

## The Apparel Purchasing Behavior of Adult Female Group Segmented by Their Materialism

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### Abstract

*The purpose of this study was to investigate the apparel purchasing behavior of adult women consumer groups divided by materialism. The specific objects of this study were;*

*1) to examine the degree of materialism, impulsive buying, and conspicuous consumption. 2) to examine the correlation between impulsive buying, materialism, and conspicuous consumption, and to examine the relative influences of impulsive buying, materialism affecting conspicuous consumption. 3) to classify groups according to the level of the propensity for materialism, and to examine the clothing purchasing behavior of the divided groups. Data were administered to 357 adult women living in Suncheon from June to July 1999. For analysis of the data, factor analysis, one-way ANOVA, duncan's multiple range test, frequency and  $\chi^2$ -test were employed. The results of this study were summarized as follows.*

- 1. Materialism and impulsive buying have shown higher than middle score, and conspicuous consumption has shown similar to middle score.*
- 2. The correlation between materialism, impulsive buying, and conspicuous consumption was showed proportional relation. The higher the materialism and experience of impulsive buying was, the higher was the conspicuous consumption. According to the results of regression analysis examining the relative influence of variables affecting conspicuous consumption, the relative importance of the variables were in the order of; success-symbolic materialism, life-centered materialism, happiness-pursuing materialism, impulsive buying and their explanatory power totalled 35.2%.*
- 3. Evaluating attributes of product, the type of purchasing store, the place of purchasing, the need of high class department store, purchasing price range, and accompanying people when purchasing were the factors influencing the apparel purchasing behavior.*

*Key words : materialism, conspicuous consumption, apparel purchasing behavior.*

### I. Introduction

In these days, the function of clothing products has been similar to each other as fashion industry developed. Also, as the level of life and desire increased, consumers tend to think

more of social and subjective meaning significantly than functional aspects of product. Especially, consumers of today regards that satisfactions are achieved through the possessions of materials or mutuality with products<sup>1)</sup>, and they tend to think that the more they possess, they get happier because it represents their success or

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<sup>1</sup> Schudson, 1984

it shows the source of pleasure<sup>2</sup>).

Many of scholars have studying the clothing as the subject when their involvement because clothing is treated as typical high-involved products of consumer along with jewelry, high-priced durables and automobiles in marketing field. And also, clothing is very self-minded product because it expresses and shows the characters of status and life styles to the others.

In our time, recognition of clothing has been increased as means of various desires for satisfaction and self-expression rather than for survive. Especially, in this industrial society, as social liquidity has been increased, conspicuous consumptive phenomenon is prevailing to express, stabilize, and confirm social position<sup>3</sup>).

There tended to need material compensatory consumption as luxurious houses, fancy cars, and expensive clothing, when they lack of successive titles, social position, receiving prizes, and indicators of immaterial successes that are identified to achieve because people sees one's possessions as reflection of one's value and social success<sup>4</sup>).

One sense of value that has been studying in fields of psychology and sociology as a factor decided human behavior, plays an important role of explaining consumer behavior as of clothing because it act as a factor to stimulate consumption. Especially, materialism among the value has been utilizing in most of studies as purpose to compare with culture or culture of consume, as cultural or structural variables and to explain an individual difference<sup>5</sup>).

The consumers value people and themselves by life styles of consumption, when materialism that pursuing self satisfaction and pleasure of life are getting higher, they are conspicuous to

others and they need more of symbolic aspects than functional aspects of clothing products for hedonic consumption.

Consciously or unconsciously, their value of materialism can change making decision about consumptional behavior of fashion products that means satisfaction of possession and showing and it can be expected to be influenced to purchasing behavior.

To be sure how much this kind of materialism and conspicuous consumption can influence the actual women's behavior of purchasing apparel product, it is to be needed the experimental survey about relationship between tendency of materialism and actual apparel purchasing behavior of women.

It has proved in result of pre-survey that the items with the highest purchasing frequency of women is clothing are casuals and suits. Therefore, we divided the groups with tendency of materialism in case purchasing casuals and suits, and study the differences of purchasing behavior of each divided group. So we aimed to offer the data that helps marketing strategy which are selecting target market of fashion marketer for adult females, exploitation of products, decision of prices, plans of market circulation and etc.

## II. Review of Literature

### 1. Materialism and Conspicuous Consumption

The value of consumption is regarded as a wealth representing happiness and as the value of modern consumer by possession of materials or interaction with products not by religious satisfactions and social contacts, and the heart of value of consumption goes to materialism<sup>6</sup>).

<sup>2</sup> M. L. Richins & S. Dawson, "A Consumer Values Orientation for Materialism and Its Measurement : Scale Development and Validation", *Journal of Consumer Research*, 19, Dec (1992): 303-316.

<sup>3</sup> T. Veblen, *The Theory of Leisure Class*. (Modern Library Inc, 1934).

<sup>4</sup> R. W. Belk, Materialism: Trait Aspects of Living in the Material World, *Journal of Consumer Research*, 12, Dec (1984): 265-280.

<sup>5</sup> Sub-Jong Ju, A study on the Materialism and Searching Information of Consumer Behavior, *Research of Advertisement*, 26, Spring (1995).

Richins and Dawson<sup>7)</sup> regarded general conceptions of materialism as a symbol of success or source of joy, and they feel happier by possessing more materials, and divided into success-symbolic, life-centered and happiness-pursuing materialism as sub-dimensions of materialism.

