

Study on the Effect of A Teenager's Materialistic Sense of Value on Their Clothing Behavior

청소년의 물질주의 가치관이 의복행동에 미치는 영향 연구

Dept. of Clothing and Textiles, Ewha Womans University
Dept. of Clothing and Textiles, Baewha Women's College
Sook-Ja Lim · Mihyun Lee*

이화여자대학교 의류직물학과, 배화여자대학 의상과*

임 숙 자 · 이 미 현*

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Abstract

본 연구는 심리적으로 불안정하여 준거집단이나 사회의 영향을 민감하게 받으며, 의복과 외모에 관심이 높은 청소년을 대상으로 전통적 가치관이 무너지고 소비 지향적인 물질주의 가치관이 팽배한 사회 분위기 속에 이들의 심리적 변수인 가치관이 의복행동에 영향을 미치는 지를 알아보고자 하였다.

연구방법은 서울의 강남과 강북에 위치한 고등학교 1학년 남녀 학생 530명을 대상으로 선행연구에서 사용된 척도를 사용한 실증연구를 하였다. 자료 분석은 SPSS/PC+ 프로그램을 사용하여 t-test, ANOVA, MANOVA 등을 실시하였다.

연구결과, 물질주의 가치관은 청소년의 의복착용행동에 영향을 미쳐, 물질주의 가치관이 높은 청소년은 물질주의 가치관이 낮은 청소년에 비해 의복 착용시 심미성을 더 중시하고 의복에 대한 관심과 의존도가 높으며, 의복을 오래집단과 비슷하게 입으려는 동조성도 더 높았으며 의복을 통해 과시하려는 경향도 높았다. 그러나 의복 착용시 정숙성은 그리 중요하게 생각하지 않았다.

물질주의 가치관은 청소년이 의복을 구매할 때도 영향을 미쳐, 물질주의 가치관이 높은 청소년의 의복 구매동기는 물질주의 가치관이 낮은 청소년에 비해 더 충동적이고 과시적이며, 유행과 개성 지향적인 것을 알 수 있었으나 실질적이거나 실용적인 구매동기는 상대적으로 약한 것으로 나타났다. 물질주의 가치관에 따라 청소년의 의복 구매시 사용하는 정보원천과 즐겨 구매하는 장소도 차이가 나타나, 물질주의 가치관이 높은 청소년이 물질주의 가치관이 낮은 청소년보다 의복 구매시 정보를 얻기 위해 더 많은 정보원천을 사용하며, 다양한 구매장소를 활용하며, 더 비싼 의류제품을, 더 자주 구매하며, 쇼핑을 위해서도 더 많은 시간을 할애하는 것으로 나타났다.

이와 같은 결과로 청소년의 물질주의 가치관은 이들의 의복관심과 의복착용 그리고 구매에 지대한 영향을 미친다는 것을 알 수 있다.

Key words: teenagers, materialism, value, clothes preferences and choices, clothes purchasing behavior; 청소년, 물질주의, 가치관, 의복착용행동, 의복구매행동

I. The Purpose and Significance of the Study

This study is aimed at verifying if their sense of

value has any effect on their clothing behavior in the midst of a consumption-oriented sociological environment, an environment where the traditional sense of values have crumbled away and are now replaced with materialistic ideals.

Viewing things from the consumer perspective, it appears that consumption experiences during the teenage years have an influence on a future adult's consumption behavior, and thus hold important significance for the future as well as for present consumption activity.

Teenagers have a high level of purchasing power, and are rapidly becoming one of the main consumption groups; therefore, from the marketing perspective, it would be meaningful to study this teenage clothing and purchasing behavior as according to their materialistic sense of values.

II. Review of Literature

1. Teenager's clothing behavior

The most teenagers are very concerned with their physical appearances, and they spend a lot of time and effort for clothes and managing their appearances(Ryan, 1966).

