

Clothing Purchasing Behavior of Elderly Women

Eunhee Park, Hyunjeong Lee^{1*}, Namki Han²

Professor, Dept. of Costume and Design, Konyang University, Korea

¹Lecturer, Dept. of Clothing and Textile, Chung-Ang University, Korea

²Lecturer, Dept. of Costume and Design, Konyang University, Korea

Abstract: A rapidly aging Korean population highlights the importance of investigating the actual state and needs of clothing for the elderly to provide basic information for a future senior industry. This paper surveyed clothing purchasing behaviors. The sample of this survey consisted of 210 females aged 55 over who live in Dajeoun and Nonsan. The data were analyzed by using SPSS. The major findings are as follows. First, most elderly women have bought the ready-made clothes in local markets. Second, the major consideration of clothing purchasing behavior was the possibility of outdoor wearing and color. They were satisfied with ready-made clothes because of the convenience to buy, design, and the necessity of the clothing brands for aged people. Third, they preferred pure cotton or mixed cotton even though they possessed the mixed cotton or synthetic fiber in clothing materials. Respondents preferred the feeling, heat-retaining property, and absorptiveness in textiles. The result indicates the demand for various material applications of functional textiles for elderly women.

Key Words : elderly women, clothes purchasing behavior, materials preference, and convenience in wearing

I. Introduction

The most influential demographic trend fluent of contemporary Korean society is the growing population of the aged. As futurologist Peter Drucker mentions, "It has come to an end when young people govern the market, but a rapidly growing new group of people is extending its influence." The senior generation is enlarging purchasing power; as it becomes an aging society the senior industry is developing as a promising field in the 21st century.

Departments of clothing and textiles acknowledge this phenomenon, as a result the studies on the clothing habits of aged people are increasing. In reality, there are not enough outfits specialized for the elderly due to the small-scale of business, indifference, and little under-

standing of enterprises. In the case of Japan, an aging society started earlier than Korea. The Japanese industry for senior clothing is highly developed to the extent that there are a so-called, 'silver-zone' established in celebrated department stores mostly displaying working garments, one-touch underwear, and special health-care underwear.

This study investigates the actual condition of the elderly women's clothing habits by the methods of comparison, analysis on clothing purchasing behavior, and the preference of clothing material for senescent women. This thesis is offered as a basic resource to develop designing process in senior clothing market.

*Corresponding Author: Hyunjeong Lee, Dept. of Clothing and Textile, Chung-Ang University, Korea.
Tel: +82-2-820-5377 Fax: +82-2-812-5311 E-mail: partyover@hanmail.net

II. A Theoretical Background

1. Clothing Purchasing Behavior of Elderly Women

Preceding studies on elderly women's clothing purchasing behavior is based on the following: the purchasing subject, buying information, consumer preferences according to purchasing standards, consuming district, and physical transitions.

There are considerable preceding investigations on purchasing subject and buying information. Neugarten (1980) suggests that compared to juveniles, elderly consumers have variety in the characteristics that they tend to have a stronger desire to achieve satisfaction and to purchase new products. Kum (1999) demonstrates that the characteristics of a senior consuming group are more various than other groups depending on economic status, locality, career, ethical, and educational background. Kum insists that elderly women bestow more importance upon clothing as they grow older, and become more interested in external appearance as the body changes. This study proved that the group of seniors value clothing more than the younger group. Lumpkin (1982) said that the information sources of senior consumers in buying clothes are human resources such as friends, spouses, children, and sales people. Kim (2006) points out three major factors that the group of seniors uses as an information source-enterprising, neutral, and consumer information sources. She found that past buying experience is the most crucial part considered. According to Kang (2000) and Kim (2001), senior buyers usually bring children (daughters) as shopping partners, yet the final purchasing subject is the elderly buyers themselves. However, the survey witnessed that the older the age became, consumers tend to be more dependant on the daughter-in-law. Han (2004) indicates that consumers who achieve less monthly income usually have siblings buy for them.

