Suggestion on Chinese Clothing Market Launching : Focused on Foreign Students's Clothing Buying Behavior in Korea

Koo Insook · Liu Dashuang[*]

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

Dept. of Consumer Life Information, College of Human Ecology, Chung Nam National University[*]

Abstract

This paper is a study on the information required for developing Korean clothing products intended for Chinese students in Korea and for opening markets of Korean clothing and brands in China. It analyses the buying behaviors, purchasing ability, the favourite apparel type for clothing, and satisfaction with Korean clothing and brands of Chinese students in Korea, with which it seeks a program for South Korea branding to enter into the Chinese clothing market.

Three hundred fifty seven students of Hannam University and PaiChai University Chung nam National University in Daejeon-city took part in this study.

This paper adopts Descriptive Analysis, Crossing Analysis, Bivariate Correlations, and One-way ANOVA in SPSS 17.0 with Post Hoc Multiple Comparisons to know about the impact of demographic variables of Chinese students in Korea on buying information sources, the criteria for store selection, buying capacity, praise degree on various properties of Korean clothes products and their satisfaction with Korean clothes products.

The first proposal of expanding China market for Korean merchants is to achieve maximum sales based on sales promotion strategies, such as the credit card corporations, the store display and sales person service development, SPA, design size development, and to upgrade consumption values. The second proposal is Korean clothes corporations should open the Internet shopping corresponding to the physical stores, the most frequently used information source of Chinese students is the network, from the age distribution of Internet users in 2008 in China, population above 10 and below 30 accounts for 66.7% of all users, In recommending clothes made in Korea to Chinese young people, on-line advertising will get better effects than other strategies, specially during advertisement,

Corresponding Author: Koo Insook, Tel. +82-42-821-6845, Fax.+82-42-821-8887

E-mail: iisk@cnu.ac.kr

they should take good use of Korean television shows and variety shows or help Chinese poor areas to do the social contribution hereby to improve the public image of Korean clothes corporations, which can bring good sale promotion effects as well.

Key Words : Chinese students' consumer, Chinese students' clothing buying behavior, Chinese students' clothing buying criteria, Korean clothing market and Korean clothing brand in China.

Ⅰ. Introduction

As more and more foreigners in Korea, the new purchasing class -the group for the foreigner consumers is emerging to the supervisor with the I-park mall Yongsan, from October to December in 2008, among 600,000 visitors at weekend, foreigners account for 7%, which increases more than twice in winter compared to that of the whole year. G-market specialized in trading with the foreigners, its turnover in August, 2009 increases by ten times compared with that of the beginning of the year in 2008[1], among which, the percentage of Chinese students aboard can not be neglected.

From 2005 to 2009, foreign students studying in Korea increased by 270%. On a basis of 31st, October, 2009, among them the Chinese students (64,300)aboard account for 77% of all foreign students(83,480). Especially for the survey in 2008 by 267 Chinese students aboard in Sangmyung University, the result shows that the upper class account for 21.2%, upper-middle class for 93.7% in total. Chinese students aboard can be the consumers of upper-middle class, who has a great influence in China[2]. The author thinks there is difference between their apparel life and clothes purchasing and consuming behaviour from that of the Chinese in Korean workplace. The Chinese students aboard who grow up under social-cultural environment face new commodity

and information in Korea, their purchasing and consuming behaviour become a window for the Korean businesses to know something about Chinese market. Meanwhile, clothing enterprises in Korea needs to work out a corresponding plan of clothing products for this group to increase their sales.

With increasing number of foreign students studying in Korea, the group is becoming the clothing niche markets for Korean freshman Korean enterprises pay increasing attention to them and they need to conduct a survey in this market, carrying out a product scheme with them as their target, which will be easy to export the clothing product to China.

The group of Chinese students aboard is not only the target users in niche markets for Korean clothing, but also an advertising media which cannot be neglected by Korean enterprises during their entering into China. As Chinese elites, they study aboard, and get used to the consumer model and life style in Korea, forming their distinctive consumer orientation, so they are a bond connecting Korean- Chinese clothing market, but also the consumers imitated by Chinese young people. Still they will be seen as a leading role of consumer market in China in the future[3].

This paper is to develop the suitable clothing products for Chinese students aboard, and to get the information for Korean clothing enterprises during their entering into China.

Through questionnaire, the purpose for research is as follow :

First, to know about the consumer characteristics of Chinese students aboard. Second, to seize the favourite clothing style, purchasing capacity and satisfaction with Korean clothing products of Chinese students aboard. Third, to conduct a survey into the purchasing behaviour on clothing by Chinese students aboard who continuously grow, to provide the reference data for developing niche markets in Korea, for Korean enterprises' entering into China and for expanding the clothing market of Chinese university students based on this survey.

II. The background of the theory

1. Preliminary study on clothing buying behavior

The act for purchases means to meet the desires of the consumers, they use, handle and obtain property and services, the process for decision on both spiritual and physical actions through such consciousness[4]. The act for clothing purchases means all the activities related to consumers who buy clothes[5]. Specifically, such behaviour is consisted of the course for five stages such as problem recognition, information research, case evaluation and the evaluation during and after purchasing[6]. Previous scholars do the various research into the behaviour of clothes purchases, purchase motive, purchase information sources, purchase places, the criteria for clothes selection and the store selection was mainly used in the research course, as well as purchase frequency, purchase prices and the

satisfaction with clothes.

The most basic matters considered by Sproles[7] during the selection for clothes products are non-essential property of the products such as type, size, price, physical characteristics, brand, climate and management; it will change with different social psychological criteria.

The evaluation criteria for clothes by Eckman ets.[8] was divided into internal and external characteristics, the internal characteristics means the type, color, design, appearance and fiber components and so on, the external characteristics means the frequently used ones during their evaluation on clothes such as the clothes prices or brand and so on. The selection criteria for stores means the special selection by consumers for the stores for buying goods, during their selection for stores, self evaluation criteria and symbol of instant store property can be distinguished by comparing the stores consumers can select and the ones they can't during their selection for stores[9]. Horn[10] says the consumers choose the stores which sell the products they want during their comparison when buying within the suitable prices limit, they can be affected by many aspects such as the store diversity, services, transportation and the operation modes. The consumer selection would be affected by nine important factors such as goods, services, customers, store facilities, convenience, sales promotion, store atmosphere, reliability on stores and its reputation, the satisfaction after buying. The satisfaction with clothes means subjective and emotional clothes buying which changes with individual and the satisfaction results with the clothes after wearing, which consisted of three aspects such as practical side, appearance side and social side.

