

A Study on Lifestyle of Target Group of S Brand's Street Store Consumers

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I . Introduction

Consumers are demanding more convenient shopping, more varied products, and lower prices. Thus retailers are researching about distribution channels and experimenting with life style to attract loyal customers. Differentiation can be achieved through proper positioning and distinctive image creation. Stone(2004) stated that we have to think 5R's(the right merchandise, at the right price, in the right place, at the right time, in the right quantities). Department store is the type of general retailers most familiar to consumers. However, venders should pay expensive fees. Thus they want to expand street stores to cut down distribution expenses. Thus this study is to observe consumer's lifestyle to get information consumer's needs and wants for marketing policies and strategies for S Brand's street stores.

II . Methodology

For this research, questionnaire was used. The survey was conducted in three stores located in Bucheon, Mockdong, and youngdeungpo. Selected subjects were 500 women who are living near by those area or potential customer ranging from 20 to 50 years old, using convenient sampling method. Factor analysis, Pearson correlation and ANOVA were conducted using SPSS program.

III . Results and Discussion

To reduce the number of variables on lifestyle, factor analysis was conducted. The results of this are shown in Table 1. Four factors were largely found, which are fashion interested, information search, cultural activity, and family valued. 21.38% of lifestyle variance was explained by factor 1 and total cumulative variance is 60.67%. The value of Cronbach α for each factor is 0.86, 0.78, 0.73, 0.63(table 1).

To observe lifestyle of consumers at three different locations of street stores, we conducted ANOVA and Ducan's multiple range test. Only factor 4 had a significant difference among three locations, which means BC residents had a higher mean score at family value factors than MD residents.

We conducted ANOVA to determine differences between the choice of retailer types according to different types of lifestyle (table 2). Only factor 1(fashion interested) had a significant difference, i.e. fashion interest group visited road shop more than department store, discount store, and specialty stores. This sign is very positive to open street store. If brands want to extend business, they have to develop innovative design to attract their customers who are strongly interested in fashion items.

Table 4 shows that the relationship between types of lifestyle and motivation to visit stores. Fashion interested type of lifestyle is correlated slightly with attractive display($r=0.241$). If your target customers are fashion-interested group, then you'd better develop VMD techniques to persuade your customers. Also cultural activity factor is correlated with advertising and telemarketing. Thus your target customers are those who people who are enjoying cultural activities, then you can use advertising/telemarketing as promotional tools.

Table 1. Results of Factor Analysis on Fashion Lifestyle (n=475)

Factor	Items	Factor loading	Eigen value	Variance (Cumulative Variance)	Cronbach α
Factor 1 Fashion interested	Wearing clothing is interested.	0.79	6.11	21.38 (21.38)	0.86
	An attractive appearance is what I want.	0.73			
	Changing clothes is good for a change mood.	0.68			
	My outfit is more excellent than others.	0.64			
	Clothing is important to give a good image in the first meeting.	0.63			
	I am self-confident in every matter.	0.48			
	I have more capability than any other people.	0.47			
Factor 2 Information Search	I'm always looking for cheaper price even little things.	0.80	1.72	14.99 (36.38)	0.78
	I tend to shop around as many stores as possible before purchasing.	0.77			
	In purchasing, information about fashion products is gained to compare	0.72			
	I tend to make a list about what to purchase before going shopping.	0.60			
Factor 3 Cultural Activity	I actively take part in cultural activities.	0.76	1.29	13.74 (50.12)	0.73
	I enjoy hobbies.	0.75			
Factor 4 Family Valued	Good job in house working is worthy.	0.76	1.18	10.54 (60.67)	0.63
	Mother's role is important for women.	0.75			
	To do house work is happy.	0.56			

Table 2. Results of ANOVA to Determine the Effect of the Distribution Area in Each Factor of Lifestyle (n=475)

Types of Lifestyle	Distribution Area			F	ANOVA : P value
	Mean/Duncan Grouping				
	BC	MD	YD		
Fashion interested	0.017	0.027	-0.042	0.210	0.811
Information search	0.056	0.035	-0.021	0.353	0.703
Cultural activity	-0.000	0.058	-0.054	0.451	0.637
Family valued	0.178	-0.164	-0.019	4.305*	0.014
	B	A	AB		

*P< 0.05. Letter means Duncan's multiple ranges (P<0.05).
Note. BC=Bucheon, MD=Mokdong, YD= Yundeungpo

Table 3. Results of ANOVA to Determine the Effects of Type of Retail Store in Each Factor of Lifestyle (n=475)

Types of Lifestyle	Retail store				F	ANOVA : P value
	Mean/Duncan Grouping					
	Department Store	Discount store	Specialty store	Road shop		
Fashion interested	-0.043	-0.085	-0.078	0.310	3.016*	0.030
	A	A	A	B		
Information search	-0.051	0.018	0.067	-0.013	0.288	0.834
Cultural activity	0.007	-0.109	0.058	0.093	0.763	0.515
Family valued	-0.050	0.080	0.029	-0.053	0.462	0.709

*P< 0.05. Letter means Duncan's multiple ranges (P<0.05).

Table 4. Correlation Between Types of Lifestyle and Motivation to Visit (n=475)

Types of Lifestyle	Correlation: Pearson r			
	Fashion Interested	Information Search	Cultural Activity	Family Valued
Motivation				
Friend's recommendation	0.074	0.113*	0.201**	0.026
Attractive display	0.241**	0.080	0.050	0.008
Past purchasing experience	0.183**	0.094	0.103*	0.052
Advertisement or telemarketing	0.018	0.111*	0.259**	0.022
Celebrities like TV stars or movie stars.	0.070	0.135**	0.176**	-0.074
Sales person's good appearance	0.110*	0.134**	0.115*	0.105*
An experienced person's advice	0.039	0.162**	0.167**	-0.034

**P< 0.01, *P< 0.05

References

Stone, E.(2004). Dynamics of Fashion, Fairchild Publications, Inc.