

A Study on the Selection Criteria of Fashion Shopping Area according to Clothing Consumption Value and Fashion Leadership

Hye-Won Park * and Eun-Jeong Ryou

Assistant Professor, Dept. of Clothing & Textiles, Changwon Nat'l Univ.*

Part-time lecturer, Dept. of Clothing & Textiles, Changwon Nat'l Univ.

(Received : February. 25, 2002)

ABSTRACT

The purposes of this study were to determine consumers' selection criteria of fashion shopping area and to examine the effects of clothing consumption value and fashion leadership on the selection criteria of fashion shopping area. In addition, the third purpose was to clarify the relation between the above variables and shopping intent.

The data were collected from 198 females in their twenties using questionnaire.

The results could be summarized as follows.

First, the selection criteria of fashion shopping area were composed of 5 factors: scale & variety of shopping area, convenience of location, entertainment, physical service, and atmosphere.

Second, the fashion leadership and clothing consumption value except functional and social values had an effect on the selection criteria of fashion shopping area. Particularly, the attractiveness-sought value best explained the selection criteria.

Third, the fashion leadership and selection criteria of fashion shopping area had an effect on the shopping intent. The effect of clothing consumption value was not significant.

Key words : clothing consumption value, selection criteria of fashion shopping area, fashion leadership, shopping intent.

I. Introduction

One of the most important things when consumers decide to purchase clothing is location. Currently most consumers choose locations where fashion stores are closely clustered, and visit these shopping areas to compare and purchase several stores' many pieces of clothing.

The location of clothing stores possesses the characteristics of fixed assets and once the location is decided, it is very difficult to change.

So the store's location should be decided on after due consideration, and the study on the selection behavior of shopping areas has very important implications. Moreover, the current trend in the fashion industry is that global and large-scaled shopping centers are increasing continually. Accordingly, the fashion shopping areas around the fashion distribution industry will be changed and developed.

However, few previous studies have dealt with clothing stores' location, shopping area or

E-mail : ej-ryou@hanmail.net

trade area. Therefore, research into the fashion shopping areas can provide valuable information for the fashion industry and retailers.

Consumer behavior researchers and marketers have been actively studying values of critical variables capable of predicting consumer behavior. They indicated that clothing consumption value and fashion leadership can be a useful predictive indicator when selecting brands, products, clothing stores or shopping areas at the point of purchase.

The purposes of this study were first, to determine consumers' selection criteria of the fashion shopping area and second, to examine how the two independent variables namely the clothing consumption values and fashion leadership affect the selection criteria. In addition, the third purpose was to clarify how the above variables relate to the shopping intent.

Eventually, the implications of this study is to offer strategic data those are necessary for the fashion distribution industry as well as academic field.

II. Theoretical Background

1. Fashion Shopping Area

'Shopping area' means a transaction area where apparel makers and consumers trade products. The shopping area is a local area in which consumers' living space and companies' business space are duplicated both indirectly and directly.¹⁾

Analyzing the characters of fashion shopping area is very important not only because it is a primal condition for apparel makers to secure the sale strongpoint, but also because it is also important for marketers to know consumers'

purchasing behavior²⁾ However, few previous studies have dealt with clothing stores' location or shopping area.

In case of fashion products, the importance of marketing is greater than in case of all other consumption goods and the study on the fashion shopping area needs to be discriminated from the preceding studies on the shopping area. The consumption goods are divided into three categories; convenience goods, shopping goods, and special goods. Most of clothing products are representatively shopping goods because they are fashionable and include various assortments of fashion goods. Consumers usually start shopping after information search, comparison of products, and general survey of fashion trend. Besides, Clothing products have a low purchase frequency and an entertaining element is included in the shopping process. Therefore, the market conditions for shopping goods are as follows: the way of transportation should be convenient and it's location had better be at the downtown.³⁾

A previous study of fashion trade area⁴⁾ mentioned the below 7 details as the selection criteria of consumers' fashion shopping area: 'variety of shops & products', 'general customer service', 'environment & atmosphere', 'general price level', 'entertainment of shopping area', 'convenience of location', 'convenience of shopping time'. And clothing consumers select different shopping areas and have different selection criteria of shopping area according to formal wear or casual wear.

