

온라인 의류구매행동에 관한 연구

A Study on Online Apparel Buying Behavior

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<Abstract>

The purpose of this study was to examine the relationship between online apparel impulse buying behavior and product category/price of apparel items. The data were collected using an online survey with a structured questionnaire and a total of 731 responses were retained. Two hypotheses were put forward to test the relationships among the variables. Test of H1 showed that some product categories purchased by the respondents in the impulse purchase group were significantly different from those bought by the non-impulse purchase group. Categories such as shirt/blouse and belt were bought more frequently by the respondents in the impulse purchase group whereas shoes were bought more frequently by those in the non-impulse purchase group. The respondents in the impulse purchase group bought more items that cost less than \$25 than those in the non-impulse purchase group. Based on the results, H1 and H2 were supported. From the results of the study, it is concluded that product categories and product price are closely related to the online apparel impulse buying behavior.

본 연구의 목적은 온라인 의류판매 쇼핑물 상에서의 충동구매행동과 의류품목/가격간의 관계를 알아보기 위한 것이다. 인터넷 설문지를 통한 데이터 수집을 통해 731부가 본 연구에 사용되었다. 연구결과 충동구매집단이 비충동구매집단보다 셔츠/블라우스와 벨트의 품목을 유의하게 더 많이 구입하는 것으로 나타났으며, 신발을 가장 적게 구입하는 것으로 나타났다. 또한 충동구매집단이 \$25 이하의 의류를 비충동구매집단보다 유의하게 더 많이 구입한 것으로 나타나 충동구매행동과 의류품목/가격간의 상관성이 있음을 보여주었다.

주제어(Key Words): 충동구매(Impulse buying), 의류품목(Product Category), 가격(Price)

I. Introduction

Tauber (1972) suggested that consumers have multiple shopping motives, either personal or social; for example, one may go shopping when he or she has a need for attention, for being with peers, for gaining information about trends and product innovations, or for fun. During this process, the consumer may encounter a product that he wants very much and has to purchase without planning ahead of time. According to Rook (1987), this phenomenon is called impulse buying and it represents an important form of consumer behavior.

Impulse buying has been of theoretical and practical significance to economics, consumer behavior, and psychology (Dittmar, Beattie & Friese, 1996), but has been mostly linked with "being bad", and with negative consequences for personal finance, post-purchase satisfaction, social reactions, and overall self-esteem (Rook, 1987; Rook & Hoch, 1985). However, Rook and Fisher (1995) suggested that impulse buying also could be viewed as normatively neutral or positively approved behavior. The authors found that when a consumer felt that impulse buying was acceptable in a context, a positive relationship existed between impulse buying and subsequent behavior; for example, when a consumer suddenly decided to buy a special offer from a store that eventually would save money or when he or she spontaneously decided to buy a present for a friend who was ill, impulse buying could be motivated normatively and resulted in a positive evaluation after the behavior. For this reason, it would be useful for marketers to encourage impulse buying behavior in terms of sales and providing consumers with positive feeling.

Although there are numerous studies on impulse buying behavior, only few studies focus on online apparel impulse buying behavior of young consumers. Considering the high competition in the apparel market with the increasing number of websites and young consumers' frequent use of Internet shopping (Seok, 2003), a study on young consumers' Internet shopping behavior is important. In addition, as researchers recognized that impulse buying is a pervasive aspect of consumers' behaviors and an important strategy for

marketing plans (Rook, 1987), it is important to understand how the factors such as apparel category and price are related to consumers' impulse buying behavior. Therefore, the purpose of this study is to examine the relationship of product category/price and online apparel impulse buying behavior of young consumers.

II. Literature Review

1. Impulse Buying

Impulse buying has been of theoretical and practical significance to economics, consumer behavior, and psychology (Dittmar et al., 1996) and impulse buying is a pervasive and distinctive aspect of consumers' shopping lifestyles and an important point for considerable marketing management activity (Rook, 1987). Despite the marketing and lifestyle factors that encourage impulse buying, there is little consensus about what impulse buying actually is and what influences such behavior.

