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**TAIWAN'S FEMALE FASHION CONSUMERS
AND
THE IMPLICATIONS FOR THE TAIWANESE
WOMEN'S WEAR MARKET**

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requirements of the Nottingham Trent University
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Abstract

Changes in the political and social environment with economic growth since 1985, have made Taiwan society move forward at a staggering pace. The long negligence of the local market, lack of information, as well as the discrepancy in role development in the varied sectors of the fashion industry have aroused a need for a fashion consumer study. This research aims at providing the industry with comprehensive experimental data in both the social/psychological and the behavioural aspects of clothing consumption in the Taiwanese women's wear market. The outcomes of this research could inform the consumer-driven fashion industry of the social/culture-related attitude, preference, and disposition, as well as other clothing-related behaviour which could help formulate effective business strategies, so as to provide the market with what the fashion consumer really wants. It also functions as an initial step by building up a universal research methodology to stimulate further consumer studies in the local fashion market or in different cultural contexts.

The strength of this research arises from its interdisciplinary nature. It was executed using multiple methods, including qualitative and quantitative studies, to explore the overall Taiwanese female fashion consumers' social psychology and behaviour towards clothing from cognitive, symbolic-interactionist, and cultural perspectives. Female fashion consumers aged 25 to 39 were the focal group in this research that was carried out from late 1992 to late 1997 in the Taipei Metropolitan area. The samples were drawn from the commercial districts in the vicinity of various retailing outlets. In the qualitative phase, three techniques were applied to analyse the narrative data of the female fashion consumer using in-depth interviews: grounded theory and ethnographic analysis, and descriptions based on an existential-phenomenological perspective. Based on the propositions derived from the findings of the qualitative study, quantitative surveys were carried out to test for generalisation in the market place and to build up models of the correlations between demographics, self-concept, clothing attitudes, and overt consumer behaviours. The Taiwanese women's wear market was also segmented deductively and the consumer profile and behavioural pattern of each segment was described and explained accordingly.

This research makes accomplishments in the various aspects listed below:

1. A grounded theoretical model of the holistic phenomenon of consumers' clothing management in a cultural context;
2. A clothing attitude scale;
3. A theoretical model of the social psychology of clothing based on the correlations between demographics, self-concept, attitudes and consumer behaviour towards clothing;
4. Segmentation in the Taiwanese women's wear market with clear demographic and social psychological profiles in each segment;
5. A universal methodology of enquiring into holistic clothing consumer behaviour.

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Chapter 1

Introduction

1.1. Background

Taiwan society has been in a transitional period during the last few decades. The impetus of change in almost every aspect of daily life is still moving ahead. There is no sign of halt to the transition yet. On the contrary, the speed of change lately is even accelerating. People in Taiwan were in a process of modernisation and industrialisation from 1949 to 1985 when the per Capita National Income was striving to reach US\$3,000. Social changes reflected in the deconstruction from the big family clan into the molecular family and the shift from the rural areas to urban areas (Yang, 1981b). The liberalisation in politics, e.g. the nullification of martial law in 1987, resulted in more civil political rights which were stimulated and encouraged even more after loosening the newspaper and press censorship as well as the partisan control in the same year. Although people had been allowed to go overseas for tourism after 1981, the rate of going abroad did not obviously increase until 1988 when the control of foreign currency exchange was considerably loosened and the per Capita National Income was US\$5,829. The freedom gained from massive media exposure and travelling abroad offered much more opportunity to be exposed to various kinds of information and cultural exchanges. The globalisation and liberalisation of economic affairs in terms of financing, banking, and insurance in 1991, when the per Capita National Income was approaching US\$9,000, enabled people to collect and accumulate their wealth at a much faster speed. Due to the effectiveness of governmental policy, the development of information and other high-tech industries led to the economical growth and increased the Gross National Product (GNP) and the per Capita National Income from US\$8,982 and US\$8,189 in 1991, to US\$12,872 and US\$11,696 in 1996 respectively (Secretariat-General of Budget, Accounting, and Statistics, 1997a).

All these changes in the political and economic domains were initiated by the government within the five years from 1987 to 1991 and affected people's lives profoundly in almost every aspect. The general public's buying power increased four times in about ten years from 1985 to 1996. Taiwanese made great efforts to cope with the environmental changes evolved in a consecutive but accelerating mode from an agricultural to industrial to commercial and to consumer economy. This phenomenon is also shown by the data of value percentage of the service industry to total Gross Domestic Product (GDP) and commercial sector to service industry. The data show an increase from 50.0% in 1988 to 61.06% in 1996 and from 13.51% in 1989 to 16.25% in 1996 respectively (Secretariat-General of Budget, Accounting, and Statistics, 1997b). However, many social and cultural

disorders have emerged which imply a lack of preparation for cultivation and discipline which will need much more time to adjust attitudes toward various affairs in daily life. The whole society also needs more time to develop a new value system in order to face the challenge of a changing environment.

After 1995, when the government legitimised the cable T.V. together with the wide spread of the Internet, World Wide Web, and other information communication tools, Taiwan people have found it more difficult to keep up with the flux of information. If the characteristics reflected in the following phenomena are typical in a post-modern society, Taiwan society has also been in the process of transition from modernity to post-modernity (Jary & Jary, 1995, p509) in only about 10 years:

"...A world of flux, flow and fragmentation without absolute values, an end of the dominance of an overarching belief in 'scientific' rationality and a unitary theory of progress, the replacement of empiricist theories of representation and truth, and an increased emphasis on the importance of the unconscious, on free-floating of signs and images, and a plurality of viewpoints."

Phenomena which Kaiser, Nagasawa, and Hutton (1991, 1995) point out in the fashion world also happened simultaneously in Taiwan. Fashion markets being flooded with heterogeneous appearance-modifying commodities are typical showcases of the late-capitalism economy, which not only provide expression for human ambivalence in a multi-cultural and multi-value context, but also stimulate consumer demand (Jameson, 1983; Steele, 1988). A competitive profit orientation fuels change within and across "many competing fashion systems" (Craik, 1994, p225) and is conducive to symbolic ambiguities which consist of more than one layer of meaning through a manner of mix-and-match of the apparel product to juxtapose familiarity with novelty. In Taiwan, this complex is generated not only by market operations, but also by the lack of clear self-identity, which is due to Taiwan's peculiar political development in history. Women experienced more conflicts in self-development than men did. In general, the Taiwanese female's self-identity is still vague because self-awareness is still lingering between the value system of western individualism and Chinese family-centred collectivism (Fi, 1947; Ho, 1979; Yang, 1981a; Yu, 1983).

The researcher derived a conceptual framework (by observing the evolution process in the fashion industry with many years work experience and by discussing with many representatives of the fashion industry) to propose an ideal role development trend for the consumer, producer, and retailer according to the stage of economic development as shown in Table1. This Table was used to compare the ideal development trend in various stages to the observed current consumer behavioural phenomenon and the situation of the fashion industry. It shows that the prevailing roles of fashion consumers, producers, and retailers are all in between the second and the third stage. This implies some discrepancies and disorders

in the fashion market place and requires a broad study to provide solutions and to enable fashion marketers to offer what consumers really want in order to enhance the consumer's quality of life in respect of clothing.

1.1.1 The phenomenon of clothing management of Taiwan female fashion consumers

In the context of a transitional society, Taiwan is exposed to many contradictory phenomena in various aspects of daily life. Clothing consumption is one of these which can be examined from some prevalent phenomena:

1. Chasing up the fashion trend and adopting it right away without digesting the signified meaning of it,
2. Keen on following mass fashion, but expressing an inclination to individualisation,
3. Addicted to the brand name without a clear perception of that brand image and often mixing and matching things from varied brands together which are usually contradictory as far as image is concerned,
4. Owning membership or patron cards from various stores which are categorised in different types of channels,
5. Wearing clothes inappropriately which do not coincide with the setting of occasion they are attending,
6. The psychological age is much younger than the physiological age by at least ten years,
7. Being very price sensitive under the circumstances that they can choose from so many brands offering similar designs and quality levels in a small and condensed shopping area.

Many Taiwanese consumers are not well trained or lack taste to co-ordinate outfits in such a manner as to show off the beauty of fashion apparel, or to bring their quality and special features into full play. They sometimes have a low degree of confidence in the salespersons' constructive suggestions. They are inclined to judge quality in terms of price level (Xiau, 1990). This phenomenon is caused by interrelated factors to be discussed later in the section about the current situation of the fashion manufacturing and retailing industry. To sum up, Taiwanese consumers are still not well prepared to exercise their role and power to a degree that is congruent with their spending power. In other words, the awareness of their power, rights, and responsibilities is still quite weak. It is worth investigating Taiwan female fashion consumer's behaviours, their inner thought as well as attitudes, in order to get an insight into the current phenomenon in the marketplace and the underlying reasons so that consequences can be predicted more effectively.

1.1.2 The current situation of the fashion manufacturing and retailing industry in Taiwan

Although the apparel industry in Taiwan has been developing for more than forty

years, emphases on product design, brand developing, and marketing by top apparel companies became obvious only in the last fifteen years. The production value of the fashion industry, including accessories, in 1995 was US\$3.93 billions, approximately 17.1% of the total textiles industry, and 1.78% of the Manufacturing Sector (Bureau of Statistics, 1997a). Like other industries in Taiwan, the garment industry has always been known for its export-orientation. Both private sector and governmental agencies tend to neglect local consumers' needs. The export value of apparel goods, in a downward trend, was US\$3.13 billions in 1995, which was approximately 20.2% of the total textiles industry and 2.83% of the Manufacturing Sector (Bureau of Statistics, 1997b).

However, the import value, in an obviously upward trend, was US\$0.9 billions in 1995, approximately 2.56% of the total textiles industry and 0.9% of the Manufacturing Sector (Bureau of Statistics, 1997b). The local fashion market's sales value was over US\$4.3 billions in 1996 (Secretariat-General of Budget, Accounting, and Statistics, 1997c). This indicates that Taiwan, in the global division of labour, is changing her role from producer to buyer and from exporter to importer. Owing to the strong buying power and high interest in fashion apparel from the public, Taiwan has become a focal point in the global fashion market for attracting imports with a wide variety. It is worth noting that the imports are not only from the leading fashion countries with higher price levels, such as European countries, the U.S.A., and Japan, but also from less industrialised countries in the lower price level, such as Mainland China (via Hong Kong), Thailand, Indonesia, etc.

Most local manufacturers, although having the need for Original Brand Manufacturing (OBM) business operation, are reluctant to take the risk of developing their own brands or to create original designs. They would rather license foreign brands than invest in cultivating a design environment in the company and in market research on customers' preferences and behaviours. There is still a lack of experience in design management and interfacing managerial techniques between marketing, designing, engineering, and producing. In fact, the production volume from the manufacturer counts for only a small part, many small contractors and sub-contractors contribute a bigger proportion of the total production volume in the whole fashion industry.

The fashion retailing industry in Taiwan consists of various distribution channels, e.g. department stores, departmental specialities, boutique specialities, chain specialities, small specialities, discounters, hypermarkets, open markets and stalls, factory outlets, mail order, T.V. buying, etc. Most manufacturers who concentrate sales purely through retailing in lieu of wholesaling run their fashion selling by renting space in department stores. This is also the currently prevailing retailing system. The distribution through manufacturers' self-owned stores other than the concessions in department stores contributes only a small proportion of total domestic sales.

The researcher observed that, due to the lack of thorough study of customers'/ prospects' preferences, expectations, and purchasing behaviours, the understanding of demand is usually based on the accumulated experiences from market trials only, instead of collecting reliable data and information beforehand. Salespersons' low self-image and social class cause low job satisfaction and the feeling of not being rewarded for their accomplishments. Because of being very young, mostly aged from 18 to 30, and having relatively low education, they do not have enough life experience; neither do they have favourable overall capacity to be trained as fashion consultants to offer good service to customers. Without highly qualified personnel for executing the functions of merchandising, sourcing, and developing private labels, retailers would rather pass risks of dead stock and eroded profits to producers.

The characteristics of the current situation in Taiwan fashion markets can be summarised into the following points:

1. Lack of "integrated development" involved with all the sectors concerned, e.g. producer, retailer, research institute, educational institute, governmental agency, consumer, etc.
2. Lack of information and data with which producers and retailers can be informed of both the demand/supply conditions and social/cultural changes in consumers' lifestyles, attitudes, preferences, dispositions, and other clothing related behaviours in order to formulate business strategies effectively.
3. Long negligence of domestic markets from both the government and the industry itself in terms of the change and the trend of the local market demands to accumulate the so called "Taiwan Experience" in the whole spectrum of business management.

This research aims to provide the industry with comprehensive experimental data in both the social/psychological and the behavioural aspects of clothing consumption in the Taiwanese women's wear market. From the outcomes of this research, a consumer-driven fashion industry could be informed of the social/culture-related attitude, preference, disposition, and other clothing-related behaviour which could help formulate effective business strategies. It also functions as an initial step by building up a research methodology to stimulate further consumer studies in fashion markets:

1.2. Mode of the Study

1.2.1 Research methodology

This research is executed by using multiple methods including qualitative and quantitative study to explore the overall Taiwan female fashion consumer's social psychology and behaviour from cognitive, symbolic-interactionist, and cultural perspectives. The researcher notices that people manage their dress based on individual thought and

cognition of utility and benefit. Their decision is also based on their perceptions of meanings of clothing in social relations through social (symbolic) interactions with others in everyday life in the cultural context, as well as in fashion process (Kaiser, 1993, p41). Besides, in a society with more diversified value systems nowadays there is more room and freedom for individuals dressing themselves only for hedonistic reasons. The researcher also thinks that unfathomable and complex clothing behaviours can only be understood using combined approaches to exploring the psychological thinking and social interactions in everyday life and the influences of the environmental background in which the individuals are positioned. Kaiser (1990, p56; 1993) also suggested that cognitive, social-interactionist, and cultural perspectives could jointly broaden the vision of research on the holistic clothing consumer behaviours.

In the qualitative phase, three techniques were applied to analyse the narrative data of consumer in-depth interviews, e.g. grounded theory analysis, ethnographic analysis, and descriptions based on the existential-phenomenological perspective. Ethnographical analysis was used to define cultural domains, and to interpret and explain the characteristics and attributes of the domain as well as to find out general themes indicative of the phenomena under study. The means of description from an existential-phenomenological perspective was used to delineate the holistic picture and to obtain an overview on the subject matters concerned from consumer informants' viewpoints. The first-person descriptive analysis of narrative data was undertaken to obtain meanings and general impressions. The grounded theory analysis was used to propose underlying theories which were abstracted from conceptualising what some consumer informants mentioned about their clothing affairs into categories, comparing one with another to see the relationship among the categories and the relationship to the whole. The grounded theoretical analysis, by inductively checking the deductive propositions, was used to develop theories grounded in data.

Based on the propositions and presumptions evolved from the findings of the qualitative study, quantitative surveys were carried out to test for generalisation in the market place and to build up models indicating the correlation of demographics, self-concept, attitude toward clothing, and overt behaviours. The Taiwanese women's wear market can also be segmented deductively and consumer behavioural pattern of each segment can be described and explained respectively.

Both research phases were executed from all three perspectives: namely, cognitive, symbolic interactionist, and cultural. The differences are that the qualitative research inquired into deeper insights and obtained comprehensive understanding of individuals' social psychology of clothing and their overt consuming practices and meanings in a Chinese cultural context (Boynton-Arthur, 1993). It also served as a grounded study to elicit

inductively propositions for further enquiry in the quantitative study. Survey questionnaires were also designed based on the collection of adjectives and sentences used by consumer informants. On the other hand, the quantitative research explored the general social phenomena of clothing, the implicit meanings in current Chinese cultural context in Taiwan, and their implications for Taiwan women's wear markets and educators. The research methodology is depicted as shown in Figure 1.

1.2.2. Research scope

1.2.2.1. Focal group

The present research focused on studying the holistic clothing behaviour of Taiwan's female fashion consumers aged from 25 to 39. The focal group in the research was chosen based on the findings of a pilot survey of Taipei females' clothing and appearance management and their general life styles (Appendix 1) for the following reasons:

1. The population of this age group shares a big proportion (totally 45.1%, 14.7% for 25 to 29 and 30.4% for 30 to 39 respectively) of the whole population from the age of 15 to 65 in Taipei metropolitan area (Ministry of the Interior, 1991).
2. There are many different stages in the family life cycle of this age span, including single, new couple, new parent, full nest I and full nest II.
3. There are different needs for a wide variety of clothes in various stages of the family life cycle.
4. They are the major source of customers for young women's and ladies' fashion, which are the most important sections of the women's wear market in Taiwan.
5. According to women's Fashion Market Sector Overview on Key Note Report (1992) from Key Note Publications Ltd. in the U.K., the women's wear retailers and brands separate female consumers into three groups, say 15-24, 25-39, 40 and above. Women aged from 25 to 39 are viewed as a key population, showing typical behaviours different from people in the other two age groups.

Generally speaking, people ideally finish their education and participate in job markets aged 23 to 24. Age 25 is when people start having steady arbitrarily disposable monthly income to spend. Also they are likely to pay more attention to appearance and start climbing the social ladder. 30-39 is an age span when women tend to spend more time and make more efforts to raise children and to take more responsibilities in their jobs. Their clothing behavioural type which might be different from that of people aged 25 to 29 would be interesting to compare with each other.

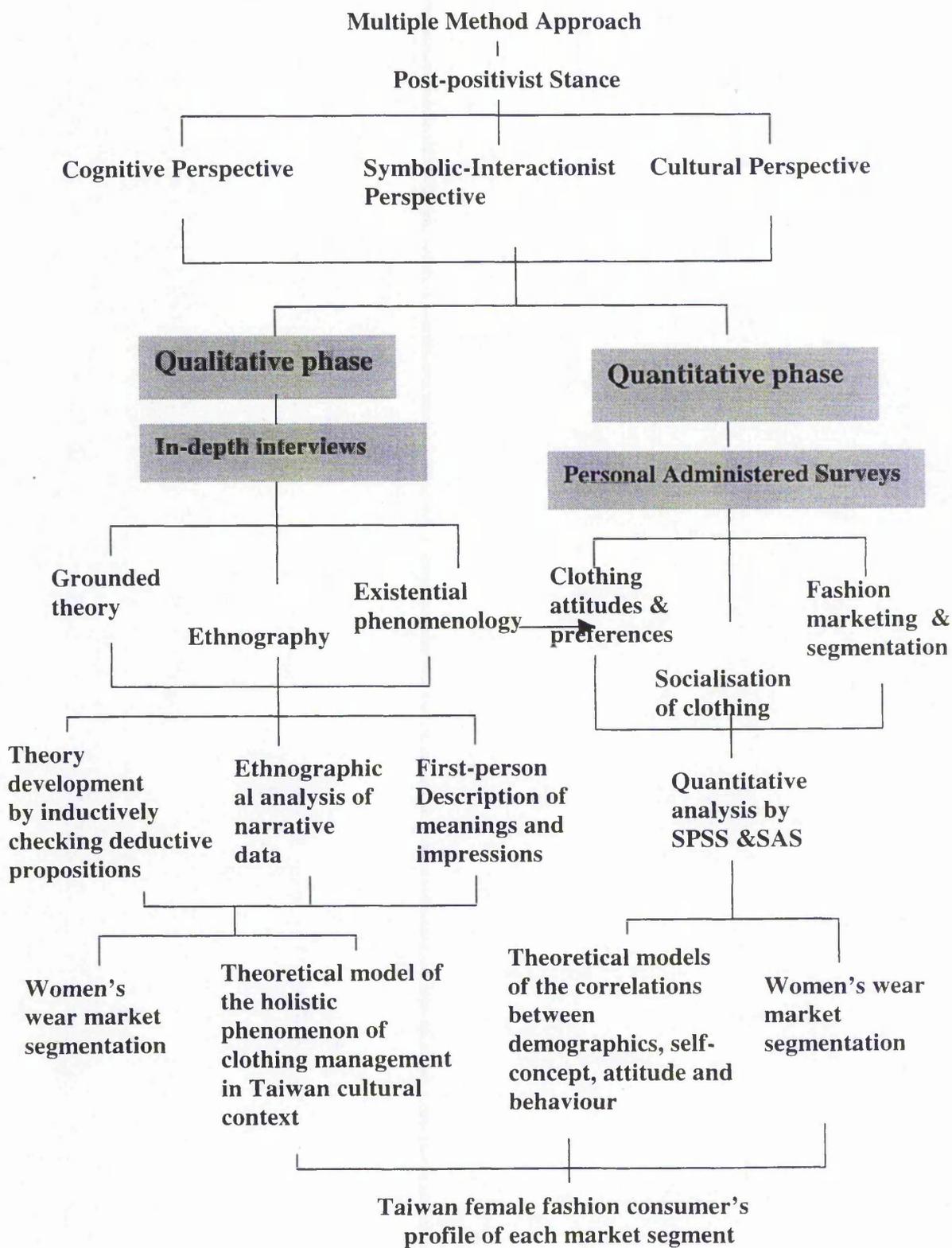


Figure 1. Methodology of Research on Taiwan's Female Fashion Consumers and the Implications for the Taiwanese Women's Wear Market

The focal group of the final comprehensive quantitative survey for developing the theory of total clothing management in the quantitative phase was broadened to cover the subject from age 18 to 39. Although the subjects were chosen at the age of 25 to 39 by observation of the surveyors, it was found that, based on the Daniel and Hodge Stratification Analysis of SPSS, the subjects were always stratified into three groups, say 24 and below, 25 to 34, as well as 35 and above in the first two consecutive surveys.

1.2.2.2. Time period of the research

The pilot survey for selecting the focal group by age and the grounded theory study were executed in the period from late 1992 till late 1994. The three consecutive quantitative surveys were conducted from middle 1995 to late 1997. Except for the change in the age span of the focal group in the final comprehensive survey for developing the theory of the individual total clothing management, the time span did not deteriorate the reliability and validity of either the qualitative and quantitative study. The former concentrated on probing the deeper insights into the singularities and heterogeneousness of social psychological profiles and clothing consumer behaviours in a cultural context, while the latter focused on generalising the underlying principles of the holistic clothing phenomenon which is relatively independent of the limitation of time during the period of this research.

1.2.2.3. Research area

The research area where the focal group of both qualitative and quantitative study came from was in the Taipei metropolitan area. Taipei is the Capital of the Republic of China. It and the surrounding area represent the most active places, aggregating a range of political, commercial, cultural, and social activities. People from other places come to Taipei for education and jobs, causing continuous mobility in the population. Besides, Taipei is a fashion city, leading the fashion trend. It is also a place where apparel firms experiment with various kinds of marketing mix in Taiwan. It generates the biggest proportion in fashion sales which catches the focal attention of the industry. 37 consumer informants in the qualitative study were recruited through a thoroughly planned procedure. The result and finding is reported in the section of Qualitative Study. The respondents of the three consecutive surveys in the quantitative phase, numbering 220, 585, and 795 respectively, were selected by the surveyor in the commercial centres in the Taipei metropolitan area where various fashion retailing stores aggregate. Analysed results from these three consecutive surveys represent the behaviours of Taiwan's female consumers of marketed fashion apparel in metropolitan areas.

1.2.2.4. Target place of the quantitative study

The department stores (boutiques), non-department stores (general speciality stores, chain stores, hypermarkets), and the night markets and clothes stalls were the spots where the respondents were located and asked to go through the quantitative questionnaire. The respondents who appeared inside or in the vicinity of fashion retail stores were most likely to be the customers of ready-made fashion clothes. They were more likely to be stimulated and targeted by information, advertisements, and promotional activities. Their attitudes toward clothing and their behavioural patterns were of great interest to the fashion industry.

1.2.2.5. Clothing type of the quantitative study

The social/party dress, urban sportswear, and the brassiere were initially focused on to see if there were any differences in attitude and in overt consumer behaviour. The research then concentrated only on the evening (social/party) dress at the final stage of the quantitative study based on the findings of two surveys for developing the attitude scale. The evening dress and the urban sportswear could not be clearly differentiated by Taiwanese female consumers in daily practice. The brassiere could only be viewed as a supplementary item in dress, which cannot be appreciated as clearly as the outerwear.

1.2.3. Research procedure

Before carrying out the whole research, the researcher first took an overview of which specific areas, identified by some key people from the industry representing designer, retailer, importer, and manufacturer in interviews, needed most to be explored. A literature review was also undertaken to obtain a theoretical background for initiating a conceptual framework. However, these two activities did not function as a base to make any assumptions for the qualitative and quantitative study. The researcher inquired, from scratch, into the holistic phenomenon of consumer's total clothing management in the marketplace in order to collect grounded data in a cultural context. Findings derived from the consumer in-depth interviews acted as a base to make presumptions and hypotheses for the following quantitative study. The conceptual framework was modified during the whole process, based on the accumulative improvement of understand and catching the critical variables in the holistic phenomenon of total clothing management. To sum up, this research was executed in a way of spirally deploying the probing steps and continuously revising the classification (Dey, 1993; Goetz & Lecompt, 1984; Tesch, 1990) to develop conclusions and suggestions. The research procedure is depicted as shown in Figure 2.

