

A Study on the Benefits Sought and the Rental Intension According to Rental Clothing Experience

Shim, Joon-Young* · Kim, Yong-Sook**

*Doctoral Course, Majoring in Clothing & Textiles, Chonbuk Nat'l University

**Professor, Majoring in Clothing & Textiles, Chonbuk Nat'l University

The present time, people have felt limits to own clothing because of fast change of fashion trend and various role management which they have. This mood changes people's consciousness for product, and makes them face to intention for rental using instead of permanent possessions.

The rental clothing industry of Korea have been started in the wedding dress, and the market is growing with the clothing which has high price like luxury item or just for one time wear like party wear or ceremonial dress. And, with diffusing of internet, rental clothing market grows briskly both online and off line. But there are few studies in this area and the absence of the clear law about responsibility for damage and cause for rental, makes quarrel between user and offerer.

The purposes of this study were to identify the factors of benefit sought and rental intension based on the rental experience of clothing. The research problems were; first, to certify the rental clothing experience and divide consumer according to them. Second, to categorize the factors of benefits sought in rental clothing. Third, to certify the benefits sought and demographics of divided groups. And fourth, to confirm the affects of rental experience and benefits sought on rental intension.

Questionnaires were used for this research and consisted of rental experience, benefits sought, rental intension and demographics. A

preliminary research was done in May and the main research in July, 2003 with 600 adult. 520 sheets were used for analyzing by SPSS(Ver. 10.0); proportion, percentage, mean, standard deviation, factor analysis, ANOVA and multiple regression.

The results were as follows; First, the highest proportion item of rental experience was the wedding dress, and the gown of graduation ceremony was followed. The consumers were divided into 3 groups based on the rental experience; light experience group, medium and heavy.

Second, factors of benefits sought in rental clothing were wearer compatibility, value intention, condition compatibility, space saving and conformity, and the total variance was 64.61%.

Third, the more rental clothing experienced groups pursued wearer compatibility, value intention, space saving, and conformity more. The light experience group included young undergraduate male student who had small expenditure for clothing, and the medium group were elder employees. The heavy group included elder, high educated house wives who had big expenditure for clothing.

Fourth, the value intention affected rental intension, and it's influence was 8.0%.

Active clothing behaviors such as house wives with higher education and clothing expenditure rent clothing more frequently.