The value of materialism has been accepted as the materialism-oriented which is considering money, property, pursuit of material abundance and richness as a important criterion of life, or the negative opinion that the more people strongly believe that materials guaranteed happiness, the more materialism is overflowed in the society<sup>8)</sup>, has been evoked.

In the other hand, the tendency considering materialism that wealth and money are important factor for happiness of individuals and development of society<sup>9,10)</sup>, and there are the positive opinions that materialism contributes to elevate and maintain positive self-substance<sup>11)</sup> because consumers with high materialism have tendency to encode their substance by consuming and possession of products for being into social class or out of class.

At the same time when materialism play as a value of consumer who lead selecting behavior of consumers in various society of materialism, relating to consume, materialism affects the styles and qualities of products to be needed<sup>12)</sup>.

From the relationship between the value of materialism and the searching information<sup>13)</sup>, happiness-pursuing materialism Richins and Dawson<sup>14)</sup> referred to, has revealed positive correlation with the searching information and people who feels pleasure or satisfaction by material-acquisition, are doing more of searching information before purchasing and continue to search information more and are acquiring informations through displayed products, advertisement of products to purchase and sensitive stimulus.

Therefore, materialism<sup>15)</sup> pursue psychological happiness through hedonic consumption of money and property which is common phenomenon in this capitalistic society play an important role to explain consumer behavior of clothing product, a leading product that would be symbolic consumption.

Consumers are searching and having continued attention because clothing is requisite and aesthetic goods in our daily life and fashion goods that are recognized as important symbolism or have rapid change with hedonic values. When consumers accustom to subjective and symbolic meanings in this kind of clothing products or when emotional needs affect to pragmatic motive of product, established consumer behavior researches become to ignore the important aspects of consuming process.

<sup>6</sup> Schudson, 1984

<sup>7</sup> M. L. Richins & S. Dawson, *op cit.*, 1992.

<sup>8</sup> Young-Sin Sung, Materialism and Types of Ostentation Consumption, *The Korean Psychological Association*, 1(1), (1994), 69-82.

<sup>9,10</sup> G. P. Moschis & G. A. Churchill. 1978. Consumer Socialization : A Theoretical Analysis, *Journal of Marketing Research*, 15(4), 599-609. Moschis, G. P., & Moor, R. L. 1982. A Longitudinal Study of Television Advertising Effects, *Journal of Consumer Research*, 9(12), 122-134.

<sup>11</sup> R. W. Belk, *op cit.*, 1984.

<sup>12</sup> Hyung-Kil Kim and Jeong-Hee Kim, A Study on the Measurement of Materialism of Consumer, *Cheju University Journal*, 39(1994), 375-396.

<sup>13</sup> Sub-Jong Ju, *op. cit.*, 1995.

<sup>14</sup> M. L. Richins & S. Dawson, *op. cit.*, 1992.

<sup>15</sup> C. Mukerji, *From Graven Images: Patterns of Modern Materialism*, (New York: Columbia University Press 1983).

In the process of purchasing and consuming, the products and consumers always have acted emotionally and unreasonably rather than to decide based on reasonable and economic rules and so-called as symbolic consumption<sup>16</sup>.

The conspicuous consumption from the symbolic consumption is the economic behavior that attracts public gaze by consuming more than real life needs to show their status and wealth and is defined as consuming tremendous of money and services for the purpose of showing power of money than to gain an individual reputation<sup>17</sup>.

Mason<sup>18</sup> has referred as the conspicuous consumption is to act by stimulation with desire of showing power of purchasing goods to the others, it is made of social stimulating than economic and physiological utilities of products and understood as an exceptional one in the consumer behavior. And also, Kaiser<sup>19</sup> has seen it as a conception that this conspicuous consumption with meanings that one should have more and better clothes in addition to its' expensive price in order to represent one's life style and value. Belk<sup>20</sup> has seen that people is tend to need more material compensatory consumption with luxurious houses, fancy cars and expensive clothes when they are lack of successive titles, social position and receiving prizes because one's possessions reflect one's value and social success. For example, it is said that purchasing apparel involves not only possession of clothing but also significant symbolic value, and have a psychological aspect of showing self-prestige through behavior of consuming which is economic

behavior.

Lee<sup>21</sup> has seen a conspicuous consumption is special consumption that is to act for social purpose, show expenditure to the others for acquisition or maintenance of a position and elevation of status, and the propensity of materialism is, 1) wasteful expenditure for a name value and 2) behavior to show their power of wealth socially for acquisition of position or status. And as one of the influences, there are propensity of materialism for effect of wealth as to show position.

In general, conspicuous consumption is related to show wealth and because conspicuous consumers are motivated by desire to impress others by their possessions of materials, I think that materialism has close relationship with conspicuous consuming and purchasing behavior of consumers would be leveled by as much of this propensity. Moreover, this experimental research of apparel purchasing behavior according to materialism and conspicuous consumption will be able to offer an useful data for fashion marketers.

## 2. Apparel Purchasing Behavior

Apparel purchasing behavior is that consumers perceive clothing product to be needed for factors of sociocultural environment and motivations of individual desire, and they purchase the product after research of detailed informations and evaluating and selecting process of products<sup>22</sup>.

The research of apparel purchasing behavior has been done diversely and as you see the variables of apparel purchasing behavior, there

<sup>16</sup> Roger Mason, Conspicuous Consumption: A Literature Review, *European Journal of Marketing*, 18(3), (1984), 26-39.

