

The Clothing Purchasing Behaviors between Korean and American College Women

Sung-Kyung Im[†] and Myung-Sook Han

Dept. of Clothing & Textile, Sangmyung University

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Abstract

The purpose of the study is to compare the clothing purchasing behaviors between Korean and American college women and to gather a basic data to establish a clothing marketing strategy and effective world marketing strategy in the fashion marketing.

1,150 questionnaires were distributed to 3 universities in Korea and 3 universities America from March, 15 to 30 in 2006 and a total of 800 questionnaires, 466 from Korea and 334 from American, were utilized in the final analysis. The SPSS 12.0 was used to analyze the technical statistics like average and frequency, t-test, χ^2 , factor analysis and multi-variate analysis of variance.

Key words : purchasing motivation, purchasing information source, standard of selecting clothing, standard of selecting stores, purchasing place.

I. Introduction

Even though the world is becoming generalized due to technological advances and the rapid spread of mass media, each country still has its own characteristic. It is important to understand the behavior of consumers in each country.

Consumer behavior is to access, purchase, and experience products and services through the psychological process by which people process information under social interactive and environmental factors and through the decision making process to satisfy the desires of the individual, the group, and the government.

The types of consumer behavior are usually the attitude towards acknowledged danger, the collection of information, the decision making process, purchasing behavior, lifestyle, value sys-

tem and etc. Therefore, knowing the purchasing behavior of consumers is very important for marketers to be able to create successful marketing strategies.

The purchasing behavior means the consumer's attitude and behavior during or before the purchase to acquire or use the product or service by their desire or demands, and the purchasing clothes behavior are also affected by social factors, individual value, interest, and economic factors in the same manner as consumer behavior.

Stanton(1982) divided the factors which can affect the consumer's purchase behavior into external variables such as culture, social class and family and internal psychological variables such as individuality, attitude, and belief system. Gyung-bouk Lim and Sukja Lim¹⁾ pointed out that many variables can affect the clothing purchasing behavior because it includes not only the

[†] Corresponding author E-mail : lavenda7006@hanmail.net

physical behavior but also the psychological process in the same manner as the consumer's behavior. It means that people acknowledge clothing due to the social and cultural environment, individual desire and select the brand and place to shop by searching for information, evaluating the plan, and purchasing behavior.

The purpose of the study is to compare the clothing purchasing behaviors between Korean and American college women and to gather a basic data to establish a clothing marketing strategy and effective world marketing strategy in the fashion marketing.

II. Theoretical Background

There have been various studies performed regarding clothing purchasing behavior. In this chapter, the motivation for the clothing purchase, the information source for the clothing purchase, the standard for clothing selection, the standard for store selection, and the place where the consumer purchases the clothing to analyze the differences in clothing purchasing behavior between Korean and American college girls.

The motivation for the clothing purchase means the consumer's reason for purchasing a specific product or service, which is to fill their desire. It means that the purchase occurs from the desire during recognizing problem or from the stimulation which can be defined as impulse power for individual's to make a purchase.

Hyejeong Park²⁾ said that college girls pur-

chase clothes to show their individuality and to make matches with their other clothes but they don't purchase clothes because their clothes are too old or too similar to their friend's clothes.

In Seonyoung Paek's study³⁾, the motivations for the clothing purchase are fashion trends, the desire to show off their wealth, and actual need in that order, and in Heejeong Han, Misuk Kim⁴⁾ and Youngmi Kim's study⁵⁾, the changes of the season, matching with other clothes, and the actual need for clothes were considered important, but the motivation for showing off their wealth was considered low. In Eunjin Choi's study⁶⁾, consumers in their 20's prefer young casual clothes purchases because they don't have enough clothes or due to the changes of season, to express themselves, for dignity, or for special days (National holiday, the first day of school and graduation).

As we can see from the above studies, college girls in their 20's purchase clothes most due to the changes of the seasons and because of a lack of enough clothes.