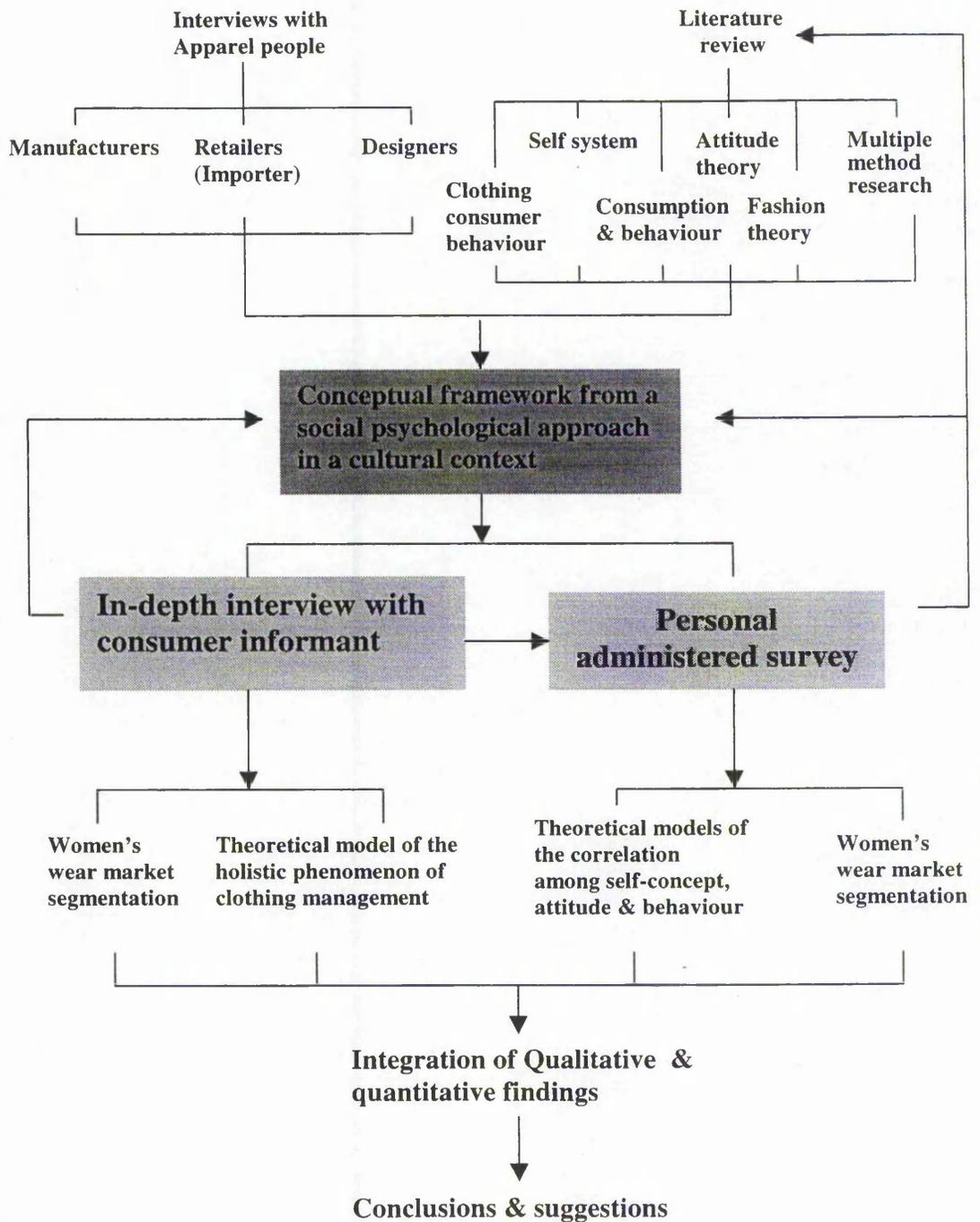


Figure 2. Procedure of Research on Taiwan's Female Fashion Consumers and the Implications for the Taiwanese Women's Wear Market

1.2.3.1. Qualitative study

The qualitative study was an indigenous study to inquire into the holistic phenomenon of total clothing management by a grounded theory approach. It was executed in several stages, as listed below:

1. A preliminary study was carried out by interviewing 6 people in record and many other professionals in informal settings, representing designer, retailer, importer, and manufacturer as well as many other professionals to ascertain the best choice and definition of dependent and independent variables indicative of local female fashion consumers' interests, also to attain deeper insights into the whole fashion industry from various point of view.
2. A pilot survey (Appendix 1) with 259 respondents was executed to select a focal group aged from 25 to 39 because this group is more versatile and diverse in needs and wants for clothing in a wide spectrum of stages of family life cycle.
3. In-depth interviews were undertaken, based on some open-ended questions (Appendix 2), with 37 female informants on their holistic clothing management including inner thinking of themselves and attitudes toward clothing. The recruit procedure of consumer informants is shown in Appendix 3. Narrative data were analysed on the basis of the method used in ethnography, grounded theory, and existential-phenomenology.
4. Five typical types of informants were differentiated, based on the existential-phenomenological method of describing the analysed narrative data. The social psychological and economical profile and the overt clothing behaviour of each type in the modern Chinese cultural context in Taiwan was delineated, which the audience could relate to the customer types of various market segments in the quantitative phase. The case history of each individual's clothing consumption and her profile may change over her lifetime.
5. A grounded theory was articulated, based on the grounded theory method in a paradigmatic mode of analysing the narrative data, to generalise the holistic phenomenon of the individual's total clothing management found in the Taipei metropolitan area.

1.2.3.2. Quantitative study

The quantitative study was executed to generalise total clothing management into theoretical models from a social psychological approach in cognitive, symbolic-interactionist, and cultural perspectives, which will not change quickly over time. It also included several stages as listed below:

1. One existing scale concerning the awareness of self (Cheng, Wang & Wu, 1990) was

adopted to measure the construct of Chinese self-concept, combined with 14 pairs of personality trait (Lee, 1985) , in order to get a varied self-type.

2. A scale of attitude toward clothing was developed in three consecutive surveys, each had 220, 585 and 795 respondents respectively, as a major tool to collect data for generalising the findings of the qualitative study and proving the correlation stated in the conceptual model as shown in Figure 3. The first one was the attitude toward different types of clothes. The second was modified from the first one with a focus on evening dress to explore the attitude and socialisation of clothing. The third was the most reliable and valid one, developed on the basis of modification of the first two ones, focusing on comprehensive marketing and segmentation.
3. A generalised theoretical model of clothing behaviour was deduced together with more insights generated by various analytical methods, stating the interrelationships among demographics, self-concept, attitude, and clothing behaviour .
4. Market segmentation was made on the basis of findings and customer profiles were delineated for each segment.

1.3. The Development of the Research Program

This research was undertaken by using multiple methods, including qualitative and quantitative study, to explore the overall Taiwanese female fashion consumer's social psychology and behaviour of clothing from cognitive, symbolic-interactionist, and cultural perspectives. In the beginning, a conceptual framework, as shown in Figure 3, was developed in a series of modification, as a base to design the open-ended questionnaire for interviewing consumer informants. The conceptual framework contained three domains: namely, personal attributes, attitudes towards clothing, and clothing consumer behaviour which may provide consumer profile delineation with demographic and psychographic information, preferences, and activities. The following is the rationale of each variable in the framework.

Personal attributes consisted of demographic characteristics and self-concept. "Demographics" generally collect information in respect of age, education, vocation, occupation, children, social belonging, and personal monthly income. In family and in society as a whole, "self-concept" gradually develops throughout childhood and adolescence until adulthood. It is cultivated in a process of socialisation, therefore the value system in a cultural context has a profound influence on what individuals think of themselves. This phenomenon is thought to be even more pronounced in Taiwan's society.

"Attitude towards clothing" is how individual beliefs in what clothes can be worn or are

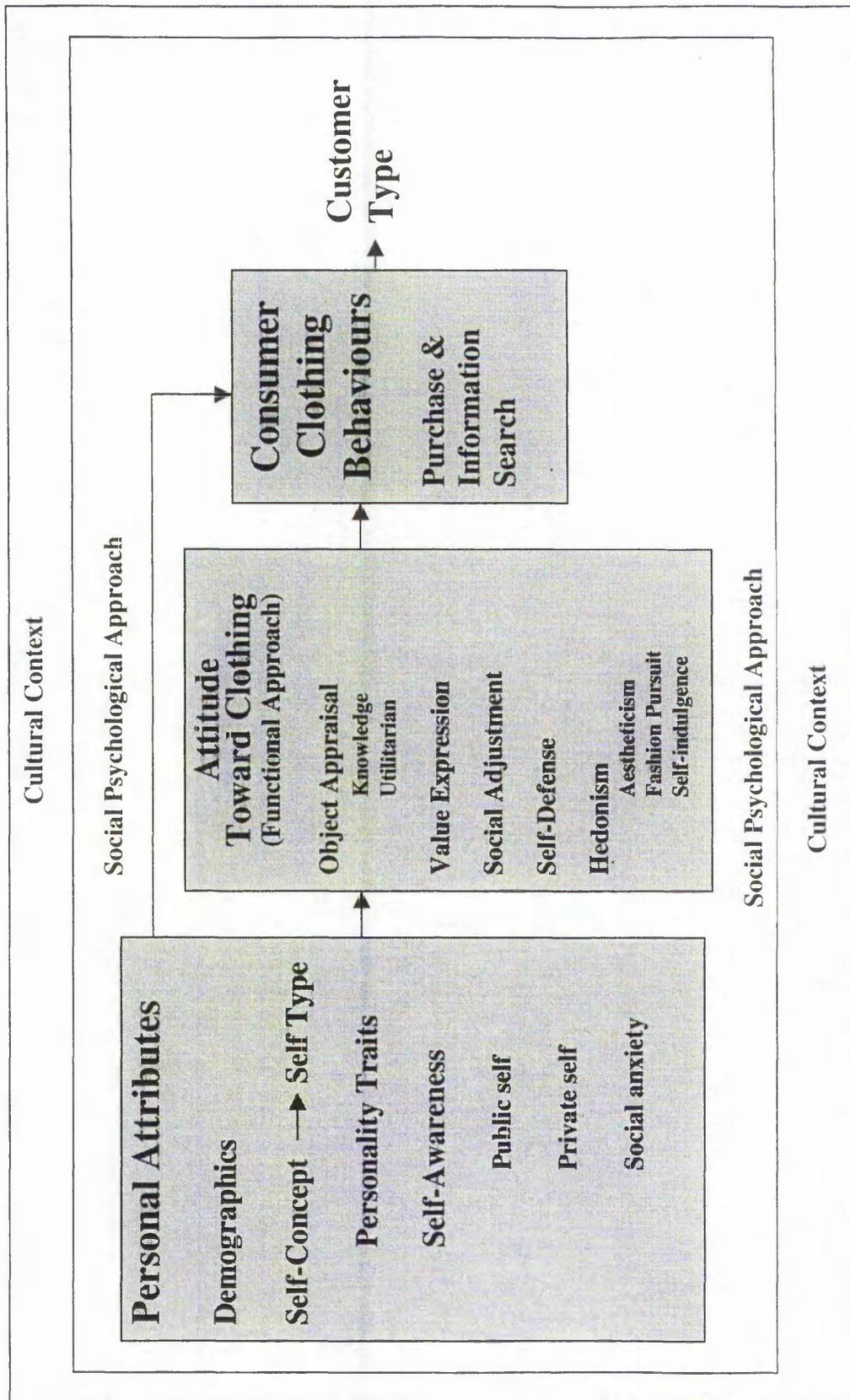


Figure 3. Conceptual Framework of the Social Psychology of Clothing

conducive to satisfying the internal psychological need. Attitude is a relatively stable system of belief concerning an object and resulting in an evaluation of the object. It is also viewed as some internal affective orientation that would explain the action of a person. Therefore, attitude seems to act as a mediator between self-concept and overt behaviour. In this research, the concept of "attitude towards clothing" covered the cognition of clothing in general and phenomena, such as fashion trend and various marketing stimuli observed in the marketplace, as well as the motivation of selection and purchase of clothing in order to probe into varied physiological and psychological needs which clothing as an object could fulfil. In the light of Greenwald's LORh5's theory (1989), the attitude towards clothing has to be investigated by differentiating the level of object, category, proposition, and schema in order to clearly define the domain of the object. In this way researches can obtain a better understanding of the relationship between attitude and overt behaviour toward the object. The attitude scale in the first survey consisted of the level of category, proposition, and schema to obtain general overview about preference, motivation, and principles of dress. While in the second and third surveys, there was only one type, the proposition, in terms of the motivation of buying social/party dress (reasoning for fulfilling varied kinds of need), the behavioural intention of purchase and use, and the cognition of clothing and phenomenon observed in the marketplace in order to investigate specifically the correlations between self-concept, attitude, and behaviour.

"Clothing behaviour" included the general pattern of external behavioural practice of an individual in the process of consuming product.

Although the conceptual framework functioned as a base in the research, it was modified several times throughout the process of both the qualitative and the quantitative study based on the accumulative progress of specifying the critical factors in all aspects that are essential to influence, interpret, and predict overt clothing behaviour. Reasons for the single direction of the correlation among the variables in the framework are stated as follows:

1. Demographic attributes are concrete and existed before the research was launched.
2. Although the attitude towards clothing and the psychology of behaviour change throughout a lifetime, they tend to become steady after socialisation before adulthood. Therefore, the assumption can be made that self-concept influences a specific aspect of psychology, e.g. attitude, and thereafter overt behaviour occurs.

There is a need for continually carrying out experimental surveys and in-depth interviews to follow up the route of possible change in critical variables and their correlation as stated in the framework. Although the change might result from the evolution of time and

the implicit cultural changes, the correlation should still be steady enough during the time the research was conducted. Whether the correlation between self-concept, attitude towards clothing, and clothing behaviour is in a single direction needs to be further explored and clarified based on the models built in this research.

An open-ended questionnaire was derived as a guide for the in-depth interviews to explore the everyday life to obtain an overall understanding of how an individual Taiwan female manages her wardrobe. The questions cover what the informant thinks she is, how she thinks of her dress being influenced by her self-concept, why and what she selects as a piece of clothing to fit with what she needs, how clothing preference changes throughout her life, and how she practices in everyday life to purchase, wear, and handle clothing. The open-ended questionnaire is shown in Appendix 2.

Propositions, as shown as follows, were developed based on the generalisation of the findings of 37 in-depth interviews with consumer informants which were used to derive hypotheses in the quantitative surveys.

1. The higher the degree of self-differentiation due to varied activities in lifestyle, the more diversified was the wardrobe in order to fulfil different needs in daily life which also influence purchase behaviour.
2. There are different needs for different kinds of clothes. In other words, each different kind of clothing has a different function in both physiological and psychological aspects.
3. Attitude toward, selection of, and use of clothing changes during the life span due to the change of age, social economic status, and the stage in the family life cycle. Several questions are raised to cope with this phenomenon:
 - a. How is the change of apparel-preferences and attitudes traced back and followed up?
 - b. What are the appropriate marketing strategies for responding to the changes in customers' life spans?
 - i. Focusing on a specific group of customers and modifying the marketing plan to cope with the changes throughout their life in order to keep the repurchasing rate high for as long as possible?
 - ii. Focusing on a group of customers with a fixed age range and social economical status, which would change over time in order to keep the marketing plan relatively stable?
4. Consumers might stabilise their clothing preferences at approximately 30 years old in terms of colours, clothing types, and fashion adoption. For example, from bright and colourful prints to plain, dull and colourless plain dyed materials; from co-ordinates to suits or dresses; from fashion chasing to conservative or classic look.

5. Taiwan females have a strong inclination to "self-monitor". This is shown in various ways, such as self-expression, sensitivity to others' feeling and responses, concern about the suitability of behaviours in social contexts, and comparing with others.
6. The inclination to self-monitor influences attitudes toward clothing and the selection and use of clothes.
7. Taiwan females intentionally and consciously use clothing as a tool to make good impressions on other people.
8. Different people might have the same attitudes toward clothing, e.g. not considering clothing important, not willing to spend time, money, and mind on clothing, with strong clothing awareness, plenty of knowledge of clothing, etc. However, due to differences of social economical status, aesthetic tastes, and the stage in the family life cycle, the external behaviours of clothing selection and use might still be different.
9. On the contrary, people with the same demographic profile might have different self-concept, attitude toward clothing, and overt clothing behaviours.
10. Different consumers with different psychological characteristics and different attitudes toward clothing might still show similar or the same clothing consuming practices.
11. People, having the cognition of discrepancy between other people's impression and self-perceptions due to appearance, tend to pay more attention to clothing.
12. Owing to the characteristics of the Taiwanese female's self-concept as relation-, other-, and situation-oriented, Taiwanese women dress themselves mainly for conformity and courtesy to meet what the social norms require of them in varied role-playing. However, they have no clear sense of formal and informal outfits being used appropriately in different settings.

Originally, the scope of clothes type covered evening (social/party) dress, urban sports wear, and brassiere as different kinds of clothes fulfilling different needs. In the pre-test of the first survey, it was found that Taiwan females mixed evening dress with urban sportswear together, which meant that sportswear was worn on various occasions, including formal social settings. These two types of outerwear could not be clearly distinguished. Most Taiwan females wear a brassiere for their physiological and psychological needs, appealing to body shape or simply pleasing themselves. The brassiere is an intimate foundation garment with less degree of expressive value in comparison to outerwear. In the first and second survey, it was found that the motivation of purchasing and using the brassiere was vague and too ambiguous to be clearly articulated by the respondent. In the end, there was only evening dress (social/party dress) as a target to measure relevant attitudes and behaviours.

The researcher accumulated the understanding of and experience in exploring the

holistic clothing phenomenon by qualitative in-depth interviews with consumer informants. The quantitative questionnaires were designed on the basis of the thinking structure nurtured and facilitated by the ethnography and the grounded theory study which concerned the subject as stated below:

1. The consumer's point of view on her/his physical body, dress, and the interfacing relation of dress to self explicitly and implicitly has an effect on and is influenced by the psychological and physiological need in a social/cultural context.
2. The clothing phenomenon is complex. It is affected by personal characteristics, such as self-concept and demographics, and also by attitudes toward clothing as a daily necessity and toward dressing as a social communication tool. Clothing phenomenon can be observed from the external usage and selection process and interpreted from decoding the underlying meanings.

The first two surveys in clothing attitude, preference, and socialisation of clothing were executed to clarify the correlation between the variables in the conceptual framework. The last (the third) survey was on larger scale, with 795 respondents, and was carried out to prove the correlation between demographics, self-concept, attitude toward clothing, and clothing behaviour and to come out comprehensive segmentation conclusion and marketing implications. Questionnaires of the three surveys are shown in Appendix 4 and 5, each of which includes an attitude scale respectively.

The scale measuring attitude towards clothing was gradually developed by three consecutive surveys. A different focus was emphasised in each survey: clothing attitude and preference in the first, socialisation of clothing in the second, and fashion marketing and segmentation in the third.

Critical variables of self-concept also altered several times. Self-characteristics, self-awareness, self-monitoring, gender role, modernity/traditionality, and individualism/collectivism were all considered critical in depicting self-concept in the conceptual framework. The self-monitoring Scale (1974) was questioned and challenged by Lennox and Raymond (1984) for the incompatibility between components that the scale intended to measure and the psychological construct the component represented. Besides, the scale of self-awareness developed by Cheng, Wang, and Wu (1990) is similar, in the sense of social anxiety, private self, and public self, to the scale of self-monitoring developed by Snyder (1987). The contents of the scale of individualism/collectivism derived by Triandis (1987) and the scale of modernity/ traditionality by Yang and Yu (1989) have no direct connection to clothing behaviour. A semantic differentiation scale of personality trait with 14 pairs of adjectives describing feminine and masculine characteristics was derived on the basis of the

pool of adjective words collected specifically for the Chinese gender role by Lee (1985). In the end, the subject of self-concept in the conceptual framework contains only critical but relevant variables, e.g. personality trait (Lee, 1985) and self-awareness (Cheng, Wang & Wu, 1990), for they were both tested in the Chinese cultural context in Taiwan.

Because the researcher continually tested and selected critical variables and modified the measuring scale, the degree of “goodness and fit” of sample (correlation coefficient and Canonical correlation), reliability (Cronbach alpha value), and validity (item discrimination and factor analysis) was much improved in the third survey to clearly explain and predict clothing behaviour. Market segment could also be better differentiated by cluster analysis and consumer demographic, and social psychological profiles could be clearly delineated from the results of the third survey. The third comprehensive questionnaire, including the scale of attitude toward clothing, the dichotomy of personality traits derived from Lee’s (1985) research, and the scale of Self-awareness developed by Cheng, Wang, & Wu (1990), was designed based on the structure shown in Figure 4.

Exploring the correlations between demographics, self-concept, attitude toward clothing, and clothing behaviour also derived a theoretical model for future inquiry into the holistic phenomenon of total clothing management for other markets or in other cultural contexts. Cluster analysis and factor analysis were used to categorise consumers and to classify the conceptual variables, whereas Canonical analysis was used to find out the structural relations between variables in order to make sure of the consistency of the structural relation. These analytical methods generated more insights into the psychological orientations and behavioural patterns to supplement the theoretical model in explaining and predicting clothing consumer behaviour.

To sum up, this research makes contributions in various aspects as listed below:

1. A grounded theoretical model of the holistic phenomenon of clothing management;
2. A theoretical model of the social psychology of clothing with respect to the correlations between demographics, self-concept, attitude toward clothing, and clothing behaviour;
3. A scale of attitudes towards clothing;
4. Segmentation for Taiwan women’s wear market with clear demographic and social psychological profiles in each segment;
5. A universal methodology to enquire into clothing consumer behaviour.

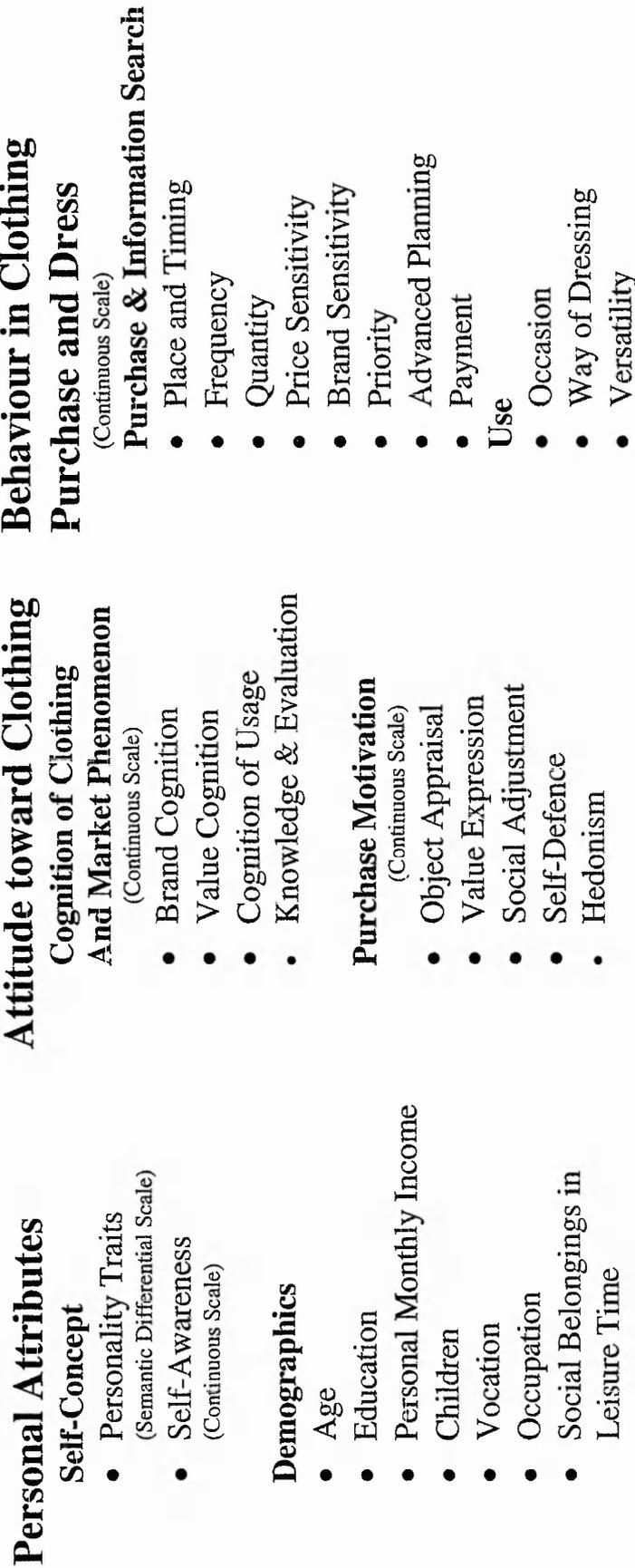


Figure 4. Questionnaire Structure of the Final (Third) Survey of Taiwan's Female Fashion Consumers and the Implications for the Taiwanese Women's Wear Market

Chapter 2

Review of Literature

2.1. Clothing Consumer Behaviour

Various theories have been proposed and explored to understand and explain the reason or motivation behind why people dress themselves. S. Kaiser (1990, pp14-18) did a comprehensive review of the early theories on why people first wore clothing. This showed that some of the early theorising and field work reflected the influence and bias of evolutionary thought (Jasper & Roach-Higgins, 1987). Therefore, it is important to examine critically the four theories emerging from these earliest writings and to consider them in the context of the times in which they were developed. So-called modesty theory (Biblical explanation of clothing): to conceal the private parts of the body; immodesty theory (E.A. Westermarck, in Kaiser, 1990, p14): to display the body to attract others; adornment theory (Anthropologists around the turn of the century): to use the decorative nature of clothes and other forms of appearance modification for the purposes of display; protection theory: to protect against the climate or insects. There are the four basic instinct theories of motivation, but they are thought to be too cumbersome to be useful (Ryan, 1966).

Identifying clothing as a basic human need, along with food and shelter, Dearborn (Kaiser, 1990, p19) developed a list of ways in which clothing, in some time or place, protected individuals from various kinds of fears, including fear of ridicule, fear of being judged as inefficient, stupid, immodest, poor, lacking good taste or self-respect, fear of being unattractive, and fear of skin irritation or discomfort. Hurlock (Kaiser, 1990, p19) asserted that people wore clothes also because of needing to please their own or the opposite sex, dressing to appear prosperous, enhancing their best physical assets, or showing modesty. Barr's research (Kaiser, 1990, p21) indicated that the desire to conform with the clothing of others was the most frequent or pervasive motive indicated and even overlapped with some other motives such as modesty.

Since the late 1940s, clothing scholars housed in home economics programs in the U.S.A. started to develop research methodology and propose theories about the social aspects of clothing from their own stance with an interdisciplinary mode with sociological, anthropological, and psychological scholars. The emphasis was placed on the study of

clothing in the context of its cultural, social, psychological, physical, economic, and aesthetic relations (Horn, 1965).

Creekmore (1963) found that people liked to bring out the best in their personal appearance and express themselves. They had a need for belonging and self-esteem, and their behaviour related to the use of clothing as a status symbol and as a tool to enhance their personal appearance. Clothing not only serves individual, social psychological, and physical needs but also is a cultural representation and art form (Wilson, 1985). Rosencranz (1965) noted that motives related to clothing are often disguised, complex, and numerous—even for a single situation. Therefore, she suggested the need for a focus on meanings in social situations and for a consideration of how, as well as why, clothing has meaning.

Symbolic interaction is a perspective that some sociologists, G.H. Mead for example, considered to explain fashion change and clothing behaviour. It focuses on social processes related to how meanings are constructed and reconstructed in everyday life (Kaiser, 1990, p23). Blumer (1969a) expanded on the idea of interaction as a process of people sharing meanings and fitting their lines of action together, and emphasised that social interaction should be studied as a dynamic process, rather than as a static entity. He also asserted the concept of collective selection (1969b) to explain the phenomenon of fashion change. In the article on “Appearance and the Self”, Stone (1965) linked appearance and, more specifically, clothing, to how individuals are socialised in a society and how appearance is a factor in the development of their self-concepts. Goffman’s (1959) perspective of dramaturgy focused on strategies people use when they present themselves to others in social interaction. This perspective emphasised the use of clothing as a “costume” that enables individuals to assume social roles with some degree of credibility in the various regions of daily life.

Other than the perspective of symbolic interaction, social psychologists started being interested in probing into how people perceived one another and how people formed impressions about other people. This relates to the cognitive perspective (Kaiser, 1990, p24). Research in social psychology dealt with attitudes and attitude change in the 1960s which noted the growth of a youth culture that brought about a shift in societal emphasis from material success to meaningful social relationships. McGuire (1985, 1989) explored how people used appearance as a cue to attract each other and what effect the cue had on the responses and how they reflected actual attitudes.

Market researchers studied the characteristics of fashion followers at various stages in the cycle of a new style, with the purpose of understanding how early adopters of styles could be influenced. The assumption underlying this is that, if “innovators” and “fashion leaders” can be appealed to by more effective marketing and advertising procedures, they will, in turn, influence other consumers to adopt a new style. The study of how cultural meanings are conveyed and transformed through dress is a field of semiotics that takes in the cultural perspective (Kaiser, 1990, p25). This interdisciplinary approach to culture addresses the symbolic realm of social life, encompassing the study of the cultural forms and social relationship to the arts, the media, and the historical and contemporary value systems or ideologies characterising a culture or groups within a culture. This approach incorporates a strong focus on expressive culture (Kaiser, 1990, p25), or the artefacts or products of culture, including clothing and fashion. Hamilton (1987) adopted the concept of “thick description” from the anthropologist C. Geertz (1973), which noted that clothing, as a form of culture, can be thickly described in a cultural context. Hosino (1991) mentioned that clothing, as a part of appearance, was a semiotic expression and must be pursued in a social context instead of a private space where clothes are worn for some basic physical and psychological needs only.

