

## Preference and Fitness of Jackets by Body Shape: Focused on the Female University Students

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### Abstract

This study investigated the jacket preferences and actual fit according to body image perception of female university students in their early twenties, using a survey questionnaire method to analyze areas of dissatisfaction and improvements based on wearing experience. On the relationship between jacket and body image perception, female students with poor body image expressed the highest rate of "not satisfied" with purchase, which was significant. On buying preferences, the "Internet" was the primary place of purchase and "design" of jacket had highest consideration on the decision to buy. "Princess with a cinched – in waist" was the most preferred silhouette, and the most preferred length was "below the hip line." The most preferred cut was "basic," a jacket with a "tailored–collar of notched lapel shape," and "2–buttons." On discomfort and improvement of jacket fitness, students were most dissatisfied with "arm hole." The studies of production of a jacket which fitness and activities is both considered for female university students in their early twenties who use clothes to make them look more like their ideal body image.

**Key words** : body image perception, female university students, fitness, jacket

### I. Introduction

Female in their early 20s typically show keen interest in their appearances as they are stepping into a totally new phase of life such as university or career. They get to develop individual characteristics and personal tastes on fashion in this period, when they go through

dramatic changes physically, mentally, and socially. They also tend to be more or less emotionally unstable and are strongly influenced by what they feel about their clothes and appearances (Lee & Han, 2007; Su & Song, 2004). Female university students are found to be quite unfavorable and unsatisfied with some of their body parts (Rhee & Lim, 2001). Such

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physical discontentment affects their physical satisfaction and the behaviors of putting efforts to improve their appearances. And it leads them to try to change what they don't like about their body by going on a diet and at the same time try to complement their body shapes by choosing proper clothes for them.

The biggest complaint about their clothes is that the clothes do not exactly match their bodies (Su & Song, 2004). The fitness can be defined as how the clothes fit wearer's body enough to ensure natural and comfortable movements. However, It gives a great pleasure to young women to find that their body just fits some of the clothes taken off the hottest shelf. So, fitness should be considered as one of the most critical aspects that contribute to the contentment of the consumers after purchase of apparel. The way people find that clothes fit them will be influenced by a lot of factors such as gender, age, body shape, and individual preference on diverse fashion elements (Row & Park, 2011). Thus, we are in great need of more extensive studies and surveys on the preference of the target consumers including such diverse factors that affect their purchase decisions.

There is a study by Samsung Fashion Laboratory on the factors influencing purchase decision when Korean women buy off-the-shelf clothing, in which office wear received the highest points 4.46 out of 5.0 full marks in fitness test. Another study by Seok and Kim (2003) on the preference survey over the fitness of ready made clothing for ladies according to different age groups shows that women in their 20s have special preference over jackets with small ease at shoulders, waist, and sleeve breadths. The jacket has strongly appealed to female in their 20s who prefer fitness compared with other age groups. This is the core item that is composed of

asymmetric designs on the shoulder and waist ("2009 Hot & new fashion", 2009).

The way young women feel about clothes and the way they choose jackets must have been changing a lot. Accordingly, it seems necessary that there should be endeavors to find out and analyze such changes to develop clothes for young women, who are looking for clothes both stylish and comfortably fitting, by the manufacturers whose main targets are female university students in their early twenties.

As a matter of fact, we haven't had enough number of practical studies on the jackets for female university students in early 20s so far. A study by Y. Kim (2001), rather than detailed analysis on jackets, made a survey and the comparison on the clothes fitness according to different kinds of clothes between male and female university students. A study by I. Kim and Kim (2009) aimed at the fitness of blouses among different kinds of brands. A study by Cha and Sohn (2010) only focussed on the Brassieres not jackets.

Female university students in early twenties are very important consumers in fashion industry. This study is, therefore, intended to be served as a basic resource for developing practical, comfortable and beautiful jackets when it analyzed major factors influencing purchase. And the general preference in silhouette, color, material also including analysis on the problems and complaints in fitness of off the shelf jackets.

## II. Methods

### 1. Survey of Subjects

The subjects were randomly selected out of female university students living in Seoul or

Gyeonggi area in their early twenties aged from 20 to 24. There was a survey on 330 female university students in their early 20s from Sep. 30, 2013 to Dec. 15, 2013.

Methods of the study are actual measuring and questionnaire. Table 1 shows the general data of subjects' age and physical measurements (height, bust girth, waist girth, hip girth, weight).

