The Effects of Demographic Factors on Children's wear Brand Preference and Their Reasons, and Brand Evaluation (paper no.3)

Koo Insook

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

Abstract

This study is designed to analyze the effects of demographic factors on children's wear brand preference and their reasons, and brand evaluations.

A total of 355 usable data was collected from housewives in three metropolitan cities (Seoul, Daejeon, and Sungnam) in Korea. `

An ANOVA and crossing analysis were used to determine the strength(percentage) among several dependent variables. Also, regression analysis was used to examine the effects of demographic factors on each factor and component related to fashion brand evaluation.

Overall, ANOVA and crossing analysis results showed that the visual attributions (variables) of clothing marked significantly higher scores than others (functional attributions). This result is noteworthy because it is opposite of common stereotypes and prejudices that selectors who first recognize visual information (aesthetic attributions) as a clothing buying criteria should be unsatisfied with them after wearing.

Therefore, this research suggests that the chief reason in determining the outcome of success or failure in fashion industry depends on their trend productions with fashion image creation by reflecting the exclusive trends based on consumer's taste and wants.

Key Words : Children's Wear, Fashion Brand Preference, Fashion Brand Evaluation and Fashion Brand Image.

Ⅰ. Introduction

In this post-modern era, clothing is a mean to self-expression, which image transferability is to be an important role in structuring their wearer's personality. In 1980s, with booming economy and prevailing of nuclear family, parents desired to dress their children in more distinctive attire. As a result, the children's wear sector has been subdivided into categories of infant's wear, toddler's wear and children's wear. In accordance with these market environment, Tomkids and Happy

───────────────
Corresponding author; Koo Insook, Tel. +82-42-821-6845 Fax.+82-42-821-8887
E-mail: iisk@cnu.ac.kr

-Ayi have emerged with extraordinary fashion concept(Apparel News Co.,)[1]. In 1980s-1990s the quality of children's wear was improved, and a specialized design concept and standardized dimension for toddler and preschooler, and its different styles were presented. Additionally in 1990 with the global open market, the prevalence of international travel and individualism, fashion consumption trends appeared to be brand-orientation, taste for luxury items, and preference of imported brands. Thus, fashion merchandising system of fashion manufacturers focused on the development of fashion image and quality based on consumer's taste and desire. The fashion image and quality of clothing can be made distinctive by technology of handling and assembling of the design elements composed by line, color, and material. Fashion images, as visual information, affect clothing behavior (consumer's satisfaction) after wearing as well as functions of clothing. In general, housewives are the main purchase forces for the children's wear, so by investigating in their preference image and brand evaluation criteria of children's wear, it can provide the basis of market segmentation and brand image settings. Thus, this study is to analyze the consumers' behavior about the visual(aesthetics)/ non-visual(functional), and intrinsic/non-intrinsic attributions of clothing items(Veena Chattaraman, Nancy Ann Rudd)[2].

What is a fashion buying criteria? Consumer's buying criteria is explained by Multi-attribution attitude model that a consumer's evaluation about a brand and its product is based on the degree of accomplishments of multiple attributions consisting of characteristics of brand and its product (Lim Sookja)[3]. For example, aesthetic(visual) attributions consisted of image (such as feeling, inspiration, and emotion of

clothing), and form (appearance) generated by line, color, material, and decoration. The aesthetic(visual)attributions appeal to consumers' emotion. Non visual attributions consisted of physical-chemical characteristics of materials (such as wrinkle recovery, color fastness, pilling, etc.)(Ann Marie Flore, Sara J. Kadolph, Jennifer Paff Ogle)[4].

The previous researches on consumer's buying behavior and analysis of clothing study have significantly given suggestions related to the product developments as well as making it a focal information for customer satisfaction and reassessment of market competitiveness (Kim K. P. Johnson, Yoo Jeongju, Kim Minjeoung and Sharron J. Lennon)[5], (Tammy R. Kinley, Bharath M. Josiam, Fallon Lockett)[6].

The following research summary is based on a survey from targeting consumers who have 3-7 year old preschoolers(children);

1) This paper analyzes the children's wear brand preference and their reasons, the imported brand buying rates and their reasons within 2 years.

2) This paper studies each level (percentage) among nine image perceptions, ten brands, and their brand buying reasons.

3) This paper assesses the effects of demographic factors, fashion orientations, and fashion responses on children' wear brand evaluations.

II. Theoretical background

The brand image is conceptualized to integrate the three elements: the strength of brand association, favoritism and uniqueness. Brand image, especially, is one of the most important factors in making the brand equity of the consumer perspective(Koo Insook)[7].

In addition, it has been reported that the consumer reaction to word-of-mouth activities has a differential impact depending on the strength of brand image. Besides, if the image of clothing brand was a high level, it forms the psychological sense of unity as a result of brand community commitment. The more sense of unity grew, the more brand word-of-mouth activities or its repurchasing increased. In the other cases, it was not allowed to form the configured model in such an influential relationship.(Laura K. Kidd)[8], In fact, according to research for the consumers in the United States and South Korea, one of the important pursuing benefits to consumers concerning clothing products appeared to be brand equity (or brand reputation) after wearing.

How did you get to know this brand? What makes you purchase this item? What do you think are its benefits? Etc. Or, is it more important to make consumers prefer the brand image and attribution to other brands? This study is designed to analyze what consumers perceive from children' wear brand, how they select and evaluate fashion brand, why they prefer a specific brand, and how many brands consumers buy from. The disable brand image is formed when the brand related association in connection with the consumer's mind is powerful, favorable and unique. Generally, it can be evaluated differently depending on the desirability or functionality about clothing products and the brand power of products.

