

# The Benefit Segmentation of Outdoor Wear Consumers and Purchasing Behavior

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Behavior

Sang-Mi Kim · Myung-Sim Won\* · Ki-Hyang Han

M. A., Dept. of Fashion Marketing, Graduate School of Konkuk University, Seoul, Korea  
Professor, Dept. of Fashion Design, College of Design, Konkuk University, Chungju, Korea\*  
Adjunct Professor, Dept. of Fashion Design, College of Design, Konkuk University, Chungju, Korea  
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**Abstract** *The purpose of this study is to research the purchasing behavior according to the pursuit benefit for outdoor wear and to present a direction to outdoor wear. Questionnaire survey was administered to 533 male and female adults in their 30s to 40s living in Seoul and Gyeonggido from May 1 to 15, 2014. Concerning the statistic treatment for data analysis, SPSS for Window 18.0 was used to carry out frequency analysis, factor analysis, reliability test, cluster analysis, ANOVA and Duncan test as post-test. Benefit was drawn out as 4 elements including 'showing off & brand benefit sought', 'fashion benefits sought', 'functionality benefits sought' and 'economic benefits sought'. Group analysis according to benefit showed that it was materialized to 'multiple benefit sought group', 'unconcern group', 'showing off & brand benefit sought group' and 'utility benefit sought group'. There is an academic significance in that this research found out the level of benefit in purchasing outdoor wear and the difference of purchasing behavior by consumer groups according to benefit. This result might be used efficiently by marketers in outdoor clothing industry in classifying consumers and establishing the marketing strategy to deal with it.*

**Key words** *Benefits Sought, Outdoor, Outdoor Wear, Purchase Behaviors*

## Introduction

The rapid economic development together with the progress of science and technology expanded the part that leisure takes in the life of individuals, and the individual desires were also changed into diversity, provoke and individual pursuit of characteristic traits (S. Park, 2013). This change of life led the growth of domestic outdoor clothing market that the prospects would be as much as 6.4 trillion won in 2013 grown over 160% compared to 2010 (Jung, 2013). Especially concerning leisure activity, 20% of population is engaged in hiking to mountains, and the trend is gradually expanding. Also recently as well-being craze raises the interest in health and leisure and smart consumers who aim at rational consumption increases, outdoor clothing, that has both of practicality and design to price and makes the multiple use possible, responds to consumers' desire. Getting out of the existing 'hiking outfits

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*Corresponding author: Myung-Sim Won, e-mail: myungsim@kku.ac.kr*

(mountaineering outfits)', the realm is expanding to various outdoor sectors including bicycle, camping, mountain bike and winter sports. Lifestyle outdoor fashion is leading the flow of outdoor market as the range of outdoor outfits is expanded (J. Lee, 2009) including casual line that is wearable as town wear ("Show the essence", 2014). Products were made only function-oriented in the past. Now consumers want products satisfying not only the functions but design fitting for their emotion. They select the image or story that they get by consuming the products beyond the function itself, as an important element of choice.

Currently researches of pursuit benefit are mostly about female rather than male consumers (Yeon, 2005), and mainstreams are Jean wear (N. Park, 2006), or the entire sportswear (J. Lee, 2007) and golf wear (Rhee, 2009). Despite the consumers' interest in and purchase of outdoor wear that has currently increased explosively, there are few studies of the purchasing behavior according to consumers' pursuit benefit. The preceding studies of outdoor wear are mostly about the purchasing behavior of simple functional materials or the analysis of situation of design characteristics (Kim & Ha, 2012) or the present condition (E. Lee, 2010). Therefore this study took the subjects from male and female adult consumers in their 30s to 40s living in Seoul and Gyeonggido in South Korea who were found out to engage the most in outdoor activity. This study analyzed and interpreted from various perspectives by understanding the diverse types of consuming culture currently under change, by subdividing various outdoor wear consumers' benefits into consumer groups and by analyzing the difference of purchasing behavior between subdivided groups. A basic material will be presented for planning of outdoor wear by rechecking the direction of outdoor wear of which the distribution is expanded only.

The purpose of this study is to clarify the dimension of outdoor wear and the difference of outdoor wear purchasing behavior according to benefit groups by materializing the consumer group. The significance of this study is at the attempt to present materials necessary for outdoor wear business to establish an efficient direction of planning and marketing strategy according to benefit groups and to understand outdoor wear consumers' behavior rationally.

## *Literature Review*

### **Outdoor**

Outdoor means outside of the house, that is, open air. The outdoor wear means clothes to wear at outdoor, outfits put on for outdoor sports or leisure activity, naming from outfits like mountain hiking outfit and ski outfit to multi-purpose sportswear like jogging outfit (Bae, 2011). This type of outdoor wear we now put on was established in British in the 19th century. Hunting and fishing outdoor sports currently being enjoyed was also settled down in British in the 18th to 19th century.

