

# **A Study on the Relationship between Lifestyle and Clothing Benefits Sought of Female College Students in Japan**

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## **I. Introduction**

Clothing among lots of products is a means to express individuality and lifestyle of individual, its functions and uses are changing.

Recently, it is asking the higher grade, specialization, diversity of production, because of the influence of changed lifestyle of consumers(Chang, 1999).

At the same time, it is continuously increasing the demands about clothing in accordance with change of consumer's wants and popularization of sports · leisure(Swantko, 1998 ; Gajjar, 1998).

As trade between the countries has recently expanded, it is also widening the range of manufacturer's economic activity. In global environment such as these days, it should understand the consumer behavior and consumer's properties of opposite trade with countries as well as it of one's own country and reflect it when merchandising.

We are living in the age of globalization, and Japan is an advanced country. We need to research about clothing purchasing behavior of College Female Students in Japan to be using as basic data for clothes manufactures when they will introduce their products into Japan.

It should seem to prove very significant that analysis consumer's behavior about clothing intended for the youth group. The Purpose of this study was to identify the relationship between lifestyles and clothing benefits pursuit.

## **II. Method**

The main objective of this study was to investigate the relationship between lifestyles and clothing benefits pursuit of college female students in Japan.

The questionnaires for this survey developed to measure lifestyle and clothing benefits sought.

The questionnaire was administered to 131 female college students in Tokyo of Japan from June to September, 2001.

The data was analyzed using percentage, frequency, mean, standard deviation, factor analysis, reliability test, MANOVA and ANOVA by SPSS package.

### III. Results and Conclusion

1. The lifestyles of the respondents were classified into five types such as recreational-oriented, fashion-oriented, progressive-oriented, intentional purchasing, and economics-oriented type.

And clothing benefits pursuit was classified into five types such as individuality-pursuit, brand-pursuit, convenience-pursuit, fashion-pursuit, and coordination/figure flaws compensation-pursuit.

2. The result of lifestyles and clothing benefits pursuit analysis were as follows;

1) All of three positive groups of recreational-oriented type, fashion-oriented type, intentional purchasing type had an inclination for individuality-pursuit, brand-pursuit, fashion-pursuit, and not an inclination for convenience-pursuit.

2) The higher the fashion-oriented and intentional purchasing, and the lower the progressive-oriented and economics-oriented were, the higher was individuality-pursuit.

3) The higher progressive-oriented and the lower recreational-oriented were, the higher convenience-pursuit was.

4) The brand-pursuit, convenience-pursuit, and fashion-pursuit were not shown to have the significant differences according to intentional purchasing group.

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