And according to the previous researchers, consumers tend to have positive attitude and strong convictions for their choice if the brand level or reputation is high(Eckman. M, Damhorst & Kadolph)[9]. How can the good brand reputation be acquired? It can be evaluated differently depending on the consumers' visual & social satisfaction, and handling & laundry satisfaction after wearing the clothes. Thus, 21 evaluative variables based on the previous researches are designed to analyze consumers' evaluative factors such as evaluations related to texture and material, evaluations related to laundry & handling, evaluations related to visual factors, and evaluations of size, etc. , (Thomas, J. B., Nancy, L. C. and Sandra, M. F.)[10], Elizabeth Bye, Lyndsie Hakala)[11].

This study is designed to analyze 21 evaluations consisting of intrinsic/ non-intrinsic attributions of clothing items on five point Likert scales. Attributions, as shown in <table 1>, classified with Visual(6 variables), Brand reputation(1 variable), Comfort(3 variables), Economic (1 variable), Function(7 variables), and Quality(3 variables) evaluations. Cronbach's alpha was used to test internal consistency of the measures. It was shown with high reliability that the Cronbach's alpha was 0.835(total), when measured with its measuring tool.

III. Research Subject

This study purposed on setting up the following research project after the analysis of the children's wear brand preference and their reasons, image perceptions, and brand evaluation(satisfaction).

1. The children's wear brand preference and their buying behavior.

1) The purchased brands within 2 years and their reasons.
2) The imported brand buying rates and their reasons.

<Table 1> Attributions of 21 evaluative variables

No.	attributions	21 evaluative variables
1	Visual	It looks fits well on my child
2	Visual	Style is fashionable
3	Economic	Price is reasonable
4	Visual	The size fits well
5	Function	Materials are suitable
6	Quality	Looks comfortable
7	Visual	Luxurious materials
8	Function	Lint-free & anti-piling finish
9	Comfort	Child does not feel uncomfortable
10	Quality	Neat and tidy sewing
11	Function	Allowing for flexibility in child's activities
12	Function	Easy to wash and care
13	Comfort	Texture feels good
14	Function	wrinkle-resistant or wrinkle-free finish
15	Comfort	Sense of comfort in wearing
16	Function	Practical
17	Visual	Appealing Design
18	Brand reputation	Famous brand name
19	Visual	Appealing color combination
20	Quality	Natural fiber clothing
21	Function	Absorbing moisture and keeping dry

2. The image perception of the recent purchased brands (within the last six months) and their brand buying reasons.

1) The recent purchased brands.
2) The image perception of the recent purchased brands.
3) The 9 images' their brand buying reasons cross tabulation
4) The 10 brands' their brand buying reasons cross tabulation

3. ANOVA between the demographic factors and 21 evaluative variables of the recent purchased brands (within the last six months)

1) Mean difference of 21 evaluative variables
2) ANOVA between the demographic factor and 21 evaluative variables

4. The effects of fashion orientations on the 21 brand evaluative variables

5. The effects of fashion responses related to high priced children's wear on the 21 brand evaluative variables

6. The effects of the demographic factors on the 21 brand evaluative variables

IV. Methodology

1. Measures

The researchers met participants in the public places and 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 14 questions on nominal scales (including demographic information) as shown on the <table 2>, and to answer a survey consisting of 21 questions on five point Likert-type scales (1 = strongly disagree to 5 = strongly agree).

2. Participants

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

Data were collected from housewives in city of Seoul, Daejeon, and Sungnam in Korea as shown in <table 3>.

3. Data Analysis

A frequency analysis was performed to compare the mean differences on each factor and component related to fashion brand. Secondly, cross-tab analysis was operated to determine the strength(proportion) among several dependent variables, and was operated to determine the proportion of brand image perception of selected brand. Thirdly, ANOVA was used to determine the proportion of variability attributed to each of the several components. Finally, regression analysis was operated to compare the effects of demographic factors on each factor and component related to fashion brand evaluation.

V. Results

1. The children's wear brand preference and their buying reasons

1) The purchased brands within two years and their reasons

(1) The top 12 brands

Frequency analysis revealed the number of children's wear brands that the consumers purchased within two years were 5,469. Each consumer

<Table 2> Measures

classification	number of variables	scale
number of purchased brands	1	nominal
the reason for purchasing the brands	1	nominal
the imported brand buying rates	1	nominal
the reasons to purchase the imported brand	1	nominal
the recent purchased brands	1	nominal
image perception	1	nominal
brand buying reason	1	nominal
brand satisfaction	21	5 point Likert scales
demographic variables	7	nominal
Total	36	

<Table 3> The demographic information of 355 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%)
	more than 3 children	46(13.0%)
career women or not	house wife	234(65.9%)
	career women	121(35.1%)
husband's occupation	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%)
	non-response	2(0.6%)
education level	college graduation	24(6.8%)
	university graduation	285(80.3%)
	graduate school	46(13.0%)
income	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%)
	more than 5,000,000 won	216(60.8%)
location	Daejeon city, South Korea	114(32.1%)
	Seoul city, South Korea	112(31.5%)
	Sungnam, Kyungki-Do, South Korea	129(36.3%)
total		355(100%)

purchased more than 15 brands in average. The frequencies of the top 12 brands (47.6% selected by over 2.5% consumers) among 5,469 brands (100%) are shown in <table 4>.