The information source for purchasing is something that used to search the information to purchase, and it provides correct information and helps to make the correct decision by reducing uncertainty.

Engel and Blackwell⁷⁾ pointed out that an impersonal information source is the most useful for products, such as clothes, which consumers can judge visually.

Sookja Lim⁸⁾ said that the purchase informa-

¹ Gyung-Bouk Lim, "A Study on Clothing Purchasing Behavior Which is Followed Life style" (Master thesis, Ehwa Women's University, 1991).

² Hye-Jeong Park, "Study on Fashion Preference of the women university students" (Master thesis, Ehwa Women's University, 1990).

³ Seon-Young Paek, "The Effect of Adolescents' Consumption Values on the Clothing Products Evaluation" (Ph. D. Diss., Sookmyung Women' University, 2000).

⁴ Hee-Jeong Han and Mi-Suk Kim, "Relating Consumption Values to Pre-purchase Decision Making of Apparels," *Journal of the Korean Society of Clothing and Textiles* 26, no. 6 (2002): 853-864.

⁵ Young-Mi Kim, "Effects of Situational Variables on Impulse Buying" (Master thesis, Sookmyung Women' University, 2002).

⁶ Eun-Jin Choi, "A Study on Young Casual Clothing Casual Clothing Wear and Clothing Purchasing Behavior: Focus on Discount Price" (Master thesis, Ehwa Women's University, 2005).

⁷ J. F. Engel and R. D. Blackwell, *Consumer Behavior*. (New York: Dryden Press, 1982).

tion source for Korean college girls is usually advice from friends and family, other person's purchasing experiences, observing other people's clothes, and store displays in that order. While Sukja Lim's study results considers the personal information source to be important, Minjeong Park's study⁹⁾ results considers store display, observing other people's clothes on the street, and information from the media to be important.

The standards for clothing selection are the basic standards or characteristics of selecting and purchasing clothes and they reflect the purchasing purpose and motivation, so it is different for each individual, and it is also affected by social and psychological variables.

Monroe & Krishnan¹⁰⁾ analyzed consumer's behavior regarding the price among the clothes evaluation standards, and showed that if the only variable is price and each product has a very different price, consumers usually prefer the clothes that are more expensive.

Miyoung Kim¹¹⁾ considered beauty, practicality, function, and economy to be important and Eunjung Kim¹²⁾ selected the design and style as the most important standard for college girls. Kumyoung Seong¹³⁾ said that teenagers consider color and design to be more important than

price and comfort when purchasing clothes.

Gwanghee Park · Minae Seo¹⁴⁾ pointed out that the group who prefers materialism considers design, trend, and brand image to be the most important but not comfort and cleaning method, when purchasing clothes.

Eunjin Choi¹⁵⁾ and Shim¹⁶⁾ considered individuality and social relationship to be the most important standard of selecting clothes. We can see that most studies consider the design, which is a property of the product, as the most important factor for college girls except for the studies by Eunjin Choi and Shim & Bickle.

The store selection standard is the objective and subjective standard that determines the preference, selection, and reason for visiting a specific store to purchase a product and it is related to the product, service, and store characteristics.

Darden¹⁷⁾ suggested the study result that each consumer group has a different standard for selecting a clothing store, and Spiggle & Sewall (1987) clarified that the store image is the most important standard.

In Jeongsun Lee¹⁸⁾, Mihae Jeong · Myeongsuk Han's study¹⁹⁾, the variety of products is the most important standard and also transportation and service are considered to be important fac-

⁸ Sook-Ja Lim, "Study on the Clothing Behavior of Korean College Women" (Ph. D. Diss., Ehwa women's University, 1992).

⁹ Min-Jeong Park, "A Research on the Clothing Price Perceptions, Clothing Orientations and Clothing Purchase Behaviors of College Men and Women" (Master thesis, Ehwa women's University, 2001).

¹⁰ Monroe, K. B. and R. Krishnan, *The Effect of Price on Subjective Product Evaluations*. (Lexington Books, 1985).

