

# Consumers' Need for Uniqueness, Clothing Interest, and Attitudes toward Brand and Purchase - Cross-cultural Study between Korean and United States Consumers -

Ji-Young Kim

Associate Prof., Dept. of Fashion Design, Keukdong College

## 소비자의 독특성 욕구, 의복관심 및 브랜드와 구매에 대한 태도 연구 - 한국과 미국 소비자의 비교를 중심으로 -

김 지 영

극동정보대학 패션디자인과 부교수

(2009. 2. 9. 접수; 2009. 2. 25. 수정; 2009. 2. 28. 채택)

### Abstract

본 연구는 소비자가 다른 사람과 차별되며 특별하게 지각되고자 하는 성향을 나타내는 소비자의 독특성 욕구와 의복에 대한 관심이 브랜드 인식, 브랜드 충성, 및 구매의도와 어떠한 관계를 지니고 있는지를 밝히고자 하였다. 특히 이러한 관계에 있어 문화간의 차이가 있는지를 알아보기 위하여 한국과 미국 소비자를 대상으로, 소비자특성이 구매의사결정에 미치는 과정의 모형을 검증한 후, 두 모형을 비교분석하였다.

자료는 설문지를 사용하여 한국과 미국대학생을 중심으로 수집되었으며, 응답이 부정확하거나 불성실한 설문지를 제외하고, 총 485부-한국 271부와 미국 214부-만이 최종 자료 분석에 사용되었다. 본 연구에서 사용한 통계분석방법으로 신뢰도 검증을 위하여 SPSS 11.0을 이용하여 신뢰도 계수를 구하였으며, Prelis 2와 Lisrel 8.53으로 확인적 요인분석 및 모형검증을 실시하였다.

한국과 미국소비자의 선택된 모형을 비교한 결과, 전반적인 모형의 구조에도 차이를 보였을 뿐 아니라 각 변수간의 영향력에도 차이가 있음을 나타냈다. 소비자의 독특성 욕구의 하위차원인 '독창적 선택'과 '브랜드 충성도'의 관계는 두 그룹간의 반대의 성향을 보였으며, '비대중적 선택'과 '브랜드 인식'도 또한 한국 소비자는 정의 관계를 보인 반면, 미국소비자는 부의 관계를 나타냈다. 이와 더불어 유사성을 회피 하려는 한국소비자들은 브랜드에 충성하는 경향이 있는 반면, 미국소비자들은 브랜드 인식도가 높은 것으로 나타나 두 문화간의 차이가 있음을 뒷받침하였다. '브랜드 충성도'는 두 집단 모두 '구매의도'에 상대적으로 높은 영향을 미치는 것으로 나타났다.

**키워드:** 독특성 욕구(Need for uniqueness), 의복관심(Clothing interest), 브랜드 인식(Brand consciousness), 브랜드 충성(Brand loyalty), 구매의도(Purchase intention)

Corresponding author ; Ji-Young Kim

Tel. +82-43-879-3377, Fax. +82-43-879-3376

E-mail : jykim@kdc.ac.kr

## I. INTRODUCTION

There are many attributes to explain the consumer's personal differences, but consumer's characteristic is one of the most important variable, especially related the decision-making or buying activity for fashion. Recently, many researches have studied consumer's personal characteristics and made an effort to reveal the extent that those characteristics are related to consuming activities.

Since consumer's status has been enhanced and they have more scope to express their own personality, individuals want to be differentiated from others through consuming activity. Therefore, consumer's need for uniqueness, which is a tendency to be differentiated from others and be recognized as special, could be one of traits to represent personal characteristics. Also, the concept of need for uniqueness has been widely used to classify consumers into similar characteristic groups.

Brand consciousness is an attribute explaining the extent of sensibility which a person has toward a specific brand. when consumers purchase products, they might show various buying behavior based on their brand consciousness. For example, consumer sensible to brands does not easily buy other brand which they don't prefer, even If they satisfy with the value and price of the product. While consumers insensible to brands tends to choose products upon their attributes or value. Brand loyalty is related to the attitude on preference of particular brands and to repeated purchases of particular products or services during a certain period of time. Hence, brand consciousness and brand loyalty, as essential to distinctive marketing strategy, would play an important role on the process of consumer buying behavior.

Individuals from different cultures have different construals of the self, others, and the interdependence of the two. Theses construals can influence, and sometimes determine, the nature of the individual experience, including cognition, emotion and motivation.1) Since understanding people from

different cultures is an important issue for the globalization of industry, this study gave priority to clarify the differences between cultures.