(2) The reasons to purchase the 5,469 brands

Survey questionnaire was 'What makes you purchase this item?' Participants answered as shown in the <table 5>. Frequency analysis showed

<Table 4> The top 12 brands

No	Brand name	Frequency(%)	No	Brand name	Frequency(%)
1	PO	449(8.2%)	7	BY	192(3.5%)
2	RT	247(4.5%)	8	AA	187(3.4%)
3	BG	228(4.2%)	9	MO	181(3.3%)
4	KS	215(3.9%)	10	SA	173(3.2%)
5	PE	215(3.9%)	11	SE	158(2.9%)
6	MC	215(3.9%)	12	GS	147(2.7%)
total=2.607(47.6%), N=355					

<Table 5> Reasons to purchase the 5,469 brands

The reasons to purchase the 5,469 brands	Frequency(%)
Attractive design	74(20.8)
Good material	66(18.6)
Appealing logo and decoration	57(16.1)
Appealing Image	44(12.4)
Favorite color	36(10.1)
Well fitting on child	36(10.1)
Name value brand	25(7.0)
Good price	17(4.8)
Total mean=4.1831, sd=2.42113	355(100)

<Table 6> The imported brand buying rates

The imported brand buying rates	Frequency (%)	
Have purchased imported brands	207(58.3)	86.5(%)
Usually 50-100% of purchase is imported brand	83(23.4)	
Preferred to purchase direct import brand	17(4.8)	
The price of imported brand is too high to purchase	37(10.4)	
No information about the imported brand	11(3.1)	
Total	355(100)	

that the reasons for purchasing the 5,469 brands within the two years were 'ATTRACTIVE DESIGN (20.8%)', 'GOOD MATERIALS (18.6%)', and 'APPEALING LOGO AND DECORATION (16.1%),' in that order. Total mean was 4.1831.

2) The imported brand buying rates and its reason

(1) The imported brand buying rates

Survey asked 'Did (do) you use the imported children's wear brands?' Participants answered as shown in the <table 6>. The imported brand buying rates were 86.5 % as shown below <table 6>.

The imported brands were recognized as

attractive products for the young parents, who have desire to raise their children the best possible way.

(2) The reasons to purchase the imported brand

Survey asked 'What makes you purchase this item (imported brand)? What do you think is its benefit?' The most common answer from participants were 'APPEALING DESIGN AND COLOR (68.2%)' as shown in the <table 7>.

Their preference for design and color appeared to be at a high rate, and the expressive power of brand revealed the important topic to both fashion manufacturers and consumers.

2. The image perceptions of the recent purchased brands (within the last six months) and their brand buying reasons

1) The recent purchased brands

Survey questionnaire asked what were the brand purchased within the last months in order to investigate the exact brand evaluation and the most popular brand within the last six months.

Frequency analysis showed that the number of brands, which 355 participants purchased within the last six months, was 37 brands among 5,469 brands, and the top 10 brands(87.6%) among 37 brands were PO brand (21.4%), RT brand(15.5%), BG brand(9.6%), KS brand (9.0%),

<Table 7> The reasons to purchase the imported brands

The reasons to purchase the imported brands	Frequency(%)
Appealing design & color	242(68.2)
Not sensitive to fashion	50(14.1)
Differentiate from other clothing	42(11.8)
Well recognized by other people	21(5.9)
Total	355(100)

<Table 8> The recent purchased top 10 brands

No	Brand name	Frequency(%)	cumulative rate(%)
1	PO	76(21.4)	21.4
2	PE	56(15.8)	37.2
3	BY	34(9.6)	46.8
4	RT	32(9.0)	55.8
5	MC	31(8.7)	64.5
6	KS	22(6.2)	70.7
7	BN	18(5.1)	75.8
8	SE	15(4.2)	80.0
9	GS	14(3.9)	83.9
10	BG	13(3.7)	87.6
11	others	44(12.4)	100
total		355	100

and BE(8.7%). The result of the cumulative rate was 87.6% after selecting 10 out of 37 brands as shown below <table 8>.

2) The image perception of the top 10 brands

The essential information for clothing is the elements of clothing design generated by its own image. The following question was asked to the respondents: Are you able notice 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 6 months?' The reply to these questions were that most were aware of the brand image and they wrote down its brand name and its image as formal, romantic(princess), brat, natural, vintage, traditional, casual, sportive, and classic image without any reservation. The essential information for clothing is the elements of clothing design generated by its own image. To find out the image awareness of consumer in reference to the top 10 brands, cross-bars analysis was conducted. Crossing analysis revealed statistically

significant frequencies between the image perception and 10 brands (the cumulative rates 87.6%) from 355 participants. It recognized PO brand as Natural style (65% among 76 persons), and BY brand as Traditional style (97% among 34 persons) as shown in the <table 9>.

3) The cross tabulation of the specific brand buying reason and 9 brand images

The consumers' image perceptions related to specific fashion brand raise a question as to why consumers prefer the purchased image to other images. And, in order to investigate the detail buying reasons related to the purchased images, cross tab was operated. Table 10 below showed the effects of nine images on eight brands buying reasons.

Each level of nine Brand image perceptions is given in nine columns. In addition, eighth row and ninth column were added for total. Each level of eight brand buying reasons are given on eighth row. Each box contains the number of participants. The percentage for each box are also shown. Row percentages add up to 100%

<Table 9> The image perceptions of the recent purchased top 10 brands

Brands	The image perception(person)	Frequency(%)
PO	natural(50), classic(25), formal(1)	76(21.4)
PE	classic(38), natural(15), traditional(2), casual(1)	56(15.8)
BY	traditional(33), casual(1)	34(9.6)
RT	casual(30), romantic(2)	32(9.0)
MC	formal(25), romantic(6)	31(8.7)
KS	sportive(21),natural(1)	22(6.2)
BN	sportive(18)	18(5.1)
SE	romantic(15)	15(4.2)
GS	vintage(13), casual(1)	14(3.9)
BG	brat (11), romantic(2)	13(3.7)
etc		44(12.4)
total X^2=1776.674, df=80, p<.001		355(100)

