

Apparel Impulse Buying and Shopping Emotion: Does It Differ between Korea and the US?†

의복충동구매와 쇼핑감정: 한국과 미국 간의 차이가 있는가?

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Abstract

국가들 간의 차이는 국제적 소비자행동 연구의 근간이 되며 글로벌기업의 전략 구상에 중요한 변수로 작용한다. 본 연구에서는 의복충동구매에 대한 국가간 이해를 증진시키기 위해 한국과 미국의 대학생들을 대상으로 의복충동구매와 구매에 영향을 미치는 쇼핑감정에 차이가 있는지를 살펴보고 쇼핑감정이 의복충동구매에 어떠한 영향을 미치는지를 살펴보고자 한다. 선행연구를 바탕으로 질문지를 개발하였고, 한국(N = 412)과 미국(N = 290) 각각의 대도시에 위치한 대학교를 무작위 선정하여 정규강의시간 전후에 자원자들을 대상으로 자료를 수집하였다. 분석 결과, 미국대학생들에 비해 한국대학생들은 구체적 구매의도가 없는 상태에서 점포를 둘러본 후에 구매할 것을 결정하는 등의 계획적 충동구매나 다른 목적으로 점포에 들렀다가 계획에 없었던 필요한 것 혹은 기억나는 의류제품을 구매하는 등의 상기된 충동구매를 더 많이 하는 경향이 있었다. 그러나 미국 대학생들의 경우, 구매의도는 없었으나 새로운 스타일이나 최신 의류제품을 보았을 때 충동적으로 구매를 하는 패션지향적 충동구매가 한국대학생들에 비해 더 많이 나타나는 경향이 있었다. 또한 소비자들이 쇼핑할 때 느끼는 쇼핑감정 중 긍정적인 쇼핑감정은 미국대학생들이 한국대학생들보다 더 많이 느끼는 것으로 나타났다. 한국과 미국 대학생들은 모두 쇼핑과정에서 긍정적 감정을 느낄 때 여러 유형의 의복충동구매 가능성이 높게 나타났으나 부정적 쇼핑감정이 발생했을 때는 한국 대학생들만이 패션지향적인 충동구매를 하는 경향이 있었다. 이러한 결과는 의류제품을 쇼핑할 때 두 나라 대학생 모두에게 쇼핑감정 특히, 긍정적 감정은 구매의도를 자극하여 충동구매를 조장하는 중요한 역할을 담당함을 보여주었다. 이러한 연구결과는 의복충동구매와 쇼핑감정 간의 관계를 이해하고자 하는 연구자들과 리테일러들에게 필요한 정보들을 제공해준다.

주제어: 의류제품, 충동구매, 쇼핑감정, 나라 간 비교.

I. Introduction

In the modern marketplace, spontaneous urges to buy and consume often compete with the practical necessity to delay the immediate gratification that purchasing

provides. Although impulsive behavior can occur in any setting, consumer's impulse buying is extensive in everyday contexts. Impulse buying has increased over the last two decades, as a consequence of linked economic and social changes in advanced Western

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economies, such as dramatic increases in personal disposable incomes and credit facilities. Along with these developments in modern consumer spending, there are important shifts in the psychological, social and cultural significance of buying consumer goods which may be described in the stereotype of modern consumerism "I shop therefore I am"(Dittmar & Drury, 2000).

Apparel which linked closely to self-image and self-identity is a main target for impulse buying (Park & Lenon, 2006). Consumers want to get a high hedonic value associated with experiential pleasure of apparel products. Apparel products can create an illusion of something fantastic through fashion sought for newness and change. Thus, apparel is a product category as a stimulus effecting impulse purchases.

Previous studies discussed that the cues triggering impulse buying were divided into two factors: sensory stimulus (e.g., advertisement, visual elements, apparel and looks, food, price, promotional gifts, and music) and consumers' emotional factor (positive feeling, depressed or painful feelings). Youn and Faber (2000) also identified that high impulsive buyers were more reactive to factors reflecting external triggers (i.e. sights, sounds, and smells), compared to low impulsive buyers. Shopping emotion influences [in-delete] purchasing intentions, spending, quality perceptions, satisfaction, and value (Babin & Babin, 2001), and strongly influences impulse buying (Hauseman, 2000; Park *et al.*, 2006; Youn & Faber, 2000).

