

The Effects of Lifestyles on Purchasing Habits among Luxury Hanbok Consumers

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ABSTRACT

This study defined luxury hanbok, categorized its consumers according to their lifestyles, and examined the differences between the lifestyle groups in preferred images of luxury hanbok and consumer habits.

The subjects of the study were 216 luxury hanbok consumers resident in Seoul. The various types of statistical analyses used in this study were frequency, factor analysis, Cronbach's α , cluster analysis, ANOVA, Duncan-test and χ^2 -test.

The results of this study were as follows:

- 1. The lifestyle of luxury hanbok consumers was classified broadly into 4 groups as: brand oriented, economic/appearance oriented, family oriented/socially oriented, self-driven/economic oriented.*
- 2. The preferred images included these five factors: splendor, elegance, uniqueness, simplicity and tradition. The elegant image was aspired to by the brand oriented group. Meanwhile, the traditional image is sought after by both the brand oriented group and the economic/appearance oriented group.*
- 3. The lifestyle groups differed significantly in the selection criterion such as material, brand and rarity. The brand oriented group placed greater importance on material, brand and rarity than other groups.*
- 4. In addition, each group differed in their frequency of purchase, price range, and demographic characteristics.*

Key Words : *luxury hanbok, lifestyle, purchase behavior*

I. Introduction

With increasing globalization in the 1990s, interest in traditional culture has also increased, and the apparel field has placed focus on Korean identity as well as quality, design, individuality and luxury.

Recent trends in Hanbok consumption show that more and more people prefer to purchase one high-end, beautiful Hanbok rather than several different Hanboks of average quality. This trend goes hand in hand with the ecological trend for the use of natural fibers and environmentally friendly natural dyes as well as the tendency to extol Hanbok, made by hand with time and care¹⁾ (Chosun Daily, 2002)

Therefore, quilted coats or jackets made by hand are treated as high priced goods, and apart from the price, they require so much time to make that they have become valuable pieces of clothing.

Although there are fashion goods that capture the newly prominent trend of Orientalism in the 21st century, it is necessary to show that Hanbok is suitable for this trend and to clarify the mistaken perception of Hanbok as kimonos or Chinese clothing. Already, Lee Young Hee, the Hanbok designer, participated in the Paris Prêt-à-porter shows during which Hanbok was instilled as a separate apparel from kimonos (Nam Geeyoun, 2000).²⁾ Therefore, there is a need for the study of luxury Hanbok beyond luxury fashion. Furthermore, a holiday set aside for wearing Hanbok has raised the public's interest and Hanbok's importance is also growing with various dramas and movies featuring unique and extravagant luxury Hanboks.

However, until now, there have only been a few studies of the dimensions or situation of the Hanbok apparel industry, and it has been impossible to find studies of luxury Hanboks. These days, Hanbok is not being worn in everyday life, but rather, Hanbok has settled into the niche function of being worn during wedding celebrations or other ceremonies, as party attire, etc. Therefore, consumer purchases are geared more toward luxury Hanboks than before, and a consumer report on luxury Hanbok is needed now more than ever.

Consequently, this study examines in detail the state of luxury Hanboks, categorizes the consumers of luxury Hanbok according to their lifestyles, and seeks to learn the differences among the lifestyle groups in their criteria for selection of luxury Hanbok, purchasing conditions, and statistical analysis of the consumers. Lifestyle is an important factor in explaining consumers' purchasing habits, so

that dividing consumers of high-end luxury Hanbok according to their lifestyles, then analyzing the purchasing habits of each subdivision can contribute to marketing strategies targeting the luxury Hanbok market.

II. Literature Review

1. Luxury Hanbok

1) Hanbok

Hanbok refers to Korea's traditional apparel and is one of the most prominent aspects of our cultural heritage that continues to this day. However, because it is perceived as uncomfortable, people have come to shun Hanbok in favor of westernized clothing. As a result, Hanbok has settled down as ceremonial attire for weddings and other celebrations.