Since the beginning of impulse buying research in 1940's, researchers had difficulty to reach an agreeable definition of impulse buying. Rook and Hoch (1985) suggested that impulse buying is different from unplanned buying. The author proposed five elements of impulse buying which distinguish impulse buying from non-impulse buying. The five elements of impulse buying are: (a) a sudden and spontaneous desire to act, (b) a state of psychological disequilibrium, (c) psychological conflict and struggle, (d) decrease in cognitive evaluation, and (e) lack of regard to the consequences of impulse buying. Summarizing the five elements, Rook (1987) concluded that "impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict. Also, impulse buying is prone to occur with diminished regard for its consequences" (p. 191).

At the beginning of impulse buying studies (i.e., 40s to 70s), most researchers focused on proving the existence and pervasiveness of impulse buying, and classifying products into impulse and non-impulse items to facilitate

marketing strategies. The research was conducted with marketers' interest in mind to benefit companies instead of the consumer. In previous studies (Bellenger, Robertson & Hirshman, 1978; Prasad, 1975; Williams & Dardis, 1972), apparel products have been found to be one product that was most often purchased on impulse; for example, by comparing the ranking of merchandise categories according to the rate of incidence of unplanned buying, Prasad (1975) found that women and girls' wear, and men and boys' wear were purchased most frequently on impulse. In the study of Bellenger et al. (1978), costume jewelry and women's sportswear were two most frequently purchased products on impulse.

2. Online Apparel Buying

Internet has been used for various purposes such as interactive communication, information search, and shopping for product. Gathering information about products and services is the most common Internet activity especially for younger consumers who are the strongest predictor of future online shopping adoption (Lohse, Bellman, & Johnson, 2000). According to the Greenfield Online Survey conducted by Greenfield Online, Inc. (2000), apparel was one of the three main categories that online users were most likely to purchase. Consistent with the results of Greenfield Online Inc. (2000), another source also showed that apparel products were the third largest e-commerce category with 10% of market share in 2001 (Market Wire, 2002).

Some problems exist in Internet apparel shopping due to unique characteristics of apparel; for example, fashion products such as apparel and perfume can be considered as a greater risk than books and software because size or material inspection is hard to occur before purchasing in online shopping (Bhatnagar, Misra, & Rao, 2000). Many studies reported that the majority of Internet shoppers (58%-85%) avoided purchasing apparel online because of the inability to see size or appearance, feel the fabric touch, and try on clothing (CyberAtlas Trends & Statistics, 2000; Elliot & Fowell, 2000), and considerable amount of Internet shoppers (30 %) did not purchase apparel online because the color of the product was in question (Sonnetech, Inc., 1999). A similar conclusion

was also found in Korean users of Internet who would only purchase online for items such as casual clothing and fashion goods that did not focus much on fit and styles (Lee & Hong, 1999).

Lee and Johnson (2002) found that Internet apparel buyers were more likely to be female shoppers who had high incomes, and more than 50% of them were ages from 21 to 30. They browsed apparel websites more frequently than non-buyers and perceived Internet shopping as safer than the non-buyers. They agreed more on releasing credit card information and felt better about customer service from online retailers. Silverman (2000) predicted that young consumers between age 16 and 22 are becoming the Internet's hottest market. These young consumers enjoyed buying apparel products online, and 29% of them spent an average of \$400 per year for buying apparel using the Internet.

3. Product Category/Price and Impulse Buying

Youn and Faber (2000) found that high impulsive buyers were more reactive to marketing factors. Marketing factors include type and cost of products, store environment (e.g., shelf location, shelf space), in-store stimuli (e.g., advertisements, promotional gifts, visual element), and other marketing factors (e.g., classical conditioning, credit cards, cash machines, online retailing). Many researchers assumed that some types of items are more subject to impulse buying than other types, and therefore, many studies focused on classifying product categories into impulsive or non-impulsive items (Bellenger et al. 1978; Clover 1950; Du Pont, 1965; Kollat & Willet, 1967; POPAI, 1963; Prasad, 1975; West 1951; Williams & Dardis, 1972). According to previous studies, women's wear (Clover, 1950; Prasad, 1975; Williams & Dardis, 1972), men's wear (Bellenger et al., 1978; Prasad, 1975; Williams & Dardis, 1972), baked goods or sweet (West, 1951), jewelry (Bellenger et al., 1978; West, 1951), cosmetics (Bellenger et al., 1978; POPAI, 1963; West, 1951), grocery (Du Pont, 1965; Kollat & Willet, 1967) were found to be purchased on impulse. Based on previous studies, product categories were proposed to be related to online apparel impulse buying.