2. The previous studies on the clothing buying behavior related to Chinese people

By the previous studies on the clothing buying behavior related to Chinese people[11)12)13)14)15)], most Chinese students abroad are Han ethnic group, most of whom come to Korea after finish their study in Chinese colleges, and are between 20 and 30 years old, born in 80s, they are good at computers, mobile phones and network, who often shop at Internet and buy world brand, and are consumer-sensitive group.

The generation after 80s belongs to middle-class in China, from college students to workplace people then to corporation managers, they are people who cater to mainstream of Internet shopping and world brand, this generation is called "little emperor"generation due to the family planning policy in 1979, who are seen as the apple of the elder in the families, have rich material life, and receive good education since childhood[16]. As a new group, the population of this generation is about 200 million and four hundred, who become the mainstream consumer group in contemporary Chinese society. Plus, 77% of all 2007-based credit cards are distributed to them between 20 to 29 years old, they are rather sensitive to popularity and clothing, as the Korean wave rising, this generation often imitate the dress of Korean artists.[17]

3. South Korea Fashion actuality in the Chinese market

With China's fashion market growth, South Korea's many fashion brands(starting ELAND, ELAND kids, Scofield, Prich, Teenieweenie, PawinPaw, women's Roem, and underwear brand Ebin, etc.) in the 1990s began to permeate the Chinese market. In the Chinese market, the South Korean fashion styles and brands were in vogue with the special trends of diversification at that times.

Before and after the 2008 Beijing Olympic Games, South Korea's influencing the famous fashion enterprises also continued to enter the Chinese market. Last year in Shanghai and Beijing Hansome enterprise 's System, SJSJ stores opened. Also, Middle-aged suit-dresses with special enterprises (Madampolla), the female white-collar clothing (L & L), women's attractive clothing (Qua), and luxury brand (Botticelli) established in Beijing, Qingdao, Shanghai, and Tianjin.

Since the 2008 Olympic Games as an opportunity, South Korea's famous outdoor wear brands also entered into Chinese market. After the Olympic Games, outdoor wear brand markets have been enlarged in sportive trend, and today became the powerful market. With casual and sports wear boom in China coping with easy life style, leisure and golf wear brands(Wolsey golf of high fame, contemporary Leedongsoo golf, valuable JackNicklaus, KolonSports for FcCKolon) was sold out in China,

Also, in viewing the children accounting for the 25% of China's overall population, children's clothing enterprises are considered as an active market to watch.[18]

And many of today's young people have in chasing Korean clothing, because it is able to attract eyes of our young people. in the domestic Korean clothing styles for women, is more like the pursuit of fashion, because the desire of beauty is a woman's nature.

In the Chinese fashion market, South Korean women's clothing brands have been developed their brand perception, brand loyalty. They are the Deco (Deco), Beaucre Merchangising (on &

on, NetC 2 brands), MG Grovel (Lancy), Jeongho Korea (Minimum), SBFINC (CcaradiPosition), Fashion Net (Easienne) , Daehyun (Zooc), Tomboy (Tomboy), Shin Won (SI, Bestibelli), Demoo (Demoo), INI.Planning (RYANNEWYORK), Tung Yee Industrial (Mustbe), Lynn Company (Line), SGWICUS (ab. fz), LEMAN (ClubCocoa), YK038 (ILcsATIN), Interline (Blooms bury), Gumi International (Flamingo), Kyong WonY & C (Reuve), EXR company, and so on.

Korea Women's Casual Clothing fashion brand into the Chinese market on behalf of enterprises E-land (E-land, Scofield), Bangbang Clothing (UGIZ, Bangbang) and so on. (Brand name in parentheses)

JINDO Co., Ltd. belongs to SEVEN MOUNTAIN GROUP since 1992, it began the business cooperation with China. At present, in shipping, logistics, construction, and other fields, it is maintaining good relations of cooperation with the Chinese enterprises.[19]

According to statistics of China UnionPay cards, 7 Korean brands were included in TOP 10 brands monthly selected by Chinese consumers from January to April, 2011 as shown in the below <table 1>.[20][21]

III. The research problems and methods

1. Research problems

In this section, through the research into the clothing behavior of Chinese students in Korea, in order to realize suitable product development and to constitute effective market strategy, the following research problems are established.

1) Analyse the clothing behavior of Chinese students in Korea

<Table 1> The top ten brands selected by Chinese consumers(2011-10)

	January	February	March	April
1	Chanel	Hermes	Hermes	Hermes
2	Valentino	Chanel	Obzee * (Women's wear)	Chanel
3	Louis Vuitton	Yizhen (Jewelry)*	Chanel	Cartier
4	Rolex	Valentino	Louis Vuitton	Gucci
5	Doho * (Women's wear)	Louis Vuitton	Moncler	Solidhomme* (Men's wear)
6	Hermes	Moncler	Celine	Kiton
7	Dongwoo (Fur)*	Prada	Tiffany	Louis Vuitton
8	Moncler	G. Botticelli* (Women's wear)	Rookie Blue	Boon the shop
9	Ann Demeulemeester	Van Cheef & Arpels	Calvin Klein	Yve Saint Laurent
10	Solidhomme* (Men's wear)	Fendi	Cheong-Kwan-Jang* (Red ginseng)	Dolce & Gabbana

*= Korean brands   Data : from Shinsegae Department Store

2) Analyse purchasing capacity of Chinese students in Korea

3) Analyse the favourite apparel type of Chinese students in Korea

4) Analyse the degree of satisfaction with Korean products of Chinese students in Korea

5) Analyse the market programmes for Korean clothing brand to enter into China.

