

A STUDY ON THE EFFECT OF TEXTILE FABRICS ON THE CHILDREN'S OUTDOOR CLOTHING PURCHASE. Kim S. K. Dept. of Clothing, Kyungwon Univ. Lee H. S. Dept. of Child Studies, Kyungwon Univ. Sungnam 461-701, Kim J. B. Dept. of Business Administration, Pusan Women's Univ. Pusan Korea.

This study examined the relationships between textile fabric preference on childrens outdoor clothings, knowledge of textile fabric property and clothing purchase decisions. This study also investigated the relationships between demograpic characteristics and three fabric preference groups (natural, blended, synthetic) on children's outdoor clothings purchase. Subjects were 307 mothers with preschool children. Data were collected using a self-administered questionnaire and analyzed using analysis of variance, crosstabulation analysis, and discriminant analysis. The result indicated that ; (1) blended fabric preference group had more knowledge on textile propeerties than the other groups ; (2) prefer of fabric was significantly related to the perception of textile properties in comfort, flame resistance, and thermal insulation ; (3) perception of important textile property in children's outdoor clothings were hand, absorbency, and flame resistance ; (4) main criteria used in purchase decision was brand name of children's outdoor clothings ; (5) none of demographic variables influenced textile preference on children's outdoor clothing.