

The Apparel Purchasing Behavior of Adult Women Groups Segmented by Their Materialism

Yong-Sook Kim and Ok-Hee Lee

Dept. of Clothing and Textiles, Suncheon National University

The purpose of this study was to investigate the apparel purchasing behavior of adult women consumer groups divided by materialism. The specific objectives of this study are:

- 1) to examine the degree of materialism, impulsive buying, and conspicuous consumption.
- 2) to examine the correlation between impulsive buying, materialism, and conspicuous consumption, and to examine the relative influences of impulsive buying, materialism on conspicuous consumption.
- 3) to classify groups according to the level of the propensity for materialism, and to examine the clothing purchasing behavior of the divided groups.

Data were administered to 357 adult women living in Suncheon from June to July, 1999. For analysis of the data, factor analysis, one-way ANOVA, Duncan's multiple range test, frequency and χ^2 -test were employed. The results of this study were summarized as follows:

1. Materialism, impulsive buying, and conspicuous consumption of adult women consumer is 2.91(SD, 0.47), 2.90(SD, 0.80), and 2.48(SD, 0.65) out of 5 each.
2. The correlation between materialism, impulsive buying, and conspicuous consumption is showed proportional relation. The higher the materialism and experience of impulsive buying is, the higher the conspicuous consumption is. According to the results of regression analysis examining the relative influences of variables affecting conspicuous consumption, the relative importance of the variables are in the order of success-symbolic materialism, life-central materialism, happiness-pursuable materialism impulsive buying and their explanatory power totalled 35.2%.
3. Evaluating attributes of product, types of store purchased, places of purchases, the need of big department, purchasing price range, and accompanying persons when buying are the factors influencing the apparel purchasing behavior, but the number of stores visited, the methods of payment, and the factors and kinds of impulsive buying failed to show significant differences in the apparel purchasing behavior.