Part of the impetus for a renewed focus on expressive culture in the 1980s was the breakdown of aesthetic and social criteria for art forms, associated with a cultural condition, referred to as postmodernism (Gitlin, 1989). Using a semiotics and cultural studies approach, Hebdige (1994) focused on the subcultures’ development of their own products to convey meanings that diverge from a larger culture, with an emphasis on social practice and social relationships. The implications of studying social psychological processes with sensitivity to clothing customs and fashion as forms of expressive culture have become evident. It is critical in merchandising-oriented research to uncover social meanings that both direct and explain consumer behaviour towards appearance-related products (Hamilton, 1988).

2.2. Consumption and Behaviour

Consumption is a process by which goods and services are acquired and used to satisfy certain economic needs (Jary & Jary, 1995). In the past, sociologists viewed consumption as merely a reflection of production, instead of as an independent field worthy of further study. Consumer behaviour refers to the process of an individual’s or group’s direct participation in selecting, purchasing, using, and disposing of economic goods and

services (including ideas, experiences) to satisfy needs and desires (Engel, Blackwell & Miniard, 1990; Solomon, 1992). The Directorate-General of Budget, Accounting, and Statistics (DGBAS) in Taiwan, R.O.C. categorises consumer expenditure to examine the ratios of various types of household spending and their relative declines and growths. Scholars in Taiwan mostly follow the definition, made by the DGBAS, that is similar to the above definition of consumer behaviour, and they conduct empirical researches into the quantities of different consumption categories which lack critical and qualitative researches into the nature and characteristics of consumption (Chen, 1995).

Consumption is the actual process of mankind making use of nature, by which the objects produced for mankind are transformed and destroyed. Therefore, each consumption process can be viewed as a production process in which the concrete work of mankind is reproduced (Preteceille & Terrail, 1985). Consumption refers not only to the utilisation or possession of goods but also to the continuous sending and receiving of symbolic codes. It is a stage where goods are projected symbols and values, a stage where symbols (cultures) are reflected in commodities (Poster, 1988). Since the symbolic structure is the basic core of commodities, commodities are able to bear the effects brought by meaning and become a holistic medium, a communication system capable of controlling all social exchanges. Consumption should be viewed as an integral part of social institutions, in which individuals are interconnected with others by the possession and utilisation of goods (Douglas & Isherwood, 1996). The goods themselves are neutral, but their utilisation is social. The utilisation and consumption of goods is a type of social communication system which establishes the social relationship between individuals.

Featherstone (1990) thought that consumption induces production and serves as a means to drive people to work. It is also used as a means to divide the social groups and the status to which individuals attach themselves. Furthermore, consumption is a source of dreams and happiness for individuals (Holbrook & Hirschman, 1982). Naturally, individuals make choices based on a set of aesthetic standards or taste differences in existing cultural contexts. Individual choices regarding consumption are influenced by various factors; namely, age, social economic status, domicile, religion, family background, and the needs of his/her personality traits reflecting on certain cultural types (Engel, Blackwell & Miniard, 1990; Solomon, 1992). Consumption, therefore, combines culture with daily life (Chen, 1995). On the surface, individuals can take control over their lifestyles by consumer behaviour. Essentially, differences in function, role, and meaning of consumer behaviour in life reflect the inner values and psychological demand of those in different groups.

We can understand the development of consumption history and the evolution of consumption culture from several reviews undertaken by certain scholars. The idea of the

objective market began to take shape in Western society after the middle ages (Steele, 1988). In the 16th century, the convergence of market theory and the idea of national development promoted market revolution, as well as the rise of capitalism. Since the 18th century, the market in its modern form emerged gradually. Innovation was shown in commodity window display, shop design, commodity distribution, and advertising in various forms, such as business cards, store signs, newspapers, etc. (Baudrillard, 1983, p84; McKendrick, Brewer & Plumb, 1982; Wilson, 1985, p22). This period also saw the beginning of the fashion system. The rapid growth of the fashion system was essential to the consumption revolution (Fullerton, 1984). In the second half of the 19th century, the emergence of department stores changed people's purchasing behaviour (Steele, 1988). This was an important stage in the development of consumption patterns. Consumption was no longer confined as a secondary activity essential to family life; rather, it became a large-scale priority mission for the society and individuals. The formation of a consumption culture is traced back to the activities of the urban elite (Fox & Lears, 1983). Since the end of the 19th century, the combination of individual Epicureanism (relaxation as therapy) and emerging professional management, coupled with a mature national market, established a nation-wide advertising system. In the 20th century, the U.S.-based modern consumption culture gradually took shape (Fox & Lears, 1983). The formation of market aesthetics was facilitated by film aesthetics, turning a metaphor by combining races, geography, and myths into a hybrid of fantasies (Fullerton, 1984). Consumer goods have drifted far away from their conventional position in daily life and have become a major source of happiness and dreams for individuals.

In the past, a noble's legacy symbolised power and influence, status, rank, and birth. But, with the coming of "fashion" phenomena, this pursuit of property typical of rank and birth came to an end. After the 19th century, as fashion spread far and wide, ordinary consumers had a chance to purchase fashionable articles any place. Moreover recently, consumption types have come to vary with personal taste and preference; little do ranks and families influence the decision (McKendrick, Brewer & Plumb, 1982). Intensive consumption, taste consumption, and conspicuous consumption (Bourdieu, 1984) all reveal signs and symbolic values. Sensory pleasures emphasising fashion may well be the expression of habits. The rich and leisured who are engaged in non-functional and non-utility consumption are imperceptibly differentiated from those in other brackets and community groups. In this concept, new-comers and the self-educated (the "get-set") (Solomon, 1992, pp403-404) will inevitably show signs of imperfection in cultural aptitude, so those in the newly risen rich (*nouveau riche*) bracket, when assigned to a specific position in social space, adopt the policy of conspicuous consumption. However, those in the upper bracket tend to view their cultural practices as vulgar and tasteless (Bourdier, 1984).

Holman (1981) argued that there were at least three conditions that distinguished products as communication vehicles, e.g. visibility in use, variability in use, and personalisability. Based on an understanding of the psychological construct of self-concept, the symbolism of individuals' preferred products and their relationships, researchers can explore overt behaviours and their underlying meanings (Grubb & Grathwohl, 1967; Munson & Spivey, 1981; Shim, Kotsiopoulos & Knoll, 1991; Sirgy, 1982). Strauss (1959) asserted that categorising a product sector and imparting specific meanings to each of them would be the easiest way for a societal group to develop a mutually understandable non-verbal language. In this way, an observer can perceive and interpret the underlying meanings expressed consciously and subconsciously by a user, predict actions, and then adjust his/her own interactions accordingly (Kaiser, 1990). "Fashion" can be viewed as the best example of symbolic categorisation, and can not only be a communication tool influencing wearers' behaviours, but also it enables them to enhance self-concept by associating the self-concept with the product symbolism (Grubb & Grathwohl, 1967).

However, perceived meanings and collective values of objects are produced and reproduced in a cultural context. Culture provides societies with abstract imagery and symbolism for each of the artefacts, behaviours, and speech messages (Spradley, 1980). It promotes continuity and change in social meanings. Human beings tend to use signs of various cultural representations of social life. The influences of culture on behaviours are obvious, but are normally taken for granted by people who are positioned in their life world (Geertz, 1973; Hammersley & Atkinson, 1983; Kaiser, 1990).

The feature of modern society is that people's daily life is mainly constituted by consumption (Abercombie, Hills, and Turner, 1984). It is a kind of consumption society. In a post-modern society mass media, advertisement, and marketing will all urge people to continually seek new fashions, new styles, new feeling, and new experience, and finally life itself will likely become an artistic work, and material merchandise be consumed as a communicator (Featherstone, 1991). Furthermore, Xiau (1990) suggested that under the control of capitalists' merchandisation, the current consumption culture presented the following features: (1) Marketing of merchandise employing artistic/designer packaging allures consumers' motives of sensory consumption. The packaging does not necessarily upgrade merchandise, but boosts prices; (2) The consumption mentality—highly regarding high price and specialisation, substituting "owning" for "existing"—may well be the great spiritual traits of today's consumption culture. Presumption about price levels exposes consumers' superficial ability to judge quality; (3) Temporality: At a time when temporality of consumption is the fashion, consumption is no longer a real need but a "false" requirement moulded after being stimulated by marketing means.

In the post-modern society, all kinds of cultural industry media are employed to bestow “meaning” upon products and services through advertising. In an environment that is fluxed with consumer products and services, “meaning” or messages are transported and rapidly transformed by images and symbols, thus rendering people unable to digest and understand all these fast-changing messages (Featherstone, 1995). As a result, everybody just accepts the changing images in a superficial manner without giving them any deeper thought (Denzin, 1991). People are left with mere sensual stimuli. Still, consumers strive to realise their own personality with the help of products and services. People without their own set of values easily become victim to the blind pursuit of fashion and trends. They will end up as blind followers of the consumer culture’s mainstream (Chen, 1995).

Since the middle of the 1980s, after it lifted martial law and relaxed the tight censorship on newspapers, Taiwan has pursued a course of political democratisation, economic liberalisation, and internationalisation. As a result, freedom of speech and thought as well as the speed of economic development have all reached levels that are unprecedented in the entire Chinese history. All this has led to major changes and upheavals in the island’s social structures, leading to cultural identity crises and serious dislocations in the framework and character of society (Chen, 1995). Consumer culture has already pervaded every aspect of the Taiwanese people’s lifestyles so that one can say it is now a regular way of living. Since Taiwan turned into an affluent society in the early 1980s (Secretariat-General of Budget, Accounting, and Statistics, 1997a), many new sorts of consumption expenditures have evolved, while others have disappeared or changed. Liberalisation and internationalisation have both opened Taiwan up to foreign goods; nowadays the local consumer market is filled with imported products and services. People literally are drowned in commercial products, the goal of their life is consumption, “they live to consume” (Xiau, 1990) and are constantly reminded of their duties as a consumer. In short, Taiwan has already turned into a consumer society in which consumption is—like going to work—an integral part of people’s life (Chen, 1995).

Market researchers usually focus more on the acquisition process of consumer behaviour, particularly insofar as this involves the purchase of goods and services. The current researcher is not quite satisfied with, and somehow suspects, the applicability to the outside world of the studies with only college students as subjects and employing analysis of variance to analyse the results.

In order to measure buyer attributes more accurately in the purchase situation, shopping orientations were studied in relation to shopping behaviours, such as product usage

rates (Darden & Reynolds, 1971), uses of information (Moschis, 1976), and store patronage (Darden & Ashton, 1974-1975; Shim & Kotshiopulos, 1992). Different from the previous studies, in which shopping orientations were defined or measured by shopper's attitudes, feelings, opinions, or patronage behaviour, Westbrook and Black (1985) developed a motivation-based shopper typology. They stated that motivations were relatively enduring characteristics of individuals, hence manifesting themselves on a regular basis over a wide range of shopping occasions.

Owing to the changing consumer and environment, Bellenger and Korgaonkar (1980) added another dimension, recreational shopping, to the shopping orientations postulated by previous studies. It was suggested that viewing shopping orientations in terms of alternative uses of time and preferences may be very helpful in classifying shoppers, and can be generalised across different retail settings. Holbrook and Hirschman (1982) also recognised the important experiential aspects of consumption. Since the study of consumer behaviour has evolved from an early emphasis on rational choice (microeconomics and classical decision theory), phenomena, including various playful leisure activities, sensory pleasure, daydream, aesthetic enjoyment, and emotional responses, had been ignored. In contrast with information processing models, Holbrook and Hirschman (1982) recognised and focused on the symbolic, hedonistic, and aesthetic nature of consumption. This view regarded the consumption experience as a phenomenon directed toward the pursuit of fantasies, feelings, and fun. Bellenger and Korgaonkar (1980) took the time-related shopping orientation into account and suggested a two-fold shopping orientation: economic (convenience) versus recreational. Recreational shoppers were defined as those who enjoyed shopping as a leisure-time activity. The researchers concluded that it could be a significant force in the retail market. The analysis also showed that recreational shopping and information seeking were closely associated.

The bases which were used to determine shopping orientations or shoppers' types include shoppers' attitudes, feelings and opinions, shopping behaviour, psychographic measurement, extent of shopping enjoyment, or underlying motivations. The product categories or activity investigated in these studies ranged from individual product classes, broad product assortments, shopping centres, and shopping as a general activity (Westbrook & Black, 1985). Today, there is no generally accepted set of shopping orientations (Kim, 1987). Many recent studies have selected shopping orientations that are meaningful to the researchers' purposes or that could be applied to test hypotheses derived from prior researches (Valencia, 1982). However, since most of the shopping orientations previously tested were not specifically designed for apparel items, Ho (1992) added a measure of fashion as one of the set of shopping orientations. According to Gutman and Mills' (1982)

study, "fashion" referred to a set of activities revolving around spending money and other resources to keep up to date with what is fashionable in clothing.

Instead of using shopping orientations as variables to measure the shopping behaviours, the researcher in the present study tried to explore from scratch the relationships between social psychological variables and the overt practice of purchase, use, and information search. The social psychological variables cover self-concept and attitudes toward clothing in relation to purchase motivation and cognition. The researcher intended to extract some representative orientations indicative of Taiwan female fashion consumers' behavioural and shopping intentions.

There are various kinds of variables used to divide the market into segments. As well as the demographic variables, the marketers often adopt psychographic ones. The results can supply more information about why people in a specific segment buy things (Solomon, 1992), allow the marketer to emphasise features of the product that fit in with a person's lifestyle, and therefore, better communicate product attributes with target consumers. Psychographic information can offer very useful inputs to advertising agencies who must communicate something about the product. The artist or copier can have a much richer mental image of the target consumer than that obtained through dry statistics, and this insight will improve his/her ability to "talk" to that consumer. The most well known and widely used psychographic segmentation system is VALS (Value and Lifestyles) covering two perspectives. The first perspective was based on Maslow's hierarchy of "needs growth" and the second was drawn from Reisman's work on the differentiation of inner-directed and outer-directed people (Solomon, 1992, p500).

Wilkie (1994) also asserted that there were three levels of market segmentation. The normal base was personal characteristics (level 1), which included demographic and psychographic (or lifestyle) characteristics and other variables. Markets could also be categorised on the basis of benefit sought. The third level was in relation to behavioural-measures, such as attitude, heavy usage, or direct response.

Traditional demographic attributes can be readily adopted to differentiate a market into concrete segments. However, the demographic data can only depict a sparse and sterile profile which cannot delineate a clear portrait of the target group to the marketers. In the researcher's opinion, variables, such as lifestyle, social economic status, value, and attitude, can be used as supplemental tools to generate more insights into different types of psychological and behavioural orientations of consumers in a specific type of consumption.

Although the stage of fashion diffusion in the fashion cycle has long been recognised by academic scholars (McCracker, 1985; Sproles, 1979,1981), fashion adoption is seldom used as a base to segment the fashion market. Gutman and Mills (1982) segmented the clothing-fashion market in general (including men's and women's wear) by clustering the sub-sample based on factors involving fashion orientation and fashion lifestyles. This classification was too broad in scope to be applicable to marketing. The researcher tried to use "fashion adoption" as one of the variables in market segmentation in the qualitative phase, because it is able to provide the fashion industry with useful data for product development and merchandising.

2.3. Fashion

Most people identify fashion primarily with the field of appearance in relation to clothing and adornment. According to Sproles and Burns' definition (1994, p5), a clothing fashion was "a style of dress that is temporarily adopted by a discernible proportion of members of a social group because that chosen style is perceived to be socially appropriate for the time and situation". Fashion is reflected in the styles of dress in relation to silhouette, design details and materials, influenced by social forces, cultural forces, historic forces as well as economic forces (Sproles & Burns, 1994). Miller, McIntyre and Mantrala (1993) thought that the broad presence of fashion influence has shown in consumer behaviour, the use of products to express self-image, role position, or feelings toward others. It also indicated preference shift and formation as opposed to static preference. To respond to Sprole's opinion (1981) that most fashion theories did not specify a detailed structure of concepts, variables, and relations, Miller, et al (1993) developed a formal theoretical framework to try to integrate previously proposed fashion theories by other scholars. The fashion process is inherently dynamic and therefore results in a series of interdependent symbolic statements made through time by individuals within a social system. As many scholars mentioned, although most products have utilitarian value to the consumer, the symbolic meaning attached to them also provides additional value (Sirgy, 1982). When items are similar in their utilitarian value, their symbolic value may become a major determinant of choice (Hirschman, 1980; Hirschman and Holbrook, 1982; Solomon, 1983). Therefore, the dynamics of the fashion process can be crucial to the understanding of a consumer's evaluation of products, product attributes, services, and actions with and across times and situations (Miller et al, 1993).

Literature contains numerous observations and descriptions of fashion trends, however, most of them suggest the following characteristics in fashion trends. There is continuity in fashion trends. The styles adopted within a society as a whole tend to have attributes that are

only incrementally different from the attributes of immediately preceding styles (Blumer, 1969b; Robinson, 1958, 1975; Sproles, 1981; Sproles & Burns, 1994). There are two main types of fashion trends within a society; namely, cyclical and classic (Blumer, 1969b; Reynolds, 1968; Robinson, 1975). Members of a society adopt styles that are progressively more extreme in one direction (e.g., narrower lapel width) and then, at later points in time, are progressively more extreme in the opposite direction (e.g., wider lapel width). The type of fashion trend, termed a "classic" is a convergence within a society on the meaning of a symbolic item that is relatively stable over time (Sproles, 1981). The speed of change in styles varies across time. Cyclical fashion trends shift quite fast, opposite to the slow cycles found for some classics (Reynolds, 1968; Sproles, 1981). Robinson (1958) pointed out that cyclical fashion shifts direction because, either (1) the particular style or attribute of a style becomes so extreme that technological constraints preclude further movement in the same direction or (2) the particular style or attribute reaches a point at which strong functional or cultural barriers limit further changes in that direction. Blumer (1969b) suggested that, though individuals tend to adopt styles in congruence with the fashion, each individual appears to behave somewhat randomly in the vicinity around the underlying trend. However, Lowe and Lowe (1985) found that the rate of fashion change was not accelerating despite the advancements in production and distribution of fashion. They also discovered increased within-year variance in style changes. This result they attributed to the increased participation in the fashion process by a greater variety of consumers in terms of needs and wants, as well as the way of mix-and-match in dress. Actually, this fast changing fashion trend also resulted from more effective and aggressive marketing and mass media communication which stimulated more consumer involvement. Sproles and Burns (1994, p19), therefore, asserted that fashion had its historical continuity which was primarily seen in the most basic and broad fashion trends, but these trends were not necessarily cyclical in nature.

Diverse and competing perspectives attempted to explain and add some insights to the fashion process. Sproles (1985) and Miller et al (1993) both reviewed and summarised comprehensively the various perspectives and gave a clear picture about the features of the fashion process. "Internal" perspectives viewed the fashion process as a single, self-contained phenomenon, operating in a diversity of arenas, which was primarily driven by endogenous factors within a relatively closed system. Perspectives, categorised as "external", viewed the fashion process as primarily driven by exogenous factors, reflecting broader external changes within a society, rarely recognising commonalities across occurrences of the phenomena (Frings, 1991). Both perspectives might have two dimensions, titled "individual-societal", which refer to whether the perspective focuses on the fashion process at the level of the individual or the society. Horn and Gurel (1981), in

their aesthetic model, suggested that the clothing fashion process was predominantly a relationship between clothing styles and change in the exogenous societal evaluations of art, ideals of beauty, and/or aesthetic perceptions. Changes in clothing merely reflected changes in these broad, culturally determined values. In contrast, Simmel's trickle-down model (McCracken, 1985; Miller, et al., 1993) suggested that clothing fashion was the result of an endogenous, self-contained process characterised by the sequential adoption of clothing styles by successive social classes. In this mode, the fashion process was seen as relatively independent of external forces, such as broad cultural changes.

Both McCracken (1985) and Miller, et al (1993) mentioned the limitation to post hoc application, lack of predictive power, of the external models, such as "collective selection" (Blumer, 1969b; Klapp, 1969; Robinson, 1975), King's (1963) identification of fashion leaders, and Sproule's (1981; Sproules & Burns, 1994) diffusion in the fashion life cycle. For models with the external perspective to be truly explanatory, they would have to include explanations and predictions of the broader exogenous factors and the linkages between those factors and specific types of fashion changes. Therefore, Miller et al (1993) suggested that broader, exogenous changes may influence the fashion process, but they were not the primary drivers of the process. This suggestion implied that the following conditions explained only partially the phenomena of fashion process: (1) the thought of anti-fashion for stability and cultural identity to compete with the "fashion" symbolising cultural change, (2) the art movement to reflect cultural changes or changing ideals of beauty (Horn & Gurel, 1981), (3) market infrastructure integrating designers, retailers, and fashion media to dictate styles and disseminate new fashions, as well as (4) the mass production combined with mass communication to diffuse new styles to fashion leaders in each class simultaneously (King, 1963).

Fallers' (1954, in Sproules & Burns, 1994, p114) restatement of the trickle-down theory suggested status-symbolic goods and services did not trickle-down but rather remained in fixed positions. When people achieved upward mobility, they may adopt new patterns of consumption to symbolise their new social position, their willingness and ability to assume a new standard of living rather than mere imitation of standards set by a higher class. Steiner and Weiss (1951, in Sproules & Burns, 1994, p116) asserted that newly arrived upper middle class (*nouveau riche*) had replaced the traditional upper-class leaders to an extent, to become fashion leaders due to their being more visibly part of the mass population. Robinson (1961) reaffirmed the trickle-down theory by adding the implication of a simultaneous horizontal flow of fashion within social classes. McCracken (1985) also tried to rehabilitate Simmel's trickle-down theory by broadening the scope of super-ordinate and subordinate group to gender, not just limited to social strata. King (1963, p115) also noted that elite designers and

their clientele were watched closely by the rest of the fashion industry, and styles adopted at that level were frequently copied by less well-known manufacturers in the mass fashion market. When this occurred, the mass-marketed styles were at least “partially distillations of upper class taste”. All the phenomena pointed to the fact that the trickle-down theory provided better predictions of the direction of fashion change in the fashion process.

There appears to be wide agreement about a limited number of constructs that motivate the fashion decision process at the individual level. The core constructs have an impact on fashions because of their relationship to the individual's fashion decision process. Strength of a priori preferences is weak, which means that preferences across a range of functionally equivalent styles are weak or non-existent prior to social interaction (Blumer, 1969a; Sproule, 1981). Because symbolic meanings, in general, evolve only in the context of social interaction, preferences between functionally equivalent styles exist only within a specific context and so do not exist prior to the consideration of that context (Davis, 1995). Hence, this construct motivates the individual to check his/her social referents continually to determine the meaning currently being attached to alternative styles. People interact at different levels with different individuals while learning the appropriate meaning to attach to alternative styles. The differences in breadth and direction of inter-personal influence across individuals produce the selective influence effect (Miller, et al, 1993). People tend to adopt the symbols of the esteemed group as a method of communicating membership and conformity in that group, or simply identify them as being up-to-date with the group they admire. However, as soon as imitators begin to copy the social group's fashion symbol, the fashion symbol no longer serves as a line of demarcation for group membership. In Simmel's assertion (Miller et al, 1993), faced with the destruction of the uniformity of the group's coherence, the social group turns away from that fashion symbol and adopts a new one which re-establishes the demarcation between members and imitators, establishing a new primitive social distance (Hirsch, 1976). Within the bounds of group conformity, people have a desire to express their individuality through their adopted styles. However, for the majority of people, excessive individuality or differentiation is usually avoided because of the desire for group membership/conformity (Kaiser, 1990; Sproules & Burns, 1994). Fashion theorists have noted that some people's self-identity is virtually driven by changing styles and taking fashion risks; however, most people have a strong resistance to changing styles and incurring risks (Blumer, 1969b; Robinson, 1975; Sproules, 1981; Wilkie, 1994). Changing adopted styles involves risk to the individual because a substantial resource investment must be made and the future meaning, and therefore symbolic utility, is uncertain. Additionally, extreme changes in adopted styles may place the individual's consistency of self-image at risk (Sirgy, 1982). Therefore, a new style with higher perceived relative advantage, compatible with existing wardrobe and social norms, easily to be used,

will be more readily adopted as a new fashion (Sproles & Burns, 1994).

In *The Fashion System*, R. Barthes (1983) used a semiotic approach to analyse the language used to describe fashion, which is essentially the translation from the technical structure (fashion object, such as a dress or a belt) to the verbal structure (the words used to describe actual fashion objects), supplemented with the iconic structure of photograph, picture, or image of the object. Fashion acquires its meaning through its “language”, that is, through the descriptions of fashion objects in media sources, such as fashion magazines, advertisements, or newspaper articles. According to Barthes, to understand the meaning of fashion one must understand how fashion is described. Although the semiotic approach to the study of fashion symbols can provide us with a useful analogy of equating fashion with language, fashion symbols are unique in several respects that prohibit a direct parallel between “language” and “fashion symbolism” (McCracken, 1988; Sproles & Burns, 1994). Messages transmitted through fashion symbols are often emotional impressions or “illusions” (Sproles & Burns, 1994, p219), and non-linguistic. The code used to transmit fashion symbol messages does not have the same characteristics as the code used for verbal messages. It appears to be impossible to use fashion symbols as a code in creating new meanings. The perceiver examines a fashion statement “not for a new message, but for an old one fixed by convention” (McCracken, 1988, p66). Therefore, the study of fashion-related appearance can best be accomplished by analysing them as a form of non-verbal communication.

Drawing from research in the areas of social cognition and symbolic interaction (Davis, 1985a; Kaiser, 1990; Lennon & Davis, 1989a, 1989b), there are three general characteristics of fashion symbols as a form of non-verbal communication. First, fashion symbols are context dependent. In other words, fashion symbols often gain meaning from the social context of which they are a part. Damhorst (1985, p40) found that dress worn by a person takes on meaning within the context in which the interaction takes place. Second, fashion symbols are a visual medium. “Fashion symbols project themselves by their very presence” (Sproles & Burns, 1994, p223). The visibility of fashion symbols also prevents private communication. Because of the visibility of the symbols, to change the meaning of the message we must either alter, remove, or conceal the fashion object, or change the social context in which the symbol is being perceived. Third, there is a high degree of variability of interpretation of fashion symbols. The meaning attributed to many fashion symbols is often ambiguous, which suggests that the same fashion symbols may connote different meanings to different people (McCracken, 1988).

The fashion system engages not just in the invention of cultural meanings but also in

its radical reform. Some part of the cultural meaning is subject to constant change. Society, with a consumer driven economic system, accepts and encourages changes that follow from deliberate human effort and the effect of anonymous social forces. The invention is undertaken by 'opinion leaders', who help shape and refine existing cultural meaning, encouraging the reform of cultural categories and principles. McCracken (1988, p80) contended that the groups responsible for this radical reform of meaning were usually those that exist at the margin of society, such as hippies, punks, gays, etc. All of them represent a departure from the culturally constituted conventions of modern society and illustrate the peculiar tendency to tolerate dramatic violations of cultural norms. If the sources of meaning are more dynamic and numerous, so are the agents who gather this meaning up and accomplish its transfer to consumer goods. In a fashion system, these agents exist in two main categories: designers or product developers and fashion journalists or social observers who document new social developments.

