M. Josiam, Fallon Lockett<sup>11)</sup>, etc.).

Kim Minjeong, Sharon J. Lennon<sup>12)</sup> reported that one way understand the role of dress in customer - sale person interactions is through symbolic interaction. Symbolic interaction focused on instead of focusing on individual or personal characteristic, the dynamic social activities taking place among people.

The precious researchers classified the clothing purchase criteria into three quality aspects including physical and chemical characteristics of clothing materials, informational attributes, and social-cultural values. The informational attributes of purchase criteria are abstract, subjective, and informational attributes in the clothing image, novelty, and fashion which are a quality being added to the products by physical characteristics, and considerably contain the emotional parts such as personal taste and preference. It is easy to judge at the time of purchase, but it is hard to quantify, Its standard is easily changeable. Fashion products by nature tend to focus on this second quality(Lee Eunjung, Lee Eunyoung<sup>13)</sup>. These benefits are categorized as either aesthetic or instrumental,

that is intrinsic versus extrinsic dimension of value. Aesthetic benefits are non-instrumental: they are rewarding and pleasurable in and of themselves. Instrumental benefits are rewarding because they help attain such specific external goals as social or economic gain(Ann Marie Flore, Sara J. Kadolph, Jennifer Paff Ogle<sup>14</sup>).

For example, the appearance and aesthetics sense such as color scheme and style, those preferences are determined depending on personal emotion and subjective aspects. The third quality as social intangible assets may not be included in the product qualities. It is intangible assets such as naming, brand names and company names, etc. It can be known by brand image investigation. Veena Chattaraman, Nancy Ann Rudd<sup>15</sup> reported the relationships between the aesthetic of clothing and physical attributes of body have been partially examined within the textiles and clothing discipline.

This study intend to analyze the aesthetics phenomenon of consumer's preschooler's wear focused on clothing informational attributes based on the precious researches(Paek Soae<sup>16</sup>, Lim Sook ja<sup>17</sup>, etc.). Therefore, the study relating to modern fashion phenomena is that it is closely bound to understanding of the needs of the human nature and human expression.(Lauren R. Bailey. Yoo-Kyoung Seock<sup>18</sup>. Hyunjoo Oh, Cynthia R. Jasper<sup>19</sup>, Chowdhary, Usha<sup>20</sup> Eckman. M, Damhorst & Kadolph<sup>21</sup>)Thus, the fashion forecasting is a key indicator, which will determine the fortune of the fashion industry, has to start with in-depth of analysis of fashion inclination. In the fashion industry the fashion forecasting has to generate an accurate projection of future trend. If it is just according to the production of the season, because the season is already too late to meet consumer's trend. Forward-moving and emerging production for

consumers is essential. Ceaseless research and develop for human fashion behavior are indispensable for cutting-edge trend fashion forecasting.

### III. Research Subject

This study resulted in setting up the following research project in order to analyze the effect of demographic variables to the clothing buying pattern, media and information utilization, and design preference.

Thesis 1. Analysis of children's wear buying pattern.

Thesis 2. Analysis of media & information utilization

Thesis 3. The preference of children's wear design Analysis of children's wear design preference

Thesis 4. ANOVA between children's wear buying pattern, and media & information utilization, design preference.

Thesis 5. ANOVA between fashion response and children's wear buying pattern, and media & information utilization, design preference.

Thesis 6. Correlation between children's wear buying pattern and design preference.

Thesis 7. Correlation between design preference and fashion orientation

### IV. Research methods

#### 1. Measures

The researchers met participants in the public places invited them to participate in the survey. When participants agreed to answer the survey, they were presented with a consent form, brief

summary of the research, and other survey related instructions. Then, the participants were asked to answer a survey consisting of 26 questions on 5 point scales.

The questions covered the following topics :

1) General demographic information including age, occupation, education level, income, number of child, location, husband's occupation, career women or not

2) Experience with fashion buying behavior, media and information utilization, and design preference.

## 2. Questionnaire period

The preliminary survey was carried out over 25-30 days targeting housewives who have 2-7 years old preschoolers, are located in Seoul city, Daejon City and Bundang Gyunggi-do. The survey was conducted from February 1, 2010 to April 30, 2010. The questionnaire survey was carried out on a door-to-door basis. The 373 questionnaires were responded from total 400 questionnaires, and 23 unusable questionnaires were excluded, then 355 were used for the final analysis.