Consumers' need for uniqueness reflects individual differences in counterconformity and related to the attitude toward brands as well as purchase behavior. To understand the relationship between consumer's personal characteristics and purchase behavior, the study investigated the effect of consumers' need for uniqueness and clothing interest on the brand consciousness, loyalty and purchase intention. In a former study,<sup>2)</sup> a model with this process was tested in Korean consumers. To determine if there were differences between Korean and United States consumers, a model was tested in United States consumers and the models of both groups were compared.

## II. THEORETICAL BACKGROUND

### 1. Consumers' Need for Uniqueness

Consumers' Need for Uniqueness is defined as an individual's pursuit of differentness relative to others that is achieved through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one's personal and social identity.3) Consumers' Need for Uniqueness reflects individual differences in counterconformity motivation that is manifest in consumer responses.4) Tian & McKensie5) demonstrated that the ability of consumers' Need for Uniqueness to predict consumers' valued possessions, shopping behaviors, and experiences. Consumers acquire and display material for the purpose of feeling differentiated from other people and, thus targeted with a variety of marketing stimuli that attempt to enhance self-perceptions of uniqueness.

Based on need for uniqueness theory, nonconformity research, and the consumer behavior literature, consumers' need for uniqueness is conceptualized

as subsuming three behavioral manifestations or dimensions.<sup>6)</sup>

### 1) Creative Choice Counterconformity

An Individual express one's differentness from others through their possessions of material goods. Reflecting one's personal style in material displays is accomplished through the purchase of original, novel, or unique consumer goods or via the decorative collection, arrangement, and display of goods.<sup>7)</sup> This goal-directed consumer behavior reflects creative choice counterconformity. Creative choice counterconformity reflects that the consumer seeks social differentness from most others but that this consumer makes selections that are likely to be considered good choices by these others. The notion that these creative consumer activities are undertaken to establish one's uniqueness parallels suggestions in the consumer literature and the popular press.<sup>8)</sup>

### 2) Unpopular Choice Counterconformity

The second dimension of consumers' need for uniqueness, unpopular choice counterconformity refers to the selection or use of products and brands that deviate from group norms and thus risk social disapproval that consumers with stand in order to establish their differentness from others.<sup>9)</sup> If individuals fail to see a means of differentiating themselves from others in a socially appropriate manner, they may prefer acts that negatively distinguish them over more subtle distinctions that are available within the domain of positively valued acts.<sup>10)</sup> Breaking rules or customs or challenging existing consumer norms risks social disapproval, including evaluations that one exhibits poor taste. However, similar to the dimension of creative choice counterconformity, unpopular counterconformity may also result in an enhanced self-image and social image. People who break rules consumers' need for uniqueness and risk social disapproval in the

service of asserting their differentness often affirm good character and, thus, enhance their self-image.<sup>11),12)</sup>

### 3) Avoidance of Similarity

Avoiding similarity refers to the loss of interest in, or discontinued use of, possessions that become commonplace in order to move away from the norm and reestablish one's differentness. Because those individuals who possess a high need for consumer uniqueness should monitor others' ownership of goods in product categories where replacement is expected, avoiding similarity also refers to devaluing and avoiding the purchase of products or brands that are perceived to be commonplace. Disposition and discontinued product use or purchase to avoid similarity to others occurs because consumers' success in creating distinctive self images and social images is often short lived.<sup>13)</sup>

Pursuing social differentness requires a willingness to change past consumer behaviors and preferences (via avoidance, disposition, or devaluation). It should be noted that changing from an initially preferred choice to a new one in order to avoid similarity is a criterion for distinguishing counterconformity from other motivations that incidentally result in being different.<sup>14)</sup>

Consumption is a way to satisfy the consumer's desire. The desire on differentiation from others seek consumers' need for uniqueness and individual differences in consumers' need for uniqueness is expected to influence on the process of purchase decision making, including brand consciousness, brand loyalty, and purchase intension.

## 2. Clothing Interest

An interest may be described as the extent to which an individual likes to engage in certain activities. Activities linked to clothing might include shopping for clothes, experimenting with appearance, and reading fashion magazines. Accordingly, interest on clothing is closely aligned with the behavioral

dimension of attitudes in terms of how people spend time, money, and attention relative to clothing.

One of dimension associated with clothing interest is heightened awareness of clothing. This dimension appears to refer to a focus on the structural details of clothes-the fabrics of which they are made, garment features such as darts or tucks, accessories such as buttons or lace, and the like.<sup>15)</sup> A person with high interest in clothing is expected to have knowledges related apparel brands as well as design and be conscious with the brands.

### 3. Brand Consciousness and Loyalty

Brand consciousness is more than simply an awareness or preference for brand names. It is the understanding that brand names, in general, have personal relevance or value in that they serve as a signal of functional or symbolic value.

In Korea as well as the United States, brand names are an important factor affecting consumer's purchase decisions, with well-known brands, being popular choices. But there might be some differences on the attitude toward fashion brand between two cultures.

