

Female Japanese and Korean University Students' Awareness of and Attitudes about Fashion: Analysis in Relationship to the Media

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Abstract : The present study selected female Japanese and Korean university students (a population that is assumed to be sensitive to the subject of fashion) as subjects. We investigated (1) their awareness of and attitudes about clothing styles, and (2) their relationships to fashion and various media. In both Japan and Korea, female students were highly interested in fashion and their major motive for adopting a given fashion was "style change" (the desire to change one's style by adopting a novel fashion) or "self-expression" (the desire to express oneself and achieve self-realization). They most frequently adopted a fashion during the acceptance phase (when the fashion has spread through the market and been shown extensively by the media). Korean students were more interested in and positive to fashion than were Japanese counterparts. Fashion magazines often served as the major source of information on clothing fashions. The frequency of buying magazines and the number of magazines bought were higher in Korea than in Japan. The time spent in reading these magazines was also longer in Korea. The frequency of buying fashion magazines correlated with the degree of interest in fashion and the time when a fashion was adopted. Students who adopted a fashion earlier tended to buy fashion magazines more frequently.

Key words : fashion, media, Korea and Japan, female students, fashion magazines

INTRODUCTION

The year 2002 is an advantageous one for promoting exchanges between the Japanese and Korean peoples. In Korea, restrictions on importing Japanese culture have been lifted in stages, and Japanese culture has been accepted ever more extensively by the Korean people. In Japan as well, knowledge about Korean ways of living and culture (e.g., through Korean films and music) has been spreading, arousing a lot of interest among Japanese people.

In the apparel industry, Japanese companies are pursuing business in cooperation with companies in Korea (geographically the country nearest to Japan), sharing similar ideas about business. The present study selected female Japanese and Korean university students (a population that is assumed to be sensitive to the subject of fashion) as subjects.

We investigated (1) their awareness of and attitudes about clothing styles, and (2) their relationships to fashion and various media. In the current information-oriented society, a huge outpouring flows from each type of infor-

mation medium. This flood seems to have a great impact on clothing styles. This is why we attempted to clarify the relationship between fashion and the media in the present study. In the past, several studies have been published concerning university students' awareness of and attitudes about fashion (Fujii *et al.*, 1998; Tsuji *et al.*, 1999, 2000).

However, no study comparing the relationship between fashion and the media in Japan and Korea has been published. The present study was undertaken to analyze young university women's awareness of and attitudes about fashion, because they seem to be a leading edge of the population's clothing tastes, and to analyze the relationship between fashion and the media, with the ultimate goal of providing clues to activate the apparel industry in Japan and Korea.

METHODS

1. Survey sites : Japan-Nagasaki City
Korea-Taegu City
2. Subjects : Japan-206 female university students
(age: 18-26)
Korea-205 female university students
(age: 18-25)
3. Survey period : Japan-January through March 2002

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4. Survey method : Questionnaire survey
5. Items of survey
 - 1) Interest in and attitudes about clothing style
 - Degree of interest in fashion
 - Motive for following fashion
 - Time when adopting fashion
 - 2) Relationship between fashion and media
 - Top three media used to collect information on fashion
 - What extent the subject collects information from the medium ranked in the first place in the answer to the previous question
 - 3) Fashion magazines
 - Frequency of buying fashion magazines
 - Number of fashion magazines bought annually
 - Time spent in reading fashion magazines per week
6. Method of analysis
 - 1) Simple tabulation, cross-tabulation and chi-square independence test

jects answered the degree to be "high" and 34.1% answered it to be "relatively high". In Japan, 16.2% answered it to be "high" and 44.8% "relatively high".

In both countries the percentage of students who answered their interest in fashion to be "none" was few. Thus, most students had at least some interest in fashion. It is evident, however, that the degree of interest was higher in Korea.

Regarding the chief motive for adopting a given fashion, the subjects were asked to select one of 5 alternatives: (1) I want to change my style by adopting a novel fashion ("style change"), (2) I want to distinguish myself from others by adopting a fashion ("distinction"), (3) I want to adapt myself to the population or society around me by acting in concert with surrounding people ("adaptation"), (4) I want to overcome my sense of inferiority as far as possible ("inferiority complex"), or (5) I want to express myself and achieve self-realization ("self-expression").