<sup>17</sup> T. Veblen, *op. cit.*, 1934.

<sup>18</sup> Roger Mason, *op. cit.*, 1984.

<sup>19</sup> S. Kaiser, *The Social Psychology of Clothing and Personal Adornment*, (Macmillan Publishing Company, 1985).

<sup>20</sup> R. W. Belk, *op. cit.*, 1984.

<sup>21</sup> Mi-Yong Lee, A Study on The Analysis of Factors Affecting Conspicuous Consumption, (Sookmyung Women's University, Master's Thesis 1991).

have been purchasing motives, information, evaluating attributes of products, places of purchasing, time of purchasing, situations of purchasing, frequency of purchasing, prices of purchasing, the methods of payment, satisfactions and dissatisfactions of clothes. Variables of this report are impulsive buying, evaluating attributes of product, accompanied persons when purchasing, the type of purchasing stores, number of stores visited, purchasing price ranges, the methods of payment.

Evaluating attributes of products is uttered a dimension of products that consumer consider the most when they are selecting and it could be objective(price, durability) and subjective(symbolic value)<sup>23</sup>. And Hong<sup>24</sup> said selecting attributes of product is different to individuals and is influenced by socio-psychological variables.

Yoo<sup>25</sup> said that respondents consider the practicality of sports-leisure wears because "its' comforts", and aesthetics of suit because "its' beauty" as first and she also said that the methods of payment are installment payment has reached 36% in the case of suit and cash

payment has reached 85% for rest items.

Huddleston and Cassill<sup>26</sup> have clarified brand-name oriented consumers considers quality of product when purchasing clothes the most and they spend money in purchasing clothes, and shop at refined and high serviced stores. And Kim and Rhee<sup>27</sup> have said that consumers select product after decide a type of purchasing shop and have a patronizing shop for the clothing product.

From the report of Park<sup>28</sup>, shops for females in their twenties, favor to buy for suit are in the order of department store, speciality store, general shop, discount store and wholesale store. Also, Lim<sup>29</sup>'s study of college students and Yoo<sup>30</sup>'s study of housewives have revealed that they purchase the most of clothes except underwears at the department stores even though its' expensive prices and for its' good environments.

Since the beginning of 1990's, significance of impulsive buying has been recognized and impulsive buying that has been studied variably, has been defined as unplanned buying<sup>31</sup>, and a buying<sup>32</sup> reacted by stimulus of products and

<sup>22</sup> Keun-Sil Lee, A Study on the Attitude and Buying Behavior of Clothing According to Social Stratification, (Yonsei National University, Doctoral dissertation, 1992).

<sup>23</sup> J. F. Engel, R. D. Black, and P. W. Miniard, *Consumer Behavior*, 6th ed, (Chicago : Dryden Press, 1990).

<sup>24</sup> Byung-Suk Hong, A Positive study for the decision on purchase of clothes by married Women, (Chung-Ang University, Doctoral dissertation, 1985).

<sup>25</sup> Myung-Eui Yoo, A Study of Conspicuous Consumption in Clothing as Related to Social Stratification, (Chonnam National University, Doctoral dissertation, 1993).

<sup>26</sup> P. Huddleston and N. L. Cassill, Female Cosumer's Brand Orientation: The Infirrence of Quality and Demographics, *Home Economics Research Journal*, 18(3), (1990), 225-262.

<sup>27</sup> Hyun-Suk Kim and Eun-Young Rhee, A Study on the Classification of Apparel Stores in Seoul, Korea, *Journal of the Korean Society of Clothing and Textiles*, 16(2), (1992), 155-168.

<sup>28</sup> Soo-Kyung Park, A Study on the Atmosphere of preferred shop according to apparel shopping motive, (Ewha Woman's University, Master's Thesis, 1994).

<sup>29</sup> Suk-Ja Lim, Study on the Clothing Behavior of Korean College Women-Concentrating on the Clothing Behavioal and Socio-Psychological Factors-, (Ewha Woman's University, Doctoral dissertation, 1992).

<sup>30</sup> Myung-Eui Yoo, *op. cit.*, 1993.

<sup>31</sup> P. Weinberg and G. Gottwalt, Impulsive Consumer Buying As a Result of Emotions, *Journal of Business Research*, 10(1): (1982), 43-58.

<sup>32</sup> E. C. Hirschman, Cognitive Processes in Experiential Consumer Behavior, *Research in Consumer Behavior*, (ed Jagdish N.Sheth, 1, Tai Press, Piron(1992), 1985).

displays and also has been defined by experienced buying with complicated feelings for pursuing pleasures in related with psychological unbalance or situation of stresses<sup>33</sup>.

Han and Morgan<sup>34</sup>'s report of research in relation to shopping behavior and impulsive buying has revealed that impulsive purchasers consider more for the brands, have high frequency of purchasing and visiting stores.

In the report of relation to impulsive buying, materialism, and socio-demographic variables, Kim(1996) has said that materialism is the variables with direct influences to impulsive buying the most.

### III. Methodology

#### 1. Research Questions

- 1) Research questions are to identify the propensity of materialism, conspicuous consumption, and impulsive buying
- 2) to identify the relative influences of variables affecting conspicuous consumption
- 3) to identify the differences of apparel purchasing behavior according to each groups of materialism

#### 2. Instruments

The questionnaires for this survey are consisted of items of materialism, conspicuous consumption, information, and demographic variables.