Domestically Hwaseung Co., Ltd that launched Nike in 1980s quoted the term 'outdoor sports' for publicity and it was settled down as Korean. 'Edelweiss' is the oldest outdoor brand that set out as a manufacturer of mountaineering socks in 1966. At the beginning of 1970s, the outdoor came on the full scale as 'K2' and 'Kolon Sport' released as ready-made clothes. It began to grow, as mountaineering got

into the spotlight as a leisure activity to raise the quality of life due to the spread of well-being culture and implementation of five-day week system coming into the 20th century and as sports brand began to rise as a fashion trend after the 2002 World Cup. The high functional-oriented outdoor wear market expanded into casual clothing while opening the age of outdoor lifestyle and developed to outdoor fashion that has both the functionality and fashionability (Kim & Ha, 2012). Unlike general clothing, for the mountaineering outfit, the functional attributes that protect human body from the external environment or maintain the pleasantness by emitting sweat were the most important ones traditionally. Recently however, the elegant style wearable in light exercise or everyday urban life is also becoming an important attribute of mountaineering outfit. In addition, as mountaineering as part of social activity is emphasized over its role, high price mountaineering outfit or famous brand name comes to play the role of symbolic index of a means of display. Accordingly it has an effect on the conforming tendency of consumers who do not want to drop behind or look different from others (Ahn, Yoon, Lee & Koh, 2013).

The size of domestic outdoor wear market was about 520 billion won in 2001 and rapidly grew year and year to 2.1 trillion won in 2009. The size of market gradually grew and the sales by 10 brands including 'North Face' were 3.915 trillion won in 2012, the increase by 26.5% from that of 2011 (3.095 trillion won). Samsung Economic Research Institute forecasted that the size of domestic outdoor wear market in 2014 would break through the amount of about 8 trillion won, the increase of 16% from the year before. As the 'lifestyle type outdoor' wearable in everyday life exploits a new casual sector and settles down and the outdoor wear kids market that has grown together with the demand of camping expands to family look, it is looked out to have a great effect on the entire fashion market (Jung, 2013; Song, 2013; "This year outdoor", 2014).

### **Benefit Sought**

Consumers show a tendency not to purchase a simple attribute that products have, but to purchase a certain benefit, after evaluating, that an attribute of a product provides themselves. This benefit sought of consumers refer to the needs or wants the consumers feel subjectively concerning attributes of a specific product, or the subjective reward or expected positive result that consumers want concerning use of products (Peter & Olson, 2009). It could also be a central element to acquire when consumers purchase products and the sense of satisfaction acquired by selecting products (J. E. Kim, 2008). The ultimate purpose that consumers use a product is to get a benefit by consuming it, and the benefits getting from products are divided largely into functional and psychological benefit. Functional benefit is one to be able to acquire from the attribute or function of products, so it may be called a subjective concept the attribute provides, while the psychological benefit consumers pursuit has an effect on the decision making related to selection of a product (Lee & Kim, 2007).

This benefit sought is characterized by subdivided market showing the needs and wants of consumers the most (Ko, 2005) and influenced by consumers' psychological characteristics, so it can be examined through decision making related to consumers' selection of product or shop (Engel, Ito, & Lin,

1990). It might be the element to predict consumers' purchasing behavior and grasp the desire in purchasing. This benefit, however, does not have a fixed standard, but may be changed according to the situation of using products and the consumers' characteristics (M. Kim, 1989). Though consumers pursuit the same benefit, there is difference of degree considering the importance of benefit, so difference might occur according to the consumers' characteristics (Haley, 1968).

In preceding studies, Kim & Rhee (1991) classified the benefits of clothing products into status symbolism, popularity, utility and economic feasibility. Research of Oh (2010) on golf wear consumers drew 6 factors including fashion benefit, functionality benefit, ideal body type benefit, brand benefit, individuality benefit and economic feasibility benefit. The research of Rhee (2009) on golf wear benefit classified into 6 factors including body type complement benefit, comfortableness & functionality benefit, showing off & brand aiming benefit, individuality & fashion benefit, impression improvement & alignment benefit and youth benefit, and into 4 groups including individuality benefit group, body type complement & comfortableness benefit group, multiple benefit group and low benefit group. In the research of Y. Lee (2012) on the middle-aged consumers, outdoor wear benefit was classified into 5 factors including comfortableness benefit, ideal body type benefit, fashion benefit, functionality benefit and economic feasibility benefit, and also into 3 groups including comfortableness & functionality benefit group, fashion & economic feasibility benefit group and ideal body type benefit group. There was a difference of outdoor wear use according to groups.