Kawabata and Rabolt<sup>16)</sup> found differences between US and Japanese consumers in evaluative criteria of clothing purchase. US consumers tended to give higher scores for fit, quality, fashion and brand/designer name than Japanese. In other hands, Japanese were more economical and thought that color and style/design were important. Also they found differences in the meaning of fashion, but almost same in the level of interest in clothing between the two countries.

Hafstrom et al.<sup>17)</sup> compared the consumer decision-making styles between United States and Korean consumers. the decision-making styles identified for Korean young consumers are similar to those for U.S. young consumers but Korean consumers tended to be more brand consciousness than U.S. consumer did.

The results of the former studies<sup>18),19)</sup> seems to be contrary to each other. But it can be inferred from the results that since the attitude toward brand is different between cultures, Korean and US consumers may show differences in brand consciousness and loyalty.

Meeting changing customer needs by providing the right products or services has been an ongoing marketing challenge for in competitive global markets. Consumers may choose particular products or brands not only because these products provide the functional or performance benefits expected, but also because products can be used to express consumers' personality, social status or affiliation (symbolic purposes) or to fulfill their internal psychological needs, such as the need for change or newness (emotional purpose).<sup>20)</sup> Therefore, Consumers with high need for uniqueness tend to be loyal to a certain brand which can express themselves through.

Loyalty is defined as the relationship between the relative attitude toward an entity, such as brand, product, service, store, or vendor, and patronage behavior.<sup>21)</sup> Yi, and Jeon<sup>22)</sup> suggest that loyalty is related to repeated purchases of particular products or services during a certain period of time.

In one study, Female shoppers who were highly concerned with appearance, liked to be considered well-groomed and believed that dressing well was as important part of their life. women in this group were fashion leaders who tried to keep their wardrobe up-to-date with fashion trends. Not only were these shoppers conscious about brand names, but they tended to be loyal to concern brands.<sup>23)</sup> This result suggest that brand consciousness is closely related to the loyalty and consumers with clothing interest tend to be conscious of and loyal to the fashion brand. The reasoned action can be used as a prediction tool in examining the purchase intention of a selected consumer group and product.<sup>24)</sup>

### III. METHOD

#### 1. Measures

Measures consisted of five main constructs: Consumer's Need for Uniqueness, Clothing Interest, Brand Consciousness, Brand Loyalty, and Purchase Intention. The scales were previously reported to be valid and reliable to measure constructs or factors.<sup>25),26),27),28)</sup>

For the content validity, items were examined by several professionals and several items were modified in wording. Two language versions of questionnaire was needed to conduct cross-cultural study between United States and Korean consumers. The English items of questionnaire were translated to Korean, retranslated to English, and finally the retranslated items which do not match with the original items were revised into other sentences.

The scale of consumer's need for uniqueness was derived from Tian, Bearden, and Hunter's study<sup>29)</sup>. In the study, the consumer's need for uniqueness consisted of three dimensions-creative, unpopular, and avoidance. Each of creative and avoidance dimensions was composed of 11 items and unpopular dimension included nine items. For the clothing interest scale, five items were adopted from Lumpkin's study<sup>30)</sup>. One item which decreased Cronbach's  $\alpha$  was removed and four items were used for the final analysis. Five items were adopted from Shim and Kotsiolulos's study<sup>31)</sup> to measure the brand consciousness. In the processing of item analysis, four items were selected for the final analysis.

To measure brand loyalty and purchase intention, a pilot test was conducted to identify the brands which college students preferred for their clothing. Two national brands-Levi's and Nike-were selected, which were also regarded as well-known brands to Korean consumers. Three items of brand loyalty were adopted from Yoo et al.'s study<sup>32)</sup>. For the measure of purchase intention, the researcher developed two items.

