

# **Perception on Clothing made in Korea depending on the clothing attitudes**

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## **I . Introduction**

The apparel industry needs to identify what the consumers want and what aspects are emphasized when the consumers purchase the clothes in order to maximize the consumers' satisfaction as understanding the consumers' desires. For effectively satisfying a variety of consumers' desires, the apparel industry selects the segmented target markets and applies and carries out the differentiated marketing strategies. Korean garment industry need to understand Chinese consumers' consumption behavior by active apparel trade with China recently. This way, solid product planning and marketing strategy can be made to provide what they want. The clothing behavior is the important index segmenting the consumer market as the interest and importance appeared in the behaviors selecting and wearing the clothes. Especially, It influences on the decision making when the consumers purchase the clothes. The criteria by consumers are said to be affected by demographic factors such as gender, age, occupation, marital status, and educational level as well as by socio-cultural values including clothing attitudes. This study is designed to identify the psychological characteristics of consumers by identifying the evaluation standards to select the apparel products shop, evaluation criteria for garment and purchase motivation, depending on the clothing attitudes and manifest differences in the criteria as well as differences of the perception on clothing made in Korea depending on demographic factors, gender, monthly expense on clothing. To this end, this study selects the Korean Chinese college women in Yanbian.

## **II . Methodology**

Questionnaire was used for studying the subject of the thesis. Questions used for the study were primarily based on those previously used. Each question was rated in 5 point scale, where 1 means 'not at all' and 5 means 'definitely'. The study was conducted against 280 college students September, 2003. The data of this study was statistically analyzed using the SAS PC program. The clothing attitude is classified into four factors; fashionable, practical, aesthetic and modest factor according to the Factor analysis on the clothing attitudes of total respondents.

Table 1. differences in the perception on clothing made in Korea depending on the Fashion factor of clothing attitudes

Attitudes on Clothing – Fashion	lower group (n=97)	higher group (n=150)	t value
Perception on Clothing made in Korea			
price is high	3.81	3.92	-.962
It is easy to find the design that you want	3.32	3.37	-.434
<b>the color or pattern strikes your fancy</b>	<b>3.39</b>	<b>3.69</b>	<b>-2.959**</b>
the quality and mass are good	3.67	3.74	-.709
to be your size	3.34	3.43	-.950
It is comfortable to be active	3.20	3.35	-1.324
after services are good	3.00	2.99	.061
<b>look elegant in those clothes</b>	<b>3.30</b>	<b>3.53</b>	<b>-2.164*</b>
<b>If the prices are same, you prefer Korean clothes to Chinese</b>	<b>2.99</b>	<b>3.33</b>	<b>-2.589*</b>
It is apt to purchase Korean clothes frequently	2.78	2.94	-1.347
<b>want to purchase Korean clothes when you see</b>	<b>2.49</b>	<b>2.93</b>	<b>-3.389**</b>

\*\*\* P < .001 \*\* P < .01 \* P < .05

## 2. Perception on Clothing made in Korea depending on the practical factor of clothing attitudes

Table 2 is the results of the study that examined the differences of between two groups that had low average scores and high average scores by practical factor of clothing behaviors, respectively. The characteristics of the practical factor is to value the physical and psychological comfort, purchase the clothes according to the plans, economically use the time, money and energy and emphasize the convenience of control. In the practical factor, meaningful differences showed in the perception on clothing made in Korea between the group with low average scores and the group with high average scores in six variables - the quality and mass are good, It is comfortable to be active, after services are good, If the prices are same, you prefer Korean clothes to Chinese, It is apt to purchase Korean clothes frequently, want to purchase Korean clothes when you see. The group with lower practical score showed higher perception on clothing made in Korea than the group with higher practical score in all variables.

Table 2. differences in the perception on clothing made in Korea depending on the practical factor of clothing attitudes

Attitudes on Clothing – Practical	lower group (n=111)	higher group (n=135)	t value
Perception on Clothing made in Korea			
price is high	3.86	3.89	-.306
It is easy to find the design that you want	3.43	3.27	1.489
The color or pattern strikes your fancy	3.64	3.51	1.291
<b>The quality and mass are good</b>	<b>3.82</b>	<b>3.62</b>	<b>2.050*</b>
to be your size	3.48	3.33	1.577
<b>It is comfortable to be active</b>	<b>3.41</b>	<b>3.18</b>	<b>2.123*</b>
<b>After services are good</b>	<b>3.16</b>	<b>2.86</b>	<b>2.837**</b>
look elegant in those clothes	3.49	3.39	.900
<b>If the prices are same, you prefer Korean clothes to Chinese</b>	<b>3.41</b>	<b>3.04</b>	<b>2.831**</b>
<b>It is apt to purchase Korean clothes frequently</b>	<b>3.12</b>	<b>2.68</b>	<b>3.907***</b>
<b>want to purchase Korean clothes when you see</b>	<b>2.94</b>	<b>2.62</b>	<b>2.445*</b>

\*\*\* P < .001 \*\* P < .01 \* P < .05

### 3. Perception on Clothing made in Korea depending on the aesthetic factor of clothing attitudes

Table 3 is the results of the study that examined the differences of perception on clothing made in Korea between two groups that had low average scores and high average scores by aesthetic factor of clothing behaviors, respectively. The characteristics of the aesthetic factor is to be much interested in the beauty, try to harmonize the clothing with the physical appearance in wearing the clothes and achieve the external beauty using the clothes or accessories. No meaningful difference was noticed in the perception on clothing made in Korea between the group with low average scores and the group with high average scores.