The answers to this question are shown in Fig. 2. In Korea, 46.3% of all students selected "style change" and 26.3% selected "self-expression". In Japan, 42.9% chose "style change" and 19.0% "self-expression". Thus, the leading motive for adopting a given fashion was common for the two countries. The percentages of students who selected "style change", "distinction" and "self-expression" were higher in Korea than in Japan, while the percentages selecting "adaptation" and "inferiority complex" were higher in Japan.

RESULTS

Interest in and attitudes about clothing styles

The subjects were asked about their degree of interest in fashion on a five-point scale: (1) high, (2) relatively high, (3) moderate, (4) low (5) none. The answers to this question are shown in Fig. 1. In Korea, 53.7% of all sub-

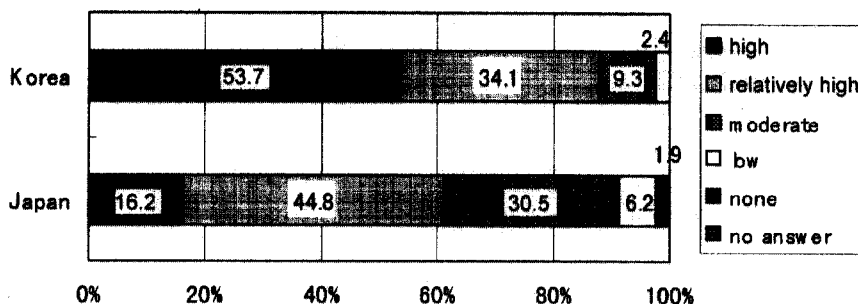


Fig. 1. Degree of interest in fashion

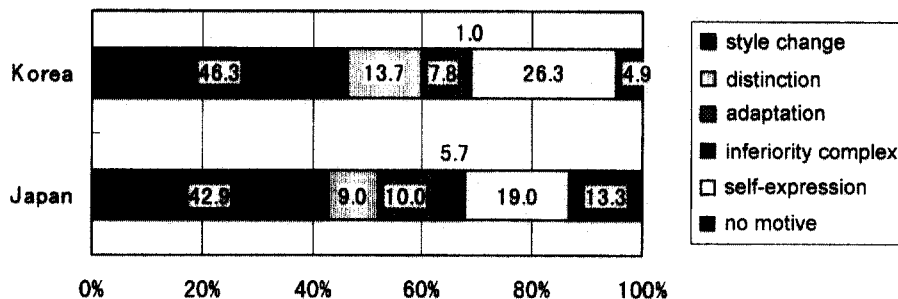


Fig. 2. Motive for following fashion

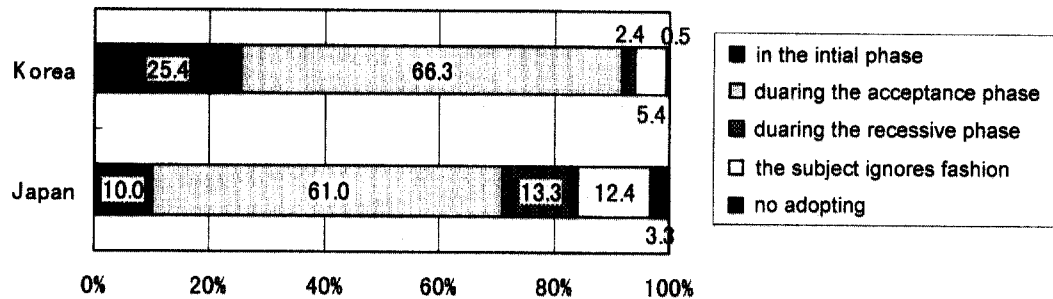


Fig. 3. Time when adopting fashion

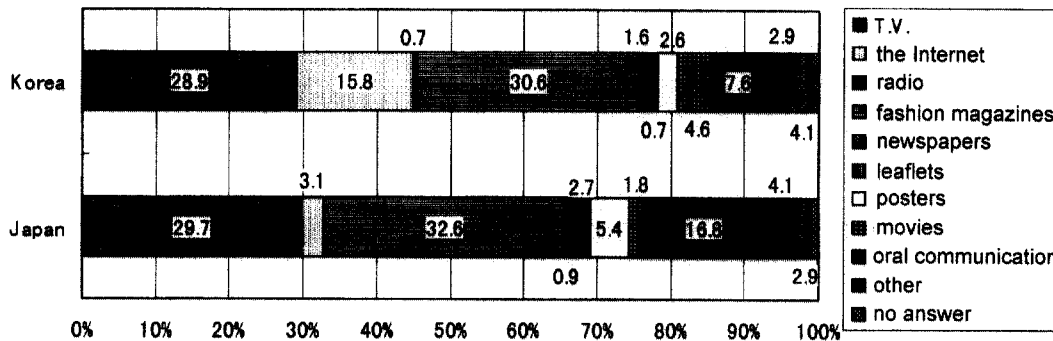


Fig. 4. Top three media used to collect information on fashion

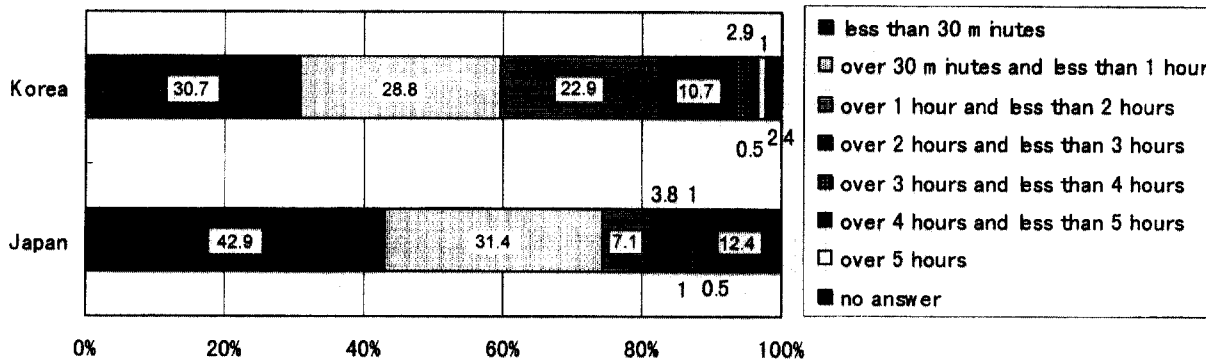


Fig. 5. What extent the subject collects information from the medium

The subjects were asked to select one of four alternatives to describe when they were likely to adopt a fashion: (1) in the initial phase (before the fashion has spread through the market or been extensively introduced by the media), (2) during the acceptance phase (when the fashion has spread through the market and been shown extensively by the media), (3) during the recessive phase (after the fashion has reached its peak), or (4) the subject ignores fashion.

The answers to this question are shown in Fig. 3. In Korea, 66.3% of all students selected the acceptance phase and 25.4% chose the initial phase. In Japan, 61.0% selected the acceptance phase and 13.3% chose the recessive phase.

The results obtained concerning the degree of interest in fashion and the motive and time for adopting a given fashion indicate that Korean female students are slightly more concerned and active with fashion than are Japanese counterparts.

Relationship between fashion and media

Regarding the media from which the subjects collect information on clothing styles, the subjects were asked to select the 3 leading ones from 10 forms of media: (1) T.V., (2) the Internet, (3) radio, (4) fashion magazines, (5) newspapers, (6) leaflets, (7) posters/signboards, (8) movies, (9) oral communication, and (10) other.

