

A Study on the Buyers' Decision Making Characteristics for Revitalization of Knit Industry

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This study will characterize the decisions young women make when buying knitwear.

Consumer knitwear buying behavior has been observed and related to previous studies. Consumers, in practice, were observed in related industries. Using questionnaires and interviews the knit designer's job, status and problem were studied. In the consumer survey, a self-administered questionnaire was distributed to young career women and female undergraduate students living in Seoul, Kyunggi, Taejeon, Taegu and Kwangju. 496 questionnaires of 580 were used in the following analysis. The data was analyzed with the SPSS package.

The research method, used factor and reliability analysis to segment consumers by consumer's knitwear evaluation criteria. T-test, one-way ANOVA and χ^2 were used to characterize the impact of consumer on knitwear buying decision making behavior.

The results were as follows.

First, the consumer's knitwear buying motives were significantly different depending on the consumer's demographic characteristics (education). The high school graduate-career women group, relative to other groups, significantly considered practical aspects in knitwear buying.

Second, a consumer's information sources were significantly different depending on the consumer's demographic characteristics(age). Consumers, under 20 relative to other group, significantly considered display and fashion magazines in their knitwear buying process.

Third, the consumer's knitwear evaluation was classified according to six characteristics - quality, price, aesthetic, situation, self-presentation and external. Consumer's knitwear evaluation criteria were significantly different depending on consumer's demographic characteristics(job, age, education, marriage) and knitwear buying characteristics(annual knitwear/clothing buying expense and buying frequency). Career women and married women significantly considered practical aspects like quality and price characteristics, while undergraduate students and single women significantly considered aesthetic and self-presentation characteristics. Also, a group with higher

annual knitwear/clothing buying expense and buying frequency, significantly considered aesthetic and self-presentation characteristics. The lower the annual knitwear/clothing buying expense and buying frequency, the higher a group significantly considered quality and price characteristics. There was a significant difference between a consumers knitwear evaluation criteria for domestic brands versus imported brands.

Fourth, a consumer's knitwear buying places were significantly different depending on that consumer's demographic characteristics(job, education) and knitwear buying characteristics(annual knitwear buying expense and buying frequency). The higher annual knitwear buying expense and the lower knitwear buying frequency, the more a customer shopped in department stores.

Fifth, a consumer's knitwear satisfaction was significantly different depending on consumer's demographic characteristics(job, education) and knitwear buying characteristics(annual knitwear buying expense).

Career women relative to female undergraduate students significantly considered satisfaction with design, quality and fabrics(yarns). The higher the knitwear buying expense, the higher the satisfaction. Department stores were the most satisfying places, of all the knitwear buying places.

Based on these findings, consumers' knitwear buying behavior was significantly different depending on consumers' demographic characteristics and knitwear buying characteristics and the buying decision making steps differed significantly.

The result of this study will help to understand a consumer's knitwear buying behavior and contribute to establishing a new knitwear marketing strategy in the industry.

Also, it can be used to develop curriculum for training knit experts in academic circles and to establish a guideline for training knit designers in the industry.