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Clothing Preference and Management Behaviors of the Korean Elderly Women

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Abstract

This study aimed to give an updated description of general clothing behavior patterns of the Korean elderly women. 430 women over 60 years old residing in Seoul were surveyed with a questionnaire asking about their daily practices of clothing selection, disposal, recycling, quantity and place of purchase, and their background variables. Data were treated to SPSS for descriptive statistics, Chi-square analysis, ANOVA and Duncan's multiple range test. The result revealed that the wardrobe of the Korean aged women is by now fully oriented toward the western style. The subjects disposed of their clothing mainly because of their body size changes and had elementary fitting problems unsolved.
They had clothing recycling experinces and turned out to be inactive clothing consumers with differing shopping places according to the types of clothing items to be purchased. The subjects' age and income level had significant effects on various facets of their clothing behavior.

Key words : the elderly, clothing selection, clothing disposal, clothing recycling, clothing purcase.

I. Introduction

The elderly are supposed to have different attitudes and behaviors concerning clothing items from those of the younger generation as clothing strongly relates to one's identity and changing self-concept.[1] Yet, today's fashion market is very reluctant to give attention to elderly consumers concentrating mainly on younger consumers. As statistics show, however, the population ratio of elderly people is rapidly rising, anticipating the needs for the market to accomodate the demands of this age group[2].

Surveys on the clothing behavior of elderly people increased during 1980s as the elderly population increased, yet research interest in this sector still remains low. Recent studies, still comparatively rare, focuse on specific themes such as the elders' body shape changes, their design preferences, or their lifestyle analysis. It seems that there have not been enough descriptive studies on elderly people's general tendencies of clothing behavior, especially for the period of 1990s. Descriptive studies on general behaviors, while it might appear to be too simple and too broad, is the starting point for understanding of more complicated motivations and beha-

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[1] M. S. Ryan, *A Study in Human Behavior,* (NY: Holt, Rinehart and Winston, Inc. 1960).
[2] National Statistics Office, *Population Projection* 12, 1997.

viors. As the growth of elderly population is accelerating, it is in urgent need, in addition to researches on specific subjects about them, to probe the general patterns of daily clothing behavior of the elderly women in contemporary Korean life.

This study was aimed at understanding the Korean elderly women's clothing preference and management behaviors which include clothing repairs, clothing discards and purchase patterns.

II. Review of Literature

1. The Elderly Consumer and Clothing Market in Korea

Recent study reported that elderly consumers had a general learning deficit and exhibited learned helplessness when confronted with consumer rights problems[3]. They had a negative attitude toward ads[4] and exhibited more ethical attitudes than younger consumers[5]. These characteristics of the elderly may support the finding of another study that an increase in the number of elderly consumers reduced clothing expenditures in the long run[6]. These results may adequately explain why there is such a small market for the elderly.

In 1992, Korea launched wardrobe and sundry stores for the "silver customers" and

they expected a thrive in the age of silver, but shortly after, in 1997, it was reported that there was only one specialized silver store which dealt only with expensive items excluding most of the aged consumers' approach to it[7]. Even that store was said to be run for a symbolic sake enduring a deficit. That is, the shop is open solely for the purpose of providing an advangeous position for the owner to acquire a license for a private silverhouse construction which is expected to give him far more profit. In summary, there seems to exist in Korea very little interest in Korean elderly's consumption environments yet.

2. Daily Clothing Behaviors

1) Clothing Preference

Koh[8] reported that Korean elderly women wore hanbok(Korean traditional clothing) and yangbok(Western style clothing) exchangeably for all occasions, but they wore yangbok more frequently for homewear than for street wear. Park[9] acknowledged that the elderly women wore yangbok as homewear more frequently than hanbok, but her subjects preferred hanbok quite often for street wear. Kim[10] said most of the elderly women wore yangbok, but the older-old, especially in the fall and winter, wore hanbok more often as street wear. Huh[11]

[3] M. C. Laforge, Learned Helplessness As Explanation of Elderly Consumer, *Journal of Business Ethics* 8, 5(1989): 359-367.

