

The Effects of Demographic Factors on Fashion Orientation, Fashion Response, and Buying Criteria(paper no.1)

Koo Insook

Professor, Dept., of Consumer Life Information, College of Human Ecology,
Chung Nam National University

Abstract

This study is designed to identify how Demographic Factors affect Fashion Orientation (value), Fashion Response, and Buying Criteria.

A total of 355 usable data was collected from housewives in three metropolitan cities (Seoul, Daejeon, Sunghnam) in Korea. Young housewives who have one child are a market segment whose buying power is recognized by both the retailers and the market. The housewives' fashion orientation consists of four categories : social orientation, practical orientation, political orientation, and aesthetic orientation. The housewives' fashion response is classified into three areas : self conscious, self esteem, and self monitoring. The criteria of buying children's wear consists of nine components. As a result, the key reason for buying children' wear was 'attractive design'.

Research result showed that POLITICAL ORIENTATION($SE\ beta=.229, p<.001$) was more effective than AESTHETICS ORIENTATION($SE\ beta=.203, p<.001$), for enhancing SELF-CONSCIOUS RESPONSE and SELF-ESTEEM RESPONSE. Therefore, this study suggests that the key factor for understanding trend can be a human self concept, consciousness, values, and orientation.

The housewives' fashion orientation is responsible for 18.7% of BRAND ROYALTY($F = 20.172, p<.001$) from among nine buying criteria. More poignantly, POLITICAL ORIENTATION covered 66.9% of selection of BRAND ROYALTY, and it explained 34.6% of selection of DESIGN among nine buying criteria. Thus, it showed that POLITICAL ORIENTATION($SE\ beta=.331, p<.001$) is more effective than SOCIAL ORIENTATION($SE\ beta=.146$), for upgrading BRAND ROYALTY. In addition, it showed that POLITICAL ORIENTATION($SE\ beta=.238, p<.001$) is more effective than AESTHETICS ORIENTATION($SE\ beta=.040$) for upgrading DESIGN evaluation.

Housewives' fashion orientation, and fashion response are differentiated by demographic factors, such as occupation, women's career, husband' job, income, and location related to social status.

Key Words : Children' Wear, Fashion Orientation, Fashion Response, and Buying Criteria.

I . Introduction

Nowadays, due to South Korea's low birth rate and the aging society, the profound devotion of young parents to their children's well being is ever increasing their preference to have only one child. Their high standard in rearing the one child affects the purchasing patterns of children's wear, which may impact the trends of children's clothing market. Considering that housewives are the predominant purchasers of the children's wear, their fashion orientation makes a real impact on children's wear market. For instance, the mentality that "I don't mind wearing cheap clothes myself, but I would rather have my child wear the best clothing", causes the children's wear to become unspeakably competitive. These trends can be explained as following :

First, parents recognize the importance of children's wellbeing due to low birth rate tendency. Second, parents have much higher quality mindset due to rising income. Third is the parents' aesthetic preferences ; their perception is that their children's smart clothing receives a special recognition from others.

Children begin full-scale social life with peer groups when they enter kindergarten. In this period when they start interacting with peers, their clothing expresses their personalities and social belongings. Hence, clothing is a very important element for children's growth and development, which impacts their social and emotional well-being. These experiences in children's lives have a close relationship with social behavior such as perceptive judgments from surrounding environment.

Thus, housewives' thoughtful choice of clothing for their children gives positive influence on their children's identity and fulfillment, which contribute to forming a good personality. Therefore,

children's wear, its size, design, material and color have to be optimized in every angle for children's physical and psychological developments. In this respect, housewives' fashion value, awareness, and purchase criteria control the selection and suggest trends for the children's wear market. Consequently, children's wear industries always need to pay attention to the direction of children's education and their social adjustments in accordance with housewives' valued functionalities.

As a result, in-depth understanding of housewives' hidden value and psychology is a priority in finding out the characteristics of their children's wear, and identifying their preferences and characteristics of children's wear. Their in-depth thoughts lead the trend in children's wear, with which along with the representation of shapes and images can be maneuvered for the success of children's wear industry.

This study intends to provide a basis for efficient marketing after finding out the answers for the following questions: 'What do housewives want?', 'What are predicated on their values?', 'What is their purchase criteria?' Upon which, comply them with the unpredictable demand of housewives. Also, this study tries to suggest a basis to the purchasers of children's wear to the reasonable purchase of children's wear.

II . Theoretical background

1. Basic Definition of Orientation, Value, and Consciousness

The cultural core is the value of mental functioning that leads to some practices. A value is a general trend to favor one state over the other. That is, the value is a concept or ideology to direct what is right or wrong and

what is desirable and wishful. The inclination and preference are trends of personal characters, which are classified as extroversions and introversion. The trends are presented as future-oriented, present-oriented and past-oriented. In addition, positive and negative attitude to the surroundings is shown in traits and conformity, and provides a basic framework in viewing and selecting events and matters (Paek Soae)¹⁾, (Lim Sookja)²⁾.

Consciousness refers to one's individual awareness of the unique thoughts, memories, feelings, sensations and environment. One's conscious experiences are differentiated by habitual customs and norms, practice and courtesy. For example, one of human consciousness to realize the feeling of beauty is called aesthetic consciousness (Veena Chattaraman, Nancy Ann Rudd)³⁾. It has newly emerged from the young generation and is called 'Lookism', arising from being aware of their physical appearance.

Values are one's judgments about what is important in the world that includes self, all things, and personality. Values are acknowledged as a goal of human mental effort on integral part of every relationship with personal identity and sense of worth.

In addition, the behavior of consumptions is considered as a social-cultural behavior in that individual consumption activities can affect others, while individual is affected by other consumers' behavior. (Ryan, Mary Shaw)⁴⁾. Consequently, purchase criteria is regarded as individual and social matter. This is generated from the culture, in the nature of time, where the key factor of understanding can be a human desire consciousness, value, and orientation.

2. Preliminary Study on Clothing Behavior

Buying behavior is mental and physical actions

in exploring, purchasing and consuming of the products and services in related clothes for satisfying the needs of consumer's desire (Elizabeth Bye, Lyndsie Hakala)⁵⁾, (Laura K. Kidd)⁶⁾, (Marsha A. Dickson, Nancy Ann Rudd, Sharron J. Lennon)⁷⁾. Researchers state that it is a matter of various courses of action and social relationship with the experience in decision process of obtaining and consuming the goods, services and resources (Lee Eunjung, Lee Eunyong)⁸⁾, (Kim K. P. Johnson, Yoo Jeongju, Kim Minjeoung and Sharron J. Lennon)⁹⁾.