### 2. Making the Questionnaire

The questionnaire used for the study comprises all 37 questions asking about general physical data of the subjects (2 questions), the relations between their understanding of their own body shapes and the way they choose jackets (8 questions), how they purchase and how they wear (10 questions), the preference of designs (6 questions), fitness (9 questions), any comment or suggestions on developing jackets for them (1 question).

### 3. Method of Analysis

Descriptive statistics was executed by SPSS WIN 21.0 program to analyze the collected data.

Problems or complaints of fitting or mending related questions were treated in 5 points Likert scale. Comments or suggestions on developing jackets were asked to remark in short answers, and later we checked the frequency of identical answers before we statistically treated them.

## III. Results

### 1. Self Body Image Perception

Table 2 indicates the results of the survey on how female university students in their early twenties appraise their own body shape, as well as their ideal body shape, what they did to be more like such ideal body shape, how they feel about their body shape, and how much they value body shape when choosing clothes. Most proportion of the subjects (131 people, 39.7%) answered that they had "A" shaped body with well-build lower body, second to which 78 people (23.6%) answered that they had "H" shaped body with plain waist thinking of themselves far from being like a fiddle. However, their ideal body shape, "X" shaped body with

**Table 1. General Data of Subjects**

Section		Percentage (%)	Total (%)
Age	20	72(21.8)	330(100.0)
	21	75(22.7)	
	22	65(19.7)	
	23	68(20.6)	
	24	50(15.2)	
Section		Mean	Standard Deviation
Physical Data	Height (cm)	161	5.31
	Bust girth (cm)	87	6.70
	Waist girth (cm)	68	6.67
	Hip girth (cm)	95	6.43
	Weight (kg)	53	7.31

slim waist, was almost invariably identical, which was answered by 311 subjects (94.3%).

In an effort to be like such ideal shape, they mostly answered they work out (199 people, 60.3%), and 115 subjects (34.9%) answered they wear pads on their breast or hips. It seems that most women work out to get shaped and later resort to complementary materials. The influence of body shape on purchase decision was like "significant" 145 people (44.1%) "highly

significant" 106 people (32.3%), which means the majority of female university students consider body shape as a very important factor when they buy clothes.

To the question that if they are satisfied with their own body shape, 135 people (40.9%) answered 'unsatisfactory', and 106 (32.1%) answered 'tolerable'. A lot of subjects were found to be unsatisfied with their own body shapes.

**Table 2. Self Body Image Perception**

Contents		Frequency	Rate (%)
What they feel about their body	"A" shaped, heavy lower body	131	39.7
	"H" shaped, plain waist	78	23.6
	"X" shaped, like a fiddle	52	15.8
	"O" shaped, obese belly	44	13.3
	"inverted triangle", wide shoulders	25	7.6
Total		330	100.0
Ideal Shape	"A" shaped, heavy lower body	311	94.3
	"H" shaped, plain waist	9	2.7
	"X" shaped, like a fiddle	6	1.8
	"O" shaped, obese belly	3	0.9
	"inverted triangle", wide shoulders	1	0.3
Total		330	100.0
Effort to get or stay in shape	exercise	199	60.3
	wearing pads	115	34.9
	diet	7	2.1
	none	3	0.9
	plastic surgery	3	0.9
	others	3	0.9
Total		330	100
How significant body shape is to clothes	highly irrelevant	9	2.7
	irrelevant	20	6.1
	so so	49	14.9
	relevant	145	44.1
	highly relevant	106	32.2
Total		330	100
How satisfactory your body is	very unsatisfactory	42	12.7
	unsatisfactory	135	40.9
	so so	106	32.1
	satisfactory	44	13.3
	very satisfactory	3	0.9
Total		330	100

### 2. Choice of the Jacket Size

Table 3 shows the results of the survey on ideal size of a jacket and what size they choose for them considering their own body shape. The most popular jacket size proved to be '85-91-160' that accounts for 189 (57.3%). Most of female university students in their early twenties seem to wear '85-91-160'.

In answering to the preferred amount of ease, more than half of the subjects replied to like 'a little slack clothes' (63.0%). Young women are considered to like jackets with a little ease.

### 3. Purchasing and wearing of the jacket

The number of jackets that female university students in early 20s possess, how many jacket they buy per year, the average price per jacket, where they usually shop for jackets are shown in

Table 4. Most of the subjects (192 people, 58.4%) replied they have '2~5 pieces', 83 people (25.2%) said they have '6~9 pieces'. The number of jackets they purchase per year is mostly '2~5 pieces' answered by 209 people (63.5%) followed by '1 piece' 89 people (27.1%) said.