[4] J. J. Burnett, Examining the Media Habits of the Affluent Elerly, *Journal of Advertising Research* 31, 5(1991): 33-42.

[5] S. J. Vitell, J. R. Lumptkin and M. Y. A. Rawwas, Consumer Ethics: An Investigation of the Ethical Beliefs of Elderly Cobsumers. *Journal of Business Ethics* 10, 5(1991): 365-376.

[6] M Mokhtari, An Alternative Model of U.S. Clothing Expenditures: Application of Cointegration Techniques, *The Journal of Consumer Affairs* 26, 2(1992): 305-324.

[7] Flies Angel, Floats Silver. *Han-Kyung Business Weekly* 74(1997.5.6): 44-47.

[8] Y. Y. Koh, A Study on the Market Conditions and the Consumer Attitude of the Elderly Women's Ready-to-Wear, *Yonsei Buhak*. 19(1986).

[9] J. S. Park, A Study on the Elerly's Clothing(I) - Focusing on the Elderly Women's Clothing Interest, Preference and Clothing Purchase Behavior, *Research Project Report*. Pusan University 11(1985).

[10] I. B. Kim, A Study on the Clothing Awareness of the Elerly Women - Focusing on Taegu City, Kaemyung University, Unpublished Master's Thesis (1984).

[11] K. S. Huh, An Investigation on the Clothing Habits of the Elderly Women, *Clothing Life Research* 20, 4(1993): 48-53.

stated that Korean elderly women wore traditional clothing more often than their counterparts in Japan, who were reported as rarely wearing their traditional Kimono.

Huh[12] said the types of clothing most preferred by the elderly were separates, and Nam and Cho[13] reports blouses, sweaters, jackets, vests, T-shirts, jumpers for a top, and skirts rather than pants for a bottom were the favorite wardrobe selection of the aged women. Elderly people in rural areas preferred skirts in summer and momppei, an elastic waistbanded pants, in winter.[14]

2) Clothing Disposal and Recycling

17% of elderly women wore second hand yangbok, but most of them had never worn second hand hanbok.[15] The most significant reason for clothing disposal was outmodedness, followed by poor fit, which suggested that fashion might be an important motive of dressing as for the elderly as for the younger.[16]

3) Clothing Purchase Practices

The elderly purchased their clothing mostly from markets, department stores and nearby boutiques being the second and third preferences.[17,18,19] The elderly made new purcheses generally once or twice a year.[20]

4) Clothing Discomfort and Repair

As seen above, studies on the clothing behavior of the elderly women are scarce and the results are not fully updated. Not to mention studies on specialzed sectors of their clothing behavior, studies on general and daily clothing behaviors, which is directly related to their daily lives and which can be the starting point for the understanding of their deeper needs and motivations are not enough. Effects of background variables on the clothing behavior are not fully discussed either. This shows research in this sector is on strong demand, especially when the population growth of elderly group is a clear social phenomenon as present time. Therefore, this study purposed to survey the daily clothing behaviors of the elderly women as clothing preference, clothing disposal and recycing, clothing purchase practices and clothing discomfort and repair.

III. Research Method

1. Research Instruments

A self-administered questionnaire was adapted and modified from previous studies[21,22,23] consisted of clothing behavior section and

[12] Huh, op. cit., 48-53.

[13] Y. J. Nam and H. S. Cho, A Study on Clothing of Elderly Women(II), *The Journal of the* Korean Society of Costume 34(1997): 5-18.

[14] B. J. Yoon, H. W. Kang, G. Cho, T. Kwak, K. Sohn, S. Chi & K Kim, Living Conditions of the Rural Elderly: Clothing, Nutrition, Housing, and Psychological Adjustment, *Journal of Korean Home Economics Asociation* 28, 4(1990): 65-86.

[15] Park, op. cit., 11.

[16] Yoon et al, op. cit., 65-86.

[17] Kim, op. cit.

[18] Huh, op. cit., 48-53.