¹¹ Mi-Young Kim, "A study on life style types and clothing evaluative criteria" (Ph. D. Diss., Seoul National University, 1989).

¹² Eun-Jung Kim, "A Study on the Correlation Between Fashion Leadership and Consumer Behavior" (Master thesis, Ehwa Women's University, 1998).

¹³ Kum-Young Seong, "A study on the specificity of adolescence' clothing behaviors and the relationship subscales" (Master thesis, Korea University, 1997).

¹⁴ Gwang-Hee Park and Min-Ae Seo, "A Study on Materialism and Clothing Buying Behavior" *Korean Home Economics Association* 39, no. 3 (2001): 1-10.

¹⁵ Eun-Jin Choi, *Op. cit.*, (2005).

¹⁶ S. Shim and M. C. Bickle, "Benefit Segments of the Female Apparel Market: Psychographics, Shopping Orientations, and Demographics" *Clothing and Textiles Research Journal* 12, no. 2 (1994): 1-12.

¹⁷ W. R. Darden, *A Patronage Model of Consumer Behavior*. (Chicago: American Marketing Association, 1980).

tors.

Most studies considered the store's variety of products to be the most important standard, however, Jeong Choi²⁰⁾ showed different results that consumers consider the trend and brand of product to be the most important but didn't consider the variety of products.

In Euna Yoon's²¹⁾ study, service, economy, and convenience, in that order appeared to be the most important standard for purchasing leisure wear and consumers prefer department stores because they consider the service to be the most important.

Therefore, marketers can establish their marketing strategies by emphasizing the characteristics that are proper for consumers by understanding the kind of stores consumers prefer.

The place where the purchase occurs refers to the type of store, and the product from a distribution system in one country. There is not a typical type of store, and it is a relative concept which can differ according to time and space, and can be divided into department stores, famous brand agencies, special fashion distributors, discount stores for famous brands, discount department stores, normal commercial complexes and wholesale complexes.

The studies regarding the place where clothes are purchased are mostly about detailed purchasing place or preferred purchasing stores, and Sugyeong Park²²⁾ and Sookja Lim²³⁾ divided the purchasing place into department stores, famous brand agencies, special fashion distributors, discount stores, discount stores for famous brands, discount department stores, normal commercial

complexes and wholesale complexes.

From many studies, the number one place where college girls prefer to purchase clothing is department stores.

As we can see from the above, people show a variety of purchasing behaviors depending on personal preference and value.

III. Method

1. Research Question

Are there some differences in most of all the clothing purchasing behaviors between Korean and American college women?

1. Is there a significant difference in purchasing motivations of clothing between Korean and American college women?
2. Is there a significant difference in purchasing information source of clothing between Korean and American college women?
3. Is there a significant difference in the standard of selecting clothes between Korean and American college women?
4. Is there a significant difference in standards of selecting stores between Korean and American college women?
5. Is there a significant difference in the place to purchase the clothes between Korean and American college women?
6. Is there a significant difference in monthly expenses for purchasing clothing between Korean and American college women?

2. Method

1,150 questionnaires were distributed to 3 uni-

¹⁸ Jeong-Sun Lee, "A Study of Effect on Clothing Purchasing Behavior" (Master thesis, Hongik University, 1995).

¹⁹ Mi-Hae Jeong and Myeong-Suk Han, "A Study on Clothing Purchasing Behavior and Value of College Students" *The Costume Culture Association* 8, no. 4 (2000): 602-610.

²⁰ Jeong Choi, "Clothing Store Patronage Behavior of Adolescents" (Master thesis, Seoul National University, 1996)

²¹ Eu-Na Yoon, "A Study on the Purchasing Behavior of Leisure Wear" (Ph. D. Diss., Sookmyung Women' University, 2004).

²² Su-Gyeong Park, "A Cross-Cultural Study on the Consumer Satisfaction of Clothing Between Korea and the United States : Focusing the jeans wear" (Ph. D. Diss., Ehwa women's University, 2003).

