

A Study on the One-to-One Marketing Strategy for the Plus-Sized Consumers Based on their Clothing Purchase Behavior

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Due to the recent increases of the plus-sized consumers in almost all age groups, the emotional dissatisfaction with their body images is socially widespread and is becoming one of the serious mental pathology as much as physical problems.

But, the current fashion industry adopts the socially ideal body image into their fashion products as a leading edge to promote their merchandises. As a consequence, the plus-sized consumer groups practically experience severe difficulties in their choices of clothing when seeking to dress up their appearances.

This study, in this context, tries to provide fundamental information in establishing one-to-one marketing strategy in an effort to enhance the plus-sized consumers' satisfaction. For that, it analyzes the purchase behavior of the plus-sized consumers who have relatively been neglected in the lady's clothing market given the limited range of clothing choices available. The approach is rooted on the belief that the plus-sized consumers possess as much desire to express themselves as the regular-sized counterparts in fulfilling their appearances via diversified outfits. Since the fashion industry, dealing with the basic human aesthetic sensitivity, is one of the typical industries that ought to stick to the strictly consumer-oriented marketing. In this sense, it is required for the domestic fashion industry to adopt the one-to-one marketing strategy for those plus-sized sector of the consumers to improve their satisfaction level

in clothing purchase.

The study surveys 1,400 women ranging over the ages from eighteen to fifty-nine. The questionnaire provides the anthropometrical information to let the interviewees self-classify themselves into specific plus-size categories of their preference considering the general consumer psychology that they might care not to belong to an unconventional category of physical sizes. Eventually, 379 incidences have been taken in accordance with the BMI and PIBW obesity standards as the study sub samples of the plus-sized cases. The questionnaire asks the respondents with regard to the clothing benefit sought; the degree of dissatisfaction with the ready-to-wear; their usual shopping behaviors; the anthropometrical classification of physical sizes; and, finally, the demographic attributes. The statistical procedures have been run by the SAS package.

The major study findings are as follows:

It is shown that the plus-sized groups has truly been the sector that the clothing makers have been stingy in providing the proper clothing information and over sighted their eager pursuit of fashionable appearances. Furthermore, their demographic characteristics clearly evidence that they are a consumer group of active and willing buyers sensitive to fashion trends. In this regard, it is critically required for the clothing industry to assume the group as a potential target market. In addition, all age groups showed favorable responses to the on-line shopping opportunities.