



## **CHINESE CONSUMERS' ATTITUDES TOWARD US-MADE CLOTHING**

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This study investigated Chinese consumers' attitudes toward US-made clothing. Previous research suggests that consumers in developing countries hold more positive attitudes toward clothing from developed countries than domestic clothing. The differing attitudes may be due to cultural differences. The theory of Cultural Economics (Brinkman, 1981) provides a theoretical explanation of the relationship between consumers' attitudes toward clothing and their cultural beliefs. The following hypotheses were tested: H1: Chinese consumers have more positive attitudes toward US-made clothing than China-made clothing. H2: Chinese consumers' acceptance of Chinese traditional culture is positively related to their attitudes toward China-made clothing, and H3: Chinese consumers' acceptance of US culture is positively related to their attitudes toward US-made clothing.

Adult parents of 3,000 school-age children were randomly surveyed in Beijing, Shanghai, and Guangzhou. A total of 2,017 usable questionnaires were returned. Of the respondents, 47% were men (average age = 40.1) and 53% were women (average age = 38.0). After running a paired-samples t-test for H1 and simple linear regressions for H2 and H3, the results showed that all hypotheses were supported. By applying the theory of Cultural Economics in consumers' attitudes toward clothing, the US textile and clothing industries may benefit.

Brinkman, R. L. (1981). Cultural economics. Portland: Hapi Press.