Clothing behavior includes attitude, interest, concern, and choices of clothing, it reflects the value, characteristics and social status of wearer. Teenagers have diverse needs regarding their physical, social aspects for other age groups. They are apt to be influenced by social, cultural environment. They have tendency of being irresponsible, irrational, impulsive consumption (Huh, 1997). They also have strong attachment for material, and place a high value on material(Kang, 1984).

2. Materialistic sense of value

The material sense of value refers to a personal creed that is based on a strong desire for materialistic possessions such as money and fortune and pursues the main goal of life as based upon obtaining material objects and wealth(Belk, 1985).

Especially in the case of teenagers, they have a strong conformity with their peer groups, and are also very sensitive to current fashion trends. So non-effective consumption is more influential to teenagers who are emotionally unstable and immature.

The goal of this study is whether there is any differences in teenager's clothing behavior according to their materialistic sense of value level or not.

III. The Method of the Study

1. The Themes of the study

Firstly, this study will aim to illustrate that a teenager's materialistic sense of value has an influence on their clothes preferences and choices.

Second, this study will aim to illustrate that a teenager's materialistic sense of value has an influence on their clothes purchasing behavior.

2. The subjects of the study

The subject of this study totaled 530, as composed of 246 boys and 284 girls in the first grade of high schools located in the Kang Nam and Kang Buk areas of Seoul.

Table 1 shows the population statistics of subjects like family forms, financial status, and parent's age and educational background. taking into account the parent's educational background as well as family's financial status, as recognized by the teenagers themselves, the subjects of this study can be generally regarded as being teenagers from the middle class.

3. Measurement Scale

Materialistic sense of value was measured by a Likert type scale which was composed by Richins and Dawson(1992).

Table 1. Population Statistic Figures

variables	partition of groups	frequency(%)	variables	partition of groups	frequency(%)
family financial status	upper	100(19.6)	forms of family	extended	54(10.8)
	middle	331(65.1)		nuclear	446(89.2)
	lower	78(15.3)			
total		509(100.0)	total		500(100.0)
father's age	under 44	94(18.8)	mother's age	under 40	49(9.8)
	45-50	309(61.9)		41-44	249(49.7)
	51-54	72(14.5)		45-50	176(35.1)
	over 55	24(4.8)		over 51	27(5.4)
total		499(100.0)	total		501(100.0)
father's educational background	high(above university level)	240(48.4)	mother's educational background	high(above university level)	139(27.7)
	middle(under college level)	228(46.0)		middle(under college level)	305(60.9)
	low(under middle school level)	28(5.6)		low(under middle school level)	57(11.4)
total		496(100.0)	total		501(100.0)

Clothing preferences and choices was measured by a Likert type scale which was used by Creekmore(1971) and Huh(1997). Scale was separated by sub-variables such as image of beauty, decency, psychological dependency, exhibitionism, conformity and interest in clothing.

Clothing purchasing behavior was measured by scale which was composed by researcher of this study. The scales referred to previous studies of Sookja Lim(1991), Kyungbok Im(1994), Eunjung Rhew(1991).

III. The Result

1. Materialistic sense of value group

As seen in Table 2, the whole sample was divided into two groups: the low material sense of value group who scored under 55(the standard average of the whole sample group being 55.70), and the high materialistic sense of value group who scored above the average of 56.

2. Materialistic sense of value by gender

According to Table 3, when the whole sample

Table 2. The partition of groups as related to a materialistic sense of value

groups	frequency	percentage	accumulated percentage
low materialistic sense of value group	245	48.6%	48.6%
high materialistic sense of value group	259	51.4%	100%
total	504	100%	

Table 3. Materialistic sense of value by gender

gender	low materialistic sense of value group	high materialistic sense of value group	Row Total
	frequency (expected frequency)	frequency (expected frequency)	
boys	122 (112.3)	109 (118.7)	231
girls	123 (132.7)	150 (140.3)	273
Column Total	245 (245.0)	259 (259.0)	504

$$\chi^2 = 3.015^*$$

was taken into account, the students found to have a high materialistic sense of value outnumbered those from the low materialistic

sense of value group. Furthermore, when the comparison was done by gender, female students exhibited a higher materialistic tendency than their male counterpart.

