

APPAREL SHOPPING BY CATALOGUE & ONLINE ORDER IN KOREA COMPARED WITH THAT IN THE U.S. ; FOCUSING ON SIZE SPEC. Kim S.H., Choi H.S. Department of Clothing and Textiles, EWHA Womans University, Seoul 120-750, Korea.

The purpose of this study is to identify the current status of catalogue & online order market in Korea, especially focused on size specifications of apparel market.

This study is composed of three parts ; 1) to review the previous researches and to gather informations about catalogue & online order market system, 2) to collect and analyze data of the current catalogues & online order market for apparels through internet, 3) to find out advantages and disadvantages about apparel shopping by catalogue & online order using questionnaires to consumers in Korea and in the U.S. through internet mail.

The results are as follows;

- 1) The goods, especially apparel products shown lacks of variety, size spec., colors in the catalogue & online order system in Korea compared to those in other countries.
- 2) The percentage of 'free-size' and 'no-size' apparel products were higher in the catalogue & online order of department store than those of other markets. Also, the percentage of apparel items which has precise size charts were lower in the department store market.
- 3) The shopping behaviors through the catalogue & mail order system showed differences between the consumers in Korea and those in the U.S. Although male consumers used internet more frequently than female consumers, female consumers showed tendency to purchase more apparel products than male consumers in both countries.