Cross-national effects have been the backbone of international consumer behavior research. Maheswaran and Shavitt (2000) pointed out the importance of understanding the cultural context of consumer behavior in an increasing globalized marketplace. However, most of research on impulse buying focuses on consumers in the United States. A few researches have looked at consumers in other nations (Bayley & Nancarrow,

1998; Dittmar *et al.*, 1995). Additionally, few of studies examined the influence of culture on impulse buying behavior except the study of Kacen and Lee (2002) and Lee and Kacen (2008). The findings of the article in the recent special issues of the *Journal of Consumer Psychology* confirmed that cultural differences are a significant factor and need to be taken into account in our theories of consumer behavior. Kacen and Lee (2002-2008) also demonstrated that cultural factors do moderate consumer impulsive buying as well as the post-purchase satisfaction. Cultural characteristics between Korea and the U.S. are different by Hofstede's criterion. The culture value patterns in the U.S. are individualist, small power distance, weak uncertainty avoidance, more masculine, and a short-term orientation, while the culture value patterns held by Koreans are collectivist, large power distance, strong uncertainty avoidance, more feminine and a long-term orientation (Cook & Finlayson, 2005). Researchers have found evidence of behavioral differences between Koreans and U.S. consumers (Cho & Cheon, 2005; Park & Forney, 2004). However, there has been little attempt to investigate if the national difference may influence apparel impulse buying and shopping emotion.

To extend understanding of apparel impulse buying across nations, this paper examines the national differences of impulse buying and shopping emotion between Korean and the United States and investigates the relationships between impulse buying and shopping emotion in each group. These findings may help retailers manage consumers in each nation and encourage their purchase intentions of apparel products. Benefits include an increased market share for retailers and understanding relationship between shopping emotion and apparel impulse buying.

II. Literature Review

1. Apparel Impulse Buying

Generally, impulse buying may be defined as a sudden, compelling, hedonically complex buying behavior in which the rapidity of an impulse decision process precludes thoughtful, deliberate consideration of all information and choice alternatives (Bayley & Nancarrow, 1998). Impulse buying is of great importance to fashion retailers as it provides significant additional revenue, impulse buying accounted for over \$4 billion in annual sales in the US market (Kacen & Lee, 2002). Typically, retailers view impulse buying as an important phenomenon to their overall business and continue their efforts to stimulate it, including strategic product placement and point-of-purchase advertising displays. For example, many apparel retailers drive impulse buying by having fashion items strategically positioned within the retail environment to extend the consumers' purchase event (Pentecost & Andrew, 2010). Consumers also make the impulse buying for economic reasons (e.g., fun, fantasy, social or emotional gratification) as well as a way of getting over the stresses of a working day or simply as a fun day out, feeling a little freer, and doing something a little naughty but relatively innocent (Dittmar *et al.*, 1996; Hausman, 2000). These imply that impulse buying is meaningful to both the retailer and consumer.

Impulse buying relates with individual factors (consumer impulsiveness trait, variety seeking, self-monitoring, age, gender, income, self-regulation, and shopping enjoyment), and situational factors (purchase involvement, browsing, purchase motivation, shopping emotion, time or money constraints, and marketing stimuli) (Beatty & Ferrell, 1998; Park *et al.*, 2006; Chang *et al.*, 2004; Dittmar *et al.*, 1995; Sharma *et al.*, 2010). Especially, Korean consumers' impulse

buying are influenced by fashion involvement, hedonic consumption, in-store browsing, and shopping emotion in apparel shopping (Cha, 2001; Park, 2005).

Apparel is a product with high hedonic value that is highly experiential and pleasure evoking (Chang *et al.*, 2004; Dittmar *et al.*, 1995). For apparel products, consumers are more likely to be divergent on what they want than what they need. Therefore, the more consumers shop in apparel stores to get information about the latest trends, the greater the possibility for impulse buying. Apparel is also reported as stimulus effecting impulse purchase (Weun *et al.*, 1998) and is influenced by shopping emotion that urges impulse buying (Beatty & Ferrell, 1998; Park, 2005). Apparel impulse buying is identified three typologies of processes/purchase (Han *et al.*, 1991): *Planned impulse buying* occurs mostly when a consumer does not plan the specific purchase decision ahead and makes the decision to buy while looking around or browsing in the store. *Reminded impulse buying* is an outcome of remembering a previous decision or experience which causes on-the-spot impulse buying. *Fashion-oriented impulse buying* refers to consumers' awareness of the newness or fashionability of products (i.e., apparel) and occurs when consumers find a product in a new style, design, or fabric. *Pure impulse buying* occurs without any previous thought or plan to buy. It can be described as escape buying and results from a sudden urge to buy something new or fashionable.

