

A Study on the Risk Perception and Information Seeking for the Purchase of Clothing

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Pearson's correlation coefficient, t-test, ANOVA, and factor analysis were used to analyze the data from 376 college students. The results showed that the risk perception and information seeking were correlated positively and were different according to expenditure on clothing.

This study was performed to investigate the types of perceived risk of clothing consumers and the types of information seeking, the relationship between perceived risk and information seeking, and the differences according to the demographic variables. The surveyed data from 376 college students were analyzed using Pearson's correlation, factor analysis, t-test, and ANOVA. The risk perception of clothing consumers was classified into five types: economic and performance risk, psychological risk, loss of time risk, social risk, and loss of fashionability risk. The information seeking was classified into four types: advertisement, observation in shops, information in memory, and opinions of neighbors. The types of risk perception and the types of information seeking were correlated positively and were different according to expenditure on clothing.

Key words: risk perception, information seeking, demographic variables.

I.

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1.

1960 Bauer

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가

가

(1960)

Bauer

Bauer

가

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가

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Cox(1967)

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가

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가

Jacoby Kaplan(1974)

6

II.

1979
 Winakor Minshall 가
 Winakor, Canton, Wolins(1980) 가
 가 Friese(1968)
 (1986)
 Zigmund Scott(1977) 5
 가
 CAD/CAM 가
 (1991)
 Sproles(1979) 가 6
 Winakor(1980) 5
 Engel(1982) 가 가
 가 가
 가 가
 가 (1985) 가 가
 가 / 가

가

가

가

가

2)

2.

Engel(1982)

Sproles(1979)

Midgley(1982)

가

가

2가

Cox(1967)

가

가

(, 1991). Battman(1979)

가

1)

가

(1993).

Mowen(1995)

가

가

Huffman(1993)

가

가 가 2

가 가

가

Locander Hermann(1979)

Andreasen(1968)

가 가

가

Urbany, Dickson

Wilkie(1989)

가 가

Geoffrey

Roger(1981)

가

Sproles(1979)

4가

2가

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3.

1.

1.

2.

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(, ,)

Cox(1967)

가

2.

1

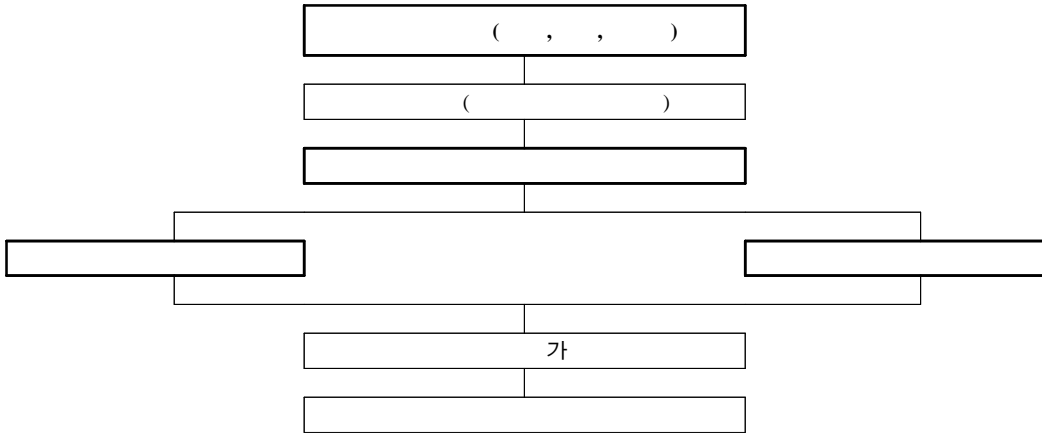
Lutz Reilly(1968)

가

3.

가

가



1.

1) (20) : 400 376 .
 (1985), (1986), (1991)
 2 , 3 , 14
 가 1 Spss/pc+ , t-
 20 . 5 test, , Pearson Cronbach's α

2) (24) : (1991),
 (1991) 12 , 2 IV.
 가 , , 5 1.
 (1997) 5 , 24
 5 ,

3) : (,), (0.4) 18 .
 (1, 2, 3, 4), '97 .
 1 가

4. 가 가(3.4),
 , 97 , 3.64),
 1997 9 (3.51)
 1 1997 10 31

1.