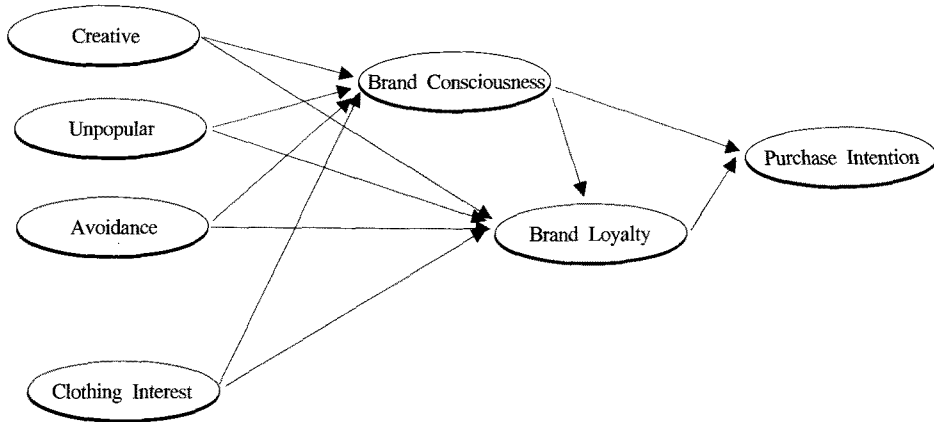
#### 2. Sampling and Data Collection

The samples of this study were college students aged between 18 and 25. After obtaining human participant approval from the Internal Review Board, data were collected via survey in 2004. To conduct cross-cultural study, the questionnaires were collected in a college in United States and in a college in Korea. To ensure adequate sample similarity between two countries, data collection was implemented at two cities with similar environmental conditions: two colleges were located in the middle-sized cities.

A total of 485 questionnaires were used for final data analysis. The group of respondents consisted of 485 college students-214 United States (44.1%) and 271 Koreans (55.9%). United States male students were 30.4% and females were 69.6%, while Korean male respondents were 34.7% and females were 65.3%. The respondents in both groups consisted of more females than males.

#### 3. Data Analysis

The measurement and structural models were evaluated using PRELIS 2 and LISREL 8.53. A product-moment correlation matrix and unweighted least squares (ULS) were adopted for evaluating the models. The reasons for adopting a correlation matrix instead of a covariance matrix were as follows. The observed variables in the present study were measured on ordinal scales. In this case, Jöreskog and Sörbom<sup>33)</sup> recommended estimating the polychoric correlation between all variables and then fitting the model to the matrix of polychoric correlations with weighted least squares (WLS). However, the use of WLS to fit the model requires an estimate of the asymptotic covariance matrix, and our sample size was not large enough to allow us to estimate this matrix. The required minimum sample size for full-information estimation in WLS is  $(p(p-1))/2$ , where  $p$  is the number of observed items in a given model. In the present



<Figure 1> Structural Model of Consumer's Need for Uniqueness, Clothing Interest, Brand Consciousness, Brand Loyalty, and Purchase Intention

study, the required sample size is 946 with  $p=44$ . In addition, Babakus, Ferguson, and Jöreskog<sup>34)</sup> found that poor goodness-of-fit indices when polychoric correlations were used with nonnormal categorical data, therefore product-moment correlations was chosen for the analysis.

The main reason for using ULS was that our items distributions were clearly nonnormal. ULS estimation, unlike maximum likelihood (ML) estimation, does not require the multivariate normality. Furthermore, use of ML estimation with nonnormal categorical data was not appropriate.<sup>35)</sup>

The researcher used goodness-of-fit Index (GFI), normed-fit index (NFI), root mean square error of approximation (RMSEA), expected cross validation Index (ECVI), and Akaike's information criterion (AIC) for evaluating model validation and comparison. Although  $\chi^2$  statistic was reported, which is known to be strongly dependent on sample size (e.g., Marsh, Balla, & McDonald<sup>36)</sup>), it was not used in the evaluations of model fit or comparison. The proposed structural equation model is in Figure 1. This study was designed to conduct multisample analysis by using LISREL 8.53. But, since a covariance matrix required for multisample analysis could not be used, Korean and United States samples will be analyzed independently for developing and evaluating models.

## IV. RESULTS AND DISCUSSION

### 1. Measurement Model

Before conducting confirmatory factor analysis, the researcher conducted principal component analysis to establish a measurement model. Factors with eigenvalue of higher than 1.0 were retained and the items with factor loading below .5 and not conceptually fitting into underlying factors were deleted. Three factors consistent with the dimensions in Tian, Bearden, & Hunter's study<sup>37)</sup> were extracted. The three dimensions of consumer's need for uniqueness were 'creative', 'unpopular', and 'avoidance'. Each of creative and avoidance dimensions was composed of six indicators while unpopular dimension included three indicators.

To assess the convergent and discriminant validity, the measurement model was tested. A confirmatory factor analysis with correlation matrix and unweighted least squares (ULS) estimation implemented by PRELIS 2 and LISREL 8.53 was conducted. The GFI, NFI, and RMSEA were .97, .99, and .08, respectively, which were within the acceptable range to verify the structure of all variables (see <Table 1>).