3. Clothes preferences and choices

Table 4 illustrates that the high materialistic sense of value group outscored the low materialistic sense of value group in five of the six sub-variables, those being the image of beauty, psychological dependence, exhibitionism, conformity and interest in clothing. The low level group scored higher only in the decency sub-variable. That is to say, the high materialistic sense of value group

exhibited a more pronounced interest in clothing, had more psychological dependence and took into account conformity and the image of beauty. They also had a higher tendency towards exhibitionism through clothing than those in the lower group.

4. Clothes purchasing behavior as related to a materialistic sense of value

1) Clothes purchasing motivation as related to a materialistic sense of value

Three different factors were separated as seen in Table 5, as a result of analyzing a number of questions regarding the motivation for clothes purchasing.

Table 4. Clothes preferences and choices as related to materialistic sense of value n=504

clothes preferences groups	image of beauty	decency	psychological dependency	exhibitionism	conformity	interest in clothing
	(mean)	(mean)	(mean)	(mean)	(mean)	(mean)
low materialistic sense of value group	2.95	3.04	3.00	2.86	2.47	2.86
high materialistic sense of value group	3.19	2.97	3.17	3.29	2.75	3.13
F-value	19.696***	1.215	15.977***	55.037***	25.938***	29.690***

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

Table 5. An analysis of factor involved in the motivation for clothes purchasing

factors	questions of purchasing motivation	factor loading	eigen value	% of variance
impulsive and exhibition-oriented	· to show off his/her financial status	.739	3.004	23.106
	· to keep up with their friend's or their peers clothing	.713		
	· to look fashionable like someone they saw in a magazine	.657		
	· to refresh their mind or to take stress away	.645		
	· felt an impulse seeing clothes in stores	.555		
	· did not own enough clothes	-.516		
fashion and individuality-oriented	· to purchase clothes which can match with already possessed clothes	.747	2.210	17.001
	· to pursue individuality and dignity	.597		
	· change of seasons	.588		
	· to follow a new fashion	.547		
	· to purchase clothes which can attract someone or make him/her feel differently	.504		
passive and practical-oriented	· bought on mother's or family member's request	.728	1.346	10.355
	· to participate in entrance ceremonies and holidays	.679		

The entire sample group displayed a keen interest in fashion and individuality when purchasing clothes, regardless of their level of materialistic sense of value.

Table 6 illustrated that the higher materialistic sense of value group displayed a greater impulsive and exhibition-oriented motivation than did the lower materialistic sense of value group. The higher group also exhibited a stronger predilection towards fashion and individuality-oriented motivation when purchasing clothes, while the lower materialistic sense of value group tended to be swayed by high levels of practical-oriented motivation in the same situation.

2) Source of the information for clothes purchasing as related to a materialistic sense of value

As a result of analyzing 14 questions regarding the source of information for clothes purchasing, two different factors were separated as seen in Table 7.

Factor I is commercial media such as TV commercials, store display, and sales clerk's

Table 6. The differences in motivations for purchasing clothes as related to a materialistic sense of value

the motivation for purchasing clothes (factors)	low materialistic sense of value group	high materialistic sense of value group	F-value
	mean(SD)	mean(SD)	
impulsive and exhibition-oriented	2.42 (.56)	2.73 (.57)	38.143***
fashion and individuality-oriented	3.04 (.61)	3.23 (.63)	12.479***
passive and practical-oriented	2.94 (.81)	2.81 (.84)	2.758

***P<.001

advice. Factor II is non-commercial media such as purchasing experiences and friend's or family member's advice.

Table 8 exhibits the difference of source of information when purchasing clothes, as related to materialistic sense of value.