| | | | | |
|-------------------|-------|------|------|-----|
| 1. $\alpha=.7442$ | | | | |
| 1. | 가 | 3.59 | .93 | .52 |
| 2. | , | 3.09 | 1.07 | .73 |
| 3. | | 3.40 | 1.02 | .75 |
| 4. | | 3.64 | .94 | .55 |
| 5. | 가 가 가 | 3.04 | 1.05 | .60 |
| 6. | | 3.51 | 0.96 | .54 |
| 7. | | 3.42 | 1.12 | .70 |
| 2. $\alpha=.5721$ | | | | |
| 1. | | 3.35 | .99 | .72 |
| 2. | / | 3.88 | .90 | .72 |
| 3. | | 3.50 | 1.05 | .74 |
| 3. $\alpha=.6103$ | | | | |
| 1. | | 2.78 | 1.11 | .69 |
| 2. | | 2.54 | 0.99 | .55 |
| 3. | 가 | 2.19 | .88 | .72 |
| 4. $\alpha=.7153$ | | | | |
| 1. | | 2.46 | 1.04 | .82 |
| 2. | | 2.91 | 1.04 | .85 |
| 3. | 가 | 2.82 | 1.01 | .45 |
| 5. $\alpha=.5753$ | | | | |
| 1. | | 2.59 | 1.07 | .66 |
| 2. | , | 2.70 | .94 | .57 |

(3.0). 가

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2

4

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3.3~3.8

(1986)

3

가

5

가

가

가 가 2. 가
 가 1
 2.59,
 2.70 가
 5 가 2.91
 Cronbach's α 가 가
 0.5~0.7 가
 가 1.75~1.88
 2. 가
 4 가
 19 가
 2.

| | | | |
|---------------------|------|------|-----|
| 1. $\alpha = .8718$ | | | |
| 1. TV | 2.69 | .95 | .60 |
| 2. | 1.81 | .85 | .52 |
| 3. | 2.54 | 1.11 | .73 |
| 4. TV | 2.60 | 1.11 | .65 |
| 5. | 2.71 | 1.05 | .72 |
| 6. | 2.38 | 1.02 | .69 |
| 7. | 2.64 | 1.14 | .75 |
| 8. | 1.87 | .90 | .64 |
| 9. 가 | 2.07 | .97 | .62 |
| 10. (,) | 1.75 | .77 | .59 |
| 11. , | 2.91 | 1.08 | .47 |
| 12. | 1.88 | .82 | .51 |
| 2. $\alpha = .5484$ | | | |
| 1. | 3.30 | .88 | .46 |
| 2. | 3.48 | 1.12 | .46 |
| 3. | 3.29 | 0.99 | .47 |
| 3. $\alpha = .3175$ | | | |
| 1. | 3.55 | .82 | .48 |
| 2. 가 | 3.06 | .99 | .54 |
| 4. $\alpha = .4293$ | | | |
| 1. | 3.12 | .97 | .48 |
| 2. | 2.68 | .98 | .60 |

가

1 COX(1967) 0.001 P≤

, Andreason(1968) 가

2

3.2~3.4 p≤.05

(1991) 가 p≤.001

3

가 가 P≤.001

4 p≤.01

, , , 가

가

COX(1967) p≤.01, P≤.001,

2.6~3.1 p ≤.05

3.

3.

| | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|
| | | | | | |
| | 0.891 | .1272 * | .2348 *** | .1390 ** | .4716 *** |
| | .1139 | .2222 *** | .1333 * | .115 * | .3391 *** |
| | .2162 *** | .2289 *** | .0468 | .1399 | .1748 *** |
| | .1177 | .1179 * | .1448 ** | .1928 *** | .2157 *** |

2-tailed significant level : * p≤0.05 ** p≤0.01

$\leq .001$ 가 Engel
 (1982) 가
 $P \leq .001$ (1985) 가
 4. 3) '97 가
 '97 가

1) (性) 5. $p \leq .001$
 (性) T - test 가
 가

2) '97 가
 '97 가

4. p V.

4. '97

| | 10 | 10-30 | 30-50 | 50 | F - value |
|--|------|-------|-------|------|-----------|
| | 3.47 | 3.38 | 3.34 | 3.26 | 1.082 |
| | 3.29 | 3.71 | 3.80 | 3.83 | 9.168 *** |
| | 2.54 | 2.55 | 2.54 | 2.21 | 2.452 |
| | 2.76 | 2.77 | 2.54 | 2.71 | 1.008 |
| | 2.60 | 2.97 | 3.06 | 3.17 | 8.332 *** |

*** $p \leq 0.001$

5.

| | 10 | 10-30 | 30-50 | 50 | F - value |
|--|------|-------|-------|------|------------|
| | 2.07 | 2.33 | 2.55 | 2.65 | 11.779 *** |
| | 3.15 | 3.38 | 3.65 | 3.51 | 0.099 *** |
| | 3.19 | 3.35 | 3.35 | 3.45 | 1.806 |
| | 2.80 | 3.01 | 2.97 | 2.70 | 2.255 |

*** $p \leq 0.001$

- . 1986.
- . 1997.
- . 1991. 가
- . 1985.
- . 1991.
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