Fig. 4 shows the results of the top 3. In Korea, 30.6% of

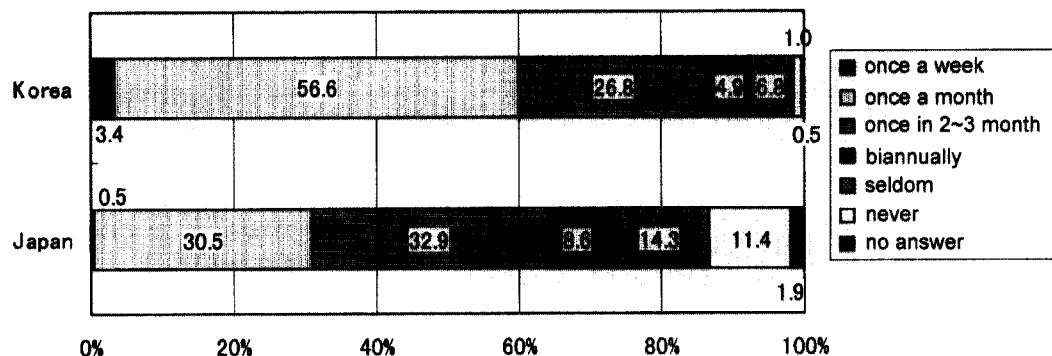


Fig. 6. Frequency of buying fashion magazines

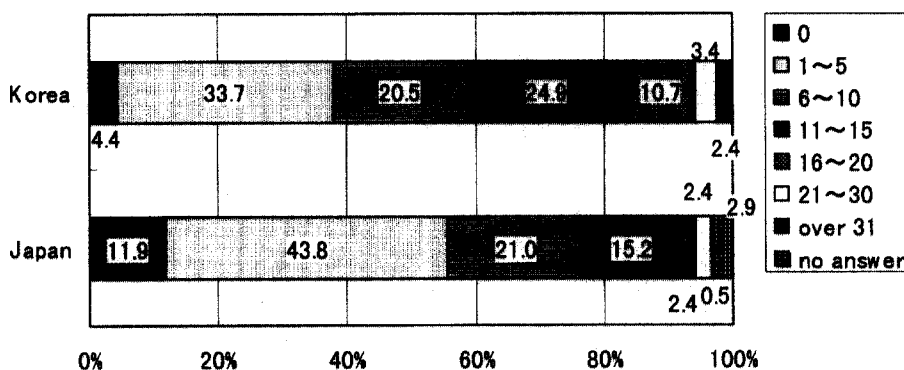


Fig. 7. Number of fashion magazines bought annually

all students selected fashion magazines, 28.9% selected T.V., and 15.8% chose Internet among the three leading media. In Japan, 32.6% selected fashion magazines, 29.7% selected T.V. and 16.8% chose oral communication. Thus, in both countries, the students often collected information on clothing styles from magazines and T.V. The Internet was utilized more frequently in Korea than in Japan when collecting this kind of information.

The next question asked the extent to which the subjects utilized the leading medium selected when answering the previous question. They were asked to select one of the 7 alternatives: (1) less than 30 minutes, (2) over 30 minutes and less than one hour, (3) over 1 hour and less than 2 hours, (4) over 2 hours and less than 3 hours, (5) over 3 hours and less than 4 hours, (6) over 4 hours and less than 5 hours, or (7) over 5 hours.

The results are shown in Fig. 5. In Korea, 30.7% of all subjects selected less than 30 minutes, 28.8% selected 0.5-1 hour, and 22.9% selected 1-2 hours. In Japan, 42.9% selected less than 30 minutes, 31.4% selected 0.5-1 hour and 7.1% chose 1-2 hours. Thus, the ranking pattern of the 7 categories for the duration of utilization of the leading medium was similar in two countries, but the percentage of students who selected longer-time categories was higher in Korea than in Japan.

Fashion magazines

The next questions pertained to the fashion magazines which had served the individual students as their leading source of information about clothing styles. First, the students were asked to state their frequency of buying fashion magazines by selecting one of six alternatives: (1) once a week, (2) once a month, (3) once in 2-3 months, (4) biannually, (5) seldom, or (6) never. The results are shown in Fig. 6. In Korea, 56.6% selected "once a month" and 26.8% selected "once in 2-3 months". In Japan, 32.9% selected "once in 2-3 months" and 30.5% chose "once a month". The percentages of students who chose "seldom" or "never" were higher in Japan than in Korea.

Then, the students were asked to answer the number of magazines they bought per year, by selecting one of the 7 alternatives: (1) 0, (2) 1-5, (3) 6-10, (4) 11-15, (5) 16-20, (6) 21-30, or (7) over 31. The results are shown in Fig. 7. In Korea, 33.7% of all students selected 1-5, 24.9% selected 11-15 and 20.5% chose 6-10. In Japan, 43.8% selected 1-5, 21.0% selected 6-10 and 15.2% chose 11-15.

The time spent in one week reading fashion magazines was then asked. The subjects selected one of the 8 alternatives: (1) no time, (2) less than 30 minutes, (3) over 30 minutes and less than 1 hour, (4) over 1 hour and less than 2 hours, (5) over 2 hours and less than 3 hours, (6)