## 3. Participants

Three hundred fifty five house wife participants took part in this study :

Data were collected from house wife in city of Seoul(31.5%), Daejon(32.2%), Bundang(36.3%) in Korea.

## 4. Data analysis

PWSA (version, 17.0) was used to run frequency analysis to compare mean differences on each factor and component for fashion Buying Behavior, Media and Information Utility,

and Design Preference. Secondly, correlation analysis was operated to determines the strength of the linear relationship between demographic factors on each factor and component.

Thirdly, ANOVA was used to determine the proportion of variability attributed to each of several components. Post -hoc tests are necessary in the event of a significant ANOVA. There are a variety of post-hoc comparisons that correct for the multiple comparisons.

Finally, regression analysis was operated to compare the effects of demographic factors on each factor and component.

## IV. Results

### 1. Analysis of children's wear buying pattern

This chapter set up the following variables in order to seek ways to strengthen the competitiveness of children's market after the analysis of the housewives' purchase occasion, purchase motivation, The volumes of children's wear possession, The numbers of children's wear brand possession, buying place and benefits of usage of buying place, purchase frequency, and purchase price.

Frequency analysis reported that consumers' preschoolers' wear buying pattern was measured with above eight questions that asked about using opportunities in fashion buying life, the usefulness of sale promotion from distributors and manufacturer.

#### 1) Children's wear purchase occasion

The frequency revealed that consumers purchased children's wear FROM TIME TO TIME AS NEEDED(49.3%) as shown below <Table 1>.

2) Children’s wear purchase motivation

The frequency revealed that consumers' children’s wear purchase motivation were ATTRACTIVENESS OF THE DESIGN AND COLOR SCHEME(56.3%). So it is said that the design can be the key factor on selection of the specific goods. Because the design entices for consumers who tender to select a particular product among various choices, so that it is indispensable strategy for housewives to aim its design development and the diversification of design characteristics.

3) The volumes of children’s wear possession

(1) Analysis of the volumes of children’s wear possession

Due to spilling food or getting stain from their vigorous activities, children need enough clothing to facilitate in their growing period. Most of the respondents answered, “They keep 7–8 volumes of children’s wear”. when asked, "Do you usually buy the same brand of children’s wear most of the time?"They said, no, they have

(2) The effect of demographic factors on clothing buying pattern

The effect of demographic factors on clothing buying pattern was statistically significant with THE VOLUMES OF CHILDREN' WEAR POSSESSION ( $R^2=.147, F = 7.458, p <.001$  ), and if INCOME of Participants increases by one standard deviation, the score of THE VOLUMES OF CHILDREN' WEAR POSSESSION increases by .230 standard deviation, and if EDUCATION LEVEL of Participants increases by one standard deviation, the score of THE VOLUMES OF CHILDREN' WEAR POSSESSION decreases by .425 standard deviation.

4) The numbers of children’s wear brand possession and buying place

The numbers of children’s wear brand possession showed that the consumers of 56.9% have 5–7 brands. The frequency revealed that consumers' best buying place is department store(76.1%).

The frequency revealed that the reason that selected DEPARTMENT STORE as buying place

<Table 1 > Children’s wear purchase occasion

children’s wear purchase occasion	frequency(%)
according to each season	89(25.1%)
children’s day	22(6.2%)
christmas	27(7.6%)
birthday	26(7.3%)
special celebration (Festival) day	16(4.5%)
from time to time as needed	175(49.3%)
total	355(100.0%)

more than 8 brands (56.9%). Therefore, it suggested that the multi brand strategy of fashion industry marketing meets the needs of consumer.

was EASILY ACCESSIBLE PLACE(32.7%), next was STOCKED WITH ASSORTED BRANDS(25.1%) followed by HAVE APPEALING BRANDS (18.0%).

Housewives' shopping place is not just only for purchasing but for looking for further valuable amenities. The department store is considered to be their preferable shopping place, because it provides cheerful environments, handy to rent children's stroller, an education program for children and a housewives club center where they have a chance to exchange information and socialize with other mothers as shown below <Table 2>.

5) Children's wear buying frequency

(1) Children's wear purchase frequency

Concerning parents who have ardent passion for their children's education, their purchase behavior for children's wear has correlation as well. As matter of this effect, the children's wear markets have an opportunity to expand rapidly.