[19] Park, op., cit., 11.

[20] E. Lee, A Study on Life Style and Clothing Involvement of Elderly Women, *The Journal of the Korean Society of Costume* 25(1994): 233-247.

[21] Nam et al., op. cit., 5-18.

[22] P. Cho, T. Choo and Y. S. Koo, A Study on the Clothing Conditions of the Elderly Women, *Journal of the Korean Gerontological Society* 13, 2(1994): 135-147.

[23] B. R. Lee and S. B. Kim, A Study on Life Satisfaction of the Aged in Taegu and Kyungbuk Areas - Survey on the Clothing Behavior-, *Journal of Home Economics* 5(1990): 21-27.

personal background section. Personal background section included questions about age, residential area, and monthly income. Clothing behavior section included questions on preferred clothing items, reasons for clothing disposal, clothing recycling, and purchasing behavior patterns. All the questions on clothing behavior were multiple choice type. The question about clothing preference took the form of a 3-step interval scale(3=very often, 2=often, 1=rarely) so that it could be treated to the calculation of mean and SD. Questions about background were openended.

2. Samples and Data Collection

The sample was consisted of elderly women over 60 years of age residing in Seoul. ⟨Table 1⟩ gives their characteristics. The survey was conducted at public places such as churches, schools and meeting houses for the elderly between December 1997 to February 1998. The questionnaire was either filled out by the subjects themselves or by the survey-aids who interviewed them. Some took the ques-

tionnaire home to be finished with the help of family members. A total of 457 questionnaires were collected but after screening very insincere ones, 436 were analyzed with statistics. Among these 436, there still were partially incomplete responses which skipped to answer some questions, esp., questions concerning financial status, but to utilize the data to the utmost, these incomplete responses were analyzed too, thus resulting in an occasional difference in the total numbers of frequencies of response.

3. Data Analysis

Data were analyzed with SPSS 7.5v for descriptive statistics, Chi-square tests, ANOVA and Duncan's Multiple range. Test.

IV. Results and Discussion

1. Clothing Item Preference

The results of clothing item preference for street or home occasions are shown on ⟨Table 2⟩. The most preferred clothing item for

⟨**Table 1**⟩   Characteristics of samples

Status	Category	Frequency(%)	Total(%)
Age	60~64	206(49.2)	419(100)
	65~70	105(25.0)	
	over 70	108(25.8)	
Residentail area	Kangbook	136(32.9)	414(100)
	Kangnam	153(37.0)	
	Kangdong	53(12.8)	
	Kangseo	72(17.4)	
Education	Lss than primary school	160(37.2)	430(100)
	Less than high school	208(48.4)	
	More than university	62(14.4)	
Income	Less than W500,000/month	174(48.2)	361(100)
	W510,000~1,000,000/month	84(23.3)	
	More than W1,000,000/month	103(28.5)	