Consumers' clothing benefit works as the standard of selection in selecting clothing. J. Choi (2003) classified employees' standard of clothing selection into practical factor and aesthetical factor, while Seo (2003) the selection standard of women in their 30s to 40s into practical factor, aesthetical factor and showing off factor. Also Kim and Kim (2003) classified into utility, aesthetic, symbolism and administration, while Rhee (2009) classified the standard of golf wear selection into practical standard, external standard and internal standard. As such, the standard of clothing selection is different depending on researchers according to the sort of clothing and trend to research, but it may be inferred that the utility and aesthetics are indispensable standard.

### **Purchasing Behavior**

Purchasing behavior is the concept that mixes the consumers' viewpoint on products or service with the evaluation of the degree of purchasing possibility (M. Choi, 2008), the consumers' tendency to purchase products or service, and the purchasing will to purchase specific products, and is formed through consumers' purchasing decision making process (Cho, 2012).

Source of information means to acquire proper data from surroundings when consumers solve problem in question (Y. Kim, 2012). Brooker (1993) said it is the process of pursuing information for consumers to solve recognized problem. He also said that when a consumer perceives a problem, he does first of all inner inquiry through his own experience and memory, and when it is not satisfying with that, he does extensive external inquiry to acquire new information. Consumers also look for various in-

formation when they perceive risk before purchase, and based on this information, compare and evaluate products and then decide the final purchase by final evaluation of products. Use of this source of information may decrease perceived risk and increase the purchase satisfaction.

As for the place of purchasing outdoor clothing, it was mostly specialty store, but now shifted to department store, big mart and brand shop. It also shifted from medium and small-sized enterprises to conglomerates centering around manufacturer. Products line and the range of distribution like department store, mart and on-line are expanded to all sides, and outdoor brands advanced into central commercial area with consumers' lifestyle change and good access. Outdoor brand settles down as a popular and impressive brand not only for mountaineering manias (H. Lee, 2011).

### ***Method and Process of Research***

#### **Research Objectives**

Followings are the specific objectives of this research to investigate the effect on purchasing behavior of outdoor clothing according to the pursuit benefit.

See the Figure 1 below.

Research objective 1, to clarify the dimension of outdoor wear benefit of adult males and females in their 30s to 40s.

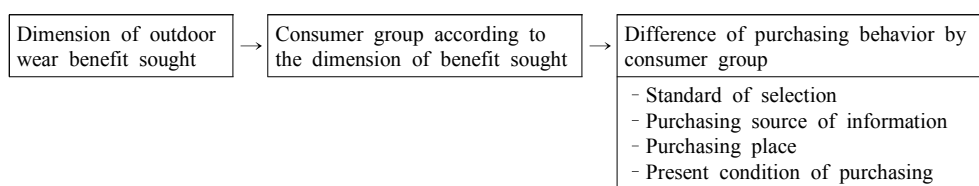
Research objective 2, to materialize consumers according to benefit and to clarify the difference of outdoor wear purchasing behavior by subdivided groups.

2-1. To clarify the difference of selection by benefit sought groups.

2-2. To clarify the difference of purchasing source of information by benefit sought groups.

2-3. To clarify the difference of purchasing place by benefit sought groups

2-4. To clarify the difference of present condition of purchasing by benefit sought groups.



**Figure 1.**  
Research Model

#### **Research Subject and Data Collection**

The subjects of this study were male and female adults in their 30s to 40s living in Seoul and Gyeonggido and questionnaire survey was administered by convenient sampling method.

The reason to set people in their 30s to 40s is that they are the generation who prefers mountaineering

earing compared to other ages as of the year 2012.

Preliminary survey was carried out with 20 people from April 21 to 30, 2014 and the content of questionnaire was corrected and complemented. Questionnaire survey was carried out from May 1 to 15, 2014.

Total 600 sheets were distributed of which 551 were recollected, and 533 were used for analysis excluding 18 with no-answer or unfaithful answer.

### **Measuring Tools and Method**

Total 45 questions were used as measuring tools based on preceding researches including pursuit benefit, purchasing behavior, present condition of outdoor wear purchasing and demographic factor. As for pursuit benefit, this researcher reconstructed into 25 questions based on the researches of J. Y. Kim (2006), J. E. Kim (2008), S. Kim (2013), Y. Lee (2012), Oh (2010), Rhee (2009). It was composed as sub-realm with 8 questions of showing off & brand benefit sought, 5 questions of fashion benefit sought, 3 questions of functionality benefit sought and 3 questions of economic benefit sought. As for purchasing behavior, this researcher composed total 8 questions referring to the researches of Lim (2009) and Je (2012). Sub-realm was composed of function & material, design & style, price, color, activity, brand, usage to wear and fashion. As for present condition of outdoor wear purchasing, this researcher composed 5 items including source of information, purchasing place and purchasing costs. 6 demographic factors are composed by the researcher including sex, age, marriage, schooling, vocation and average monthly income of the house. As for all the questions excluding demographic characteristics and present condition of outdoor wear purchasing, each measuring item was measured with the 5 score Likert Scale (Nat at all=1 score, very agreed=5 score) about the degree of subjects' agreement.