2. The research methods

1) Participants

The actual survey began on 1st, April, 2010 and ended on 13th, April, 2010, 380 questionnaires are handed out to Chinese students in Korea who are in school in Chung nam National University, Hannam University and

<Table 2> Participants

variable	group	frequency	
		person	percentage (%)
sex	male	134	37.5
	female	223	62.5
age	age < 20	13	3.6
	20~25age	214	59.9
	26~30age	110	30.8
	age > 30	20	5.6
sojourn state	language study student	52	14.6
	exchange student	28	7.8
	university student	122	34.2
	graduate student	155	43.4
average monthly family income	money < 5000 rmb	104	29.1
	5,000~9,999 rmb	154	43.1
	10,000~14,999 rmb	50	14.0
	15,000-19,999 rmb	19	5.3
	money > 20,000 rmb	30	8.4
monthly pocket money	money < 99,999 won	8	2.2
	100,000~200,000 won	47	13.2
	210,000~300,000 won	99	27.7
	310,000-400,000 won	97	27.2
	410,000~500,000 won	56	15.7
	money > 510,000 won	50	14.0
major	science and engineering	60	16.8
	humanities/business/social sciences	227	63.6
	arts and physical	18	5.0
	language study	52	14.6

Note : 5,000 rmb = 905,000 won (July 4, 2010 foreign exchange standard)

PaiChai University in Daejeon-city, each of them are given fifteen minutes to answer, the investigators and research support staff do the site survey, and collect them directly, 357 effective questionnaires are collected in this research in total. The demographic characteristics of participants for this research is as shown in the below <table 2>.

2) Measurement tools

The measurement tools used by this research is based on prior study, with the purpose of making the questionnaire confirm to the characteristics of the Chinese students abroad, the measurement tools of this questionnaire is consisted of six parts : demographic variables, purchase activities, the favourite clothing type, purchasing capacity, the degree of satisfaction, the plans for entering into the Chinese market.

This paper looks into four aspects such as buying information sources, criteria for store selection, praise degree on various properties of Korean clothes products and satisfaction with Korean clothes products by Chinese students in Korea by 5 point likert way, (1=strongly disagree to 5=strongly agree), into demographic variables, buying motive, the expenditure on Korean clothes in 2009, how many items they bought, the affordable prices, the clothes types they like and satisfaction with the size of Korean clothes by Chinese students in Korea by single choice way, into the buying places in Korea by Chinese students in Korea, the distribution channel and promotional tools recommended while Korean clothes corporations entering into China by multiple choice way and into the selection criteria for clothes products in sort order way.

3) Anlaysis Method

This paper adopts Descriptive Analysis, Crossing Analysis, Bivariate Correlations, and One-way ANOVA in SPSS 17.0 Post Hoc Multiple Comparisons to know about the impact of demographic variables of Chinese students in Korea on buying information sources, the criteria for store selection, buying capacity, praise degree on various properties of Korean clothes products and their satisfaction with Korean clothes products.

IV. Results and Discussion

1. The clothing buying behavior of Chinese students in Korea

Most frequently used information sources of Chinese students in Korea come from networks (m=3.93), in addition, store display (m=3.72) and the views people around (m=3.54) are widely used, all the options analysed through Reliability Analysis turn out that Cronbach's Alpha=.741. Age of demographic variables are related with radios, magazines and advice by salesmen in twelve purchasing information sources, the correlation coefficient is that radios($r_{(2)}$=−.118, p<.05), magazines ($r_{(2)}$=−.184, p<.001), and advice by salesmen ($r_{(2)}$=−.163, p<.001) as shown in the below <table 3>.

When Chinese students in Korea want to buy some formal clothes, most of them buy thosefrom department stores, which is 67.4%. When they buy casual clothes, 44.5% of them buy those through network, in addition, about 25% of them buy clothes through supermarket, Because of not knowing about the spots and traffic of wholesale markets and Pedestrian Street for clothes shopping, department stores,

<Table 3> The Clothing Buying Behavior of Chinese students in Korea

Purchasing Information Resources ɤ=0,741	mean	deviation
Internet	3.93	1.21
store display	3.72	1.21
the views around	3.54	1.13
entertainer's or famous people's clothes	2.87	1.21
salesman's advice	2.82	1.03
magazine	2.52	1.12
catalog	2.39	1.07
TV	2.35	1.14
newspaper	2.22	1.03
radio	1.97	0.90
elevator's advertising	1.95	0.90
traffic's advertising	1.91	0.86
Formal clothing Purchasing Place	frequency (person)	percentage (%)
department stores	231	64.7
Internet shopping	97	27.2
supermarket	86	24.1
famous brand agents	77	21.6
traditional market	22	6.2
TV shopping	3	0.8
Leisure Clothing Purchasing Place	frequency (person)	percentage (%)
department stores	174	48.7
Internet shopping	159	44.5
supermarket	96	26.9
famous brand agents	79	22.1
traditional market	43	12.0
TV shopping	3	0.8
Purchasing Motive	frequency (person)	percentage (%)
anytime	243	68.1
seasonal time	159	30.0
discount	95	26.6
special events (graduation , meeting)	39	10.9
exceptional class	5	1.4
Criteria of Clothing Selection	frequency (person)	percentage (%)
design	184	51.5
prices	74	20.7
quality	47	13.2
color	17	4.8
popularity	16	4.5
raw materials	12	3.4
country of origin	7	2.0
The Criteria of Store Selection ɤ=0,741	mean	deviation
value prices	4.25	0.85
store reputation	3.88	0.89
easy refund(shopping convenience)	3.66	0.98
display(promotional activities)	3.57	0.90
products popularity	3.47	1.03
store atmosphere	3.46	0.90
seller services	3.21	1.01

famous brand agents and Internet are usually their first choice.

The reason for the highest frequency of buying motivation is to buy in needed conditions at anytime (68.1%), followed by buying out of seasonal time (30.0%), and buying during discount(26.6%).

When Chinese students select clothing, design is of the most importance (51.5%), followed by price (20.7%), quality (13.2%), color, fashion popularity, raw materials and country of origin.

