

소비자의 라이프스타일과 케이블TV 홈쇼핑 의류제품에 관한 연구

강영희 · 이옥희

순천대학교 생활과학부 의류학전공

A Study on CATV Home Shopping of Apparel and Life Style

Young-Eui Kang · Ok-Hee Lee

Dept. of Clothing and Textiles, Suncheon National University

Abstract

The purpose of this study was to classify consumer groups according to the life style types and analyze buying intention and evaluation criteria of apparel product, opinion to 4p's aspect among consumer groups. And it was to clarify relationships between the experience of CATV home shopping and buying intention and evaluation criteria of apparel product, opinion to 4p's aspect. The subjects of this study were 270 women living in Chonbuk and Chonnam regardless their experience in CATV home shopping.

For data analysis, frequency, percentage, mean, t-test, factor analysis were conducted.

The results were as follows:

First, the type of life style were classified into the following subdivisions: goods confirmed type, price-quality regarded type, time regarded type, new product regarded type.

Second, the significant differences among the classified life style groups were found in buying intention, evaluation criteria of apparel product, and opinion to 4p's aspect.

Third, there were significant differences in buying intention, evaluation criteria of apparel product, and opinion to 4p's aspect according to TV home shopping experience.