²³ Sook-Ja Lim, *Op. cit.*, 1992.

versities(Sangmyung Univ., Kyoungwon Univ., Korean National University of Art) in Korea and 3 universities America(Marymount College, New York Univ, F.I.T) from March, 15 to 30 in 2006 and a total of 800 questionnaires, 466 from Korea and 334 from American, were utilized in the final analysis. The SPSS 12.0 was used to analyze the technical statistics like average and frequency, *t*-test, χ^2 , factor analysis and multi-variate analysis of variance.

IV. Result and Discussion

1. Differences of Motivations for Purchasing Clothes

The results of a *t*-test which was performed to analyze the different motivations of purchasing clothes between Korean and America college girls can be seen in the <Table 1>.

The motivation for Korean college girls was need, situation and impulse motivation in that order, and for American college girls the motivation was situation, need, and impulse in that order. Eunjeong Ryu(1991), Eunjeong Kim (1998), Eunjin Choi's (2005) study showed the same research results that Korean college girl's first motivation necessity. There were no significant differences between 'situation' and 'impulse' motivation, however there were significant differences between Korean and American college girls ($t = -15.16, p < 0.001$). American college girls($n = 4.35$)

showed higher situation motivation than Korean girls ($m = 3.65$) and this can be considered in two aspects. First, American college girls may try to purchase clothes during a bargain sale or discount period due to their practical and economic minds, second because people dress up according to T.P.O in the American society which means they purchase clothes for special days such as graduation, so this is why they showed a higher situational motivation.

2. Differences of the Purchasing Information Source

The results of a *t*-test which was performed to analyze the different purchasing information sources between Korean and America college girls can be seen in the <Table 2>.

Korean college girls used both media and personal information more than American girls, and Korean girls considered the personal information source to be more important than the media source, however, American girls considered media information source to be more important. This is same with the study results of Sukja Lim (1992) and Jinyeong Kim (2002) in which Korean girls consider the personnel information to be more important and Pisco's (1975) study which showed that American girls consider the store display or fashion magazine to be important, however it was different from the study result from Minjeong Park (2001) which said

<Table 1> Differences of Motivations for Purchasing Clothes

Variable		N	Mean	Standard Deviation	t
Motivation	Group				
Impulse	Korean	466	3.02	7.04	-0.45
	American	334	3.05	0.91	
Need	Korean	466	4.02	0.70	0.54
	American	334	4.00	0.76	
Situation	Korean	466	3.65	0.72	-15.16***
	American	334	4.35	0.58	

*** $p < 0.001$.

〈Table 2〉 Differences of the Purchasing Information Source

Variable		N	Mean	Standard Deviation	t
Information source	Group				
Media	Korean	466	3.15	.78	3.50***
	American	334	2.93	.96	
Human	Korean	466	3.44	.59	12.52***
	American	334	2.86	.69	

*** $p < .001$.

that Korean girls consider the store display to be the most important. In the research results, there were significant differences between the two countries regarding media and personnel information source.

There were significant differences for media information source in $p < .001$ range, meaning that Korean girls ($m=3.15$) considered fashion magazines, fashion articles, commercials and pamphlets to be more important than the American college girls did ($m=2.93$), meaning that Korean college girls using magazines, articles and commercials more than American girls do, which also means that Korean girls display a higher interest in fashion.

There were significant differences regarding the personal information source in $p < .001$ range ($t=12.52$) and Korean college girls ($m=3.44$) showed a higher use of personal information sources than America girls ($m=2.86$). This means that Korean girls consider the fashion style of their family, friends, and other people, and the advice of the salespeople to be highly important. This is because Korean college girls rely heavily other people's opinion about themselves, so they use not only their friend's and other peoples' opinion but also use various information sources to get a positive evaluation from other people.

3. Differences of the Standard of Selecting Clothes

The results of a t -test which was performed to analyze the different standard of selecting clothes

between Korean and America college girls can be seen in the 〈Table 3〉.