H1: Some product categories will be purchased significantly more in online impulse purchases than in

online non-impulse purchases.

Deshpande and Krishnan (1980) examined the relationship between impulse purchases and cost of items by using survey of department store customers in two metropolitan areas and found that cost of item was associated with impulse buying behavior. Items that cost less than \$25 were more likely to be purchase on impulse than the items that cost more than \$25. The study of impulse buying behavior during seasonal sales by McGoldrick, Betts, and Keeling (1999) also showed a positive relationship between the cost of product and impulse buying. Almost 60 % of respondents bought more spontaneously during seasonal sales. Therefore, low-priced products, such as socks and T-shirts, may be purchased more on impulse than high-priced products such as dresses and suits. Based on the previous studies, product price was proposed to be related to online apparel impulse buying.

H2: Low-priced apparel items will be purchased significantly more in online impulse purchases than in online non-impulse purchases.

III. Method

1. Instrument Development

A structured questionnaire was developed to collect data on the variables in this study, which are product categories/price and online apparel impulse buying behavior. Online shopping experiences were also measured in order to describe general online apparel shopping behavior of the respondents and make sure that they really had experience in purchasing apparel online.

1) Measure of Online Apparel Shopping Experience and Impulse Buying

In the e-mail prior to seeing the questionnaire, the respondents were asked whether they had experiences in purchasing clothing/accessories from an Internet website, in order to select three different survey sites (i.e., online apparel buyers, non-online apparel buyers, non-apparel website visitors). If the respondents did not have an experience in purchasing clothing/accessories online,

they were categorized as a non-buyer group and were not included in this study. If the respondents had purchased clothing/accessories online, their experiences of online purchases were examined. They were asked what type of clothing/accessories they purchased online. In this question, the respondents were asked to indicate all the clothing/accessory categories they purchased and then select one item from the list to answer the questions regarding the product cost.

One set of questions measured respondents online apparel impulse buying behavior which included five statements adapted from previous studies (Chen-Yu & Seock, 2002; Han, Morgan & Kotsiopoulos, 1991; Jeon, 1990). Some modifications were made from the original statements. The response format is a 5-point Likert type scale, ranging from strongly disagree (1) to neither disagree nor agree (3), to strongly agree (5). The Cronbach's alpha was used to measure internal consistency and the results showed a Cronbach's alpha of .87.

2) Measure of Demographics

Seven questions were used to measure the demographic characteristics of the respondents (i.e., gender, age, student status, marital status). The questions were adapted from Seock's (2003) study, which also used online surveys to collect data of college students age between 18 to 22 to examine the apparel websites for young consumers retention. The responses were used to describe the general characteristics of the respondents and to screen out responses that did not meet the sample criteria.

2. Subject Selection and Data Collection

The subjects of this study are college students aged 18 to 22, who have previous experience in buying apparel products online. The reason for using college students as the young consumers for this study is because in previous studies, most Internet shoppers were found to be highly educated. They spend more time and disposable income for Internet shopping than adults, and clothing is one of the most popular product categories for them to shop online (Forrest Research Inc., 2001; Silverman, 2000).

3. Data Analysis

The data gathered from online survey was analyzed using the Statistical Package for the Social Sciences (SPSS), version 12.0. The reliability of the impulse buying behavior was measured using Cronbach alpha. The data analysis consisted of both descriptive statistics and inference statistics. The descriptive statistics included means, frequencies, and percentiles for obtaining general information of the sample. The inference statistics included Chi-square test, which was used to examine the proposed hypotheses. The significance level used to examine all hypotheses was set at the .05 level. The average of the five items' scores that measured respondents' impulse buying behavior were used to divide respondents' purchases into impulse purchases and non-impulse purchases. An average score of three was used as the dividing point in H1 and H2.

H1 examines how product categories differ between impulse purchases and non-impulse purchases. H1 examines whether some product categories were purchased significantly more in impulse purchases than in non-impulse purchases. The dependent variable in H1 is the categories of apparel products that were purchased online last time. Respondents were asked to indicate all the clothing/accessory categories they purchased online last time and then select one item from the list. The number of purchases in each product category was counted and compared between the impulse purchase group and non-impulse purchase group. H2 examines whether low-priced product categories were purchased significantly more in impulse purchases than in non-impulse purchases. The dependent variable in H2 is low-priced apparel products that were purchased online last time. Products with a price lower than \$25 were categorized as low-priced products based on Deshpande and Krishnan's study (1980). The number of products that cost less than \$25 were counted and compared between the impulse purchase group and non-impulse purchase group. Because the dependent variables in H1 and H2 are categorical, Chi-square test was used to examine the two sub-hypotheses. The independent variable is the impulse buying behavior, same as H1, and therefore, the principle used in H1 to divide respondents' purchases into impulsive purchases and non-impulsive

purchases was also applied in the examination of H2.