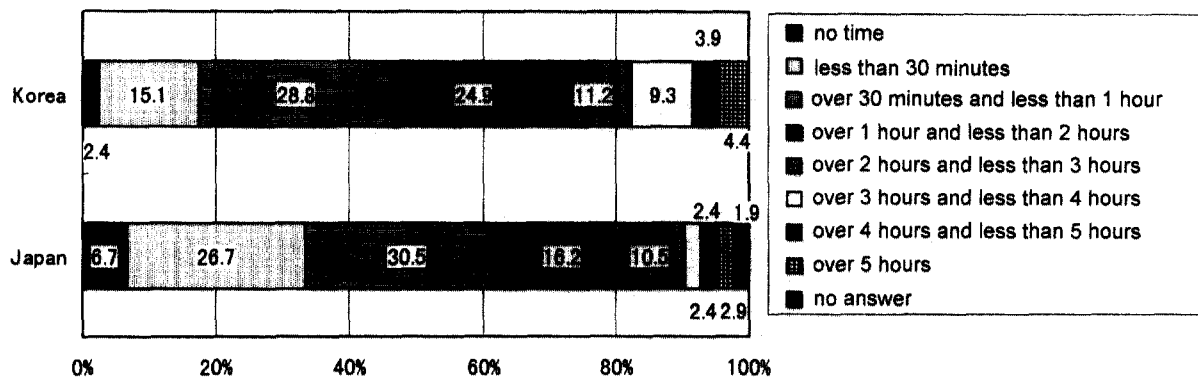


Fig. 8. Time spent in reading fashion magazines per week

over 3 hours and less than 4 hours, (7) over 4 hours and less than 5 hours, or (8) over 5 hours. The results are shown in Fig. 8. In Korea, 28.8% selected 0.5-1 hour, 24.9% selected 1-2 hours, and 15.1% chose less than 30 minutes. In Japan, 30.5% selected 0.5-1 hour, 26.7% selected less than 30 minutes and 16.2% chose 1-2 hours.

On the whole, the frequency of buying fashion magazines, the number of magazines bought and the time spent in reading them tended to be greater in Korea than in Japan.

Relationship between the interest in clothing styles and other factors

On the basis of these data, we analyzed the relationship between the interest in clothing styles and other factors.

Tables 1 and 2 show cross-tabulation of the degree of interest in fashion, i.e., clothing styles (5 degrees) against the motive for adopting a given fashion (6 motives). Students whose motive for adopting a given fashion was "style change", "distinction" or "self-expression" had high degrees of interest in fashion. When tested by chi-

square test, the difference in the degree of interest in fashion depending on the motive for adopting a fashion was found to be significant in both Korea ($\chi^2(20)=104.3, P<0.001$) and Japan ($\chi^2(20)=90.1, P<0.001$). Thus, the degree of interest in clothing styles was found to correlate with the motive for adopting a given fashion.

Tables 3 and 4 show cross-tabulation of the degree of interest in fashion (5 degrees) against the time when adopting a fashion (4 phases). Students who adopted a fashion in the initial or acceptance phase had higher degrees of interest in fashion. When tested by chi-square test, the difference in the degree of interest in fashion depending on the time for adopting a fashion was significant in both Korea ($\chi^2(12)=61.7, P<0.001$) and Japan ($\chi^2(12)=76.4, P<0.001$). Thus, the degree of interest in fashion was found to correlate with the time when a fashion is adopted.

Tables 5 and 6 show cross-tabulation of the degree of interest in fashion (5 degrees) against the time spent in utilizing media related to fashion per day (7 categories). When tested by chi-square test, the difference in the degree of interest in fashion depending on the time spent

Table 1. Cross-tabulation of the degree of interest in fashion against the motive for adopting a given fashion (Japan)

Interst	Style change	Distinction	Adaptation	Inferiority complex	Self-expression	Nomotive
High	18	5	0	1	8	1
Relatively high	48	11	12	3	16	2
Moderate	24	1	9	7	15	7
Low	0	2	0	1	1	9
None	0	0	0	0	0	1

Table 2. Cross-tabulation of the degree of interest in fashion against the motive for adopting a given fashion (Korea)

Interst	Style change	Distinction	Adaptation	Inferiority complex	Self-expression	Nomotive
High	54	17	1	0	35	0
Relatively high	31	10	10	1	17	1
Moderate	9	1	5	0	2	3
Low	1	0	0	1	0	3
None	0	0	0	0	0	0

Table 3. Cross-tabulation of the degree of interest in fashion against the time when adopting a fashion (Japan)

Interest	In the initial phase	During the acceptance phase	During the recessive phase	The subject ignores fashion
High	10	21	1	2
Relatively high	7	68	10	6
Moderate	4	39	13	8
Low	0	0	4	9
None	0	0	0	1

Table 4. Cross-tabulation of the degree of interest in fashion against the time when adopting a fashion (Korea)

Interest	In the initial phase	During the acceptance phase	During the recessive phase	The subject ignores fashion
High	42	65	0	2
Relatively high	10	57	1	2
Moderate	0	14	2	4
Low	2	0	0	2
None	0	0	0	0

Table 5. Cross-tabulation of the degree of interest in fashion against the time spent in utilizing media related to fashion per day (Japan)