And crossing tab analysis showed the most important attributions among the criteria of clothing selection of male(frequency 134) and female(frequency 223) were different, in case of male, the most important attributions were price,

<Table 4> Crossing tab analysis of Sex and Criteria of clothing selection

criteria of clothing selection	sex		Total(%)
	male	female	
price frequency(%)	33(9.2%)	41(11.5%)	74(20.7)
sex%	24.6%	18.3%	
quality frequency(%)	20(5.6%)	27(7.6%)	47(13.2)
sex%	14.9%	12%	
color frequency(%)	3(8%)	14(3.9%)	17(4.8)
sex%	2%	6%	
country of origin frequency(%)	5(1.4%)	2(.6%)	7(2.0)
sex%	3.7%	0.89%	
material frequency(%)	7(2.0%)	5(1.4%)	12(3.4)
sex%	5.2%	2%	
fashion frequency(%)	5(1.4%)	11(3.1%)	16(4.5)
sex%	3.7%	4.9%	
design frequency(%)	61(17.1%)	123(34.5%)	184(51.5)
sex%	45.5%	55.1%	
total frequency(%)	134(37.5%)	223(62.5%)	357(100.0)
sex%	134(100%)	223(100%)	

<Table 5> The mean and SD of Criteria of clothing selection.

criteria of clothing selection	N	mean	SD
price	74	4.3514	2.32575
quality	47	4.8298	2.38946
color	17	5.4118	1.87279
country of origin	7	3.0000	1.52753
material	12	4.9167	2.31432
fashion	16	4.3750	2.98608
design	184	5.3533	2.42937
total	357	4.9748	2.42458

quality, country of origin, raw material, in other hands, female perceived color, fashion, and design as the most important attributions as shown in the below <table 4, 5>.

Corelation analysis showed there are positive coefficients *(r(2)=.149, p=.005)* between criteria of clothing selection and the using casual wear, crossing tab analysis showed the group selected DESIGN as the first criteria of clothing selection used (purchased) over 6 set of casual wear as shown in the below <table 6>.

Corelation analysis showed there are negative coefficients *(r(2)=.-107, p<.05)* between criteria of clothing selection and elevator's advertising among 12 purchasing information resources variables as shown in the below <table 7>.

The analysis result of shop choosing baseline is that Chinese students are most sensitive to price *(m=4.25)*, followed by store reputation *(m=3.88)*, shopping convenience *(m=3.66)*, promotional activities *(m=3.57)*, fashion popularity

(m=3.47), store atmosphere *(m=3.46)*, and seller services *(m=3.21)*. Through the analysis of Reliability Analysis, the results of all the options are Cronbach's Alpha=.741.

There are relativity between age in demographic variables and salespeople services in store evaluation criteria, the related coefficient is that *(r(2)= -.158, p<.001)*.

In the average monthly family income in demographic variables and store evaluation criteria, there are relevance between store atmosphere, sale promotion and popularity, the related coefficient is that store atmosphere *(r(2) =.113, p<.05)*, sale promotion *(r(2)=.117, p<.05)*, and popularity *(r(2)=. 106, p<.05)* as shown in the above <table 3>.

Corelation showed positive efficients between sex and sales promotion tools, there are positive coefficients *(r(2)=.165, p<.001)* between sex and value price, and there are positive coefficients *(r(2)=.487, p<.001)* between store atmosphere and display. as shown in the below <table 8>.

<Table 6> Crossing tab analysis of Criteria of clothing selection and the using casual wear

criteria of clothing selection	the using casual wear(set)							total
	1	2	3	4	5	6	over6	
price	16 4.5%	15 4.2%	13 3.6%	6 1.7%	9 2.5%	1 .3%	14 3.9%	74 20.7%
quality	8 2.2%	8 2.2%	8 2.2%	3 .8%	6 1.7%	3 .8%	11 3.1%	47 13.2%
color	0 .0%	4 1.1%	2 .6%	2 .6%	5 1.4%	0 .0%	4 1.1%	17 4.8%
country of origin	2 .6%	4 1.1%	0 .0%	0 .0%	1 .3%	0 .0%	0 .0%	7 2.0%
material	2 .6%	1 .3%	1 .3%	2 .6%	4 1.1%	0 .0%	2 .6%	12 3.4%
fashion	5 1.4%	5 1.4%	0 .0%	0 .0%	0 .0%	0 .0%	6 1.7%	16 4.5%
design	24 6.7%	27 7.6%	22 6.2%	23 6.4%	14 3.9%	7 2.0%	67 18.8%	184 51.5%
total frequency total%	57 16%	64 17.9%	46 12.9%	36 10.1%	39 10.9%	11 3.1%	104 29.1%	357 100.0%

<Table 7> Corelation between criteria of clothing selection and purchasing information resources.

	1)	2)	3)	4)	5)	6)	7)	8)	9)	10)	11)	12)	13)
1)													
2)	.010												
3)	−.072	−.038											
4)	.090	−.002	.165**										
5)	.087	.084	.067	.226**									
6)	.070	.168**	−.003	−.030	.309**								
7)	.056	−.067	.365**	.117*	.129*	.323**							
8)	.020	−.095	.452**	.066	.095	.287**	.626**						
9)	.077	.013	.185**	.160**	.193**	.352**	.415**	.376**					
10)	−.024	−.085	.340**	.021	.052	.214**	.427**	.511**	.283**				
11)	.055	−.080	.306**	.073	.028	.130*	.366**	.384**	.261**	.368**			
12)	−.107*	−.080	.330**	−.038	.002	.120*	.305**	.394**	.304**	.554**	.458**		
13)	−.090	−.129*	.340**	.015	−.016	.129*	.278**	.407**	.298**	.410**	.372**	.701**	

1)=criteria of clothing selection, 2)=store display, 3)=TV, 4)Internet, 5)=the views around, 6)=seller service, 7)=magazine, 8)=newspaper, 9)=famous people's clothes, 10)radio, 11)=catalog, 12)=traffic's advertising, 13)=elevator's advertising,   N=357.   *=p<.05, **=p≦.001

<Table 8> Corelation between sex and sales promotion tools

	1)	2)	3)	4)	5)	6)	7)	8)
seller service 1)								
store atmosphere 2)	.429**							
easy refund 3)	.298**	.363**						
display 4)	.238**	.487**	.368**					
popularity 5)	.183**	.311**	.234**	.418**				
value price# 6)	.111*	.209**	.341**	.270**	.259**			
store reputation 7)	.103	.254**	.261**	.333**	.345**	.322**		
sex 8)	.047	.020	.098	.132*	.066	.165**	−.020	

#=good quality and reasonable price,   N=357, *=p<.05, **=p<.001.

2. The purchasing capacity of Chinese students in Korea

In expenditure of Chinese students in Korea on clothes in 2009, most male and fe male would choose between 200,000 and 400,000 won (30.0%). Overall, female Chinese students in Korea spent more on Korean clothes than male.

From the perspective of the result for the amount of clothes purchased by clothes

consumers of Chinese students in Korea, there are up to 53 males choose not to buy formal clothes (39.6%), while up to 67 females choose not to buy formal clothes (30.0%). For the maximum options for how many leisure clothes are bought, the males have bought two (21.6%), while females more than six (36.3%). Overall, there are more females Chinese students in Korea than males for buying Korean clothes.