Teenagers took into account non-commercial media, and considered the advice of the purchaser, friends and family members as well as their

Table 7. An analysis of the factors involving the source of information for clothes purchasing

factors	source of information	factor loading	eigen value	Pct. of variance
	questions			
factor I (commercial media)	· TV commercials	.847	5.256	37.542
	· newspaper commercials	.847		
	· magazine commercials	.822		
	· radio commercials	.808		
	· articles about fashion in newspapers or magazines	.772		
	· mailing advertisements (commercials and pamphlets though the mail)	.688		
	· catalogs	.665		
	· observation of famous people's or TV stars' style	.625		
	· store display in windows	.570		
	· sales clerk's advice	.416		
factor II (non-commercial media)	· purchasing experiences	.740	2.115	15.105
	· purchaser's advice	.702		
	· friends' and family member's advice	.657		
	· observation of people's clothing on the street	.595		

Table 8. The source of information for clothes purchasing as related to a materialistic sense of value_{n=504}

the source of information	low materialistic sense of value group	high materialistic sense of value group	whole sample	F-value
	Mean(SD)	Mean(SD)	Mean(SD)	
commercial media	2.67(0.69)	2.93(0.70)	2.81(0.71)	17.040***
non-commercial media	3.53(0.61)	3.67(0.58)	3.60(0.59)	7.548**

P<.01 *P<.001

personal experience. All these factors were used when purchasing, more than how they used the sales clerk's advice or commercial media, regardless of whether they were in the high or low materialistic sense of value group. The high materialistic sense of value group was found to use a diverse source of information when purchasing clothes, and they also accepted information from

commercials in a positive way.

3) Clothes purchasing locations as related to a materialistic sense of value

Table 9 displays the difference of purchasing locations as related to a materialistic sense of value. The high materialistic sense of value group exhibited a higher frequency of purchasing clothes

Table 9. The difference in purchasing locations as related to a materialistic sense of value

purchasing locations	low materialistic sense of value group	high materialistic sense of value group	Row Total
	frequency (expected frequency)	frequency (expected frequency)	
Famous department store	148 (157)	176 (167)	324
Dong dae mun market	190 (192)	207 (205)	397
Nam dae mun market	37 (27)	19 (29)	56
Myeong dong area	40 (44)	50 (46)	90
Discount stores of famous brands	48 (49)	54 (53)	102
Itaewon area	12 (22)	33 (23)	45
Vicinity of ewha womans womans university	107 (111)	123 (119)	230
Underground stores at subway terminals	22 (21)	22 (23)	44
Local shopping centers or small-sized department stores	58 (50)	46 (54)	104
Etc.	58 (46)	37 (49)	95
Column Total	720	767	1487

 $\chi^2=25.878^{**}$

**P<.01

at famous department stores, as well as at Dong Dae Mun Market, Myeong Dong, Itaewon and the vicinity of Ewha Woman's University. That is to say, they preferred shopping around a diversity of commercial areas, while the low materialistic sense of value group preferred to make their purchases at Nam Dae Mun market, underground store at subway terminals, local shopping centers and small-sized department stores.

4) The frequency of clothes purchasing as related

to a materialistic sense of value

The high materialistic sense of value group exhibited a higher frequency of purchasing more than one clothes item per month or one clothes item every 1~2 months whereas the low materialistic sense of value group exhibited a lower frequency of clothes purchasing like one clothes item every 2~6 months or even less frequently. That is to say, the high materialistic sense of value group has a tendency of purchasing clothes more

Table 10. Clothes purchasing frequency as related to a materialistic sense of value

the number of purchase	low materialistic sense of value group	high materialistic sense of value group	Row Total
	frequency (expected frequency)	frequency (expected frequency)	
over one clothes item per month	28 (43)	60 (45)	88
one clothes item every 1~2 months	78 (79.2)	84 (82.8)	162
one clothes item every 2~6 months	112 (99.8)	92 (104.2)	204
one clothes item every 6 month~year	23 (18.1)	14 (18.9)	37
under one clothes item per year	4 (4.9)	6 (5.1)	10
Column Total	245 (245.0)	256 (256.0)	501