More than half 195 (59.3%) replied that the average money they spend for a jacket is '50,000 ~ 100,000 won' followed by the group of 90 (27.4%) who said they spend '100,000 ~ 200,000 won'.

The way they buy their jackets are 'internet shopping' by 93 (28.2%), 'major brand outlets' by 70 (21.2%), 'department store' by 62 (18.8%). Lots of young women seem to prefer internet shopping.

The most important factor they consider is 'design' by 156 (47.3%), 'matching my shape' by 95 (28.8%), 'fitness and size' by 47 (14.2%).

**Table 3. Choice of Jacket Size**

Contents		Frequency	Rate (%)
Actual Size	82-88-155	35	10.6
	85-91-160	189	57.3
	88-94-165	73	22.1
	91-97-170	29	8.8
	over 94-100-175	4	1.2
Total		330	100
Ideal Size	82-88-155	102	30.9
	85-91-160	213	64.5
	88-94-165	14	4.2
	91-97-170	1	0.3
Total		330	100.0
Ease	with a little ease	208	63.0
	tightly fitting	80	24.2
	with a lot of ease	39	11.8
	a little too tight	3	0.9
Total		330	100.0

Table 4. Facts on Purchasing Jackets

Contents		Frequency	Rate (%)
Number of jackets you have	less than 1 piece	16	4.9
	2 ~ 5 pieces	192	58.4
	6 ~ 9 pieces	83	25.2
	over 10 pieces	36	10.9
	others	2	0.6
Total		330	100.0
Number of jackets you buy per year	less than 1 piece	89	27.1
	2 ~ 5 pieces	209	63.5
	6 ~ 9 pieces	18	5.5
	over 10 pieces	2	0.6
	others	11	3.3
Total		330	100.0
Average Price per jacket	less than 50,000 won	33	10.0
	50,000 ~ 100,000	195	59.3
	100,000 ~ 200,000	90	27.4
	200,000 ~ 300,000	8	2.4
	over 300,000	3	0.9
Total		330	100.0
How to shop	Internet shopping	93	28.2
	major brands outlet	70	21.2
	department store	62	18.8
	small clothes shop	44	13.4
	large fashion shopping mall	29	8.8
	specialized fashion outlet	13	4.0
	collective brands shop	9	2.7
	home shopping	3	0.9
	tailored clothes shop	3	0.9
	large mall	2	0.6
Total		330	100.0
Considerations on Purchasing	design	156	47.3
	matching your body shape	95	28.8
	size / fitness	47	14.2
	matching with other clothes	7	2.1
	color / pattern	7	2.1
	price	6	1.8
	brand image/popularity	6	1.8
	material	3	0.9
Trend		3	0.9
Total		100.0	

It is confirmed that design is the most important factor influencing their purchase decisions.

Table 5 shows that the season when they wear the jackets, the purpose of the wear, how often they wear jackets per month, what to wear to go with the jacket, and if they wear jackets once of never why they don't use jackets much.

Major season that they wear jackets is 'fall' by

169 (51.2%), 'winter' by 121(36.7%), 'spring' by 33 (10.0%). The purpose of wearing was 'going out' by 177(53.6%) and 'indoor' by 91 (27.6%).

The number of using jackets per month was 'twice ~ 5 times' by 123 (37.3%), and '6 times ~ 10 times' by 88 (26.7%).

To go with the jacket, they choose to wear 'T-shirt' by 126 (38.4%), 'dress shirt' by 86

**Table 5. Facts on Wearing Jackets**

Contents		Frequency	Rate (%)
Season to wear	spring	33	10.0
	summer	7	2.1
	fall	169	51.2
	winter	121	36.7
Total		330	100
Purpose to wear	go out	177	53.6
	indoor	91	27.6
	special occasion	46	13.9
	work	12	3.6
	others	4	1.2
Total		330	100
Frequency of wearing per month	once or less	31	9.4
	twice ~ 5 times	123	37.3
	6 times ~ 10 times	88	26.7
	11 times ~ 20 times	58	17.6
	over 21 times	30	9.1
Total		330	100.0
Inner wear	t-shirt	126	38.4
	dress shirt	86	26.2
	blouse	81	24.7
	knit	15	4.5
	tank top	7	2.1
	dress	5	1.5
	others	10	3.0
Total		330	100.0
Reason not to wear much (plural choice)	uncomfortable	51	59.3
	want of more designs	9	10.5
	make me look older	9	10.5
	don't like the fitness	5	5.8
	others	12	14.0
Total		86	100.0

(26.2%), and 'blouse' by 81 (24.7%). Lots of the subjects preferred gender neutral and active shirts to feminine blouse. When they rarely use jackets, they answered they don't use jackets because it is uncomfortable.