Average monthly family income and monthly pocket money in demographic variables are related to the expense of Chinese students in Korea on clothes in 2009, the related coefficient is average monthly family income ($r(2)$=.150, p<.001), monthly pocket money ($r(2)$=.280, p<.001).

That expense of Chinese students in Korea on Korean clothes in 2009 and advice from the salespeople in purchasing information sources are related to the clothes of artists or famous people. The related coefficient is that advice from the salespeople ($r(2)$=.146, p<.001), the clothes of artists or famous people($r(2)$=.180 , p<.001).

The amount of leisure clothes bought by Chinese students in Korea in various majors in 2009 (F=8.2, p<.05).

The affordable prices for Chinese students in Korea while buying formal clothes are between 80,000 and 130,000 won, the option most students

for is (26.6%). On the whole, male Chinese students abroad can afford more than female on formal clothes. Both male and female student affordable prices on formal clothes are about 30,000 to 300, 000 won (88.0%). Among male Chinese students in Korea, the affordable prices for most of them is between 20,000 and 30,000 won while buying T-shirt and pants, T-shirt (31.3%), pants (26.1%), while female is between 6,000 and 10,000won (26.5%) on T-shirts and 10,000 to 20,000 on pants (25.6%), on the whole, Chinese male students abroad can afford more than the female.

The affordable prices for Chinese students in Korea while buying formal clothes are related with the network, catalog in purchasing information sources, the related coefficient is network ($r(2)$=.128, p<.05), catalog ($r(2)$=.137, p<.001).

The affordable prices for Chinese students in Korea at T-shirts are related with the using frequency of the views from people around in twelve purchasing information sources. The related coefficient is ($r(2)$=-.125, p<.05).

The affordable prices for Chinese students in Korea on pants are related to vehicle advertising, television, network, and magazines in twelve purchasing information sources, the related coefficient is vehicle advertising ($r(2)$=-.105, p<.05), television ($r(2)$=-.110, p<.05), network ($r(2)$=.121, p<.05), and magazine ($r(2)$=.126, p<.05).

<Table 9> The Purchasing capacity of Chinese students in Korea

The Expending on Clothing for Chinese students in Korea in 2009							
sex \ won	cost< 200,000	200,000~ 400,000	410,000~ 600,000	610,000~ 800,000	810,000~ 1,000,000	cost> 1,000,000	Total
male	30 (22.4%)	52 (38.8%)	26 (19.4%)	11 (8.2%)	11 (8.2%)	4 (3.0%)	134 (100%)
female	40 (19.7%)	55 (24.7%)	64 (28.7%)	26 (11.7%)	11 (4.9%)	23 (10.3%)	223 (100%)
Total	74 (20.7)	107 (30.0%)	90 (25.2%)	37 (10.4%)	22 (6.2%)	27 (7.6%)	357 (100%)

<Table 9> Continued

The Amount of Clothes Purchased for Chinese students in Korea in 2009				
criteria \ variable	male		female	
	formal clothes	leisure clothes	formal clothes	leisure clothes
0	53(39.6%)	14(10.4%)	67(30.0%)	23(10.3%)
1 item	29(21.6%)	15(11.2%)	45(20.2%)	5(2.2%)
2 item	17(12.7%)	29(21.6%)	39(17.5%)	35(15.7%)
3 item	11(8.2%)	20(14.9%)	23(10.3%)	26(11.7%)
4 item	9(6.7%)	16(11.9%)	16(7.2%)	20(9.0%)
5 item	5(3.7%)	15(11.2%)	10(4.5%)	24(10.8%)
6 item	0(0.0%)	2(1.5%)	2(0.9%)	9(4.0%)
>6 item	10(7.5%)	23(17.2%)	21(9.4%)	81(36.3%)
Total	134(100.0%)	134(100.0%)	223(100.0%)	223(100.0%)

The Affordable prices for Chinese students in Korea(formal clothes a set)								
sex \ won	< 30,000	30,000~ 80,000	80,000~ 130,000	130,000~ 180,000	180,000– 220,000	220,000~ 300,000	300,000~ 400,000	> 400,000	sum
male	7 (5.2%)	17 (12.7%)	36 (26.9%)	29 (21.6%)	19 (14.2%)	15 (11.2%)	6 (4.5%)	5 (3.7%)	134 (100.0%)
female	11 (4.9%)	53 (23.8%)	59 (26.5%)	40 (17.9%)	27 (12.1%)	19 (8.5%)	12 (5.4%)	2 (0.9%)	223 (100.0%)
Total	18 (5.0%)	70 (19.6%)	95 (26.6%)	69 (19.3%)	46 (12.9%)	34 (9.5%)	18 (5.0%)	7 (2.0%)	357 (100.0%)

The Affordable prices for Chinese students in Korea(leisure clothes 1 item)				
prices(won) \ variable	male		female	
	T–shirt	pants	T–shirt	pants
<5,000	4(3.0%)	2(1.5%)	15(6.7%)	4(1.8%)
6,000~10,000	19(14.2%)	2(1.5%)	59(26.5%)	11(4.9%)
10,000~20,000	33(24.6%)	20(14.9%)	57(25.6%)	57(25.6%)
20,000~30,000	42(31.3%)	35(26.1%)	53(23.8%)	53(23.8%)
30,000~40,000	16(11.9%)	29(21.6%)	15(6.7%)	44(19.7%)
40,000~50,000	9(6.7%)	14(10.4%)	12(5.4%)	21(9.4%)
50,000~80,000	8(6.0%)	17(12.7%)	7(3.1%)	22(9.9%)
80,000~130,000	2(1.5%)	9(6.7%)	4(1.8%)	5(2.2%)
130,000~180,000	0(0.0%)	5(3.7%)	1(0.4%)	4(1.8%)
>180,000	1(0.7%)	1(0.7%)	0(0.0%)	2(0.9%)
Total	134(100.0%)	134(100.0%)	223(100.0%)	223(100.0%)

3. The favourite apparel type of Chinese students in Korea

Chinese students favorite type of clothing is casual wear, 72.3% of total respondents chose the answer, followed by formal dress (17.4%), sports apparel (9.0%), national costume (1.4%). Judging from age distribution of Korean clothing type liked by Chinese students in Korea, those like the national costume concentrate on less than twenty-six years old, while those like the leisure wear between twenty and thirty years old are up to 66.1 %.