Everyone in the diffusion chain of the fashion system actually plays a gate-keeping role and helps to discourage or encourage the tastes of those who are viewed as opinion leaders. Keen journalists are especially key in this process because they make their influence felt even before an innovation from fashion leaders has passed to the early adopters (Roger, 1983; Polegato & Wall, 1980). They are responsible to observe the mass of innovation and decide what is fad and what is fashion, what is ephemeral and what will endure. Creative and observable designers, of course, might also act as social observers to find out the innovation that keen journalists observe or they themselves might even innovate new design or new way of dress. When journalists have served to discriminate certain innovations from others, designers might also through their own sharp observation on the street, begin the task of drawing meaning into the mainstream and investing it in consumer goods. Unlike the journalist or advertising agent who can insert meaning to consumer goods in a manipulated context, designers depend on the viewer/possessor to effect the transfer of meaning from world to goods. The designer does not have the highly managed, rhetorical circumstances of the advertisement to encourage and direct the transfer of meaning. The goods leave the designer's hands with their new symbolic properties and qualities that must be self-evident to the viewer/possessor. Therefore, it is necessary that this viewer/possessor have access to the same source of information about new fashions in meaning as the designer (McCracken, 1988). They must have been given prior acquaintance with new meaning so that they can identify the cultural significance of the physical properties of the new object. In short, the designer relies on the journalists at the beginning and then again at the very end of the meaning transfer process.

2.4. Self

Self theory has been the subject of much psychological and sociological theorising and empirical research with the accompanying development of a large body of assumptions and empirical data. The available knowledge strongly supports the role of self-concept as a partial determinant of human behaviour and, therefore, represents a promising area for marketing research.

Current theory and research places emphasis on the concept of the self as an object that is perceived by the individual. The self is what one is aware of, one's ability, appearance, attitude, feeling, perception, and evaluation of oneself as an object. The self represents a totality which becomes a principal value around which life revolves, something to be safeguarded and, if possible, to be made still more valuable. An individual's evaluation of himself will greatly influence his behaviour, and thus, the more valued the self, the more organised and consistent becomes his behaviour (Grubb & Grathwohl, 1967; Ryan, 1965, p82). The self consists of an individual's consciousness of being that comprises a tangible dimension (body and appearance symbols) as well as a conceptual or perceptual dimension (how we define and appraise the selves). We become selves by virtue of our reflexive capacity to become objects to ourselves, to view ourselves from the standpoint of the others. Therefore, in a sense, self and society are inextricably bound: the self is a reflection of the group, and the group provides the integrative force for the self (Aboulafia, 1986). Self-concept is how we think about and identify ourselves (Kaiser, 1990, p96), which is developed, maintained, and modified as necessary to place and understand the self within the context of social life. Self-concept is of value to the individual in that behaviour will be directed toward the protection and enhancement of self-concept. There is general agreement that the concept of self is multiple-dimensional (Fitts, 1965; Horn & Gurel, 1985; Kaiser, 1990; Ryan, 1966; Storm, 1987). Through interactions with others, the various selves are formed and organised into a coherent whole (Liskey-Fitzwater, Moore & Gurel, 1993, p17).

The human person is composed of three parts: soul, body, and clothes (James, 1992, p292). Self-concept may be gradually formed partially by noticing one's material self (Holloman, 1989) and differentiating the characteristics of one's material self from those of other people. Terms, such as the visible self (Roach & Eicher, 1973) and second skin (Horn & Gurel, 1981), refer to the closeness of clothing to the self (Kaiser, 1990). Clothing is the most intimate external environment and is sometimes perceived as an extension and reflection of the self (Horn & Gurel, 1981). This plays an important role in facilitating the grasp of one's self-concept, especially in childhood. Stone (1965) suggested that appearance management was part of an on-going process of constructing and validating a sense of self which functioned as a fundamental component of the construction and reconstruction of self,

especially in the early stage of the life cycle. When people experiment with various clothing styles and colours and dress in a manner that wins approval from significant others they could possibly go far in boosting self-esteem, especially for those who are concerned about occupational advancement (Holloman, 1989).

The purchase, display, and use of goods communicate symbolic meaning to the individual and to others. The consuming behaviour of an individual will be directed toward enhancing self-concept through the consumption of goods as symbols (Grubb & Grathwohl, 1967). Clothing is a second skin (Horn & Gurel, 1981) or extension of the bodily self that represents the nearest aspects of one's environment. Self-feelings about the body play a major role in clothing preferences and attitudes (Kaiser, 1990). Body perceptions and interest in clothing may be somewhat distinct dimensions (Davis, 1985b). Females, in particular, are likely to be socialised to place emphasis on clothes and fashion on an everyday basis (Davis, 1985a). Dressing plays a role of innominal recognition of social status in that it facilitates and complements one's appearance. It also implies the characteristic in appearance which one intentionally desires to make an impression on others. In this essence, clothing plays a more important role in a society where people pay much attention to social relations (Ho, Cheng & Chao, 1989).

One has an inclination to adjust one's behaviour according to the social situation, which is self-monitoring (Lennox & Wolfe, 1984; Snyder, 1974). The premise behind self-monitoring is that people differ in the extent to which they observe, regulate, and control the public appearance of self (Snyder, 1987, p4). Self-monitoring covers the concerns of the appropriateness of one's conduct in a social setting, attention to social comparison information, ability to control or modify self-presentation, use of this ability in particular situations, and cross-situational variability of social behaviour (Snyder, 1974, p529). High self-monitoring individuals are concerned with "tailoring their behaviour to fit social and interpersonal considerations of situational appropriateness" (Snyder & DeBono, 1989). Davis and Lennon (1985) found that both individuality and conformity in clothing were emphasised more by high self-monitors than by those with low self-monitoring characteristics. High self-monitors were more likely to exhibit characteristics of fashion leadership. They were also likely to place more importance on usage of clothing for purposes of security. Ryan (1965) indicated that women with high self-consciousness, in a crowd, expressed higher need for clothing, implying less self-confidence. They also felt self-conscious in an inappropriate costume. An individual who is unsure of herself or has low self-esteem, especially in the social situation, e.g. front region (Goffman, 1959), will place more emphasis on the importance of clothes than will the individual who is self-assured socially. Ryan also argued that clothes affected the mood and behaviour of the wearer.

The current researcher summarised the review of traditional Chinese literature and research papers published in recent years and tried to depict an overview of the Chinese self system, combining the traditional process of individuation with the on-going transformation during modernisation. The Chinese self-system was reviewed as a basis for crystallising key variables in self-concept to explore the social and behavioural aspects of clothing in the quantitative study.

The responsibility of the Chinese self is not to express one's abilities in an extrovert way. Instead, it is required to carry out introvertedly a moral doctrine of "controlling one's desires and behaving politely" to show the spirit of benevolence and humanity and to get harmonious relationships with others and with nature. The Chinese self can be viewed as a combination of boundary self and social self (Acosta, Yamato & Evans, 1982; Fitt, 1965; Tseng & Hsu, 1970). It is developed, traditionally in a society with a mainstream of Confucian doctrines, through cultivating and controlling one's conducts, and is evaluated on the basis of the degree of conforming oneself to social norms. The self-concept of a Chinese is gradually formed by adjusting himself through interacting with others in light of others' attitudes towards him or by comparing himself with others to understand his ability and competitiveness in society (Wang, 1988). The former way is also a means of obtaining social norms which connect individuals closely with their various roles played in different social settings. Therefore, the Chinese self is expanded to its vicinal environment. Its boundary is different according to the degree of extension to the society that one person cultivates himself.

The traditional mainstream philosophical doctrines require one person to transform and purify his perception and determination about his self by executing various roles throughout life. This is a process called "knowing by practising" (Yang, 1990). One person cultivates himself by modestly learning and executing rules and standards which are thought to be reasonable and proper, usually in the family in the beginning. They first obey, then they learn the internal value of decorum through introspection and then they reinforce their future behaviours' conformity to social norms. Yet the Chinese self is not just unconditional obedience. It is allowed, with some kind of autonomy and freedom, that one person judges and selects what is a right way to behave. The social self is most obvious and it acts with family as a unit individualistically. For this reason, Chinese are neither individualists as Western people, nor collectivists as the Japanese. They are thought to have values centralising in the self (a complete self including physiological, psychological, ethical, family, and social self [Fitts, 1965] with an emphasis on social roles). King (1988) called this kind of thinking of a human being as "self-centred voluntarian". These characteristics

might be also called “Chinese styled collectivism” (Ho, 1979; Yang, 1981b).

Because the Chinese self is evaluated on the basis of the degree of cultivating and conforming to moral ideals and social norms, Chinese perceive and know their selves by comparing themselves with other people whom they may or may not know. They know their extended self (ethical, family, and social self) better than their psychological self. They react consciously to external situations better than they express their inner thinking. And, due to these characteristics, Chinese, by and large, have a two-sided self, i.e. public self and private self. Chinese consider “mien-tze (face)” very important and play roles carefully in front social regions (Goffman, 1959) in order to meet social standards. However, in back regions (Goffman, 1959) or in an environment with people closely related, they might behave differently. Therefore, during the process of socialisation the self is developed. In comparison with Western people, some obvious characteristics are considered important and somehow depict Chinese generally, e.g. rectification of name (role-playing), conformity, anti-attracting undue publicity, showing strength indirectly from the approach of others’ admiration, and concealing the private self which sometimes might be contradictory to the public self (Yang, 1990). The private self is played mostly in the back region where a person is alone, with his family, or with closely related others.

Yang & Yu (1989, p7), based on archival and experimental researches on Chinese people, pointed out several propensities depicting the traditionality of Chinese as Chinese styled collectivity, being family centred, naturally obedient, other-oriented, relationship-oriented, uniqueness-oriented, past-oriented, self-restraint, respect for authority, dependent, modest, contented, as well as externally controlled.

To sum up, “conducting oneself virtuously and benefiting all the people in the world” can be viewed as the eventual ideal of self-actualisation of traditional Chinese. Because of the disposition of “knowing of destiny and resigning oneself to destiny”, Chinese, on the one hand, affirm the goodness of the human nature and think that life has the values of existence. On the other hand, they are also inclined to refer externally to other people and/or things as the “locus of control” (Levenson, 1974; Rotter, 1966). The “relationship by fate” is a root for a particular human relation. On the basis of innate knowledge, Chinese exercise caution about their personal lives. At the same time, they also hope they could perform correctly to fulfil others’ expectations. Therefore, we might conclude that traditional Chinese affirm the control of the external environment, which shows a passive man-nature relationship. On the other hand, they are taught to improve themselves actively in order to extend their influences to the society.

However, the modernity of the Chinese, which is quite different from the traditionality, has obviously emerged in the changing society, perhaps even more obvious in the future. Singh, Huang & Thompson (1962), Huang (1964) and Pong (1962) undertook studies into Chinese self using Chinese College students as subjects individually. In general, the Chinese College students shared obvious propensities to obedience, order, help seeking, helping, and perseverance. Meanwhile, they showed less obvious propensities to expressiveness, attacking, dominating, introspecting, and heterosexuality. Singh et al (1962) also found that Chinese overseas students had greater interest in economical, social, and aesthetic affairs, which are value-related motives and personalities. Morris (1956), Yang & Lee (1972), and Yang & Lei (1984) carried out longitudinal studies to investigate the views of the ideal life and the real life of college students both in Mainland China and in Taiwan. Results showed that Chinese student were more dependent, not dominance, viewing man in landscape as simply an object, therefore, not individualistic as western students, emphasising man's embedment in the cosmos (Morris, 1956). "Obeying the orders of the universe" was no longer the highest priority of the preferred lifestyles of Chinese college students during the time span. This phenomenon is considered as evidence that Western culture has intruded quietly into the Chinese value system and has started to influence it to a certain extent (Yang, 1989). However, those students still indicated that "expressing sympathy to others", "retaining the best accomplishments of the human beings", and "controlling self determinedly" were the most preferred lifestyles and also the actual lifestyles they were experiencing. This phenomenon might provide a clue that Chinese College students, even during the period of modernisation, still retained some traditional Chinese characteristics. However, in 1984, female students showed evidence of upgrading the priority in lifestyle on "controlling self determinedly" and "cultivating independence of men". The change of the feminist value orientations showed that Chinese female college students had a stronger inclination to feminism and to equality.

The change tendency of the preferred lifestyle showed that, during the period from 1965 to 1984, the influences of "social restraint and self control" and "enjoying actions and admiring progress" decreased. On the contrary, the value of "self indulgence and sensual enjoyment" was considered more important than before. These phenomena might be, on the one hand, results of transition from the value orientations of Chinese-styled collectivism in agricultural society to those of individualism in commercial and industrialised society (Yang, 1989). On the other hand, changes from value orientations of an insufficient economic society to those of an affluent one can also be attributed, as Blaine (1969) mentioned, to more sensational enjoyments or to materialistic values (Inglehart, 1977). However, although the preference of lifestyle with materialistic value increased, it was not a mainstream of value orientations. A further study is needed on the value system in last ten

years since Martial Law was nullified and Taiwan society has experienced a huge change in every aspect of life. At the same time, Mainland China is also experiencing a dramatic change, due to economic reform and more freedom in social and cultural environment.

As far as modernity and traditionality are concerned, Yang (1992) undertook experimental research in 1989 which indicated values on gender egalitarianism, optimistic aggressiveness, open and equal civil rights, filial piety and ancestor respectfulness, as well as sentiment and respect were very much appreciated. Subjects would comply with to a certain degree with the idea of respect for authority and independence and caring for self. The values of masculine dominance, fatalism, and self-protection, as well as contentedness and reluctance for change were considered least preferred.

Taiwan females' self-concept is developed and greatly influenced by the mainstream value system and social norms, which, like the Chinese self, has the characteristics of family-centred collectivism (Acosta, Yamato & Evans, 1982; Fi, 1947; Fitt, 1965; Wang, 1988; Yang & Yu, 1989, p7; Yang, 1981a). Specifically, Taiwan females' self-concept can also be delineated with features of other-oriented, relation-oriented (Pye, 1968; Solomon, 1971; Wilson, 1974; Yang & Chu, 1974), social-oriented (Huang & Yang, 1971; Yang, 1981a), uniqueness pursuing, authorisation-dominant (Wei, 1972), face-loving, rectification of name (Yang, 1990), modesty and reserve, externally controlled (Rotter, 1966; Levenson, 1974), situation-sensitive (Hsu, 1981), etc. All these characteristics of self-concept affect directly or indirectly their attitude toward clothing and their overt consumer behaviour (Kahle, 1986; Peter, 1980; Sentis & Markis, 1986). In general, Chinese may not be clearly aware of the personality trait; rather they are more sensitive to the role and social expectation of the role they are playing (Yang & Chu, 1974). Taiwan, like many other societies, has been changing from a traditional agricultural society to a modern industrialised society. In the transitional period with various values mixed together, the gender role a woman should have in order to cope better with the requirements of a pluralistic society is perceived differently by different people. A woman with a personality of androgyny can best play both the family and the career role (Bem, 1974, 1975). She is more flexible and able to react effectively according to the situation.

2.5. Attitude

Attitude is a relatively stable system of beliefs concerning some objects and resulting in an evaluation of the object (Abercrombie, Hill & Turner, 1984). An attitude is viewed as some internal affective orientation that would explain the action of a person. Thrustones defined attitude as the affect for or against a psychological object (Greenwald, 1989), which

has narrower scope than the popular definition of three-component attitude theory. The contemporary usage generally entails several components, namely, cognitive (consciously held belief or opinion), affective (emotional tone or feeling), evaluation (Positive or negative), and conation (disposition for action) (Reber, 1985; Ajzen, 1989)). Ajzen and Fishbein's (1980) "theory of reasoned action" can explain the rational behaviour model which is advocated by Katz (1960). The definition of attitude from the functional approach is to provide people with an ordered, clear, and stable referential structure for behaviours, to help build up and classify a meaningful and consistent life world. The functional perspective of attitude theory is based on a concept that "an attitude toward an object, such as an apparel product, is elicited because the object can fulfil a specific need" (Herek, 1987). In other word, consumers may have a specific attitude toward an object because it has some values (functions) which can fulfil the consumers' needs. Attitudes could be classified according to the psychological needs they meet.

In the two most definitive treatments of attitude functions, Smith, Bruner, and White (1956) named three attitude functions, i.e. object appraisal, social adjustment, and externalisation, and Katz (1960) described four, i.e. adjustive, knowledge, ego-defensive, and value-expressive functions. The conception of the object appraisal function is a synthesis of Smith, Bruner, and White's object appraisal function with Katz's adjustive and knowledge functions. Katz (1960) proposed that attitudes serve a knowledge function, helping to organise and structure one's environment and provide consistency in one's frame of reference. Attitudes can maximise rewards and minimise punishments obtained from objects in one's environment, summarising the outcomes intrinsically associated with them. The object appraisal function, proposed by Smith, et al (1956), is that it focuses on an attitude's role in classifying objects and structuring the environment to make responses available that maximise one's own interests. The object appraisal function is of great importance, in part because many of the objects in our environments are potentially instrumental to our adjustment.

Attitudes can also play an important role in facilitating self-expression and social interaction. Smith, et al. (1956) labelled this the social adjustment function, proposing that attitudes mediate self-other relationships through their judicious expression. Furthermore, simply holding particular attitudes can function to establish one's identity by fostering identification with various reference groups (Shavitt, 1989). Similarly, Katz (1960) asserted that attitudes served to express one's central values and self-concept, labelling this the value-expressive function. The social adjustment and value-expressive functions imply that, through our attitudes, we express our central values, establish our identity, and gain social approval (Shavitt, 1989). They can be interpreted as reflecting strategies for establishing or

maintaining a favourable attitude toward the self. For example, our attitudes toward a Hippie's look may be held because it is seen as symbolic of the self, and it may be publicly expressed in contexts in which it is likely to gain social approval. This general social role of attitudes is referred to as the social identity function.

Attitudes can play a major role in maintaining self-esteem. Functional theorists, guided primarily by psychodynamic principles (Shavitt, 1989), suggested that attitudes can help an individual cope with anxieties generated by internal conflicts, a function that Smith, Bruner, and White (1956) termed externalisation and Katz (1960) labelled ego-defence. Katz's ego-defensive function and Smith, Bruner, and White's (1956) similarly conceived externalisation function directly acknowledge the importance of the self as an object of appraisal. They assumed that attitudes can protect the ego from intrapsychic conflict through defence mechanisms, such as projection, distancing the self from disliked or threatening objects by projecting one's own unacceptable impulses onto them (Shavitt, 1989).

The symbolic perspective of attitude asserts that attitude is based on the affective response to an object or an abstract value of non-subjective personal interest (Abelson, 1982). Symbolic attitudes are based on what the attitudinal objects represent for one's identity and values. In a variety of attitude domains, this category of motives has been found to contrast sharply with the self-interested attitudes based on utilitarian or instrumental concerns (Shavitt, 1989).

Breckler and Greenwald (1986) identified three classes of strategies for establishing and maintaining self-esteem, which they labelled ego tasks of public, private, and collective facets of the self. When the public facet is emphasised, the person should display attitudes that are agreeable to significant others; these attitudes can be instrumental in earning the approval of significant others and self-regard. This strategy corresponds to Smith et al's (1956) social adjustment function. The private facet of the self earns self-regard by meeting internalised criteria of success. By this analysis, Breckler and Greenwald (1986) suggested that Katz's (1960) value-expressive function was a manifestation of the private self. The collective facet of the self establishes self-respect by striving to achieve the goals of important reference groups. An obvious strategy toward that end is to value objects that are identified with one's reference groups.

To study the subjects' attitudes toward an object from the functional approach is to understand the situations under which attitude is symbolism-oriented or appraisal-oriented to coincide with the various kinds of need. Herek (1987) contended that symbolism-oriented attitudinal functions have to do with need in relation to social interaction, which consisted

in the functions of expressing subjective values, adjusting behaviours in social interactions, defending self from humiliation, and for psychological security. Object appraisal attitudes functioned to fulfil the need for obtaining knowledge or utilitarian benefits. The functional approach to studying attitude toward an object provides a capable tool for researchers to combine both cognitive and motivational perspectives which probe into the power of motivation and emotion in the cognitive process during social interaction. However, neither the rational theory nor the functional approach to attitude include the element of hedonistic functions to meet the need for sensory pleasure, daydreams, aesthetic enjoyment, and emotional responses (Hirschman & Holbrook, 1982; Holbrook & Hirschman, 1982) which mostly reflect the phenomenon directed toward the pursuit of fantasies, feelings, and fun. In the current researcher's point of view, the hedonistic function of attitude is also important and obvious in clothing and appearance management.

Shavitt & Fazio (1991) found that when the attribute whose salience was heightened at the time of an initial attitude report matched the attribute likely to be salient at a subsequent behavioural judgement, the correlation between those judgements was significantly greater than when those salient attributes did not correspond. This also demonstrated that the attributes that are salient when people make judgements about an object can be affected by a variety of factors. Attitude objects influence the attributes that are spontaneously salient when judgements about them are being made. Shavitt (1989) suggested that attitude functions were naturally associated with certain attitude objects. The predisposition to be influenced by contextual variations in attribute salience could differ from person to person. Individual differences in self-monitoring moderated the effects of context on attribute salience and thus moderated the pattern of correlation between attitudes and behaviour predictions. The pattern of correlation between attitudes and behaviour predictions that had been observed as a function of attribute salience emerged strongly among high self-monitors, but did not emerge strongly from low self-monitors (Shavitt, 1989). The context in which the subject was asked to respond to the statement regarding the attitude object was influential to eliciting more cognitive or affective consideration if the cognitive or affective contextual factor was more salient.

Motivated to understand prejudice and related concepts, researchers have examined whether the attitudes that people form toward specific target persons vary when the targets differ along certain salient dimensions, e.g., physical attractiveness or age (Johnson, 1991). Individuals tend to use such cues as attractiveness and age to form impressions about others. People are inclined to view attractive and younger targets as more competent, more similar to themselves than unattractive or older targets, and therefore are better liked (Johnson, 1991). Yet the results of some stereotype meta-analyses reveal that these stereotyping effects

are minimised to an extent if individuating information about target persons is presented. It is possible that these results reflect the operation of an in-group bias such that in-group members are better liked than out-group members (Johnson, 1991).

Many researchers have relied on involvement-like constructs in their efforts to understand message-induced persuasion on attitude change. Johnson and Eagly (1989) defined involvement as the “motivational state induced by an association between an activated attitude and some aspect of the self-concept”. They categorised involvement as value-, outcome-, and impression-relevant types. Johnson and Eagly’s (1989) meta-analytic findings showed that, as far as social judgement-involvement framework was concerned, high-involvement subjects were less persuaded than low-involvement subjects. Researches with outcome-relevant involvement were normally conducted within the cognitive response and elaboration likelihood model theoretical frameworks (Johnson & Eagly, 1989), and manipulated involvement by varying whether the issue impinged on subjects’ important goals or outcomes. Johnson and Eagly (1989) found that high-involvement subjects were more persuaded by strong arguments than low-involvement subjects and that this effect reversed in studies that used weak messages. Research results, in relation to impression-relevant involvement, indicated high-involvement subjects were slightly less persuaded than low-involvement subjects by the message that activated concerns about the impression subjects might make on others. Moreover, the effects of impression-relevant involvement were not moderated by the strength of the arguments presented in these studies. As Johnson and Eagly (1989) concluded on the basis of these meta-analytic findings, references to the term involvement were unclear unless the aspect of the self-concept that was activated to create involvement was also indicated.

According to Greenwald’s LORh5’s theory (1989), the attitude toward an object could only be clearly investigated by differentiating the level of object into feature, object, category, proposition, and schema in order to define the domain of the attitude object and to have a clearer understanding of the relationship between attitude toward the object and the overt behaviour related to the object. In LORh5, the most elementary level, ‘feature’, consisted of primitive sensory qualities, such as lines, materials, shapes, etc. Combinations of features were capable of becoming figural constitute objects, the second level, such as suits, brassieres, etc. Class membership permitted objects to be grouped into units of the third level, ‘categories’, e.g. Punk look, women’s wear, etc. Syntactic relations among abstract categories produced the fourth level, ‘propositions’, i.e. reasons for buying social/party dress. The units of the fifth and highest level, ‘schemata’, were rule-governed groupings of propositions, such as narrative sequences or logical proofs (p430), i.e. the principle of dressing. Since the broad concept of attitude usually applies to multiple

interpretations simultaneously, Greenwald (1989) suggested the necessity of specifying the attitude object in attitude measurement. The attitude object should be clearly specified or presented so as to target the single representational level that was most appropriate for the research objectives.

According to Gurel's (1974) definition, clothing interest referred to the attitudes and beliefs about clothing, the knowledge of and attention paid to clothing, the concern and curiosity a person has about his/her own clothing, and about others. This interest may be manifested by the individual's practices in regard to clothing, the amount of time, energy and money he/she is willing to spend on clothing, the degree to which he/she used clothing in an experimental manner, and his/her awareness of fashion and whatever was new (Gurel & Gurel, 1979). Clothing interest usually has underlying implications of affection for clothes to positively enhance an individual's personal appearance, to express values, to reflect image and confidence, or to show the knowledge of both his/her own dress and of other people's. In a sense, it could not completely cover the attitude toward clothing on economy and utility, on conformity, and on modesty. On the contrary, the concept of attitude could better cover all possible aspects of belief on or affect to clothing, no matter if it is positive or negative. This may be influenced by self-concept and will affect the overt practice of clothing management.

Although motivation research, armed with "projective technique" or depth interview (Engel, Blackwell & Miniard, 1990, pp264-265) in marketing and advertising, can elicit deeper insights into the consumer's psychological profile, it was often criticised by conventional researchers as unreliable, invalid, subjective, and liable to be misleading. The lifestyle research focuses on consumers' activities, interest, and opinions (AIO). It is more likely to be product-oriented to try to link products to AIO's through psychographics (Solomon, 1992). The current researcher argues that although life style research can draw recognisably human portraits of consumers, it is not suitable to be used as a mediator between self-concept and clothing behaviour or to probe into inter-relations in a generalised theory of clothing management. Lifestyle is a resultant phenomenon not a psychological construct, such as attitude.

Chapter 3

Research Purpose

Many interrelated problems encountered in the fashion industry of Taiwan partially result from lack of understanding consumer behaviours as stated in the Introduction. Some consumer behavioural patterns observed in the marketplace obstruct and interfere with the overall healthy and integrated development of the industry. This gives rise to the basic interest of this research which is to provide grounded data of clothing consumption and contribute to the solution of the problems observed in the industry. Previously, there was no organisation for supplying valid information to the marketers continuously until collecting data regarding local fashion consumers' behaviours was undertaken. Neither did the academic researchers study the overall fashion behaviours from psychological and social psychological approaches to analysing comprehensively the relations of demographics, self-concept, attitude, and behaviour in order to explain and predict the external activities. In this situation, the researcher is interested in getting deeper insights into the social psychology of clothing of Taiwanese female fashion consumers in order to explain the prevailing phenomenon of dress and consumer behaviours observed in the fashion marketplace. Consequently, the findings of the consumer's social psychological profile and the overt behaviour displayed by each market segment could be referred to by the fashion industry and the educator to enhance consumers' overall quality of life in clothing.

More specifically, in the end the researcher would expect the knowledge derived from this research to clarify the following questions:

1. What is the holistic phenomenon of clothing management in transitional post-modern Taiwan society?
2. What kind of aspect does the holistic phenomenon contain with what factors intervening between the causes and consequences?
3. What are the social psychological and demographic profile and the characteristics of clothing behaviour of the customer in each market segment of Taiwan women's wear markets?