The questions for materialism having importances on possession and myself transferred the instrument that Richins and Dawson<sup>35</sup> developed, for the life styles of native country, have made with a 5-point scale for 14 questions except questions with low factors of quantity of

loading, after factor analysis. Factors have been named happiness-pursuing materialism, life-oriented materialism and success symbolic materialism.

The questions for conspicuous consumption were consisted of 10 items with 5-point Likert scales used in the prior research<sup>36</sup>.

The reliability of materialism and conspicuous consumption questionnaires have used Cronbach's alpha level and Cronbach's  $\alpha$  of happiness-pursuing materialism, life-centered materialism, success symbolic materialism, and conspicuous consumption has revealed each of .80, .61, .55, .87.

The apparel purchasing behavior was asked with a 5-point scale 13 questions, economical efficiency, aesthetics, and others-directed in related to products evaluating attribute. Other variables of apparel purchasing behavior included 11 questions, that is, impulsive buying, the place of purchasing, the type of purchasing store, the need of big department store, price ranges of purchasing, number of visiting stores, and accompanied persons when purchasing.

#### 3. Data Collection and Analysis

The survey was consisted of a pilot and the final test, by it's convenient sampling of the final questionnaires were distributed to 400 females from ages of 20 to 50 who reside at Suncheon, from 1st week of June to 4th week of July, 1999; only 357 answers out of 400 were used for the data analysis. Data has been analyzed by SPSS for window(version 9.0) and factor analysis, ANOVA, Chi-square test, Duncan's multiple range test, Pearson's Correlation. Regression were employed.

The consumer profiles of this study are as

<sup>33</sup> D. W. Rook, 'The buying Impulse', *Journal of Consumer Research*, 14(1987), 189-199.

<sup>34</sup> Han Y. K., Morgan, G. A., Kostsiopulous, A. & Kang-Park, J. Impulses buying behavior of apparel purchasers, *Clothing and Textiles Research Journal*, 9(3), (1991), 15-21.

<sup>35</sup> M. L. Richins and S. Dawson, *op. cit.*, 1992.

<sup>36</sup> Ok-Hee Lee, The Effect of Materialism, Reference Group, and Social Stratification on the Symbolic Consumption in Clothing, (Chung-Ang University, Doctoral dissertation, 1997).

follows: in term of ages, shown as, in the 20's 35%, 30's 34.2%, 40's 30.8%, and 64.4% of them are married. In term of educations, most of respondents are high school graduates, in term of occupations, females who have jobs 50.3%, housewives 32.5% and students 17.1% and in term of a monthly income, it is 54.6% who earns over 2 million won.

**IV. Results and Discussion**

**1. Materialism, Impulsive Buying, and Conspicuous Consumption**

The averages of materialism, impulsive buying, and conspicuous consumption of respondents are 2.91, 2.90, and 2.48 points out of 5.

The propensity of materialism by varimax rotation, factor analysis were employed and then scree plotting to 14 questions except 1 question with low communality, three factors(eigen-value is more than 1) were extracted and total explanatory power has revealed as 50%.

In this research as preceding one<sup>37)</sup>, it has been bound by three factors which have been named "happiness pursuing factor", "life-centered factor", and "success symbolic factor" have been extracted by factor analysis to materialism.

For grasping the relation materialism, impulsive buying and conspicuous consumption, Pearson's correlation has been employed <Table 1>.

Materialism and impulsive buying have showed a positive-correlation to conspicuous consumption, and impulsive buying has revealed positive-correlation to materialism as well, therefore, the three-variables showed to correlated mutually. That is suggested, when experiences of impulsive buying and materialism get higher, shows more of conspicuous consumption and consumers with higher materialism tend to have impulsive buying. This result supported Kim<sup>38)</sup>'s study that materialism is the variable with direct influence to impulsive buying, and Song's study<sup>39)</sup> that materialism and conspicuous consumption were significantly related.

ANOVA to analyze a difference of impulsive buying and materialism according to groups of conspicuous consumption(the high; 2.80 point and over, 33.6%, the middle; 2.30~2.70 point, 30.8%, the low; 2.20 and less, 35.6%) was employed and Duncan's Multiple Range Test for post-test was employed.

It has shown that impulsive buying and all sub-factors of materialism has a visible difference in the groups of conspicuous consumption, and impulsive buying and all sub-factors of materialism has shown the high number in the high conspicuous consumption group and the low in the low group (Table 2).

The difference in materialism's sub-factors in the group of conspicuous consumption has revealed that happiness-pursuing factor was the highest and life-oriented factor was the lowest in the high and the low groups, and happiness-pursuing factor was the highest and successsy-

<Table 1> The Relations among Materialism, Impulsive Buying, and Conspicuous Consumption

Variable	Conspicuous consumption	Materialism
Conspicuous consumption	1.000	
Materialism	.558**	1.000
Impulsive buying	.360**	.376**

\*\*p<.01

<sup>37)</sup> M. L. Richins and S. Dawson, *op cit.*, 1992.

<sup>38)</sup> Mi-Sun Kim, A Study on the Materialism and Impulsive Buying, (Seoul National University, Master's Thesis, 1996).

<sup>39)</sup> Eun-Kyung Song, The Related Factors to Materialism, Conspicuous Consumption of Adolescence, (Inha National University, Master's Thesis, 1997).