According to 1997 research results, the Hanbok market is about two hundred trillion won, which accounts for 1.2% of the entire clothing industry. Although it is difficult to determine the extent of Hanbok's sales without relevant material, going by the 2002 data that shows 370000 cases of weddings, it can be deduced that 1480000 items of Hanbok were sold at an average of three hundred thousand won, leading to the estimate that places the size of the Hanbok market at about four hundred and forty-four trillion won (Hanbok News, 2002).³⁾

The problem is that although the Hanbok industry is not a small one, there are so many small companies vying in close competition to one another that each company only registers small sales figures, preventing the Hanbok industry from growing past a mid-level industry. In addition, there are problems in the manufacturing and management of the Hanbok companies, even allowing for the decrease of Hanbok sales as largely due to changes in consumer de-

mands following industrialization (Hanbok News, 2002).⁴⁾ Therefore, in order to vitalize the Hanbok industry, it is necessary to create new consumer demand for the product and consider innovative production and management strategies to respond to consumer requests.

Such studies of Hanbok are underrepresented in the academic field where studies that focus on Hanbok production lead the studies. According to Jo Hyosoon, Jun Yangjin and Lee Sangeun (1998)⁵⁾, Hanbok prices are driven up by the necessity of its hand made production method, which in turn leads to a decrease in the demand for Hanok. In order to overcome this problem, Hanbok businesses need the facilities that enable mass production of Hanbok and they must be able to simplify the design and make the tailoring process mechanical. On the other hand, it is important to encourage quality control, new designs, and customer service as well as foster Hanbok designers because of the desire for high end consumers who demand quality.

Jun Yangjin, Jo Hyosook, and Hong Nayoung (1997)⁶⁾ point to the uncertainty of product development in the market, lack of innovative technology and deficient of research facilities as the primary hurdles to the progress of the Hanbok industry. They also said that in order to overcome these difficulties, it is necessary to increase demand for Hanbok by developing new materials and increasing the function of the materials used in Hanboks.

2) Luxury Goods

Luxury goods refer to goods that are high in cost, quality and brand recognition, and represent the economic status of the consumer (Grossman & Saphiro, 1988; Choi Sunhyung, 2001)⁷⁾. In particular, the term is used to refer to well known imported brands which places the focus on the brand rather

than the product. As a result, the term is commonly used to refer to expensive foreign products. However, the use of the term luxury has expanded in our country to refer not to a particular product, but to refer to the brand. In brief, even if a product is mass produced, it can be called luxury items so long as it is attached to a high end brand. From this, it is possible to infer that the characteristics of a luxury good are high quality, stylish design, high cost, well known brand, and rarity (Choi Sunhyung, 2001).⁸⁾

The leading studies on luxury goods usually deal with fashion items and consumer habits, but a study of the relationship between standardized groups and high end consumerism by Bearden and Etzel (1982)⁹⁾ conclude that consumers that tend to display their wealth are particularly receptive to the influence of standardized groups and thus more responsive to luxury brands. In addition, Vehallen and Robben (1994)¹⁰⁾ revealed that because of the tendency to seek rarity, consumers of luxury goods prefer unique and high priced products. Within the country, Suh Minae and Park Kwanghee (2001)¹¹⁾ have conducted studies of clothing habits among female consumers based on the possession or lack of imported apparel, and their results show that those who own foreign apparel are more pro-active than those who do not own foreign apparel. Furthermore, among those who have purchased imported apparel, there is a tendency to emphasize their social status through their purchases as well as a strong inclination toward impulse buying. Based on a study of consumers of high end fashion imports, Shin Myunghee (2002)¹²⁾ concludes that consumers of high end imports tend to place greater importance on their feelings during the process of buying and the resulting experiences than on the usefulness of their purchase. Furthermore, once a person begins

making high priced purchases, the psychological satisfaction that comes from the experience makes the consumer even more likely to continue such practices.

Although there are no leading studies on luxury Hanbok as of now, newspaper articles about luxury Hanboks and studies of Hanbok are as follows.