Studies on clothing purchasing standards are as follows: Nam and Kim (1998) points out the three major

clothing purchasing criteria as design, color, and cost. Lee (2000) counts the most important valuation basis as aesthetic factors considering design > style > color in a row; the next important factor is the quality, and the others are size > cost > manageability. The results reflect that of Kim (2006). Kim also reports that the contemporary senior women's standard of clothing selection depends on the personal suitability to the clothing; that they prefer aesthetic factors like design, quality, and style to the outer symbolic factors such as the latest fashion and individual characteristic traits. Likewise, other research suggests the suitability, style and fit, brand, quality of clothes, design, and color as major factors to be considered (Sproles 1979; Park, 1991; Lee, 1991; Jung, 1993; Park, 1994; Lee, 1996; Golesberry. Shim & Reich 1996; Yu, 2000, Kim, 2006; Kim, 2006).

Department stores are rapidly growing as the major clothing purchasing place for elderly consumers (Kwon, 2002, Park, 2006). According to the 2006 research of senior preference tendency in clothing, the larger the consumer income the more tendencies to purchase outfits in department stores. This is because department stores provide various wares, and the accessibility, display, and quality of service meets is satisfactory. The study by Hong, (1995) shows that the crucial factors in selecting stores are the stores that provide reasonable price, convenient after-service, and variety of design as well as the design that looks young. In addition, Hong clarifies that senior consumers are less influenced by price than young people in purchasing and that the usual purchasing place is department stores. There is an opposite result showing that consumers buy clothes from shops or conventional market places which are near home (Choi, 1995, Park, 1996) and that those who earn less income tend to shop in discount stores (Han, 2004). This outcome is the consequence of homogenizing the whole senior group. However, it is proved that the preferred shops vary in accordance with social status within the group. In addition, higher and lower price products form the main current, and the necessity for

senior-specialized clothing markets is gaining recognition (Yu, 1984; Jung, 1993; Hong, 1995).

Chowdhary (1998) made other comments: in senior clothing behavior, the important part of clothing is to increase personal self-respect, to conceal the signs of the aging process, and to make the wearer look younger. In actual cases, the subjects are apt to put on garments that many people dress in to feel a sense of harmony with others, rather than trying on the ones that express individual characteristics. A study by Park, Lee, Nam, and Ju (2002) argues the necessity of design that can cover the aging body as well as enforcing the social-psychological ego of the wearer. As the aging process becomes more active in the 70s and 80s (though there might be some individual differences) people undergo physical changes in body shape. This development requires clothes that are easy to be worn and that are comfortable during activities as well (this is especially true for the subjects that have physical difficulties) (Yu, 2000; Kim, *et al.*, 2006).

The American Family Association categorized the necessity of attire depending on the following aspects: physical comfort, lightness, warmth, convenience for activity, and soft textiles that cause no skin reaction problems. With regard to the aesthetic aspect, it has to match the skin and hair color in order to enhance the appearance as well as the character of the wearer. For the clothes managing part, the attire should be easy for washing and be convenient in maintenance. For the economic part, senior clothing should be inexpensive because the elderly spend relatively less money on attire. Concerning the formation, it should be helpful for dressing and undressing; it should include a handy fastener as well.

Most senior women purchase outfits of personal accord, and the consuming information is based on human resources. The major shopping places are divided depending upon locality mainly in to two, department stores and conventional market places. Highly discussed purchasing criteria are size and design. Therefore, it is necessary to consider color, design,

material, body-type according to the changing life-style of elderly women in studies of clothing development, and marketing strategy.

2. Consumer Satisfaction on Ready-Made Clothes

Ryan (1966) points out the body parts (in order) that incur problems of fit as the torso, arms, breasts, and shoulders. LaBat, DeLong (1990) indicates that the standard size ready-made clothing have influence in physical satisfaction. The study stated that the fit of hips and thighs give less satisfaction than that of the neck and arms. Wenger (1969) reported that women who are satisfied with their waists and hips are content with the fitting part of waists and hips when the ready-made clothing fits too well or loose.