The most favourite color for male students is black (44.8%). The color of black (24.2%) and white (24.2%) are also popular with female students. Among color wanted, color weared, and favorite color showed positive linear association, there is relative coefficients *(r(2)= .362, p<.001)* between color wanted, and favorite color.

<Table 10> The Favourite apparel type of Chinese students in Korea

The Favourite apparel type for Chinese students in Korea				
style \ sex	formal dress	casual wear	sports apparel	national costume	Total
male	18(13.4%)	94(70.1%)	22(16.4%)	0(0.0%)	134(100.0%)
female	44(19.7%)	164(73.5%)	10(4.5%)	5(2.2%)	223(100.0%)
sum	62(17.4%)	258(72.3%)	32(9.0%)	5(1.4%)	357(100.0%)

The Favourite apparel type for Chinese students in Korea				
style \ age	formal dress	casual wear	sports apparel	national costume	Total
age<20	1(0.3%)	10(2.8%)	0(0.0%)	2(0.6%)	13(3.6%)
20~25age	31(8.7%)	161(45.1%)	19(5.3%)	3(0.8%)	214(59.9%)
26~30age	24(6.7%)	75(21.0%)	11(3.1%)	0(0.0%)	110(30.8%)
31~35age	4(1.1%)	12(3.4%)	1(0.3%)	0(0.0%)	17(4.8%)
age>35	2(0.6%)	0(0.0%)	1(0.3%)	0(0.0%)	3(0.8%)
Total	62(17.4%)	258(72.3%)	32(9.0%)	5(1.4%)	357(100.0%)

The Favorite color of Chinese students in Korea					
variable \ color	male			female		
	color wanted	color weared	favorite color	color wanted	color weared	favorite color
black	57(42.5%)	65(48.5%)	60(44.8%)	54(24.2%)	60(26.9%)	54(24.2%)
white	41(30.6%)	20(14.9%)	29(21.6%)	71(31.8%)	45(20.2%)	54(24.2%)
blue	12(9.0%)	11(8.2%)	11(8.2%)	16(7.2%)	21(9.4%)	24(10.8%)
red	8(6.0%)	6(4.5%)	5(3.7%)	13(5.8%)	15(6.7%)	14(6.3%)
gray	6(4.5%)	15(11.2%)	6(4.5%)	7(3.1%)	29(13.0%)	6(2.7%)
yellow	3(2.2%)	5(3.7%)	6(4.5%)	11(4.9%)	7(3.1%)	13(5.8%)
off-white	3(2.2%)	4(3.0%)	5(3.7%)	4(1.8%)	4(1.8%)	1(0.4%)
brown	0(0.0%)	3(2.2%)	4(3.0%)	1(0.4%)	5(2.2%)	2(0.9%)
green	0(0.0%)	3(2.2%)	3(2.2%)	8(3.6%)	9(4.0%)	10(4.5%)
purple	3(2.2%)	0(0.0%)	3(2.2%)	2(0.9%)	5(2.2%)	14(6.3%)
pink	1(0.7%)	2(1.5%)	2(1.5%)	36(16.1%)	22(9.9%)	31(13.9%)
orange	0(0.0%)	0(0.0%)	0(0.0%)	0(0.0%)	1(0.4%)	0(0.0%)
Total	134(100.0%)	134(100.0%)	134(100.0%)	223(100.0%)	223(100.0%)	223(100.0%)

4. The degree of satisfaction with Korean products of Chinese students in Korea

When Chinese students compare the clothes made in China and in Korea, a good comment on design of Korean clothing from Chinese students in Korea is (m=3.71), which is the highest, followed by color (m=3.39), fabric design (m=3.32), wearing sense (m=3.31), textural texture (m=3.23), tailor quality (m=3.19) and sold price (m=2.89), the results of all the options analysed with Reliability Analysis are Cronbach's Alpha=.802 as shown in the below <table 11>. Corelation analysis showed there are positive coefficients $(r(2)=.247, p<.001)$ between the praise degree of Korean clothes and the wearing sense among 7 clothing attributions.

From the aspect of the size satisfaction degree of apparel products purchased from South Korea, an average of 55.4% of Chinese students in korea are satisfied, among which the satisfaction degree of male students is higher than that of females, males are 60.5% and females are 52.5%.

Corelation analysis showed there are positive coefficients $(r(2)=.707, p<.001)$ between weight and height, there are positive coefficients $(r(2)=.588, p<.001)$, between height and clothing size. there are positive coefficients $(r(2)=.685, p<.001)$ between weight and clothing size as shown in the below <table 12> .

Also, corelation analysis showed there are positive coefficients $(r(2)=.190, p<.001)$ between the unsatisfaction with item size and height, but there are positive coefficients $(r(2)=.135, p<.011)$ between height and the unsatisfaction with clothing detail size as shown in the below <table 12>.

There are differences in the praise degree of the design of Korean clothes products by Chinese students in Korea in four staying states through One-way ANOVA in SPSS Post Hoc

Multiple Comparisons adopts Turkey way, level of significance is .05. The praise degree of the design for Korean clothes products by various staying states groups of Chinese students in Korea is $F = 6.4 (p<.05)$. The praise degree of Korean clothes products of the fabric design by various staying states groups of Chinese students in Korea is $F = 3.8 (p<.05)$.

The age of Chinese students in Korea and the praise degree of the design of Korean clothes products are related to the that of the sewing of Korean clothes products, the related coefficient is design $(r(2)=.107, p<0.05)$, sewing $(r(2)=.149, p<.001)$.

The average monthly family income of Chinese students abroad is related to the praise degree of the color for Korean clothes products, the related coefficient is $r(2)=.146 (p<.001)$. The monthly pocket money of Chinese students abroad is related to the fabric design of Korean clothes products, the related coefficient is $r(2)=.109, p<0.05$.

Chinese students in Korea's satisfaction with Korean clothing is (m=3.15), which is relatively high, followed by re-purchase intension (m=2.97), loyalty (m=2.90), recommended possibility (m=2.77) and preference (m=2.55), the results of all the options analysed with Reliability Analysis is Cronbach's Alpha=.848.