2. Clothing Consumption Value

Consumption value has the greatest and most comprehensive effect on consumers' selection of

¹ B. H. Kim, "Survey and Strategy of shopping area. Seoul : Myung-Ji. Publishing Co."(Seoul : Myung-Ji, 1989).

² R. A. Peterson, "Shopping area Analysis Using Trend Surface Mapping. *Journal of Marketing Research*", (August, 1974) : 338-349.

³ The Chamber of Commerce and Industry in Korea(1991). *shopping area of Korea (1991)*.

⁴ J. A. Son, "Consumer Segmentation According to shopping area Selection Criteria of Clothing. The Graduate School of Seoul National Univ., Unpublished Master's Thesis"(Master's thesis, 2001).

the fashion market as well as on the processes of evaluation and purchasing the fashion products. Sheth et al.(1991)⁵ classified the consumption value that affects consumer's market choice behavior into five types; functional value, social value, emotional value, conditional value, and epistemic value. The functional value means a practical and physical consumption value related with a product's quality, function, price, and service. The social value means a value that expresses a particular consumer's 'sense of reversion or attachment to a particular group. The emotional value implies a consumption value related with consumers' positive and negative emotions. The conditional value is connected with particular situations in which consumers use the products, so that the alternatives' values are often recognized differently according to situation. The epistemic value is related to probing behaviors that stimulate product consumption, novelty-seeking, diversity-seeking, something new, intellectual desire, and inquisitiveness.

Clothing Consumption Values are concretely related with clothing purchasing behaviors. Kim(1999)⁶ suggested that clothing consumption values of female consumer were consisted of fashion value, psychological value, functional value, appearance-attractiveness value, conditional value, personality expression value, and social value. And she identified the relationship between clothing consumption value and consumer characteristics, such as fashion leadership, social class, and clothing involvement. Paik & Lee(2001)⁷ found that consumption values had an effect on the evaluation of clothing products by the 'expectation-value' theory.

The preceding studies did not try to analyze the relation to consumption value and selection of fashion stores and shopping areas. So, it is necessary to understand the diverse effects of consumption value.

3. Fashion Leadership

The fashion leadership means the extent of the influence new fashion style upon other people's adoption of clothing. The consumers are classified into fashion leader and fashion follower according to the fashion leadership. The characteristics of the fashion leader are different from those of the fashion follower in many aspects, such as demographic and psychological characteristics, clothing behavior and shopping orientation.

Recently, as the fashion products' life cycle is gradually getting reduced, the important things are the target consumers' rapid adoption of clothing and the diffusion of the fashion product. Accordingly, the role of fashion leader that purchases new fashion products in its early stage of time, communicates information and advises fashion follower is getting more and more important.

For these reasons, it is very significant to clarify these influences of the fashion leadership on the selection criteria of fashion shopping area. The fashion marketer can easily predict through fashion leader what fashion shopping area will be popular.

III. Procedure

1. Sample and Data Collection

The subjects of this study were females in

⁵ J. N. Sheth, et al., *Consumption Values and Market Choices : Theory and Applications*, South-Western Publishing Co. (South-western Publishing, Co, 1991)

⁶ K. A. Kim, "A Analysis on Consumers' Type of Clothing Purchasing and Fashion Lifestyle according to Fashion shopping area. The Catholic Univ. in Daegu, Unpublished Master's Thesis", (Master thesis, The Catholic Univ. in Daegu, 1999).

⁷ S. Y. Paik and S. J. Lee, "The Effect of Adolescents' Consumption Values on the Clothing Products Evaluation", *Journal of the Korean Society of Costume*, 50(6), 59-72.

⁸ J. N. Sheth et al., *ibid. op. cit.*

their twenties living in Changwon city. They were extracted by a convenience sampling; 300 questionnaires were distributed in September, 2001, and 198 copies were used for the final statistical analysis. 69.2% of the subjects were female college students and 30.8% were female employees. And as for subjective social class, 53% were in the middle class 35%, the lower class and 12%, the upper class.

2. The Questionnaire and Variables Measured

This research was conducted using questionnaire and the specific variables composing the questionnaire were as follows.

To measure the clothing consumption value, 35 statements on a 5-point interval scale from preceding studies^{8,9,10)} and pretest were selected.

For determining the selection criteria of fashion shopping area, each subject described the fashion shopping area visited most recently for purchasing town-wear. After defining fashion shopping area mentioned above, 32 statements on a 5-point interval scale from the preceding studies(Son, 2001; Kim, 2001) and pretest were selected.