Color and design is the most highly considered factors in clothes purchasing of senior consumers. Dissatisfaction caused in buying ready-made clothes regards size, color, pattern, and design. Jung and Park (1996) reports that senior women generally prefer a mediocre-common style that gives a comfortable feeling and does not constrain the body. This study shows that 43.0% of the elderly has displeasure after purchasing ready-made garments. The investigation also indicates the order of problematic parts in senior clothing as size, color, pattern, and design. Nam and Kim (1998) shows in studies that the most crucially considered criteria in purchasing attire of senior women as design, color, price, measurements, material, and needlework.

More than 50% of the domestic women's wear brands aim at the age twenties market. Moreover, the market does not provide clothing in various sizes that women over middle-age suffer difficulty in purchasing rightful outfits (Cho-sun, 1996. 6. 17). There is a survey proving whether the ready-made clothes are too fashionable to wear. The result shows that people over the age of fifty hesitate to buy ready-made clothes because they are too up-to-date. Considering the existence and nonexistence of a spouse, the group of people who are married

hesitate more than counterparts for the same reason (Hong, 1995).

People over 50 years old concluded the price of ready-made clothes as expensive; also people who achieved a higher educational level deemed the price costly. In addition, the group that acquires less monthly allowance replied affirmative to the following question: "considering the price-difference among shops, would you purchase clothing from stores that deal with a lower-price?" There is no specific evaluation for the ready-made clothing. A larger group of the people was displeased with ready-made garments, and senior women had much discontent over it compared to senior men.

The project of Lee (2005) clarifies the price as a displeasing factor in purchasing ready-made clothes for both men and women. More than half of men and women replied, "the cost of product is too high for its quality", acknowledging the high-price that lack consideration of the purchasing ability of elderly the group. Other opinions are that "the size does not vary enough", "of its incongruence with body-type", and "design, color, and pattern does not vary enough", in sequence. There were considerable discontentment for the current size system that fails to reflect subdividing body characteristics, as well for the lack of variety and individuality in design, color, and pattern that does not respect senior taste.

Most senior women feel dissatisfaction for the size, price, and the perception of comfort in ready-made clothes. Professional studies on senior women's pattern dealing with the aging process and changing body-figure, should be preceded. Overall, the most urgent problem to be solved in order to activate the senior clothing industry is the development of product and reasonable price settlement.

3. Consumer Satisfaction on Clothing Material

Cho (1998) points out that elderly people have difficulty in purchasing suitable clothing that is stylish

and suitable. They prefer the following factors to design in choosing clothes: comfortable feeling, flexibility, heat insulation or ventilation, the convenience in dressing and undressing.

The satisfaction on clothing material shifts by senior consumers as physical traits changes. The study by Lee and Kwon (2005) reveals that in summer time, elderly women require the upper garments to be sanitary materials that are highly hygroscopic, and elastic material for trousers which allow activity and functional operation. For the winter upper garment, they prefer warm material that protects against cold; for the trousers, they require elastic ones as in summer time. Jang (2005) also reported that in springtime, elderly consumers seek elastic, hybrid materials of wool, poly, and span. In summer, the cool, hygroscopic materials such as cotton-poly, mana rayon mixed with poly are highly appraised. The following factors are preferred for suit material: the non-pattern, mono-colored material that avails easiness in physical activity, materials that are warm, and highly hygroscopic (Lim, 2005).

In the aspect of laundry and management, the selective standard that won the high votes was 'the availability of using laundry machine.' The convenience in the washing method and reduction of laundry expense were previously considered. Secondly considered is the manufacturing stability of the material that minimizes the trouble in ironing caused by the of discoloration of the material' fading, and deformation (Lee and Kwon, 2005)

Seo and Lee (1995) suggests the aged women's preferring clothes materials as practical, stylish, less-deforming ones that are easy to wash. This is the reason why the senior women seek hygroscopic property, elasticity, convenience in laundry, and thermal insulation materials prior to other factors. According to other surveys from Park and Shim (2004), the elderly that have a weak immune system and suffer frequent skin-trouble will need more skin-care manufactured clothing products. The health-care material for aged people and new functional materials will be more important as central matter in senior-fashion.

