

THE EFFECT OF INTRINSIC ATTRIBUTES, BRAND NAME, AND PRICE ON APPAREL PRODUCT EVALUATION OF KOREAN SHOPPERS

by Jai Ok Kim, Sook Jae Moon, & MiKyeong Bae, Dept. of Consumer Affairs, Auburn University, U.S.A., Dept. of Consumer & Human Development, Ewha Woman's University, Seoul, Korea, & Dept. Household Management, KeiMyung University, Daegu, Korea.

The present study extends research on perception of quality by investigating the effects of an intrinsic cue(physical appearance) and two extrinsic cues(price and brand name) on perception of apparel quality among consumers in Korea. Although there is a considerable body of research on perceived quality and cue usage among consumers in the U. S., little has been done to determine its applicability to foreign markets. Further, this research examines the links between product attributes cues, perceived quality, value and willingness to buy as well as the mediating effects of selected consumer variables on these links in an international market. We introduce the Extended Conceptualization Model of by Dodds, Monroe, and Grewal(1991) to examine the impact of price, brand name, and physical appearance and medicating consumer variables, on product evaluations of Korean consumers. Department store intercept surveys of consumers in the three places of KangNam area--Han Yang, New Coa, Hyundai in Seoul, were used to collect data on consumer cue usage and product evaluations. A 2 (brand name) x 2 (labeling condition) x 2 (price levels) factorial research design was used, that is, two identical US brand jackets(with and without label: Ann Klein) and two identical Korean brand jacket(with and without label: 쁘랭팡) were shown at each of two price levels. Total sample size is 387 and each of four different groups described above is 100. Path analysis was used to examine the direct and indirect effect of intrinsic and extrinsic attributes on perceived quality, value and willingness to buy for Korean consumers'. The results of study shows that for U.S. brand and Korean Brand, consumer's evaluation of intrinsic attributes are affected by the brand. Intrinsic attributes of with label for U.S. and Korean brand is much highly perceived than those without label. For U.S. brand consumers' willingness to pay the jacket is different by with or without label but there is no difference of willingness to buy for Korean brand whether it is labeled or not. . In conclusion, for U.S. brand, consumers' perception of intrinsic attributes, intensive purchase behavior, and willing to buy are affected by the product label, but no brand effect on willingness to buy for Korean brand jacket. When they perceived the quality of product, the brand effect is significantly related to their product evaluation for both Korean and U.S. brand. However, when they actually purchase a jacket, the brand effect is more significantly appeared in U.S. brand. The results of study with consumer markets in Korea would be useful to further establish the generalizability of the conceptual model with international markets.