

**EXPRESSIVE AND UTILITARIAN CRITERIA OF CLOTHING RELATED TO EXTROVERSION-INTROVERSION.** Lee, M. H. Department of Clothing & Textiles, Sungshin Women's University, Seoul 136-742, Korea.

The objectives of this study were to classify the attributes of clothing evaluative criteria into two categories, expressive and utilitarian criteria with purchase of a suit and blouse, and to examine the differences of extroversion-introversion according to the consumer types based on expressive and utilitarian criteria.

Subjects for this study were a sample of 399 women (ages 18 to 66) in Seoul, Korea. The instrument was a self-administered questionnaire, comprised of five sections: 1) a suit and blouse purchase criteria measure, 2) extroversion-introversion scale, 3) a post-purchase satisfaction measure, 4) whether credit card was used or not, and 5) demographic characteristics. The suit and blouse purchase criteria measure asked subjects to think about the most recent suit and blouse they purchased and to indicate on a 5-point scale the importance of each of 10 attributes. Statistical analyses were done using factor analysis, one-way ANOVA, Duncan's multiple range test,  $\chi^2$ -test, discriminant analysis.

The results of the study were the followings.

1. Two factors of clothing evaluative criteria derived by factor analysis : F. 1 'utilitarian criteria'(care, construction and cutting, fabric, comfort, durability); F. 2 'expressive criteria '(attractiveness, style, color and pattern, fashionability, brand).

2. Consumers of expressive type were more distributed in the group under 29, with more education, resided in south region, while utilitarian types were more distributed in the group over 30, with less education, and north region. Expressive types had higher score on post-purchase satisfaction and used credit card more when they purchased a suit than utilitarian types.

3. Consumers of expressive type had higher score on extroversion than utilitarian type.

4. In discriminant expressive and utilitarian types with purchase of a suit, age was most important, followed by education, the use of credit card, and extroversion-introversion, geographical region. The accuracy rate of predicting the types by the 5 variables was 67.97%. In discriminant expressive and utilitarian types with purchase of a blouse, age was most important, followed by education, geographical region, and extroversion-introversion. The accuracy rate by the 4 variables was 70.31%.

Extroversion-introversion was a related variable in discriminant the consumer types based on expressive and utilitarian criteria. It appeared that for clothing evaluative criteria psychological variables such as extroversion-introversion may be effective determinants of consumer behavior. This supports consumer analysts' premises that personal traits associated with personality are important variables in understanding of consumer decision processes.