These different decision making models are approaches to the problem of consumers making decision differently (M. Eckman, M. L. Damhorst & Kadolph)¹⁰⁾. They introduce a learning model designed to explain the brand choice of an individual consumer faced with several choices, and suggest essentially a conscious problem solving and learning model of consumer behavior, coming from their environmental factors which affect consumer behavior, involvement, existing attitudes, personality, lifestyle, income and wealth, and cultural and individual factors such as demographic variables, social class, reference group, family, environment, etc. (Chowdhary, Usha)¹¹⁾, (Park Joohee & Nam Yunja)¹²⁾, (Ha Jongkyung)¹³⁾, (Lee Kyunghwa & Na Soaim)¹⁴⁾, etc.). The research on the buying behavior of consumer's children's wear has been conducted based on the rationale of the above models. Considering the previous research on the consumer's buying behavior for children's wear, it appeared that these characteristics are based on the demographic variables, age, educational level, occupation, monthly children clothing budget, number of children, and type of housing, etc. (Rhee Junghi)¹⁵⁾, (Yoo Jinkyung)¹⁶⁾.

Clothing behavior research is ultimately

identifying what consumers want and providing the foundation of performing marketing activities by meeting the volatility of consumer demands (Andrew Reilly, Nancy A Rudd, and Julie and Hillery)¹⁷⁾. Furthermore, it gives a basic evidence on a marketing strategy for industry as well as an opportunity for consumer, whose preferable merchandising is reflected on its actual production.

Research on clothing purchase behavior has been conducted using the variables in the purchase motivation, purchase informant, purchase location, clothing selection criteria, selection criteria, stores, purchase frequency, purchase price, and variety of clothing satisfaction.

Clothing satisfaction is related to a personal and subjective emotion in accordance with the characteristics of the clothes and the consumers' sense of the value. It is the result of satisfaction that comes after wearing the clothes. It contains three aspects including practical, appearance and social (Lee Eunjung, Lee Eunyong)¹⁸⁾, (Lee Seung-Eun, Mary A Littrell)¹⁹⁾.

Meanwhile, Fishbein (Lim Sookja)²⁰⁾ presents the purchase criteria through the Fishbein theory of the Multiple Attribute Attitude. Fishbein's research was actively conducted for the study of purchase criteria by showing that the quality evaluation of trade mark and products is the importance of the existing multiple attribute attitude and its multiple attribute performance.

III. Research Questions

This study resulted in setting up the following research questions in order to analyze the effect of demographic variables on the fashion orientation, fashion response, and buying criteria.

1. Extract Fashion Orientations, Fashion Responses.

2. Analyze the correlation among Buying Criteria, four Fashion Orientations, and three Fashion Responses, and between the demographic variables and children's wear Buying Criteria.

3. Compare the correlation among the demographic variables, four Fashion Orientation, and three Fashion Response.

4. Analyze the effects of the demographic variables on four Fashion Orientation, and three Fashion Response.

5. Analyze the effect of the four Fashion Orientation on children's wear buying criteria.

6. Analyze ANOVA among the Demographic Variables, Fashion Orientation, and Fashion response.

VI. Research Methods

The following research procedure was undertaken to address the strategic plan on securing the domination of children's wear market by analyzing their fashion orientation, fashion response, and buying behavior for preschoolers' wear .

1. Measures

The researchers met the participants in public places and invited them to participate in the survey. When participants agreed to answer the survey, they were presented with a consent form, a brief summary of the research, and other survey related instructions. Then, the participants were asked to answer a survey consisting of 27 questions on 5 point Likert-type scales (1 = strongly disagree to 5 = strongly agree), and to answer a survey consisting of 9

questions on 9 point Likert-type scales (not including demographic information).

The questions covered the following topics :

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

2) Experience with fashion values and buying criteria.

2. Questionnaire Period

The preliminary survey was carried out over 25-30 days targeting housewives who have 2-7 year old preschoolers living in Seoul, Daejeon, and Sungnam, Kyunggi-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. Out of 400 questionnaires, 373 questionnaires were completed with 23 unusable questionnaires being excluded. Among those, 355 were used for the final analysis.

3. Participants

Three hundred fifty five housewife participants took part in this study :

Data were collected from housewives from the city of Seoul, Daejeon, and Sungnam in Korea. Their age, number of children, education, occupation, monthly household income, and region of residence are stated in the following table. <table 1>.

4. Data Analysis

PWSA (version, 17.0) was used to run explanatory factor analysis (EFA) to determine the structural characteristics of the questionnaire.

Secondly, Correlation analysis was operated to

associate each factor and component related to Fashion Orientation, Fashion Response on current trends, and Buying Criteria. Thirdly, a frequency analysis was performed to compare mean differences on each factor and component related to Fashion Buying Criteria. Finally, regression analysis was operated to predict the effects of demographic factors on each factor and component.

V. Research Results

A survey was conducted targeting 355 housewives who have children between the ages of 3 to 7 in order to analyze their fashion orientation, fashion response, and buying criteria for the strategic plan of the enforcement of children's wear market competitiveness. The survey result is as follows.

1. Extraction of Fashion Orientations, Fashion Responses.

Explanatory factor analysis (EFA) were operated using principal component analysis with Eigenvalue greater than 1 as a cutoff value. For further interpretation, a component matrix was rotated using Varimax with Kaiser Normalization. Based on the criteria of Eigenvalue greater than 1, four factors for fashion orientation and three factors for fashion response were extracted.

1) Extraction of Four Fashion Orientations

To find out the value of housewives' fashion factor, four orientation such as social orientation, practical orientation, political orientation, and aesthetic orientation of the factor analysis by the varimax rotation with 355 respondents was extracted .

<Table 1> Participants

variables	components	frequency(%)
age	younger than 30	4(1.1%)
	older than 30–younger than 35	115(31.3%)
	older than 35–younger than 40	199(56.1%)
	older than 40	41(11.5%)
number of children	boy 1	70(19.7%)
	girl 1	31(8.7%)
	boy 1, girl 1	129(36.3%)
	boy 2	43(12.1%)
	girl 2	36(10.1%)
career women or not	more than 3 children	46(13.0%)
	house wife	234(65.9%)
husband's occupation	career women	121(35.1%)
	specialist	152(42.8%)
	clergy	109(30.7%)
	administrator & manager	32(9.0%)
	blue color	2(0.6%)
	freelancer	6(1.7%)
	salesperson	52(14.6%)
education level	non-response	2(0.6%)
	college graduation	24(6.8%)
	university graduation	285(80.3%)
income	graduate school	46(13.0%)
	less than 2,000,000 won	5(1.4%)
	2,000,000–3,000,000 won	21(5.9%)
	3,000,000–4,000,000 won	50(14.1%)
	4,000,000–5,000,000 won	63(17.7%)
location	more than 5,000,000 won	216(60.8%)
	Daejeon city, South Korea	114(32.1%)
	Seoul city, South Korea	112(31.5%)
total	Sungnam, Kyungki-Do, South Korea	129(36.3%)
		355(100%)

Upon analyzing SOCIAL ORIENTATION composed of components related to consideration about other people, PRACTICAL ORIENTATION composed of components related to the usage

of clothing and easy care, POLITICAL ORIENTATION composed of components related to status and buying power, and AESTHETIC ORIENTATION composed of components related

to consumer's form and style taste about clothing, it showed that their political orientation was higher than others as shown below < table 2 >.