The fashion leadership was defined with 7 statements on a 5-point interval scale adapted from the preceding study.^{11,12)}

One 5-point interval scale was used to ask about shopping or visiting intent to fashion shopping area mentioned above.

The demographic characteristics such as the subjective social class and job were measured. The subjective social class was measured by subjects' subjective evaluation in their class on a 7-grade interval scale.

Frequency(%), Cronbach's α , factor analysis, and multiple regression analysis were conducted

for the statistical analysis of the data.

IV. Results and Discussion

1. Structure of Clothing Consumption Value and Selection Criteria of Fashion Shopping Area

For the purpose of measuring structure of clothing consumption value, a factor analysis was conducted. As a result, 6 factors were extracted as shown in <Table 1>, and the total variance was 60.97%.

The first factor consisted of items, such as 'Is this the style that most of my friends prefer?', 'Is this style currently the latest mode?' and so on, which was named 'fashion value'. The second factor was composed of items related to 'discriminated characteristics', 'unique', and 'new', which was named 'personality value'.

The third factor consisted of items related to 'feel a sense of accomplishment?', 'feel a sense of freedom?' or 'feel a sense of happiness?', which was named 'psychological value?'. The fourth factor was composed of the items related to functional and physical characteristic of material, which was named 'functional value'. The fifth factor was made up of the items related to 'appearance', 'attractiveness', or 'appeal', which was named 'attractiveness-sought value'. And the sixth factor consisted of the items related to social success and backgrounds, which was named 'social value'.

Also, for the purpose of measuring structure of selection criteria of fashion shopping area, a factor analysis was conducted. As a result, 5 factors were extracted as shown in <Table 2>, and the total variance was 57.63%.

The first factor consisted of items related with the scale of shopping area or the number

⁹ S. H. Kim, "A Study on the Structure of Clothing Consumption Values and the Relation between Clothing Consumption Values and, Clothing Involvement and Fashion Leadership". (Ph. D. diss) Ewha Womans Univ, 1999).

¹⁰ S. Y. Paik and S. J. Lee, *op. cit.*

¹¹ Y. H. Lee, A Study on the Correlations between Fashion Leadership, Clothing Satisfaction and Body Cathexis. Graduate School of the Ewha Womans Univ. In Korea, Unpublished Master's Thesis.

¹² S. H. Lee, *ibid.*

〈Table 1〉 The Structure of Clothing Consumption Value

Factors	Items	Factor Loading	Eigen value total var. cum. var. Cronbach's α
Fashion Value	• Is this the style that most of my friends prefer?	.790	3.742
	• Is this style currently the latest mode in fashion?	.752	13.86
	• Were these clothes shown in magazines or on TV?	.698	13.86
	• Is this brand or style preferred by famous entertainers or celebrities?	.644	.85
	• Are these goods manufactured for this season?	.537	
Personality Value	• Do these clothes express their own characteristics that discriminate them from other products?	.859	3.174
	• Is the product's design, color, or material unique?	.828	11.75
	• Is this style new?	.777	25.61
Psychological Value	• Do the clothes make me feel a sense of accomplishment?	.774	.78
	• Do the clothes make me feel a sense of freedom?	.747	2.693
	• Do the clothes make me feel a sense of happiness?	.663	9.98
	• Do the clothes make me feel a sense of pleasure?	.584	35.59
Functional Value	• Does this material easily become nappy?	.725	.78
	• Are these clothes made strongly or firmly?	.714	2.558
	• Is this product good for keeping warm and well permeable?	.699	9.47
	• Is its needlework well completed?	.638	45.06
	• Are the clothes' laundry methods complicated?	.569	.76
Attractiveness Sought Value	• Do these clothes make me look attractive?	.744	2.482
	• Do these clothes make me appear unfashionable?	.688	9.19
	• Do these clothes make me look better?	.573	54.25
	• Do these clothes make me appeal to the opposite sex?	.458	.73
Social Value	• Do these clothes help my personality look active?	.685	1.815
	• Do these clothes make me look like a socially successful man?	.659	6.72
	• Do these clothes make me look like a man of a desirable social and family background?	.649	60.97
			.83

and kinds of clothing stores, which was named 'scale & variety of shopping area'. The second factor was composed of items related with the distance and transportation ways, which was named 'convenience of location'. The third factor consisted of 'the leisure and recreation facilities' or 'do other business', which was named 'entertainment'. The fourth factor was composed of the exchange or refund systems and parking lot, which was named 'physical service'. And the fifth factor was made up of

the atmosphere and shoppers, which was named 'atmosphere'.