<Table 1> Confirmatory factor Analysis of Consumer's need for uniqueness, brand consciousness, brand loyalty, and purchase intention

Factor Items	Factor Loading ( $\lambda_{ij}$ )	t Value	reliability ( $\alpha$ )	M(SD)
<b>Consumer's need for Uniqueness</b>				
Creative			.68	3.52
I buy unusual brands to create a more distinctive personal image	.72	—		4.02(1.32)
I look for one-of-a-kind products to create my own style	.66	16.00		3.77(1.37)
An important goal is to find brands that communicate my uniqueness	.71	16.38		3.45(1.23)
I develop my personal uniqueness by buying special brands	.73	16.51		2.98(1.13)
The brands that I like best are the ones that express my individuality	.57	14.99		3.31(1.36)
The things that I buy shape a more unusual personal image	.76	16.91		3.57(1.55)
Unpopular			.74	2.99
Concern for being out of place doesn't prevent me from wearing what I want to wear	.68	—		2.93(1.36)
When it comes to the products I buy and the situations in which I use them, I have often broken customs and rules	.82	12.39		2.93(1.23)
I have often violated the understood rules of my social group regarding what to buy or own	.62	11.61		3.11(1.24)
Avoidance			.64	3.08
I avoid products or brands that have already been accepted and purchased by the average consumer	.63	—		3.13(1.34)
When a product I own becomes popular among the general population, I begin using it less	.61	16.02		3.35(1.27)
As a rule, I dislike products or brands that are customarily purchased by everyone	.69	16.78		3.04(1.45)
I give up wearing fashions I've purchased once they become popular among the general public	.74	17.24		2.93(1.37)
The more commonplace a product or brand is among the general population, the less interested I am in buying it	.70	16.85		2.99(1.29)
When a style of clothing I own becomes too commonplace, I usually quit wearing it.	.68	16.65		3.65(1.46)
Clothing interest			.62	3.26
I like clothing so much that I spend more money than I should	.61	—		3.18(1.43)
I enjoy clothes some people do such as books, records, and movies	.75	14.99		3.15(1.34)
Selecting my wardrobe is one of my favorite activities	.73	14.45		3.76(1.49)
I would rather spend money on clothes than on anything else	.73	15.09		2.93(1.16)
Brand Consciousness			.60	3.20
It is important to buy well-known clothing brands	.57	—		2.86(1.28)
Once I find a brand I like, I stick with it	.58	9.52		3.84(1.38)
I try to stick to certain brands	.60	9.94		2.53(1.14)
A well-known brand means good quality	.41	8.35		3.55(1.35)
Loyalty			.75	3.53
Levi's	.81	—		3.86
I am loyal to this brand				3.48(1.55)
This brand is my first choice among competing brands				4.03(1.61)
I will not buy another brands if this brand is unavailable	.81	14.04		4.08(1.38)
Nike				3.20
I am loyal to this brand				3.65(1.44)
This brand is my first choice among competing brands				2.40(1.29)
I will not buy another brands if this brand is unavailable				3.57(1.47)
Purchase Intention			.55	3.16
Levi's	.80	—		3.18
I intend to buy this brand frequently				3.24(1.41)
I plan to buy this brand more often				3.11(1.51)
Nike				3.15
I intend to buy this brand frequently	.82	13.85		2.72(1.55)
I plan to buy this brand more often				3.58(1.51)
Goodness of Fit Statistics				
$\chi^2=782.87$ (df=303, p=0.0)				
GFI = 0.97				
NFI = 0.99				
RMSEA = 0.08				

Internal consistency reliability for each of the scales was assessed by Cronbach's  $\alpha$ . Coefficient alphas for each scale and confirmatory factor analysis results (factor loadings with t-values) from the completely standardized solution are shown in Table 1. As illustrated in Table 1, all the factor loadings (ranged from .41 to .82) of each scale were statistically significant and Cronbach's  $\alpha$  of the factors ranged from .55 to .75. All dimensions of the consumer's need for uniqueness, clothing interest, brand consciousness, brand loyalty, and purchase intention had significant and positive coefficients on the predefined seven factors, indicating that each dimension of uniqueness and clothing interest, brand consciousness, brand loyalty, and purchase intention scales may indeed provide a valid measurement.

Consumer's need for uniqueness was confirmed to have three constructs: creative, unpopular, and avoidance. The mean of creative dimensions ( $M=3.52$ ) was highest among consumer's need for uniqueness factors and the mean of unpopular dimensions ( $M=2.99$ ) was lowest.

Brand loyalty and purchase intention were measured upon two specific brands-Nike and Levi's. In detail, for brand loyalty, two variables-loyalties toward Levi's and toward Nike which were composite scores of each three items related to brand loyalty-were used. As well, the measurements of purchase intention were two composite scores of two items related to purchase intention. The means of brand loyalty and purchase intention toward Levi's were slightly higher than those toward Nike. In other

words, consumers on this study preferred Levi's than Nike.

## 2. Structural Model for Korean Consumers

The structural model, Model 1 in Figure 1, was evaluated with Korean sample. This model was general base model for both Korean and United States samples. There are four exogenous variables-creative dimension of consumer's need for uniqueness (1), unpopular dimension (2), avoidance dimension (3), and clothing interest (4)-and three endogenous variables-brand consciousness (1), brand loyalty (2), and purchase intention (3).