<Table 2>   Clothing item preference for street or home wear

Clothing Items		Degree of Preference: Mean(%)	Mean by age groups				Mean by income groups			
			60~64	65~70	over 70	F	less than W500, 000	W510 ~1000, 000	more than W1000, 000	F
Street Wear	Coat	2.25(.72)	2.27	2.17	2.28	0.83	2.13A	2.39B	2.29A	4.06*
	Jacket	2.49(.67)	2.53B	2.62B	2.28A	6.37**	2.37A	2.63B	2.58B	4.62*
	Blouse	2.40(.66)	2.31A	2.43AB	2.54B	4.10*	2.36	2.48	2.37	.94
	T-shirt	2.28(.81)	2.32	2.29	2.15	1.54	2.26	2.20	2.41	.76
	Jumper	1.84(.78)	1.91B	1.88A	1.64A	3.81*	1.86	1.76	1.91	2.36
	Vest	2.17(.74)	1.91A	2.27B	2.36B	9.30**	2.36B	2.03A	1.93A	4.04*
	Pants	2.76(.54)	2.84B	2.75AB	2.63A	2.80*	2.69	2.84	2.85	3.00
	Skirt	2.20(.78)	2.14A	2.13A	2.35B	5.14**	2.27	2.11	2.05	3.67
	1-Piece	1.55(.68)	1.54	1.47	1.63	1.26	1.50	1.63	1.47	1.20
	Sweater	2.28(.77)	2.20	2.32	2.39	1.92	2.38B	2.12A	2.18A	3.57*
	Hanbok	1.46(.61)	1.38A	1.42A	1.63B	5.44**	1.60B	1.45B	1.23A	11.44**
Home Wear	Blouse	1.90(.81)	1.79	1.99	2.00	2.94	1.91	2.05	1.76	2.36
	T-shirt	2.50(.74)	2.60B	2.54B	2.25A	7.65**	2.37A	2.56AB	2.63B	4.04*
	Juper	1.48(.68)	1.54B	1.58B	1.29A	4.83**	1.43	1.61	1.35	3.00
	Vest	2.19(.76)	2.06A	2.32B	2.30B	5.05**	2.34B	2.18B	1.96A	7.66**
	Pants	2.72(.58)	2.72	2.79	2.64	1.55	2.68	2.77	2.70	1.59
	Skirt	2.15(.82)	2.13	2.10	2.26	.99	2.22	2.08	2.03	.54
	1-Piece	1.55(.75)	1.53	1.64	1.51	.83	1.50	1.67	1.47	1.62
	Sweater	2.38(.71)	2.32	2.43	2.45	1.45	2.42	2.24	2.35	1.57
	Hanbok	1.17(.42)	1.10A	1.23B	1.25B	4.43*	1.24B	1.15AB	1.07A	4.47*

+3=Most preferred: 2=Often Preferred: 1=Rarely Preferred
*p<.05, **p<.01, ***p<.001
ABC shows the result of Duncan's Test.

street wear was pants, followed in descending order by jackets, blouses, T-shirts, and sweaters. Pants were the most preferred home wear item too and T-shirts and sweaters were the next most preferred.

But their clothing item preference showed a difference according to age and income level. Consumers over 70 years wore hanbok and skirts for street wear more frequently and pants and jackets less frequently than the youngers. Women under 65 years wore pants and jumpers more frequently than their

elders. While those with an income of more than 1 million won per month rarely wore hanbok for street or home wear, those with less than 500,000 Won utilized sweaters and vests more often, and jackets less often for street wear. This income group wore hanbok more often and T-shirts less often for home wear. In summary, pants were the most preferred item and onepieces and hanbok the least preferred for both occasions. Jackets, pants and T-shirts were least prefered by those over 70 years, while hanbok was comparatively more often worn than by other age-groups. Hanbok, sweaters, and vests were more often worn by the lowest income group.

This result suggests that Korean elderly women like to wear separate items such as pants, skirts, T-shirts, and blouses than set items such as suits, or overall items as onepieces. This supports the result of Nam's study[24]; yet the result that they prefer pants to skirts as a bottom reveals a difference from that of previous studies.[25,26] This difference can be interpreted as the effect of the survey season (winter for this study, summer for the other) or of recent fashion changes which upgraded the status of pants as proper lady's wear. The fact that items such as jackets, pants, T-shirts are more popular among the younger and the richer while vests, sweaters, and hanboks are preferred by older and lower income groups is a new discovery.

The subjects' practice of wearing hanbok equally as street and as homewear supports previous research results[27] which stated that Korean elderly people accomodate themselves well to the double structure of traditional Korean and adopted western clothing systems. The result of this study also shows

that even those over 70, the age group with the most frequent use of hanbok, utilize hanbok far less often than other western type clothing items, suggesting that the clothing selection pattern of Korean elderly women is by now fully oriented toward the western style, yangbok. This could mean that in the near future the appearance of Korean elderly people would reveal some considerable difference from what we have known, calling for more active research.

2. Clothing Disposal

〈Table 3〉 shows the reasons of the elderly's clothing disposal.