2. Shopping Emotion

Shopping emotion is defined as a mental state of readiness that arises from cognitive appraisals of events or thoughts during shopping. Several studies have suggested consumer feelings of being uplifted or energized during a shopping (e.g., Bayley & Nancarrow, 1998; Dittmar *et al.*, 1996). Generally,

when a consumer experiences positive emotion, he/she is more likely to engage in approach behavior than avoidance behavior. These emotions cause people to reward themselves more generously, to feel as if they have more freedom to act, and will produce behaviors aimed at maintaining a positive mood state. Additionally, consumers in positive emotional states tended to reduce decision complexity and had shorter decision times (Isen, 1984), and often over spend when shopping. Thus, positive emotion can be elicited by an individual's pre-existing mood, hedonic tendency, and reaction to retail environmental encounters (e.g., desired items and sales promotions). Consumers with positive emotion are more likely to exhibit impulse buying than those with negative emotion, because they have unconstrained feeling, a desire to reward themselves, and higher energy levels (Beatty & Ferrell, 1998; Park *et al.*, 2006). Also, shopping emotion strongly influences a number of actions including impulse buying for decision making (Beatty & Ferrell, 1998; Hausman, 2000; Park *et al.*, 2006; Youn & Faber, 2000). It implies consumers' emotions or affective states have been regarded as potent internal triggers for impulse buying in the context of shopping.

For apparel products, consumers who felt positive feelings are more likely to decide what to buy while looking around the store, to buy impulsively when reminded of something they wanted or needed, and to buy impulsively new style or new apparel that just came out. However, consumers who felt negative emotion were more likely to reduce the reminded impulse buying and more to buy impulsively new apparel that just came out (Park, 2005). Consumers are also more prone to buy impulsively when experiencing hedonically charged positive emotional states in the context of apparel shopping (e.g., excited and satisfied) (Park *et al.*, 2006). Unplanned apparel purchases satisfy the emotional need that is derived from the

social interaction inherent in the shopping experience (Cha, 2001). Furthermore, shopping emotion (e.g., positive emotion and negative emotion) is a mediator to stimulate impulse buying typologies of apparel (e.g., planned impulse buying, reminded impulse buying, and fashion oriented impulse buying) (Park, 2005). Fashion-oriented impulse buying of apparel impulse buying typologies can be predicted by attitudinal component (e.g., fashion involvement, hedonic consumption tendency) and positive emotional factors (e.g., satisfied, excited) (Park *et al.*, 2006). This finding implies that consumers' emotions can be important determinant for predicting impulse buying at an apparel store (Lee & Johnson, 2010; Park *et al.*, 2006).

III. Method

1. Measurements

Questionnaire items were developed from the existing scales in the literatures. The instrument consisted of impulse buying behavior and shopping emotion encompassing positive and negative feelings. The questionnaire was developed in English version for American sample. The English questionnaire was double-back translated into Korean by a bilingual native speaker. Twelve items of apparel impulse buying developed by Han *et al.* (1991) and Park (2005) were used in response to the question "How likely is each of the following items to influence you when purchasing apparel products?". All items were asked into 7-point Likert-type scale (range: 1=strongly disagree to 7=strongly agree). Eight items of shopping emotions drawn from the literature encompassing shopping emotions (Babin & Babin, 2001). Respondents were

asked "During my last shopping, I feel....." on a 7-point rating scale (range: 1=very unlikely to 7=very likely).

2. Sampling and Data Collection

A relatively more homogeneous sample of undergraduate students is deemed to be desirable for a cross-cultural research (Yoo & Donthu, 2001) and also minimizes random error that might occur by using a heterogeneous sample such as the general public (Durvasula *et al.*, 1993). Data were obtained from undergraduate students attending universities in metropolitan areas in the Korea (N = 412) and the United States (N = 290). The self-administrated questionnaire was given during scheduled classes. Sample represents more female (63.0% for Korea, 73.7% for U.S.) than male (37% for Korea, 26.3% for U.S.); and are mainly 21 to 24 ages (61.0% for Korea, 50.5% for U.S.) and junior (29.1% for Korea, 30.1% for U.S.) or sophomore (16.7% for Korea, 35.6% for U.S.) standing. Most respondents had \$201 (₩250,000)-\$500 (₩650,000) income/allowance (56.9% for Korea, 32.3% for U.S.) in the Korean and the U.S. sample respectively.