IV. Results and Discussions

1. Return Rate of the Survey

An online questionnaire was sent and because this research focuses on students aged 18 to 22, those who did not meet the age criterion or answered questions inaccurately were dropped from the final data analysis. After the eliminations, a total of 731 responses were retained. Among 731 respondents, some of them did not answer all the questions. Therefore, the number of respondents in each part of analysis may vary.

2. Demographic Profile of the Respondents

The demographic characteristics of the online apparel buyers, non-online apparel buyers, and non-apparel website visitors were compared. More than half of the online apparel buyers and non-online apparel buyers were female (63.5%, 51.9%, respectively) but more than half (64.4%) of the non-apparel website visitors were male. The results indicate that more female respondents purchased apparel products online or visit a website selling apparel products than male respondents, whereas more male respondents did not visit a website selling apparel products than female respondents. Regarding age, for online apparel buyers, a large proportion of them was in the ages of 20 and 21 (50.6%), followed by 18 and 19 (36.7%), but for non-online apparel buyers, a larger proportion of them was in the ages of 18 and 19 (47.7%), followed by 20 and 21 (38.9%). An even larger proportion of the apparel website non-visitors than the other two groups was in the ages of 18 and 19 (59.1%), followed by 20 and 21 (27.3%). The results indicate that more older students (i.e., age 20, 21) purchased apparel products online whereas more younger students (i.e., age 18, 19) did not buy an apparel product online at least in the last six months or did not even visit a website selling apparel products. Regarding student status and marital status, most respondents were undergraduate students and were single and never married (see Table 1). These results regarding gender, age, and student status are similar to that of Seock's (2003). Seock also used a

(Table 1) Demographic Profile

| Demographics | | Online Apparel Buyers | | Non-online Apparel Buyers | | Non-apparel Website Visitors | | Overall Sample | |
|----------------|------------------------|-----------------------|------|---------------------------|------|------------------------------|------|----------------|------|
| | | N | % | N | % | N | % | N | % |
| Gender Age | Male | 156 | 36.5 | 103 | 48.1 | 56 | 64.4 | 315 | 43.3 |
| | Female | 271 | 63.5 | 111 | 51.9 | 31 | 35.6 | 413 | 56.7 |
| | 18 | 68 | 15.9 | 51 | 23.6 | 27 | 30.7 | 146 | 20.0 |
| | 19 | 89 | 20.8 | 52 | 24.1 | 25 | 28.4 | 166 | 22.7 |
| | 20 | 110 | 25.8 | 43 | 19.9 | 11 | 12.5 | 164 | 22.4 |
| | 21 | 106 | 24.8 | 41 | 19.0 | 13 | 14.8 | 160 | 21.9 |
| | 22 | 54 | 12.6 | 29 | 13.4 | 12 | 13.6 | 95 | 13.0 |
| Student Status | Under-graduate Student | 374 | 87.6 | 173 | 80.1 | 66 | 75.0 | 613 | 83.9 |
| | Graduate Student | 53 | 12.4 | 43 | 19.9 | 22 | 25.0 | 118 | 16.1 |
| | Single | 392 | 92.5 | 200 | 93.0 | 79 | 89.8 | 671 | 92.3 |
| Marital Status | Married | 26 | 6.1 | 14 | 6.5 | 8 | 9.1 | 48 | 6.6 |
| | Divorced | 5 | 1.2 | 1 | 0.5 | 0 | 0 | 6 | 0.8 |
| | Separated | 1 | 0.2 | 0 | 0 | 1 | 1.1 | 2 | 0.3 |

systematic sampling method and distributed online surveys to two universities to collect data of college students in age between 18 to 22 to examine the apparel websites for young consumers retention. In Seock's study, the results showed that about three quarters (74.9%) of the respondents were female and the largest proportion of the respondents was in the ages of 20 and 21 (54.3%). Most of the respondents were undergraduate students (98.6%).