### **Data Analysis**

Concerning the statistic treatment for data analysis, SPSS for Window 18.0 was used.

Frequency analysis was carried out to investigate demographic characteristics and factor analysis and reliability test were carried out to investigate outdoor wear pursuit factors. Cluster analysis was carried out to discern groups according to outdoor wear pursuit benefit and then Duncan test as post-test for each factor before verifying the difference among groups through ANOVA. Duncan test as post-test was carried out only over the group that shows a significant difference.

## ***Research Results and Analysis***

### **General Characteristics of Subjects**

Analysis of demographic characteristics was carried out with 533 respondents of this research. Concerning sex, female were 312(58.5%) and male, 221(41.5%), and concerning age, 40s were 286(53.7%) and 30s, 247(46.3%). Concerning marriage, the married were 371(69.6%), higher than the unmarried, and concern-

ing final schooling, university graduates were 251(47.1%), the highest. As for vocation, office directorate was 171(32.1%), the highest. As for monthly income, between 3 and 2 million won was 153(28.7%) and between 5 to 3 million won was 151(28.3%), suggesting that most respondents had monthly income between 5 to 2 million won. The specific content of demographic characteristics is presented in Table 1.

**Table 1.**  
The demographic characteristic (N=533)

Variable	Level	Freq.	%	Variable	Level	Freq.	%
Sex	Male	221	41.5	Age	30s	247	46.3
	Female	312	58.5		40s	286	53.7
Marital status	Married	371	69.6	Vocation	Self-employment	50	9.4
	Unmarried	162	30.4		Service or Sales	97	18.2
Monthly income	Less than 200	82	15.4		Office directorate	171	32.1
	200 - 299	153	28.7		Technical post	69	12.9
	300 - 499	151	28.3		Specialized job	82	15.4
	500 - 699	101	18.9		Housewife	46	9.0
	More than 700	46	8.6	Others	16	3.0	

### Analysis of Benefit Sought Factor

Exploratory factor analysis was carried out to classify the sub-dimension of pursuit benefit in purchasing clothing, and the results are as Table 2. As for analysis method, the principle component analysis out of Varimax rotating method was carried out, extracting 4 factors from total 19 questions. These factors showed explanatory power of the total variables by 61.369% and Cronbach's  $\alpha$  value by .671~.888, verifying confidence.

First factors were the questions including 'I purchase products that express my dignity and status' and 'Clothing that I wear displays my ability' to purchase famous brand products and to show his status through the purchased brand. They are named 'showing off & brand benefit sought' and explanatory variables were 26.296%. Second factors were composed of questions seeming to lay stress on fashion in purchasing outdoor wear including 'I try to look more elegant than others' and 'I'd rather buy popular products first'. They are named 'fashion benefit sought', and explanatory variables were 14.309%. Third factors were composed of questions about benefit from price including 'I usually purchase products at discount stores' and 'I usually purchase sales products'. They are named 'economic benefit sought' and explanatory variables were 11.083%. Last factors were composed of questions about functionality including 'Functionality shall be the first priority for outdoor products' and 'I'd rather purchase functional products than general products'. They are named 'functionality benefit sought' and explanatory variables were 9.681%.

**Table 2.**  
The result of factor analysis of benefit

Factor	Item	Factor loading	Eigen value	Cumulative variance	Cronbach's $\alpha$
Showing off & brand benefit sought	I purchase products that express my dignity and status.	.759	4.996	26.296	.888
	Clothing that I wear displays my ability.	.738			
	Clothing is a way to make my position higher.	.736			
	Having a named brand project makes me have confidence.	.736			
	I try to consume the same product with the social position I prefer.	.701			
	I prefer luxury brands other people know.	.666			
	I consume named brand products despite of the price.	.641			
Fashion benefit sought	Despite of the similar design, I prefer named brand products.	.617	2.719	40.605	.822
	I try to consume unique products.	.788			
	I try to look more elegant than others.	.700			
	I'd rather buy popular products first.	.644			
	I do not use former popular products.	.611			
Economic benefit sought	Not having popular products makes me feel outdated.	.601	2.106	51.689	.748
	I usually purchase products at discount stores.	.845			
	I usually consume discounted products.	.796			
Functionality benefit sought	I consume products during the sale period as possible.	.791	1.839	61.369	.671
	Functionality shall be the first priority for outdoor products.	.805			
	I'd rather purchase functional products than general products.	.710			
	I consume high functioned products even if it is expensive.	.681			

**Subdivided Consumer Group According to Benefit Sought**

Cluster analysis was carried out to classify groups according to consumers' outdoor benefit sought and total 4 groups were drawn. Duncan test as post-test of each factor to verify the significant difference of pursuit benefit by groups, and all factors showed a significant difference by  $p < .001$ . The results of cluster analysis are as Table 3.