Children's wear market in Korea is becoming more sophisticated in their clothing, fashion diversity, individuality and fashion consciousness due to the improvement of income levels, and

parents' high expectation and awareness toward their children caused by the decreased birth rate and individualism. The reason underneath is thought to be that the fashion value of the 30-ish housewives who are the main consumer group. Considering their political and aesthetic orientation, it can be said that clothing is a great way of self-expression.

<Table 2> Extraction of Four Fashion Orientations

name of factor	contents of variable	factor loading			
		1	2	3	4
social orientation	Wearing a new clothing for my child makes me view him (her) in different perception.	.847			
	I do not care whether I wear high priced clothing but I want my child to wear high priced clothing.	.774			
	It is important that children wear their favorite clothing when participating in meetings or special occasions.	.672			
	I usually give away my child's used clothing if someone else needs them.	.667			
practical orientation	Considered allowing for flexibility in child's activities after a purchase.		.892		
	Considered easy-care clothing when making a selection.		.797		
	Considered the coordination with the existing clothing when purchasing new clothes.		.769		
	Considered the value compared to the usefulness of the clothing relative to its price-value.		.698		
political orientation	Have experienced my child receiving a special recognition by wearing expensive clothing.			.849	
	Wished that my child wear a well-known famous brand clothing.			.813	
aesthetic orientation	Purchased clothing because of its attractive design.				.692
	Planning to invest more time to find a better designed children's wear.				.715
	What kind of clothing a child wears can be one of the important evaluating factors by others.				.622
Eigen value		3.286	2.509	1.714	1.198
total variance(%)		25.277	19.303	13.164	9.213
accumulated variance(%) : 66.777%		25.277	44.580	57.764	66.777
Cronbach's α (total=0.777)		.803	.801	.657	.587

It was analyzed as highly reliable with Cronbach's alpha being 0.777(total) with its measuring tool, and analyzed accumulated variance(=66.777%). The consumer's Fashion Orientation factors were SOCIAL ORIENTATION (Cronbach'α=0.803), PRACTICAL ORIENTATION (Cronbach'α=0.801), POLITICAL ORIENTATION (Cronbach'α= 0.657), and AESTHETICS ORIENTATION (Cronbach'α= 0.587) as shown above <table 2>.

2) Extraction of three fashion responses

Reliability Analysis using Cronbach's Alpha was performed on each of the scales measuring the independent and dependent variables.

Cronbach's Alpha was used to test internal consistency of the measures. It was analyzed as highly reliable with Cronbach's alpha being 0.748(total) with its measuring tool, and analyzed accumulated variance(=75.149%).

The consumers' Fashion Response factors were SELF-CONSCIOUS RESPONSE (Cronbach'α =0.945), SELF-ESTEEM RESPONSE(Cronbach'α= 0.858), and SELF-MONITORING RESPONSE (Cronbach'α= 0.840) as shown above < table 3 >. SELF-CONSCIOUS RESPONSE is composed of components related to self-awareness to other people. SELF-ESTEEM RESPONSE is composed of components related to self-importance and

<Table 3> Extraction of Four Fashion Orientations

name of factor	contents of variable	factor loading		
		1	2	3
self-conscious response	The material of high priced children's wear is different and high in quality.	.935		
	The decoration of high priced children's wear can be regarded as very high craftsmanship.	.928		
	The tailoring of high priced children's wear is much refined.	.898		
	The design and color of high priced clothing are different and beautiful.	.884		
	Wearing high priced clothing makes my child unique from other children.	.858		
self-esteem response	Envious of other children's high priced clothing.		.879	
	Having constraints on high priced children's wear.		.827	
	Wearing high priced clothing makes my child have high self-esteem.		.783	
	High priced children's wear molds itself gently to child's body.		.753	
	High priced children's wear looks sophisticated and smart.		.725	
	Hope my child gets along with other children and can make friends.		.566	
self-monitoring response	A glance at a person's clothes helps in identifying the person.			.966
	Clothing tends to reveal that each person is an independent individual, different from everyone else.			.962
	Clothing may be used to indicate rank or status.			.692
Eigen value		5.076	3.179	2.265
total variance(%)		36.260	22.708	16.189
accumulated variance (%): 75.149%		36.260	58.968	75.149
Cronbach'α(total=.748)		.945	.858	.840

pride. SELF-MONITORING RESPONSE is composed of components related to self-regulation. It was analyzed that self-monitoring response was lower than others as shown in the above table <table 3>.

3) Correlation between four Fashion Orientation and three Fashion Response

Correlation analysis was calculated to associate correlation coefficient between four Fashion Orientations, SELF-CONSCIOUS RESPONSE, and SELF-ESTEEM RESPONSE. There was a significant pearson correlation coefficient($r(2)=.229, p<.001$) between POLITICAL ORIENTATION and SELF-CONSCIOUS RESPONSE as shown below <table 4>.

There was a significant pearson correlation coefficient($r(2)=.203, p<.001$) between AESTHETIC ORIENTATION and SELF-CONSCIOUS RESPONSE. There was a significant pearson correlation coefficient($r(2)=.251, p<.001$) between POLITICAL ORIENTATION and SELF-ESTEEM RESPONSE.

There was a significant pearson correlation coefficient($r(2)=.141, p=.008$) between AESTHETIC

ORIENTATION and SELF-ESTEEM RESPONSE, but between SOCIAL ORIENTATION and SELF-ESTEEM RESPONSE it was analyzed as negative correlation($r(2)=-.145, p=.006$). And, it was analyzed as positive correlation($r(2)=.103, p=.053$) between PRACTICAL ORIENTATION and SELF-ESTEEM RESPONSE. And furthermore, there wasn't a significant pearson correlation coefficient between four FASHION ORIENTATION and SELF-MONITORING RESPONSE.