This research was undertaken to identify underlying principles that explain the phenomenon of fashion consumer's total clothing management, including purchase and usage of clothes and search for information. In this connection, the researcher proposes a theory of total clothing management with the intention of:

1. Finding out the underlying influential factors on, and the relationships with, overt clothing behaviour,
2. Clarifying the holistic clothing phenomenon; the causes, the explanations, and the

predictors of individual behaviour in social psychological processes at a micro level (Hamilton, 1997) in the context of cultural forces in a historical condition at a macro (Hamilton, 1997) level.

Specifically, this research was executed to fulfil the purposes listed as below:

1. To develop a universal research methodology which combines qualitative and quantitative elements in clothing consumer study.
2. To explore the holistic phenomenon of Taiwan female fashion consumers' behaviour, including the social psychological and demographic profiles, from the viewpoint of an individual's total clothing management.
3. To understand and to explain the characteristics, causes, and consequences of the consumer's clothing behaviours in a social/cultural context in Taiwan.
4. To construct a scale, with tested validity and reliability, for measuring attitude towards clothing.
5. To construct theoretical models to explain the holistic phenomenon of the consumer's clothing behaviours and to predict the tendency in the context of Chinese culture in Taiwan which may be further used in comparative studies in different cultural contexts.
6. To segment Taiwan women's wear market and to delineate the demographic and social psychological profiles of consumers in each segment and their overt behavioural pattern.
7. To assess the implications for marketers and for educators.

In brief, the methodology and findings of this research would be beneficial to the following sectors of the fashion business as a whole:

1. Academic researchers might adapt the methodology and attitude scale to enquire into fashion consumer behaviours in other marketplaces or in different cultural contexts to make comparisons with the findings of the current research.
2. Fashion retailers and manufacturers could refer to the information of consumers' social psychological and demographic profiles of each segment in the Taiwanese women's wear market in order to develop effective marketing strategies to provide the marketplace with suitable merchandise in the right place at the right price.
3. Fashion educators could understand the relationships between the cause, intervening factor, and consequence of clothing consumer behaviour in a cultural context to help work out effective education programs for students and consumers to achieve better clothing management.
4. Taiwan's female fashion consumers, eventually, would be the beneficiaries who could purchase fashion apparel that they really want to assist impression management in daily life, and to enhance the quality of life in clothing.

Chapter 4

Research Methodology

4.1. Multiple-method Enquiry

The ideology of research methodology in the positivist paradigm tends to be characterised by masculinity, quantification, machine-metaphor, and the economic-man metaphor in human behaviour and it also professes detached and objective method (Hirschman, 1993). It is often criticised by some qualitative or feminist theorists (Harding, 1986). Quantification can alienate researchers from the phenomena they are studying when numerical data take on life of their own and become the object of study, rather than attention being focused on the phenomenon itself (Jary & Jary, 1995).

When the machine metaphor, the theme derived primarily from cognition psychology, is used to characterise human beings, we risk losing sight of the other significant aspects of being human (Thompson, Locander & Pollio, 1989). Utilitarianism is criticised as being destructive of interpersonal bonds. Utilitarianism is as impersonal as marketing its distribution of rewards and punishments (Poole, 1990, p57). Utility maximisation theory tends to quantify resources so as to put them on a standard, universal metric to depict consumer behaviour in a mechanical, numerical, and callous way. The detached objective method of traditional positivist researches considers it highly desirable for the researcher to distance him/herself from the phenomenon of interest to prevent any possible disturbance from the investigator to the investigated (Fee, 1981; Krieger, 1991). Distance and objectivity are obtained by having those investigated interact with inhuman questionnaires or in some deceptive and manipulated condition. Human subjects, in virtually all of the laboratory experiments conducted, are characterised as entities to be run or processed through the various manipulations designed by the researcher. The scientist using this approach creates his own controlled reality (Hirschman, 1993). The attempts to achieve control over the phenomenon of interest by the researcher are seen as projections of the masculine values of detachment and dominance which reflect bourgeois masculine ideological bias (Fee, 1981; Krieger, 1991).

Consumer researches with masculine ideology are also criticised as being capitalism-oriented and serve only to provide ways for businesses to increase their control over consumers lives usually through the “strategic tool” of advertising (Harding, 1986; Eagleton, 1994). The ideology in masculine worldview permeating consumer behaviour researches is

often filled with the metaphors of war and combat (Hirschman, 1991). Market share must be fought for and won, market segments are targeted for penetration. Consumers' preferences must be influenced lest they stray to a competitor (Bristor & Fischer, 1991). In essence, marketers play the masculine warrior role in the metaphorical marketplace battlefield. Perhaps too often consumer researchers serve as willing counsellors to these marketplace strategies (Hirschman, 1991).

Conducting consumer research from a purely positivist perspective in the transitional context of post-modern society in Taiwan is more liable not to obtain a holistic understanding of and not to comprehend the underlying meanings of consumption phenomenon either. The deconstructionism, pluralistic, anti-orthodox, and heterogeneous characteristics in post-modern society also make consumer behaviours more unfathomable (Kaiser, 1990; Kvale, 1992; Lather, 1992; Polkinghorne 1992).

Chinese people have a very different concept of 'self' from that of western people. The so-called 'Chinese style collectivism' is completely different from the individualism cultivated in western cultures. The thinking process of Chinese is different as well. Measuring tools developed for testing Western people's psychological constructs, sometimes, cannot measure and show the concepts of the same variables (dimensions) for their Chinese counterparts. This is not caused by inefficient translation, but because of different thinking routes and the different perception of self resulting from different cultural roots. In other words, tools developed by Western researchers might ask questions to which Chinese do not have equivalent cultural and thinking background to answer (Spradley, 1980). Neither might it be possible to identify a dimension, the concept of which is prevailing in Chinese society (Bond, 1988; Yang & Bond, 1990). Research in the U.S.A. proved that different languages have their own semantic meanings and convey different denotations and connotations. The researcher used a set of measuring tools both in Chinese and in English, tested as valid, to test the same group of Chinese with bilingual communication ability. The results were different (Yang & Bond, 1990).

Although there are underlying regularities or processes that are likely to endure across cultural contexts, what we know about people's use and interpretation of dress is not necessarily absolute. The key point for various existing problems encountered in Chinese society, including the academic field, is the loss of self-confidence in its own cultural values in both spiritual and utilitarian aspects. For a long time, Chinese from almost every field have adopted, via translation, various existing tools developed in other countries without demonstrating feasibility and universal applicability in advance. The validity has been doubted (Yang, 1990; Yang & Chau, 1987).

The current researcher also questions the research validity of adopting for granted the existing concepts, hypotheses, and theories being derived by western researchers in a western cultural context. There are universal characteristics in human behaviour. However, the behavioural pattern, internal motivation as well as subtle taste has its local characteristics that are attributed to cultural differences. Inquiring into Taiwanese female fashion consumers' clothing behaviour in everyday life based on the existing hypotheses, might distort the understanding and explanation of the reality of Taiwanese women's clothing management. The researcher takes a conservative attitude and keeps the option open to challenge the feasibility of western tools for measuring Chinese psychological constructs.

Kaiser (1990) also asserted the importance of enabling subjects to make free responses when the researcher has little basis for knowing which adjectives should be selected for the subjects and styles involved. Boynton-Arthur (1993) encourages the use of ethnography and grounded theory to explore relatively unknown areas in order to yield the most cultural sensitive results. There were no equivalently comprehensive researches conducted previously in Taiwan. A grounded theory method was used to uncover and understand what lay behind the phenomenon about which little is yet known (Starch, 1955; Strauss & Corbin, 1990, p19) to obtain insights into Taiwan female fashion consumers' social psychological profiles and their everyday practices in clothing, which are difficult to convey with only a quantitative method. The results, thereby, become propositions to be examined and tested in the quantitative surveys later to deduce some self-attitude-behaviour and demographic-attitude-behaviour patterns for further comparative study in different markets or different cultural contexts.

Many theorists and practitioners contend that some quantitative researches of social science pay too much attention to pre-proposed concepts and numbers of collected data and neglect the necessity of going into the field of the phenomenon in question and becoming involved in the context of real life. Therefore, it is inevitable that the results are fragmented and conclusions are made superficially without too much sense (Polkinghorne, 1989; 1992). Researches on the behavioural aspect of dress often involve many disciplines and scholarly areas, e.g. textiles and clothing, home economics, education, economics, business, history, sociology, psychology, anthropology, and culture. With such diverse backgrounds and training, it is strongly suggested that researchers in this field employ a diverse array of theories, research paradigms, and data interpretation and analysis to investigate complicated clothing behaviour (Lennon, Burns & Rowold, 1995; McGurie, 1985; Nagasawa, Hutton & Kaiser, 1991; Solomon, 1992).

Lennon & Davis (1989a), in their review of the research literature of clothing and social cognition, have suggested that researchers in this field tend to use experimental design more than the field study, which is mostly used in the cognitive model. A paradigm for the study of the social meaning of clothes, as Nagasawa, Kaiser, and Hutton (1991) suggested, consists of three elements: stimulus (S), organism or person (O), and response (R). Most research on clothing as a form of human behaviour falls under the S-(O) or (O)-R model (Nagasawa et al., 1991, p59). The S-(O)-R paradigm suggested that a broader range of methodologies and strategies was needed to encompass the impact of clothing in the natural setting of everyday interaction and to lead toward a more comprehensive understanding of clothing in the context of everyday life. This paradigm was just like the existential-phenomenology that blended the philosophy of existentialism with the methods of phenomenology (Valle & King, 1978) and sought to attain a first-person description of experience (Giorgi, 1983). As Thompson, Locander, and Pollio (1989) stated that existential-phenomenology sought to be a descriptive science that focused on the life-world of the individual. In this view, the meaning of an experience is always situated in the current experiential context and is coherently related to the on-going project in the life world (Sartre, 1962).

Explanations of clothing-related behaviour are more complex than can be determined by analysing selected situational and dispositional factors in isolation from each other, therefore, Koch (1985) suggested a contextual approach to the study of dress. McGuire (1985) also mentioned that a contextual framework of inquiry suggested a creative and critical use of methods. The use of multiple methods is encouraged. Social psychological processes lead to new cultural meanings; the culture provides a larger context for the interpretation and use of clothing. The study of clothing in everyday life entails individual plans and cognition along with dynamic patterns of relations and cultural and historical conditions. Individual thoughts, social interactions, social relations, cultural forms, and historical and fashion processes all influence the way clothes are viewed and used. Important connections among these aspects of human behaviour can only be discovered through the use of multiple methods. (Kaiser, 1990, p60).

Clothing is an individualistic action in a person's everyday life which demonstrates a holistic phenomenon of what the individual, society, and culture require of dress. Post-modern thoughts advocate the contentions that recognise the fact of singularities, heterogeneousness and foundationlessness in the social world (Kvale, 1992; Lather, 1992; Lincoln & Guba, 1985; Polkinghorne 1992). As far as business strategic planning is concerned, the apparel industry has to find out some kind of universal rule and market mechanism underlying the individualistic behavioural pattern. Therefore, the current researcher still believes in the necessity of inducing regularities and theories out of

diversified behavioural phenomena. In this way, the research results can be referenced and applied to the market place. Therefore, on the one hand the researcher uses the ethnography, grounded theory and the existential-phenomenology, three qualitative methods, to explore the diversities and complexity of various aspects of the clothing phenomenon in everyday life in Taiwan society. On the other hand, the propositions and theories of induced regularities are to be proved or rejected in the following quantitative study based on the results of a large sample. However, it is emphasised that whether or not the findings of interviews with the 37 informants can be generalised into a universal theory, each case history of the total clothing management is the reality of the individual informant and can have inferentiability to a certain extent. In brief, a multiple-method with the supplement of qualitative and quantitative approach is used in this research. This approach is also becoming popular in the academic and practising fields where there were calls for diversity in research methodology (Polkinghorne, 1991).

To sum up, the researcher used post-positivism to develop the methodology, combining qualitative and quantitative phases (Figure 1) to explore the unfathomable and complex social psychology and behaviour of clothing consumption. The enquiry into the truth of the holistic phenomenon of total clothing management in a cultural context cannot be accomplished by probing into a single proposition. The researcher was more inclined to the qualitative paradigm in sympathy with the implied meanings of the phenomenon of clothing management in a Chinese cultural context of Taiwan post-modern society. However, quantitative survey was also used to achieve more generalised classification and more universal deduction on theoretical models for future comparative study for different markets or in different countries.

4.2. Method of the Qualitative Study

According to the assertions of Constructionism, reality is constructed by individuals' interpretations of the real (physical objects, conceptual categories, other people, and the self) (Okrent, 1988; Polkinghorne, 1992). Therefore, the reality can only be understood more comprehensively by delving into individuals' experiences and interpretations of the subject matter under research from an emic perspective (Ting & Cheng, 1994). The epistemology of qualitative study is rooted in humanistic thinking and adapted from the naturalistic paradigm (Guba & Lincoln, 1987) which follows the tradition of hermeneutics. Its philosophical stance is anti-positivism (Polkinghorne, 1983, p21) or post-positivism (Kuhn, 1970). This school of research methodology was cultivated in the German romantic movement (Tesch, 1990, p9) and further developed as a sound and robust research approach, in comparison to the quantitative approach, for delving into the reality of the social world

in the post-modern era since the 1960s (Lather, 1992; Kvale, 1992; Polkinghorne, 1992).

One of the propositions of the naturalistic paradigm is that: the reality which is multi-faceted, holistic and constructed by human beings might not be valid when the context is changed (Guba & Lincoln, 1987). The phenomenon of human beings' life world, unlike that of the mechanical and natural world, cannot possibly be explained and predicted by any simple law or theory and, therefore, should be investigated by an approach other than the quantitative one, or by a multi-method approach in order to obtain holistic insights into the phenomenon (Giorgi, 1986; Kaiser, 1993).

4.2.1. Ethnography

Rooted in anthropology and adopted by the Chicago School in sociology, ethnography is based on in-depth investigation of cultures and sub-cultures. For contemporary ethnographic projects, the primary methods of collecting ethnographic data are participant observation, written field notes, and interviews (LeCompte & Goetz, 1982). In an ethnographic project, the researcher must first establish an atmosphere of trust and rapport and be careful not to be perceived as an intrusion. Interviews of individuals and/or groups are the primary data gathering technique. In order to preserve the natural research setting, interviews generally follow a natural conversational style. Life histories are taken. In order to be consistent, these interviews contain a sequence of questions that is the same from one interview to the next. Data in the field notes are coded, comparisons are made and linkages are observed. From this, the researcher is able to ascertain normative patterns of behaviour within the cultural context. Ethnography utilises inductive reasoning, characterised by extrapolating from the specific to the general. The researchers ideally approach the field with few pre-conceived notions and are open to whatever they find; they set out to discover new ideas, rather than confirm or reject existing theories (Boynton & Arthur, 1993, p139).

4.2.2. Grounded Theory Study

Grounded theory which is also one of the major qualitative research methods is rooted in data obtained from systematic researches on a social phenomenon to prevent results being too abstract. In other words, grounded theory is derived from data collected and analysed from a specific field and then developed into a theory in a spiral cyclic way without any existing theoretical bases. Therefore, it has inherent characteristics of both empirical induction and theoretical deduction (Bailey, 1987; Spradley, 1979; Strauss & Corbin, 1990, p23).

Grounded theory researchers oppose the assertion that emphasises the legitimacy of theories induced by testing hypotheses (Lofland, 1971, p6). They argue that social phenomenon research is far better executed in a natural, undisturbing, and unmanipulated context. This naturalistic prospective (Denzin, 1978, 1989; Lofland, 1967) is viewed as the renaissance of interpretative sociology. Glaser and Strauss (1967) asserted that researchers should ignore temporarily all the existing theories or hypotheses without any predetermined stance by collecting original data from the social phenomenon or subject behaviours being investigated.

4.2.3. Existential-Phenomenology

Existentialism is a philosophical movement stressing personal responsibility and choice (Jary & Jary, 1995, p215). Existentialism grew amid dissatisfaction with generally accepted traditions and conventions, and previous attempts to explain life in impersonal terms (Crystal, 1992, p70). In general, existentialism considered what 'I' experience or witness of my experience in the world in which I find myself, and the ultimate decisions and my perspectives on it. Phenomenology is a descriptive study of experiences, aimed at investigating and describing how things are experienced in everyday life, the life-world, and its associated states of consciousness. Phenomenology asserted that we cannot simply be conscious, but must be conscious of something. That is an 'a priori' rather than an empirical method, all incidental aspects presented to the individual consciousness are bracketed to permit the systematic scrutiny of 'logical essences' (Jary & Jary, 1995, pp.488-489). Phenomenologists argued that, although people generally take the everyday world for granted, a phenomenological analysis must show how it is made up. Existential-phenomenology is a paradigm that blends the philosophy of existentialism with the methods of phenomenology (Valle & King, 1978). It seeks to render a first-person, not a third-person, description of the experience as it emerges in some context(s). The first-person description, which stays at the level of the respondent's life-world, is an experiential description, not an objective one. Existential-phenomenological understanding is attained by describing lived experiences and the meanings that emerge from them.

4.2.4. Process of Narrative Data Collection and Analysis

For a long time, consumers' profiles have been delineated only by demographic and physical characteristics. Gradually, lifestyles were adopted and recognised as important mediation variables (Gutman & Mills, 1982) for explaining and predicting some overt behaviour. However, comprehensive psychological factors are seldom to be thoroughly used, neither was a model of relationships among self-concept, attitude, and the overt consumer

behaviours derived. Consumer behaviour is a holistic phenomenon. Many previous researches using samples only of students studied only part of the social phenomenon. They usually probed into only a fragment of behaviour and found out the relations of part of variables in the whole consuming process. This critique might be supported by Kvale (1992), who pointed out the weakness in the study of psychology: "The theories of psychology were often based on a rather restricted observation basis, such as the behaviour of white Norwegian rats and white American college students in laboratory settings" (p. 41). The researcher argues that the combination of parts cannot depict the whole.

A preliminary study was carried out by recording interviews with 6 people plus professionals in informal settings, representing designer, retailer, importer, and manufacturer to ascertain the best choice and definition of dependent and independent variables indicative of local female fashion consumers' interests. The researcher proceeded with these interviews also to attain deeper insights into the whole fashion industry from various point of views. Informants narrated freely their personal opinions about the current situation of the fashion industry as a whole and their observation of the phenomenon of consumer behaviour, as well as suggesting improvements. A pilot survey, with 259 female consumer respondents, was undertaken in order to select the focal group aged 25 to 39, an age span which proved to be most diverse and worthwhile for the fashion marketer in terms of the multiple stages in the family life cycle and versatile needs and wants for clothing in daily life.

There are very few relevant researches on consumer behaviour in Taiwan, not to mention clothing behaviour from an indigenous social psychological approach. The researcher undertook in total 37 in-depth interviews according to the guidance in the open-ended questionnaire shown in Appendix 2. The method of participant observation was adopted to observe and to record the informants' appearance and clothing and ask them to narrate what they thought about themselves and how they dressed and managed clothing consumption in daily life. The open-ended questions covered their self-development process in childhood and growing background, the values, the perception of self-other and self-material relations, the attitudes toward, interests in and opinions of clothing management in various social situation, as well as their general practices in clothing purchase and fashion information search. Although the researcher did not interrupt or make any comments during the course of interviews, through observation and comparing what they said and what they did (clothing and appearance management in the interviews), the researcher interpreted the implicit hints later.

Tseng and Hsu (1970) pointed out that, from the viewpoint of social structure, the characteristics of Chinese behaviours are generally cultivated from the family where loyalty

to family, harmonious human relationship, respectfulness to authority (or the elderly), and tradition are taught and emphasised. Under the cultivation of Confucian thoughts and doctrines, Chinese are more or less passively aggressive and not self-assertive and consider authority much important (Acosta, Yamato and Evans, 1982, p122). During the process of growing up, the personality of Chinese, by and large, is developed through group identification and conformity which are also part of Chinese characteristics. Under these circumstances, the researcher thought it would be proper to guide consumer informants using the open-ended questionnaire, instead of letting them take their own course in the in-depth interview.

It was believed that the subjects could only have an insight of themselves from opening their minds completely in a relaxed and friendly environment. The researcher's role in the interview was only to understand the informants by encouraging and accepting all that they narrated, instead of commenting and criticising (Pande, 1968). The researcher semi-actively selected informants who were willing to spend more than two hours for the interview. Therefore, the consumer informants could only be sampled theoretically to meet the requirement of stratified balance as far as demographic characteristics were concerned. The process of recruiting the consumer informants is shown in Appendix 3.

Narrative data collected by interviewing a consumer informant only covered a singular case that constitutes the identity of the person's everyday life of clothing. But, like the ripple in the stream, it cannot be isolated from the wider flow of experience in which it is implied, i.e. the Chinese cultural context in Taiwan. Each individual's attitudes, values, personalities, and behaviours would all reflect the spirit of Chinese culture and were developed in the environment of this specific culture (Fenlanson, 1962; Kroebr & Kluckhon, 1952). It is presumed that people may have some behaviours, actions, and/or social psychology in common due to being all in the same cultural context (Lincoln & Guba, 1985). The results and conclusions are more related to describing and understanding the phenomenon than to proving assumptions or to predicting behavioural tendencies (Thompson et al., 1989, p138). This kind of research is very helpful for collecting basic data regarding prevailing phenomena and the implicit causality so as to submit some propositions and theories on the social psychological aspect of Taiwan female fashion consumers' clothing behaviours.

All interviews were either tape recorded or made field notes and verbatim transcripts were produced. The data in each interview transcript was transcribed by subject and by question item. Three kinds of techniques were applied to analyse the narrative data of consumer in-depth interviews, e.g. grounded theory analysis, ethnographic analysis, and first-person descriptions based on existential-phenomenological perspective. Ethnographical

analysis was used to define cultural domains and to interpret and explain the characteristics and attributes of the domain as well as to find out general themes indicative of the phenomena under study. The means of description on the basis of existential-phenomenological perspective was adopted to delineate the holistic picture and to obtain an overview of the subject matter under study. The descriptive analysis of narrative data was executed for obtaining meanings and general impressions. The grounded theory analysis was carried out to propose underlying theories which are abstracted from conceptualising what consumer informants mentioned about their clothing affairs. The researcher analysed the narrative data in an inductive manner by interpreting data into concepts, comparing concepts with one another and classifying them into categories, making connections between and finding out consistency among the categories to form propositions (Kvale, 1983; Wertz, 1983). The scope of each category is defined, named, and then deduced into theories as shown in Table 10. Some of the propositions were used to derive the hypotheses of the subsequent quantitative study (Dey, 1993; Strauss & Corbin, 1990). The grounded theoretical analysis, by inductively checking the deductive propositions, was used for developing theories grounded in data.

There are various kinds of variables used to divide the market into segments. In addition to the demographic variables, marketers in segmentation also often adopted the psychographic ones. The most well known and widely used psychographic segmentation system is VALS (Value and Lifestyle), covering two perspectives. The first was based on Maslow's hierarchy of "needs growth". The second perspective was drawn from Reisman's work on the differentiation of inner-directed and outer-directed people (Solomon, 1992, p500).

Wilkie (1994) also suggested three levels of market segmentation. The normal base for differentiating markets was personal characteristics, the level I in which demographic characteristics, sources of media exposure, psychographic or lifestyle as well as geographic location in residence or in job were all possible variables being used in segmentation. Markets could also be categorised on the basis of benefit sought, that is the second level, including benefit sought and situational consideration, bearing in mind purchase. The third level was in relation to behavioural-measures, such as attitudinal, heavy usage, or direct response.

The researcher tried to differentiate the type of consumer informants based on the narrative data in the in-depth interviews, each represented a discriminated market segment. Three steps were adapted in this research to segment Taiwan female fashion markets using the qualitative approach:

1. Delineating the holistic phenomenon of clothing management, on the basis of the theoretical model, of each fashion consumer type in terms of the degree of fashion adoption, as shown in Table 11.
2. Classifying Taiwan female fashion consumer types by the cross-relation between life style/self-concept characteristics and the degree of fashion adoption, as shown in Table 12. Life style characteristics are mainly categorised on the basis of the degree of diversity of social belongings, whereas, self-concept characteristics are distinguished by self-influence (inner-directed) and social-influence (outer-directed) (Solomon, 1992, p500).
3. Identifying the social psychological characteristics of each consumer informant based on the theoretical model and putting informants into the appropriate cell of the matrix, and then grouping them into several differentiated segments, as also shown in Table 12.

Three informants were selected as subjects to undergo a thorough description. The phenomenon of various aspects of clothing behaviours in the life world of these three informants were inferentially described in detail by interpreting the informants' own terms (Kvale, 1983; Thompson et al., 1989).

4.3 Method of the Quantitative Study

The quantitative phase consists of three consecutive surveys. The first two surveys were executed to develop a clothing attitude scale, questionnaires are as shown in Appendix 4; the third one was for differentiating the Taiwan women's wear market, for deducing the theory of the individual's clothing management, and for clarifying the correlations between demographics, self-concept, attitude, and clothing behaviour (questionnaire in Appendix 5).

The premise of the quantitative study was grounded on the findings of the qualitative study, as well as some existing theories of self-concept and clothing behaviours reviewed in the literature. Some propositions were submitted as hypotheses derived from the grounded theory study which were tested by surveying total clothing management on a series of large samples in order to find out the regularity and universality. The theories developed in this way can be applied to professional practices.

4.3.1. Premises of the Quantitative Study

There are some premises derived for designing the last questionnaire, which are as follows:

1. The internal reason for or motivation in the purchase of clothing, from the viewpoint of the functional approach to the attitude toward clothing, covers social-oriented, object appraisal-oriented, and personal-oriented (hedonistic) aspects that satisfy different kinds

of internal needs (Hereck, 1987; Katz, 1960; Smith, Bruner & White, 1956).

2. Attitude consists of three components, i.e. cognition, affection, and intention, based on the theory of attitude (Ajzen, 1985; Ajzen & Fishbein, 1980; Reber, 1985). Therefore, attitude toward clothing can be studied from various aspects, such as purchase motivation, clothing preference, cognition of clothing and phenomenon in marketplace, as well as the way of dressing and purchasing.
3. Taiwan females' self-concept is influenced by the mainstream value system and social norms, which, like the Chinese self, has the characteristics of family-centred collectivism (Acosta, Yamato & Evans, 1982; Fi, 1947; Fitt, 1965; Wang, 1988; Yang, 1981a; Yang & Yu, 1989, p7). Specifically, Chinese self can be delineated with features of other-oriented, relation-oriented (Pye, 1968; Solomon, 1971; Wilson, 1974; Yang & Chu, 1974), social-oriented (Huang & Yang, 1971; Yang, 1981a), uniqueness pursuing, authorisation-dominant (Wei, 1972), face-loving, rectification (Yang, 1990), modesty and reserve, externally controlled (Levenson, 1974; Rotter, 1966), situation-sensitive (Hsu, 1981), etc. All these characteristics of self-concept affect directly or indirectly the attitude toward clothing and overt consumer behaviour (Kahle, 1986; Peter, 1980; Sentis & Markis, 1986).
4. Although feminism has been promoted in Taiwan society for a long time, it still cannot be adopted by women in such a short time period. Attitude toward clothing, in terms of preference, motivation, cognition, and behavioural intention, cannot be clearly articulated and measured because Taiwan females are not used to expressing clearly their inner thoughts and intentions yet (Qualitative study).
5. Lifestyle which is an obvious and recognisable operation pattern in daily life highlights personal characteristics and dispositions by allocating time to the various activities of life and is influenced by personal tastes and preferences (Sobel, 1981; 1983). Human beings, inherently a gregarious species, tend to be influenced by significant others in their internal thinking, attitude, and behaviour. Significant others can usually be distinguished according to the individual's social status and his/her social belongings (Sobel, 1981; 1983). Consumption is sometimes viewed as an indicator of lifestyle.
6. The stage in a female's family life cycle influences her purchase motivation and expenditure on clothing (Engel, Blackwell & Miniard, 1990, pp179-180; Wagner & Hanna, 1983).
7. Purchase motivation might be different from the motivation in wearing. A piece of clothing in a wardrobe might never be worn. What is desired might not be bought either. Therefore, the motivation in the fashion information search in different stages of the consumption process might be different (Qualitative study).
8. Behavioural intention might be predicted by critical or important motivation (Qualitative study).