Group 1 were 134 people and all of them showed high benefit sought, being named 'multiple benefit sought group', while Group 2 were 102 people and all of them showed low benefit sought, being named 'unconcern group'. Group 3 were 150 people and showed the highest 'showing off & brand ben-



efit sought' being named 'showing off & brand benefit sought group', while Group 4 were 147 people and showed high 'economic benefit sought' and 'functionality benefit sought', being named 'utility benefit sought group'. Out of total 4 groups, 'showing off & brand benefit sought group' included the most people of 150, suggesting most of consumers in their 30s and 40s try to pursue fashion in purchasing outdoor wear and to display themselves through brand.

**Table 3.**  
Consumer segmentation according to consumers' outdoor wear benefit sought

Benefit \ Group	Group 1 (N=134)	Group 2 (N=102)	Group 3 (N=150)	Group 4 (N=147)	F(P)
	Multiple benefit sought group	Unconcern group	Showing off & brand benefit sought group	Utility benefit sought group	
Showing off & brand benefit sought	3.93 A	2.44 D	3.45 B	2.63 C	322.301***
Fashion benefit sought	3.73 A	2.18 D	3.32 B	2.35 C	274.759***
Functionality benefit sought	4.18 A	3.26 C	3.90 B	3.76 B	93.936***
Economic benefit sought	4.09 A	2.55 D	2.99 C	3.98 B	194.867***

\*\*\* $P < .001$ , Duncan Test results show a significant difference between groups with a different character (A>B>C>D)

### Demographic Difference According to Consumer Groups

Chi-square tests were carried out to verify demographic difference according to consumer groups and 5 factors excluding vocation showed statistically significant difference. The results are as Table 4. As for sex ( $\chi^2=14.185$ ,  $p < .01$ ), 'multiple benefit sought group' had more male, while 'utility benefit sought group' had more female, suggesting that male consumers consider more diverse clothing pursuit benefit than female consumers in purchasing outdoor wear. As for age ( $\chi^2=14.948$ ,  $p < .01$ ), there was also statistically significant difference. 'showing off & brand benefit sought group' had more people in 30s, while 'multiple benefit sought group' had more people in 40s, suggesting that the older they are, the diverse clothing pursuit benefit they consider. As for marriage ( $\chi^2=9.919$ ,  $p < .05$ ), 'multiple benefit sought group' had more married people, while 'unconcern group' had more unmarried people. As for education ( $\chi^2=35.354$ ,  $p < .001$ ), 'multiple benefit sought group' and 'showing off & brand benefit sought' had more university graduates, while 'unconcern group' had more high school graduates than other groups. Lastly as for monthly income ( $\chi^2=44.622$ ,  $p < .001$ ), 'utility benefit sought group' had more people with below 3 million won, while 'multiple benefit sought group' had more people with over 3 million won, showing no statistically significant difference according to vocation.

**Table 4.**  
Demographic difference according to consumer groups sought

Demographic characteristics		Group	Frequency (%)				Total (N=533)	χ <sup>2</sup>
			Multiple benefit sought group (N=134)	Unconcern group (N=102)	Showing off & brand benefit sought group (N=150)	Utility benefit sought group (N=147)		
Sex	Male	74(55.2)	38(37.3)	57(38.0)	52(35.4)	221(41.5)	14.185**	
	Female	60(44.8)	64(62.7)	93(62.0)	95(64.6)	312(58.5)		
Age	30s	43(32.1)	50(49.0)	79(52.7)	75(51.0)	247(46.3)	14.948**	
	40s	91(67.9)	52(51.0)	71(47.3)	72(49.0)	286(53.7)		
Marital status	Unmarried	29(21.6)	41(40.2)	44(29.3)	48(32.7)	162(30.4)	9.919*	
	Married	105(78.4)	61(59.8)	106(70.7)	99(67.3)	371(69.6)		
Education	Secondary school	16(11.9)	35(34.3)	29(19.3)	41(27.9)	121(22.7)	35.354***	
	College	27(20.1)	30(29.4)	33(22.0)	30(20.4)	120(22.5)		
	University	73(54.5)	35(34.3)	79(52.7)	64(43.5)	251(47.1)		
	Graduate school	18(13.4)	2(2.0)	9(6.0)	12(8.2)	41(7.7)		
Vocation	Self-employment	10(7.5)	15(14.7)	17(11.3)	8(5.4)	50(9.4)	28.253	
	Service or Sales	15(11.2)	21(20.6)	31(20.7)	30(20.4)	97(18.2)		
	Office Directorate	48(35.8)	29(28.4)	43(28.7)	51(34.7)	171(32.1)		
	Technical post	16(11.9)	15(14.7)	15(10.0)	23(15.6)	69(12.9)		
	Specialized job	27(20.1)	12(11.8)	23(15.3)	20(13.6)	82(15.4)		
	Housewife	15(11.2)	6(5.9)	19(12.7)	8(5.4)	48(9.0)		
	Others	3(2.2)	4(3.9)	2(1.3)	7(4.8)	16(3.0)		
Monthly Income	Less than ₩2,000,000	5(3.7)	24(23.5)	23(15.3)	30(20.4)	82(15.4)	44.652***	
	₩2,000,000 ~ Less than ₩3,000,000	27(20.1)	31(30.4)	45(30.0)	50(34.0)	153(28.7)		