The subjects disposed of their clothing mainly because of changes in body size. Other important reasons were discomfort and deterioration of quality in sewing and dyeing. Negative response of others didn't influence their decision of disposal much. Fashion obsoleteness, boredom, and unbecomingness explained more than 12% respectively of the

<Table 3>   Reasons for clothing disposal

Reasons	Frequency(%)
Body size change	238(21.72)
Discomfort	192(17.52)
Deterioration of sewing and dyeing	185(16.88)
Fashion obsoleteness	137(12.50)
Tiredness	135(12.31)
Unbecoming design & color	134(12.23)
Others' respoooonse	26(2.37)
Misc	49(4.47)
Total	1,096(100)

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24 Nam et al., *op. cit.*, 5-18.
25 *Ibid.*
26 Yoon et al., *op. cit.*, 65-86.
27 Koh, *op. cit.*

cause of their disposal behavior. The only reason that showed different response among age groups was fashion obsoleteness. 32.2% of the elderly under 64 years, compared to only 19.4% of those over 70 years, discarded clothing because of outmodedness.

This is somewhat different from responses of the rural elderly[28] who gave outmodedness as the first and bad fit as the second reason for disposal. This difference could have resulted from the difference in residential area, but the sample of the rural elderly being rather small(N=53), this result could have been a specific attitude of a small-sized group.

3. Clothing Recyling

⟨Table 4-1⟩ shows the frequency of clothing recycling experiences and ⟨Table 4-2⟩ the sources of second-hand clothing of the elderly women. 50.5% of the respondents said they had experience of wearing second hand clothings. This is a far higher rate than the 17% reported by Park[29]. Whether the difference is from the sample or time set(more than 10 years interval) should be confirmed with further research. There was no differ-

⟨Table 4-1⟩ Recycling experiences of second-hand clothing

Recycling experiences of second hand clothing: Frequency(%)	
Always	8(1.9)
Frequently	29(6.9)
Sometimes	175(41.7)
Usually new clothing	168(40.0)
Always new clothing only	40(9.5)
Total	420(100)

ence among age or income groups. This result means that half of the elderly women recycled clothing regardless of their age or income level.

However, sources of second hand clothing differed according to their income status. Although in general their second hand clothing was mostly from relatives, then friends, and sisters, those with income of more than 1 million won acquired their second hand clothes mostly from sisters rather than from friends, while those with less than 500,000

⟨Table 4-2⟩ Sources of second-hand clothing

Sources of second-hand clothing						Total frequency :(%)
Frequency(%) by age groups			Frequency(%) by income groups			
Sources	60~64	65~70	over 70	less than W500,000	W510,000 ~1,000,000	more than W1,000,000	
Sisters	33(22.9)	19(27.9)	7(8.5)	12(9.5)	18(31.0)	24(34.8)	62(21.4)
Friends	49(34.0)	18(26.5)	19(26.8)	43(34.1)	18(31.0)	19(27.5)	90(31.6)
Relatives	47(32.6)	26(38.2)	30(42.3)	55(43.1)	17(29.3)	17(24.6)	105(35.2)
Others	15(10.4)	5(7.4)	15(21.1)	16(12.7)	9(13.0)	19(13.0)	37(11.9)
Total	144(100)	68(100)	71(100)	126(100)	58(100)	69(100)	
Chi=16.96*			Chi=25.32***			294(100)

[28] Yoon et al., *op. cit.*, 65-86.
[29] Park, *op.. cit.* 11.

Won got them mostly from relatives. Those over 70 years acquired their second hand clothing from relatives rather than from sisters and those under 64 from friends. This difference in second hand clothing sources among income and age goups may insinuate an interesting pattern of clothing recycling.

4 Clothing Discomfort and Repair

The parts of the clothing where the subjects experienced the most serious discomfort or fitting problems were the total length. The most problematic parts were the length such as the total clothing length and/or sleeve length, followed by the circumferential parts such as the waist, abdomen, and bust girth. Pants were designated as the most problematic item, followed by skirts, jackets, blouses, and coats(Table 5). Considering that pants were the elderly's most favorite item, this acute problem in fit of pants must be very annoying to deal with in

their daily life.

