

A STUDY ON INFORMATION-SEARCH AND EVALUATING ALTERNATIVES OF KOREAN MIDDLE-AGED WIVES IN BUYING TOWNWEARS. Kang Hye Kyoung, Jae Mie Kyung. Department of Home Management, Dongeui University, Department of Family and Consumer Science, Inje University, Pusan, Korea

Middle-aged Korean wives are much interested in buying clothes and they think that appearance is very important. It seems that the emptiness they feel in life in middle ages and psychological and physical changes that take place at this time of their lives make them pay too much attention to buying clothes.

A study on information search and evaluating alternatives of middle-aged Korean wives is necessary for understanding their consumer behavior. It will contribute to help plan consumer education programs at present when excessive consumption is a social problem.

The purpose of this study is to investigate factors influencing information-search and evaluating alternatives of middle-aged Korean wives in buying townwears. Survey was conducted using interview. The data used in this study include 374 middle aged women living in Seoul and Pusan aged 45 through 64. The period of survey was conducted in Sep. 1994. Statistical used for data analysis were frequencies, means, Pearson's correlation, t-test, ANOVA and stepwise multiple regression.

The degree of information-search and evaluating alternatives proved more than middle point. Attitude toward purchasing, experience of menopause, and preference for expensive clothes were found to be important factors influencing information-search and evaluating alternatives. Especially, the degree of information-search and standard of alternative evaluation changes according to whether one is thrifty type with positive attitude about one's past or extravagant type with negative attitude about one's past.