With the popularity of the TV drama *Daejang-gum* and the movie *Scandal*, Hanbok's beauty is newly emphasized. The gorgeous colors and elegant design that dominated the screen made Hanbok, which had previously not had much spotlight outside of a few holidays, into luxury items akin to Chanel or Louis Vuitton (Daily Sports, 2003).¹³ In particular, the apparel and accessories from movie *Scandal*, which were made by modern practitioners of traditional craftsmanship, met with widespread praise (Korea Daily, 2004).¹⁴

Looking at previous studies of Hanbok, the study by Nam Giyoun (2000)¹⁵ identifies the determining components of Hanbok as color, form, material, pattern, etc. while the study by Yang Jungsook (2004)¹⁶ identifies price, silhouette, tailoring, cloth, etc. as the characteristics of Hanbok. Color, material, and tailoring are considered the most important aspects of Hanbok. Because the form of Hanbok does not change much, the variety and beauty of color and material greatly influence the form. Therefore, the quality of the material is considered very important, and a Hanbok that uses naturally dyed and starched Hansan linen that has been beaten to bring out the shine the cloth is one that can be called a true luxury Hanbok (Culture Daily, 2004).¹⁷

Color is considered especially important in luxury Hanbok. Although the cost is at least three times more expensive than usual dyes, cloths that use dyes with made out of acorns, chestnut peels, pine powder and wormwood reveal color and beauty in our clothes incomparable to anything made by Chanel

or Giorgio Armani (Chosun Ilbo, 2002),¹⁸ so that natural dyes are an indispensable part of Hanboks.

Considering all the above, it is possible to see that the primary characteristics of luxury Hanbok are high-end natural fibers, natural dyes, and craftsmanship.

2. Lifestyle

The definition of lifestyle has been debated in many studies, but the term lifestyle was first used by the sociologist Weber (1968),¹⁹ and in revealing an aspect of consumer habits, the term not only refers to the shared characteristics of a particular group or class, but is also the key to understanding individual behavior. Engel and Blackwell (1982)²⁰ define lifestyle as the shape a person's use of life, time or money takes. It is an important human factor in consumer habits, and acquired through the influence of the individual's culture, class, social group, family, etc.

Kim Yongsook and Lee Jiyung (1999)²¹ state in their study that lifestyle reflects an individual or group activities, interests, customs and culture, social class, etc. They also state that because it affects the final decision in product or brand by determining the purchasing process, lifestyle is characteristic of society as a whole or a social group. Gong Yooni (1999)²² states that lifestyle is an individual's mode of living as distinct from others, and that it affects not only his or her surroundings but also consumer habits.

In apparel studies, lifestyle refers to the lifestyle of the consumer which is the subject of awareness and analysis. In a study by Lee Booyun (1998),²³ women in their 30s and 40s were divided according to the directions of their consumerism, economy, achievement, family and income. In a study by Han

Sungji, Yang Leena, and Kim Moonsuk (2002),²⁴⁾ women's lifestyles were divided according to their aesthetic leanings, pro-activity, sense of economy, and sense of family. Han Kyungmi and Na Younjoo (2003)²⁵⁾ in their study divided female consumers according to the following eight factors: pro-activity, digital, self-esteem, sense of family, utility, inclination for leisure, beauty, and appearances.

III. Research Methods and Procedure

1. Research Question

This study poses the following research questions.

Question 1. To reveal the dimensions of luxury Hanbok's consumers and categorize the resulting groups.

Question 2. To understand the differences in selection of luxury Hanbok, state of the consumer activities, and statistical differences in the different lifestyle groups.

2. Subject of Research and Collecting Materials

1) Preliminary Research and Defining Luxury Hanbok

Preliminary research was conducted by interviewing six prominent Hanbok designers regarding definitions of luxury Hanbok. Results of this step showed natural dyes, natural fibers, hand crafted tailoring, and craftsmanship as the characteristics of luxury Hanbok. Using the results of the preliminary research, existing research and characteristics of Hanbok, the definition of luxury Hanbok can be stated as such: high priced, rare, representing an exceptional tradition, made out of innovative materials and natu-

ral dyes, and designed by a famous designer. This report uses such a definition as the basis of further research.