5. Clothing Purchase Practices

1) Quantities and Prices of Clothing Purchase

⟨Table 6⟩ shows the average quantity per clothing items purchased within 1997 and the places where they were bought.

For each clothing item, the rate of respondents who bought at least one turned out to be within a range of from 10% to 50% of the whole sample. They bought about 2 pieces of underwear but less than 2 of outerwear. This quantity appears to be smaller when compared to that of Lee's[30] research stating that 40% of sample bought once per season, which means 4 times a year, while 30% bought once or twice per year. But since this study asked about the number of items actually bought last year while Lee asked the overall yearly purchase frequency,

⟨**Table 5**⟩   Discomfortable and/or repaired parts of clothing items: Frequency

Items \ Discomfortable or repaired parts	Waist & abdomen	Hip	Total length	Sleeve length	Bust chest width	Total
Coat	1	0	34	17	5	57
Jacket	5	0	11	64	18	98
Blouse	1	0	7	46	8	62
T-shirts	1	0	4	11	1	17
Juper		0	1	8	2	11
Vest	2		5	1	6	14
Skirt	76		64	0	1	140
Pants	59	2	113	1	1	176
One pc	7		31	2	5	45
Sweater			1	5	1	7
Total	152	2	271	155	48	628

[30] Lee, *op. cit.*, 233-247.

<Table 6>   Number of subjects with more than one purchase experience and average purchase quantity per clothing items in 1997

Clothing item	Quantity purchased	Average number of purchased pieces
Jacket	189(43.3)	1.39
Suit	72(16.5)	1.25
Skirt	103(23.6)	1.62
Sweater	123(28.2)	1.59
Hanbok	51(11.7)	1.45
Underwear	154(35.3)	2.03

the results could be somewhat different. However, the results of both studies reveal that elderly women are not a very active consumers.

The size of the yearly purchasing quantity according to clothing items appeared to be underwears, skirts, pants, sweaters, hanbok, jackets in decreasing order. This shows they purchased functional and lower-priced items more frequently. Age and income had no effect on the quantity of purchase.

2) Clothing Purchase Market Type

<Table 7> shows the places of purchase made according to clothing types. They bought jackets mainly from department stores, markets being the second most popular place; skirts equally often from department stores and markets. Suits were usually purchased from department stores, specialty stores(including brand agency) being the next preference while sweaters were from markets and department stores. They bought hanbok mostly from specialty stores, markets

being the next choice. Underwear was mostly from mass market, boutique being the next choice. 8.7% of underwear came from presents and it was the highest rate of the clothing from present. Only 1 piece of skirt was ordered through telemarket.

There was a difference in shopping places among different age and income groups. The higher the income, the greater the dependency on department stores, while the lower income groups depended on markets. The younger group, especially those under 64, frequented department stores more often than the older group. Yet for hanbok, the younger than 70 group utilized markets while nobody over 70 did.

These results parlty coincide with the results of several studies which said that the elderly purchased their clothing mostly from markets, department stores and nearby boutiques being the second and third preference.[31] However, the result of this study suggests that more detailed research should be made to locate the exact store type the elderly prefer according to clothing items and the status of the elderly's age and income.

V. Summary and Conclusion

This study aimed to give an updated description of general clothing behavior patterns of the Korean elderly women with a questionnaire survey.

The results from the data of the survey from 430 samples were as follows:
1. Clothing Selection Practice: The subject's most preferred clothing item for street wear was pants, followed by jackets, blouses, T-shirts, and sweaters in descending order. Pants were the most

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[31] Huh, *op. cit.*, 48-53.