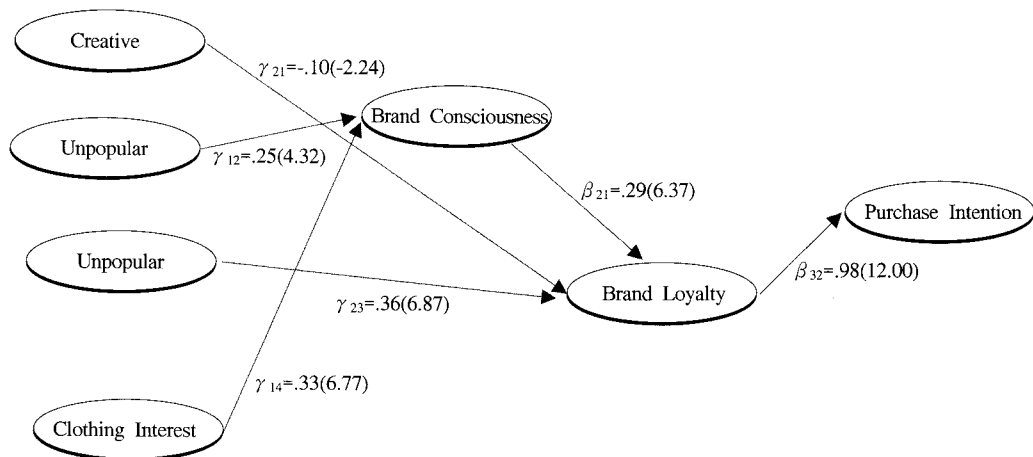
The researcher tested Model 1 and developed five models (Models 2 through 6) based on the results from Model 1 evaluation. The additional Models 2 through 6 were nested in Model 1. To select a best model, goodness-of-fit indexes were used, such as chi-square, RMSEA, GFI, Akaike's information criterion (AIC), and expected cross-validation index (ECVI). Model 6 showed the smallest values in Chi-square, RMSEA, ECVI, and AIC (see <Table 2>). In addition, the model showed that GFI and RMSEA were .957 and .073 respectively. Model 6 also illustrated conceptually or theoretically reasonable relationships among constructs as well. Thus, Model 6, in Figure 2, was selected as a best model for Korean sample.

The Creative dimension of consumer's need for uniqueness had a negative relationship with brand loyalty ( $\gamma_{21}=-.10$ ,  $t=-2.24$ ), while the avoidance dimension of consumer's need for uniqueness had

<Table 2> Goodness-of-Fit Indexes for Models of Korean Consumers

Model	df	$\chi^2$	RMSEA	GFI	ECVI	AIC
1	307	763.70	.074	.957	3.354	905.699
2	308	763.76	.074	.957	3.347	903.759
3	309	760.61	.074	.957	3.328	898.613
4	310	762.53	.074	.957	3.328	898.527
5	311	760.93	.073	.957	3.315	894.930
6	312	760.59	.073	.957	3.306	892.592





Goodness of Fit Statistics

$\chi^2 = 760.59$  (df=312, P=0.0)

GFI = 0.957

RMSEA = 0.073

Note: Path coefficients are from completely standardized solution and their t-values are in parentheses.

<Figure 2> Selected Model for Korean Consumers

positive relationship ( $\gamma_{23} = .36$ ,  $t = 6.87$ ). (see <Figure 2>) The unpopular dimension of consumer's need for uniqueness ( $\gamma_{12} = .25$ ,  $t = 4.32$ ) and clothing interest ( $\gamma_{14} = .33$ ,  $t = 6.77$ ) had significant positive effects on the brand consciousness. The brand consciousness was significantly related to brand loyalty ( $\beta_{21} = .29$ ,  $t = 6.37$ ) and brand loyalty to purchase intention ( $\beta_{32} = .98$ ,  $t = 12.00$ ).<sup>38)</sup>