The major concern of senior women in purchasing clothing material proved to be the elastic property, heat-retaining property, and handiness in laundry. The development of the materials that include various protection for the aging process is highly recommended.

III. Research Method and Procedure

1. Research Tasks

Research Task 1: Make close examination into the characteristics of senior women's clothing purchasing behavior.

Research Task 2: Survey and analyze the satisfaction of senior women toward ready-made clothing.

Research Task 3: Understand the consumer satisfaction for clothing material of senior women

2. Research Instrument

This survey provides the result of follow-up questionnaires as a collective resource. The entries of each question include the clothing purchasing behavior, satisfaction toward ready-made clothes, and preference of clothing materials.

The questions on the satisfaction-degree of ready-made garments and clothing purchasing behavior are extracted from the study of Lee (2005); the questions on clothing material preference are extracted from the survey of Yu (2007). There are 33 questions in total: 13 questions on clothing purchasing behavior, 3 questions on the satisfaction degree of ready-made clothes, and 12 on material preference that include 5 more population statistical questions.

3. Subjects, Data Collection, and Analysis Method

This survey is the basic resource for free-company

enterprise of the Costume Design Department of Konyang University. The data collection followed the method of random sampling; the subject of investigation was senior women between 55 to 80 years old who reside in Daejeon and Nonsan. Generally, the research that targets senior people establishes a standard age-limitation between 60 to 65. In recent years, the years of so-called, 'new-silver' and 'pre-silver' group that prepares for the elderly life has lowered to the 50s. Kim (2001) shows in the studies on senescence, a constant adjustment of the standard age as above 55 years old based on yearly data. Therefore, this research also adjusts the boundary of the aged as those above 55 years old. Total 210 questionnaires were distributed from 22nd June to 8th July in 2007, and 201 pieces of questionnaires were collected. With the exception of some untrustworthy resources, total 192 questionnaires were used in the analysis.

The research analysis uses SPSS 12.0 in operating descriptive statistics, frequency analysis, and percentage.

4. Result and Discussions

1) Population Statistical Traits of the Subjects

The general characteristics including the population statistical traits of the subjects for this study are as follows:

As shown in Table 1, Daejeon possessed 54.7% and Nonsan 45.3%. Age over 50s recorded 9.4%, followed by 60s (32.8%), and the highest percentage was 70s (57.8%); the average age discovered to be 72.6 years old. In scholarly attainments, elementary graduates marked the highest percentage (59.4), followed by middle school graduates (18.8), high school graduates (20.3), and graduates from university (1.6) The results have been influenced by the phases of the times when women received less education, and the traits of rural districts.

Table 2 shows the result relating to the monthly average income and cohabitant. Monthly average income below 500,000 won acquired 65.6%, followed

<Table 1> Residence, Age, and Academic Background of Respondents

Population Statistical Fluent		Persons	Percentage (%)
Residence	Nonsan	87	45.3
	Daejeon	105	54.7
	Total	192	100
Age	50s	18	9.4
	60s	63	32.8
	70s	111	57.8
	Total	192	100
Academic Background	elementary graduate	114	59.4
	middle school graduate	36	18.8
	high school graduate	39	20.3
	graduate of university	3	1.6
	Total	192	100

<Table 2> Monthly Average Income and Cohabitants of Respondents

Population Statistical Fluent		Persons	Percentage (%)
Monthly Average Income	less than 500,000 won	126	65.6
	less than 1,000,000 won	60	31.3
	less than 1,500,000 won	3	1.6
	less than 2,000,000 won	3	1.6
	Total	192	100
Cohabitant	solitude	33	17.2
	spouse	36	18.8
	spouse and children	54	28.1
	children	69	35.9
	Total	192	100

by under 1,000,000 won (31.3), and 1.6% for that of less than 1,500,000 won and 2,000,000 won each. The result comes from the fact that senior women are not economically active and depend economically on the spouse or siblings. The cohabitant types were with siblings (35.9%), spouse and siblings (28.1%), spouse

(18.8%), and solitude (17.2%). It is presumed that the respondents of "siblings" are divorce, separation by death, or living apart.