<Table 7> Frequency of purchasing experience per market type according to clothing items

Items	Market types	Purchasing experience : F(%)	Age goups: F(%)			Icome groups: F(%)		
			60~64	65~70	over 71	Less than W500,000	W500~1,000,000	More than W1,000,000
Jacket	Department	85(46.2)	53(50.5)	14(33.3)	14(43.8)	18(30.5)	21(46.7)	33(60.0)
	Marekt	46(25.0)	28(26.7)	13(31.0)	11(34.4)	19(32.2)	13(28.9)	8(14.5)
	Boutique	14(3.3)	7(6.7)	0	1(3.1)	8(13.6)	2(4.4)	3(5.5)
	Specialty store	20(10.9)	9(8.6)	9(21.4)	1(3.1)	6(10.2)	5(11.1)	7(4.4)
	Discount store	14(7.6)	8(7.6)	4(9.5)	2(6.3)	6(10.2)	4(8.9)	3(5.5)
	Present	5(2.7)	0	2(4.8)	3(9.4)	2(3.4)	0	1(1.8)
	Total	184(100)	105(100)	42(100)	32(100)	59(100)	45(100)	55(100)
			Chi=21.44*			Chi=20.41*		
Skirt	Department	32(31.7)	19(33.3)	8(28.6)	5(31.3)	11(27.5)	6(27.3)	10(40.0)
	Market	32(31.7)	17(29.8)	8(28.6)	7(43.6)	17(42.5)	6(27.3)	6(24.0)
	Boutique	11(10.9)	7(12.3)	2(7.2)	2(12.6)	6(15.0)	0	3(12.0)
	Specialty store	14(3.2)	7(12.3)	7(25.0)	0	3(7.5)	4(18.2)	5(20.0)
	Discount store	9(8.9)	6(10.5)	3(10.7)	0	2(5.0)	5(22.7)	1(4.0)
	Present	2(1.0)	0	0	2(12.5)	0	1(4.5)	0
		1(1.0)	1(1.8)	0	0	1(2.5)	0	0
	Total	101(100)	57(100)	28(100)	16(100)	40(100)	22(100)	25(100)
			chi=19.93			chi=18.44		
Suit	Department	34(47.9)	23(56.1)	8(36.4)	3(37.5)	10(50.0)		13(58.8)
	Market	6(8.5)	3(7.3)	2(9.1)	1(12.5)	3(15.0)	3(23.1)	0
	Boutique	6(8.5)	1(2.4)	1(4.5)	4(50.0)	3(15.0)	0	1(3.8)
	Specialty store	16(22.5)	9(22.0)	7(31.8)	0	3(15.0)	3(23.1)	7(26.9)
	Discount store	6(7.5)	4(9.8)	2(9.1)	0	0	0	4(15.4)
	Present	3(4.2)	1(2.4)	2(9.1)	0	1(5.0)	0	1(3.8)
	Total	71(100)	41(100)	22(100)	8(100)	20(100)	13(100)	26(100)
			Chi=26.22*			chi=18.81		
Sweater	Department	35(28.9)	22(36.1)	6(18.2)	6(23.1)	5(10.6)	9(40.9)	14(41.2)
	Market	37(30.6)	15(24.6)	10(30.3)	12(46.2)	20(42.6)	5(22.7)	9(26.5)
	Boutique	20(16.5)	7(11.5)	6(30.3)	3(11.5)	12(25.6)	2(13.6)	2(5.8)
	Specialty store	6(5.0)	4(6.6)	2(6.1)	0	3(6.4)	0	3(8.8)
	Discount store	16(13.2)	9(14.8)	5(15.2)	2(7.7)	3(6.4)	4(18.2)	6(17.6)
	Present	7(5.8)	4(6.6)	0	3(11.5)	4(8.5)	1(4.5)	0
	Total	121(100)	61(100)	33(100)	26(100)	47(100)	22(100)	34(100)
			chi=18.76			Chi=23.61*		

