

A Study on Factors that Affect Sensitivity Marketing of Casual Brands

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Due to changes in the forms of consumption, consumers promote purchase behavior in which they can practice self-ego and satisfy their taste. Therefore, companies began to establish marketing strategies that aim for consumers and one of those strategies is sensitivity marketing.

Therefore, an objective of this study is to analyze the factors that influence sensitivity marketing based on the emotions of consumers and understand senses about casual brands preferred by female university students to drive clear definition of sensitivity marketing.

First, senses of female university students were divided into primary sense, sub-sense and sensitivity marketing. Primary sense, which is felt and decided by five senses, was categorized into five factors: refinement, dynamic sense, credibility and friendliness. According to the result, all factors of primary sense showed significant differences according to the types of casual brands. Sub-sense, which expresses detailed senses on brands and products, was categorized into seven factors: elegance, activeness, casual, classic, romantic, girlish and urban. According to the results, all factors showed significant differences according to the types of casual brands. Sensitivity marketing, demanded based on the types of consumer's preference in casual brand group, was categorized into six factors: promotion of productivity, store, features of merchandiser, promoting favorable impression on advertisements, promotion of sociability and practicality. According to the result, from all

factors excluding features of merchandiser showed significant differences according to the types of casual brands.

Second, as a result of investigating about correlation between garment shopping tendency of casual brand consumers and factors of sensitivity marketing, it was proven that female university students with higher age and expense on garments promoted productivity of preferred brands. They also valued features of stores and showed favored impression on advertisements. In case of higher expense level on garments and frequent purchasing behavior, female university students in Seoul region promoted sociability of preferred brands, showed high interest on advertisements and trusted merchandiser. Female university students in Busan region valued products and store features of preferred brands, considered practicality and sociability of products.

In summary, in practicing sensitivity marketing, traditional casual brands must exert great effort in improving social perception and image. Young casual brands must pay greater attention to store composition such as display and etc. Easy, sports and character casual brands must emphasize practicality of the products to raise consumer's perception. Lastly, jeans casual brands must focus consumer's viewpoints through advertisements.

In conclusion, domestic casual brands companies must take a grasp on the changes in consumption market and understand senses of consumers to be able to establish effective marketing strategies.