9. Self-concept can influence the attitude toward clothing and then overt consumer practices (Kahle, 1986; Peter, 1980; Sentis & Markis, 1986). On the contrary, behaviour in dress may mould self-concept (Holloman, 1989; Qualitative study) especially in childhood.
10. Individuals with higher incomes might not spend proportionally more on clothing (Qualitative study).
11. Different consumer types have different psychographic characteristics in clothing and a different self-concept (Gutman & Mills, 1982).
12. Self-awareness contains three components, i.e. private self, public self, and social anxiety. Private self-awareness has to do with the individual's internal cognition about him/herself. Public self is the cognition of external impression on others. Social anxiety is sensitive to self-characteristics in social interaction with other people (Cheng, Wang & Wu, 1990).
13. An individual who is inclined to follow what others wear is one of the major targets for market promotion (Qualitative study).

4.3.2. Hypotheses of the Quantitative Study

Based on the above mentioned premises, some hypotheses were raised for testing in order to deduce the correlation among demographics, self-concept, attitude, and behaviour in the theoretical model.

1. There are relationships between self-concept and clothing attitude.
 - a. There are relationships between self-awareness and clothing attitude.
 - i. The stronger the public self-concept, the stronger the purchase motivation in expressive clothing characteristics.
 - ii. The stronger the social anxiety, the stronger the purchase motivation in expressive clothing characteristics.
 - iii. The stronger the private self-concept, the stronger the purchase motivation in hedonistic clothing characteristics.
 - iv. There are relationships between self-awareness and clothing cognition.
 - b. There are relationships between personality trait and clothing attitude.
 - i. There are relationships between personality trait and purchase motivation.
 - ii. There are relationships between personality trait and clothing cognition.
2. There are relationships between demographics and clothing attitude.
 - a. There are relationships between demographic profile and clothing attitude.
 - i. There are relationships between demographic profile and clothing motivation.
 - ii. There are relationships between demographic profile and clothing cognition.
 - b. There are relationships between social economic status and clothing attitude.
 - i. There are relationships between social economic status and purchase motivation.
 - ii. There are relationships between social economic status and clothing cognition.
 - c. There are relationships between family life cycle status and clothing attitude.

- i. There are relationships between family life cycle status and purchase motivation.
 - ii. There are relationships between family life cycle status and clothing cognition.
 - d. There are relationships between life styles and clothing attitude.
 - i. There are relationships between life styles and clothing motivation.
 - ii. There are relationships between life styles and clothing cognition.
- 3. There are relationships between personal attributes and clothing interest.
 - a. There is differentiation in the degree of interest in clothing.
 - b. There are relationships between self type and clothing interest.
 - i. The stronger the public self-concept, the stronger the clothing interest.
 - c. There are relationships between demographics and clothing interest.
 - i. There are relationships between social economic status and clothing interest.
 - ii. There are relationships between family life cycle status and clothing interest.
- 4. There are relationships between clothing attitude and the degree of clothing interest.
 - a. There are relationships between purchase motivation and the degree of clothing interest.
 - b. There are relationships between clothing cognition and the degree of clothing interest.
- 5. There is differentiation in clothing expenditure as far as monthly income is concerned.
- 6. There is differentiation in the source of fashion information as far as clothing interest is concerned.
- 7. There are relationships between clothing attitude and overt clothing behaviour.
 - a. There is consistency between clothing cognition and clothing purchase behaviour.
 - b. There are relationships between the prominent clothing motivation and clothing buying behaviour.
 - c. There is consistency between clothing cognition and overt clothing usage behaviour.
- 8. There is consistency between clothing cognition and brand loyalty.

3.3.3. Process of Data Collection and Statistical Analysis

The questionnaire for the third survey (Appendix 5) was composed of several parts in line with the conceptual framework which was designed following the structure shown in Figure 4. This structure was confirmed after a trial survey with 76 respondents in the sample. The awareness of self, e.g. public self, private self, and social anxiety, was measured based on the scale developed by Cheng, Wang, and Wu (1990). The Semantic Differentiation Scale of personality traits contained 14 pairs of adjectives adopted from the pool of adjectives developed by Lee (1985) for Chinese Self. The researcher decided not to design scales for female self-concept from scratch because newly designed scales might not have higher validity and reliability than the ones developed by these reputable psychological scholars.

The researcher worked and co-operated closely with the Graduate Institute of Applied

Statistics of Fu Jen Catholic University, Taiwan. In a Marketing Research class, the researcher used Taiwan's female fashion markets as a case to demonstrate to the graduate students and discuss with them about questionnaire design, sampling, pre-test, questionnaire modification, appropriate analysing method, and the findings in a spiral way. The researcher trained the second-year graduate students each time, based on a formal written procedure, before going out to the field to execute the personally administered questionnaire survey. Surveyors were trained to familiarise themselves with the contents of questionnaire, and to find out subjects correctly in areas and places as arranged in the quota sampling plan of Table 2. The questionnaire of each survey was modified based on the findings of the previous survey as well as those of the pre-test of the current survey. The sampling population was the females who might appear to the commercial districts and shopping places in the time period of survey. For the purpose of depicting Taiwan's female fashion consumers' profiles more vividly and completely, the researcher delineated a pseudo person in each market segment which was differentiated by cluster analysis of the final survey. The description was with respect to self-concept, fashion lifestyles, attitudes towards clothing, overt practices in clothing management, and the patronage behaviour. Several statistical analysis tools (mainly in SPSS software) were used in the process of testing goodness and fit of sample, reliability, and validity, as well as deducing theoretical models and making market segmentation. The sampling reliability was 97%. The inferential upper limit was 0.04. The process of analysis in the third survey is listed as follows.

1. Goodness and fit of sample

- a. Statistics of mean and standard deviation were checked for probability distribution on each subject item to compare with knowledge of and experience in marketplace.
- b. Comparing the grand average to the weighted average of each subject of the continuous scale to check for the tendency of agreement or disagreement to the whole subject.
- c. Correlation coefficient between each item of inter- and intra- subject of the continuous scale was reviewed to make sure the rationality of the composition of each subject.
- d. Cross-table analysis of each item in the subject question of the nominal scale to the demographic attributes was executed, checking the results with Chi-square test for a p-value smaller than 0.05 and comparing them with knowledge of and experience in marketplace. The Goodman & Kruskal Tau value was assessed to check for the predictability of demographic attribute to clothing attitude or behaviour.
- e. Cannonical analysis was carried out to review the structural relationships between subjects of the continuous scale. The standardised structural relationship with a p-value smaller than 0.0001 were interpreted to see the tendency of relationships in two subjects.

Table 2. Sampling Plan for the Study of Fashion Marketing and Segmentation of the Taiwanese Women's Wear Market

Shop Type	East District	Qty.	South District	Qty.	West District	Qty.	North District	Qty.	Middle District	Qty.	Total Qty.	Survey Time
Department store & Boutique	.Sogo, Prinston, Sincerity, Sun Rise, Asian World, Duen Hwa S. & N. Rd. Fu Shin N. R.	96	.Han Shen The Mall	32	.Far Eastern, Reber, Today, Lai Lai,	64	.Te An, Kaw Daw Wu, Chung Shen N. Rd., Secl 7, Tein Mu E. & W. Rd., Ching Kwan,	64	.Dar Yar, Yi Tei, San Yueh in NangKing W. R., & T.S. C'cle .Chung Shen N. R. Sec. 1-3, Yan Pin N. R.	64	320 40%	Weekday 240 40%
	.Bigi, Ding Haw commer' l c'tr, Net, Benetton, Unicorn, Attraction, Carnival, Theme,	84	.Roosevelt R. Sec. 4, Unicorn, Shen Shan,	28	.Parco, Po Ai neighbour, Attraction, Gigi, Unicorn, Shen Shan, Shi Men Ding,	56	.Unicorn, Shen Shan, Tein Mu, Nei Hu, Shi Lin,	56	.Rear of T.S. Circle area, Bigi, Shen Shan, Unicorn,	56	280 35%	40%
Night Market & Clothes Stands	.Nangking E. Rd. (Su-Ping St.) .Chung-Hsaw E. Rd. Ming-Sheng Circle vicinity to Sun Rise D'pt Tung-Hwa St.	48	.Kun kwan, Ching Mei night market,	16	.Chung Hwa R., Shi Men Ding, Wan Hwa night market,	32	.Shi Lin night market,	32	.Train Station area, Chen Chung market, Po Ai Rd., Hen Yang R., Yuan Lin St.,	32	160 20%	Weekend 360 60%
Hyper market	.Kaw Fun .Carifare	15	.Far Eastern Hypermarket,	10Kaw Fun, Carifare, Marco,	15	40 5%	
Total Quantity	243 30.3%		86 10.8%		152 19.0%		167 20.9%		152 19.0%		800	

2. Reliability

- a. The Cronbach α value was reviewed to judge for consistency in answer from respondents with similar personal attributes.
- b. Corrected item total correlation analysis was executed to assess the consistency of each question item with the focal interest of the subject of the continuous scale.
- c. Final communality of factor analysis was checked to ensure the reliability of each item.

3. Validity

- a. The statistic of item discrimination of each question item was reviewed to judge the degree of separating respondents with different personal attributes.
- b. Principle component and varimax rotation of factor analysis for continuous data were carried out to subtract critical concepts in the subject question. These were the bases of theoretical models.
- c. Reviewing the difference between demographic characteristics of respondents who tended to agree or disagree with question items of each subject of the continuous scale. This analysis was used to judge the necessity of reversing the answer of some question items.

4. Building up theoretical models and segmenting the market

- a. Cluster analysis of the factor score of each subject was executed to check for the difference in demographic characteristics and in some behavioural practices of respondent in each cluster. Log-linear model analysis was used to subtract the key group of consumers who might most respond to marketing activity.
- b. Cluster analysis in demographics in relation to clothing expenditure was carried out to segment the market. Log-linear model analysis was also operated to subtract the key group of consumers who is critical for marketing.
- c. Logistic regression analysis on the cognition of clothing and market phenomenon was used to judge the degree of brand loyalty.
- d. The principle axis in the factor analysis of the subject of purchase motivation was further worked out to clarify the critical concept in purchase motivation in each cluster of self-awareness.

5. Conjoint analysis of clothing preference

Chapter 5

Qualitative Study

5.1. Preliminary Interviews with Representatives of the Fashion Industry

The preliminary in-depth interviews, carried out in late 1992, with 6 informants on record and many other professionals, in informal settings representing designer, retailer, importer, and manufacturer, are summarised as follows:

1. General phenomenon

- a. Due to bad traffic conditions, many people commute by motorcycle and cannot be well dressed in the polluted air and crowded traffic situation.
- b. There is a lack of "spiritual nourishment" in the mainstream culture in Taiwan. Popular culture especially is at a low level. Many people, although wearing expensive outfit do not show a decent, well-dressed look. Facial expressions and gestures do not improve, from distress or fretfulness to well being or serenity, after the living standard has been profoundly improved because of the lack of "spiritual cultivation".

2. Consumer behaviour

- a. High percentages of female consumers lack dress sense in terms of:
 - i. Bad co-ordination of outfits and addiction to labels without a clear understanding of the brand image;
 - ii. Buying suits or two-piece dresses separately, but failing to match separates well;
 - iii. Chasing fashion no matter whether it is suitable or not.
- b. There is a tendency for Taiwan females to look much younger than their physiological age. Career women need to look positive, active, and professional. Therefore, they have to dress vividly to get self-confidence.
- c. Many people accumulate wealth and get richer in fairly short time periods. However, the cultural level and quality of life of the so-called "nouveau riche" cannot be improved at the same pace. Their clothing and appearance do not match their new role and status.
- d. Taiwan females dressed like Japanese women before. They looked more conservative and restrained. Nowadays they tend to dress in European styles with a loose fit, which looks more casual and vivid with a broader spectrum of colour and shade.
- e. Taiwan female consumers demand a lot in terms of fabric quality and handling. Therefore, local manufacturers develop fashion merchandise made of Japanese and Italian fabrics.

- f. Customer loyalty to a specific label is relatively low because of the fierce competition from various brands in a small market. Manufacturers are likely to be totally influenced by market conditions because they have not yet built up their reputation and clear brand image. They sometimes change the previously developed seasonal "collections" and mix them with different sellable styles and, therefore, the line's theme becomes more unclear and the brand image more ambiguous. This ends up with severe price competition.
- g. Almost every female consumer in Taiwan has an abundant range of clothes in her wardrobe. The women's wear market is actually saturated. Fashion retailers and manufacturers need to enhance their marketing strategies to promote sales.
- h. It is popular for an individual to have many membership cards that vary greatly in terms of image and segmentation. This implies that Taiwanese are keen on participating in varied kinds of social activity and tend to show multiple personalities.
- i. The fashion information that consumers obtain from the market or mass media is fragmented, which cannot be conducive to enhancing integral self-image for different role-playing.
- j. Consumer's vocation and income level seem to influence purchase behaviour.

3. Fashion industry

- a. Generally speaking, the product line needs to be improved due to the lack of co-ordination across lines and seasons. The theme of each line is not clear either.
- b. There is a need for improvement in catalogue and store display (including window display) to provide customers with suggestions on co-ordination for a good total look.
- c. In general the marked price of Taiwan's fashion merchandise is unreasonably high. Most people are not willing to buy new clothes at the beginning of the season. The sales are good only in this period for local brands, whereas the sales of imported goods are relatively better at the start of the season. Local brands have to strengthen their collections and improve their brand images to compete with high-priced imports, or otherwise to have their product lines manufactured overseas to decrease the production costs to compete with low-priced imports.
- d. Although consumers' buying power has been increased, the total market scale is still relatively small. In general, there are only one or two branches of one department store. This procurement volume is not big enough to nourish a private label or to retail its own merchandise. Most retailers simply rent out space to manufacturers and importers and pass the risk of dead stock or eroded profit onto them.
- e. There is a lack of professional marketing in that:
 - i. Merchandise cannot be clearly differentiated from that of competitors.
 - ii. The timing of marketing a new product line is not right. Usually it is too early in terms of fashion acceptance for some colours, prints or styles.

- iii. Promotion is not effective enough to present to customers a total package with a clear brand image.
- f. There is a need for new materials to be offered by local fabric producers, without the limitations of minimum quantity, to cope with the fashion market demand for a wide variety in a small quantity. Normally apparel manufacturers simply order fabrics from importers who can satisfy their requirements in quantity and variety but at a much higher cost.
- g. The production system for the local market is not sound enough. Due to the lack of in-house production capacity, manufacturers can only contract out to scattered sub-contractors or even individuals. This increases difficulties in production and quality control. Larger scale garment producers can only take contracts for export. They lack the experience in design and development of new product lines. The two sectors have not yet worked out a proper way to collaborate for their mutual benefit.
- h. The market will be fluctuating and rearranged in the future. Either high-priced famous labels or budgeted brands will survive. Brands without special features in the middle price range will find it difficult to get market share.
- g. Local government could set up a series of seminars for the public on the subject of the quality of life with respect to clothing and appearance management through various kinds of clubs or associations. The department store, as one of the media for culture dissemination, would also needs to play a role in this activity.

5.2. In-Depth Interviews with Consumer Informants

42 consumer informants were interviewed during the summer of 1994, 5 of them were beyond the age span of 25 to 39. The results and findings in the qualitative study are thus based on the analysis of the 37 interview records. The records of the 5 other interviews were kept for reference to compare with that of the other 37 records. Table 3 shows the demographic characteristics of the 37 consumer informants, which represent a fairly stratified spectrum in each aspect.

A social economic status index (SESI) was derived by referring to what Coleman (1983) and Hsu (1987) suggested in the measure of social economic status. The content of each occupation category was referred to the "Classification Standardisation of Occupation" of the Secretariat-General of Budget, Accounting, and Statistics (1993). The social economic status was then categorised by assigning a range of score to each ranking (Engel, Blackwell & Miniard, 1990). The final categorisation of social economic status is shown in the definition of terms. The SESI, as shown in Appendix 6, covers occupation (double weighted), education, and income (personal or household), and a series of scores for different ranks was assigned to each aspect. The final accumulated score was compared to

the assigned score range of each social economic status. Because of the composite characteristics of SESI, the social and symbolic meaning of dress to women and the overt consumer practice of females in the same social economic status might still vary.

All narrative data collected from the interviews were organised and categorised as indicated below. Some narration in the informant's words is shown in various paragraphs, respectively.

Table 3. Demographic Characteristics of the 37 Consumer Informants

Age	25-29			30-34		35-39	
	13			12		12	
Education	Junior high	Senior high	Junior college		University	Post graduate	
	2	16	6		11	2	
Marital Status	Single			Married		Divorced	
	13			22		2	
Vocation	Public service	Personal service	Retailing	Trading	Financial service	House wife	Other
	4	7	9	6	2	7	2
Occupation	Self-employed	Administrative	Professional	Technical	Clerical	Sales & service	House wife
	2	1	3	6	11	7	7
Social economical Status	Upper status			Middle status		Working status	
	3			19		15	

5.2.1. The Taiwanese Females' Clothing Management in Daily Life

5.2.1.1. In social settings:

"...I would pay attention to co-ordination and total look only when I participate in some special occasions,....in suits with a complete set of accessories, higher heeled shoes, total make-up, a new hair-do,...etc.;....I fully dress myself up only when I participate in evening parties in relation to my husband's career,.... I clothe myself based on what people generally expect of me in a formal occasion, I like to make a good impression on people,... I definitely will put on ear-rings,...."

A sense of formality is the first priority for Taiwan females to dress up on special or important occasions. Other purposes mentioned by them are, by rank, being decent, fashionable, appealing, beautiful, and feminine. They want to feel confident by appropriately and/or totally dressing to handle social situations without self-consciousness, and to make good impressions on others.

Skirt suits were the general outfits. One-piece or two-piece dresses were also popular attires for formal parties. Skirt or pant co-ordinates, while not so common, were also worn by some informants. Many informants indicated that their evening dress and business wear were almost the same in styling, except that the fabrics and/or accessories used in evening dress were newer and better than those for office/business wear, and the lines or shapes were softer and more feminine. They tended to distinguish evening wear from day wear by putting on more accessories and make-up, and trying to work out an appealing total look by matching accessories, hair-do, shoes, purse, and the clothes with one another. Day clothes and evening dress were almost the same, which implied that the formality of evening attire was not at the same level of that of most formal social settings in western societies. Among informants aged 25 to 29, none wore Chi-Pau or formal evening dress.

5.2.1.2. In office or work settings

“...I want the outfits of my office wear look decent, ...I would intentionally put on what I feel most confident in to make a good total look especially in an important meeting or in the time when our clients are with us,...; I tend to use clothing to get myself armed to deal with my work,...any time having clients with me is formal to me, the professional look makes me feel confident to face the challenge of my job...., comfort is not my consideration,...;.... Relatively, formal suits for the office work...being neat and tidy makes me feel confident to control incidents...however, if the boss isn't in or there is no VIP or important things happening, I like to feel relaxed... relatively casual things are my choices,....”

Generally speaking, skirts or pants with blouses or jackets were most common for Taiwan females to wear for office work. Whether or not the outfit was appealing or co-ordinated depends on the wearer's aesthetic ability. Taiwanese females liked separates due to the wide variety of styles allowing them to make many different outfits. Some women also preferred suits for convenience. Young secretaries tended to wear one-piece or two-piece dresses. Except for women who were not allowed to wear trousers, general Taiwanese females seemed to prefer trouser suits or co-ordinates for convenience and an energetic look.

5.2.1.3. On the street or in public places

“.....Simple, comfortable, a bit more proper than the home wear,.... Just like common office wear, but, sometimes, I would intentionally put on something interesting and fashionable which I won't wear in the office,definitely wear leather shoes,....; Something comfortable and decent, something in vogue....”

Attire similar to office wear or work clothes were used in daytime. The consideration of selecting clothes for wearing on the street for shopping or dealing with trifling errands was mainly to be casual, tidy, comfortable, simple, convenient, proper, etc. Some women also dressed up to attain a total look, or experiment with fashionable new outfits as if the street were a stage, to give themselves a chance to show off another image.

5.2.1.4. In the local neighbourhood

“...I don't like to come across acquaintances if I go out without having changed my home clothes....;unless the home wears are too shabby or careless, I usually won't change my clothes before I go out,....;I wear something similar to what I wear on the street for shopping,....;.... I don't mind if the clothing is not proper enough,...I still wear the same clothes as at home except putting on brassiere before I go out...”

Neighbourhood was viewed as the extension of home. The clothes were as informal as that at home except for wearing brassieres to make a relatively proper look. The ordinary clothes were sportswear, jeans, T-shirt, shorts, etc.

5.2.1.5. At home

“...Leisure wear or anything comfortable is the first choice,...definitely wear brassiere, ...should be tidy and neat even I'm at home....will change into pyjama when I go to bed, I don't wear brassiere then....;.....I wear T-shirt, vest, shorts, or anything cheap at home, wear brassiere all day long even during sleep that makes me feel more secure,....;...I don't wear brassiere at home before, now I wear it all day long because I'm concerned about my body shape, the breasts seem to become falling down....;....I must pay attention to my appearance at all times, because we live with my mother-in-law and brother-in-law,....;... I wear the most simple, oldest clothes at home, look very careless, I don't wear brassiere...as soon as I get home I take it off,...”

Some females wore brassieres at home, some did not. Old clothes that were not used outside any longer were worn at home. Comfort and casualness were the first priorities for home wear. However, some females mentioned the need for appealing, comfortable clothes especially designed for the domestic environment, which might also be worn in the local neighbourhood.

In brief, the phenomenon of clothing management in daily life can be classified as shown in Table 4.

Table 4. Taiwan Females' Clothing Management in Daily Life

Region for clothing management		Motivation	Outfit/Look	Consequence
Front region	Social setting	<ul style="list-style-type: none"> Being out-standing and differentiable from other female participants Possibly influencing the impressions of the significant participant(s) 	<ul style="list-style-type: none"> Skirt suits, 1- or 2- piece dresses Formal or semi-formal look 	<ul style="list-style-type: none"> Formality Elegance Fashionableness Appealing Femininity
	Office or work setting	<ul style="list-style-type: none"> Arming oneself to show professionalism Being able to concentrate on the work comfortably 	<ul style="list-style-type: none"> Co-ordinates in skirts or pants, separates Semi-formal or casual look 	<ul style="list-style-type: none"> Professionalism Self-confidence Efficiency
Outside region	Street or public place	<ul style="list-style-type: none"> Experimenting with new and fashionable outfits Experimenting for different image 	<ul style="list-style-type: none"> Sportswear in pants, separates, jeans Casual look 	<ul style="list-style-type: none"> Comfort Tidiness Convenience
	Local neighbourhood	<ul style="list-style-type: none"> Appropriateness in an easy-going manner 	<ul style="list-style-type: none"> Home clothes, shorts, T-shirts, Sportswear Casual look 	<ul style="list-style-type: none"> Easy-going Comfort
Back region	At home	<ul style="list-style-type: none"> Total relaxation and liberation Self-autonomous Attractiveness to partner 	<ul style="list-style-type: none"> Least amount of clothes, T-shirts, shorts, old clothes Careless or casual look 	<ul style="list-style-type: none"> Comfort Casualness

5.2.2. Clothing Preferences and the Pattern of Change in Clothing Preferences

Clothing preference could be indicated by several aspects, which are components of dress, (e.g. the way of co-ordination, colour/prints, styling, material, design detail, accessory, etc.), by ranking the frequency that informants mentioned them. On the question of clothing preference in daily life, different consumer informants described it from different angles, which implied the emphasis to which the informant paid attention. Except in co-ordination, answers to their preferences of colour/prints, styling, material, design detail, and accessories

were spread across a wide spectrum. Generally speaking, black and white, neutral or bright piece-dyed colour shade, small patterns in prints, simple, elegant, and unique styling, straight but soft lines and delicate material with good handle, loose fit and comfort were the predominant preferences. They usually tidied themselves up in plain and conservative co-ordinated outfits or suits, requiring convenience, freedom in motion and multiple functions in use. Most informants paid attention to shoes and bags/purses. However, they seldom put on a whole set of accessory including jewellery, scarf, belt, hosiery, or hat to supplement the total look.

The reasons for varied ways of co-ordination given by the informants are categorised in Table 5, which also shows the characteristics of the wearer.

Table 5. Wearer's Characteristics and Her Way of Co-ordination in the Taiwanese Women's Wear Market

Way of Co-ordination	Wearer's Characteristics
Putting on separates of sportswear or co-ordinating parts of different suits with a total look	<ul style="list-style-type: none"> • With aesthetic taste or fashion sense to co-ordinate clothes • Confident in the ability of co-ordination, • Being individualistic
Putting on separates of sportswear or co-ordinating parts of different suits without a total look	<ul style="list-style-type: none"> • Without aesthetic taste or fashion sense to co-ordinate clothes • Being careless about clothing management in total look
Wearing suits or two-piece dresses	<ul style="list-style-type: none"> • Convenience driven, • Less confident in the ability of co-ordination
Wearing one-piece dresses	<ul style="list-style-type: none"> • Confident in the body shape, • Tend to mould self as a sexy model.

Informants who were confident of their sense of beauty and ability of co-ordination tended to wear co-ordinates more often. Females without these characteristics usually required convenience from clothing and wore suits or dresses more often. Informants, who were less concerned about their clothing and appearance image, just put on whatever clothes they could reach first, no matter whether or not this outfit was appropriate or appealing. Results from the in-depth interviews (referring to p. 70) also show the fact that current Taiwanese females' dress tends to be informal and casual, even in office or business settings. Only the women working in an organisation requiring a professional look wear suits more often. Informants who were confident of their body image wore one-piece dresses more often. Almost every informant wore casual clothes or jeans during leisure time. Some

informants paid attention to their footwear as part of their total appearance, sometimes, they even saw shoes more important than garments. Few informants put on make-up except lipstick even in office time. They dressed up with more make-up only when they intended to participate in formal or important social activities or in the parties where there were significant other(s). Earrings were the most commonly used jewellery.

More than a half of the informants mentioned the consciousness of body size and body shape when they responded to the subject of the course of change in dress and in clothing preference throughout their lives. Their consciousness about body image was mainly caused by their irregularity or over-average size, which made it more difficult to find good fitting garments or shoes. This does not mean that the ones, who did not mention this concern were not aware of their body characteristics. They did not mention it simply because they have normal skin colour, body size, and shape.

Clothing preference does shift from childhood through adolescence to adulthood in every aspect of dress in terms of co-ordination, colour/shade, motif of prints, styling, material, design detail, as well as accessories. Most cases indicated the change from naïve to sophisticated, from less-assured to confident, from young to mature, from narrow variety of colour/shade and style to wider, etc. In most cases, clothing preferences changed dramatically when the informants first had some income through part-time jobs at school or when they graduated from college/university to earn monthly salary. By then, they could make their own decisions on clothing. In childhood and early adolescence, the way of dressing was often influenced by mother and/or elder sister(s), especially with respect to co-ordination.