<Table 2> Impulsive Buying and Materialism according to Groups of Conspicuous Consumption (n=357)

Variable		Frequency		ANOVA	Duncan		
				F	High group	Middle group	Low group
Materialism	Happiness-pursuing	M SD	3.24 .65	28.96***	3.50 <sup>a</sup>	3.39 <sup>a</sup>	2.97 <sup>b</sup>
	Life-centered	M SD	2.57 .62	18.73***	2.79 <sup>a</sup>	2.68 <sup>a</sup>	2.37 <sup>b</sup>
	Success-symbolic	M SD	2.62 .58	28.95***	2.89 <sup>a</sup>	2.63 <sup>b</sup>	2.39 <sup>c</sup>
Impulsive buying		M SD	2.90 .80	17.04***	3.15 <sup>a</sup>	3.05 <sup>a</sup>	2.64 <sup>b</sup>

\*\*\*p<.001

mbolic materialism was the lowest in the middle group.

To identify which variables from impulsive buying and materialism influence conspicuous consumption more, regression was employed. The influences of variables about conspicuous consumption are in the order of followings; success-symbolic factor(0.21), life-centered factor(0.08), happiness-pursuing factor(0.04), impulsive buying(0.02). And explanatory power has resulted 35.2% (Table 3).

Symbolic success materialism has shown the most influenced one to conspicuous consumption because its explanatory power is the largest among variables.

The significant level of all variables has been supported to a range of p<.001, and it has proved the theoretical background of this research that conspicuous consumption is related with

represent of wealth and with materialism because conspicuous consumer is motivated by desire to impress with one's material possession others.

As this result, it has been found that materialism and impulsive buying has been selected as an independent variable of a explanatory variable of conspicuous consumption.

## 2. Apparel Purchasing Behavior according to Materialism

The groups of materialism have been divided into high group(3.21 point and over, 28%), middle group(2.65~3.20 point, 41.7%) and low group(2.64 point and less, 29.7%) considered as portions as high(30%), middle(49%), low(30%) by the average marks to examine apparel purchasing behavior according to materialism.

ANOVA to examine differences of evaluating attribute of product between divided groups in

<Table 3> The Effect of Impulsive Buying and Materialism on Conspicuous Consumption

Variable	R	R <sup>2</sup>	ΔR <sup>2</sup>	Beta	t
Success-symbolic	.458	.210	—	.458	9.706***
Life-centered	.535	.286	.076	.285	6.152***
Happiness-pursuing	.5	.329	.043	.234	4.733***
Impulsive buying	.73	.352	.023	.167	3.559***
	.593				

\*\*\*p<.001



**<Table 4-1>** The Difference of Evaluating Attribute of Product between Divided Groups according to Materialism

Evaluating attribute of product		Materialism	M	Duncan			ANOVA
				high group	middle group	low group	F
Economy	Comforts		4.17	4.13	4.16	4.25	0.99
	Utility		4.21	4.12	4.26	4.26	1.97
	Quality		4.12	4.17	4.07	4.12	0.58
	Price		4.01	3.98 <sup>b</sup>	3.88 <sup>b</sup>	4.18 <sup>a</sup>	4.71**
	Total		4.13	4.10	4.09	4.20	1.54
Aesthetics	Design		4.08	4.19 <sup>a</sup>	3.97 <sup>b</sup>	4.04 <sup>a</sup>	3.84*
	Color and pattern		4.04	4.10	4.00	3.99	1.28
	Harmony with other's clothing		4.03	4.18 <sup>b</sup>	3.94 <sup>b</sup>	3.95 <sup>b</sup>	4.05*
	Realization of self-satisfaction		3.97	4.26 <sup>a</sup>	3.83 <sup>b</sup>	3.74 <sup>b</sup>	18.33***
	Total		4.02	4.18 <sup>a</sup>	3.94 <sup>b</sup>	3.93 <sup>b</sup>	9.90***
Others-oriented	Advertisement of product		2.61	2.78 <sup>a</sup>	2.66 <sup>b</sup>	2.32 <sup>b</sup>	9.76***
	Brand name		2.85	3.13 <sup>a</sup>	2.81 <sup>b</sup>	2.54 <sup>c</sup>	16.77***
	Influence of neighborhood		3.00	3.17 <sup>a</sup>	3.07 <sup>a</sup>	2.71 <sup>b</sup>	11.79***
	Pursuit of fashion		3.06	3.29 <sup>a</sup>	2.99 <sup>b</sup>	2.82 <sup>b</sup>	13.23***
	Social position		3.06	3.33 <sup>a</sup>	3.04 <sup>b</sup>	2.75 <sup>c</sup>	14.51***
	Total		2.92	3.14 <sup>a</sup>	2.91 <sup>b</sup>	2.63 <sup>c</sup>	32.50***

\*p&lt;.05, \*\*p&lt;.01, \*\*\*p&lt;.001

the materialism was employed, and Duncan's Multiple Range Test for post-test was employed. Its result has been presented to <Table 4-1>.

Evaluating attribution of product that respondents considered importantly has revealed in the order of; 'economy', 'aesthetics' and 'others-oriented'. The 'economy' has not shown differences between groups, but the lower groups of materialism thought the attributes as its' comforts, utility, quality and price more important.

The 'aesthetics' and the 'others-oriented' has

shown significant differences between groups of materialism at the level of p<.001 and higher group of materialism think more important of designs and colors in aesthetics, and brand name in the others-oriented than lower group.