### 3. Structural Model for United States Consumers

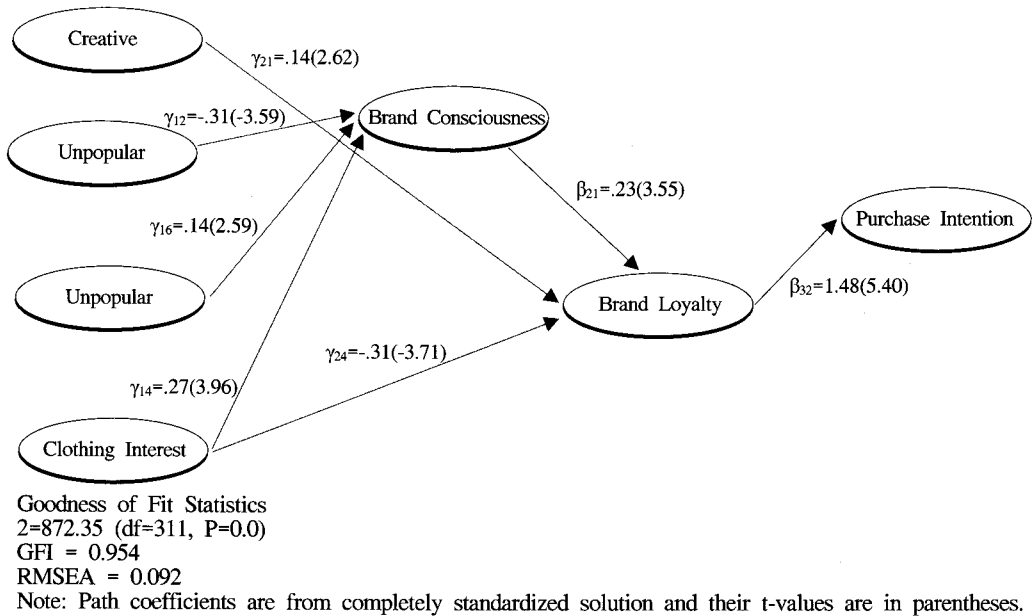
Same as in Korean sample analysis, the researcher tested Model 1 and developed additional models based on the results from Model 1 evaluation.

RMSEA, AIC and ECVI were constantly reduced from model 1 to model 5, which suggested that model 5 was the best model among five models (see <Table 3>).

The GFI and RMSEA of Model 5 were .954 and .092 respectively (see <Figure 3>). Model 5 showed that RMSEA was slightly higher than adequate fit level of .08 and GFI was greater than .90. The researcher finally accepted the model as a best among five models. The Creative dimension of consumer's need for uniqueness positively related to brand loyalty ( $\gamma_{21} = .14$ ,  $t = 2.62$ ), whereas clothing interest negatively related. The unpopular factor of consumer's need for uniqueness had a negative relationship with brand consciousness ( $\gamma_{12} = -.31$ ,

<Table 3> Goodness-of-Fit Indexes for Models of United States Consumers

Model	df	$\chi^2$	RMSEA	GFI	ECVI	AIC
1	307	872.82	.093	.954	4.764	1014.818
2	308	873.05	.093	.954	4.756	1013.053
3	309	872.92	.093	.954	4.746	1010.919
4	310	873.42	.092	.954	4.739	1009.425
5	311	872.35	.092	.954	4.725	1006.345



<Figure 3> Selected Model for United States Consumers

$t=-3.59$ ), but the avoidance dimension ( $\gamma_{13}=.14$ ,  $t=2.59$ ) and clothing interest ( $\gamma_{14}=.27$ ,  $t=3.96$ ) had positive relationships. The brand consciousness had a significant positive effect on brand loyalty ( $\beta_{21}=.23$ ,  $t=3.55$ ) and brand loyalty on purchase intention ( $\beta_{32}=1.48$ ,  $t=5.40$ ).

#### 4. Comparison of Korean and United States Consumers

The selected structural models were compared, in order to find the difference between Korean and United States respondents, Most of the coefficients from exogenous variables to endogenous variables in Korean were relatively different from those in United States.

In the relationship between creative dimension of consumer's need for uniqueness and brand loyalty, the coefficients in the structural models showed an opposite result. As seen in Figure 2 and 3, the creative dimension had a negative relationship with brand loyalty in Korean group, while positive in United States group. The more

United States consumers maintained the creative side of consumer's need for uniqueness, the more they were loyal to certain brands. On the contrary, the more Korean consumers had the attribute, the less they stuck to certain brands. Unpopular side of consumer's need for uniqueness and brand consciousness also showed reverse relationships in both groups. In other word, the more Korean consumers pursued unpopular side, they were conscious of brand, whereas the less United States consumers did, they were conscious of brand. The avoidance dimension of consumer's need for uniqueness affected only on brand loyalty in Korean, while on brand consciousness in United States.

Consumers who interested in clothing, regardless their nationality, were conscious of clothing brand. But only in United States, the more consumers were interested in clothing, the less they were loyal to certain brands. Brand loyalty had a comparatively high effect on purchase intention in both groups, which suggested that when consumers were loyal to a certain brand, they highly intended to buy the brand.

Since the sample was nonrandom and may not be a true representation of the selected consumer target, limitations of this study may affect the ability to generalize findings. But the results that most of the coefficients in the model of Korean consumers were relatively different from those in United States, represented that there were obvious differences between consumers from two cultures.