2. The Effects of Clothing Consumption Value and Fashion Leadership on Selection Criteria of Fashion Shopping Area

In order to examine the influences of clothing consumption value and fashion leadership on selection criteria of fashion shopping area, the multiple regression analysis was conducted, and the results are shown in 〈Table 3〉.

〈Table 2〉 The Structure of Shopping Area-Selection Criteria

Factors	Items	Factor Loading	Eigen value total var. cum.var. Cronbach's α
Scale & Variety of Shopping Area	· The scale of shopping area is large	.679	2.37 13.93 13.93 .78
	· The number of clothing stores is more than that in other shopping areas	.620	
	· It is convenient to do window shopping	.614	
	· The number of clothing stores that sell famous brands' products is more than that in other shopping areas	.554	
	· This shopping area has various types of stores	.515	
Convenience of Location	· This shopping area is not far from my home or school	.783	2.22 13.06 26.99 .70
	· I can easily drop by this area on my commuting way	.765	
	· It is convenient to use public transportation	.609	
	· I have frequently used this shopping area without any particular reason	.459	
Entertainment	· There are many leisure or recreation facilities	.721	2.19 12.94 39.93 .72
	· There are other kinds of amusement facilities in addition to clothes-shopping stores	.707	
	· I can do other businesses at the same time as shopping	.614	
	· This shopping area is usually familiar to me because I live nearby and always pass by the place	.541	
Physical Service	· Most stores willingly exchange or refund the products that consumers have bought	.730	1.52 8.93 48.86 .76
	· The parking facilities are well furnished	.657	
Atmosphere	· This shopping area has a unique atmosphere	.792	1.32 7.77 56.63 .73
	· I like a certain air of others who are shopping	.645	

〈Table 3〉 The Effects of Clothing Consumption Value and Fashion Leadership on Selection Criteria of Fashion Shopping Area

Dependent var.	Independent var.	β	t	R ²	F
Scale & variety	Fashion value	.17	2.16*	.22	2.15***
	Psychological value	.16	2.18*		
	Attractiveness value	.20	2.67**		
Convenience of Location	Personality value	.17	2.09*	.20	2.51*
	Psychological value	.19	2.54*		
	Attractiveness value	.20	2.62**		
Entertainment	Attractiveness value	.17	2.24*	.19	2.25*
	Fashion leadership	.18	2.03*		
Service	Attractiveness value	.32	4.32***	.21	2.92**

*p<.05, **p<.01, ***p<.001.

The scale & variety of shopping area was significantly affected by fashion value($\beta = .17$), psychological value($\beta = .16$), and attractiveness-sought value($\beta = .20$). The more fashion value, psychological value, and attractiveness value were sought, the more likely it was that the scale & variety of shopping area was important.

The convenience of location was significantly influenced by personality value($\beta = .17$), psychological value($\beta = .16$), and attractiveness-sought value($\beta = .20$). The more personality value, psychological value, and attractiveness sought value were sought, the more likely it was that the convenience of location was important.

The entertainment was significantly influenced by attractiveness-sought value($\beta = .17$) and fashion leadership($\beta = .18$). The higher were attractiveness-sought value and fashion leadership, the more likely it was that entertainment of shopping area was important.

The service was significantly influenced by attractiveness-sought value($\beta = .32$). The more attractiveness-sought value was sought, the more likely it was that entertainment of shopping area was important.

The atmosphere was not significantly influenced by clothing consumption value.

The attractiveness sought value better explained the importance of selection criteria of fashion shopping area than the other consumption value and fashion leadership. This result showed that females in their twenties seek attractiveness-sought value, and they put much emphasis on the importance of physical and recreational facilities, atmosphere, scale and variety of fashion shopping area.

3. The Effects of Clothing Consumption Value, Fashion Leadership, and Selection Criteria of Fashion Shopping Area on Shopping Intent

In order to examine the effects of fashion leadership, clothing consumption values, and selection criteria of fashion shopping area on shopping intent, the multiple regression analysis was conducted, and the test results are shown in (Table 4).