The preference of jacket design by female university students in their early twenties is shown in Table 6. Their most preferred silhouette was found to be 'princess line with slim waist' replied by 159 (48.2%) followed by 'boxy style with a spacious ease' by 108 (32.7%). It seems to be the recent fad of

#### 4. Preference of Design

Table 6. Preferred Design

Contents		Frequency	Rate (%)
Silhouette	princess line with slim waist	159	48.2
	boxy style with lots of ease	108	32.7
	H line, straight legs	55	16.7
	tent-shaped, wider descendingly	7	2.1
	others	1	0.3
Total		330	100
Length	lower than hip girth line	169	51.2
	hip girth line	92	27.9
	mid hip girth line	52	15.8
	waist line	17	5.2
Total		330	100
Lapel design	tailored collar + nudged lapel	171	51.8
	tailored collar + picked color lapel	75	22.7
	flat collar	35	10.6
	high neck collar	26	7.9
	collarless	23	7.0
Total		330	100.0
Number of buttons	1-button jacket	36	10.9
	2-button jacket	123	37.3
	3-button jacket	103	31.2
	double button jacket	68	20.6
Total		330	100.0
Material	wool	162	49.1
	synthetic fabric	146	42.4
	cotton	15	6.7
	others	5	1.5
Total		330	100.0
Color	achromatic colors	295	89.7
	primary colors	20	6.1
	pastel colors	10	3.0
	others	4	1.2
Total		330	100.0



skinny jeans and leggings that encouraged them to select boxy style upper wear with a lot of ease to match those tight pants.

The preferred length of the jacket was 'a little lower than the hip girth line' by 169 (51.2%) and 'hip girth line' by 92 (27.9%).

The preferred collar and lapel design was 'nugged lapel' which is the basic tailored collar by 171 (51.8%) and tailored 'picked lapel' by 75 (22.7%). The preferred number of buttons is 'two-button jacket' by 123 (37.3%), 'three-button jacket' by 103 (31.2%).

The most preferred material was 'wool'

answered by 162 (49.1%), which seemed to be influenced by the season that surveyed, followed by 'synthetic fabric' by 146 (42.4%). The most preferred colors were by and large achromatic colors such as white, gray, and black by 295 (89.7%), which shows they prefer a formal style.

### 5. Fitness of the Jacket

The items they consider fitness most, the part of jacket they think fitness is important, and how they feel about fitness of ready made jackets are shown in Table 7.

**Table 7. Fit of Jackets**

Contents		Frequency	Rate (%)	
Items that fitness is important (plural choice)	Upper Clothes	jacket	45	13.6
		coat	34	10.3
		blouse / shirt	32	9.7
		t-shirt	14	4.2
	Lower Clothes	slacks	100	30.3
		skirt	20	6.1
dress		85	25.8	
Total				
Parts where fitness is important	shoulder		118	35.8
	length of jacket		78	23.6
	waist		61	18.5
	breast		29	8.8
	sleeves		29	8.8
	others		9	2.7
	collar and lapel		5	1.5
Total		330	100	
Fitness of Ready made clothes	well fitting to all brands		212	64.2
	not fitting to some of brands		56	17.0
	not fitting to most of brands		41	12.4
	others		21	6.4
Total		330	100	

They think fitness most important in purchasing 'slacks' said by 100 (30.3%), 'dress' by 85 (25.8%), 'jacket' by 42 (12.7%). We see that slacks are important in lower clothes, and jackets in upper clothes.

The part of jacket where fitness is important are 'shoulders' by 118 (35.8%), 'length' by 78 (23.6%) and 'waist' by 6 (18.5%).

The survey on the fitness of ready made clothes showed that most of the subject (212, 64.2%) said they feel well fit in most brands.

Females in early 20s wouldn't have much problems fitting ready made jackets.