2. Clothing Purchasing Behavior

Results of research on general traits and considerations of senior women's clothing purchasing behavior are represented as follows:

As shown in Table 3, 70.3% answered "buy ready-made clothes and wear without mending", followed by "buy ready-made clothes and have them mended (23.4)," "buy custom-made suit (3.1%)," "produce one's clothes personally (3.1%)" The result shows that purchasing ready-made garments scores the highest percentage.

Purchasers of clothing, as in Table 4 reported the subject themselves (96.9%), and family member (3.1%); the results follows the outcome of Soon-ok Kang (2000), and surveys by Hui-sook Kim (2001). As the elderly are making purchase by themselves, it becomes highly necessary to develop products that meet the requirement of aged groups.

Table 5 shows the clothing purchasing place: conventional marketplace 46.9%, special stores 37.5%, department stores 9.4%, small wares 4.7%, and TV home-shopping 1.6%. The absence of department stores and the low monthly income in the Nonsan district should have resulted in the most frequent purchasing place as a conventional marketplace. The survey reinforces the study of Choi (1995) and Park (1996) that consumers buy in nearby shops depending on the locality traits.

<Table 3> Clothing Purchasing Method

	Fluent	Persons	Percentage (%)
Clothing Purchasing Method	buy ready-made clothes and wear without mending	135	70.3
	buy custom-made suit	6	3.1
	buy ready-made clothes and have them mended	45	23.4
	produce one's clothes personally	6	3.1
	Total	192	100

<Table 4> Purchasers of Clothing

	Fluent	Persons	Percentage (%)
Purchasers of Clothing	the subjects themselves	186	96.9
	family members	6	3.1
	Total	192	100

<Table 5> Clothing Purchasing Place

	Fluent	Persons	Percentage (%)
Clothing Purchasing Place	department stores	18	9.4
	special stores	72	37.5
	TV home-shopping	3	1.6
	small wares	9	4.7
	conventional marketplace	90	46.9
	Total	192	100

<Table 6> Considerations in Clothing Purchasing

unit : persons (percentage)

Fluent	Degree	does not matter at all	seldom considers	generally considers	matters much	considers a lot	Total	average score
convenience of dressing/undressing		3(1.6)	21(10.9)	39(20.3)	<u>129(67.2)</u>	0(0)	192 (100)	3.53
to cover body-shape		21(10.9)	30(15.6)	63(32.8)	<u>78(40.6)</u>	0(0)	192 (100)	3.03
design preference		3(1.6)	18(9.4)	42(21.9)	84(43.8)	45(23.4)	192 (100)	3.78
possibility of wearing outdoors		6(3.1)	12(6.3)	15(7.8)	75(29.1)	<u>84(43.8)</u>	192 (100)	4.14
color		3(1.6)	9(4.7)	21(10.9)	<u>93(28.4)</u>	66(34.4)	192 (100)	4.09
fashion		6(3.1)	33(17.2)	<u>90(46.9)</u>	48(25.0)	15(7.8)	192 (100)	3.17
material		3(1.6)	6(3.1)	30(15.6)	<u>111(57.8)</u>	42(21.9)	192 (100)	3.95
price		3(1.6)	15(7.8)	54(28.1)	<u>90(46.9)</u>	30(15.6)	192 (100)	3.67
size		6(3.1)	12(6.3)	84(43.8)	<u>90(46.9)</u>	0(0)	192 (100)	3.34

Table 6 shows the considerations in clothing purchasing. The most highly considered factor is the 'possibility of wearing outdoors'. Other frequent considerations include by the following order: color, material, design preference, price, convenience of dressing/undressing, size, fashion, and to cover body-shape. The reason for the highest rank (possibility of wearing outdoors) has relations with the considerations of everyday dress separately from outdoor clothes and it shows they need outdoor clothes than everyday dress. Color, fabric and design are other important factors of clothing purchasing, senior people have special favorite color, fabric, and design for themselves. The result suggests the necessity for color preference, material, and

various design development of clothing for senior people as is previously shown in the preceding research. The factor of 'price' has relations to the monthly average income, they intend to reasonable consuming behavior. Next, the convenience of dressing/undressing factor is also highly considered because of the aging process and lack of exercise that makes hard for seniors to dress/undress.