21 characteristics were divided into 7 aspects regarding the standards of selecting clothes, however, all 21 characteristics were compared in this study because it was assumed that everything would be different between Korean and American college girls. As shown in the 〈Table 3〉, there were significant differences between standards except for 'material', 'trend', 'price', 'adequate to the situation' and 'religious effect' in the 21 standards. 'Material', 'trend', 'price', and 'adequate to the situation' were recognized as important for both Korean and American college girls, however, 'religious effect' was considered as unimportant for both with the average less than 2 points.

However, there were significant differences in 'design/style', 'color and pattern', 'quality (sawing status)', 'matching with my other clothes', 'easy to take care', 'comfort', 'the amount of body shape that is covered', 'feeling of wearing', 'similarity with the same age friends or group', 'whether or not the clothes matched their image', 'whether or not the clothes made them attractive to the opposite gender', 'expressing individuality', 'brand awareness', 'symbol of dignity or social status', 'chastity' and 'refund - exchange - A/S'. Korean girls considered design and style to be the most important, then 'whether or not the clothes matched their image', 'matching with my other clothes', 'color and pattern', 'quality' and 'price' in that order. American girls considered 'whether or not the clothes matched their image'

〈Table 3〉 Differences of the Standard in Selecting Clothes

Variable		Group	N	Mean	Standard Deviation	t
Standard in Selecting Clothing						
Product	Design/Style	Korean	466	4.52	.67	7.92***
		American	334	4.12	.77	
	Color/Pattern	Korean	466	4.42	.66	7.06***
		American	334	4.07	.72	
	Material	Korean	466	3.69	.83	-0.76
		American	334	3.74	.87	
Quality (Sewing Status)	Korean	466	4.13	.83	4.71***	
	American	334	3.82	.97		
Economic	Price	Korean	466	4.21	.79	1.29
		American	334	4.14	.88	
	Matching with My Other Clothes	Korean	466	4.43	.72	14.55***
		American	334	3.48	1.03	
	Easy to Care	Korean	466	3.71	.92	2.57**
		American	334	3.54	1.00	
	Comfort	Korean	466	3.93	.84	3.85***
		American	334	3.67	.98	
	Covering of Body Shape	Korean	466	4.13	.95	4.48***
		American	334	3.79	1.16	
	Feeling of Wearing	Korean	466	3.82	.87	5.90***
		American	334	4.18	.78	
Society	Fashion	Korean	466	3.37	.98	1.73
		American	334	3.24	1.12	
	Similarity	Korean	466	3.16	.91	14.13***
		American	334	2.16	1.05	
Propriety for the Situation	Korean	466	3.96	.75	-0.33	
	American	334	3.98	.86		
Individuality	Matching My Image	Korean	466	4.49	.68	4.87***
		American	334	4.22	.82	
	Attractive to the Opposite Gender	Korean	466	3.74	.95	4.56***
		American	334	3.41	1.08	
	Individuality	Korean	466	3.73	.91	-3.98***
		American	334	4.00	1.01	
Brand	Brand Awareness	Korean	466	3.43	1.01	6.30***
		American	334	2.92	1.22	
	Symbol of Dignity or Social Status	Korean	466	3.34	1.01	10.11***
		American	334	2.55	1.15	
Chastity	Religious Effect	Korean	466	1.88	1.04	0.38
		American	334	1.85	1.06	
	Chastity	Korean	466	3.03	1.02	11.72***
		American	334	2.09	1.18	
Service	Refund · Exchange · A/S	Korean	466	3.68	.98	9.16***
		American	334	2.95	1.18	

** $p < 0.01$, *** $p < .001$.

as the most important, then 'comfortable feeling', 'price', 'color and pattern' and 'expressing individuality' in that order.