3. Data Analysis

For identifying dimensions of apparel impulse buying and shopping emotions, we preliminarily conducted exploratory factor analysis using principal component analysis with varimax rotation was conducted. Then, we performed a confirmatory factor analysis using LISREL 8 (Jöreskog & Sörbom, 2002) to assess the measurement properties as recommended by Gerbing and Anderson (1988). The criteria for evaluating the goodness of model fit used the chi-square value and alternative fit indices, such as Goodness of Fit Index (GFI), Normed Fit Index (NFI), Comparative Fit Index

(CFI) and Root Mean Square Residual (RMR). In order to determine if the Korean and American students differ with respect to impulse buying behaviour and shopping emotion, multivariate analysis of variance (MANOVA) and univariate analysis were conducted for variables. For relationships of impulse buying behaviours and shopping emotion, regression analysis was conducted between two variables in each group.

IV. Results and Discussions

1. Dimensions of apparel impulse buying and shopping emotion

An exploratory factor analysis using principal component with varimax rotation was conducted to identify underlying constructs of apparel impulse buying and shopping emotion for Korean and American students. A completely standardized solution of apparel impulse buying and shopping emotion is shown in <Table 1>. For apparel impulse buying, twelve items were shown loadings in four factors with eigen value of 1.0 or higher, accounting for 68.8% of the total variance. Eight items for shopping emotion resulted in two factors due to the same criteria, accounting for 75.0% of the total variance.

Confirmatory factor analysis (CFA) was used to detect the unidimensionality of each construct. Unidimensionality is evidence that a single trait or construct underlies a set of measures (Gerbing & Anderson, 1988). One latent variable per indicator was allowed. Each item was prescribed to be loaded on one specific latent variable. According to the results, most items of each latent variable were highly loading on their corresponding factors, which support the independence of the constructs and provided empirical evidence of their validity. CFA revealed the following

fit statistics for apparel impulse buying: $\chi^2_{(48)} = 209.31$ ($p = .000$), GFI = .90, NFI = .93, CFI = .95, and RMR=.05. Standardized factor loadings ranged from .39 to .86, which was significant ($p < .001$). We assessed convergent validity through the internal consistency

measure, which is calculated by dividing the sum of the loadings (all squared) by this sum, plus the sum of the error variances. All composite reliabilities are moderately acceptable which ranged from .61 to .87, with an equivalent interpretation to the Cronbach's

<Table 1> Confirmatory Factor Analysis Result

Factors and Items	Factor Loading	Composite Reliability
Apparel Impulse Buying		
<i>Planned impulse buying</i>		
		.61
I decide what to buy while looking around a store.	.83	
I expect to find something I want to buy when I get to the store.	.50	
I decide what to buy only after I look around a store.	.39	
<i>Reminded impulse buying</i>		
		.78
I buy something I need it, though I went shopping for other purposes.	.84	
I buy something if it reminds me what I want.	.73	
I buy apparels looking for before, though I went shopping for other items.	.64	
<i>Fashion-oriented impulse buying</i>		
		.87
I buy apparels with a new style.	.86	
I like to buy new apparels that just came out.	.85	
I buy to try out a garment with a new feature.	.80	
<i>Pure impulse buying</i>		
		.83
I buy anything I suddenly feel compelled to buy.	.84	
I can't resist buying apparels if I really like it.	.82	
I buy apparel products I like without a lot of thinking.	.71	
Shopping Emotion		
<i>Positive emotion</i>		
		.76
I was satisfied.	.78	
I was proud of myself.	.77	
I felt I was pleased.	.75	
I felt I was excited.	.73	
<i>Negative emotion</i>		
		.78
I felt I was upset.	.80	
I was displeased.	.77	
I was irritable.	.77	
I felt I was ignored.	.74	

Notes: Goodness of Fit Statistics

$\chi^2 = 246.74$, $df = 88$, $p = .00$, GFI = .90, AGFI = .85, RMR = .05

alpha. For shopping emotion, eight items were also subjected to CFA. The fit statistics are as follows: $\chi^2_{(17)} = 58.39$ ($p = .000$), GFI = .95, NFI = .96, CFI = .97, and a RMR of .06. Each item loaded significantly ($p < .001$), and the standardized factor loadings ranged from .73 to .80, and all composite reliabilities are acceptable which ranged from .76 to .78. Therefore, it was deemed that the structure of apparel impulse buying and the three predictors was valid and reliable.