<Table 10> The brand buying reasons' nine brands images cross tabulation

Specific brand buying reasons	9 Brand image perceptions									Total
	sportive	brat	romantic	natural	traditional	formal	casual	vintage	classic	
Appealing image	9	4	3	8	3	1	8	3	5	44
	20.5%	9.1%	6.8%	18.2%	6.8%	2.3%	18.2%	6.8%	11.4%	100.0%
	19.6%	20.0%	11.1%	8.8%	8.6%	3.6%	16.7%	16.7%	11.9%	12.4%
	2.5%	1.1%	.8%	2.3%	.8%	.3%	2.3%	.8%	1.4%	12.4%
Good material	3	2	0	10	28	4	13	0	6	66
	▸4.5%	3.0%	.0%	15.2%	42.4%	6.1%	19.7%	.0%	9.1%	100.0%
	▾6.5%	10.0%	.0%	11.0%	80.0%***	14.3%	27.1%	.0%	14.3%	18.6%
	▴.8%	.6%	.0%	2.8%	7.9%	1.1%	3.7%	.0%	1.7%	18.6%
Attractive design	14	3	12	22	0	5	8	2	8	74
	18.9%	4.1%	16.2%	29.7%	.0%	6.8%	10.8%	2.7%	10.8%	100.0%
	30.4%	15.0%	44.4%	24.2%	.0%	17.9%	16.7%	11.1%	19.0%	20.8%
	3.9%	.8%	3.4%	6.2%	.0%	1.4%	2.3%	.6%	2.3%	20.8%
Favorite color	1	1	0	16	0	0	11	0	7	36
	2.8%	2.8%	.0%	44.4%	0%	.0%	30.6%	.0%	19.4%	100.0%
	2.2%	5.0%	.0%	17.6%	0%	.0%	22.9%	.0%	16.7%	10.1%
	.3%	.3%	.0%	4.5%	0%	.0%	3.1%	.0%	2.0%	10.1%
Good price	11	1	0	1	0	2	1	1	0	17
	64.7%	5.9%	.0%	5.9%	.0%	11.8%	5.9%	5.9%	.0%	100.0%
	23.9%	5.0%	.0%	1.1%	.0%	7.1%	2.1%	5.6%	.0%	4.8%
	3.1%	.3%	.0%	.3%	.0%	.6%	.3%	.3%	.0%	4.8%
Name value brand	0	0	0	20	1	0	0	0	4	25
	.0%	.0%	.0%	80.0%	4.0%	.0%	.0%	.0%	16.0%	100.0%
	.0%	.0%	.0%	22.0%	2.9%	.0%	.0%	.0%	9.5%	7.0%
	.0%	.0%	.0%	5.6%	.3%	.0%	.0%	.0%	1.1%	7.0%
Well fitting to child	2	1	0	7	1	8	1	9	7	36
	5.6%	2.8%	.0%	19.4%	2.8%	22.2%	2.8%	25.0%	19.4%	100.0%
	4.3%	5.0%	.0%	7.7%	2.9%	28.6%	2.1%	50.0%	16.7%	10.1%
	.6%	.3%	.0%	2.0%	.3%	2.3%	.3%	2.5%	2.0%	10.1%
Appealing logo and decoration	6	8	12	7	2	8	6	3	5	57
	10.5%	14.0%	21.1%	12.3%	3.5%	14.0%	10.5%	5.3%	8.8%	100.0%
	13.0%	40.0%*	44.4%**	7.7%	5.7%	28.6%	12.5%	16.7%	11.9%	16.1%
	1.7%	2.3%	3.4%	2.0%	.6%	2.3%	1.7%	.8	1.3%	16.1%
Total	46	20	27	91	35	28	48	18	42	355
	13.0%	5.6%	7.6%	25.6%	9.9%	7.9%	13.5%	5.1%	11.8%	100.0%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	13.0%	5.6%	7.6%	25.6%	9.9%	7.9%	13.5%	5.1%	11.8%	100.0%

X²=659.114, df=238, p<.001,
Note: ▸% within Good Material, ▾% within sportive image, ▴% of total

horizontally. Column percentages add up to 100% vertically. The best buying reason for brat image was APPEALING LOGO AND DECORATION (40.0%* among 20 persons). Also, the best buying reason for romantic image was APPEALING LOGO AND DECORATION (44.4%** among 27 persons). And the best buying reason for traditional image was GOOD MATERIAL (80.0%*** among 35 persons).

It indicates that the core expressive power of clothing image influences the brand decision making. It was analyzed that housewives hold children's wear in variety of images. This can be interpreted as housewives prepare their children's wear with wide range of images for many occasions such as young children attending parents' gathering or participating in special programs at kindergarten, etc.

4) The cross tabulation of the specific brand buying reason for ten brands

The following question asked to respondents: What is the point of view in selection of children's wear brand?'. The results with crossing-tab analysis showed the effects of eight brand buying reasons for ten brands as shown in the <table 11>, and the detail buying reasons related to the ten purchased brands.

Each level of nine Brand image perceptions is given nine columns. In addition, eighth row and ninth column was added for total. Each level of eight brand buying reasons is given on eighth row. Each box contains the number of participants. The percentage for each box are also shown. Row percentages add up to 100% horizontally. Column percentages add up to 100% vertically.

The best buying reason for BY brand was GOOD MATERIAL(82.4%**** among 34 persons), and the best buying reason for BN brand was ATTRACTIVE DESIGN (61.1%*** among 18 persons). Also, the best buying reason for BG brand was APPEALING LOGO AND DECORATION (53.8%** among 13 persons), the best buying reason for PO brand was NAME VALUE BRAND (31.6%* among 76 persons), and the best buying reason for RT brand was FAVORITE COLOR(34.4% among 32 persons). The best buying reason of each row can defines its brand buying

merit.

Therefore, it is indispensable to implement the brand image for the domestic children's wear manufactures and distributors. The image of clothing as a visual information is more than half of the accounted reasons for housewives' selection of their children's wear. So when it comes to a manufacturing children's wear, developing the clothing image is proven to be an important data. As shown by this information, it is considered to be very important for the children's wear industry to establish a strategic plan for niche market focused on image positioning.