With improvement of income level, low birth rate and housewives' social advancement, the differentiation of the brand image responding to housewives with young children who are in the diversified life-stage is considered to be affected on the purchase frequency. With development of details , trimmings, and accessories such as bag, shoes hat, pins, ribbon for children,

the differentiation of the brand image can be the key market strategy to increase the purchase frequency in the market as well as trendy and broadly appealing.

(2) The effect of 8 demographic factors on BUYING FREQUENCY

The effect of 8 demographic factors on the clothing buying pattern was statistically significant with BUYING FREQUENCY( $R^2=.203$ ,  $F = 12.615$ ,  $p < .001$  ), and if EDUCATION LEVEL of Participants increases by one standard deviation, BUYING FREQUENCY of Participants decreases by .194, if INCOME of Participants increases by one standard deviation, BUYING FREQUENCY of Participants increases by .375 .

6) Children's wear Purchase price

(1) Analysis of Purchase price

Most about, as price is the principal factor that affects housewives' brand selection, so it is thought to be important to focus on determination of right price.

The result was obtained by questioning to select purchase price in the tops, pants and skirts. During the interview, they answered that 18 of 40 housewives, plus 12 preliminary survey respondents, nearly would spend more than 1,000,000 Won for their winter coats, tops and

<Table 2 > The buying benefits of department store

buying benefits of department store	frequency(%)
stocked with assorted brands	89(25.1%)
have appealing Brands	64(18.0%)
easily accessible place	116(32.7%)
shopping before or after attending children's special program at department store	86(24.2%)
total	355(100.0%)

pants & skirts for the winter season clothing.

(2) The effect of 8 demographic factors on BUYING PRICE

The effect of demographic factors on the 8 clothing buying behavior was statistically significant with BUYING PRICE ( $R^2=.525$ ,  $F = 47.854$ ,  $p < .001$ ), and if AGE of Participants increases by one standard deviation, BUYING PRICE decreases by .231 standard deviation, if INCOME increases by one standard deviation, BUYING PRICE increases by .541 standard deviation, Thus, 8 Demographic Factors are significant predictors.

7) Correlation between demographic factors and clothing buying pattern

Correlation analysis was calculated to associate correlation coefficient between Demographic Factors and Clothes Buying Pattern. There were positive correlation ( $r(2)= .628$ ,  $p < .001$ ) between INCOME and BUYING PRICE.

Also There was a positive correlation ( $r(2)= .300$ ,  $p < .001$ ) between INCOME and ITEM POSSESSION, there was a positive correlation ( $r(2)= .325$ ,  $p < .001$ ) between INCOME and BUYING FREQUENCY. The more is INCOME, the more is BUYING PRICE, ITEM POSSESSION, and BUYING FREQUENCY.

## 2. Analysis of media & information utilization

As consumers' use of information sources continues to increase, it is important for marketers to identify and utilize the media and information sources that targeted consumer groups prefer in order to better reach their intended consumer groups and in an effort to increase profits

The extent of utilization of information by housewives is analyzed by itemizing sales condition, preferential sales activities, store exploration, utilization of sales person, utilization of information on garments label, the degree of utilization of information source and the degree of clothing information recognition.

1) Analysis of the media and information utilization

(1) Frequency of the degree of information & media utilization

The majority of housewives appears to consider store display information as the main information source for purchase since 42.0 % of them ends up with purchase after they see store display, 0.6% after they watch the advertisement by TV and radio, and 1.2 % after they read the advertisement in newspapers and magazines. Thus, store display and VMD are shown to be important sales promotion means without word.

(2) Analysis of the demographic factors and media utilization

The results through Duncan multi comparison with ANOVA showed there was a significant relationship ( $F=8.113$ ,  $P < .001$ ) between HUSBAND OCCUPATION and MEDIA INFORMATION UTILIZATION, and the groups using CLOSE ACQUAINTANCES ( $m=3.4043$ ) and BROCHE ( $m=3.6333$ ) among 6 components of MEDIA INFORMATION UTILIZATION as their information media had all kinds of groups. Duncan was used to determine the nature of the differences among the groups. This analysis revealed that participants who had the group 1 scored lower than participants who had the group 3. Participants who had the group 2 were not significantly different from either of the other two groups. The mean of differences was significant

at the .05 level. Frequency analysis reported that the degree of perception on fashion elements was high ( $m= 3.6366$ ,  $sd= 1.2624$ ). The essential information for clothing is the elements of clothing design generated by its own image.