The parts of jacket where they feel uncomfortable were checked in 5 points scale. The nearer to 5, the more positive. Table 8 has the results. All parts of jacket were marked over 3 points, which showed the ready made jackets were generally comfortable. 'Arm hole' got the lowest points, 3.04 followed by 'top arm hole', 3.07.

**Table 8. Uncomfortable Areas**

Contents	Frequency (%)					Total Mean (S.D)
	extremely uncomfortable	generally uncomfortable	tolerable	generally comfortable	extremely comfortable	
shoulder length	6(1.8)	60(18.2)	157(47.6)	89(27.0)	14(4.2)	3.13(0.82)
sleeve length	9(2.7)	66(20.0)	134(40.6)	98(29.7)	17(5.2)	3.14(0.89)
jacket length	1(0.3)	20(6.1)	157(47.6)	127(38.5)	19(5.8)	3.44(0.71)
front intersyce length	4(1.2)	45(13.6)	136(41.2)	116(35.2)	21(6.4)	3.32(0.84)
back intersyce length	5(1.5)	49(14.8)	142(43.0)	113(34.2)	15(4.5)	3.25(0.82)
P bust girth	10(3.0)	59(17.9)	126(38.2)	110(33.3)	17(5.2)	3.20(0.90)
A waist girth	4(1.2)	25(7.6)	141(42.7)	131(39.7)	23(7.0)	3.44(0.78)
R hip girth	8(2.4)	42(12.7)	130(39.4)	121(36.7)	23(7.0)	3.33(0.88)
S arm hole	13(3.9)	71(21.5)	140(42.4)	87(26.4)	13(3.9)	3.04(0.89)
upper arm circumference	9(2.7)	66(20.0)	147(44.5)	87(26.4)	10(3.0)	3.07(0.84)
sleeve breadth	6(1.8)	48(14.5)	137(41.5)	114(34.5)	18(5.5)	3.27(0.85)
sleeve hem width	1(0.3)	18(5.5)	146(44.2)	128(38.8)	26(7.9)	3.50(0.73)
collar & lapel	2(0.6)	13(3.9)	125(37.9)	143(43.3)	40(12.1)	3.63(0.77)
general ease	4(1.2)	20(6.1)	150(45.5)	129(39.1)	18(5.5)	3.42(0.74)

(1 : extremely bad, 2 : bad, 3 : tolerable, 4 : satisfactory, 5 : very satisfactory, ascendingly positive)

The parts of jacket where they do amendments after purchase and the amount of the adjustments are in Table 9. 'Sleeve length' was the least satisfactory part of jacket, where they adjusted the length of sleeves (lengthening: 12, shortening: 2) most often. The frequency of

amendments (40) were the highest in 'shoulder length'. 'Front intersyce length' (21), 'arm hole' (21), and 'collar and lapel' (21) were found to be quite satisfactory yet had high frequency of amendments. 'shoulder length' (20) and 'rear ease' (20) followed.

**Table 9. Area and Amount of Alterations**

Contents	Frequency (%)					Total Mean(S.D)	Repair	Frequency
	extremely unfitting	more or less unfitting	so so	fitting	highly fitting			
shoulder length	1(0.3)	19(5.8)	61(18.5)	35(10.6)	17(5.2)	3.36(0.90)	lengthening	20
							shortening	40
sleeve length	2(0.6)	35(10.6)	53(16.1)	36(10.9)	10(3.0)	3.12(0.93)	lengthening	12
							shortening	2
jacket length		9(2.7)	66(20.0)	46(13.9)	11(3.3)	3.44(0.74)	lengthening	14
							shortening	8
front intersyce length	2(0.6)	7(2.1)	58(17.6)	56(17.0)	9(2.7)	3.47(0.76)	lengthening	15
							shortening	21
back intersyce length	1(0.3)	7(2.1)	64(19.4)	49(14.8)	9(2.7)	3.44(0.73)	lengthening	5
							shortening	20
bust girth	1(0.3)	12(3.6)	66(20.0)	42(12.7)	9(2.7)	3.35(0.77)	lengthening	4
							shortening	5
waist girth		8(2.4)	62(18.8)	51(15.5)	10(3.0)	3.48(0.72)	lengthening	5
							shortening	4
hip girth		7(2.1)	73(22.1)	46(13.9)	8(2.4)	3.41(0.68)	lengthening	6
							shortening	7
arm hole	2(0.6)	9(2.7)	70(21.2)	46(13.9)	7(2.1)	3.35(0.74)	lengthening	9
							shortening	21
upper arm circumference	2(0.6)	8(2.4)	65(19.7)	49(14.8)	7(2.1)	3.38(0.75)	lengthening	3
							shortening	10
sleeve breadth		12(3.6)	65(19.7)	47(14.2)	8(2.4)	3.38(0.73)	lengthening	1
							shortening	1
sleeve hem width		8(2.4)	60(18.2)	51(15.5)	9(2.7)	3.47(0.72)	lengthening	8
							shortening	9
collar & lapel	1(0.3)	2(0.6)	67(20.3)	52(15.8)	9(2.7)	3.50(0.68)	lengthening	6
							shortening	21
general ease		7(2.1)	62(18.8)	53(16.1)	8(2.4)	3.47(0.69)	lengthening	4
							shortening	3