Inspiring new needs, regardless of clothing genre with an impact style touch, in accordance to changes of taste of consumers should be focused. Creating more attractive design and styles could lead to purchase. The attractiveness of form is a matter of personal taste of consumer and the response to the information is varying depending on the individual and time. In this regard, it is very important to identify what changes consumers' taste, who get tired of harmonious combination of the past. The attractiveness of form is the liveliness of form. Moreover, it is not an exaggeration that the liveliness of form is a decisive factor on purchasing decisions.

3. The demographic factor and 21 evaluative variables of the recent purchased brands (within the last six months)

1) Mean difference of 21 evaluative variables

In order to analyze the degree of satisfaction with the brand after having worn the clothes from the 21 brand evaluation variables, degree of satisfaction with the intrinsic/ non-intrinsic attributions such as design, style, size, assembly, quality, fashion, comfort, price and brand

<Table 11> Cross tabulation for the brand buying reasons' of the ten brands

Brand buying reason	10 Brands											TOTAL
	GS	etc	MC	BY	BN	BG	PE	SE	RT	KS	PO	
Appealing logo and Decoration	3	8	9	2	4	7	7	8	4	1	4	57
	▸5.3%	14.0%	15.8%	3.5%	7.0%	12.3%	12.3%	14.0%	7.0%	1.8%	7.0%	100.0%
	▾21.4%	18.2%	29.0%	5.9%	22.2%	53.8%**	12.5%	53.3%**	12.5%	4.5%	5.3%	16.1%
	▴.8%	2.3%	2.5%	.6%	1.1%	2.0%	2.0%	2.3%	1.1%	.3%	1.1%	16.1%
well fitting to child	5	5	8	0	0	1	11	0	0	2	4	36
	13.9%	13.9%	22.2%	.0%	.0%	2.8%	30.6%	.0%	.0%	5.6%	11.1%	100.0%
	35.7%	11.4%	25.8%	.0%	.0%	7.7%	19.6%	.0%	.0%	9.1%	5.3%	10.1%
	1.4%	1.4%	2.3%	.0%	.0%	1.3%	3.1%	.0%	.0%	.6%	1.1%	10.1%
Name value brand	0	0	0	1	0	0	0	0	0	0	24	25
	.0%	.0%	.0%	4.0%	.0%	.0%	.0%	.0%	.0%	.0%	96.0%	100.0%
	.0%	.0%	.0%	2.9%	.0%	.0%	.0%	.0%	.0%	.0%	31.6%*	7.0%
	.0%	.0%	.0%	.3%	.0%	.0%	.0%	.0%	.0%	.0%	6.8%	7.0%
Good price	1	3	2	0	0	0	0	0	0	11	0	17
	5.9%	17.6%	11.8%	.0%	.0%	.0%	.0%	.0%	.0%	64.7%	.0%	100.0%
	7.1%	6.8%	6.5%	.0%	.0%	.0%	.0%	.0%	.0%	50.0%**	.0%	4.8%
	.3%	.8%	.6%	.0%	.0%	.0%	.0%	.0%	.0%	3.1%	.0%	4.8%
Favorite color	0	2	0	0	1	0	0	0	11	0	22	36
	.0%	5.6%	.0%	.0%	2.8%	.0%	.0%	.0%	30.6%	.0%	61.1%	100.0%
	.0%	4.5%	.0%	.0%	5.6%	.0%	.0%	.0%	34.4%	.0%	28.9%	10.1%
	.0%	.6%	.0%	.0%	.3%	.0%	.0%	.0%	3.1%	.0%	6.2%	10.1%
Attractive design	3	11	7	0	11	2	17	5	3	2	13	74
	4.1%	14.9%	9.5%	.0%	14.9%	2.7%	23.0%	6.8%	4.1%	2.7%	17.6%	100.0%
	21.4%	25.0%	22.6%	.0%	61.1%***	15.4%	30.4%*	33.3%	9.4%	9.1%	17.1%	20.8%
	.8%	3.1%	2.0%	.0%	3.1%	.6%	4.8%	1.4%	.8%	.6%	3.7%	20.8%
Good material	0	5	4	28	1	0	16	0	10	1	1	66
	.0%	7.6%	6.1%	42.4%	1.5%	.0%	24.2%	.0%	15.2%	1.5%	1.5%	100.0%
	.0%	11.4%	12.9%	82.4%****	5.6%	.0%	28.6%	.0%	31.3%	4.5%	1.3%	18.6%
	.0%	1.4%	1.1%	7.9%	0.3%	.0%	4.5%	.0%	2.8%	.3%	.3%	18.6%
Appealing image	2	10	1	3	1	3	5	2	4	5	8	44
	4.5%	22.7%	2.3%	6.8%	2.3%	6.8%	11.4%	4.5%	9.1%	11.4%	18.2%	100.0%
	14.3%	22.7%	3.2%	8.8%	5.6%	23.1%	8.9%	13.3%	12.5%	22.7%	10.5%	12.4%
	.6%	2.8%	.3%	.8%	.3%	.8%	1.4%	.6%	1.1%	1.4%	2.3%	12.4%
Total	14	44	31	34	18	13	56	15	32	22	76	355
	3.9%	12.4%	8.7%	9.6%	5.1%	3.7%	15.8%	4.2%	9.0%	6.2%	21.4%	100.0%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	3.9%	12.4%	8.7%	9.6%	5.1%	3.7%	15.8%	4.2%	9.0%	6.2%	21.4%	100.0%

X^2= 473.117, df=70, p<.001,
Note: ▸% within Appealing logo and Decoration, ▾% within GS Brand, ▴% of total

royalty must be examined. Frequency analysis reported that IT LOOKS AND FITS WELL ON MY CHILD from the 21 dependent variables for brand evaluation achieved the best scores(mean=4.1437*, sd=.50889), and PRICE IS REASONABLE achieved the lowest scores(mean =3.0676**, sd=.8102) as shown below <table 12>.