₩3,000,000 ~ Less than ₩5,000,000	47(35.1)	24(23.5)	37(24.7)	43(29.3)	151(28.3)
₩5,000,000 ~ Less than ₩7,000,000	39(29.1)	15(14.7)	30(20.0)	17(11.6)	101(18.9)
More than ₩7,000,000	16(11.9)	8(7.8)	15(10.0)	7(4.8)	46(8.6)

\*p<.05, \*\*p<.01, \*\*\*p<.001

### Difference of Purchasing Behavior According to Consumer Groups

#### *Difference of selectional standard of outdoor wear according to consumer groups*

One way ANOVA was carried out to investigate the difference of selectional standard of outdoor wear according to consumer groups. All factors showed a significant difference ( $p<.001$ ) and Duncan test was carried out as post-test to the groups that showed a significant difference. Table 5 is the result of analysis of the difference of selectional standard of outdoor wear according to the type of consumer groups.

**Table 5.**

Difference of selectional standard of outdoor wear according to consumer groups

Selectional standard \ Group	Multiple benefit sought group (N=134)		Unconcern group (N=102)		Showing off & brand benefit sought group (N=150)		Utility benefit sought group (N=147)		F(P)
Function & Material	4.26	A	3.35	D	3.97	B	3.79	C	32.330***
Design & Style	4.33	A	3.67	B	4.23	A	3.85	B	22.086***
Price	4.04	A	3.45	B	3.56	B	3.87	A	13.267***
Color	4.33	A	3.60	D	4.13	B	3.88	C	22.488***
Activity	4.44	A	3.66	C	4.13	B	4.19	B	23.789***
Popular brand	3.98	A	2.82	C	3.61	B	2.88	C	65.242***
Usage to wear	4.37	A	3.51	C	3.99	B	3.97	B	30.578***
Popular products	3.87	A	2.64	C	3.40	B	2.69	C	68.409***

\*\*\*P<.001, Duncan Test results show a significant difference between groups with a different character (A>B>C>D)

Function & Material (F=32.330,  $p<.001$ ) was the highest in 'multiple benefit sought group', design-style (F=22.086,  $p<.001$ ) was high in 'multiple benefit sought group' and 'showing off & brand benefit sought group', and price (F=13.267,  $p<.001$ ) was high in 'multiple benefit sought group' and 'utility ben-

efit sought group'. All of the color (F=22.488, p<.001), activity (F=23.789, p<.001), popular brand (F=65.242, p<.001), usage to wear (F=30.578, p<.001) and popular products (F=68.409, p<.001) were the highest in 'multiple benefit sought group'. This result is the same as that of Je(2012)'s research. Outdoor wear is the clothing that is put on mostly in mountaineering. It suggests that consumers lay stress not only on usage to wear and function-material, but on all the standard of selection. Especially 'multiple benefit sought group' lay stress on all the standard of selection, suggesting that they consider all the factors in selecting compared to other groups.

*Difference of purchasing information according to consumer groups*

Chi-square test were carried out to investigate the difference of purchasing information according to consumer groups and there was statistically significant difference ( $\chi^2=43.673$ , p<.001). The results are as Table 6. Concerning the difference of information source in purchasing outdoor wear, mass media was 167 people, the highest (31.3%) and shop display was 144 people (27%), showing that sales of outdoor wear could be promoted through advertisement and store display using mass media like TV, newspaper and magazine.

**Table 6.**  
Difference of purchasing information according to consumer groups

						Frequency (%)
Selection criteria \ Group	Multiple benefit sought group (N=134)	Unconcern group (N=102)	Showing off & brand benefit sought group (N=150)	Utility benefit sought group (N=147)	Total (N=533)	43.675***
Mass media	48(42.5)	32(27.5)	67(32.0)	34(23.1)	181(31.3)	
Store display	33(16.4)	27(28.4)	39(29.3)	30(33.3)	129(27.0)	
Internet	5(15.7)	14(27.5)	11(12.0)	12(18.4)	42(17.6)	
Acquaintance's advice	37(8.2)	19(6.9)	31(12.7)	60(15.0)	147(11.1)	
Celebrities	9(14.9)	6(6.9)	1(9.3)	9(4.1)	25(8.8)	
Salesclerk's advice	2(2.2)	4(2.9)	1(4.7)	2(6.1)	9(4.1)	

