

대학생의 유형에 따른 신용카드 사용과 의복구매

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Credit-Card Use and Clothing Purchasing according to Lifestyles of College Students

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Abstract

This study aimed to classify the lifestyles of 1020 college students, and to analyze the effect of the lifestyles on the usages of credit card, price perception, purchasing satisfaction and the number of new clothing. The number of credit cards, total payment of credit cards and the attitude to credit card were different by the 7 clusters of college students, but the frequency of credit card use, the amount of cash service and arrearages were not different. The perception to the apparel price, purchasing satisfaction, and the degree of clothing purchasing varied according to the lifestyle clusters. For example, 6th cluster being highest in the pursuit of appearance showed the highest amount of credit cards usage significantly and tendency of highest arrearage, and used credit cards mostly in clothing purchase.

Keywords : lifestyles of college students, credit card use, purchasing satisfaction, price perception.