



EFFECT OF LIFESTYLE ON APPAREL CONSUMPTION OF CHINESE AND AMERICAN CONSUMERS

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The purposes of this study were to determine (1) similarities and differences in the lifestyles of Chinese and American consumers, (2) the impact of lifestyles on apparel consumption, and (3) the implications for textile marketers. The Engel, Blackwell and Miniard (1995) Consumer Decision Process Model served as the conceptual framework. Activities, Interests, and Opinions (AIO items) were used to determine the lifestyles of Chinese and American consumers and lifestyle effect on apparel consumption. A written questionnaire was adapted from the literature and distributed to two groups of consumers (Chinese, American; N=60). The convenience sample for this pilot study included student and employed consumers (age 18-47). T-tests were used to determine differences between the two groups.

Results indicated that both groups of consumers were price conscious and both regarded apparel comfort as more important than fashion. However, Chinese and American consumers differed in that more Chinese consumers (39% vs. 18%) seek advice from their friends (reference group). The majority (62%) of Chinese consumers preferred to spend 10 - 20% of their income on apparel. Only 35% of the American consumers indicated the same percentage.

The results of this study may help marketers to better understand the cultural effects on apparel-consuming behavior of consumers and to target different consumers with a more appropriate marketing mix.

Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). Consumer behavior. 8th ed. Fort Worth: The Dryden Press.