For impulse buying behavior, the first factor, *Planned impulse buying*, represented buying behaviors, such as "to decide what to buy while or after looking around a store", and "to expect to find something I want to buy." These behaviors related to shopping behaviors that associated only with buying intentions without planning to buy the specific product or brand, and deciding what to buy during or after looking around stores. The second factor, *Reminded impulse buying*, included items related to "thinking I need it", "reminding me of an item I want", and "looking for before". The third factor, *Fashion-oriented impulse*

buying, consisted of three items: "apparels with new style", "new apparels just now", and "a garment with a new feature". The fourth factor, *Pure Impulse Buying*, contained three items characterized by "compelling to buy", "can't resisting buying", and "without a lot of thinking". These findings support the results of previous studies that identified dimensions of apparel impulse buying (Forney & Park, 2009; Han *et al.*, 1991). For shopping emotion, the first factor, *Positive emotion*, included four items: "satisfy", "be proud", "pleased", and "excited". The second factor, *Negative emotion*, represented emotions related to negative experiences in the context of shopping: "upset", "displeased", "irritable", and "ignored".

2. Comparison of Korean and the U.S. group

For comparisons between Korean and American students, the mean scores for each group on the apparel impulse buying and shopping emotion are shown in Table 2. MANOVA indicated significant difference in

Table 2) Comparisons of Apparel Impulse Buying and Shopping Emotion

Dependent variables	Univariate <i>F</i> value	Group Means ^a	
		Korean (<i>n</i> = 412)	American (<i>n</i> = 290)
Apparel Impulse Buying			
Planned impulse buying	5.17*	5.08	4.87
Reminded impulse buying	7.09**	4.94	4.70
Fashion-oriented impulse buying	32.62***	3.78	4.43
Pure impulse buying	.40	4.29	4.21
Shopping Emotion			
Positive emotion	10.44***	4.43	4.71
Negative emotion	1.94	2.77	2.65
<i>Multivariate F</i> value	17.14**		
Wilks' Lambda	.87		

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

^a Responses using a 7-point scale (1=strongly disagree to 7=strongly agree).

apparel impulse buying ($F = 23.18, p < .001$) and for shopping emotion ($F = 5.35, p < .01$) between the two groups. Further univariate analysis of variance for apparel impulse buying showed that univariate F s of *planned impulse buying*, *reminded impulse buying*, and *fashion-oriented impulse buying* were significant ($F=5.17, 7.09, 32.62, p < .05$). It showed that Korean students are more likely to decide what to buy while or after looking around a store, and more likely to buy impulsively an item they needed, reminded or looking for before than American students, while American students are more willing to buy impulsively a new style clothing, a new feature garment and a new clothing that just came out than Korean students. The univariate analysis of variance for shopping emotion revealed that two groups were different in positive emotion thus, American students are more likely to feel satisfying, pride, pleasant, and exciting during a shopping trip than Korean students.

<Table 3> shows the results of regression analysis of apparel impulse buying and shopping emotion in both Korean and American samples. In the shopping context, results indicate that positive emotion significantly

predicted the four types of apparel impulse buying in both Korean and American groups, while negative emotion significantly predicted the fashion-oriented impulse buying for only Korean sample. This implies that Korean and American student who felt positive emotion during a shopping are more likely to make the planned impulse buying, reminded impulse buying, and fashion-oriented impulse buying. Additionally, for Korean students, the negative emotional status can encourage the fashion-oriented apparel impulse buying during shopping. This finding supports the notion that these shopping emotions can play important roles in encouraging apparel impulse buying while shopping (Betty & Ferrell, 1998; Cha, 2001 Lee & Johnson, 2010; Park & Forney, 2004; Park et al., 2006).

V. Conclusions and Implications

This study suggests evidence that national similarities and differences exist in apparel impulse buying and shopping emotion between Korea and the United States. The results show that the two groups differ in terms of

<Table 3> Regression Analysis for Korean and American Groups.