\*\*\*p<.001

Especially concerning the difference of information source according to pursuit benefit, 'multiple benefit sought group' had higher effect of mass media (57 people, 42.5%) than other groups, while advice of acquaintance (11 people, 8.2%) or advice of salesclerk (3people, 2.2%) were low. 'Unconcern group' had higher effect of store display (29 people, 27.5%) than other groups, while 'showing off & brand benefit sought group' had higher effect of mass media (48 people, 32.0%) and 'utility benefit

sought group' had higher effect of store display (49 people, 33.3%) than other groups. It is inferred that mass media has a great effect on 'multiple benefit sought group' and 'showing off & brand benefit sought group'.

*Difference of purchasing place according to consumer groups*

Difference of purchasing place according to consumer groups was analyzed and the result is presented at Table 7, showing statistically significant difference ( $\chi^2=45.410$ ,  $p<.001$ ). In general, department store was the highest (167 people, 34%), while TV home shopping was the lowest (22 people, 1.7%). This result is different from that of Je (2012)'s research on male and female adults in their 30s to 40s, showing the highest rate of purchasing occurring at always discount stores. It is because of lower monthly income due to their younger age than those subjects of this research. It is inferred that the purchasing place in purchasing outdoor wear might be different according to the age of subjects.

**Table 7.**  
Difference of purchasing place according to consumer groups

Purchasing place \ Group	Frequency (%)					$\chi^2$
	Multiple benefit sought group (N=134)	Unconcern group (N=102)	Showing off & brand benefit sought group (N=150)	Utility benefit sought group (N=147)	Total (N=533)	
Department Store	57(35.8)	28(31.4)	48(44.7)	34(23.1)	167(34.0)	43.675***
Agency	22(24.6)	29(26.5)	44(26.0)	49(0.4)	144(24.2)	
Internet	21(3.7)	28(13.7)	18(7.3)	27(8.2)	94(7.9)	
Discount store	11(27.6)	7(18.7)	19(20.7)	22(40.8)	59(27.6)	
Tennant shop	20(6.7)	7(5.9)	14(0.7)	6(6.1)	47(4.7)	
TV Home Shopping	3(1.5)	3(3.9)	7(0.7)	9(1.4)	22(1.7)	

\*\*\* $p<.001$

*Difference of item purchasing price according to consumer groups*

Difference of item purchasing price according to consumer groups was analyzed and the expenditure of a set of jumper showed statistically significant difference ( $\chi^2=22.645$ ,  $p<.01$ ) and it was presented at Table 8. 0.2 to 0.3 million won (231 people, 43.3%) was the highest in all the groups. As for consumer groups, in case of 'showing off & brand pursuit group', 0.1 to 0.2 million won was the lowest, while 0.3 to 0.4 million won was the highest, suggesting it paid more expenditure for a set of jumper than other groups.

**Table 8.**  
Difference of a set of jumper purchasing price according to consumer groups

Group purchasing price	Multiple benefit sought group (N=134)	Unconcern group (N=102)	Showing off & brand benefit sought group (N=150)	Utility benefit sought group (N=147)	Total (N=533)	Frequency (%)
						$\chi^2$
₩100,000 ~ Less than ₩200,000	41(30.6)	31(30.4)	29(19.3)	48(32.7)	149(28.0)	22.645**
₩200,000 ~ Less than ₩300,000	58(43.3)	47(46.1)	61(40.7)	65(44.2)	231(43.3)	
₩300,000 ~ Less than ₩400,000	26(19.4)	10(9.8)	42(26.0)	24(16.3)	102(19.1)	
More than ₩400,000	9(6.7)	14(13.7)	18(12.0)	10(6.8)	51(9.6)	

\*\*P<.01

**Table 9.**  
Difference of a pair of pants purchasing price according to consumer groups

Group Purchasing price	Multiple benefit sought group (N=134)	Unconcern group (N=102)	Showing off & brand benefit sought group (N=150)	Utility benefit sought group (N=147)	Total (N=533)	Frequency (%)
						$\chi^2$
Less than ₩100,000	46(34.3)	43(42.2)	39(26.0)	69(46.9)	197(37.0)	52.068***
₩100,000 ~ Less than ₩200,000	59(44.0)	45(44.1)	88(58.7)	71(48.3)	263(49.3)	
₩200,000 ~ Less than ₩300,000	27(20.1)	4(3.9)	16(10.7)	5(3.4)	52(9.8)	
More than ₩300,000	2(1.5)	10(9.8)	7(4.7)	2(1.4)	21(3.9)	

\*\*\*P<.001

The result of analysis of the expenditure of a pair of pants according to consumer groups is at Table 9. It showed statistically significant difference ( $\chi^2=52.068$ ,  $p<.001$ ) and the answer of 0.1 to 0.2

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million won was the most by 49.3%.