Interest	Less than 30 minutes	Over 30 minutes and less than 1 hour	Over 1 hour and less than 2 hours	Over 2 hour and less than 3 hours	Over 3 hours and less than 4 hours	Over 4 hours and less than 5 hours	Over 5 hours
High	9	15	4	2	1	0	0
Relatively high	46	36	6	2	0	1	1
Moderate	32	14	4	3	1	1	0
Low	3	1	1	1	0	0	0
None	0	0	0	1	0	0	0

Table 6. Cross-tabulation of the degree of interest in fashion against the time spent in utilizing media related to fashion per day (Korea)

Interest	Less than 30 minutes	Over 30 minutes and less than 1 hour	Over 1 hour and less than 2 hours	Over 2 hour and less than 3 hours	Over 3 hours and less than 4 hours	Over 4 hours and less than 5 hours	Over 5 hours
High	25	40	29	11	3	0	2
Relatively high	28	17	14	7	2	1	0
Moderate	8	2	3	4	0	0	0
Low	2	0	1	0	1	0	0
None	0	0	0	0	0	0	0

on media was not significant in Korea ($\chi^2(24)=26.0$, $P=0.10$) or Japan ($\chi^2(24)=36.4$, $P=0.05$).

Tables 7 and 8 show cross-tabulation of the degree of interest in fashion (5 degrees) against the frequency of buying fashion magazines (6 categories). When tested by chi-square test, the difference in the degree of interest in fashion depending on the frequency of buying fashion magazines was significant in both Korea ($\chi^2(20)=24.3$, $P<0.001$) and Japan ($\chi^2(20)=63.6$, $P<0.001$).

Thus, the degree of interest in fashion was found to correlate positively with the frequency of buying fashion magazines. This positive correlation between the interest in fashion and the frequency of buying fashion magazines was stronger in Korea than in Japan.

Tables 9 and 10 show cross-tabulation of the degree of interest in fashion (5 degrees) against the number of fashion magazines bought per year (7 categories). When tested by chi-square test, the difference in the degree of interest in fashion depending on the number of fashion magazines bought per year was significant in Japan ($\chi^2(24)=63.6$, $P<0.001$), although it was not significant in Korea ($\chi^2(24)=28.6$, $P=0.05$). In both countries, the degree of interest in fashion tended to be higher in students buying more fashion magazines.

Tables 11 and 12 show cross-tabulation of the degree of interest in fashion (5 degrees) against the time spent in reading fashion magazines per week (8 categories). When tested by chi-square test, the difference in the degree of

Table 7. Cross-tabulation of the degree of interest in fashion against the frequency of buying fashion magazines (Japan)

Frequency	Once a week	Once a month	Once in 2-3 months	Biannually	Selolom	Never
High	1	19	9	2	1	2
Relatively high	0	34	36	7	11	6
Moderate	0	11	23	5	15	10
Low	0	0	1	3	3	6
None	0	0	0	1	0	0

Table 8. Cross-tabulation of the degree of interest in fashion against the frequency of buying fashion magazines (Korea)

Frequency	Once a week	Once a month	Once in 2-3 months	Biannually	Selolom	Never
High	6	78	18	4	3	1
Relatively high	1	28	29	5	6	0
Moderate	0	6	7	1	5	1
Low	0	4	1	0	0	0
None	0	0	0	0	0	0

Table 9. Cross-tabulation of the degree of interest in fashion against the number of fashion magazine bought per year (Japan)

Interest	0	1~5	6~10	11~15	16~20	21~30	over 31
High	2	5	11	11	0	3	1
Relatively high	5	47	21	15	4	1	0
Moderate	11	33	12	6	1	1	0
Low	7	6	0	0	0	0	0
None	0	1	0	1	0	0	0

Table 10. Cross-tabulation of the degree of interest in fashion against the number of fashion magazine bought per year (Korea)

Interest	0	1~5	6~10	11~15	16~20	21~30	over 31
High	3	28	21	34	14	5	5
Relatively high	3	30	17	14	4	2	0
Moderate	3	10	3	2	2	0	0
Low	0	1	1	1	2	0	0
None	0	0	0	0	0	0	0

interest in fashion depending on the time spent in reading fashion magazines was significant in both Korea ($\chi^2(28)=49.7$, $P<0.001$) and Japan ($\chi^2(28)=60.0$, $P<0.001$).

Thus, the degree of interest in fashion was found to correlate positively with the time spent in reading fashion magazines per week. That is, students spending more time in reading fashion magazines had higher degrees of interest in fashion.