2) Utilization of sales information of marketing company

New fashion clothes are on display at stores earlier than the time for customers to wear the seasonal clothes. The consumers who lead the fashion tend to purchase the new fashion clothes as soon as they are introduced in the market. On the other hand, the majority consumers follow the fashion to purchase children's wear at a discounted price one or two months after the products are on the market.

As shown in the <Table 3>, Most of housewives wait for sale or planned sale to buy the new products. About 29.7% of housewives has a purchasing plan on the new products in advance. The marketing company can have an opportunity to increase sales volume through the strategy of concentrating sales promotion on the early buyers of new products.

Marketing companies lower the price of products to raise the sales volume. In an effort to find out how housewives utilize the information on the price cut, the resulting purchasing condition of housewives shows most of housewives take advantage of sales period. In an interview

with housewives, the majority of them said they would wait for a sale on the brand they have in mind, A marketing company can use this information to implement its marketing strategy.

3) Degree of utilization of event information by marketing companies

The marketing companies carry out various sales promotion besides the price cut. Among them, housewives prefer mostly lotto events (29.3%) followed by package sale, give-away of household products and combination sales with other attractive products. The companies can offer a fashion show for VIP customer, gala show, invitation to cultural activities and VIP room to improve friendship and information exchange.

4) Degree of store(brands) information utilization

The customers said they make a decision on choosing brand after they look around several stores for products information. 50.1% of respondents said they look around more than 2 stores.

The observed behavior of customers for other stores can be a good source of information in the fashion business. It is a typical case that consumers, who are active and current, make a decision on choosing purchase store after looking around 2 or 3 retail stores(brands). In order

<Table 3 > Utilization of sales information of marketing company

utilization of sales information of marketing company	frequency(%)
purchase on no sale after displaying new products	104(29.3%)
purchase on 5% discount after displaying new products	92(25.9%)
purchase on 10-15% discount after displaying new products	84(23.7%)
purchase on 20-30% discount after displaying new products	75(21.1%)
total	355(100.0%)



for the successful sales transaction at retail store to be done, the role of salespersons, who persuade kindly and faithfully the customers for their company's core information, is thought to be very important.

Meanwhile, the housewives make a purchase decision in advance for new products in store but it is very common that their final purchase to be done during the store special sales period. In this respect when the new products are launched, in order to attract customers its appealing display and coordination are key thresholds. Moreover, disposing variety of new products is indispensable. The true intention of the customer's store exploring is that they just love to examine and compare the design, price and any alternatives.

5) The reason of brands information seeking

- (1) The frequency of the reason of brands information seeking

The frequency of the reason of brands information seeking is as shown on the <Table 5>.

(2) The effect of demographic factors on 8 information utilization

The effect of demographic factors on 8 information utilization was statistically significant with INFORMATION SEEKING(DISPLAY SEEKING) ( $R^2=.107, F = 5.181, p <.001$ ), and if CAREER WOMEN of Participants increases by one standard deviation, INFORMATION SEEKING(DISPLAY SEEKING) increases by .639 standard deviation.

6) Degree of the utilization of salesperson's advices

- (1) The Utilization of salesperson's advices

There are many distributors, particularly department stores, which have several brand retail stores. When housewives visit a store for purchasing

<Table 4 > Utilization of event information by marketing companies

utilization of event information by marketing companies	frequency(%)
lotto event	104(29.3%)
package sale event	92(25.9%)
Sale Event with Gift Money CARD	84(23.7%)
give-away of household products and combination sales with other attractive products event	75(21.1%)
Total	355(100.0%)

<Table 5 > The reason of brands information seeking

the reason of brands information seeking	frequency(%)
not appeal shop display and window	99(27.9%)
unintended sale person	96(26.8%)
high price	78(22.0%)
not appeal design	47(13.2%)
it' s not suitable size	36(10.1%)
total	355(100.0%)

clothing, they typically do not buy at first place, but look around several brand stores to inspect the clothing carefully before purchasing. Sometimes they just explore the store without any purchase. For many cases, salespersons' kind advice with faithful persuasion to explain about their store brand and its price reason-ability are very helpful for customers' purchasing decisions. It indicates lower frequency that the younger generation tends to utilize the sales-person's .

After exploring 2-3 stores for information search, the consumer make a decision for their purchase place(brand). Thus it is thought that the role of salesperson, who faithfully persuades the consumer with explanation of his branch's core information to purchase, is very important. The price is the key effect on decision making of brand selection and thus the selection of the products with a competitive price would be important(Elizabeth Bye, Lyndsie Hakala(2005)<sup>22</sup>).