3. Consumer Satisfaction on Ready-made Clothes

The result, as it is shown in Table 7, is positive: "very satisfied" marked 10.9%, followed by "mostly satisfied

<Table 7> Consumer Satisfaction on Ready-made Clothes

	Fluent	Persons	Percentage (%)
Consumer Satisfaction on Ready-made Clothes	very satisfied	21	10.9
	mostly satisfied	81	42.2
	general	81	42.2
	dissatisfactory	6	3.1
	wholly dissatisfied	3	1.6
	Total	192	100

<Table 8> Reasons for Satisfaction

	Fluent	Persons	Percentage (%)
Reasons for Satisfaction	design	25	24.5
	color	6	5.9
	material	10	9.8
	price	7	6.9
	size	3	2.9
	wearing comfortable	6	5.9
	purchasing convenience	44	43.1
	others	1	1.0
	Total	102	100

<Table 9> Necessity of clothing brands for aged people

	Fluent	Persons	Percentage(%)
Necessity of Activity Clothing Brands for Aged People	positive	189	96.9
	negative	6	3.1

(42.2),” “general (42.2),” “dissatisfactory (3.1),” and “wholly dissatisfied (1.6).” Most elderly women are satisfied with ready-made clothes.

Reasons for satisfaction, as shown in Table 8, includes purchasing convenience 43.1%, design 24.5%, material 9.8%, price 6.9%, color, and wearing comfortable 5.9%, size 2.9% and others 1.0%. The results come from the fact that the ready-made garments (which can be bought without delay) is preferred rather than custom-made suit which requires much time and process, also purchasers have more opportunities in selection of design.

Considering the necessity of clothing brands for aged people, positive responses were 96.9%, and the negative 3.1%. This suggests the desire for specialized brand for senior clothing which supplements the inconvenient factors of current ready-made clothing, and that considers

changing physical appearance of aging process.

4. Consumer Satisfaction on Clothing Materials

The most possessed clothing materials are (as shown in Table 10) mixed cotton 48.9% and synthetic fiber 31.3% The result comes from the fact that most ready-made clothes lack the understanding of senior characteristics within the process in using these materials for convenience, initial cost, and ease of management.

As shown in Table 11, suitable materials for senior clothing regards cotton 35.9% and mixed cotton 35.9% as the highest. This shows the acknowledgement of cotton as the general, natural material that has no friction to skin. There frequent problems exists with wrinkles in

<Table 10> The Most Possessed Clothing Materials

Material	Persons	Percentage (%)
cotton	15	7.8
mixed cotton	90	46.9
synthetic fiber	60	31.3
woolen fabric	21	10.9
functional textiles	6	3.1
Total	192	100

<Table 11> Suitable Materials for Senior Clothing

Material	Persons	Percentage (%)
cotton	69	35.9
mixed cotton	69	35.9
synthetic fiber	6	3.1
woolen fabric	21	10.9
functional textiles	27	14.1
Total	192	100

<Table 12> Preference of Clothing Textiles

Fluents	Degree	does not matter at all	less considered	general	highly considered	highly considered	Total	average score
elastic property		9(4.7)	3(1.6)	24(12.5)	90(46.9)	66(34.4)	192 (100)	4.05
absorptiveness		6(3.1)	3(1.6)	9(4.7)	87(45.3)	87(45.3)	192 (100)	4.28
durability		24(12.5)	57(29.7)	90(46.9)	21(10.9)	0(0)	192 (100)	2.56
heat-retaining property		3(1.6)	9(4.7)	9(4.7)	69(35.9)	102(53.1)	192 (100)	4.34
wrinkle-proof property		3(1.6)	21(10.9)	111(57.8)	57(29.7)	0(0)	192 (100)	3.16
wash-ability		3(1.6)	3(1.6)	21(10.9)	123(64.1)	42(21.9)	192 (100)	4.03
functional property		12(6.3)	15(7.8)	27(14.1)	114(59.4)	24(12.5)	192 (100)	3.64
feeling		6(3.1)	3(1.6)	9(4.7)	63(32.8)	111(57.8)	192 (100)	4.41
price		3(1.6)	12(6.3)	63(32.8)	87(45.3)	27(14.1)	192 (100)	3.64