Table 3. differences in the perception on clothing made in Korea depending on the aesthetic factor of clothing attitudes

Attitudes on Clothing – aesthetic	lower group (n=144)	higher group (n=103)	t value
Perception on Clothing made in Korea			
price is high	3.82	3.96	-1.306
It is easy to find the design that you want	3.30	3.42	-1.108
the color or pattern strikes your fancy	3.51	3.65	-1.365
the quality and mass are good	3.69	3.75	-.615
to be your size	3.35	3.47	-1.225
It is comfortable to be active	3.22	3.38	-1.387
after services are good	2.91	3.12	-1.910
look elegant in those clothes	3.41	3.48	-.628
If the prices are same, you prefer Korean clothes to Chinese	3.16	3.25	-.696
It is apt to purchase Korean clothes frequently	2.83	2.94	-.940
want to purchase Korean clothes when you see	2.74	2.79	-.331

### 4. Perception on Clothing made in Korea depending on the modest factor of clothing attitudes

Table 4. differences in the perception on clothing made in Korea depending on the modest factor of clothing attitudes

Attitudes on Clothing – Modest	lower group (n=112)	higher group (n=135)	t value
Perception on Clothing made in Korea			
price is high	3.85	3.90	-.515
<b>It is easy to find the design that you want</b>	<b>3.20</b>	<b>3.47</b>	<b>-2.644**</b>
the color or pattern strikes your fancy	3.59	3.56	.339
the quality and mass are good	3.65	3.76	-1.151
to be your size	3.42	3.38	.435
It is comfortable to be active	3.25	3.32	-.611
after services are good	2.91	3.07	-1.450
<b>look elegant in those clothes</b>	<b>3.29</b>	<b>3.56</b>	<b>-2.537*</b>
If the prices are same, you prefer Korean clothes to Chinese	3.21	3.19	.097
It is apt to purchase Korean clothes frequently	2.85	2.90	-.485
want to purchase Korean clothes when you see	2.67	2.84	-1.293

\*\* P < .01 \* P < .05

Table 4 is the results of the study that examined the differences of perception on clothing made in Korea between two groups that had low average scores and high average scores by modest factor of clothing behaviors, respectively. The characteristics of the modest factor is to avoid the physical exposure related to the sexual interest, conservatively comply with the social norms such as ethics and customs through the clothing or accessories and wear the clothes that are courteous. In two variables, It is easy to find the design that you want, look elegant in those clothes, showed a meaningful difference in the modest factor between two groups. The group with higher modest score had higher perception on clothing made in Korea than the group with low average scores in two variables.

### 5. Perception on clothing made in Korea depending on the monthly expense on clothing

Table 5 is the results of the study that examined the differences of perception on clothing made in Korea between two groups, below 100yuan, above 100yuan based on monthly clothing expense. As is shown in the Table 5, meaningful difference was noticed such as if the prices are same, you prefer Korean clothes to Chinese, It is apt to purchase Korean clothes frequently in two variables.

Table 5. differences of perception on clothing made in Korea depending on the monthly expense on clothing

monthly expense on clothing	below 100yuan (n=184)	above 100 yuan (n=190)	Mean	t
Perception on Clothing made in Korea				
price is high	3.88	3.88	3.88	.065
It is easy to find the design that you want	3.27	3.40	3.34	-1.233
the color or pattern strikes your fancy	3.48	3.65	3.57	-1.745
the quality and mass are good	3.62	3.78	3.71	-1.657
to be your size	3.36	3.43	3.40	-.732
It is comfortable to be active	3.26	3.31	3.29	-.405
after services are good	2.89	3.08	3.00	-1.760
look elegant in those clothes	3.35	3.50	3.44	-1.472
<b>if the prices are same, you prefer Korean clothes to Chinese</b>	<b>3.03</b>	<b>3.33</b>	<b>3.19</b>	<b>-2.309*</b>
<b>It is apt to purchase Korean clothes frequently</b>	<b>2.67</b>	<b>3.04</b>	<b>2.88</b>	<b>-3.374**</b>
want to purchase Korean clothes when you see	2.67	2.84	2.76	-1.339

\*\* P < .01 \* P < .05

## V . Conclusion

This study examined the perception on clothing made in Korea depending on the clothing attitudes to identify the psychological characteristics of consumers. To this end, this study selected the Korean Chinese college women in Yanbian.

The results of study are summarized as described below. The clothing attitude of college women is classified into four factors: fashionable, practical, aesthetic and modest. The

subjects are divided into the group with higher average score and that with lower average score by factor, respectively. Meaningful differences between two groups showed in perception on clothing made in Korea depending on the clothing attitudes- fashionable, practical, modest factor, but in the aesthetic factor, no difference was noticed in the perception on clothing made in Korea between the group with low average scores by aesthetic factor of clothing attitude and group with high average scores, respectively.

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