(2) The effect of demographic factors on the utilization of salesperson's information

The effect of demographic factors on THE UTILIZATION of SALESPERSON'S INFORMATION was statistically significant with  $R^2=.131$ ,  $F = 6.528$ ,  $p < .001$ , and if CAREER WOMEN of Participants increases by one standard deviation, THE UTILIZATION of SALESPERSON'S INFORMATION increases by .493 standard deviation.

7) The utilization of clothing labels information

(1) Degree of the utilization of clothing labels information

In recent, the material products, which have various clothing materials and those associated materials for children's wear are widely sold in

the market. Their improvements of the texture of synthetic fibers provide a comfort to wear but a lot of the material is difficult to distinguish which is which at a first glance. The label attached to the garment for displaying size, handling with care and a percentage of textile combination has been facilitating as good information. The result analysis is shown that 124 respondents (34.9%) apply for the utilization of clothing labels.

(2) The effect of demographic factors on the utilization of clothing labels information

The effect of demographic factors on THE UTILIZATION OF CLOTHING LABEL INFORMATION was statistically significant with  $R^2=.176$ ,  $F = 9.242$ ,  $p < .001$ , and if AGE of Participants increases by one standard deviation, THE UTILIZATION OF CLOTHING LABEL INFORMATION decreases by .493 standard deviation, and CAREER WOMEN increases by one standard deviation, THE UTILIZATION OF CLOTHING LABEL INFORMATION increases by .488 standard deviation,

8) Degree of the perception of clothing image information

The essential information for clothing is the elements of clothing design generated by its own self-image. The questions asked to respondents were as follows : 'Can you find that each of the children's wear brands has a different image?' 'If you recognize it, will you write the brand name and its image purchased in the past 3 months?' The answers to these questions indicated that most of participants were aware of the brand image and they wrote down the following brand name and its image as sportive, princess/prince style, brat style, classic style,

traditional style, natural style, modern style, casual style and the answered post-modern image style without any reservation.

The image of clothing as a visual information is more than half of the accounted reason for housewives selection of their children's wear. So when it comes to a manufacturing children's wear, developing of the clothing image exemplifies as an important data. As shown on the following given information, it is considered to be very important for the children's wear industry to establish the strategic plan of niche market focused on the image positioning.

9) Correlation between demographic factors and information utilization

Correlation analysis was calculated to associate correlation coefficient between Demographic Factors and information utilization. There was a negative correlation ( $r(2) = -.261, p < .001$ ) between AGE and IMAGE PERCEPTION. But There was a positive correlation ( $r(2) = .226, p < .001$ ) between INCOME and IMAGE PERCEPTION. The more is INCOME, the more is IMAGE PERCEPTION.

Also there was a positive correlation ( $r(2) = .212, p < .001$ ) between NUMBER OF CHILDREN and IMAGE PERCEPTION. The more is INCOME and NUMBER OF CHILDREN, the more is IMAGE PERCEPTION.

There were negative correlation ( $r(2) = -.179, p <$

$.001$ ) between CAREER WOMEN and MEDIA INFORMATION.

3. The preference of children's wear design

Frequency analysis reported that design preference was measured with ten questions that asked about selecting clothing symbol and taste in fashion, buying attitudes, the preference that formed from design elements such as boy's and girl's preferential color, boy's and girl's preferential pattern, boy's and girl's preferential style, preferential material, preferential texture, color coordination preference between top items and bottom items, and tone of color preference between top items and bottom items. Preferring design elements in objects were measured with 10 questions that are asked about participants' personal thoughts and experiences in perceiving objects and all kinds of questions found in positive scores.

1) Children's preference color

Frequency analysis reported that the consumer's best preferred color for boy is blue(31.2%), deep blue(17.2%) and pink(23.1%) for girl.

Inspiring new needs regardless of clothing genre with an impact color touch in accordance to changes of taste of consumers should be focused. Suggesting attractive colors could lead

<Table 6> image perception

image perception	frequency(%)
Other people say that my fashion co-od technic is very bad	25(7.0%)
Other people say that my fashion co-od technic is bad	44(12.4%)
Other people say that my fashion co-od technic is common	76(21.4%)
Other people say that my fashion co-od technic is good	88(24.8%)
Other people say that my fashion co-od technic is very good	122(34.4%)
total	355(100%)

to purchase. The harmony of color is a matter of personal taste of consumer and the response to information is varied by individual and by time. In this regard, it is very important to identify on what changes consumers who get tired of harmonious combination in past have a favor. The harmony of color is the management of color. Moreover, it is not exaggeration that the management of color is a decisive factor on purchasing decisions.