case of pure cotton. Hence, cotton and mixed cotton are preferred at the same rate. Although it consists less portion, desire for the functional textiles is high in comparison to the already possessing clothing materials. It can be predicted without effort in the demand for functional textile clothing for seniors.

Table 12 reveals the characteristics in preferences of clothing textiles: feeling, heat-retaining property, absorptiveness, elastic property, wash-ability, functional property & price, wrinkle-proof property, and durability (in sequence). This suggests the relations to the wearing comfortable, and manageability; feeling, heat-retaining

property and absorptiveness relates with the comfortable feeling for the seniors who suffers maladjustment with temperature changes. Elastic property relates to the wearing comfortableness, wash-ability is to do with easy management. The result indicates the demand for various material applications of functional textiles for senior people.

V. Summary and Conclusion

This paper compares and analyses the clothing

purchasing behavior and textile preference of senior women living in rural area to meet the demands of an aging society. The purpose was to understand the reality of senior women's clothing habits, and to provide basic resources for design development in the elderly women's wear market that deals with satisfaction toward ready-made clothing and textile preference.

As a result, it is shown that there is much consumption of senior women's ready-made clothes without mending. Clothing purchases are generally for themselves and most of them shop at conventional market places or special stores. The considerations in clothing purchasing are by following order: possibility of wearing outdoors, color, material, design preference, price, convenience of dressing/undressing, size, fashion, and to cover body-shape. It shows that they need outdoor clothes than everyday dress, color, fabric and design are other important factors of clothing purchasing. The result show the necessity for color preference, material and various design development of clothing for seniors as the preceding research.

Consumers are satisfied with ready-made clothes; the reasons for satisfaction are purchasing convenience and especially design. The results come from the fact that the ready-made garments (which can be bought without delay) is preferred rather than custom-made suit which requires much time and process, also purchasers have more opportunities in selection of design.

Considering the necessity of clothing brands for aged people, they have positive response. This suggests the desire for specialized brand for clothing for seniors that supplement the inconvenient factors of current ready-made clothing and that considers changing physical appearance of the aging process.

Though most respondents possessed clothing materials that are mixed cotton and synthetic fiber because of cost and ease of management, they want pure cotton and cotton mixed materials that are a natural material for skin. It can be predicted without effort, the demand for the functional textile clothing of seniors. They think it is important for clothing textiles to feeling,

heat-retaining property, absorptiveness, elastic property, wash-ability, functional property & price, wrinkle-proof property, and durability in sequence. Feeling, heat-retaining property, and absorptiveness relates with the comfortable feeling for the seniors who suffers maladjustment with temperature changes. The result indicates the demand for various material applications of functional textiles for senior people.

The clothing industry for seniors has differences from other age groups; it also can be prospective in terms of a market share that targets niche market for the pre-aging society of Korea. It is important to further the study about the fashion industry for seniors in an effort to mass-produce the professional brands for an aged group that have purchasing power.

Because this research targets the elderly women residing in Daejeon and Nonsan, it needs protection against exaggeration. Subsequent studies on design and others are recommended in order to develop senior garments of various functional textiles and new materials that will contribute in maximizing the clothing industry.

