

A Study on Clothing Buying Behavior of College Male Students in China

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The purpose of this study was to investigate the effect of demographics and general clothing buying behavior of college male students in China.

A questionnaire was developed to measure clothing purchasing motives, fashion information sources, evaluation criteria of apparel product, stores selection criteria, and general clothing buying behavior.

The questionnaire was administered to 300 college male students in Dandong of China.

The data was analyzed using percentage, frequency, mean, factor analysis, and ANOVA, duncan test.

The results of the study were as follows:

1. The clothing purchasing motives of consumers were significantly different depending on demographics. The male students of arts, relative to the male students of liberal arts, showed significant differences in social motives.
2. The fashion information sources of consumers were significantly different depending on subjects, pocket money, and level of life.
3. The evaluation criteria of apparel product of consumers were significantly different depending on parent's jobs.
4. The stores selection criteria of consumers were significantly different depending on parent's school career, mother's jobs, household income.
5. Apparel buying places of consumers were in order of; department stores, speciality stores, natural market. The buying frequency of apparel showed the most three times a year. The consumers were influenced by friends for apparel purchasing, and the method of payment mainly cash.
6. About purchase experience of the imported clothing, the 67% consumers answered 'yes', and the country of origin of the imported clothing were in order of ; Japan, Italy, France, Korea. The imported clothing satisfaction level of consumers were significantly different depending on demographics.