4) The effect of four Fashion Orientation on three Fashion Response

Regression reported that if SOCIAL ORIENTATION of Participants increases by one standard deviation, SELF-ESTEEM RESPONSE decreases by $-.145$. If PRACTICAL ORIENTATION increases by one standard deviation, SELF-ESTEEM RESPONSE increases by $.103$ standard deviation. If POLITICAL ORIENTATION increases by one standard deviation, SELF-ESTEEM RESPONSE increases by $.251$ standard deviation. As it were, POLITICAL ORIENTATION explains 25.1% of SELF-ESTEEM RESPONSE. If AESTHETICS

<Table 4> Correlation between four Fashion Orientations and three Fashion Responses

pearson coefficients	1)	2)	3)	4)	5)	6)	7)
Social Orientation 1)	1						
Practical Orientation 2)	.000 1.000						
Political Orientation 3)	.000 1.000	.000 1.000					
Aesthetic Orientation 4)	.000 1.000	.000 1.000	.000 1.000				
Self-Conscious Response 5)	-.091 .085	-.064 .231	.229** P<.001	.203** P<.001			
Self-Esteem Response 6)	-.145** P=.006	.103* p=.053	.251** P<.001	.141** P=.008	.000 1.000		
Self-Monitoring Response 7)	-.034 .523	-.009 .861	-.028 .601	.008 .888	.000 1.000	.000 1.000	1
N=355(100%)							

ORIENTATION increases by one standard deviation, SELF-ESTEEM RESPONSE increases by .141 standard deviation. Thus, four Fashion Orientation factors are significant predictors.

Regression showed statistically significant relationship ($R^2=.130, F = 10.383, p <.001$) between four Fashion Orientation factors and the SELF-CONSCIOUS RESPONSE. Among four independent variables, if POLITICAL ORIENTATION increases by one standard deviation, SELF-CONSCIOUS RESPONSE increases by .229 standard deviation. As it were, POLITICAL ORIENTATION explains 22.9% of SELF-ESTEEM RESPONSE. If AESTHETICS ORIENTATION increases by one standard deviation, SELF-CONSCIOUS RESPONSE increases by .203 standard deviation, and if SOCIAL ORIENTATION increases by one standard deviation, SELF-CONSCIOUS RESPONSE decreases by .091 standard deviation.

Thus, it showed that POLITICAL ORIENTATION ($SE\ beta=.229$) is more effective than AESTHETICS ORIENTATION ($SE\ beta=.203$) for upgrading SELF-CONSCIOUS RESPONSE. Also, it showed that POLITICAL ORIENTATION ($SE\ beta=.251$) is more effective than AESTHETICS ORIENTATION ($SE\ beta=.141$) for upgrading SELF-ESTEEM RESPONSE. The SELF-CONSCIOUS

RESPONSE is related to the trend, and SELF-ESTEEM RESPONSE expressed human mind and values related to the trend.

2. The correlation between Buying Criteria and four Fashion Orientations, three Fashion Responses, and between the demographic variables and children's wear Buying Criteria.

1) The mean differences of children's wear Buying Criteria

A frequency analysis was performed to compare mean differences on each factor and component for Fashion Buying Criteria. The consumer's clothing buying criteria ($F = 653.151, p <.001$) was DESIGN ($m=7.6169$), PRICE ($m = 6.9718$), MATERIAL & TEXTURE ($m=6.3465$), BRAND ROYALTY ($m = 6.1183$) in frequent order as shown below <table 5>.

In analyzing the data, survey respondents were provided with the following nine clothing components and asked to select. The result data analysis as shown above <Table 5> indicates that its design and price were the most frequently occurring elements. The main driving force of children's wear purchase is the

<Table 5> The mean differences of the consumers' Clothing Buying Criteria

the purchase criteria	<i>N</i>	<i>mean</i>	<i>SD</i>	total	order	<i>F (p)</i>
STORE ROYALTY	355 (100%)	2.600	1.56335	923.00	8	653.151 ($p<.001$)
BRAND ROYALTY		6.1183	2.02040	2172.00	4	
PRICE		6.9718	1.59600	2475.00	2	
DESIGN(FORM)		7.6169	1.45352	2704.00	1	
COLOR & PATTERN		5.8789	1.69228	2087.00	5	
MATERIAL & TEXTURE		6.3465	1.64195	2253.00	3	
FASHION		5.4282	1.78579	1927.00	6	
ASSEMBLY & QUALITY		2.6169	.92958	929.00	7	
DISPLAY		1.4169	.66871	503.00	9	

housewives' fashion value with its reflected response and purchase criteria, establishing the trend of children's wear marketing direction. Thus, it suggests that the direction of the early childhood education and their social adjustment derives from housewives' consciousness and value. It suggests that when housewives purchase their children's wear, they initially look for the well-matched design and also its style transferability of new fashion trend onto their children.

They were asked which part was usually observed in their selection of children's wear. Their answers were that, in general, they look out for its comprehensive image. Then, they start to monitor whether the material, button and logo are high quality or not. Overall, it can be interpreted that their final assessment is the quality compared with its price reasonability.

This high proportion on its design explains that the children's wear is no longer in the consumer's basic need to meet the commodity-market-stage, but rather in the mature-market-stage for satisfying their needs. In this consideration, the design is predominantly thought to lead in customer satisfaction, thus design development is essential, which reflects their desirable needs and tastes, for the strategic plan to reinforce the children's wear market competitiveness.

In this cultural pluralism society, it is forecasted that the quality of the customer's consumption value, which the customer gets a sense of refinements, is changed by variety of lifestyles, increasing values, emotions, and cultural aspects.

Besides the price among the non-essential clothing property, the brand reliability showed high frequency rate. It suggests that the reliability of the manufactures and their products

is as important as the principle of human reliability. Likewise, company brand value is no doubt the most important intangible assets in the fashion industry.

2) Correlation between Buying Criteria, four Fashion Orientations, and Fashion Responses

Correlation analysis was calculated to associate correlation coefficient between nine children's wear buying criteria and four fashion orientations and three fashion responses. As shown below <table 6>, there are significant correlation coefficient ($p < .001$) between nine children's wear buying criteria and four fashion orientations and three fashion responses.

In particular, there was a significant pearson correlation coefficient ($r(2) = .331, p < .001$) between BRAND ROYALTY and POLITICAL ORIENTATION as shown below <table 6>. Also, there was a significant pearson correlation coefficient ($r(2) = -.352, p < .001$) between ASSEMBLY & QUALITY and POLITICAL ORIENTATION.

There was a significant pearson correlation coefficient ($r(2) = .149, p < .001$) between BRAND ROYALTY and SELF-CONSCIOUS RESPONSE. There was a significant pearson correlation coefficient ($r(2) = -.293, p < .001$) between COLOR & PATTERN and SELF-CONSCIOUS RESPONSE.

3) Correlations between the demographic variables and buying criteria

Correlation analysis was calculated to associate correlation coefficient between the demographic variables and buying criteria. As shown below <table 7>, there are significant correlation coefficient ($p < .001$) between the demographic variables and buying criteria.

