Clothing Store Selection and Its Relation to Consumer's Value

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The purpose of this study was to examine the relationships among the evaluation of store attributes, the preference of store color, and consumers' value, to disclose the difference of the evaluation of store attributes and the preference of color and music of store according to demographic variables such as age, education, income, residence region, and clothing expenditure, and to investigate the variables that affect to the store satisfaction and the intention of repurchase at the store.

Subjects were 290 women of 20's and 30's living in metropolitan area of Seoul.

The data were analyzed by using frequency, correlation coefficients, χ^2 test, one-way ANOVA, Duncan's multiple range test, and multiple regression analysis.

The results of the study were as follows:

First, as the result to have examined the means of the evaluation of store attributes, the service of the store was perceived most important, and next were salesmen and product value in order. In the preference degree of store color, it appeared that what subjects liked most was ivory, and that they preferred ivory/gray and white in order. They disliked white/black most. Thus, as for the store color, the bright color of low chroma and high value was preferred.

Second, the evaluation of store attributes and the preference of store color had partially significant correlations with consumer's value. Social value had positive relations with product assortment, product value, salesman, and the service of store. Economic value had positive relations with product assortment, product value, salesman, VMD, facilities, sales promotion, and service. Political value had positive relations with product assortment, product value, salesmen, VMD, position, and service. Subjects high in social value preferred ivory, and high in political value liked light blue and ivory, and disliked gray.

Third, in the difference to be based on demographic variables, the women in their 30's placed importance product assortment, store position, and service more than 20's. The first half of 20's took serious view of facilities. As income was high, their interest about facilities was high, and as the clothing expenditure was high, the interest about product assortment was high. The

residents in the south region and suburbs of Seoul placed importance on facilities, sales promotion, and service more than that in the north region.

Fourth, Women in the latter half of 20's liked light blue more than those in the latter half of 30's, and 30's liked ivory/grey more than 20's. Therefore consumers preferred light color of store as age was young, and they preferred the color of calm feeling as age was old. Women in more education preferred ivory, and women preferred gray as income was high.

Fifth, there were significant relations between the preference of music in store and age, education, and residence region. 20's preferred inland popular songs, and 30's preferred semi-classic. High school graduates and university students preferred inland popular songs. and university graduates preferred semi-classic. As for residence region, residents in the north region of Seoul preferred inland popular song, and that in the south region and in the suburbs preferred semi-classic.

Sixth, the store satisfaction degree of consumers influenced by VMD and the product assortment of store, and the explanatory power by the 2 variables was 11.6%. As the store satisfaction degree was high and the product assortment was equipped well, the intention of repurchase at the store became high all the more, and the explanatory power of the intention of repurchase by the 2 variables was 51.2%.

Therefore it is necessary for apparel store manager to perceive that the product assortment was very important factor for the store satisfaction and repurchase of consumer.