Corelation analysis showed there are positive coefficients $(r(2)=.123, p=.02)$ between the degree satisfaction and sex, there are positive coefficients $(r(2)=.161, p=.002)$, between loyalty and sex, and there are negative coefficients $(r(2)=.-179, p<.001)$ between the unsatisfaction with item size and sex, there are negative coefficients $(r(2)=.-159, p=.002)$ between the unsatisfaction with clothing detail size and sex. there are positive coefficients $(r(2)=.106, p=.045)$ between the pocket money and re-purchase intension as shown in the below <table 13>.

<Table 11> The Degree of satisfaction with Korean products of Chinese students in Korea

The Satisfaction with item size of Chinese students in Korea								
item sex	item satisfaction	pants	T-shirt	blouse	coat	jacket	one-piece dress	Total
male	86 (64.2%)	19 (14.2%)	18 (13.4%)	0 (0.0%)	6 (4.5%)	5 (3.7%)	0 (0.0%)	134 (100.0%)
female	131 (58.7%)	45 (20.2%)	2 (0.9%)	19 (8.5%)	5 (2.2%)	4 (1.8%)	17 (7.6%)	223 (100.0%)
Total	217 (60.8%)	64 (17.9%)	20 (5.6%)	19 (5.3%)	11 (3.1%)	9 (2.5%)	17 (4.8%)	357 (100%)

The Satisfaction with part size of Chinese students in Korea			
part sex	female	male	Total
part satisfaction	76(56.7%)	102(45.7%)	178(49.9%)
leg length	13(9.7%)	21(9.4%)	34(9.5%)
waist	11(8.2%)	21(9.4%)	32(9.0%)
chest	6(4.5%)	22(9.9%)	28(7.8%)
leg width	9(6.7%)	17(7.6%)	26(7.3%)
butt	8(6.0%)	17(7.6%)	25(7.0%)
shoulder	3(2.2%)	16(7.2%)	19(5.3%)
sleeve length	8(6.0%)	7(3.1%)	15(4.2%)
Total	134(100.0%)	223(100.0%)	357(100%)

The Good Opinion degree on different type property of Chinese students				
	mean	deviation	N	γ
design	3.71	0.75	357	0.802
color	3.39	0.86		
fabric design	3.32	0.78		
wearing sense	3.31	0.73		
textural texture	3.23	0.84		
tailor quality	3.19	0.77		
sold price	2.89	0.88		

The Satisfaction with Korean clothing of Chinese students in Korea				
	mean	deviation	N	γ
satisfaction	3.15	.97	357	0.848
re-purchase intension	2.97	.87		
loyalty	2.90	.86		
recommended possibility	2.77	.86		
preference	2.55	.91		

<Table 12> Corelation between the praise degree and the clothing attributions

	1)	2)	3)	4)	5)	6)	7)	8)
the praise degree 1)								
design 2)	.188**							
color 3)	.200**	.571**						
fabric design 4)	.126*	.348**	.381**					
texture 5)	.200**	.215**	.360**	.413**				
price 6)	.231**	.127*	.222**	.255**	.292**			
tailor quality 7)	.195**	.223**	.300**	.414**	.624**	.343**		
wearing sense 8)	.247**	.409**	.464**	.324**	.563**	.398**	.522**	
N=357, *=p<.05, **=p<.001.								

<Table 13> Corelation between body and clothing size, and the satisfaction/ unsatisfaction .

	1)	2)	3)	4)	5)
Weight 1)					
Height 2)	.707**				
Clothing Size 3)	.685**	.588**			
The unsatisfaction with clothing item size 4)	.086	.190**	−.024		
The unsatisfaction with clothing part size 5)	.029	.135*	−.090	.550**	

N=357   * p≦.02, ** p<.001

<Table 14> Corelation between satisfaction/unsatisfaction, and sex, monthly pocket money, loyalty, re-purchase intension .

	1)	2)	3)	4)	5)	6)	7)	8)
the degree of satisfaction 1)								
loyalty 2)	.594**							
re-purchase intension 3)	.479**	.615**						
preference 4)	.345**	.474**	.455**					
sex 5)	.123*	.161*	.063	.040				
monthly pocket money 6)	.056	.055	.106*	−.038	−.066			
The unsatisfaction with item size 7)	.018	.013	−.079	−.119*	−.179**	.051		
The unsatisfaction with part size 8)	−.001	.075	−.030	−.043	−.159**	.129*	.550**	

*=p<.05, **=p≦.003

<Table 15> The effect of Clothing Size(Body Size)on the degree of Satisfaction/Loyalty

dependent variable	R²	F	P	model	unstandard efficient B	SD E. ß	t	p
the degree of satisfaction	.015	5.279	.022	constants clothing size	3.419 −.099	−.121	27.136 −2.298	.000 .022
loyalty	.019	6.792	.019	constants clothing size	3.168 −.099	−.137	28.388 −2.606	.010

Corelation analysis showed there are positive coefficients *(r(2)=.247, p<.001)* between the praise degree of Korean clothes products and wearing sense among 7 variables as shown in the below <table 14>.

Regression showed statistically slightly significant differences(*R²= .015, F=5.279, P=.022*) between clothing size(body size) and the degree of satisfaction of Korean clothes as shown in the below <table 15>, as a results, if clothing size(body size) decrease by one standard deviation, the degree of satisfaction increase by .121. This result corresponded with the reaearch result of Veena Chattaraman & Nancy Ann Rudd.[22]

5. The market programmes for Korean clothing brand to enter into China

If South Korean clothing company expands market in China, the forms with the highest success possibility are department stores and name brand specialty stores, 51.5% of all students chose this answer. The propaganda tool in China recommended by Chinese students with the highest frequency is media advertising, accounting for 56.3%, and celebrity endorsements for 50.1% as shown in the below <table 16>. The reliabity among 6 promotion tools is Cronbach's Alpha 0.743, X^2=188.300, p<.001.

Corelation analysis showed there are positive coefficients *(r(2)=.128, p<.001)* between media advertising among 6 promotional tools and internet shopping among 6 business conditions as shown in the below <table 17>. And corelation analysis showed there are positive coefficients *(r(2)=.180, p<.001)* between celebrity endorsement 6 promotional tools and TV home shopping among 6 business conditions as shown in the below <table 17>. Corelation analysis showed there are negative coefficients *(r(2)=–.208, p<.001)* between media advertising among 6 promotional tools and friendly marketing among 6 promotional tools as shown in the below <table 17>.