Online buyers were asked to indicate all the items that they purchased through a website selling apparel products last time. The total number of product categories from all online apparel buyers was 24, including one category of "others" (see Table 2). Eight categories (i.e., gloves, hair accessory, scarves, socks/stockings, suit, sunglasses, tie, watch) contained number of purchases less than 10, suggesting that these product categories were not purchased very often by online apparel buyers. The category that showed the highest frequency was shirt/blouse (14.3%), followed by shoes (11.0%) and pants/jeans (10.9%). The items that were purchased the least through online last time were suit, tie, and watch (0.6%).

3. Instrument Reliability and Preliminary Analysis of the Measured Variables

Cronbach's alpha values were computed to test the

(Table 2) Items purchased online

| Product Category | Frequency (%) |
|------------------|---------------|
| Belt | 13 (1.9%) |
| Coat/Jacket | 59 (8.6%) |
| Cosmetics | 11 (1.6%) |
| Dress | 12 (1.7%) |
| Gloves | 7 (1.0%) |
| Hair accessory | 4 (0.6%) |
| Hat | 39 (5.6%) |
| Jewelry | 33 (4.8%) |
| Pants/Jeans | 75 (10.9%) |
| Purse/Bag | 23 (3.3%) |
| Scarves | 6 (0.9%) |
| Shirt/Blouse | 99 (14.3%) |
| Shoes | 76 (11.0%) |
| Skirts | 17 (2.5%) |
| Socks/Stockings | 7 (1.0%) |
| Suit | 4 (0.6%) |
| Sunglasses | 5 (0.7%) |
| Sweater | 50 (7.2%) |
| Swimwear | 19 (2.7%) |
| Tie | 4 (0.6%) |
| T-Shirt | 55 (8.0%) |
| Underwear | 42 (6.1%) |
| Watch | 4 (0.6%) |
| Others | 27 (3.9%) |

〈Table 3〉 Percentage in Each Product Category

| Product Category | Group | Impulse Purchase Group (%) | Non-Impulse Purchase Group (%) | Total (%) |
|------------------|-------|----------------------------|--------------------------------|-----------|
| Coat/Jacket | | 4.5 | 16.7 | 12.4 |
| Cosmetics | | 9.9 | 0 | 3.0 |
| Dress | | 2.7 | 2.0 | 2.2 |
| Hat | | 8.1 | 2.4 | 4.1 |
| Jewelry | | 6.3 | 4.8 | 5.2 |
| Pants/Jeans | | 5.4 | 23.5 | 18.0 |
| Purse/Bag | | 1.8 | 3.2 | 2.8 |
| Shirt/Blouse | | 8.1 | 8.8 | 11.9 |
| Shoes | | 7.2 | 17.1 | 14.1 |
| Sleepwear | | 0.9 | 2.0 | 1.7 |
| Sweater | | 6.3 | 9.2 | 8.3 |
| Swimwear | | 0 | 5.2 | 3.6 |
| T-shirt | | 33.3 | 1.2 | 11.0 |
| Underwear | | 5.4 | 4.0 | 4.4 |
| | | $x^2 = 11.19^*$ | $df = 13$ | |

* $p < .05$

internal reliability of the items measuring impulse buying behavior. The impulse buying behavior measure, consisting of five items, had the alpha value of .68. According to Malhotra and Lukas (1997), a scale that has an alpha value greater than .60 is considered to have good reliability.

4. Results and Discussion of the Hypothesis Testing

1) Hypotheses 1

H1: Some product categories will be purchased significantly more in impulse purchases than in non-impulse purchases.

In the survey, online apparel buyers were asked to indicate all the clothing/accessory categories they purchased online last time and then select one item from the list. The total number of product categories that the apparel online buyers purchased last time was 23 and one category of "others" (see Table 3). Among the 23 product categories, eight categories (i.e., gloves, hair accessory, scarves, socks/stockings, suit, sunglasses, tie, watch) contained number of purchases less than 10. These product categories were considered as items that were purchased not very often by online buyers, and therefore, these eight categories were removed from the analysis for the test of H1. The Chi-square test results

showed that there was significant differences between the impulse purchase group and the non-impulse purchase groups [$x^2 (13, 366) = 11.19, p < .05$].