$$\chi^2=16.175^{**}$$

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

Table 11. The price of purchasing jeans as related to a materialistic sense of value

the price of purchasing jeans (unit=won)	low materialistic sense of value group	high materialistic sense of value group	Row Total
	frequency (expected frequency)	frequency (expected frequency)	
under 20,000	116(105.2)	103(113.8)	219
20,000~30,000	52(66.8)	87(72.2)	139
30,000~50,000	36(31.2)	29(33.8)	65
50,000~70,000	18(17.8)	19(19.2)	37
70,000~100,000	5(7.2)	10(7.8)	15
100,000~150,000	5(3.8)	3(4.2)	8
Column Total	232(232.0)	251(251.0)	483

$$\chi^2=11.803^*$$

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

Table 12. The frequency of window shopping as related to a materialistic sense of value

the frequency of window shopping	low materialistic sense of value group	high materialistic sense of value group	Row Total
	frequency (expected frequency)	frequency (expected frequency)	
over twice a month	5(8.3)	12(8.7)	17
once a months	6(11.2)	17(11.8)	23
once every 2 months	38(34.5)	33(36.5)	71
once every 3 months	40(44.2)	51(46.8)	91
once every 4 months	19(24.8)	32(26.2)	51
once every 5 months	27(24.3)	23(25.7)	50
once every 6 months	59(47.1)	38(49.9)	97
under once a year	31(30.6)	32(32.4)	63
Column Total	225(225.0)	238(238.0)	463

$$\chi^2=17.670^*$$

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

often than the other group.

5) The price of purchasing clothes as related to a materialistic sense of value

The price of purchasing jeans, which is the main item for high school students' casual wear, was mostly under 30,000 won range regardless of the materialistic sense of value levels. However, the high materialistic sense of value group exhibited a tendency to wear more expensive jeans than the other group.

6) The frequency of window shopping as related to a materialistic sense of value

The high materialistic sense of value group exhibited a higher frequency of window shopping as well as purchasing clothes than the other group. This study illustrates that the high materialistic sense of value group generally spend more time on window shopping than the other group.

V. Conclusion and discussion

The goal of this study is to verify if their

psychologically variable sense of value has any effect on their clothing behavior. This interest in particularly keen to determine such effects in the midst of today's consumption-oriented sociological environment, where the traditional sense of values have crumbled away and are now replaced with more materialistic personal creeds. This study illustrated that the materialistic sense of value influences a teenager's clothing preferences and choices, in such a way that teenagers with higher materialistic values pay more attention to the image of beauty when they dress, and have a higher interest in and dependency on clothing when compared with teenagers who are less inclined to have a materialistic sense of value. Teens with a high materialistic sense of value also have a greater tendency to conform their dress style to that of their peers, and to exercise a sense of exhibitionism through their clothes. However, they don't seem to care too much for decency when they dress.

A materialistic sense of value also influences a teenager's actual purchasing of clothes. The purchasing motivations of teenagers with higher

materialistic sense of value are more impulsive and exhibitivite than those of teenagers with a lower materialistic sense of value, thereas their practical or essential purchasing motivations are relatively smaller then compared to the lower group. Even their source of information and favorite locations for purchasing exposed some differences: teens who have a higher materialistic sense of value take more into account the sources of information and various places to purchase. Teens with higher materialistic sense of value also purchase expensive clothes more frequently, and the study shows that they spent more time on window shopping as well as purchasing.

In view of such results, A teenager's materialistic sense of value has a considerable influence on their interest in clothes, clothes preferences, choices and purchasing.

This study revealed that most teenagers are exposed to a materialistic sense of value and are consumption-oriented, so there is high possibility for them to will act out reckless and exhibitivite consumption patterns or indulge in impulsive purchases. Therefore, it is necessary for teenagers to lead themselves towards wise and rational consumption choices. Educational programs should be planned to facilitate the consumer's position. Corporate marketing teams should also concentrate on studying the teenage consumer's psychological and purchasing behavior, given their strong purchasing power regardless of the economic situation.

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