	Korean Group			American Groups		
	Positive emotion	Negative emotion	R^2	Positive emotion	Negative emotion	R^2
Planned impulse buying	.19***	-.04	.04	.46***	.03	.21
Reminded impulse buying	.17***	-.12	.05	.51***	.08	.25
Fashion-oriented impulse buying	.33***	.17***	.12	.55***	.03	.29
Pure impulse buying	.34***	.10	.12	.39***	.05	.15

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

planned impulse buying, reminded impulse buying, fashion-oriented impulse buying, and positive emotion in a shopping context. The Korean students are more likely to buy something while or after looking around a store, and to buy apparels that they need, want and look for before even though shopping for other purposes than American students. However, American students are more willing to buy impulsively new style clothing, a new feature garment and clothing that just come out than Korean students. Additionally, American students are more likely to be satisfied, to be proud of themselves, to be pleased, and to be excited during their shopping than Korean students. Both of Korean and American students who are highly satisfied, proud, pleased, or excited are more likely to impulsively buy apparel products while they are looking around the store, when they are reminded about what they wanted or needed, and when they are stimulated by a new style or a new apparel item that just come out. On the other hand, Korean students who feel upset, displeased, irritable, and ignore in a shopping are also more likely to buy impulsively apparel products with a new style or that just came out. It may suggest that Korean students attempt to escape from their negative shopping emotions through new apparel items that just come out. This supports the importance of consumers' emotional response in encouraging apparel impulse buying and demonstrates that national or cultural difference does have an influence on apparel impulse buying. Additional research should be taken to clarify these results.

The results of this study are not only in agreement with those of previous studies in the sense of the positive relationships between apparel impulse buying and shopping emotion, but also extend the realm of study focusing on national differences of apparel impulse buying and shopping emotion (Beatty & Ferrell, 1998; Cha, 2001 Hausman, 2000; Lee &

Johnson, 2010; Park, 2005; Park et al., 2006; Youn & Faber, 2000). These results should provide some useful information for researchers and apparel retailers related to impulse buying and emotional states in a shopping.

From the retailers' perspective, they need to pay attention to a consumer's positive emotional state that can lead to apparel impulse buying. Also, retailers should increase the opportunities for impulse purchases by encouraging consumers' positive emotion through store displays, design, and events. Retailers need to monitor consumers' purchasing over time and adjust the emphasis of in-store promotions to focus on merchandise lines with a higher percentage of impulse purchasing. Retailers can also distinguish their stores by building to connect the store's atmosphere and the consumer's emotional state. In Korea, retailers should provide young consumers apparel items with a new style or that just came out for encouraging to buy impulsively apparel products. Overall, this study attempts to further develop our understanding the causes of apparel impulse buying, which may well stem from specific emotional states. The results from this study provide some insights into the retail marketing theory behind the emotional aspects of apparel impulse buying. The relationships between the apparel impulse buying and shopping emotion factors that trigger apparel impulse buying seemed both logical and useful. Thus, these relationships are deserving of further study.

This study has several limitations. First, the sampling of students living at metropolitan areas and only two nations is an obvious limitation. Therefore, geographic locations other than the metropolitan areas and comparisons among other nations excluding or including Korea and America should be considered to replicate the findings of the study. Second, this study has attempted to examine the national differences between two nations in apparel impulse buying and

shopping emotion, and the relationship between apparel impulse buying and shopping emotion. Apparel impulse buying may occur from several causes that include consumers' inner states, as well as specific short-term states and environmental stimuli. The effects of the consumer characteristics and specific stimuli that trigger specific episodes of impulse buying seemed both logical and useful, and is deserving of further study. Third, a further analysis should investigate the mediated variables between apparel impulse buying and shopping emotion, such as promotion, displays, shopping enjoyment, time pressure and amount of money. Fourth, we should investigate the impulse buying of a specific product (e.g., home furnishings, cosmetics, accessories, and e-shopping), and the comparisons within and across other countries. Also, methodological variations will enhance our understanding of apparel impulse buying phenomena. Finally, the importance of understanding the cultural context in consumer behavior was highlighted in an increasing globalized marketplace (Maheswaran & Shiv, 2000). Specifically, the theory of collectivism and individualism holds important insights about consumer behavior that can help us to gain a better, more complete understanding of the apparel impulse buying. Therefore, further study should examine the cultural difference (collectivism and individualism) of apparel impulse buying, as well as the national or ethnicity difference comparisons. These comparative cultural research not only helps business managers to better understand their foreign target markets where consumers may differ significantly from their domestic counterparts, but it also may enhance their understanding of their own culture.

Keywords : Apparel, Impulse buying, Shopping emotion, National comparison

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