



THE INFLUENCE OF THE KOREAN LIFESTYLE ON THE PURCHASE PROCESS OF JEANS

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This study examined whether differences exist in the search, pre-purchase, and purchase behavior of four distinct lifestyle groups among Korean college students. The Engel, Blackwell, and Miniard (EBM) Consumer Decision Making Process Model (1995) was used as the conceptual framework.

Data were collected by using a four-page questionnaire at two university campuses in Seoul, Korea. The sample consisted of 482 respondents (male=282, female=200) aged 18-26. The questionnaire consisted of items relating to the patterns of search, pre-purchase alternative evaluation, purchase, lifestyle, and demographic information. Four-lifestyle factors (Price Conscious, Fashion Conscious, Self Confident, and Information Seeking) were identified by principal components factor analysis with Varimax rotation and tested for reliability (Cronbach's alpha). Analyses to test the three hypotheses included coefficient of correlation, simple linear regression, and analysis of variance.

Results suggest the following: (1) the Engel, Blackwell, and Miniard Decision Making Process Model (1995) provided a viable frame-work for examining consumer purchase behavior in the Korean market; (2) lifestyle influenced search, pre-purchase alternative evaluation, and purchase of jeans for Korean college students; (3) four lifestyle factors (Price Conscious, Fashion Conscious, Self-Confident, Information Seeking) identified in this study served as a basis for segmenting the Korean college student consumer market, which is a viable consumer market for jeans.

Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995), Consumer Behavior. Orlando, FL: Dryden Press.