5.2.3. Attitudes toward Chinese-Inspired Apparel

Results indicated that informants could discern two kinds of silhouette which have different features in terms of material and styling, occasions for wearing, and impressions made on others. However, both silhouettes convey the essence of a reserved, modest, gentle, traditional Chinese look. Table 6 depicts the characteristics of each type of silhouette in detail. An interesting thing to note is that the stereotype of the Chinese-inspired dress perceived by the informants was mainly illustrated by the silhouette, design detail, and material, which shows that late traditional Chinese clothing is not versatile. Its features are limited to only these three aspects.

The perception was quite different from what the informants mentioned about the preference of clothing in general, e.g. the way of co-ordination, colour/prints, styling, material, design detail, accessories, etc., which is usually associated with western styles of

clothing. According to Table 6, there seem to be two stereotypes for both types of Chinese-inspired clothing. The wearer's age, body and facial type, dispositions, and social economical status, as indicated by the informants, affect the impression of the wearer by others. The salient dimensions of target persons affect viewers' attitude (Jahson, 1991). The total look results from the integral relationships of the wearer and the dress.

Table 6. Comparison between the Perception of Two Types of Chinese-Inspired Apparel

Characteristics	Special Occasion Apparel	Daily Folk Apparel
Styling	Straight line in tight or loose fit shape known as Chi-Pau	Two-piece dresses in skirts or pants with an ethnic or peasant look
Material	Soft, lustrous satin, brocade or velvet in various fibre content	Plain, coarse cotton, linen and/or the blended fibres
Colour	Piece-dyed in bright, gorgeous shades	Piece-dyed, tie-dyed, batik or printed fabrics in "old-look"
Design Details	Refined embroidery or hand-printed patterns, delicate piping, or other intricate needle works	Plaques, silk string with pendant or Chinese knots
Pattern of Prints or Embroidery	Flowers, circling clouds, winding corridors in a garden, Ru-yi, and other patterns found in Chinese paintings or antiques	Hand-printed flowers, small motif prints
Occasion of Wearing	<ol style="list-style-type: none"> 1. Normally worn by older generation aged above 50, in formal social occasions, ritual ceremonies 2. parties with international guests as national costume by business women or wives 3. Sometimes worn by younger generation aged below 30 in social parties 	Informal or casual settings in daily life by ordinary people
Impressions of Wearers	Having to do with age <ol style="list-style-type: none"> 1. High ranked official's wife, mature, traditional, 2. Young, adventurous, outgoing, unrestrained, having unique taste, proud of sexy body shape 	Having to do with occupation <ol style="list-style-type: none"> 1. Gentle, soft & modest, reserved, conservative, unprofessional, introvert, may be teachers in Chinese literature or fond of classical literature 2. Artistic, unique, romantic and unrestrained, may be artists, designers or employees in more creative jobs

5.2.4. Attitudes toward Clothing in General

Many informants showed a high interest in obtaining relevant knowledge about clothing and clothing management as well as the fashion trend. They were also inclined to recognise their own image and judged others by their appearance and clothing management. They noticed the weak points and abnormal phenomenon of fashion retailing and complained about the lower quality and less satisfactory performance of product than they had expected. Some informants expressed their attitudes toward clothing from economic and utilitarian points of view to pursue economic and multi-functional benefits in clothing consumption through the evaluation of value for money. For example, they might exchange clothes among sisters to create more outfits and versatility. They would rather buy more clothes in lower price ranges than jewellery or expensive clothes because this would give them more ways to manipulate image and appearance.

Value expression was one of major attitudinal functions to satisfy the need to show taste and a sense of beauty, manipulating and moulding self-image and personal style to enhance values and to get respect from others. Professionalism was also part of values that some informants intentionally wanted to show off. They clothed themselves on purpose to make a capable and optimistic impressions on others. They recognised the importance of clothing in forming image; as Simone De Beauvoir (1987) said: "they perhaps think that dressing could help mould the external world as well as internal self. They use clothing to affirm their own existence to incur other women's enviousness and at the same time to flaunt their success and elegant style."

Social adjustment was also one of the major functions to blend actively into social groups, to have acceptance or passively decrease embarrassment of rejection due to inappropriate clothing management in social interactions. Informants consciously recognised the pressure being imposed by social norms. Therefore, they needed to pay attention to clothing and appearance management to be accepted by varied groups in the process of social interactions. Beauvoir (1987) also announced that the social meaning of women's adornment is that women express their attitude toward the society by the way they dress. If they are willing to obey social norms, they are likely to dress formally and follow mass fashion to conform to others. On the contrary, if they look down upon the norms, they tend to dress fancifully to be differentiated from others, or they would clothe carelessly or even untidily.

Self-defence orientation was also an attitudinal function when seeking for internal psychological balance. However, this function was not as prevalent as the function of value

expression and social adjustment. They tended to seek excuses to rationalise their way of dress. Or they might use clothing to soothe anxiety and build up confidence and psychological security.

Some informants indicated strong attitudes in relation to self-indulgent functions to satisfy hedonistic needs, such as self-amusement and self-pleasure in experimenting with new fashions, self-satisfaction with the sensational aestheticism, or simply self-compensation by buying new clothes.

Table 7 shows varied functional orientations of attitude toward clothing and aspects of clothing attributes of each attitude which might be able to fit the needs of having and expressing meanings in the daily life.

Table 7. Functions of Attitude toward Clothing and the Attributes of Clothing

Function Orientations	Aspects of Attributes of Clothing as an Attitudinal Object
Knowledge oriented appraisal	<ol style="list-style-type: none"> 1. Co-ordinating an outfit 2. Fashion trend 3. Product attributes <ol style="list-style-type: none"> a. Quality b. Source c. Workmanship d. Functions 4. Self-recognition and other-recognition 5. Social norms and conventions <ol style="list-style-type: none"> a. Occasion b. Roles 6. Complaints about the quality and price of product and service
Utilitarian oriented appraisal	<ol style="list-style-type: none"> 1. Economic benefits 2. Convenience in usage, practical and multiple functions 3. Material value of clothing for money 4. Ease of care
Value expression	<ol style="list-style-type: none"> 1. Subjective psychological value 2. Social values <ol style="list-style-type: none"> a. Professionalism b. Image moulding
Social Adjustment	<ol style="list-style-type: none"> 1. Facilitating social interactions 2. Decreasing embarrassment in interactions
Self-defence	<ol style="list-style-type: none"> 1. Clothing behaviour rationalisation 2. Anxiety adjustment 3. Confidence rebuilding 4. Psychological security enhancement
Hedonism	<ol style="list-style-type: none"> 1. Self-pleasing 2. Self-amusement 3. Self-compensation 4. Self-indulgence

5.2.5. Attitudes toward Fashion

Some informants mentioned the embarrassment or self-consciousness they felt when they wore a newly marketed outfit or eye-catching clothes. They felt secure when they put on a common garment. The following are just a few examples of answers to the question of attitude toward fashion:

“...I have no idea about my body shape and have no confidence in myself, ...I don't dare thrust out my chest,... my philosophy of clothing and appearance management is the less outstanding and remarkable, the better...; ...I usually put newly bought clothes away and wear them in next season... I feel embarrassed when I put on new clothes because everybody seems look at me...; ... I want clothing similar to others' to make myself look friendly and easy to get along with...”

Taylor and Compton (1968) and Aiken (1963) also pointed out that the reason for people to seek conformity in dress is to maintain a harmonious human relation, to be perceived as being co-operative. They tend to be other-oriented (Riesman, 1970). Other researches also mentioned that people think strangers with an ordinary or classic outfit more friendly than with special or fashionable outfits (Crassweller, Gordon & Tedford, 1972).

Informants tended to separate the suits or two-piece dresses and to co-ordinate them with other clothes to make a new outfit. Many experienced fashion retailers also noticed this phenomenon. They tended to be individualistic in the range of mass fashion that was, on the one hand, viewed as normal and acceptable, but on the other hand, still in vogue. Besides, they interpreted fashion from their own perception, based on their own aesthetic taste, to create their own 'style'. A group of informants expressed opinions about the relationship between aesthetic taste and professionalism:

“...A woman beyond 30 years old should have basic knowledge and taste of co-ordinating colours and styles to show others they also have the ability in work...; ...People would think that I have plenty of clothes in my wardrobe,... they are wrong. I guess I've just got a bright and creative mind to combine and to co-ordinate various clothes in my limited wardrobe...I see clothes as weapons to arm myself and to manipulate myself into different images on different occasions...”

5.2.6. Self Concept

Respondents described the perception of self from different angles, such as public self in social settings, private self at home, the discrepancy between self perception and other people's impression, and the change in self-perception evolved over time.

5.2.6.1. Public self in social settings

“...I don’t think I can go out to deal with human relations with others actively,... I’m not a popular person at all; ...I would act passively to try to blend into the atmosphere of talking, ...not to catch other people’s attention,...I might express my own viewpoint afterwards according to the situation....;I don’t like to be a public figure standing out to speak,...would rather not be noticed by others,...but I’m talkative privately with my family or close friends....;On the occasion of getting together with friends, I always like to compare myself with them in many aspects....;I like to tidy myself up and look vivid otherwise I don’t think people would like to talk with me....;I always play a supporting role in a group, a listener, ...; ...I’m just me to get along with colleagues, ...but I tend to promote myself in front of my boss in order to catch his attention....;I think I’m more hypocritical, not to be myself in social interactions....”

Consumer informants described from varied angles how they perceived themselves on public occasions. In general, the characteristics of self-monitoring, such as caring about the appropriateness of behaviour in social situation, comparing oneself to other people, showing oneself off on purpose in terms of clothing, appearance or capability, and being responsive to others’ attitudes and opinions were all phenomena that informants took account of when they faced others. Anti-attracting undue publicity was typical thought among informants. Paying attention to the correctness of role-playing, concealing actual feeling and attitude, reacting passively to defend self, behaving differently before different people, concerning other people’s feeling and being nice to them were prevailing responses in social settings.

5.2.6.2. Private self at home

“...My life is not good enough, ...didn’t make enough effort to perform as best as I could,...just can’t jump out of my present lifestyle to make a change to what I’d really like to be....; ...I often remind myself of my goal, push myself to do my best, use the time effectively....; ...I sometimes recall what I did during the day, the way I interacted with others, the method I used to deal with my work,...; ...I’m quite dull and common,...feel envy at my sister’s achievement in work....; ...I wish I could break away from the invisible constraint of family and society, they require too much of me to behave properly....; ...I sometimes wonder what I really want in life, what I’m doing, for what purpose,...; ... never thought of self when I’m alone, ...don’t know how to describe myself...”

Consumer informants thought of self when they were alone retrospectively in relation

to correctness in behaviour at work, at home and before others in the past. They were concerned about the future and would plan for something to improve in relation to self, marriage, children, career, and living standard of family. They were aware of themselves fairly well to depict their personalities, point out the strengths and weaknesses of self and also to notice sensitively the change of mood and feeling.

“...I might not be very good in the outside world, but I’ve done my best at home in every role; ...I demand very much from the marriage, I want the best of almost everything; ...require too much from my child and husband, maybe too severe. I’m usually very nice to other people; ...I guess I’m too short-tempered to my parents which is very bad, usually I perform very nicely to my parent-in-law, should improve the situation....;my time is all for other people as long as I’m awake...I’m the centre of my family...”

When living with a family, they tended to see the family as the extended self without any modification or cover-up in behaviour as they would when they interacted with other people in the outside world. Therefore, they were likely to be more demanding, severer, short-tempered, and presenting their real selves to the family. They also gave heed to the appropriateness of conduct in different roles at home, especially the role of daughter-in-law. Married informants paid more attention to busy family lives. Some of them revealed bitterness in their marriages and complained about the imbalance between giving and taking in the family relationship. Single informants mentioned alienation from family and expressed sorrow at not giving enough to their parents.

5.2.6.3. Discrepancy between self-perception and other people’s impression

“... capable, devoted to work, short-tempered, a countrywoman look in clothing...are the common impression of others about me, actually I feel reluctant to spend money on clothes...; ...look sharp and capable, good disposition, like a teacher or an executive..., actually I’m just a housewife, I think the impression has something to do with my dressing...; ...I was viewed as a strong woman before getting married, not easy to get along with; now people say I look like a teacher, seem more friendly,... I think it has to do with clothing...; ...individualistic, seem very selfish, spend much money on clothes...., I think I don’t do anything to harm others, I don’t borrow to buy garments, ...just don’t like to make concessions to meet other people’s requirements, I feel good dressing myself up...; ... they think I’m mature and sophisticated....actually, I’m very indistinct on many things, perhaps my clothing and appearance give them the impression...; soft, quiet, easily influenced by others...actually, it is my appearance that

gives the impression I'm opinionated and determined....”

According to many consumer informants' narrations, there was discrepancy indeed between other people's impressions and self-perceptions and most of the difference resulted from clothing and appearance. Some informants expressed understanding about the discrepancy and accepted it as it was manipulated intentionally to give a favourable impression to others, while some felt sorry about the inconsistency. They might adjust their behaviour or appearance accordingly to fulfil the expectations of significant others, in particular. Some older informants (mostly more than 35 years of age) mentioned the change in attitude toward other people's opinion about self. They worried about appropriateness in conduct and clothing in adolescence and young adulthood and modified accordingly. Since they knew themselves better now, other people's opinions were only of passing interest to them, not a guide that they should adjust, accordingly.

5.3. Interpretation and Discussion

The following interpretations and discussions of each aspect are made based on the narrations of the consumer informants and the researcher's observations of their clothing and appearance management during the interviews. The researcher compared what they said with what they did in dress to give more insights into the clothing phenomenon in the market place.

5.3.1. The Taiwanese Females' Clothing Management in Daily Life

5.3.1.1. In social settings

Social activities offer more opportunities for Taiwan females to show off different images, which they like to manipulate for various purposes. According to the nature of the occasion, types of participants, the number of significant others, relations with them, and the wearers' roles, Taiwan females will consciously dress up for self-presentation and/or for satisfying others' expectations of them.

5.3.1.2. In office or work settings

It is generally agreed that office or work settings are “front region” (Goffman, 1959). The strategy of appearance management for the public self was influenced by the degree of formality for the purpose of attaining approval of significant others. It depended on whether or not important people were there, or if there were important happenings which affected the wearers' mood and helped decide the type of outfit for that day. If nothing special was

expected to happen and the office work was as routine and normal as usual, the degree of alertness was at a lower level, people tended to feel relaxed and would prefer more sporty clothes.

5.3.1.3. On the street or in public places

People are not normally routinely in public places or the streets. Others whom they might come across are mostly strangers or just acquaintances and they would not normally have close interactions with them. Therefore, these places can only be viewed as outside regions, neither front nor back region (Goffman 1959), in which people's clothing is not expected to be as formal as that in office or social settings. But, at the same time, it should be appropriate enough to meet common social standards in terms of appearance management. From this point of view, outfits are better arranged in comparison to those of the home or the local neighbourhood, more casual than clothing for the office or work settings.

Some females liked to show off their attires with something different, interesting, fashionable, and/or special features in this informal setting. The pressure of being noticed by others was not as severe and restricted as in office or social settings where people were required to meet some tacit rules. This implied that streets, instead of social settings, were, sometimes, where females could have the satisfaction of dream fantasy.

5.3.1.4. In the local neighbourhood

Taiwan females tended to view the neighbourhood as an extension of home. Owing to concerns about probably meeting neighbours, acquaintances, or friends, many of them would change clothes before they went out. The reason for this was because the home clothes might be too simple, too old, and too careless, without foundation, to be viewed as appropriate for outside the home. This implied that the neighbourhood is part of the front regions, although its definition in terms of "front" is not so restrictive as that of office or social parties where people compete at close quarters for various reasons. The consciousness of appearance management was not so obvious.

The characteristics of the neighbourhood also influence people's decisions on clothing. People who lived in a business area (very common in metropolitan area) tended to pay more attention, because the neighbourhood is a public place with more pedestrians than a residential area. The degree of front region for different areas is different. However, the percentage of Taiwanese females not changing clothes before going out was still very

high, which implied that their sense of discerning inside-outside of home was not clear enough. Although most women wearing brassieres was viewed as appropriate in their neighbourhood, the total outfit still looked careless. Civic virtues in terms of etiquette still need to be promoted.

5.3.1.5. At home

Analysing Taiwan female's home wears revealed several interesting points, as listed below:

1. Although old, simple clothes, such as T-shirts, shorts, and pants, were still the major types of clothes, some informants proclaimed the need for clothes with appealing and functional characteristics especially designed and made for home wearing. These could also be worn in the neighbourhood, and could be appropriate and decent enough even with guests at home. This implied that clothing decisions became more complicated in Taiwan society as it became more affluent, due to the economical development.
2. Women who wore a brassiere in bed tended to be introvert, restrained, and conservative. However, some females who were body conscious and had more clothing interests, also wore a brassiere. These two groups showed completely different overt clothing behaviours.
3. Women who demanded more functional, appealing home wears from the marketplace tended to have higher clothing expenditure and consumed more in both quantity and quality.
4. Changing sleeping gown, lingerie or pyjamas represented an attitude toward clothing and appearance management. Those who did this might have had favourable attitudes toward appearance management and spent more on clothing. It also implied better decorum and manners in general life aspects. However, there seemed to be some differences between women who wore soft, sheer and feminine sleeping gowns and women who put on pyjamas. The former tended to be more romantic, sentimental, fashionable, and self-indulgent, while the latter was likely to be more reserved, modest, self-conscious, and social-oriented. Women who did not wear nightwear at all were relatively more careless and easy-going in their dress.

The thick meanings from the narrative data analysis and from the researcher's observation in the interview hinted at the complicated social aspect of intimate clothes. Brassiere wearing behaviour, as one facet of daily use of clothes at home, can be summarised in Table 8. Brassiere is a basic type of foundation. The social psychology of wearing brassiere is more complicated than that of briefs. Taiwan women wear brassieres much more often than girdles for moulding body shape. Investigating the tendency of inner thinking and attitudes about whether or not to wear a brassiere at home, the researcher seems

to be able to divide females into two types of temperament, namely, tough-minded (women wearing brassiere) and tender-minded (women not wearing brassiere and women wearing brassiere to maintain body image), classified by W. James (1992), each having different characteristics and behavioural intentions. The former is more empirical, sensationalistic, fatalistic, and sceptical; the latter, more rationalistic, intellectualistic, idealistic, free willed, and dogmatic. This implies that even intimate clothing conveys social meanings and functions and is influenced by culture as much as outerwear.

Based on the findings of this qualitative study, the following points show overt clothing usage practice on a specific occasion which may be indicative of the inner thinking of the wearer in the decision making process:

1. The number of garment pieces and the degree of body coverage;
2. The degree of totally co-ordinating;
3. The degree of newness of the outfit;
4. The amount of accessories and jewellery;
5. The type of shoes, and height of heels;
6. The quality of materials;
7. The amount of make-up.

Table 8. Taiwan Females' Brassiere Wearing Behaviour at Home and their Characteristics

Context & Personal Characteristics	Women Wearing Brassiere	Women Not Wearing Brassiere
In Family Activities	Definition of place: Any rooms except bedroom are public (front) regions. Principle of dress: Decency and appropriateness	Definition of place: Any places inside the door of the flat (house) are viewed as private (Back) region, no matter if there are other family members. Principle of dress: Liberation in both psychological and physiological aspect, the least amount of clothes, most comfortable, a feeling of autonomy.
At Sleep	Definition of place: Private (back) region Principle of dress: Comfort	Definition of place: Private (back) region Principle of dress: Liberation in both psychological and physiological aspect, the least amount of clothes, most comfortable, a feeling of autonomy.
Personal Characteristics	1st group: Conservative, introvert, restrained 2nd group: Body shape & appearance cons-cious, experimenting on dress, high interest in fantasy	Open, easy-going, autonomous, not so body conscious, less interest in dress than the women who wear brassiere for keeping body shape.

The process of decision making on dress and usage of garments in various settings in Taiwan females' daily lives are found to be affected by the following factors:

1. Distance:

The distance from home may be a basis for the decision on the number of pieces of garments and the degree of body covering.

2. Formality of occasion:

The degree of formality and tacit rules on varied occasions influences decision making.

3. Degree of importance of the occasion:

The degree of importance for self-presentation and making a good impression on, especially, significant others for the following three purposes implies the instrumental functions of clothing in symbolic social interactions which also affects the way women dress and the garment types selected:

- a. For the purpose of promotion or gaining favourable attitudes toward the wearer from others;
- b. For making a good performance without self-consciousness of appearance;
- c. For showing one's social status.

4. Participants:

The number of participants and their background, the relationship of the wearer with them, especially with significant participants, are considered.

5. Mood:

The mood at that time when females make decisions on dress is also influential.

6. Wearer's role:

Whether the wearer is playing a major or minor role in that particular setting will affect what she chooses to wear.

7. Self-concept and demographic characteristics:

Personal attributes, including self-concept and demographics, will influence life styles and relevant needs and wants for daily dress.

8. Attitudes toward clothing:

Attitudes toward clothing will influence the preference for wear and selection of clothing for each occasion.

Referring to the interpretation of clothing management in daily life, definitions of front and back regions differed among Taiwanese females. Moreover, what they required from clothing, even for the same occasion, was different and was influenced by many factors. This implied that Taiwanese women tended to have differentiated personality structures, social relations, and social-oriented characteristics in self-concept, and had obvious self-monitoring characteristics (Yang, 1992). This qualitative study indicated the versatility of clothing symbolism and functions in Taiwan females' daily life.

5.3.2. Clothing preferences and the Pattern of Change in Clothing Preferences

Preference choosing co-ordinates seems to be an indicator that shows taste, confidence, and the efficiency of managing clothes in daily life. Many Taiwanese women tended to wear parts of suits separately to show their individuality and their ability for co-ordination and to increase the variety of clothes in their wardrobes. However, some females, although they also put on separates together, lacked a sense of harmony. Their sense of beauty or their ability to co-ordinate must be trained and cultivated in an environment where aesthetic education is respected. This behaviour might be an indication for fashion merchandisers and retailers to develop and display product lines in a co-ordinated way, even if they specialise in separates. They might also display and sell suits or two-piece dresses separately to appeal to and educate customers in a more versatile manner.

As far as patterns of change in clothing preference are concerned, Taiwanese females may be categorised into the following three groups:

5.3.2.1. Precocious and of good self-awareness

These informants were brought up in relatively richer families and could afford to wear fashionable clothes since childhood. Many of them were also significantly influenced by their appearance-sensitive mother/sisters on colour combination and style co-ordination, as well as on appreciating body-related characteristics through the practices of selection and usage. They had more experience in clothing and appearance management at an earlier age and, therefore, knew themselves better, mainly in the physical aspect and, in some cases, also in the psychological aspect.

They tended to be fashion leaders or even innovators in their peer groups. They knew how to dress and manage themselves to make an appealing appearance, and even consciously used clothing as a tool to impress others. As they grew up, they gradually changed values and developed a clearer self-concept to accept whoever they were, they became more stable in their appearance image and appreciated the fashion trend instead of chasing it. For some women in this group, their clothing and appearance became more natural and plain. However, all of them still maintained their aesthetic sense and were well-dressed people. This group constituted approximately 19% of total informants.

5.3.2.2. Self-exploring and gradually developing

This group were brought up in traditional, conservative families, having stern fathers

and uncomplaining mothers. They did not get a chance, at an early age, to immerse themselves in an environment where appearance was managed not only for the sake of complying with social norms, but also for aesthetic purposes. In this respect, their mothers, either too busy or not paying much attention to appearance management in relation to aesthetic effect, did not make much influence on them. Besides, the educational environment in Taiwan society at that time (even in the early 1980s) offered little training in aesthetic related courses. Instead, schools paid more attention to academic subjects to enable students to compete in various entrance examinations until graduation from university. Uniforms in navy blue, black and white, and khaki were the normal daily clothes for wearing all the year round. Since they had little chance to practice colour combination, style co-ordination, or to explore their physical and/or psychological characteristics through clothing experiments, the purpose of appearance management was only for obeying social norms.

Awareness of the importance of dressing properly and attractively began on when they entered the jobs' market. Once they were earning a steady monthly income they could purchase garments and accessories from a wide range of merchandise. By experimenting with clothing and appearance management with assistance and advice from relatives and friends, they gradually grasped the physical characteristics, personality, and, in some cases, the psychological needs of clothing for fulfilling expressive functions in social interactions. Similar to the informants in the first group, females older than 30 usually had a more stable appearance and image due to their steadier social economic status, mature, and stable body size and figure, and clearer self-concept and values. They could appreciate and accept who they were, and became more confident in themselves and in their ability to co-ordinate. Thereby, the colour shades and style variations in their wardrobe became wider. However, generally speaking, their dress and total look could only be described as decent, not as unique and as individualistic as the styles of the precocious women. This group of females were mostly mass fashion followers, or did not pay much attention to fashion trends. This covered about 62% of the informants. Nevertheless, there were still some informants, approximately 10% of the total informants, who came to adopt early fashion afterwards.

5.3.2.3. Indifferent and without clothing interests

The informant in this group had little interest in clothing and appearance management; therefore, they had little experience of colour combination and style co-ordination. Neither did they want to spend much time and money on this matter. There was no total-look or 'style' at all. This group was about 9% of the total informants.

The qualitative interviews indicated that the age of 30 is a pivotal point in their

clothing life cycle, when Taiwan's females become more stable in their style and appearance image. Before this stage, teenagers are keen on pursuing fashion for the social acceptance of peer groups; new college graduates start climbing social ladders and exploring the outside world. Several reasons for this are summarised as follows:

1. They know their own body, features, and personality better. Their self-concept is more developed and clearer. They can appreciate and accept whoever and whatever they are.
2. Body sizes and figures are more mature and stable, especially for women after marriage and/or having babies.
3. They have found appealing colours, styling, and materials after exploring and experimenting with clothing for many years.
4. They have more experience in selecting and co-ordinating. The failure rate is relatively low.
5. They have relatively stable social economic status, due to more stable occupations and monthly incomes to enable them to make decisions to purchase independently.

This is different from Jung (1961) who asserted that the age of 40 was the pivotal point in life. Beyond that point people tend to be mature in every aspect and can be viewed as a complete person who is able better to recognise, understand, and accept the self. Just as, similarly, Confucius asserted that "30 years of age is when a person (man) should stand on his own feet and at 40 years old a person should not be confused about himself and his lifestyle". Self-awareness and self-confidence is the result of exploration of life through interacting with other people and with various objects and events. Clothing is only one facet of daily life. Taiwan females beyond 30 years of age have more freedom economically and psychologically to manage and enjoy clothing because of a better understanding and appreciation of self in relation to dress. Whether or not the style of dress changes after 40 years old needs to be further investigated.

5.3.3. Attitudes toward Chinese-Inspired Apparel

Although the Chi-Pau is often loosely made, it is still viewed as most attractive when worn by a woman with a balanced, sexy body shape. Many Taiwanese women would feel embarrassed to wear a Chi-Pau, if they thought it was unsuitable for their body type and self-image. However, they appreciate the beauty of Chinese-inspired clothing and admire the women for their elegant total look in this style of dress. According to the consumer informants' attitudes toward Chinese-inspired apparel, current Taiwan females may be categorised into several groups, as shown in Table 9. Reasons for seldom or not wearing Chinese-inspired apparel at all are also analysed.