■ References

- Chang, A. H. (2005). Silver Fashion Design Survey-focusing on the design preference of senior women : adapting the delphi rule, *Korean Clothing Industry Association*, 7(6), 577-584.
- Han, K. H. (2004). Clothing purchasing behavior of senior women, *Soowon Women's University collection*, 30, 313-345.
- Hong, B. S. (1986). *Actual studies on married women's clothing purchasing decision progress - focusing on adult men from 30 to 50s*. Doctoral Thesis, Graduate school of Chung-Ang University, Korea.
- Jun, E. K. (2000). Clothing habits' reality in Ulsan district to activate senior industry. *Ulsan University. Domestic Science Collection* 2(1), 117-129.
- Jung, C. J. & Park, J. O. (1996). Shopping traits and importance of clothing shops in relations with age

- acknowledgement. *Korean Clothing Associations*, 20(1), 28-42.
- Kang, S. k. (2000). *Studies on Purchasing Behavior of Elderly Consumers*. Master's Thesis, Kyungsang University, Korea.
- Kim, I. S. (2006). *Senior women's clothing purchasing behavior regarding locality and income & preference to fit*. Master's Thesis, Kyunghee University, Korea.
- Kim, J. S. (2006). *New-silver women consumer's clothing purchasing pattern regarding age difference - focusing on the lifestyle and shopping inclination*. Doctoral Thesis, Graduate school of Sookmyung Women's University, Korea.
- Kim, S. K. (2006). *Neo-senior group of women's identity and clothing purchasing behavior in leisure activities*. Master's Thesis, Ewha University graduate school, Korea.
- Kum, H. R. (2000). *Studies on Senior Women's Clothing Matters and Clothing Purchasing Behavior*. Master's Thesis, Korea University of graduates, Korea.
- Kwon, B. A. (2002). *Lifestyle and Character Relations in Garments and Clothing Purchasing Behavior*. Master's Thesis, Kwangjoo University, Korea.
- LaBat, K. L. & Delong, M. R. (1990). Body cathexis and satisfaction with fit of apparel, *C.T.R.J.*, 8(2), 43-48.
- Lee, H. J. (2005). *Women's Wear for Handicapped*. Doctoral Thesis, Graduate school of Chung-Ang University, Korea.
- Lee, H. R. & Kwon, Y. S. (2005). Actual Conditions of Senescence Clothing Habits. *Korean Clothing Journal* 29(1), 177-188.
- Lim, J. R. (2005). *Functional Clothing Design Development for Senior Women*. Doctoral Thesis, Graduate school of Sungkyunkwan University, Korea.
- Lumpkin, J. R. & Greenberg, B. A. (1982). Apparel shopping patterns of the elderly consume. *Journal of Retailing*, 58(4), 68-89.
- Nam, Y. J. & Kim, I. S. (1998). Korean senior women's clothing purchasing behavior and dissatisfaction in clothing, *Study of dress culture* 6(4), 766-778.
- Neugarten, B. L. (1980). The future and the young-old, *The Gerontologist*, 15, 4-9.
- Park, J. O. & Jung, C. J. (1995). Senior Women's Clothing Purchasing Behavior, *Dress Culture Studies* 3(2), 324-327.
- Park, Y. C., Shim, J. Y., Lee, B. S., Nam, C. W. & Park, Y. h. (2004). Proper manufacturing for senior clothing and skin care. *Fiber Technology and Industry*, 8(2), 141-151.
- Ryan, M. S. (1966). *Clothing: A study in human behavior*. New York: Holt Rinehort and Winston inc.
- Seo, M. A. and Lee, S. H. (1995). Senior women's Costume Design Preference and Clothing Satisfaction, *Dress Culture Studies*, 3(1), 41-64.
- Shin, H. B., Lee, K. R. & Lim, S. J. (2003). Middle-class Senior Women Consumer's Lifestyle Characteristics and Clothing Purchasing Behavior. *Korean Aging Association Journal* 23(4), 1-16.
- The National Statistical Office (2006). Future Population Estimation.
- Wenger, J. (1969). *Clothing fit and body attitudes*. Unpublished Master's Thesis, Colorado State University, U.S.A.
- Yu, E. O. (2007). Elderly women's preference toward indoor-clothes in relations with skin-type. Chung-ang University laboratory of life and culture industry. *Domestic Science Collection* 8(26).
- Yu, K. S. (2000). Senior people's preference to clothing design and purchasing depending on sexuality. *The Korean Society of Clothing and Textiles* 50(7), 155-163.

Received April 23, 2008

Revised May 15, 2008

Accepted May 16, 2008