2) Subject of Research

Since the topic of this research is not simply Hanbok but luxury hanbok, the subject of research includes individuals who have had experience purchasing Hanbok from designer shops or specialty stores. The locations of such shops include Chungdamdong, Shinsadong, Apgujung, and Yuksamdong in Kangnam and Jongrogu in Kangbuk.

3) Collecting Materials

In order to conduct this research, material was collected between September and October of 2004, from eight shops in Kangnam and two shops in Kangbuk in Seoul, that carry luxury Hanbok. These shops were either brand name designer shops or specialty shops and emphasis was placed on shops featured in magazines, newspapers, TV dramas, etc. Surveys were distributed to adult women who had experience purchasing Hanbok from these shops.

Of three hundred surveys given out, two hundred and thirty-one were collected, and excluding surveys with unreliable answers, a total of two hundred and sixteen surveys were used for analysis.

3. Measuring Devices

This research collected material through surveys and the surveys included questions about lifestyles, criteria for selecting luxury Hanbok, circumstances of their purchases, and statistical information.

Using the questions used in a previous study about lifestyle (Lyu Sookhee, Kim Boyoun, 2002)²⁶⁾ as the basis, thirty-five questions were gauged according to a five points axis. Selection criteria used

the study by Hwang Sunhyung (2003)²⁷⁾ to refer to material, color, tailoring, price, brand, design, ornamentation (embroidery, metallic threading), rarity, quality, etc. and gauged by the five points system. The state of luxury Hanbok purchasing was gauged by the selling price, reason for purchase, location of the shop, etc., and for statistics about the consumers, information was gathered regarding age, job, education, income, etc.

4. Analysis of Material

This research used SPSS Window 10.0 was used for frequency analysis, causal analysis, reliability analysis, crowd analysis, ANOVA, Duncan test, and χ^2 -test.

IV. Results and Discussion

1. Lifestyles of Luxury Hanbok Consumers

1) Dimensions of Lifestyles

This analysis of factors was conducted to examine how many dimensions the consumer's lifestyle can be divided into. Using an analysis of thirty-five questions on the survey and the Varimax rotation, the results are as follows in Table 1.

The first dimension was named 'self improvement' because the questions asked about enthusiasm in pursuing one's own work, using one's leisure for oneself and investing in oneself. The second dimension was called 'family oriented' because of questions dealing with conservative lifestyles. The third dimension was called 'economic oriented' because of questions regarding a frugal lifestyle. The fourth dimension had questions interested in appearances and beauty, so was called 'appearance oriented.' The fifth dimension was called 'brand oriented' because of questions dealing with famous

brands, the sixth dimension was called 'social activity model' because of questions about an active lifestyle, and the seventh dimension was called the 'gender equality model.'

2) Division of Groups According to Lifestyles

After conducting a study of the lifestyle factors, there emerged four groups. In order to analyze the differences in lifestyles among these groups, the ANOVA and Duncan-test were conducted, the results of which are as follows.

Group 1, named the 'brand oriented' group, had a notably higher factors of self improvement and self investment, and also registered higher than other groups in family oriented factors, economy oriented factors, appearance oriented factors, and social activity factors. Group 2 was called the 'appearance oriented/ economy oriented' group because their appearance oriented factors were particularly high while factors relating to family, famous brands, and social activity registered relatively low. Group 3 was called the 'family oriented/ social activity model' group because they registered high in factors relating to family and social activities while registering very low on self improvement factors and low on economy, brand and appearance factors. Group four was named the 'self improvement/ economy oriented' group because they registered high on self improvement and economy factors, while low on factors that deal with family, appearances, famous brands, and social activities.

3. Purchasing Activities Based on Lifestyle Groups

1) Selection Criteria

Examining the differences in selection criteria for luxury Hanbok among lifestyle groups showed worthy differences, which are presented in <Table 3>.