This result has supported a view of Hong<sup>40)</sup> that evaluating attribute of product was different in the individuals and influenced by socio-psychological variables and it has been similar to report of Yoo<sup>41)</sup> that respondents presented to begin with sports & leisure wear's

<sup>40)</sup> Byung-Suk Hong, *op. cit.*, 1985.

<sup>41)</sup> Myung-Eui Yoo, *op. cit.*, 1993.

<Table 4-2> The Difference of Apparel Purchasing Behavior between Divided Groups in Term of Materialism

Variables			Materialism			Total	$\chi^2$
			High n(%)	Middle n(%)	Low n(%)		
Type of purchasing store	Suit	Name brand shop	79(57.7)	61(53.5)	59(55.7)	(n=357) 199(55.7)	4.63
		Department store	34(24.8)	23(20.2)	20(18.9)	77(21.6)	
		Bonded shop · near shop	14(10.2)	17(14.9)	16(15.1)	47(13.2)	
		Market	3( 2.2)	4( 3.5)	2( 1.9)	9( 2.5)	
		Discount shop	7( 5.1)	9( 7.9)	9( 8.5)	25( 7.0)	
	Casual	Name brand shop	52(38.0)	32(28.1)	24( 6.7)	(n=357) 108(30.0)	15.21*
		Department store	24(17.5)	18(15.8)	15(14.2)	57(16.0)	
		Bonded shop · near shop	47(34.3)	41(36.0)	44(41.5)	132(37.0)	
		Market	4( 2.9)	11( 9.6)	6( 5.7)	21( 5.9)	
		Discount shop	10( 7.3)	12(10.5)	17(16.0)	39(10.9)	
Existence of luxurious and big department store	No		34(75.6)	15(60.0)	11(47.8)	(n=93) 60(64.5)	5.42*
	Yes		11(24.4)	10(40.0)	12(52.2)	33(35.5)	
Place of purchase	Sunchon		92(68.7)	91(79.8)	84(80.8)	(n=352) 267(75.9)	19.55**
	Kwangju		28(20.9)	20(17.5)	17(16.4)	65(18.5)	
	Seoul		14(10.4)	3( 2.6)	3( 2.8)	20( 5.6)	
Purchasing price range	Suit	under 100 thousand	13( 9.5)	24(21.1)	21(19.8)	(n=357) 58(16.2)	30.26***
		110~200 thousand	61(44.5)	55(48.2)	51(48.1)	167(46.8)	
		210~300 thousand	31(22.6)	31(27.2)	25(23.6)	87(24.4)	
		310~400 thousand	21(15.3)	2( 1.8)	6( 5.7)	29( 8.1)	
		410 thousand and over	11( 8.0)	2( 1.8)	3( 2.8)	16( 4.5)	
	Casual	under 100 thousand	74(54.0)	78(68.4)	86(81.1)	(n=357) 238(66.7)	33.67***
		110~200 thousand	41(29.9)	32(28.1)	14(13.2)	87(24.4)	
		210~300 thousand	11( 8.0)	3( 2.6)	6( 5.7)	20( 5.6)	
		310 thousand and over	11( 8.1)	1( 0.3)	0( 0.0)	12( 3.4)	
Number of stores visited	1 store		19(13.9)	12(10.5)	19(17.9)	(n=357) 50(14.0)	7.68
	2~5 stores		86(62.8)	84(73.7)	72(67.9)	242(67.8)	
	6~9 stores		23(16.8)	15(13.2)	10( 9.4)	48(13.4)	
	10 stores and over		9( 6.6)	3( 2.6)	5( 4.7)	17( 4.8)	
Method of payment	Cash		62(45.3)	52(45.6)	50(47.2)	(n=357) 164(45.9)	3.70
	Credit card		33(24.1)	28(24.6)	29(27.4)	90(25.2)	
	Cash & Credit card		41(29.9)	30(26.3)	25(23.6)	96(26.9)	
	Merchandise coupon · Discount ticket		1( 0.7)	4( 3.5)	2( 1.9)	7( 2.0)	
Accompanying persons when buying	Alone		34(24.8)	32(28.1)	33(31.1)	(n=357) 99(27.7)	18.59**
	Spouse		14(28.6)	16(14.0)	19(17.9)	49(13.7)	
	Sisterhood		14(10.2)	14(12.3)	23(21.7)	51(14.3)	
	Mother		4( 2.9)	2( 1.8)	1( 0.9)	7( 2.0)	
	Friend		71(51.8)	50(43.9)	30(28.3)	151(42.3)	

\*p&lt;.05, \*\*p&lt;.01, \*\*\*p&lt;.001

practicality because "its' comforts', and suit" aesthetics because "clothes' own beautiful design" as prime reasons.

To examine difference of the type of purchasing stores, purchasing price ranges, number of stores visited, the methods of payment, accompanying persons when buying, the place of purchase, and the need of big department store between divided groups according to materialism, frequency and  $\chi^2$ -test were employed.

The types of shop used for suit have not shown differences between groups but most of respondents are using 'brand-name shop', the next are in the order of; 'department store', 'bonded shop(include general shop)', 'discount store', and 'the market'.