As stated above, Korean college girls considered 'design/style' to be the most important and American girls considered 'whether or not the clothes matched their image' to be the most important. This study result is exactly the same with Jinkyong Kim's (2002) study result saying that Korean college girls consider the beauty and quality as the most important and consider design/style, color/pattern and quality as the most important standard characteristics of product. There were no significant differences in 'material', 'price' 'popular trend', 'adequate to the situation' and 'religious effect', and Korean girls considered most of the standards to be more important than the American girls did. However, the American girls considered 'expressing individuality' and 'comfort' to be more important than the Korean girls did. This study result matches the study result's of Shim and Bickle (1994) in which the American female consumer considers the individuality as the most important standard of selecting clothes.

4. Differences of the Standard in Selecting Stores

The results of a *t*-test which was performed to analyze the different standard of selecting stores

between Korean and America college girls can be seen in the <Table 4>.

Both Korean and American college girls considered the product service as the most important, then convenient service, and promoting service as important. The fact that they consider price · various product · quality as important is the same with the study results from Arnold · Ma · Tigert(1977) and Mihae Jeong, Myeongsuk Han(2000).

There were significant differences in 'Product service' and 'promoting service' among the store selection standards, but there were no significant difference in 'Convenience of service'.

There were significant difference in 'product service' in $p < .001$ range($t=3.68$), and it was shown that Korean college girls ($m=4.23$) considered the product service in a store more important than American college girls did ($m=4.07$). It was shown that Korca girls considered the product quality, price and variety of products to be an important standard when choosing a store, and this is because Korean college girls are very interested in the beauty of the clothes. These results match the results from the studies of Jeongsun Lcc(1994) and Mihae Jeong · Myeongsuk Han(2000).

There were significant differences in 'promoting service' ($t=8.77$, $p < .001$), and it was shown that Korean college girls ($m=3.33$) considered

<Table 4> Differences of the Standard in Selecting Stores

Variable		N	Mean	Standard Deviation	t
Standard in Selecting Stores	Group				
Convenient Service	Korcan	466	3.35	.72	1.89
	American	334	3.45	.74	
Product Service	Korean	466	4.23	.58	3.68***
	American	334	4.07	.65	
Promoting Service	Korcan	466	3.33	.66	8.77***
	American	334	2.82	.90	

*** $p < .001$.

the promoting service to be more important than the American college girls did ($m=2.82$). This means that Korean college girls consider brand awareness, and store display to be important, and American college girls focus on 'how easy it is to take care of the clothes' or 'comfort' due to their economical ideas concerning clothing.

5. Differences of the Place to Purchase the Clothes

The results of a χ^2 which was performed to analyze the different place of purchasing clothes between Korean and America college girls can be seen in the (Table 5).

There were significant difference in the place where the clothes are purchased in $p<.001$ range ($\chi^2=88.12$), and it was shown that Korean college girls purchase their clothes in department stores and fashion outlet malls more than American college girls do. This result matches the results of the study by Sukja Lim (1992) and Jinyeong Kim(2002) which say that Korean college girls prefer department stores. Also Korean college girls prefer home-buying such as internet shopping malls catalogs and mail and TV home shopping more than American college girls do. However, American college girls purchase clothes in fashion malls, complex shopping malls or famous brand stores on the street more than Korean college girls do.

This is because it is easy to access Korean

department stores which are located in the city, and have convenient public transportation so students can get there easily. However, the shopping mall culture is very developed in America which has cheap and various products, also department stores are usually located in the malls so they can easily access the department stores, that's why American college girls can purchase clothes in the shopping malls more than Korean college girls. Moreover, the IT development in Korea has brought about an increase in the internet and home shopping sales, which is why Korean college girls show a higher rate of purchases through home-shopping.

6. Differences of the Monthly Expenses for the Clothing

The results of a χ^2 which was performed to analyze the difference of the monthly expenses for the clothing between Korean and America college girls can be seen in the (Table 6).