The shopping intent was significantly influenced by fashion leadership($\beta = .24$), convenience of location($\beta = .24$), and entertainment($\beta = .16$). Therefore, the higher was fashion leadership and the more important were location and entertainment of shopping area, the more likely it was that shopping intent increased.

The clothing consumption value didn't influence the shopping intent. The reason for this result may be that clothing consumption value is internal and abstract, and indirectly influences the consumer behavior.

V. Conclusion and Recommendations

The purposes of this study were to identify consumers' selection criteria of fashion shopping area and to examine how the clothing consumption value and fashion leadership affect selecting behaviors of fashion trade-area.

The results can be summarized as follows.

First, the clothing consumption values were composed of 6 factors: fashion value, personality value, psychological value, functional value, attractiveness-sought value, and social value. The selection criteria of fashion shopping area

(Table 4) The Effects of Fashion Leadership, Clothing Consumption Value and Selection Criteria of Fashion Shopping Area on Shopping Intent

Dependent Variety	Independent var.	β	t	R ²	F
Shopping intent	Fashion leadership	.24	2.72**	.29	3.06***
	Convenience of location	.24	3.17**		
	Entertainment	.16	2.07*		

* $p < .05$, ** $p < .01$, *** $p < .001$.

were composed of 5 factors, scale & variety of shopping area, convenience of location, entertainment, physical service, and atmosphere.

Second, in regard to the effects of clothing consumption value and fashion leadership, the results showed that the effect of clothing consumption value except functional value and social value was greater than that of fashion leadership. Particularly, the effect of attractiveness sought value was the most important.

Third, the fashion leadership and location and entertainment of shopping area influenced the shopping intent. However, The effect of clothing consumption value was not significant.

A trade area has a very important position in marketing, for it is a place where a company meets with consumers and aspects of consumer behaviors appear directly. But few previous studies have dealt with the fashion shopping area.

The findings have implications by showing what are consumers' selection criteria of fashion shopping area and that the consumption value and fashion leadership are closely related to the selection behavior of fashion shopping area. Particularly, targeting females in their twenties, entertainment and convenient accessibility of shopping area were important. And they seek attractiveness value so that retailers in the shopping area should appeal to emotional element and concentrate their attention on what is attractiveness sought by target consumer. Also it is very significant to clarify the real identity of the fashion leader visiting the shopping area and to closely examine the psychological characteristics and clothing behavior for distribution strategy.

The suggestions for follow-up studies are as follows: The effect of consumers' various characteristics on selection behaviors of fashion shopping area needs to be investigated more. And the selection model of fashion shopping area according to the types of clothing store needs to be established.

References

- Kim, B. H. (1989). *Survey and Strategy of Shopping Area*. Seoul : Myung-Ji. Publishing Co.
- Craig, C. S., Ghosh, A. and McLafferty, S. (1984). Model of the Retail Location Process: A Review. *Journal of Retailing*, 60 : 12-20.
- Kim, K. A. (1999). A Analysis on Consumers' Type of Clothing Purchasing and Fashion Lifestyle according to Fashion shopping area. The Catholic Univ. in Daegu, Unpublished Master's Thesis.
- Kim, S. H. (1999). A Study on the Structure of Clothing Consumption Values and the Relation between Clothing Consumption Values and, Clothing Involvement and Fashion Leadership. The Graduate School of Ewha Womans Univ., Unpublished Doctoral Dissertation.
- Lee, Y. H. (1996). A Study on the Correlations between Fashion Leadership, Clothing Satisfaction and Body Cathexis. Graduate School of the Ewha Womans Univ. In Korea, Unpublished Master's Thesis.
- Paik, S. Y. & Lee, S. J. (2000). The Effect of Adolescents' Consumption Values on the Clothing Products Evaluation, *Journal of the Korean Society of Costume*, 50(6), 59-72.
- Peterson, R. A. (1974). Shopping area Analysis Using Trend Surface Mapping. *Journal of Marketing Research*, August, 338-349.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). *Consumption Values and Market Choices : Theory and Applications*, South-Western Publishing Co.
- Son, J. A. (2001). Consumer Segmentation According to shopping area Selection Criteria of Clothing. The Graduate School of Seoul National Univ., Unpublished Master's Thesis.
- The Chamber of Commerce and Industry in Korea (1991). shopping area of Korea.