Impulse purchase group purchased some product categories more than the non-impulse purchase group. Categories such as T-shirt and cosmetics were purchased more by the impulse purchase group whereas pants/jeans, shoes, and coat/jacket were purchased more by the non-impulse purchase group. These results are consistent with the previous studies, which also found cosmetic as one of the items that were purchased on impulse more often (Bellenger et al., 1978; POPAI, 1963; West, 1951). Another study by Lee and Hong (1999) found that Korean Internet shoppers would only purchase items such as casual clothing and fashion goods that did not focus much on fit and styles. Current study also showed that T-shirt, a product category that does not require much on fit was purchased more by the impulse purchase group than the non-impulse purchase group, whereas items that focus much on fit such as pants/jeans, shoes, and coat/jacket were purchased more by the non-impulse purchase group than the impulse purchase group.

2) Hypotheses 2

H2: Low-priced apparel items will be purchased

(Table 4) Chi-square Result of Product Price

| Product Price | Group | Impulse Purchase Group (%) | Non-Impulse Purchase Group (%) |
|----------------|-------|----------------------------|--------------------------------|
| Less than \$25 | | 87.0 | 10.7 |
| More than \$25 | | 13.0 | 89.3 |

* $p < .05$.

significantly more in impulse purchases than in non-impulse purchases.

To test H2, products with a price lower than \$25 were categorized as low-priced products and products with a price higher than \$25 were categorized as high-priced products based on the study of Deshpande and Krishnan (1980). The number of purchases in each product category (i.e., low-priced, high priced) was counted and the ratio was compared between the impulse purchase group and non-impulse purchase group. More than three quarter of the impulse purchase group (87.0%) purchased items that cost less than \$25, whereas only 10.7% of non-impulse purchase group purchased items that cost less than \$25. More than three quarter of non-impulse purchase group (89.3%) purchased items that cost more than \$25, whereas only 13.0% of impulse purchase group purchased items that cost more than \$25(see Table 4). The Chi-square test results showed there is a significant difference between impulse purchase and non-impulse purchase group in the price of item they purchased last time [$\chi^2 (1, 393) = 12.06, p < .05$]. Based on the results, H2 was supported.

V. Conclusions and Recommendations

The demographic profile of online buyers showed that more female respondents purchased apparel products online and more female respondents visited a website selling apparel products than male respondents. The results are similar to Lee and Johnson's (2002) study, which found that Internet apparel buyers were more likely to be female shoppers. The results imply that apparel website marketers need to focus on drawing more male consumers to visit their apparel websites.

Hypothesis 1 and 2 concerned the difference between impulse buyer and non-impulse buyer groups in the

product categories and product price. The results of hypothesis 1 revealed that impulse buyer group purchased some product categories such as T-shirt and cosmetics more than the non-impulse buyer group. However, product categories such as pants/jeans, shoes, and coat/jacket were purchased more by the non-impulse buyer group. As Lee and Hong (1999) found in their study, if the reason why items such as pants/jeans, shoes, and coat/jacket were not purchased on impulse was because these product categories focus much on fit and styles, online apparel marketers should find a way to facilitate impulse buying on these products by reducing perceived risk about buying stylish items online. In order to reduce perceive risk about fit and style of apparel items, efforts to use better product presentation method in an apparel websites should be sought by the marketers. Marketers could use a virtual model with 3D image with consumers' measurements, so that consumers can have an idea about how the item would fit on them. Also, marketers could provide consumers with a detailed size chart so that consumers can accurately select the exact size they want. The results of hypothesis 2 showed that items that cost less than \$25 were purchased significantly more by the impulse buyer group than the items that cost more than \$25. The result is similar to the finding of Deshpande and Krishnan (1980) which also found that items that cost less than \$25 were more likely to be purchased on impulse than the items that cost more than \$25. The results indicate that marketers should not focus only on selling expensive products but also focus on selling cheap products that can trigger impulse buying.

Based on the results of this study, the following limitations and suggestions for further research are proposed.

First, the respondents' answers may not be completely correct because they may remember their experiences inaccurately. Future study using other methods such as

experimental design by creating a sample apparel website or using both recall and experimental method is recommended.

Second, the sample of the study was limited to college students. The results of this study cannot be generalized to all population. Future study should be expanded to include online apparel buyers of different ages by using more samples.

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(2006년 11월 20일 접수, 2007년 1월 29일 채택)