2) Preferred color-coordination of tops and pants, skirts

The frequency revealed that the preferred color-coordination of tops and pants, skirts is THE COMBINATION OF TOPS & PANTS, SKIRTS (31.8%), SEPARATELY PURCHASE OF TOPS & PANTS, SKIRTS BUT WITH MATCHING SCHEME (47.3%) respectively.

3) Preferred tonal color-coordination of tops & bottom

(1) The frequency of preferred tonal color-coordination of tops & bottom

Do you purchase children's wear by perceiving the characteristic of material and color ? The frequency revealed that the preferred tonal color-coordination of tops & bottom is the vivid tone color-coordination of tops & pants, skirts as shown < table 9>. The feeling and image of clothing is expressed with tone which is composed with hue, value, saturation. The vivid tone color-coordination of tops & pants, skirts express modern and clear feeling.

(2) The effect of demographic factors on clothing design preference variables

The effect of demographic factors on the 10 clothing design preference variables was statistically significant with PREFERENTIAL TONE CO-OD ( $R^2=.166$ ,  $F = 8.628$ ,  $p <.001$ ). If AGE of participants increase by one standard deviation, PREFERENTIAL TONE CO-OD increase by

<Table 7> Color-coordination of tops and pants, skirts

color-coordination of tops and pants, skirts	frequency(%)
the same color of tops & pants, skirts	36(10.1%)
the different color of tops & pants, skirts	38(10.7%)
the combination of tops & pants, skirts	113(31.8%)
separately purchase of tops & pants, skirts with but with matching scheme	168(47.3%)
total	355(100.0%)

<Table 8> Tonal color-coordination of tops & pants, skirts

tonal color-coordination of tops & pants, skirts	frequency(%)
The pastel tone color-coordination of tops & pants, skirts	77(21.7%)
The vivid tone color-coordination of tops & pants, skirts	154(43.4%)
The deep tone-coordination of tops & pants, skirts	113(31.8%)
The black & white color-coordination of tops & pants, skirts	11(3.1%)
total	355(100.0%)

.147 standard deviation, and EDUCATION LEVEL increase by one standard deviation. PREFERENTIAL TONE CO-OD decrease by .542 standard deviation. If INCOME increase by one standard deviation, PREFERENTIAL TONE CO-OD increase by 119 standard deviation. Thus, 8 demographic factors are significant predictors.

4) Children's preference pattern

Floral pattern in girl's clothes is the best frequency because of cosy image, checkerd pattern in boy's clothes is the best frequency in the reason that boys look like mature. It is imperative to provide more delicate and appealing information of pattern by perceiving that pattern

is an major key to select goods along with human and environment and changing taste of pattern by circumstances. It is also important how to express identical pattern with different designs and details.

5) Children's preferred style

What makes you purchase this item? For what occasion did you purchase this item? Why do you think you have to wear this item for a certain occasion? Participants answer "on birthday or entrance anniversary. festival, meeting, .etc". What makes you purchase the item designed for a special occasion in terms of uniqueness and suitability? The clothes that let children wear

<Table 9 > Children's preference pattern

boy's preferred pattern	frequency(%)	girl's preferred pattern	frequency(%)
cartoon characters	55(15.5%)	cartoon characters	19(5.4%)
animal prints	50(14.1%)	animal prints	60(16.9%)
leaf prints	10(2.8%)	leaf prints	2(.6%)
floral prints	1(0.3%)	floral prints	180(50.7%)
polka dots prints	15(4.2%)	polka dots prints	16(4.5%)
abstract prints	30(8.5%)	abstract prints	18(4.5%)
checkered prints	145(40.8%)	checkered prints	40(11.3%)
striped prints	25(9.9%)	striped prints	21(5.9%)
logo pattern(prints)	14(3.9%)	logo pattern(prints)	17(4.8%)
total	355(100.0%)	total	355(100.0%)

<Table 10> Children's preferred style

boy's preferred style	frequency(%)	girl's preferred style	frequency(%)
comfort everyday wear	42(11.8%)	dress princess like	166(46.8%)
dress suits with necktie	232(65.4%)	formal two piece	151(42.5%)
casual wear	63(17.7%)	T shirts and pants	21(5.9%)
korean costume	3(0.8%)	comfort everyday wear	10(2.8%)
active sports wear	15(4.2%)	korean costume	5(1.4%)
total	355(100.0%)	casual wear	2(0.6%)

in special days such as entrance school days, incase of girls is princess style, boys is dress suits with necktie.