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. This revealed that high reliability

in Cronbach's alpha was 0.835(total) with its measuring tool.

Overall, ANOVA results showed that the visual attributions (variables) of clothing such as APPEALING DESIGN ($mean$= 4.155), and APPEALING COLOR COMBINATION (mean=4.084) marked significantly higher scores than others (functional attributions).

The mean of six Visual attributions ($mean$= 3.9385) is the highest among six attributions. The lowest evaluation among six attributions is economic attribution (m = 3.0676)followed by function attribution ($mean$ = 3.5718).

<Table 12 > Mean difference of 21 evaluative variables

No	attribution	Variables	Mean	SD
1	Visual	It looks and fits well on my child	4.1437 *	.50889
2	Visual	Style is fashionable	3.7099	.60859
3	Economic	Price is reasonable	3.0676**	.81021
4	Visual	The size fits well	3.7380	.59336
5	Function	Materials are suitable	3.6986	.60774
6	Quality	Looks comfortable	3.8732	.52426
7	Visual	Luxurious materials	3.8394	.56210
8	Function	Lint-free & anti-piling finish	3.5493	.75143
9	Comfort	Child does not feel uncomfortable	3.8930	.48109
10	Quality	Neat and tidy sewing	3.8870	.48565
11	Function	Allows for flexibility for child's activities	3.6620	.61395
12	Function	Easy to wash and care	3.4958	.72631
13	Comfort	Texture feels good	3.6620	.65405
14	Function	Wrinkle-resistant or wrinkle-free finish	3.5211	.60270
15	Comfort	Sense of comfort in wearing	3.8507	.48447
16	Function	Practical	3.6676	.59944
17	Visual	Appealing Design	4.1155***	.60194
18	Brand reputation	Famous brand name	4.0704	.69733
19	Visual	Appealing color combination	4.0845****	.59471
20	Quality	Natural fiber clothing	3.4704	.71393
21	Function	Absorbing moisture and keeping dry	3.4085	.79507
Cronbach' alpha=.835				

2) The demographic factor and 21 evaluative variables

The results of ANOVA showed there were significant relationships (F=14.201, P <.001*) between AGE and LINT-FREE & ANTIPILING FINISH as shown in the <table 13>. It also showed that there were significant relationships (F= 14.312, P<.001**) between NUMBER OF CHILDREN and SENSE OF COMFORT WEARING.

The results of ANOVA showed that there were significant relationships (F=15.598, P<.001***) between EDUCATION LEVEL and APPEALING COLOR COMBINATION, (F=15.142, P<.001****) between OCCUPATION and THE SIZE FITS WELL, (F=48.316, P<.001*****) between CAREER WOMEN and PRICE IS REASONABLE, (F=11.560, P<.001******) between INCOME and STYLE IS FASHIONABLE, and (F=6.759, P=.001*******) between LOCATION and FAMOUS BRAND NAME.

4. The effects of Fashion Orientations on the 21 brand evaluative variables

Regression showed significant statistical differences between four FASHION ORIENTATIONS (Koo Insook)[12] and IT LOOKS AND FITS WELL ON MY CHILD in the 21 evaluations as shown in the <table 14>. There were significant statistical differences (R^2=.160, F =16.684, p < .001, df=4) between PRACTICAL ORIENTATION and IT LOOKS AND FITS WELL ON MY CHILD. If PRACTICAL ORIENTATION increases by one standard deviation, IT LOOKS AND FITS WELL ON MY CHILD increases by .276 standard deviation, If SOCIAL ORIENTATION increases by one standard deviation, IT LOOKS AND FITS WELL ON MY CHILD increases by .254 standard deviation. If AESTHETIC ORIENTATION increases by one standard deviation, IT LOOKS AND FITS WELL ON MY CHILD increases by .126 standard

deviation. Thus, higher the SOCIAL, PRACTICAL, and AESTHETIC ORIENTATION, the higher the evaluation of IT LOOKS AND FITS WELL ON MY CHILD.

And, there were significant statistical differences (R^2=.153, F =15.780, p < .001, df=4) between PRACTICAL ORIENTATION and PRICE IS REASONABLE. If PRACTICAL ORIENTATION increases by one standard deviation, PRICE IS REASONABLE increases by .223 standard deviation. If AESTHETIC ORIENTATION increases by one standard deviation, PRICE IS REASONABLE increases by .220 standard deviation.

There were significant statistical differences (R^2=.128, F =12.805, p < .001, df=4) between four FASHION ORIENTATIONS and THE SIZE FITS WELL. If PRACTICAL ORIENTATION increases by one standard deviation, THE SIZE FITS WELL increases by .240 standard deviation. If AESTHETIC ORIENTATION increases by one standard deviation, THE SIZE FITS WELL decreases by .195 standard deviation. Thus, higher the PRACTICAL ORIENTATION, the higher the evaluation of THE SIZE FITS WELL, and higher the AESTHETIC ORIENTATION, the lower the evaluation of THE SIZE FITS WELL.