<Table 1> Dimensions of Lifestyle

Name of Factor	Items	Factor Loadings	Eigen Value	Explanation Variation	Accumulation Variation	Numerical Reliability
Self-Improvement	Frequents plays and performances.	.729	3.778	10.796	10.796	.838
	Dines out or travels with family frequently.	.687				
	Enjoys sports such as golf, bowling, swimming, etc.	.663				
	Determined and realizes goals.	.617				
	Plays central role in meetings.	.598				
	Tends to express one's thoughts accurately to others.	.533				
	Has self confidence in all matters.	.531				
	Foreign language is crucial in the modern age	.424				
Family Oriented	Can satisfy sense of accomplishment through husband and children.	.861	3.506	10.017	20.813	.827
	Greatest pleasure in life is marriage and the raising of children.	.766				
	Husband working in public and wife working the domestic sphere is ideal.	.694				
	Believes the male head of the family should make major decisions of the household.	.686				
	Housekeeping suits my personality.	.650				
Economy Oriented	Tends to examine sales notices.	.814	3.381	9.659	30.472	.821
	Examines the price of even small items.	.799				
	May not be able to expand financial holdings but practices frugality.	.780				
	Makes purchases after comparing information about items.	.661				
	Good housekeeping is a valuable aspect of life..	.476				
Appearance Oriented	Leans toward slightly conservative tastes and habits.	.451	3.270	9.342	39.813	.814
	Cultivating my appearances is an important part of my life and activities.	.814				
	I am interested in appearances and beauty.	.744				
	I think I am stylish.	.608				
	I often tell other people what brands they should be buying.	.528				
Brand Oriented	I am concerned with other people's evaluation of me.	.454	2.732	7.807	47.620	.768
	If equal in price, import is better.	.736				
	I tend not to buy unless an item is from a famous brand.	.730				
	Tends to buy new items before others.	.666				
Social Activity Model	Interested in aesthetics of item more than its utility.	.574	2.704	7.726	55.346	.786
	Actively involved in gatherings of friends, colleagues, alumni, etc.	.761				
	I like to engage in various conversations and know many people.	.743				
	Likes to invite guests for gatherings.	.637				
Gender Equality Model	Thinks life without entertainment and humor is boring.	.636	2.099	5.997	61.343	.567
	Husbands should help wives with housekeeping.	.719				
	It is good for women to have their careers.	.517				
	I tend to make smaller items for the home by myself.	.479				

There were differences among lifestyle groups in their selection of luxury Hanbok regarding the material, brand and rarity, with the brand oriented group

placing the greatest importance on material, brand and rarity among all the groups.

<Table 2> Lifestyle Groups

Lifestyle \ Group	Group 1 (N=53) Brand Oriented	Group 2 (N=86) Appearance Oriented/ Economy Oriented	Group 3 (N=41) Family Oriented/ Social Activity Model	Group 4 (N=36) Self Improvement / Economy Oriented	F
Self Improvement Oriented	.847 A	-.384 B	-.823 C	.608 A	52.829***
Family Oriented	.663 A	-.316 B	.547 A	-.844 C	34.045***
Economy Oriented	.203 A	.261 A	-.752 B	-.068 A	12.109***
Appearance Oriented	.336 A	.525 A	-.724 B	-.924 B	43.650***
Brand Oriented	.414 A	.005 B	-.052 B	-.564 C	7.529***
Social Activity Model	.478 A	-.219 B	.300 A	-.523 B	11.392***
Gender Equality Model	-.127	.186	-.085	-.160	1.707

*** $p < .001$

<Table 3> Difference in Selection Criteria for Lifestyle Groups

Selection Criteria \ Group	Brand Oriented Model (N=53)	Appearance Oriented/ Economy Oriented Model(N=86)	Family Oriented/ Social Activity Model (N=41)	Self Improvement/ Economy Oriented Model(N=36)	F
Design	4.57	4.44	4.32	4.31	.983
Color	4.85	4.69	4.54	4.61	1.593
Material	4.81 A	4.49 AB	4.17 B	4.53 AB	4.118**
Brand	4.09 A	3.40 C	3.63 BC	3.86 AB	5.747**
Price	4.28	3.83	3.95	3.92	2.323
Tailoring	4.62	4.37	4.39	4.53	.958
Ornaments	3.51	3.33	3.66	3.94	2.522
Rarity	4.11 A	3.58 B	3.90 AB	3.75 AB	3.012*
Quality	4.77	4.51	4.37	4.50	2.255