There was a significant pearson correlation coefficient ($r(2) = .292, p < .001$) between HUSBAND'S

<Table 6> Correlations between Buying Criteria, four Fashion Orientations, and three Fashion Responses

Pearson Coefficient	1)	2)	3)	4)	5)	6)	7)	8)	9)	10)	11)	12)	13)	14)	15)	16)
STORE ROYALTY 1)	1	.235 ***	-.128 *	-.186 **	-.297 ***	-.078	-.099	-.423 ***	-.486 ***	.157* *	-.127 *	.036	.172* *	.029	.002	-.078
BRAND ROYALTY 2)			.256* **	-.113 *	-.254 ***	-.615 ***	-.597 ***	-.089	-.122 *	.146* *	-.234 ***	.331* **	-.040	.149* *	-.010	-.005
PRICE 3)					-.218 ***	-.448 ***	-.438 ***	.029	-.034	-.159 **	.018	.001	.132* *	.039	-.058	-.022
DESIGN 4)					.248* **	-.353 ***	-.374 ***	-.017	.025	-.186 **	-.192 **	.238* **	.040	.099	-.070	-.007
COLOR & PATTERN 5)					-.213 ***	-.222 ***	.073	.052	-.027	.069	.000	-.147 **	-.293 ***	-.018	.070	
MATERIAL & TEXTURE 6)						.871* **	-.144 **	-.096	.049	.165* *	-.324 *	-.036	-.058	.071	-.002	
FASHION 7)							-.183 **	-.051	.064	.194* **	-.352 ***	-.027	-.061	.070	.002	
ASSEMBLY & QUALITY 8)								.526* **	-.139 **	.122*	.074	-.101	.088	-.005	.053	
DISPLAY 9)									-.054	.089	.011	-.071	.034	-.032	.025	
SOCIAL ORIENTATION 10)																
PRACTICAL ORIENTATION 11)																
POLITICAL ORIENTATION 12)																
AESTHETIC ORIENTATION 13)																
Self-Conscious Response 14)																
Self-Esteem Response 15)																
Self-Monitoring Response 16)																

N=355(100%)

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

JOB and COLOR & PATTERN . There was a significant pearson correlation coefficient($r(2) = -.275$, $p < .001$) between OCCUPATION and BRAND ROYALTY. There was a significant pearson correlation coefficient($r(2) = .181$, $p < .001$) between INCOME and ASSEMBLY & QUALITY as shown below <table 7>.

3. Correlation among the demographic variables, four fashion orientations, and three fashion responses.

Correlation analysis was calculated to associate correlation coefficient between the demographic variables, four fashion orientations, and three fashion responses. As shown in the

<Table 7> Correlations between the demographic variables and buying criteria

Pearson Coefficient	1)	2)	3)	4)	5)	6)	7)	8)	9)	10)	11)	12)	13)	14)	15)	16)	17)	
STORE ROYALTY 1)	1	.235 ***	-.128 *	-.186 **	-.297 ***	-.078	-.099	-.423 ***	-.486 ***	.036	-.013	.122*	-.022	.048	-.093	.048	.039	
BRAND ROYALTY 2)			.256* **	-.113 *	-.254 ***	-.615 ***	-.597 ***	-.089	-.122 *	-.056	.057	.057	-.275 ***	-.145 **	-.125 *	-.068	-.009	
PRICE 3)				-.041	-.218 ***	-.448 ***	-.438 ***	.029	-.034	.115*	.050	.024	.087	.125*	-.139 **	-.061	.003	
DESIGN 4)					.248* **	-.353 ***	-.374 ***	-.017	.025	.021	-.225 ***	-.010	-.113 *	-.055	.115*	-.037	.009	
COLOR & PATTERN 5)						-.213 ***	-.222 ***	.073	.052	.024	-.058	-.068	.141* *	.086	.292* **	-.160 **	-.033	
MATERIAL & TEXTURE 6)							.871* **	-.144 **	-.096	-.102	.057	-.074	.142* *	.017	.013	.181* *	.024	
FASHION 7)								-.183 **	-.051	-.076	.080	-.069	.132* *	.030	-.014	.137* *	.041	
ASSEMBLY & QUALITY 8)									.526 ***	.119* **	.001	.016	-.053	-.080	.001	-.033	-.076	
DISPLAY 9)										.019	.029	.043	-.051	-.059	.002	-.050	-.049	
AGE 10)											-.169 **	.115* **	.038	.121* **	-.077	-.015	-.049	
NUMBER OF CHILD 11)												-.076	-.050	-.043	-.222 ***	.148* *	-.057	
EDUCATION 12)													.031	.371* **	-.166 **	.276* **	-.127 *	
OCCUPATION 13)														.735* **	.407* **	-.199 ***	.024	
CAREER WOMEN 14)															.156* *	-.030	.016	
HUSBAND'S JOB 15)																-.250 ***	.053	
INCOME 16)																	-.117 *	
LOCATION 17)																		1

N=355(100%)

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

table below <table 8 >, there are significant correlation coefficient ($p < .001$) between the demographic variables, four fashion orientations, and three fashion responses. There was a significant pearson correlation coefficient ($r(2) = .298$, $p < .001$) between NUMBER OF CHILDREN and SOCIAL ORIENTATION. There was a significant pearson correlation coefficient ($r(2) = .227$, $p < .001$) between AGE and PRACTICAL ORIENTATION. There was a significant pearson correlation coefficient ($r(2) = -.270$, $p < .001$) between OCCUPATION and

POLITICAL ORIENTATION.

There was a significant pearson correlation coefficient ($r(2) = .195$, $p < .001$) between AGE and AESTHETIC ORIENTATION. Aesthetic attributes to the clothing's appearance more to young people than others.

There was a significant pearson correlation coefficient ($r(2) = -.487$, $p < .001$) between HUSBAND' JOB and SELF-CONSCIOUS RESPONSE. Namely, it shows a negative correlation between HUSBAND'JOB and SELF-CONSCIOUS RESPONSE,

and it shows a negative correlation between INCOME and SELF-ESTEEM RESPONSE as shown below <table 8>. There was a significant pearson correlation coefficient($r(2)= 110, p<.05$) between NUMBER OF CHILDREN and SELF-MONITORING RESPONSE.