5. Effects of Fashion Responses related to high priced children's wear on the 21 brand evaluative variables

Regression showed significant statistical differences(R^2=over10%)between three FASHION RESPONSE(Koo Insook)[13] related to high priced children's wear and LINT-FREE & ANTI PILING FINISH, APPEALING COLOR COMBINATION, ABSORBING MOISTURE AND KEEPING DRY according to the 21 evaluation shown in the < table 15 >. There were significant statistical differences (R^2=.106, F =13.804, p < .001, df=4) between SELF-CONSCIOUS RESPONSE and APPEALING

<Table 13> ANOVA between the demographic factors and 21 evaluative variables

Demographic variables	The evaluation of the recently purchased brands variables	F	P
Age	Price is reasonable	5.822	=.003
	Looks comfortable	7.642	=.001
	Lint-free & anti-piling finish	14.201*	<.001
	Famous brand name	11.678	<.001
Number of children	Style is fashionable	3.441	=.005
	Material are suitable	6.564	<.001
	Looks comfortable	11.542	<.001
	Lint-free & anti-piling finish	5.154	<.001
	Child does not feel uncomfortable	3.760	=.002
	Neat and tidy sewing	7.597	<.001
	Allowing for flexibility in a child's activities	12.679	<.001
	Texture feels good	13.830	<.001
	Wrinkle-resistant or wrinkle-free finish	3.871	=.002
	Sense of comfort in wearing	14.312**	<.001
	Practical	9.694	<.001
	Appealing Design	3.527	=.004
	Natural fiber clothing	8.491	<.001
	Absorbing moisture and keeping dry	4.176	=.001
Education level	It looks and fits well on my child	5.701	=.001
	Price is reasonable	8.586	<.001
	The size fits well	8.986	<.001
	Material are suitable	5.108	=.002
	Looks comfortable	8.194	<.001
	Luxurious materials	6.472	<.001
	Allowing for flexibility in a child's activities	5.154	=.002
	Practical	4.623	=.003
	Appealing color combination	15.598***	<.001
	Natural fiber clothing	7.251	<.001
Occupation	It looks and fits well on my child	6.933	<.001
	Price is reasonable	12.548	<.001
	The size fits well	15.142****	<.001
	Looks comfortable	6.162	<.001
	Texture feels good	6.830	<.001
	Appealing color combination	8.699	<.001
Career women	Price is reasonable	48.316*****	<.001
	The size fits well	35.005	<.001
	Looks comfortable	19.523	<.001
	Texture feels good	18.183	<.001
Income	Style is fashionable	11.560******	<.001
	Price is reasonable	7.508	<.001
	The size fits well	7.302	<.001
	Material are suitable	6.904	<.001
	Luxurious materials	7.409	<.001
	Practical	10.725	<.001
	Appealing Design	8.206	<.001
Location	Luxurious materials	6.086	=.003
	Appealing Design	6.109	=.002
	Famous brand name	6.759*******	=.001

Note 1: See <table 10> about Mean and SD of 21 evaluative variables. Note 2: Omission of the other variables not including p<=.005

<Table 14> Effects of Fashion Orientations on the 21 brand evaluative variables

Evaluative variable	R^2	F	p	df	Model	β	S E.β	t	p
It looks and fits well on my child	.160	16.684	<.001	4	constant	4.144			
					social orientation	.129	.254	5,176	<.001
					practical orientation	.140	.276	5,626	<.001
					aesthetic orientation	.064	.126	2,563	=.011
Price is reasonable	.153	15.780	<.001	4	constant	3.068			
					practical orientation	.181	.223	.4.532	<.001
					aesthetic orientation	.178	.220	.4.469	<.001
The size fits well	.128	12.803	<.001	4	constant	3.738			
					social orientation	.096	.161	3.231	=.001
					practical orientation	.144	.240	4.056	<.001
					aesthetic orientation	−.116	−.195	−3.907	−3.907

Note : Omission of the other variables (under R^2=.128)

<Table 15> the effects of fashion responses on the 21 brand evaluative variables

Evaluative variable	R^2	F	p	df	Model	β	S E.β	t	p
Lint-free & anti-piling finish	.117	15.492	<.001	3	constant	3.549			
					self-conscious response	.234	.312	6.213	.001
					self-esteem response	−.106	−.141	−2.802	=.005
Appealing color combination	.106	13.804	<.001	3	constant	4.085			
					self-conscious response	−.105	−.200	−3.966	<.001
					self-esteem response	.134	.255	5.044	<.001
Absorbing moisture and keeping dry	.116	15.296	<.001	3	constant	3.409			
					self-conscious response	.249	.314	6.250	<.001
					self-esteem response	.104	.131	2.611	=.009

Note : Omission of the other variables (under R^2=.106)

COLOR COMBINATION. If SELF- CONSCIOUS RESPONSE increases by one standard deviation, APPEALING COLOR COMBINATION decreases by .200 standard deviation. If SELF-ESTEEM RESPONSE increases by one standard deviation, APPEALING COLOR COMBINATION increases by .255 standard deviation.

Thus, higher the SELF-CONSCIOUS RESPONSE, the lower the evaluation of APPEALING COLOR COMBINATION. The higher the SELF-ESTEEM RESPONSE, the higher the evaluation of APPEALING COLOR COMBINATION.

6. The effect of the demographic factor on the 21 brand evaluative variables

Regression showed significant statistical differences($R^2=.193$, $F=10.361$, $p<.001$, $df=8$) between eight demographic factors and THE SIZE FITS WELL among 21 variable for the evaluation of brands. If AGE increases by one standard deviation, THE SIZE FITS WELL increases by .124 standard deviation. If NUMBER OF CHILDREN increases by one standard deviation, THE SIZE FITS WELL increases by .214 standard deviation. If EDUCATION increases by one standard deviation, THE SIZE FITS WELL increases by .187 standard deviation. If CAREER WOMEN increases by one standard deviation, THE SIZE FITS WELL decreases by .462 standard deviation. If LOCATION increases by one standard deviation, THE SIZE FITS WELL increases by .120 standard deviation. Thus, higher the seven demographic factors, the higher the evaluation of THE SIZE FITS WELL(Koo Insook)[14].

Ⅴ. Conclusion

The number of children' wear brands that consumers purchased within the last two years

were 5,469. Each consumer purchased more than 15 brands on average. The reasons for purchase of brands were 'ATTRACTIVE DESIGN(20.8%)', 'GOOD MATERIALS(18.6%)', and 'APPEALING LOGO AND DECORATION (16.1%)'. The usage rate of the imported brand was 86.5%. The reasons for the purchase of imported brands were 'APPEALING DESIGN AND COLOR (68.2%)', 'NOT SENSITIVE TO FASHION (14.1%)', 'DIFFERENTIATE FROM OTHER CLOTHING (11.8%)'.