### ***Conclusion and Proposal***

The purpose of this study is to research the purchasing behavior according to the benefits sought for outdoor wear and to present a direction to outdoor wear. Research was conducted with 533 male and female adults in their 30s to 40s living in Seoul and Gyeonggi-do from May 1 to 15, 2014. The result of the research is as follows.

First, as for the general characteristics of subjects, female were more than male, age of 40 was prevalent and the married were majority. As for education, university graduates were majority. As for vocation, office directorate was majority. As for monthly income, 2 to 3 million won was dominant. Second, factor analysis was carried out on benefits sought and it was divided into 4 factors like 'showing off & brand benefit sought', 'fashion benefits sought', 'functionality benefits sought' and 'economic benefits sought'. Unlike the research on Jin (N. Park, 2006), there is neither 'sexual appeal benefits sought' factor, nor 'ideal body type benefits sought' factor and 'youth and individuality benefits sought' factor in the research on sportswear (S. Lee, 2007). Also 'impression improvement/alignment benefits sought' and 'youth benefits sought' factor in the research on golf wear (Rhee, 2009) were excluded. The 'ideal body type benefits sought' factor, one of outdoor wear benefits sought by Y. Lee (2012) on male and female in their 40s to 50s, was not included. As such, the outdoor benefits sought of male and female adults in their 30s to 40s, unlike other ages or other sort of clothing, is more concentrating on the characteristics of outdoor wear, rather than pursuing youth, pursuit to look like ideal body type or benefit to pursue attraction. Third, cluster analysis was carried out to subdivide consumer groups. They were divided into 'multiple benefit sought group' showing all the benefit sought high, 'unconcern group' showing average of all the benefits sought low, 'showing off & brand benefit sought group' showing the highest 'showing off & brand benefit sought group' and 'utility benefit sought group' showing high 'economic benefit sought' and 'functionality benefit sought'. As for members composing groups, the most people belonged to 'showing off & brand benefit sought group', then 'utility benefit sought group', 'multiple benefit sought group' and 'unconcern group' in order. Fourth, difference of selectional standard of outdoor wear according to consumer groups was carried out. 'multiple benefit sought group' showed the highest score in all the selectional standard (function & material, design & style, price, color, activity, popular brand, usage to wear and popular products) compared to other groups, while 'utility benefit sought group' showed high score in price. The fact that 'multiple benefit sought group' appear a lot suggests smart consumers gradually increase. Fifth, difference of purchasing behavior according to consumer groups was analyzed. As for purchasing information, 'multiple benefit sought group' and 'showing off & brand benefit sought group' used mass media most frequently, while 'unconcern group' and 'utility benefit sought group' used store display most frequently. As for purchasing place, all the groups used department store most frequently (167 people, 34%), while TV home shopping most infrequently (22 people, 1.7%). As for comparison by groups, 'multiple benefit sought group' and 'showing off & brand benefit sought

group' used department store frequently, while 'unconcern group' and 'utility benefit sought group' used agency frequently. As for comparison by distribution types, 'multiple benefit sought group' used department store frequently, while 'utility benefit sought group', agency, and 'unconcern group' and 'utility benefit sought group', internet. 'Utility benefit sought group' used discount store and TV home shopping frequently, while 'multiple benefit sought group', stores at big mart.

This study has an academic significance in clarifying the dimension of benefit sought in outdoor wear purchasing behavior and examining the difference of purchasing behavior according to consumer groups. It might be used efficiently by marketers of outdoor industry in subdividing consumers based on these results and establishing marketing strategy corresponding to it. Especially 'showing off & brand benefit sought group' purchased jumper frequently at higher price than other groups of 0.3 to 0.4 million won, while pants frequently at middle price. It suggests that they pay high price for jacket easy to show off, but middle price for pants relatively not easy to differentiate the brand. As such, there is difference of price that consumers want to pay for products according to benefit sought groups. Based on this result, it might be help for a company of outdoor wear to establish a more efficient marketing strategy that is fit for its own brand. Department store was the most frequently used in purchasing outdoor wear. The 'multiple benefit sought group' was composed of married consumers over the age of 40 with monthly income of over 3 million won and got information mostly from mass media. Therefore it will be helpful for corporate sales rise and profit if concentrating on advertisement through mass media.

Since sampling was collected only with adults in 30s to 40s in Seoul and the Metropolitan area, it should be careful to interpret extensively to the entire domestic consumers composed of various layers of age. This research also confined to wear out of outdoor products and did not include diverse outdoor goods. Therefore it is the limit of this research not to generalize the result of research to the entire outdoor pursuit benefit. It is considered that following researches should expand the research to various layers of age and not just to wear but to goods.

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