* $p < .05$ ** $p < .01$

<Table 4> Differences in Purchasing States among Lifestyle Groups

State of Purchases in Groups		Brand Oriented Group(N=53)	Appearance Oriented/ Economy Oriented Model (N=86)	Family Oriented/ Social Activity Model(N=41)	Self Improvement/ Economy Oriented Mode (N=36)	Statistical Amount
Price range of luxury Hanboka)		3.00 A	2.52 B	2.49 B	1.78 B	F=3.573*
Source of Information	TVdrama	1(5.6)	11(9.2)	9(4.4)	2(3.8)	$\chi^2=38.282^*$
	Newspaper article	1(1.2)	1(2.0)	2(0.9)	1(0.8)	
	Magazines	3(9.1)	19(14.7)	8(7.0)	7(6.2)	
	Friend	24(17.9)	24(29.1)	14(13.0)	11(12.2)	
	Family	12(9.6)	13(15.5)	5(7.4)	9(6.5)	
	Beauty Salon/ Dress Shop	9(4.7)	7(1.2)	1(0.6)	2(1.5)	
Uses for Luxury Hanbok	Miscellaneous	3(4.2)	11(8.0)	2(2.3)	4(2.8)	$\chi^2=22.284^*$
	Wedding	23(24.8)	46(40.2)	21(19.2)	11(16.8)	
	Party	14(6.1)	6(10.0)	8(6.3)	7(5.9)	
	Family celebration	15(18.2)	31(29.5)	11(14.0)	17(12.3)	
Shops	Miscellaneous	1(1.5)	3(2.4)	1(1.1)	1(1.0)	$\chi^2=28.817^*$
	Chungdamdong	12(12.8)	22(20.7)	10(9.9)	8(8.7)	
	Shinsadong	6(7.6)	17(12.3)	5(5.9)	3(5.2)	
	Apgujung	14(12.5)	21(20.3)	10(9.7)	6(8.5)	
	Samchungdon	19(10.6)	10(17.1)	7(8.2)	7(7.2)	
	Youksamdong	1(2.0)	1(3.2)	3(1.5)	3(1.3)	
Miscellaneous	1(7.6)	15(12.3)	6(5.9)	9(5.2)		

* $p < .05$ ** $p < .01$

a) Price ranges: ① under 500000 won, ② over 500000 won, under 1000000 won

③ over 1000000 won~under 1500000 won ④ over 1500000 won~under 2000000 won, ⑤ over 2000000 won

2) State of Purchases

The result of examining the state of purchases according to lifestyle groups showed differences in the price range of luxury Hanbok purchases, source of information for luxury Hanbok, uses for luxury Hanbok, and luxury Hanbok shops.

Looking at the price ranges for luxury Hanbok, the brand oriented group was shown to purchase luxury Hanbok of higher prices than the other three groups. Looking at the brand oriented group's source of information, introduction by friends or family was the highest, while the appearance oriented/ economy

oriented model used magazines a lot. In terms of uses, the brand oriented group purchased for use in parties, the appearance oriented/ economy oriented group for weddings, and the self improvement/ economy oriented group for family occasions. In terms of the location of the shops that sell luxury Hanbok, the brand oriented group favored Samchungdong while the appearance oriented/ economy oriented group favored Shinsadong. These results show that the brand oriented group marked a higher price range for luxury Hanbok than other groups, and thus it is possible to see that they are interested in