#### 6) Material & Texture preference

For the preferred material of their jackets wearing with coats during winter, they selected as a following order—cotton, wool, sweater and synthetic fibers such as polar fleece, acryl, pol-yester, etc.

The texture of the fabric is important factors to determine the image of clothing, therefore it should be attractive and a suitable appearance. Primarily consumers choose the fabric with visual effect and the sense of touch in order to understand the materials better. The fiber of glossy-finish, the structure of treads and the fabric weaves, color scheme, and processing technology can give tremendous effects on appearance.

What is the preferred texture of clothing which put on in January ? Frequency analysis reported that consumers' preferred texture for their children was Cotton like texture(29.3%), Jersey synthetic fibers(25.9%) suitable for activity as shown the below <table 11>.

#### 7) Correlation between demographic factors and design preference

Correlation analysis was calculated to associate correlation coefficient between Demographic Factors and design preference. There was a positive correlation ( $r(2)= .374, p<.001$ )between OCCUPATION and BOY'S PREFERRED STYLE.

Also, there was a positive correlation ( $r(2)= .233, p<.001$ )between CAREER WOMAN and BOY'S PREFERRED STYLE.

#### 4. ANOVA between children's wear buying pattern, and media & information utilization, design preference.

The results with ANOVA showed there were significant relationships ( $F=8.633, p<.001$ ) between PURCHASE OCCASION and DISPLAY INFORMATION UTILIZATION, and showed there were significant relationships ( $F=28.625, p<.001$ ) between PURCHASE MOTIVATION and SALES PERSON ADVICES UTILIZATION. and showed there were significant relationships ( $F= 22.697, p<.001$ ) between BUYING FREQUENCY and PREFERRED TONE COLOR-COORDINATION, and showed there were significant relationships ( $F=65.119, p<.001$ ) between BUYING PLACE and MEDIA UTILIZATION.

The results with ANOVA showed there were significant relationships ( $F=12.048, P<.001$ ) between BUYING PRICE and CLOTHING LABEL INFORMATION UTILIZATION, and showed there

<Table 11> Material & Texture preference

material preference	Frequency(%)	texture preference	frequency(%)
cotton	175(49.3%)	alpaca fiber- like furry texture	31(8.7%)
velvet, velveteen, cooduroy	2(0.6%)	polar fleece texture	69(19.4%)
wool	13(3.7%)	prada-like satin texture	17(4.8%)
cashmere	87(24.5%)	knitted texture	42(11.8%)
sweater	74(20.8%)	cotton like texture	104(29.3%)
polymer fiber	4(1.1%)	jersey synthetic fibers	92(25.9%)
total	355(100.0%)	total	355(100.0%)

were significant relationships ( $F=22.697$ ,  $P<.001$ ) between BUYING FREQUENCY and PREFERENTIAL TONE COLOR-COORDINATION, and showed there were significant relationships ( $F=16.470$ ,  $P<.001$ ) between BUYING FREQUENCY and CLOTHING LABEL INFORMATION UTILIZATION, and showed there were significant relationships ( $F=31.569$ ,  $P<.001$ ) between THE VOLUME OF CHILDREN' WEAR POSSESSION and CLOTHING LABEL INFORMATION UTILIZATION, and showed there were significant relationships ( $F=21.953$ ,  $P<.001$ ) between THE VOLUME OF CHILDREN' WEAR POSSESSION and CLOTHING LABEL INFORMATION UTILIZATION, and showed there were significant relationships ( $F=7.192$ ,  $P<.001$ ) between THE BENEFIT OF BUYING PLACE and SALESPERSON ADVICES UTILIZATION, and showed there were significant relationships ( $F=3.597$ ,  $P=.007$ ) between THE BENEFIT OF BUYING PLACE and THE REASON OF DISPLAY INFORMATION SEEKING.

