

SOME DETERMINANTS OF CLOTHING EXPENDITURE IN KOREA. Park K.H.^{*}
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Marketers need to define their target audience and make informed marketing/media decisions. Over the years, demographic and psychographic characteristics have been widely used as a reliable market segmentation tool. Consumer psychological variables were recognized as an important factor influencing consumer behavior. Despite the recognized usefulness of psychological variables analysis in marketing, few studies have investigated the consumer's psychological characteristics with respect to consumer behavior, especially clothing expenditures.

The purpose of this study is to examine various consumer variables that may influence Korean clothing expenditure. Specially, the importance of this study may be found in its first attempt to investigate the effectiveness of various consumer variables as well as demographics on clothing expenditures. Also, the notable scarcity in the literature of studies which investigated the effects of consumers' various characteristics on clothing expenditures makes this study a worthwhile contribution. Furthermore, this study may provide important retailing implications based on understanding consumer's clothing behavior as it directly relates to clothing purchases.

Mall intercept surveys of consumers were used to collect data on various aspects of consumers. The sample consisted of the 400 Korean females who lived in Seoul, the capital of Korea. The principal components factor analyses with Varimax rotation were used to extract underlying dimensions of needs and clothing related variables. Multiple regression analyses were utilized to examine the effects of consumer variables (needs, shopping enjoyment, clothing related variables) and demographics on clothing expenditures.

Each factor analyses of multiple variable yielded 3 factors of needs (enjoyment need, esteem need, social need) and 6 factors clothing related variables (fashion leadership, self-concept regarding clothing, status symbol of clothing, brand-loyalty, clothing comfort, price-consciousness). The results of multiple analyses showed that income, age, fashion leadership, self-concept regarding clothing, price-consciousness were significantly related to clothing expenditure for respondents and their spouses while occupation, income, age, self-concept regarding clothing, and price-consciousness were significantly related to respondents' own clothing expenditure. Strangely, there were no effect of needs on clothing expenditure. Marital status and education levels have no significant effects on clothing expenditure. These results indicated that employed women spend more money on clothes than housewives. Women who have higher levels of income, are older, and are interested more in fashion leadership but less in price tend to spend more money on clothes, Women who think that clothes is an important cue for evaluating the person are likely to spend more money on apparel. This study offers an implication that retailers and marketers in apparel business can use to develop effective marketing strategies based on the market segmentation utilizing both demographic and consumer variables.