(1: extremely bad, 2: bad, 3: tolerable, 4: satisfactory, 5: very satisfactory, ascendingly positive)

#### IV. Conclusion and Suggestion

The purpose of the study is to analyze 1) the jacket preference and the wearing fitness according to the body image perception of female university students in their early twenties, 2) preferred design such as silhouette, color, and fitness, and 3) the dissatisfaction factors and the improvements from the experience of wearing a jacket. The findings and the discussion of the studies are as followed.

First, in the result of investigating the relationship between jacket and the body image perception of the female university students in her early twenties, "well-build lower body A shaped figure" was responded highest as their current body image, and 'trunk-waist H shaped figure' were followed. Many people considered their body type as lower body obesity or a rectangular body figure with no curves, whereas "X figure with slim waist," or an hourglass figure responded most as their ideal body image. As for satisfaction of their body image, most chose "not satisfied", showing their dissatisfaction of their figure. For the response to the effort that was made to make an ideal body, "Exercise" responded the highest and "putting on pad on the breast and hip" the second.

The result of investigating the effect of one's body image on the purchase, people responded 'related' and 'very related' orderly, showing that perception of their own body image is critical factor of their purchase.

The result has shown that "size 55" is the ideas as well as the actual clothes size for the female university students in their early twenties and most of them preferred "a cloth that has little room".

Secondly, in results on the purchase and wearing conditions, one's possession of jackets

and an annual purchase of a jacket have both responded highest in "2~5 pieces." The average purchase cost per answered highest in "50,000~100,000 won", and "Internet shopping" was their place of purchase. The survey also shows that the "design" of jacket was the most considered in purchasing a jacket.

"Fall season" is when people mostly wear jacket, and they do as outer wear. The study shows that 'T-shirt' is the most preferred inner-wear when wearing a jacket. The number of wearing a jacket per a month had highest respond in "2~5 times", yet they answered that they only wear a jacket "once a month". The reason was because the inconvenience of movement which shows that women in early twenties are not comfortable when wearing a jacket.

Third result is on the desirable design of jacket. The most preferred silhouette is "Princess-silhouette with a cinched in waistline" and a length "below the hip line". As for style, people preferred the basic which is the one with "2-buttons" and "tailored-collar of notched lapel". Moreover, "wool" resulted to be the preferred clothe material and "achromatic color series" for the colors.

Fourth is the result of investigating the inconveniences and improvements accordingly. "Fitness" is most considered factor especially for jacket compared to other upper garments. When purchasing a jacket, people especially showed the most concern the most in shoulder fitness.

In the list of items related to the inconvenient part in wearing a jacket, "arm hole" responded the highest as dissatisfied. After the purchase, "sleeve length" rated the lowest, and "shoulder-length" responded the highest in the degree of mending.

In the free respond and short-answer section

for dissatisfaction and improvements of jacket. Twenty people stated their demand as "need of sleeve breadth fit to the size" recording to be the highest demand and showing their complaints in their sleeves. Next, thirteen people suggested, "want of a better movement around armpit area" which showed they feel uncomfortable when they move arms. For length, "would like it if sleeves were shorter" was a conspicuous suggestion. For shapes, larger sizes such as "bigger bosom or hips" and more diverse sizes are desired to be developed. This shows the need of developments in jackets considering the activity of the female university students in their early twenties.

Likewise, this research states that it is necessary to manufacture jacket pattern that female university students in early twenties put on for their fitness and activities. Also, this study will be used as primary data for imaging body shape of women in early twenties who place a high value on its design and fitness. However, the sample of this research is limited to the part of Seoul and Gyeonggi region. Therefore there is a danger in applying this results to all Korean women in their early twenties.

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