<Table 7> Continued

Items	Market types	Purchasing experience : F(%)	Age goups: F(%)			Icome groups: F(%)		
			60~64	65~70	over 71	Less than W500,000	W500~ 1,000,000	More than W1,000,000
Hanbok	Department	4(8.0)	1(4.3)	2(14.3)	1(8.3)	1(4.2)	0	1(12.5)
	Market	14(28.0)	9(39.1)	5(35.7)	0	7(29.2)	3(30.0)	2(25.0)
	Boutique	9(18.0)	3(13.0)	1(7.1)	4(33.3)	5(20.9)	2(20.0)	0
	Specialty store	20(40.0)	9(39.1)	6(42.9)	5(41.7)	8(33.3)	5(50.0)	5(62.5)
	Discount store	0	0	0	0	0	0	0
	Present	3(6.0)	1(4.3)	0	2(16.7)	3(12.5)	0	0
	Total	50(100)	23(100)	14(100)	12(100)	24(100)	10(100)	8(100)
			Chi=18.42*			chi=7.56		
Under- wear	Department	7(5.6)	8(9.4)	2(5.7)	1(3.4)	2(3.2)	2(7.1)	3(8.3)
	Market	56(44.4)	36(42.4)	13(37.1)	15(51.7)	32(51.6)	11(39.3)	13(36.1)
	Boutique	21(16.7)	15(17.6)	7(20.0)	3(10.7)	11(17.7)	6(21.4)	4(11.2)
	Specialty store	16(12.7)	9(10.6)	7(20.0)	3(10.7)	7(11.3)	4(14.3)	5(13.9)
	Discount store	15(11.9)	12(14.1)	2(5.7)	3(10.7)	3(4.8)	3(10.7)	9(25.0)
	Present	11(8.7)	5(5.9)	4(11.4)	4(13.8)	7(11.3)	2(7.1)	2(5.6)
	Total	126(100)	95(100)	35(100)	29(100)	62(100)	28(100)	36(100)
			chi=16.27			chi=19.86		

*p<.05,　***p<.001
ABC shows the result of Duncan's Post Hoc Test.

preferred item for home wear, too. T-shirts and sweaters were the next most preferred homewear items. Their clothing item preference differed according to their age and income level. The over 70 group wore hanbok and skirts for street wear more frequently and pants and jackets less frequently than the younger group. Women under 65 wore pants and jumpers more frequently than their elders. Those over 70, the age group with most frequent uses of hanboks, wore hanboks far less often than other western type clothing items, suggesting that the clothing selection pattern of the Korean elderly women is by now fully oriented toward the western style yangbok.

2. Clothing Disposal: The subjects disposed of their clothing mainly because of changes in their body size, discomfort of the clothing and deterioration of sewing and dyeing. But for those under 65, fashion obsoleteness was one of the important reasons for clothing disposal.

3. Clothing Recycle: Half of the elderly women recycled clothing regardless of their income status. Although the sources of their second hand clothing were mostly from relatives, then, friends, and sisters, those with the highest in-

come acquired clothes mostly from sisteres rather than from friends, while those with the lowest income got them mostly from relatives. Those over 70 got their second hand clothing from relatives rather than from sisters and those under 64 from friends.

4. Clothing Discomfort: The parts where most serious fitting problem occured were the total clothing length and sleeve length followed by the circumferences as waist, belly, and bust girth. Pants were designated as the most fit-problematic item.

5. Quantity of Purchase: 10 to 50% of the subjects said they bought some clothing item last year. The order of purchase quantity according to clothing type was underwear, skirts, pants, sweaters, hanboks, and jackets. They bought about 2 pieces of underwear but less than 2 of outerwear.

6. Place of Purchase: Department stores were the place for the subjects to buy jackets, suits, and skirts, while mass markets were preferred for underwear, sweaters, and skirts. They bought hanbok mostly from specialty stores. Clothing acquired as presents were rare and there existed almost no telemarket transaction.

Some of these results coincide with those of previous studies, yet there are partial differences. For example the elderly women of this study preferred pants more while a previous study showed they preferred skirt more. appeared to be different from which might have been caused from time interval from the period of the previous researches, seasonal descrepancies among researches, or from the different characteristics of the samples. Some findings related to the elderlly's age and income level are new. Since there is still a lack of studies about the elderly of today as far as their clothing is concerned, the findings of this study must be confirmed with further surveys to satisfy the needs of the Korean elderly women.

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