4. The effect of the demographic variables on four fashion orientation, and three fashion response

Regression showed a statistically significant relationship($R^2=.194, F = 8.467, p <.001$) between DEMOGRAPHIC VARIABLES and SOCIAL ORIENTATION as shown below <table 9>. If AGE increases by one standard deviation, SOCIAL ORIENTATION decreases by .257 standard deviation. Regression showed a statistically significant relationship($R^2=.274, F = 16.347, p <.001$) between DEMOGRAPHIC VARIABLES and PRACTICAL ORIENTATION. If AGE increases by

<Table 8> Correlations between the demographic variables, four Fashion Orientations, and three Fashion Responses

Pearson Coefficients	1)	2)	3)	4)	5)	6)	7)	8)	9)	10)	11)	12)	13)	14)	15)
AGE 1)	1	-.169*	.115*	.038	.121*	-.077	-.015	-.049	-.224***	.227***	-.178**	.195** *	-.030	-.033	.025
NUMBER OF CHILDREN 2)			-.076	-.050	-.045	-.222**	.148**	-.057	.298***	.141**	-.076	.069	.116*	-.033	.110*
EDUCATION LEVEL 3)				.031	.371***	-.166**	.276**	-.127*	-.097	-.171**	-.081	.098	.092	-.049	.024
OCCUPATION 4)					.735***	.407***	-.199**	.024	.043	.053	-.270**	.041	-.401**	.054	.005
CAREER WOMEN 5)						.156**	-.030	.016	-.107*	-.190**	-.246**	.176**	-.165**	-.010	.059
HUSBAND' JOB 6)							-.250***	.053	-.040	-.103*	-.021	-.210**	-.487**	.054	.038
INCOME 7)								-.117*	.059	.094	.016	.011	.174**	-.159** *	-.024
LOCATION 8)									.000	.015	.052	-.010	.018	.008	-.036
SOCIAL ORIENTATION 9)															
PRACTICAL ORIENTATION 10)															
POLITICAL ORIENTATION 11)															
AESTHETIC ORIENTATION 12)															
SELF-CONSCIOUS RESPONSE 13)															
SELF-ESTEEM RESPONSE 14)															
SELF-MONITORING RESPONSE 15)															

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

one standard deviation, PRACTICAL ORIENTATION increases by .471 standard deviation. Regression showed a statistically significant relationship ($R^2=.123$, $F = 6.057$, $p <.001$) between DEMOGRAPHIC VARIABLES and SOCIAL ORIENTATION. If AGE increases by one standard deviation, POLITICAL ORIENTATION decreases by .276 standard deviation, Regression showed a statistically significant relationship ($R^2=.119$, $F = 5.836$, $p <.001$) between DEMOGRAPHIC VARIABLES

and AESTHETICS ORIENTATION. If AGE increases by one standard deviation, AESTHETICS ORIENTATION increases by .261 standard deviation,

As shown below <table 9>, there is a statistically significant relationship ($R^2=.306$, $F = 19.061$, $p <.001$) between DEMOGRAPHIC VARIABLES and FASHION RESPONSE.

<Table 9> The effect of the demographic variables on four fashion orientation, and three fashion response

Evaluative variable	R^2	F	p	df	Model	β	S E. β	t	p
SOCIAL ORIENTATION	.194	8.467	<.001	8	constant	.461			
					age	-.257	-.162	-3.181	=.002
					number of children	.160	.254	4.858	<.001
					career women	-.673	-.318	-3.688	<.001
					occupation	.169	.332	3.865	<.001
PRACTICAL ORIENTATION	.274	16.347	<.001	8	constant	-.478			
					age	.471	.297	6.268	<.001
					number of children	.083	.131	2.688	=.008
					career women	-1.283	-.607	-7.550	<.001
					occupation	.303	.596	7.457	<.001
					husband' job	-.099	-.170	-3.161	=.002
POLITICAL ORIENTATION	.123	6.057	<.001	8	income	.028	.156	3.118	=.002
					constant	1.406			
					age	-.276	-.174	-3.335	=.001
AESTHETICS ORIENTATION	.119	5.836	<.001	8	occupation	-.136	-.267	-3.045	=.003
					constant	-.721			
					age	.261	.165	3.153	=.002
					career women	.537	.254	2.869	=.004
SELF-CONSCIOUS RESPONSE	.306	19.061	<.001	8	husband' job	-.122	-.210	-3.542	<.001
					constant	.730			
					occupation	-.198	-.390	-4.986	<.001
SELF-ESTEEM RESPONSE	.030	1.331	=.227	8					
SELF-MONITORING RESPONSE	.024	1.083	=.375	8					
					husband' job	-.210	-.361	-6.850	<.001

Note : Omission of independent variables under $R^2>.100$, $p>.008$

5. The effect of the four Fashion Orientation on children's wear buying criteria

Regression showed a statistically significant relationship ($R^2=.187, F = 20.172, p<.001$) between four Fashion Orientation factors and BRAND ROYALTY among the nine Buying Criteria. If POLITICAL ORIENTATION increases by one standard deviation, the BRAND LOYALTY increases by .669 standard deviation as shown

below <table 10>. As shown above, POLITICAL ORIENTATION controls 66.9% of selection of BRAND ROYALTY.

Regression showed a statistically significant relationship ($R^2=.130, F = 12.048, p<.001$) between four Fashion Orientation factors and DESIGN among the nine Buying Criteria. If POLITICAL ORIENTATION increases by one standard deviation, the DESIGN increases by .346 standard deviation. As shown above, POLITICAL

<Table 10> The effect of the Fashion Orientation on buying criteria

Evaluative variable	R^2	F	p	df	Model	β	S E. β	t	p	
STORE ROYALTY	.072	6.770	<.001	4						
BRAND ROYALTY*	.187	20.172	<.001		constant	6.118				
					SOCIAL ORIENTATION	.295	.146	3.033	=.003	
					PRACTICAL ORIENTATION	-.473	-.234	-4.858	<.001	
					POLITICAL ORIENTATION	.669	.331	6.870	<.001	
PRICE	.043	3.927	=.004							
DESIGN**	.130	12.048	<.001		constant	7.617				
					SOCIAL ORIENTATION	-.271	-.186	-3.735	<.001	
					PRACTICAL ORIENTATION	-.279	-.192	-3.850	<.001	
					POLITICAL ORIENTATION	.346	.238	4.772	<.001	
					AESTHETICS ORIENTATION	.058	.040	.799	.425	
COLOR & PATTERN	.027	2.440	=.047							
MATERIAL & TEXTURE	.136	13.787	<.001		constant	6.346				
					PRACTICAL ORIENTATION	.271	.165	3.324	=.001	
					POLITICAL ORIENTATION	-.532	-.324	-6.526	<.001	
FASHION***	.166	17.460	<.001		constant	5.428				
					PRACTICAL ORIENTATION	.346	.194	3.966	<.001	
					POLITICAL ORIENTATION	-.629	-.352	-7.219	<.001	
ASSEMBLY & QUALITY	.050	4.602	=.001							
DISPLAY	.016	1.420	=.227							

Note : Omission of independent variables under $R^2<.100, p>.003$.