There were significant differences in the amount of money spent on clothing between Korean and American college girls ($\chi^2=25.60$, $p<.001$). Most Korean college girls spent 50,000 to 100,000 won monthly on clothes, and the number of girls who spend more than 150,000 won was the lowest. However, most American college girls spent more than \$150 per month on clothes. It is assumed that the reason is because many American college girls hold part-time jobs

<Table 5> Differences Of the Place to Purchase the Clothes

Place \ Group	Korean	American	Total % (Column Percent)	χ^2 88.12***
Department Stores	158(66.4/33.9)	80(33.6/24.0)	238(100.0/29.8)	
Home-Buying	60(88.2/12.9)	8(11.8/2.4)	68(100.0/8.5)	
Shopping Mail	189(44.4/40.6)	237(55.6/71.0)	426(100.0/53.3)	
Discount Store	59(86.8/12.7)	9(13.2/2.7)	68(100.0/8.5)	
Total % (Row Percent)	466(58.3/100.0)	334(41.8/100.0)	800(100.0/100.0)	

*** $p<.001$, (a/b): a=% of column, b=% of row.

〈Table 6〉 Differences of the Monthly Expenses for the Clothing

Monthly Expense	Group	Korean	American	Total % (Column Percent)	χ^2
~ 50,000 Won(~ \$50)		130(64.0/27.9)	73(36.0/21.9)	203(100.0/25.4)	25.60***
50,000 ~ 100,000(\$50 ~ 100)		164(60.3/35.2)	108(39.7/32.3)	272(100.0/34.0)	
100,000 ~ 150,000(\$100 ~ 150)		87(67.4/18.7)	42(32.6/12.6)	129(100.0/16.1)	
150,000 ~ (\$150 ~)		85(43.4/18.2)	111(56.6/33.2)	196(100.0/24.5)	
Total % (Row Percent)		466(58.3/100.0)	334(41.8/100.0)	800(100.0/100.0)	

*** $p < .001$, (a/b) : a=% of column, b=% of row.

so they have more money to spend on clothes.

V. Conclusion and Recommendation

There were some differences in most of all the clothing purchasing behaviors such as the reason for the purchases, the purchasing information source, the standard of selecting clothes, the standards of selecting stores, the place to purchase the clothes and the monthly expenses for the clothing. In the practical study result for the clothing purchasing behavior regarding the reason for the purchase, information resources, clothing selection standards, and store selection standards, there were slight differences in the reasons for the purchases between Korean and American college women. Most of the Korean college women said that they purchase clothes to satisfy their needs, then according to the situation and then on impulse, and most of the American women purchase clothes according to the situation, then to fill their needs and the least was impulse. Regarding the sources where the women gained about the products they purchased, there were only slight differences in human sources and media sources. The Korean college women were slightly higher than the American college women for both the human and media sources. Regarding the standard for clothes selection, the Korean college women considered the design/style to be the most important

standard, however, the American college women considered the clothing that matched their personal styles as the important standard, and there were slight differences in the 16 items except for the material, price, trend, properness for the situation and religious factors. Regarding the standard for store selection, the college women from both countries considered product service to be the most important, then considered the convenience of the service, and the promotion of the services as important in that order, but there were slight differences in product service and promotion service between two countries. The Korean college women considered the product and promotion services to be more important than American college women. Regarding the place where the clothes were purchased, the Korean college women preferred to make purchases at department stores, and the American college women preferred shopping malls. Regarding the monthly expenses for clothing, 50,000won~100,000won was the average for most of the Korean college women and few of them spent more than 150,000won per month, but most of the American college women spent more than 150,000won(\$150) per month on clothing.

From the above results, we can see that it is important to understand the American college girl's clothing purchasing behaviors in order to establish a successful marketing strategy because there were some different purchasing behaviors

between the Korean and the American college women, also it is necessary to gather a basic data to establish a clothing marketing strategy and effective world marketing strategy.

American college girls show a relatively stronger desire to express their individuality while they choose clothing than Korean college girls, so, it is important to develop various colors, designs, materials, and ornaments for products to satisfy their desire to express their individuality. This strategy is very different for Koreans who chase the fashion trends.

This study was conducted on college girls, so a comparative study should also be performed on various ages and local areas in Korea and America.

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