## References

- 1) Markus, H. R., Kitayama, S. (1991). Culture and the self: Implications for cognition, emotion, and motivation. *Psychological Review* 98(2), p.224.
- 2) Kim, J. (2008). Consumer's need for uniqueness and clothing interest's effects on brand consciousness, brand loyalty and purchase intention-To select the best model of constructs-. *Journal of the Korea Fashion & Costumes Design Association* 10(1), pp.125-134.
- 3) Tian, K. T., Bearden, W. O., & Hunter, G. L. (2001). Consumer's need for uniqueness: Scale development and validation. *Journal of Consumer Research* 28(1), pp.50-66.
- 4) Tian, K. T. & McKensie, K. (2001). The Long-Term Predictive Validity of the Consumers' Need for Uniqueness Scale. *Journal of Consumer Psychology* 10(3), pp.171-193.
- 5) Ibid., pp.171-193.
- 6) Tian. et al. (2001). Op. cit., pp.50-66.
- 7) Belk, R. W. (1988). Possessions and the extended self, *Journal of Consumer Research* 15, pp.139-168.
- 8) Tian. et al. (2001). Op. cit., pp.50-66.
- 9) Ibid., pp.50-66.
- 10) Ziller, R. C. (1964), Individuation and socialization: A theory of assimilation in large organizations, *Human Relations* 17(4), pp.341-360.
- 11) Gross, H. E. (1977). Micro and macro level implications for sociology of virtue: The case of draft protesters to the Vietnam war. *Sociological Quarterly* 18(2), pp.319-339.
- 12) Tian. et al. (2001). Op. cit., pp.50-66.
- 13) Ibid., pp.50-66.
- 14) Nail, P. R. (1986). Toward an integration of some models and theories fo social response. *Psychological Bulletin* 100, pp.190-206.
- 15) Kaiser, S. B. (1990). *The Social Psychology of Clothing: Symbolic Appearances in Context*. 2nd ed. New York: Macmillan Publishing Company. pp.295-298.
- 16) Kawabata H. & Rabolt N. J. (1999). Comparison of clothing purchase behaviour between US and Japanese female university students. *Journal of Consumer Studies & Home Economics* 23(4), pp.213-223.
- 17) Hafstrom, J. L. et al. (1992). Consumer decision-making styles: Comparison between United States and Korean young consumers. *The Journal of Consumer Affaires* 26(1), pp.146-158.
- 18) Kawabata H. & Rabolt N. J. (1999). Op. cit., pp.213-223.
- 19) Hafstrom, J. L. et al. (1992). Op. cit., pp.146-158.
- 20) Yau, O. H. M. (1994). Chinese cultural values: Their dimensions and marketing implications. *European Journal of Marketing* 22(5), pp.169-182
- 21) Dick, A. & Basu, K. (1994). Consumer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science* 22(2), pp.99-113.
- 22) Yi, Y., & Jeon, H. (2003). Effects of loyalty programs on value perception, program loyalty, and brand loyalty. *Journal of the Academy of Marketing Science* 31(3), pp.229-240.
- 23) Shim, S. & Kotsiopulos, A. (1993), A typology of apparel shopping orientation segments among female consumers. *Clothing and Textile Research Journal* 12, pp.73-85.
- 24) Belleau, B. D. & Summers T. A. (2007). Theory

- of reasoned action: Purchase intention of young consumers. *Clothing and Textiles Research Journal* 25(3), pp.244-257.
- 25) Tian. et al. (2001). Op. cit., pp.50-66.
- 26) Lumpkin, J. R. (1985). Shopping orientation of the elderly consumer, *Journal of Applied Management Studies* 13, pp.271-289.
- 27) Shim, S. & Kotsiopoulos, A. (1993), Op. cit., pp.73-85.
- 28) Yoo, B., Donthu, N., & Lee, S. (2000). Op. cit., pp.195-211.
- 29) Tian. et al. (2001). Op. cit., pp.50-66.
- 30) Lumpkin, J. R. (1985). Op. cit., pp.271-289.
- 31) Shim, S. & Kotsiopoulos, A. (1993), Op. cit., pp.73-85.
- 32) Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity, *Journal of the Academy of Marketing Science* 28(2), pp.195-211.
- 33) Jöreskog, K. G. & Sörbom, D. (1993). *LISREL 8 User's Reference Guide*. Chicago: Scientific Software International.
- 34) Babakus, E., Ferguson, C. E. Jr., & Jöreskog, K. G. (1987). The sensitivity of confirmatory maximum likelihood factor analysis to violations of measurement scale and distributional assumptions. *Journal of Marketing Research* 24, pp.222-228.
- 35) Ibid., pp.222-28.
- 36) Marsh, H. W., Balla, J. R., & McDonald, R. P. (1988). Goodness-of-fit indexed in confirmatory factor analysis: The effect of sample size. *Psychological Bulletin* 103, pp.391-410.
- 37) Tian. et al. (2001). Op. cit., pp.50-66.
- 38) Kim, J. (2008). Op. cit., pp.125-134.