ORIENTATION explain 34.6% of selection of DESIGN. If PRACTICAL ORIENTATION increases by one standard deviation, the DESIGN decreases by .279 standard deviation, and if SOCIAL ORIENTATION increases by one standard deviation, the DESIGN decreases by .271 standard deviation as shown below <table 10>.

Regression showed a statistically significant relationship ($R^2=.166$, $F = 17.460$, $p<.001$) between four Fashion Orientation factors and FASHION*** among the nine Buying Criteria. If POLITICAL ORIENTATION increases by one standard deviation, the FASHION decreases by .629 standard deviation, PRACTICAL ORIENTATION increases by one standard deviation, the FASHION increases by .346 standard deviation,

Thus, it showed that POLITICAL ORIENTATION ($SE\ beta=.331$) is more effective than SOCIAL ORIENTATION ($SE\ beta=.146$) for upgrading BRAND ROYALTY. Also, it showed that POLITICAL ORIENTATION ($SE\ beta=.238$) is more effective than AESTHETICS ORIENTATION ($SE\ beta$

$=.040$) for upgrading DESIGN evaluation. Moreover, it showed that PRACTICAL ORIENTATION ($SE\ beta=.194$) is more effective than POLITICAL ORIENTATION ($SE\ beta=-.352$) for upgrading FASHION.

6. ANOVA between the Demographic Variables, Fashion Orientation, and Fashion response

1) ANOVA between the Demographic Variables and Fashion Orientation

ANOVA showed that there was a significant relationship ($F=27.455$, $P<.001$) between AGE and PRACTICAL ORIENTATION as shown below <table 11>, a significant relationship ($F=8.766$, $P<.001$) between NUMBER OF CHILDREN and SOCIAL ORIENTATION, a significant relationship ($F=13.863$, $P<.001$) between EDUCATION and PRACTICAL ORIENTATION, a significant relationship ($F=13.999$, $P<.001$) between OCCUPATION and

<Table 11> ANOVA of Demographic Factors and four Fashion Orientation.

Variables	SOCIAL ORIENTATION		PRACTICAL ORIENTATION		POLITICAL ORIENTATION		AESTHETIC ORIENTATION	
	F	P	F	P	F	P	F	P
age	9.716***	<.001	27.455***	<.001	6.247**	=.002	10.130***	<.001
number of children	8.766***	<.001	4.513**	=.001	2.078	.068	3.556**	=.004
education level	3.489*	=.016	13.863***	<.001	1.066	.364	2.995*	=.031
occupation	4.939**	=.001	13.999***	<.001	7.999***	<.001	4.714**	=.001
career women	4.072*	=.044	13.193***	<.001	22.827**	<.001	11.277**	=.001
husband's occupation (N=353)	3.197**	=.005	3.263**	=.004	11.101***	<.001	4.200***	<.001
income	1.714	.105	1.928	.0545	5.691***	<.001	.998	.433
location	.000	1.000	.600	.549	38.359***	<.001	.065	.937

N=355(100%)

* $p<.05$, ** $p<=.005$, *** $p<.001$

PRACTICAL ORIENTATION, and a significant relationship ($F=22.827, P<.001$) between CAREER WOMEN and POLITICAL ORIENTATION.

ANOVA showed that there was a significant relationship ($F=38.359, P<.001$) between LOCATION and POLITICAL ORIENTATION. 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 variety of post-hoc comparisons that correct the multiple comparisons. As shown below <table 12>, the multiple comparisons of LOCATION showed the difference between Seoul city group and the other group.

<Table 12> The multiple comparisons of LOCATION

location	N	significant level=0.05	
		1	2
Seoul city	102	- .6651124	
Daejeon city	103		.2542747
Sungnam in Kyungki-Do	150		.2776745
significant level		1.000	.846

<Table 13> ANOVA of the demographic variables and Fashion Response

Variables	F	SELF-CONSCIOUS RESPONSE	SELF-ESTEEM RESPONSE	SELF-MONITORING RESPONSE
	P			
age	F	1.721	.929	.349
	P	.180	.386	.706
number of children	F	1.530	2.934*	1.074
	P	.180	p=.013	.374
education level	F	1.621	.641	.217
	P	.184	.589	.884
occupation	F	24.254***	1.044	.614
	P	p<.001	.384	.653
career women	F	9.851**	.034	1.226
	P	p=.002	.853	.269
husband's occupation (N=353)	F	28.203***	2.424*	.506
	P	p<.001	p=.025	.804
income	F	14.705***	9.487***	.604
	P	p<.001	p<.001	.753
location	F	3.935*	11.638***	1.852
	P	p=.020	p<.001	.158
N=355				

* $p<.05$, ** $p=.002$, *** $p<.001$

2) ANOVA between the Demographic Factors and three Fashion Responses

ANOVA showed there was a significant relationship ($F=24.254$, $P<.001$) between OCCUPATION and SELF-CONSCIOUS RESPONSE as shown below <table 13>, a significant relationship ($F=9.851$, $P=.002$) between CAREER WOMEN and SELF-CONSCIOUS RESPONSE, a significant relationship ($F=28.203$, $P<.001$) between HUSBAND'S OCCUPATION and SELF-CONSCIOUS RESPONSE, and a significant relationship ($F=14.705$, $P<.001$) between INCOME and SELF-CONSCIOUS RESPONSE.

ANOVA showed there was a significant relationship ($F=11.638$, $P<.001$) between LOCATION and SELF-ESTEEM RESPONSE, and showed there was a significant relationship ($F=9.487$, $P<.001$) between INCOME and SELF-ESTEEM RESPONSE.

V. Conclusion

The housewives' fashion orientation is shown in four categories : social orientation, practical orientation, political orientation, and aesthetic orientation. The housewives' fashion response is consisted of three aspects : self conscious, self esteem, and self monitoring. The criteria of buying children's wear is consisted of nine components. The end result stated that the key buying reason in children' wear was 'attractive design'.

Regression showed that there were statistically significant relationships among eight Demographic Factors, four Fashion Orientation, three Fashion Response, and nine Buying Criteria.

Thus, it showed that POLITICAL ORIENTATION ($SE\ beta=.229$) was more effective than AESTHETICS ORIENTATION ($SE\ beta=.203$) for

upgrading SELF-CONSCIOUS RESPONSE. Also, it showed that POLITICAL ORIENTATION ($SE\ beta=.251$) was more effective than AESTHETICS ORIENTATION ($SE\ beta=.141$) for upgrading SELF-ESTEEM RESPONSE. The SELF-CONSCIOUS RESPONSE is related to the trend, and SELF-ESTEEM RESPONSE expressed human mind and values related to the trend.