The types of shop in purchasing casuals are in the order of; 'bonded shop(include general shop)', 'brand-name shop', 'department store', and they have been shown differences between groups at level of  $p < .05$ . High materialism groups prefer to purchase at 'brand-name shop' the most, middle group and low group prefer the 'bonded shop(include general shop)' the most. Relation to the existence of luxurious and big department stores, 65% of respondents responded 'no', it shows a differences between groups. The groups of high materialism has not been satisfied the general department store that has modest priced stores or sometimes very cheap priced shops. I think that this report is result that, unlike preceding reports, respondents is purchasing more at 'brand-name shops' or 'bonded shops' and 'local shops' than department store.

About the regions of purchasing, respondents'

75% answered 'Sunchon', but respondents who are purchasing at other regions are considerably high (25%). It presents differences between groups and higher materialism groups prefer big cities like Seoul or Kwang-Ju for purchasing products than lower group do. This has been related with the result that consumers would use department stores of big cities that have convenient and good conditions to purchase at the same time enjoying luxurious environments. The result as above is supporting opinions of Choi and Rhee<sup>42)</sup> that various feelings as pleasure, satisfaction, excitement, freedom, and fantasy to experience in purchasing and wearing process of clothes are the motives of consumers and simultaneously influence on purchasing intention or selecting products through accumulation of experience.

Also, it is conformed to report of Lee<sup>43)</sup> that hedonic consumption and materialism have positive correlation in process of consuming clothes and higher material consumer have strong tendency of hedonic consumption through purchasing and consuming clothes.

In the differences of purchasing price ranges, respondents are spending '11~20 thousand' for a suit and they are spending 'under 10 thousand' for a casual. And high group are spending for suits and casuals at more high price than middle and low group are. This proves that materialism is related with conspicuous consumption highly and is corresponding with study of Kim<sup>44)</sup>, Lim<sup>45)</sup> and Jeong<sup>46)</sup> that higher material group of consumers prefer brand-name clothes and brandname favorers are purchasing high-priced clothes.

The numbers of stores visited have shown

<sup>42</sup> Sun-Hyung Choi and Eun-Young Rhee, The Types of Emotion Experienced in the Process of Wearing Clothes, *The Korean Society of Clothing and Textiles*, 18(3), (1994): 395-412.

<sup>43</sup> Ok-Hee Lee, *op. cit.*, 1997.

<sup>44</sup> Soon-A Kim, A Study on the Apparel Brand Royalty of Consumer, (Chungnam National University, Master's Thesis, 1994).

<sup>45</sup> Jeong-Sun, Lim, A Study on Jeanswear Market Segmentation of High School Students Based on Brand Loyalty, *Journal of the Korean Society of Clothing and Textiles*, 21(4), (1997), 782-794.

<sup>46</sup> Seong-Rhe Ju and Myung-Sun, Jeong, The Apparel Purchasing Behavior of Adolescent groups Segmented by their Brand Orientation, *Journal of the Korean Society of Clothing and Textiles*, 23(2), (1999), 230-241.

<Table 4-3> The Factors and Kinds of Impulsive Buying between Divided Groups in Term of Materialism

Impulsive buying		Materialism			Total	$\chi^2$
		High N(%)	Middle N(%)	Low N(%)		
Factors	When products are low priced	32(23.4)	31(27.2)	39(36.8)	(n=357) 102(28.6)	9.46
	When they like products	46(33.6)	31(27.2)	23(21.7)	100(28.0)	
	When they think the products suit for themselves	40(29.2)	37(32.5)	25(23.6)	102(28.6)	
	When price cutting	19(13.9)	15(13.2)	19(17.9)	53(14.8)	
Kinds	Suit	28(20.7)	22(20.0)	30(29.7)	(n=346) 80(23.1)	9.14
	Casual(pants, shirts)	83(61.5)	65(59.1)	57(56.4)	205(59.2)	
	Underwear, sportswear	6( 4.5)	7( 6.4)	3( 3.0)	16( 4.6)	
	Accessory	18(13.3)	16(14.5)	11(10.9)	45(13.0)	

<Table 4-4> The Need of High-class Department Stores between Divided Groups in Term of Materialism

	Materialism			
	ANOVA	Duncan		
	F	High	Middle	Low
Need of high-class department store	14.79***	3.85 <sup>a</sup>	3.53 <sup>b</sup>	3.25 <sup>c</sup>

\*\*\*p<.001

that respondents visit '2~5 shops' to purchase clothes, even it hasn't shown differences between groups but the higher material groups have more visits of stores than the lowers do.

As infer by the result of this report shows positive correlation between materialism and impulsive buying, is communicating with the study of Han and Morgan<sup>47)</sup> that frequency of purchasing and number of stores visited of impulsive purchaser is high.

The methods of payment haven't shown differences between groups but it tells that most of respondents are paying in cash when purchasing clothes.

Accompanying persons when they purchase products, most of respondent responded 'friends', the next was 'alone', and also it has shown differences between groups at level of p<.01. The accompanying person has been shown 'friends' to 'alone' as higher groups to lower groups. This result is corresponded with Lee<sup>48)</sup>'s study of that materialism has showed positive correlation with the influence of reference group.

Impulsive buying factors have been shown that respondents responded to 'when products are low priced', or 'when they like products' 'when they think the products suit for themselves'. This is corresponded with Hirschman<sup>49)</sup>'s view

<sup>47</sup> Y. K. Han., G. A. Morgan., A. Kostsiopulous and J. Kang-Park, *op. cit.*, 1991.

<sup>48</sup> Ok-Hee Lee, *op. cit.*, 1997.

defined that impulsive buying has done by stimulus of products and display of shops. It has not shown differences between groups but the lower groups of materialism are doing more of impulsive buying 'when products are low priced'. And impulsive buying clothes are more 'casual' as double than 'suit'.