And corelation analysis showed there are positive coefficients *(r(2)=.160, p<.002)* between the degree of satisfaction and department stores among 6 fashion purchasing places as shown in the below <table 18>.

Corelation analysis showed there are positive coefficients *(r(2)=.190, p<.001)* between the degree of satisfaction and Internet among 12 Information Sources as shown in the below <table 19>. Corelation analysis showed there are

<Table 16> The Market programmes for Korean clothing brands to enter into China

The Business Conditions for Korean clothing products to enter into China		
business conditions	frequency (person)	percentage
department store	184	51.5%
famous brand agents	184	51.5%
Internet shopping	123	34.5%
supermarket	91	25.5%
TV home shopping	53	14.8%
traditional markets	29	8.1%
Total	375	100%
The Promotional Tools for Korean Clothing products to enter into China		
promotional tools	frequency (person)	percentage
media advertising	201	56.3%
celebrity endorsement	179	50.1%
friendly marketing	123	40.3%
free laundry services	105	29.4%
CSR social activities	83	23.2%
clothing lectures	55	15.4%
Total	357	100%

<Table 17> Corelation between business condition and promotional tools

	1)	2)	3)	4)	5)	6)	7)	8)	9)	10)	11)	12)
1)department stores												
2)Internet shopping	.007											
3)TV home shopping	.058	.294**										
4)famous brand agent	.021	−.019	−.011									
5)traditional market	−.040	−.021	.049	−.042								
6)discount	−.127*	−.154**	−.154**	−.130*	−.009							
7)media advertising	.118*	.128*	.066	.041	−.048	.010						
8)clothing lectures	.026	.017	.018	−.057	.072	.053	−.093					
9)CSR social activities	.056	.131*	.013	.103	.006	−.033	−.130*	.041				
10)laundry services	.097	.075	.076	.038	−.034	.017	−.039	−.054	.038			
11)celebrity endorsement	−.025	.169**	.180**	.171**	.009	.069	.093	−.024	−.114*	−.069		
12)friendly marketing	.032	.101	−.006	.082	.027	.135*	−.208**	.092	.115*	.071	−.037	

*= p<.05, **=p≦.004

<Table 18> Corelation between the degree of satisfaction and purchasing places

	1)	2)	3)	4)	5)	6)	7)
1) the degree of satisfaction							
2)department stores	.160**						
3)Internet shopping	.072	−.089					
4)TV home shopping	.049	.004	.082				
5)famous brand agent	.015	−.154**	−.014	.026			
6)traditional market	−.101	−.054	−.078	−.024	.036		
7)discount store	.005	−.173**	−.079	.020	−.041	.237**	

**=p≦.003

positive coefficients *(r(2)=.171, p=.001)* between the degree of satisfaction and entertainer's clothes among 12 Information Sources. Corelation analysis showed there are positive coefficients between the degree of satisfaction and Seller's advise(*), magazine(*) among 12 Information Sources as shown in the below <table 19>.

V. Conclusion and Implications

By this research result, the proposal of expanding China market is:

The first proposal is a sales strategy of "high cost performance" must be adopted for market penetration and branding promotion of Korean clothing in China, to achieve maximum sales. The reason is that 51.5% of Chinese students in

<Table 19> Corelation between the degree of satisfaction and purchasing Information Sources

	1)	2)	3)	4)	5)	6)	7)	8)	9)	10)	11)	12)	13)
1) the degree of satisfaction													
2) stores display	.065												
3)TV	.078	−.038											
4)Internet	.190**	−.002	.165**										
5)aquaintance' advise	−.002	.084	.067	.226**									
6)Seller's advise	.128*	.168**	−.003	−.030	.309**								
7)magazine	.116*	−.067	.365**	.117*	.129*	.323**							
8)news paper	.074	−.095	.452**	.066	.095	.287**	.626**						
9)entertainer's clothes	.171**	.013	.185**	.160**	.193**	.352**	.415**	.376**					
10)radio	.014	−.085	.340**	.021	.052	.214**	.427**	.511**	.283**				
11)catalog	.014	−.080	.306**	.073	.028	.130*	.366**	.384**	.261**	.368**			
12) vehicle advertisement	.045	−.080	.330**	−.038	.002	.120*	.305**	.394**	.304**	.554**	.458**		
13)elevator advertisement	.047	−.129*	.340**	.015	−.016	.129*	.278**	.407**	.298**	.410**	.372**	.701**	

*=p<.05, **=p≦.002

Korea prefer to purchase clothes in department stores whereas the total clothing purchasing amount and clothing brand selection of the Chinese students in Korea in 2009 revealed a fact that is difficult for overpriced high fashion products to occupy the market. Most of the goods bought by Chinese students in Korea are the outsourcing ones in China, southeastern Asia, etc, so Korean clothes corporations have better to adopt SPA strategy, the complete process of production and sale in China to achieve low price strategy. Distribution networks are the important problem in supply links of high quality products at low prices. Korean clothes corporations should adopt cooperation with department stores and supermarkets which have already entered into China, with the purpose to achieve the management of distribution networks and to elaborate the advantages of Korean brands. The researchers think the way to break the barriers of Chinese market is that Korean clothes corporations should adopt the strategy of low price design and emphasis on personality so that it is easy for Korean distribution networks to ensure their status in Chinese market.

The second proposal is Korean clothes corporations should open the Internet shopping corresponding to the physical stores, the most frequently used information source of Chinese students is the network, from the age distribution of Internet users in 2008 in China, population above 10 and below 30 accounts for 66.7% of all users, In recommending clothes made in Korea to Chinese young people, on-line advertising will get better effects than other strategies, specially during advertisement, they should take good use of Korean television shows and variety shows or help Chinese poor areas to do the social contribution hereby to

improve the public image of Korean clothes corporations, which can bring good sale promotion effects as well.

The third proposal is to develop direct and consumer need and the strategy related with the consumer desire, one of which is to emphasize the conveying of the popularity of contents in the store display and to stimulate sensitive consumer consumption. In the clothing type, according to the questionnaire result that those students between twenty and thirty years old like the leisure wear the best which reach 66.1percent, it is wise to take more leisure clothes to the market. In addition, the aspects such as production and promulgation for catalog in fashion need more popularity education for consumers and the emphasis on the display of the way of dressing, at the same time, on the consumer services.

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