Table 13 summarizes the above findings. As shown here, all factors, except for the time spent in utilizing media per day, correlated with the degree of interest in fashion, i.e., clothing styles.

Relationship with the motive for adopting a given fashion

The relationship between the motive for adopting a given fashion and the other factors was also analyzed. The results are summarized in Table 14. Two factors had

a significant correlation with the motive for adopting a fashion in both countries.

These two factors were the time when adopting a fashion (Korea: $\chi^2(15)=119.7$, $P<0.001$; Japan: $\chi^2(15)=141.2$, $P<0.001$) and the time spent in reading fashion magazines per week (Korea: $\chi^2(35)=77.3$, $P<0.001$; Japan: $\chi^2(35)=62.4$, $P<0.001$).

Regarding the significant correlation between the motive for adopting a fashion and the time when adopting it, it was noted that both Japanese and Korean students who adopted a fashion during the initial phase often answered "style change", "distinction" or "self-expression" as the motive for adopting a fashion, while students who adopted a fashion during the acceptance or recessive phase often selected "adaptation" or "inferiority complex" as the motive.

Regarding the significant correlation between the motive for adopting a fashion and the time spent in reading fashion magazines per week, we noted that students who spent much time

Table 11. Cross-tabulation of the degree of interest in fashion against the time spent in reading fashion magazines week (Japan)

Interest	No time	Less than 30 minutes	Over 30 minutes and less than 1 hour	Over 1 hour and less than 2 hours	Over 2 hour and less than 3 hours	Over 3 hours and less than 4 hours	Over 4 hours and less than 5 hours	Over 5 hours
High	0	5	8	9	4	2	2	4
Relatively high	2	20	36	15	14	3	3	1
Moderate	8	26	16	10	4	0	0	1
Low	4	6	3	0	0	0	0	0
None	0	0	1	0	0	0	0	0

Table 12. Cross-tabulation of the degree of interest in fashion against the time spent in reading fashion magazines week (Korea)

Interest	No time	Less than 30 minutes	Over 30 minutes and less than 1 hour	Over 1 hour and less than 2 hours	Over 2 hour and less than 3 hours	Over 3 hours and less than 4 hours	Over 4 hours and less than 5 hours	Over 5 hours
High	1	9	27	29	16	12	8	8
Relatively high	1	14	26	15	7	7	0	0
Moderate	3	6	5	6	0	0	0	0
Low	0	2	1	1	0	0	0	1
None	0	0	0	0	0	0	0	0

Table 13. Relationship between interest in fashion and other factors

	The motive	Time when adopting a fashion	Time spent in utilizing media related to fashion per day	Frequency of buying fashion magazines	Number of fashion magazines bought per year	Time spent in reading fashion magazines per week
Korea	χ^2 value P	104.3 0.000***	61.7 0.000***	26.0 0.10	42.3 0.000***	28.6 0.05 0.000***
Japan	χ^2 value P	90.1 0.000***	76.4 0.000***	36.4 0.05	63.6 0.000***	63.6 0.000*** 60.0 0.000***

***P<0.001, **P<0.01, *P<0.05

Table 14. Relationship between the motive for adopting a given fashion and other factors

	Time when adopting a fashion	Time spent in utilizing media related to fashion per day	Frequency of buying fashion magazines	Number of fashion magazines bought per year	Time spent in reading fashion magazines per week
Korea	χ^2 value P	119.7 0.000***	26.4 0.65	18.1 0.840	33.1 0.32 0.000***
Japan	χ^2 value P	141.2 0.000***	38.1 0.15	46.6 0.01*	50.7 0.01* 62.4 0.003***

***P<0.001, **P<0.01, *P<0.05

in reading fashion magazines often selected “style change” or “self-expression” as the motive, while the students who spent less than one hour often selected “adaptation” or “inferiority complex” as the motive. In Japan, the frequency of buying fashion magazine and the number of fashion magazine bought also correlated significantly with the motive for adopting a fashion.

This relationship resembles the correlation between the time spent in reading fashion magazines and the motive for adopting a fashion. Korean students tended to buy fashion magazines more frequently than Japanese students, irrespective of the motive for adopting a fashion.

Correlation with the time when fashion is adopted

Table 15 summarizes the relationship between the time when a fashion is adopted and the other factors. The frequency of buying fashion magazines had a significant correlation with the time for adopting a fashion in both countries (Korea: $\chi^2(15)=30.3$, P<0.05; Japan: $\chi^2(15)= 50.0$, P<0.001).