There was a significant pearson correlation coefficient ($r(2)=.292$, $p<.001$) between HUSBAND'S JOB and COLOR & PATTERN among nine buying criteria. Also, there was a significant pearson correlation coefficient ($r(2)=-.275$, $p<.001$) between OCCUPATION and BRAND ROYALTY among nine buying criteria . There was a significant pearson correlation coefficient ($r(2)=.181$, $p<.001$) between INCOME and ASSEMBLY & QUALITY among nine buying criteria. and AGE related to four Fashion Orientation factors and Fashion Response. These were significant predictors. Additionally, the effect of the housewives' fashion orientation on buying criteria was BRAND ROYALTY ($R^2=.187$, $F = 20.172$, $p<.001$), FASHION, TEXTILE & MATERIAL, AND DESIGN, in that order.

Thus, it showed that POLITICAL ORIENTATION ($SE\ beta=.331$) was more effective than SOCIAL ORIENTATION ($SE\ beta=.146$) for upgrading BRAND ROYALTY. Also it showed that POLITICAL ORIENTATION ($SE\ beta=.238$) was more effective than AESTHETICS ORIENTATION ($SE\ beta=.040$) for upgrading DESIGN evaluation. Furthermore, it showed that PRACTICAL ORIENTATION ($SE\ beta=.194$) was more effective than POLITICAL ORIENTATION ($SE\ beta=-.352$), for upgrading FASHION.

The housewives' fashion orientation, and fashion response are differentiated by demographic factors such as occupation, women's career, husband' job, income, and

location related to social status.

The effect of Demographic Factors on Fashion Orientation, Fashion Response, and Buying Criteria ultimately identifies what consumers want, and provides the foundation for performing marketing activities by meeting the volatility of consumer demands. Furthermore, it gives basic evidence on a marketing strategy for industry as well as an opportunity for consumers, whose preferable merchandising is reflected on its actual production.

In this prosperous society, consumer spending is driven by the desire for differentiation and distinction from others.

Now, it is important to aim at marketing by satisfying the housewives' psychological aspects away from the essential element such as the product characteristics and the comfort zone. The essential element for children's wear satisfies housewives' NEEDS, and the circumstantial factors satisfy their WANTS.

It is important to consider the market in view of consumers' DESIRE and formation of self image rather than NEEDS and WANTS.

In conclusion, I would like to mention again that the driving force for the children's wear market is not coming from individual consumers but from the group of public aspects. In order to predict the volatile market trend, it is necessary to assess the public oriented group' behaviors. It is imperative to plan and produce merchandises, and ceaselessly monitoring their buying behaviors and trends.

Reference

- 1) Paek Soae(1986), "Effect of Garment Style on the Perception of Personal Traits". *Clothing and Textiles Research Journal*, 5(1), pp.10-16.
- 2) Lim Sookja(2001), *Fashion Products and Consumer Behavior*, Kyomunsa, p.114.
- 3) Veena Chattaraman, Nancy Ann Rudd(2006), "Preferences For Aesthetic Attributes in Clothing as a Function of Body Image, Body Cathexis and Body Size", *Clothing & Textile Research Journal*, 24(1), pp.46-62.
- 4) Ryan Mary Shaw(1996), *Clothing: A study in human behavior*, New York : Holt, Rinehart & Winston, Inc. pp.34-51.
- 5) Elizabeth Bye, Lyndsie Hakala(2005), "Sailing Apparel for Women : A Design Development Case Study", *Clothing & Textile Research Journal*, 23(2), pp.45-55.
- 6) Laura K. Kidd(2006), "A Case Study: Creating Special Occasion Garments for Young Women with Special Needs", *Clothing & Textile Research Journal* 24(2), pp.161-174.
- 7) Marsha A. Dickson, Nancy Ann Rudd, Sharron J. Lennon(2006), Focused Social Responsibility, *Clothing & Textile Research Journal* 24(3), pp.175-177.
- 8) Lee Eunjung , Lee Eunyong (2002), "A study on the Shopping Attitude and the Apparel Purchase Behavior of Korean High-Income Consumers", *Journal of the Society of Costume*, 52(7), pp.57-69.
- 9) Kim K. P. et al.(2008), "Dress and Human Behavior : A Review and Critique", *Clothing & Textile Research Journal*, 26(1), pp.3-22.
- 10) M.Eckman, M.L.Damhorst, Kadolph(1990), "Toward a Model of the In-Store Purchase Decision Process: Consumer Use of Criteria for Evaluating Women's Apparel", *Clothing and Textiles Research Journal*, 8(2), pp.13-22.
- 11) Chowdhary, Usha(1988), "Self-Esteem, Age Identification, and Media Exposure of the

- Elderly and their Relationship to Fashionability", *Clothing and Textiles Research Journal*, 7(1), pp.23-30.
- 12) Park Joohee, Nam Yunja(2009), "Children's Wear Design Considering Physical Changes of Children and Fashion Preferences of Children and Parents", *Journal of Korean Society of Clothing and Textiles*, 33(4), pp.598-610.
- 13) Ha Jongkyung(2005), "A Study on the Baby's Wear Purchase Behavior according to the Shopping Orientation of Missy Women", *Journal of Korean Association of Human Ecology*, 14(5), pp.805-812.
- 14) Lee Kyunghwa, Na Sooim(1998), "Effect of Consumer's Characteristic and Involvement on Infant's Clothing Purchasing Behavior", *The Research Journal of Culture & Costume*, 6(4), pp.50-61.
- 15) Rhee Junghi(2005), "A study on Image Perception and Preference of Fashionable Clothing of Schoolchildren", *The Research Journal of Culture & Costume*, 13(1), pp.75-86.
- 16) Yoo Jinkyung(1996), "A Study on the effect Housewife's Fashion Life-Style Affecting Purchase Pattern in Infant's Wear Market -on factors of Fashion Life-Style", Master' D. thesis of Seoul Women's University, pp.34-41.
- 17) Ann Marie Flore, Sara J. Kadolph, Jennifer Paff Ogle(2005), "Promoting critique thinking product development : connections between textile science and consumer's aesthetic value", *Clothing and Textiles Research Journal*, 23(4), pp.207-321.
- 18) Kim EunYoung, Kim Younkyung (2005), "The effects of Ethnicity and Gender on Teens' Mall Shopping Motivations", *Clothing & Textile Research Journal*, 23(2), pp. 65-77.
- 19) Lee Seung-Eun, Mary A Littrell(2006), "Marketing Cultural Products on the Internet: Targeting Cultural Creatives", *Clothing & Textile Research Journal*, 24(1), pp.33-45.
- 20) Lim Sookja, op.cit., p.114.

Received Nov. 9, 2010

Revised (Feb. 10, 2011, Mar. 30, 2011)

Accepted Apr. 4, 2011