##### **5. ANOVA between fashion response and children's wear buying pattern, and media & information utilization, design preference.**

The results with ANOVA showed there were significant relationships ( $F=40.397$ ,  $P<.001$ ) between SELF-CONSCIOUS RESPONSE and BUYING PLACE as shown the <table 29>, and showed there were significant relationships ( $F=17.335$ ,  $P<.001$ ) between SELF-CONSCIOUS RESPONSE and PURCHASE MOTIVATION, and showed there were significant relationships ( $F=21.935$ ,  $P<.001$ ) between SELF-ESTEEM RESPONSE and PURCHASE MOTIVATION, and showed there were significant relationships ( $F=64.027$ ,  $P<.001$ ) between SELF-CONSCIOUS RESPONSE and BOY'S PREFERENTIAL STYLE,

and showed there were significant relationships ( $F=48.921$ ,  $P<.001$ ) between SELF-CONSCIOUS RESPONSE and BOY'S PREFERENTIAL COLOR, and showed there were significant relationships ( $F=31.684$ ,  $P<.001$ ) between SELF-ESTEEM RESPONSE and DISPLAY INFORMATION UTILIZATION, and showed there were significant relationships ( $F=177.069$ ,  $P<.001$ ) between SELF-MONITORING RESPONSE and CLOTHING LABEL INFORMATION UTILIZATION.

##### **6. Correlation between children's wear buying pattern and design preference.**

Correlation analysis was calculated to associate correlation coefficient between design preference and children's wear buying pattern . There was a significant pearson correlation coefficient( $r(2)=.353$ ,  $p<.001$ ) between BOY'S PREFERRED STYLE and BUYING OCCASION. There was a significant pearson correlation coefficient( $r(2)=.381$ ,  $p<.001$ ) between BUYING FREQUENCY and PREFERRED TONE CO-OD. The more is BUYING FREQUENCY, the high is PREFERRED TONE CO-OD.

##### **7. Correlation between Design Preference and Fashion Orientation**

Correlation analysis was calculated to associate correlation coefficient between children's wear Design Preference and Fashion Orientation. There were significant pearson correlation coefficients between children's wear Design Preference and SOCIAL, PRACTICAL, POLITICAL, and AESTHETIC ORIENTATION. There was a significant pearson correlation coefficient( $r(2)=.395$ ,  $p<.001$ ) between PREFERRED COLOR CO-OD and PRACTICAL ORIENTATION. There was a significant pearson correlation coefficient( $r(2)=.204$ ,  $p<.001$ ) between PREFERRED COLOR CO-OD

and POLITICAL ORIENTATION. The more is PREFERRED COLOR CO-OD, the more is PRACTICAL, POLITICAL ORIENTATION.

## VI. Conclusion

The study was analyzed that the fashion orientation of housewives is profoundly correlated to the clothing buying pattern, media and information utilization, and design and style preference. With the culture and trends, which give the impacts on their personality and characteristic aspect and through the era of circumstance it is thought to be important to establish the representing strategy of the expression of housewives' tastes. In accordance with the effected fashion sense of the young couples who are classified as a new generation, a character-focused fashionable children's wear is widely prevailing.

With these market conditions, most importantly, as a result of changes in the consumer mindset, young housewives in the 1990s have a different purchase value by comparing with the housewives in the 2000s.

Therefore, they want to create their own fashion sense when purchasing their children's wear. Young housewives who prefer to have only one child in a family, are much willing to invest their financial efforts for children than older generations, without any hesitation over the price range, they have a strong desire to provide the best for their children.

1) Since among the attributes of the essential elements in children's wear the style is the most important factor of purchase behavior, thus the development on design based on the image as pivot should be carried out.

2) Implementing purchase timing and criteria

along with purchase frequency, purchase price and purchase motivation, will bring a significant effect on market strategy able to increase sales. As children's wear can be messed up easily, its volume needs more to cover accordingly. Thus to implement constant maintenance of customer retaining, the products with a variety of design and price is thought be needed.

When it comes to consumer's purchasing decision making the role of salesperson and sales VMD who have recognized and assessed their needs with their expertise and understanding their buying behavior is definitely valued. While consumer's constant searching the information of special sales discount period or other sales promotion in the store consumer regard very highly of their information and advice.

The case study defines the consumers made their selection for purchasing children's wear with acknowledge of the production profile, which is the essential elements of the design, color and material. Therefore it suggests that the chief reason to determine the outcome of success or fail in fashion industry depends on their seasonal productions with fashion image creation by reflecting the exclusive trend.

The focal standard for consumer's making decision of purchasing their children's wear is not only relying on its design and material but also its practicality, so it has been widely recognized that it is important maintaining the quality as good brand image along with its appropriate pricing for children wearing with comport as well as stylish attire.



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