The number of children' wear brands that consumers purchased within six month were 375. The recent top ten brands were PO(21.4%), PE(15.8%), BY(9.6%) etc.. The results from crossing-tab analysis showed that there were significant relationships (Pearson X^2 value= 473.117, df=70, p<.001)between BRAND BUYING REASON and ten brands. The best buying reason of BY brand was GOOD MATERIAL (82.4%**** among 34 persons), and the best buying reason of BN brand was ATTRACTIVE DESIGN (61.1%*** among 18 persons). Also, the best buying reason of BG brand was APPEALING LOGO AND DECORATION (53.8%** among 13 persons), the best buying reason of PO brand was NAME VALUE BRAND (31.6%* among 76 persons), and the best buying reason of RT brand was FAVORITE COLOR(34.4% among 32 persons). The best buying reason of each row defines its brand buying merit.

The results from crossing-tab analysis showed that there were significant relationships(Pearson X^2 value=659.114, df=238, p<.001)between BRAND BUYING REASON and nine images. The best reason for buying Brat image was APPEALING LOGO AND DECORATION (40.0%* among 20 persons). Also, the main reason for buying Romantic image was APPEALING LOGO AND DECORATION (44.4%** among 27 per-

sons). And, the best buying reason for Traditional image was GOOD MATERIAL (80.0%*** among 35 persons).

Overall, ANOVA results showed that the visual attributions (variables) of clothing from 21 clothing evaluative variables such as APPEALING DESIGN group (mean= 4.155), and APPEALING COLOR COMBINATION group (*mean*=4.084) marked significantly higher scores compared to others (functional attributions). This result is noteworthy because it is opposite to the common stereotypes and prejudices that selectors who first recognize visual information(attributions) as a clothing buying criteria will be unsatisfied with them after wearing them.

Then, the results from the study on the relationship among fashion orientations, fashion response related to high priced children's wear, and 21 clothing evaluative variables point out that the higher the SOCIAL and AESTHETIC ORIENTATION, the lower the evaluation of THE SIZE FITS WELL. And higher the SELF-CONSCIOUS RESPONSE, the higher the evaluation of LINT-FREE & ANTI PILING FINISH. The higher the SELF-ESTEEM RESPONSE, the lower the evaluation of LINT-FREE & ANTI PILING FINISH. Thus, the results mentioned above point out that consumers are interested in size, textures, and materials finish depending on consumers' orientation, self-consciousness and self-esteem.

And then, AGE, NUMBER OF CHILDREN, OCCUPATION, CAREER WOMEN, and LOCATION among seven demographic factors are predicting factors pointing to THE SIZE FITS WELL.

This study suggest that selection of appropriate apparel to enhance appearance might be a coping strategy, in that it could help individuals by providing aesthetic pleasure leading to higher satisfaction with their clothed body, and thus resulting in higher self-esteem. Therefore, this study suggests that the chief reason that determines the outcome of success or failure in fashion industry depends on the seasonal productions with fashion image creation (including size fit and texture), reflecting the exclusive trends.

In conclusion, I would like to mention again that the children's wear market's driving force is coming from its individual consumer. In order to predict the market's volatility, it is necessary to assess the individual consumers' behaviors. It is imperative, in planning and producing the merchandise, to ceaselessly monitor the buying behaviors and trends. The results of this study suggest that in the clothing brand communities the brand factor (brand image level) is as important as the community factor (degree of satisfactory to meet the needs) in the community commitment.

Reference

1) Korean fashion year book(2009). Apparel News Co., pp.385-426.
2) 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.
3) Lim Sookja (2001), *Fashion Marketing and Consumer Behavior*, Kyomunsa, p.114.
4) Ann Marie Flore, Sara J. Kadolph, Jennifer Paff Ogle (2005), "Promoting criticle thinking product development: connections between textile science and consumer's aesthetic value", *Clothing and Textiles Research Journal, 23(4)*, pp. 207-321.
5) Kim K P. et al.(2008) "Dress and Human

Behavior: A Review and Critique", *Clothing & Textile Research Journal, 26(1)*, pp.3-22.

6) Tammy R. Kinley, Bharath M. Josiam, Fallon Lockett(2010), "Shopping behavior and the involvement construct", *Journal of Fashion Marketing and Management, 14(4)*, pp. 562-575.

7) Koo Insook(2009), "A Study on the Image Perception of Golf Wear Brand: Focused on the Daks and Superior Golf wear", *Fashion Business, 13(1),* pp.1-16.

8) 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.

9) Eckman. M, 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.

10) Thomas, J.B., Nancy, L.C.and Sandra, M.F. (1991), "Underlying Dimensions of Apparel Involvement in Consumer's Purchase Decision", *Clothing and Textile Research Journal, 9(3), pp.45*-48.

11) Elizabeth Bye, Lyndsie Hakala(2005), "Sailing Apparel for Women: A Design Development Case Study", *Clothing & Textile Research Journal, 23(2)*, pp.45-55.

12) Koo Insook(2010), "The Effect of Demographic Factors on Fashion Orientation, Fashion Response, and Buying Criteria (paper no. 1)", *2010 International Symposium, LASELLE College of the arts, Singapore, Proceeding,* pp. 162-167.

13) Koo Insook(2010), op, cit. pp.1-16.

14) Koo Insook(2010), "The Effect of Demographic Factors on Consumer's Clothing Brand Preference and its Reason, and Brand Evaluation (paper no.3)", *2010 International Symposium, LASELLE College of the arts, Singapore, Proceeding*, pp. 151-156.