Regarding the significant correlation between the time for adopting a fashion and the frequency of buying fashion magazines, it was noted that students buying fashion magazines more frequently often adopted a fashion at earlier times. This relationship was more marked in Japan than in Korea.

Table 15. Relationship between the time when fashion is adopted and other factors

		Time spent in utilizing media related to fashion per day	Frequency of buying fashion magazines	Number of fashion magazines bought per year	Time spent in reading fashion magazines per week
Korea	χ^2 value P	14.2 0.72	30.3 0.01*	23.9 0.16	24.1 0.29
Japan	χ^2 value P	24.8 0.13	50.0 0.000***	46.8 0.000***	49.1 0.000***

***P<0.001, **P<0.01, *P<0.05

In Japan, the time for adopting a fashion also correlated significantly with the number of fashion magazines bought per year and with the time spent in reading fashion magazines per week. As the time for adopting a fashion became later, the number of magazines bought and the time spent in reading them tended to decrease.

DISCUSSION

The present results can be summarized as follows.

1) In both Japan and Korea, female university students had high interest in fashion. Their major motives for adopting a given fashion were the desire to change their style by adopting a novel fashion ("style change") and the desire to express oneself and achieve self-realization ("self-expression").

Simmel (1971) reported that individuals choose fashions within the context of antagonistic forces: the desire to adapt oneself to one's society and the desire to distinguish oneself from others by adopting a novel style. Riesman(1961) says that when living within a culture with a tendency toward popularization, individuals rely on an others-oriented approach to living, and adapt themselves to their surroundings in order to maintain emotional stability.

When the motive for adopting a fashion was investigated in the present study, the percentage of students who answered "adaptation (the desire to adapt oneself to the population or society around one by acting in concert with surrounding people)" as the motive was low, indicating that young female students often have the desire to make themselves distinguishable from others.

The students often adopted a given fashion during the acceptance phase (when the fashion has spread through the market and been shown extensively by the media). The percentage of students who adopted a fashion during the initial phase (before the fashion has spread through the market or been extensively introduced by the media) was higher in Korea than in Japan. This indicates that Korean females students are more interested in fashion and have more positive attitudes about it.

2) When our subjects collected information about

clothing, fashion magazines were used most frequently, and T.V. was used second most frequently. It seems that these media affect clothing styles in combination rather than each in isolation from the other.

The mass media seem to have a large impact on clothing styles. In Korea, the Internet was ranked in third place as an information source, being utilized more frequently in Korea than in Japan.

In terms of the spread of Internet use among Asian countries in 1999 (Akitsuki *et al.*, 2002), Singapore was ranked in first place, Korea was in fourth place, and Japan in fifth place. Thus, the difference in the spread of Internet use was reflected in the difference in media used as sources of information about clothing fashions.

3) A high percentage of the students bought fashion magazines once a month or in 2-3 months. Both the frequency of buying magazines and the number of magazines bought were higher in Korea than in Japan. The time spent in reading these magazines was longer in Korea. According to Pang W.S (1991), the fashion of clothing for females is led primarily by women's magazines and American and Japanese fashion magazines.

In fact, the present study revealed that the Korean students bought Japanese fashion magazines. Not a few of Japanese female students also had interest in Korean fashions. Therefore, it is desirable that magazines dealing with Japanese and Korean fashions be published in both countries.

4) The frequency of buying fashion magazines correlated with the degree of interest in fashion and the time when a fashion is adopted. Students with higher degrees of interest in fashion and those who adopted a fashion in the initial phase tended to buy fashion magazines more frequently.

Adopting a new fashion means discarding an existing style. Therefore, the results of the present study suggest that fashion magazines affect not only the development of fashion but also the lifespan of a given fashion.

In Japanese and Korean fashion magazines, fashion is conveyed by words and images. Fashion magazines are characterized by containing many advertisements. Among studies on advertising, the AIDAMA theory is well known

(Fujisawa, 1992). According to this theory, advertisements aim to: (1) attract attention, (2) invite interest, (3) arouse desire, (4) induce memorization, and (5) induce action.

This approach seems to have been adopted by fashion magazines. Since these magazines, a form of mass media, have a large impact on clothing styles, we will discuss in the future how fashion magazines should be edited. However, it is left to the readers whether or not they will adopt a given style. We hope that fashion magazines will be published, paying attention to the design of better clothing, rather than focusing only on earning profits.

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