

## Self-Image and Impulsive Buying Orientation of Adolescents

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The purpose of this study was to examine impulsive buying orientation among adolescents; how those purchasing orientation was affected by their self-image and brand-image to those teenagers. This study also verified that the particular self-image was the key variable for those teenagers to satisfy their brand-image. Finally, it investigates for what kinds of brand-images invoke impulsive buying orientation to adolescents.

Surveys were conducted among teenagers in March, 2001 and 583 collected samples were used for this study. Collected data were analyzed by using factor analysis, t-test, paired t-test, one-way ANOVA, Duncans multiple range test, correlations, and multiple regression analysis. The results of the study were as follows:

First, appealing self-image and brand-image to the teen consumers were categorized to four image factors. They were activeness, neatness, fashion, and appearance-oriented image. The impulsive buying orientation was categorized to six factors: (1) stress relieving, (2) peer pressure, (3) price consciousness, (4) mood swings, (5) individuality, and (6) compulsive purchasing.

Second, when the differences between the actual self-image of teenagers and the ideal self-image were analyzed, the ideal self-image factor index was higher than the actual self-image in all four image factors (activeness, neatness, fashion, and appearance-oriented image).

Third, because of findings in relationships between the impulsive buying orientation and the actual self-image, the ideal self-image, and brand-image, the study concluded that three image factors (activeness, fashion, and appearance-oriented image) have significant positive relationships with all six factors of impulsive buying orientation, except for the neatness image. For the actual self-image, the activeness image had a positive relationship with the individuality factor, the fashion image had a positive relationship with the stress relieving and individuality, and the appearance-oriented image had a positive relationship with the individuality factor in the impulsive buying orientation.

For the ideal self-image, in addition, the activeness image had a positive relationship with individuality factor, and the fashion factor had positive relationships with the stress relieving and mood swing factors in the impulsive buying orientation. The appearance-oriented image had positive relationships with stress relieving, peer pressure, and compulsive purchasing factors in the impulsive buying orientation. On the other hand, the neatness image in the brand-image had a negative relationship with individuality in the impulsive buying orientation.

Fourth, the regression analysis with four factors of the brand-image that were affected by self-image to teens resulted in the following findings. The activeness brand-image was influenced

by the both activeness image factor of the actual and ideal self-image, and the fashion image factor of the actual self-image ( $R^2=0.240$ ). The appearance-oriented brand-image was influenced by the actual self-image and the appearance-oriented factor of the ideal self-image ( $R^2=0.114$ ), and the neatness brand-image was influenced by the neatness factor of actual and ideal self-image and fashion factor of the actual self-image ( $R^2=0.110$ ).

The fashion brand-image was affected by the fashion image factor of actual and ideal self-image and the activeness image factor of the actual self-image ( $R^2=0.311$ ). From the above finding, it was concluded that the pursuing brand-images by the teens were equally influenced by both the actual and ideal self images.

Fifth, how could a self-image influence the impulsive buying orientation was analyzed. From six factors of the impulsive buying orientation, only the individuality, mood swing, price consciousness, and stress relieving factors were affected by the brand-image. The activeness, neatness, fashion, and appearance-oriented image influenced the individuality factor of the impulsive buying orientation ( $R^2=0.185$ ). The activeness and appearance-oriented factors affected the mood swing and stress relieving factors of impulsive buying and the appearance-oriented brand-image affected the price consciousness factor of the impulsive buying. However, their arguments were too weak to discuss.

When the results were analyzed according to gender, the neatness, the fashion, and the individuality factors affected teenage boys impulsive buying orientation ( $R^2=0.119$ ). Teenage girls were affected by all four brand-image factors ( $R^2=0.181$ ). For the mood swing factor, However, teenage boys displayed impulsive buying orientation for the appearance-oriented brand-image factor while teenage girls displayed the fashion brand-image factor. Brand-image affected more for teenage boys than that of girls on the price consciousness factor of the impulsive buying orientation.

Lastly, the characteristics of the impulsive buying were clearly distinguished between genders and teenager girls felt higher peer pressure for the impulsive buying. Clothes purchasing expenses had proportional relationships with the stress relieving and mood swing factors of impulsive buying. Furthermore, the amount of their monthly allowance had proportional relationships with the level stress relieving and price consciousness, and individuality factors of impulsive buying.

This study concluded that not only were there different relationships between adolescents self-image esteem and impulsive buying orientation but also the abstract entity of self-image invoked teenagers purchasing desire to the product. Marketing strategies, such as fashion design, advertisement, and announcement, must reflect the above findings. Understanding the meaning of self-image behind the teenagers mentality can leads to forecast their behaviors of impulsive purchasing. Teen consumer market is different from a conventional established market. Therefore, fashion marketing analysts must realize to develop, teenager targeted brand names, products, or specific images for teen consumers to satisfy their self-image orientation trends.