In addition, as the result of questioning 'the need of high-class department store' according to groups of materialism, has shown significant differences, so they are hoping to have luxurious department stores with brand-name shops in neighbor because of inconvenience going to big city to purchasing clothes, the higher groups of materialism needs more.

## V. Conclusion and Suggestions

The primary purpose of present study is to identify the apparel purchasing behavior in term of materialism. The results of this study are summarized as follows:

1. Materialism and impulsive buying have shown higher than middle score, and conspicuous consumption has shown similar to middle score. Three factors that are happiness-pursuing factor, life-oriented factor and symbolic success factor are shown as to factors analysis to materialism.
2. As a result of analyzing correlation between materialism, impulsive buying and conspicuous consumption, three-variables have revealed a mutual positive-correlation.

Also, from the results of the regression analysis, the influences of variables to conspicuous consumption are in the order of: symbolic-success factor, life-oriented factor, pursuing happiness factor and impulsive buying.

3. As the result of the analysis examining apparel purchasing behavior(11 variables) according to groups of materialism, the significant differences have shown betw-

een groups at 7-factors(evaluating attribute of products, the place of purchasing, the type of purchasing store, the need of high class department store, purchasing price range and accompanied people when purchasing).

- 1) Evaluating attribution of product that respondents consider the most are in the order of; 'economy', 'aesthetics' and 'others-oriented'. The 'economy' factor has not shown significant differences between groups, but the 'aesthetics' and the 'others-oriented' has shown significant differences between groups at level of  $p < .001$ . Higher group of materialism thinks more of designs and colors in aesthetics, and brands in the others-oriented; lower groups do more of 'comforts', 'utility', and 'quality'.
- 2) Regarding the relation to the existence of luxurious and big department stores, 65% of respondents have responded to 'no' and it has shown differences between groups.
- 3) About the places of purchasing, respondents' 75% have answered 'Sunchon', but respondents who purchase at other regions are considerably high(25%). It presents differences between groups and the higher materialism groups prefer big cities as Seoul or Kwang-Ju for purchasing products than lowers do.
- 4) About purchasing price range, respondents are spending '11~20 thousand' for a suit and they are spending for purchase a casual 'under 10 thousand'. The higher groups are spending for formal and casuals at the higher-price than middle and low group do.
- 5) The number of stores visited have shown that respondents visited '2~5 shops' to purchase clothes, it has not shown differences between groups, but the higher materialism have more visits

<sup>49</sup> E. C. Hirschman, *op. cit.*, 1985.

than lowers have.

- 6) Accompanying persons when buying, most of respondent have responded 'friends', the next is 'alone', and also it has shown differences between groups at level of  $p < .01$ . In according to groups, accompanying person have been shown as 'friends' to 'alone' as higher group to lower group.
- 7) Impulsive buying factors has shown that respondents responded to 'when it is low priced', or 'when they like the product' 'when they think the product suits for themselves'.

Impulsive buying clothing are more of 'casual' and it is doubled than 'suit', and has not shown differences between groups.

- 8) In addition, as the result of questioning 'the need of high-class department stores' according to groups of materialism, has shown significant differences, they are hoping to have luxurious department stores with brand-name shops in neighbor because of inconvenience going to big city to purchasing clothing and the higher groups of materialism need more.

From the above result, it has identified that materialism can be a criterion of apparel market segmentation of female consumers and that the trait of materialism is influencing their apparel purchasing behavior.

To suggest in detail, the character and buying behavior of divided groups according to materialism, the higher group was;

- thinking more of 'aesthetics' and 'others-oriented' for evaluating attributes of product
- mainly buying at the brand shop
- hoping to have the luxurious and large department stores in Suncheon
- purchasing in metropolitan city such as Seoul and Kwang-Ju where has high ratio of non-residents purchasing
- also tend to purchasing high-priced clothing

- visiting more frequent stores than the others
- accompanying friends when purchasing apparel

The groups of lower materialism are;

- importantly thinking of 'economy' for evaluating attributes of product
- preferring to purchase at bonded shop · near shop rather than brand shop or department store
- preferring to purchase alone when purchasing apparel

Nowadays, it can be said that the value of materialism is showing people who is expecting abundance more than present whether it is many or few.

So with consideration of designs, colors and balances with other clothes and aesthetics or others-oriented that enhanced a self image, others-oriented brand name, social to position and fashion trends when people with higher materialism are choose the products, one should design with variety of clothes and uniqueness of each. And, it should be fixed discomforts of products by reinforcement of material and quality because they prefer high-priced clothes, it should make a plan at the strategy of advertisement appeal to reference group because they accompany theirs friends when apparel buying. Also, they were purchasing clothes at the brand-name shops and non-resident purchasing because there aren't any luxurious and large department stores in regions and by it's inconvenience, they are hoping to have such department stores in Suncheon.

The local marketers should set in good conditioned facilities related to consumers' shopping, the feelings of variety as pleasure, satisfaction, excitement, and fantasy to compare with luxurious department stores of big cities in buying and wearing process of clothes and they should make luxurious displays and offer good services of salespeople so that consumers can feel the greatest customers.

Therefore, fashion marketers of local shops for adult female, they have to consider the

above factors for establishing marketing strategy because of not only activations of local shops but also for the improvements of consumers better qualified life.

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