

**The Effects of the Personal Value Orientation on the Socially  
Responsible Clothing Consumption Attitude  
and the Disposition Behavior**

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The purpose of this study is to clearly understand the Korean consumers' socially responsible clothing consumption attitude factors(second hand clothing purchasing attitude, recycling of clothing, attitude toward fashion, clothing consumption and the preservation of resources) and the disposition behavior pattern(economic disposition, altruistic disposition) responding to the personal value orientations(practical value, altruistic value, monetary value, opportunist value).

The instrument has been developed based on the former research and interviews with experts in this field. Data were collected from the adult females residing in Seoul. Judgment Sampling were performed twice during March of 1996 and total 549 copies of answers were used for final analysis. To make sure the Validity and the Reliability of the analysis, Factor Analysis and Cronbach  $\alpha$  were used. Also, Multiple Regression Analysis were used for the test of the hypothesis.

The results are following. First, by examining the relationship between the personal value orientations and the intrinsic side of socially responsible consumption attitude, the consumers oriented toward practical and altruistic value tend to favoring the purchase of the second hand clothing, while the consumers oriented to monetary value have a declining tendency to the purchase of the second hand clothing. Also, the consumer oriented toward monetary value tend to favoring the attitude toward fashion, while the consumers oriented toward practical and altruistic value have a declining tendency to the attitude toward fashion. Besides, the consumer oriented toward practical value tend to considering the relation between clothing consumption and the preservation of resources, while the consumer oriented to monetary and opportunist value have a declining tendency to the relation between the clothing consumption and the preservation of resources. These results show that the intrinsic side of responsible attitude can be changed based on personal value orientations. Second, by examining the relationship between the personal value orientations and the intrinsic side of socially responsible disposition behavior, the consumers oriented toward practical, opportunist and altruistic value tend to favoring economical disposition. On the other hand, the consumers oriented toward altruistic value tend to favoring altruistic disposition, while the consumers oriented to monetary value have a declining tendency to favour altruistic disposition. These results show that the intrinsic side of behavior pattern can be changed based on personal value orientations.