<Table 5> Differences in Demographic Characteristics of the Lifestyle Groups

Statistical Characteristics of the Group	Brand Oriented (N=53)	Appearance/ Economy Oriented(N=86)	Family/ Social Activity Oriented(N=41)	Self Improvement/ Economy Oriented(N=36)	Statistical Amount	
Age	43.51	42.08	45.34	40.00	F=1.665	
Job	Secretarial	1(2.9)	5(4.8)	2(2.3)	4(2.0)	$\chi^2=22.104^{**}$
	Professional	13(21.8)	41(35.4)	16(16.9)	19(14.8)	
	Service	29(20.9)	25(33.8)	21(16.1)	10(14.2)	
	Homemaker	10(7.4)	15(11.9)	2(5.7)	3(5.0)	
Education	High school education and under	2(6.6)	16(10.8)	8(5.1)	1(4.5)	$\chi^2=16.668^*$
	College educated	38(36.6)	60(59.3)	27(28.3)	24(24.8)	
	Graduate School educated	13(9.8)	10(15.9)	6(7.6)	11(6.7)	
Income ^{a)}	3,28 A	2.40 B	3.05 A	2.78 AB	F=4.886 ^{**}	

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

a) Income: ① under 4000000won ② under 8000000won ③ under 12000000won ④ under 16000000 won ⑤ under 20000000 won ⑥ over 20000000 won

high end Hanbok.

4. Demographic Characteristics of the Life- style Groups

An examination of the characteristic differences among lifestyle groups showed that there are important differences in career, education, and income, the results of which are in <Table 5>.

Looking at the job distribution, the service area registered greatest numbers, and in the appearance/ economy oriented group, there were many professionals and homemakers. The self improvement/ economy oriented group also had many professionals. In terms of education, the appearance/ economy oriented group had many in the high school ed-

ucation and under slot, the brand oriented group had many college educated, and the self improvement/ economy oriented group had many graduate school and more educated. In terms of total income, the brand oriented group and the family/ social activity oriented group had higher incomes than the appearance/ social activity oriented group.

V. Conclusions and Suggestions

This study was about the preference for luxury Hanbok, and sought to examine how lifestyle affected selection criteria, the state of purchasing habits, and differences in the statistical features of the population. The results are as follows:

1. Analysis of the lifestyles of consumers of luxury Hanbok show seven factors: self-improvement, fam-

ily-oriented, economic, appearance-oriented, brand oriented, social interaction-oriented, and gender equality. Lifestyles could be divided into according to famous brand-oriented, appearance/economic oriented, family/social-oriented, and self-improvement/economic improvement oriented groups.

2. The lifestyle groups showed differences in their selection of luxury Hanbok according to material, brand and rarity, with the brand oriented group placing more emphasis on material, brand, and rarity than other groups.

3. The brand oriented group also differed from other lifestyle groups in the state of their purchasing habits, which featured a higher price range. Statistically, there were differences among groups in job, education, and income. The study showed that the lifestyle group with the greatest potential as consumers of luxury Hanbok is the brand-oriented group. The organization of the group's characteristics and suggestions for marketing strategies are as follows. The brand-oriented subgroup of the luxury Hanbok consumers showed a higher price range, education, and income than other groups, and purchase luxury Hanbok for party occasions. They obtain information by word of mouth from friends and family members, and the luxury Hanbok shop most used by this group was located in Samchungdong in Kangbuk. Furthermore, it was revealed that they prioritize material, brand, and rarity as their selection criteria for luxury Hanbok. Marketing strategies targeted toward these should include customer service, endless images, and considering the importance of word of mouth publicity, invitations to fashion shows and other events would also seem well advised. In addition, it would also be a good idea to reflect their preferred selection criteria in the design of Hanbok.

By contrast, the appearance/economic group of luxury Hanbok consumers obtained their information

from magazines, and purchased Hanbok for attending weddings. Therefore, it would be effective to place various advertisements in fashion and wedding magazines as well as offer Hanbok in a wide range of prices. In the case of the family/social oriented group, the source of their information about Hanbok was TV dramas, so it would be effective for Hanbok businesses to target this group by arranging product placements dramas.

The wider application of this research should be considered with care because the research was confined to Seoul and the data was collected through random selection. In addition, the definition and study of luxury Hanbok leaves much room for continued research into the topic.

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