Table 9. Taiwan Females' Differentiated Characteristics on the Basis of Attitudes toward Chinese-Inspired Apparel

Women with Favourable Attitude		Women with Neutral Attitude	Women with Negative Attitude
Type	Reasons for seldom or not wearing	More logical and rational to comment on this issue from the viewpoint of aesthetics. Maybe have a piece of Chinese-inspired clothes, seldom wear it, and lest they should be labelled a certain kind of image.	Due to the subjective perception of being more boyish without the personality to wear the Chinese-inspired apparel. Having no any of the clothes, never thought of wearing them either.
Body Image Sensitivity	Subjective perceptions of their facial features, body shape or personality not in accordance with the image (stereotype) of traditional, soft, slender, feminine Chinese women in Chinese-inspired dress.		
Profession/Efficiency Sensitivity	Caring about the convenience and professionalism in work setting. 1. Chi-Pau, in particular, in fitted and straight line is soft, feminine, sexy and tend to evoke the self-consciousness to be restrained, not persuasive in work 2. Peasant look folk apparel easily get wrinkled, worn in the 'old' time, not authoritative in work		
Social Norm Sensitivity	Chi-Pau, in particular, not popular in daily life especially in daytime, afraid of the eye-catching effect		
Economy Sensitivity	Less variety of styles available, more expensive due to not as popular as western styled apparel and fewer occasions to wear		

Due to the relatively limited styles and lines of both types of Chinese-inspired apparel, the suitable types of body shapes, personality, or images of the wearers are somewhat restricted. Once women are wearing either type of apparel, they are likely to be associated with certain stereotypes, and this restrictive symbolism generally makes females not dare to wear them. Actually, some reputable local brands try to feature Chinese inspiration with a modern look. They absorb the essence of Chinese costume and simply adapt the spirit of rhythm, softness, and smoothness with some eye-catching design details for the seasonal collections. These labels normally market western style dress which is quite different from the traditional look of Chi-Paus or the ethnic look of folk garments.

Although people need appropriate garments in which to dress, clothes have also added value because 'proper' wearers make clothes come alive. The impression made by the wearer on others is based on the total look resulting from the integral relationship between the wearer and the dress. This includes the features of the clothes, the wearer, and the way she has dressed. An outfit can look very different and produces varied impressions of different wearers, due to differing ages, body shapes and features, personality, social

economic status, and identities. People expect certain impressions to fulfil a specific role in social interaction. This implies that clothing, as a communication tool in social interactions, conveys meanings and prescribed messages to observers who will perceive and interpret it based on cultural codes (Barthes, 1983). This phenomenon is especially obvious with Chinese-inspired attire in the Chinese cultural context. Clothing conveys social meanings and can be symbolised only when it links with the wearer's social identity and social status. Clothing also generates the peripheral function in the process of review (Stone, 1965). In other words, individuals are not significant to others unless they are recognised according to their social identity and social status.

The informants of the current research were all below the age of 40 in the summer of 1994 and were born in Taiwan after 1954, when the Chi-Pau was not popular for daily clothes. Anyone who 'dares' wear a Chi-Pau is often viewed as having a unique taste and an adventurous, unrestrained personality, or of being confident in her body image. Generally speaking, women would feel embarrassed and would have to shoulder pressure for wearing the Chi-Pau because it is not the common, prevailing attire, although most people might still have a favourable attitude toward Chi-Pau. Folk clothes are more common than the Chi-Pau for daily use. However, owing to its unprofessional image, it is seldom worn in a business context. This implies that favourable attitudes do not necessarily result in positive intention or behaviour (Ajzen & Fishbein, 1980; Ajzen, 1985; Ajzen & Maddan, 1986). Chinese are more prone to comply with social regulations and social norms (Yang, 1992).

5.3.4. Attitudes toward Clothing in General

Generally speaking, the knowledge-oriented function of attitude was most obvious in informants' expression of attitude toward clothing. This helped to appraise garment materials and the outside world in relation to clothing, and to recognise themselves and other people, as far as dress is concerned. By organising and classifying the life world into a meaningful and consistent mode, inner thinking and behaviour can be guided (Katz, 1960). The utilitarian appraisal-oriented function shows the inclination to seek maximum compensation and benefits and least punishment or loss (Katz, 1960). Taiwan's females also used clothing to express subjective psychological values about social status or to mould personal style to enhance image. They might also be defensive in rationalising the selection of a particular piece of clothing and why they adopt a certain fashion. Some of them passively clothed themselves correctly to prevent sidelong glances, whereas others actively used dress as a weapon to deal with the challenge of social interactions (Goffman, 1959). They also revealed a phenomenon that echoes Beauvoir (1987): "females' clothing can reveal their sense of humour, their manner and facial expression". The inappropriateness of

clothing and appearance management for a specific occasion might cause self-consciousness. They would rather not participate in a party than dress in unsatisfactory clothes, although other people might not even notice them. Some women saw clothing as a tool to enhance their pleasure in life or to adjust their mood for their own pleasure. The social adjustment function might not be so obviously and directly mentioned by the informants, however, the perception and cognition of social norms and their pressures had all been implied in other attitudinal function orientations.

5.3.5. Attitudes toward Fashion

The interviews revealed that informants viewed the styles of clothing in window displays or on the racks of stores as 'fashion'. In fact, general fashion brands introduce the available styles into the market place a few months later than the fashion shows of some of the top designers of Haute Couture. New styles may not become a fashion. Generally speaking, the consumer informants did pay attention to fashion information. Some of them knew every detail of the fashion trend, were more fashion sensitive and paid more attention to their appearance and clothing management, although they were not necessarily early adopters of new fashion (Gadel, 1985). In addition, the interviews with informants indicated that women who are sensitive to fashion might not be influenced by what is available in the fashion market. They simply referred to fashion news and advertisements in the media and adapted their way of co-ordinating dress. This phenomenon could be proved by the fact that only 10% of the informants mentioned that their choice of clothing was totally affected by fashion information and that they would definitely follow the new fashions. Some Taiwan females cared about whether the clothing merchandise fits their body shape, skin colour, facial features, and personality. They might selectively refer to the fashion information; however, they might not follow what the stylists suggest in the media. Although they might not understand completely their inner psychological needs, they paid considerable attention to how they co-ordinate clothes and to their general appearance in order to construct an image which facilitates the outcome of their social interaction. As the representatives of the fashion industry pointed out, many female consumers might only have fragmented news of fashion trends; they might not be able to make proper selections or co-ordinations. For the women who wanted to be up-to-date, fashion sensitivity and sharp perception are necessary. They sometimes hinted at being informed and good at utilising their social resources, so that they were popular and thought of as professional. Some researchers have also pointed out the positive relationship between the degree of fashion innovation and involvement in social groups (Painter & Pinegar, 1971; Mason & Bellenger, 1973-1974).

As Kaiser (1990) indicated, fashion consumers are amateur designers or stylists. Due

to their cognition in conformity or differentiation and identification or alienation (Davis & Miller, 1983; Klapp, 1969), Taiwan's female fashion consumers need to make pragmatic and compromised decisions on clothing and appearance management in order to facilitate social interactions. They hope to achieve a total look to proclaim their particular character or to make an impression of proper role-playing on others. They behave as Stone (1965) suggested: wearers proclaim their roles, status, values, moods, and attitudes with their clothing. Researchers often notice the inclination of conformity among the Chinese and classify them as social-oriented or other-oriented (Yang, 1981a, 1981b; Ho, 1992) in order to maintain harmonious human relations. In this cultural context, Taiwan female consumers can show individuality only in a form of dress that is decent and appropriate instead of wearing avant garde clothing. Therefore, most of them belong to the group of selective acceptors or mass fashion followers.

5.3.6. Self Concept

5.3.6.1 . Public self in social settings

Public self-consciousness is the awareness people have about themselves in their social interactions with others. It is mostly concerned other people's impressions and their social acceptance. People tend to adjust their behaviour according to the social situation. People with a higher self-monitoring disposition are likely to modify or adjust their act to fulfil the expectations of others in their interaction with other people (Snyder, 1987). However, they sometimes fail to make the proper impression upon others as they would wish. Low self-monitors tend to think they are able to interact naturally with their 'real' selves to express their attitude and likes/dislikes in any social setting. They usually conduct themselves consistently and act with willingness and perception. Therefore, there is not much difference between what they think and how they act. They usually have better social adjustment.

Taiwanese females' perception about themselves on public occasions, by and large, consists of several facets, as shown below:

- a. The appropriateness of behaviours in varied social situations, which hint at the care women take to conduct themselves properly for a specific role in a specific setting in order to meet the requirement of the norm. This concern coincides with the situation-centred inclination proposed by Hsu (1981, 1985).
- b. The comparison with other people is about accomplishment in living standards, clothing, appearance management, and how they talk and act in front of others. They are responsive to others' opinions and adjust their behaviour accordingly. This phenomenon reflects their propensity for being other-centred and social-oriented which is prevalent

in Taiwan society (Ho, 1979; Ho, Chang & Chao, 1989; Yang, 1981a).

- c. They have the self-expression of leadership, the calibre and ability to handle situations after an initial observation and can decide what action they like and need to take afterwards. They normally do not behave actively at first lest they should be too outstanding in public.
- d. They have a defence mechanism to conceal their weaknesses and can adapt to receive admiration according to their relationships with others.
- e. They can perceive whether or not to mix with other people and blend into the atmosphere of conversation.
- f. They have the passive properness or active competitiveness in clothing and appearance management that functions as a tool to facilitate blending into or interacting with the social setting.

5.3.6.2. Private self at home

Taiwan females nowadays seem to know themselves very well. They are aware of their personalities, their strengths and weaknesses, they require very much of themselves, are concerned about the future and make an effort to improve in order to cope with a competing society. They tend to put themselves to their families to perceive their complete selves. In retrospect, they are focused on the appropriateness of role-playing, approach to things, and other people, as well as points in need of further improvement. In general, Taiwan women are inclined to be intelligent, industrious, and future-oriented (Yang, 1981b; Yang & Chu, 1974). The tendency of dissatisfaction with their present selves and pursuing a goal of a better life and higher accomplishments also coincides with their inclination to compare themselves with others in order to develop self. It is part of the phenomenon of social orientation, which demonstrates being self-restrained and developing themselves in the future indirectly (Yang, 1986, 1989) and emphasises self-reflection in social cultivation (Yang, 1992, pp110-118). However, there are also a few women who are not clear about who they are and what they want to be, which implies they do not have a clear self-concept and do not think of self independently. They tend to be guided or ruled by other people or by social norms and do what they are told to do (Yang & Yu, 1989, p7).

5.3.6.3. The perception of discrepancy and change in self-concept over time

Taiwan women aged 30 and over in 1994 had grown up in an era of economic reform when people were struggling to improve their living standards. It was not until 1985, when the per capita national income reached US\$2992 (Secretariat-General of Budget,

Accounting, and Statistics, 1997a) that people started perceiving the difference resulting from economic growth, and this group of women would have been 20 plus years old then. By and large, they were brought up in traditional, conservative families, having stern fathers to earn a living and uncomplaining mothers busy with housekeeping affairs. Their childhood and adolescence were immersed in an environment with a plain and industrious atmosphere and insufficient materials. Confucius doctrines and traditional morals were basically the mainstream of social norms and values, and these guided and influenced people's thought and conduct. Women inherently developed their concept of self with the characteristic of family-centred collectivism (Fi, 1947; Yang, 1981a; Yang & Yu, 1989), which is featured by anti-attracting undue publicity, justifying behaviour in specific role-playing, conforming individuality to social norms, concealing private self from the public, and showing strengths in an indirect way (Yang, 1990).

Women at the age of 20 plus, during the period of the in-depth interviews, experienced progressive affluence in childhood, but lived in a fast changing and vibrant environment in political, social, and economic terms during the adolescence. They struggled to discover the self in order to cope with a mixed, chaotic value system. Although not as clearly identified as their predecessors with the typical Chinese self, they, in most cases, were still social-oriented in behaviour.

However the two groups of women experienced a similar process of socialisation in which they develop their awareness of self by recognising their difference from the peer group or other people, comparing and competing privately, modifying their conduct for social acceptance, and shaping gradually their perceptions about self. The scope covers every aspect of self-concept, including the physiological (body), psychological, ethical, family, and social self (Fitts, 1965). Analysed results of the qualitative interviews with consumer informants also showed that the clearer the self-concept, the more stable psychological construct and more mature and confident overt behaviour. This was also demonstrated in respect to their clothing and appearance.

As stated in Section 5.3.2. Taiwan women at the age of 25 and above in 1994, in general, started experiencing clothing and appearance management independently in early adulthood and gradually utilised dress as a tool to manipulate effectively the impression they wished to make. The discrepancy between other's impressions and self-perception was recognised by most women as being the result of facial expression and appearance, in general, and of clothing, in particular. This phenomenon suggests strongly the function of clothing as a form of code (Davis, 1985) which conveys meanings in social interactions and an informal tool for distinguishing role and status (Ho, Cheng & Chao, 1989; Reber, 1985)

no matter whether the impression is made deliberately or not.

Any discrepancy resulting from positive or neutral impressions normally does not cause the need for any action to deal with it. However, negative impressions, by and large, generate three kinds of reaction, e.g. neglecting, adjusting, and keeping as a reference. The attitude toward other people's impression and opinion about self might change over time depending upon the stage of self-concept development. Those who used to care about what others said especially in relation to their appearance and clothing before tended to have accumulated self-awareness and self-confidence through growth and built up a relatively steady self-image by experimenting with clothing and appearance management. Younger women or those who are not confident about their dress were usually upset about negative impressions and were influenced by other people's opinions. They were inclined to be highly self-monitoring and other-centred. In any case, this shows a close relationship between clothing management and the development of self-concept. Interestingly, informants did not mention the discrepancy between self-concept and significant others' impressions, e.g., husband, parents, or other close family. Although they did pay much attention to various role-playing in family and dress accordingly, there was rarely discrepancy in impressions from significant others due to good understanding.

5.4. The theoretical model derived from the grounded theory study

The theoretical model of the holistic phenomenon of clothing management, as shown in Table 10 was derived from the grounded in-depth interview data which consumer informants provided. As the model indicates, the clothing phenomenon is reflected in various aspects, both in wearing and in selecting situations, in terms of:

1. physically handling the wearer's body, dress, and dress/body inter-relations;
2. psychologically satisfying the need for self-defence for security and self-satisfaction in functional and hedonistic aspects;
3. social psychological fulfilment of the requirements for communicating and interacting in cultural and social contexts.

Clothing consumer behaviours are driven by the consumption value of clothes which fulfil the above-mentioned needs. The determinants of market choice are consumption values not purchase criteria, which include functional, social, emotional, epistemic, as well as conditional value (Sheth, Newman & Gross, 1991). Central to consumer decision making in purchasing (selection) is the allocation of precious resources, such as money, time, effort, etc. Therefore, value for money is the focal concern in purchase (Sheth, Newman & Gross, 1991).

- 2. Dinner party
- 3. Business meeting
- 4. Formal social activity
- 5. Getting together (infor.)
- 6. Sports
- 7. Dating

- **Self-created Occasion**
- 1. Self-amusement
- 2. Self-compensation
- 3. Self-adoration

PROPERTIES

1. Place of action
Front Back Outside
Region Region Region

Indoor Outdoor
2. Time of action
Day Night
3. Wearer's role
Major Ordinary Minor
4. Important other(s)
Yes No
5. Ritual required
Yes No

- **Body/Dress**
- **Psychological Self**
- **Social Relation**
- **Cultural Aspect**
- **Fashion Trend**
- **Change in Preference over Time**

PROPERTIES

1. Aesthetic
Major Ordinary Minor
2. Expressive
Major Ordinary Minor
3. Functional
Major Ordinary Minor
4. Change in preference over time
a. Duration
Steady Normal Limited
b. Extent
Broad Normal Limited
Timing
Young Normal Old

- **Organisational Norm**
- 1. Required
- 2. Tacit
- **Social/Cultural Convention**
- **Situations of Physical/Social Surrounding**
- **Fashion Trend**

PROPERTIES

1. Body cathexis
Major Ordinary Minor
2. Personal mood
Major Ordinary Minor
3. Organisational norm
Major Ordinary Minor
4. Social/cultural convention
Major Ordinary Minor
5. Participant's number
Many Ordinary Few
6. Relation with the significant
Close Normal Cold
7. Wearer's role
Major Ordinary Minor
8. Degree of formality
Formal Ordinary Casual

- d. Economy (finance)
- e. Body cathexis
- 2. Public self
- a. Appearance/clothing
- b. Politics
- c. Marriage
- d. Family relation
- 3. Social anxiety
- a. Decorum (conduct)
- b. Gender role
- **Life Style**
- **Social Economic Status**
- **Maternal Influences**
- **Attitude toward clothing**
- 1. Knowledge oriented
- 2. Utilitarian oriented
- 3. Value Expression oriented
- 4. Social adjustment oriented
- 5. Self-defence oriented
- 6. Fashion Pursuit oriented
- 7. Aestheticism oriented
- 8. Self-indulgence oriented

PROPERTIES

1. Self-concept
Self- Other -
Influenced Influenced
2. Life style
- a. Group belonging
Variety
Many Normal Few
Number
Many Normal Few
- b. Time allocation
Indoor Career Outdoor
3. Maternal influence
- a. Role model
Extent
Broad Normal Limited
Intensity
Strong Normal Weak
- b. Resource supplied
Yes No
4. Attitude toward clothing
- a. Extent
Many Normal Limited
- b. Intensity
Strong Normal Weak
- c. Duration
Steady Normal Chngble

2. Frequency
1mth. 1ssn. 1yr.
3. Timing
Begn'g Dur'g End of
of ssn. seas'n seas'n

Out of Anytime
seas'n feel'g like
4. Intensity
- a. Time spent
Much Ordinary Little
- b. Money spent
Much Ordinary Little
- c. Complexity of consdrt'n
Much Ordinary Little
- d. Qty bought
Big Ordinary Small
5. Fashion adoption stage
Intr. Mass Regr'n S.pat
6. Decision made
Self- Impul've Influ'ed
dtrm'd
7. Dress unit
Suits Dresses Separates

Co-ordinates
8. Place
Bout'e Dept. Chain
store store

Spe'ty Off- Night
store priced market

Direct Inter-
selling net
9. Way of dress
- a. Style
Fixed Varied
- b. Fabric
Delicate Coarse
Gorgeous Plain
- c. Colour
Bright Dull
Light Dark
- d. Accessory
Simple Normal Splnd'd
10. Price range
- a. Designer
High Medium Low
- b. Better
High Medium Low
- c. Moderate
High Medium Low
- d. Budget
High Medium Low
11. Information search
- a. Extent
Broad Normal Narrow
- b. Source
Mass Str't Win'w
media goer display
D.M. Family Sales

Internet
- c. Influencer
Family Self Friend

Others
12. Payment type
Cash Cr'dt Check
card

Internet
Cr'dt card
13. Way of purchase
Str't Mail T.V. Int't
Shp'g order buy'g shp'g
14. Brand loyalty
Strong Ordinary Weak
15. Buying season
Sp'g Sum Fall Win'r
16. Product attribute
17. Store attribute

7. Role playing
8. Special function
- **Private Self**
1. Self-validation
2. Self-discrepancy
- **Public Self**
1. Self-expression in continuity
2. Self-expression in differentiation
- **Conspicuous Consumption**
- **Understated Consumption**
- **Compensatory Consumption**
- **Gift Consumption**
- **Ordinary Consumption**
- **Complaints**

In addition, clothing, as a medium of social interaction, no matter whether it be consumed conspicuously, understatedly, or compensatorily, can be used by the wearer to send out messages implying their aesthetic tastes, attractiveness, professionalism, individuality, uniqueness, conformity, self-confidence, and other functional features. The public-self may be presented and expressed either in harmony with, or in difference from the social norms. However, the private-self may be in agreement or disagreement with the impressions of appearance the wearer intentionally or subconsciously makes on others.

It is implied that the clothing phenomenon is revealed through purpose-directed activities and thought processes which lead to the selection and wearing of particular clothing. However, the decision making process may not be rational all the time. On the contrary, it is found fashion consumers buy apparel for hedonistic benefits which have subjective values which satisfy sensory needs (Solomon, 1992, p16; Engel, Black & Miniard, 1990, p27). The clothing phenomenon has three properties in relation to functional, aesthetic, and expressive characteristics (Lamb & Jo Kallal, 1992). Consumers determine relative emphasis based on the conditions they are facing in their decision-making processes so as to develop different forms of clothing management, in term of wearing and selecting. Clothing management is situation-oriented in the whole consumption process. During purchasing, the marketing stimuli, the context of retailing outlet, and the expectation of usage all usually affect customers' willingness to pass on money (Belk, 1974,1975; Kwon, 1988). After purchase, consumers choose co-ordinations based on their consideration of role-playing in a specific context (Solomon, 1992).

The clothing is managed in use and worn within a context, for example, the features of the wearer's body, the mood at that moment, the physical and social surrounding, the environmental conditions, occasions in which some expected organisational norms may be explicitly or tacitly required, the current fashion trend, and social/cultural conventions. More specifically, the need for clothing is usually aroused and caused by the expected use of clothing on various occasions. Fashion consumers wear clothes social-consciously or self-consciously to meet required or tacit organisational rules and cultural conventions for varied roles played at home, in work, and in other social activities. Fashion trend is obviously something that consumers need to take into consideration when they manage their dress. The properties of context in the model are similar to those which Kaiser (1993) identified, except that the model emphasises the significant other(s) as the perceiver(s) in a review process (Stone, 1965), the mood of the wearer as well as the fashion trend as part of the context in which clothing management occurs. The relationship of the wearer to the significant participants on social occasions, and the number of participants would influence the nature of the interaction that influences how she dresses. However, there are also occasions in

which fashion consumers choose clothes purely on the basis of self-amusement, self-compensation, self-regard, or self-satisfaction.

Referring to what Glaser and Strauss (1976) proposed in their Grounded Theory study method, the conditional matrix of a typical clothing behaviour, such as the wearing of suits, can be described below. The reason for choosing suits as an example is that they are most commonly used in various social settings in Taiwan.

A female, in selecting a suit, considers it important 1). to look professional at a business setting, and 2). to meet the requirements of the office rules. The symbolic meaning signified by the suit is actually evolved from the stereotyped image of the business and professional look required of men. Women, for the purpose of competing with men in job markets are inclined to be androgynous in terms of both appearance and personality. The style of the suit is designed and influenced by the current fashion trend that is promoted by marketers throughout the world.

The phenomenon of females' clothing management in wear and selection is also determined by varied conditions in relation to the development of self throughout their lives, such as self-concept, attitudes toward clothing, life style, social economic status as well as maternal influences over time. It was found that Taiwan females were strongly influenced by the way that their mothers or elder sister(s) managed appearance and clothing. The sense of fashion and taste in colour combination and separates co-ordination could be trained and cultivated from childhood if the individual received favourable maternal influence. This phenomenon is prevalent and mentioned by many informants in the interviews.

Although the model does propose some points which differ from what existing theories have proclaimed, it still shows underlying commonality across diverse cultural contexts. An individual Taiwanese female consumer's choices and behaviours were put into cultural context based on the intimate knowledge the researcher gained through the qualitative interviews. The model covers the components of the whole phenomenon inductively extracted from the indigenous study. Several propositions were deduced in the process. The model itself is used as a guide to delineate the profiles of each differentiated market segment.

In-depth interviews with Taiwan female consumer informants, based on the notion and process of ethnography and grounded theory, had produced rich data in relation to the social and behavioural aspects of clothing. The results showed that clothing consumption is an on-going and integral process, influenced by multiple simultaneous shaping events (Solomon, 1992). There are multiple layers of meanings conveyed by dress and interconnectedness of cause, behaviour, and consequence, as well as other intervening factors in the holistic phenomenon of clothing management in a Chinese cultural context in Taiwan.

5.5. Segmentation of the Taiwanese women's wear market

There are various kinds of variables to be taken into account when dividing the market into segments. In addition to the demographic variables, the psychographic ones are also often adopted by marketers when they segment the market to supply them with more information about why people in a specific segment buy certain things (Solomon, 1992). The most well known and widely used psychographic segmentation system is VALS (Value and Lifestyles) covering two perspectives. The first was based on Maslow's hierarchy of "needs growth". The second perspective was drawn from Reisman's work on the differentiation of inner-directed and outer-directed people (Solomon, 1992, p500). Wilkie (1994) also asserted that there were three levels of market segmentation. The normal base is personal characteristics (level 1), which include demographic and psychographic (or lifestyle) characteristics and other variables. Markets can also be categorised on the basis of benefit sought. This is the second level. The third level is in relation to behavioural-measures, such as attitudinal, heavy usage, or direct response. Although the stage of fashion diffusion in fashion cycle has long been recognised by academic scholars (McCracker, 1985), fashion adoption is seldom used as a base to segment the fashion market. The reason the researcher used fashion adoption as one of the variables in market segmentation was because it is able to provide the fashion industry with useful data for product development and merchandising. Referring to 5.2.5. and 5.3.5., analysed results of the attitude toward fashion also revealed different degree in fashion awareness and adoption. Market segmentation based on the stage of fashion adoption should give valuable information on consumers' fashion orientation in each segment.

The researcher tried to differentiate the types of the consumer informants based on the narrative data collected during the in-depth interviews. Each type represented a discriminated market segment. There were three steps in the process of segmenting the Taiwanese female fashion market using the qualitative approach. Table 11 shows the description of the holistic phenomenon of total clothing management of each fashion consumer type in terms of the degree of fashion adoption. This was used as the first step for segmentation. Classification based on the cross-relation between life style/self-concept characteristics and the degree of fashion adoption is shown in Table 12. Each informant was identified based on her opinions of fashion and attitude towards clothing and put into the appropriate cell of the matrix (step 2), and then grouped into several differentiated segments (step 3), as also shown in Table 12. Self-influenced innovator, self-influenced selective acceptor of mass fashion, social-influenced innovator and early adopter, social-influenced mass fashion follower, and social-influenced late fashion follower represent 5 discriminated markets, each of which has a unique social psychological profile.

Table 11. Theoretical Model of the Holistic Phenomenon of Total Clothing Management for Each Fashion Consumer

Fashion Adopter	Significant activities as causes for dressing	Benefit sought	Attitudinal functions motivation	Context of dress	Action Strategies of Clothing Management							
					Shopping frequency	Timing of shp'g	Resource expense	Decision made	Extent	Place of purchase	Dress unit	W
Innovative communicator	. Outside recreations at night . Informal get together & social activities . Dinner party . Daily routine activities . Self-satisfaction	. Value expression . Individualistic image	. Transform-ational motivation . Hedonism and amusement of experimentation . Self-indulgence	Personal mood	. one month	Any time	Much	Self-determined	Total look and cosmetics	. Department store . Boutique	Co-ordinates	M v h n
Early adopter	. Outside recreations at night . Informal get together & social activities . Dinner party . Daily routine activities . Self-satisfaction	. Self-esteem expression . Unique & fashionable image	. Transform-ational motivation . Hedonism and amusement of experimentation . Self-indulgence	. Personal mood . Organizational formal & tacit rules	. one month	Any time	Much	Friend & media influenced	Total look and cosmetics	. Speciality store	Co-ordinates & dresses	V
Selective acceptor of mass fashion	. Business meeting & conference . Formal social activities . Daily office life &/or outside errands . Dinner party	. Self-esteem expression . Beautiful and pleasant appearance	. Transform-ational motivation . Hedonism . Subjective value expression . Informational motivation . Knowledge & utilitarian appraisal	. Organizational formal & tacit rules . Personal mood	. one season (3 months)	Beginning to middle of season	Ordinary	Self-determined	Total look & cosmetics	. Speciality store . Department store	Co-ordinates & suits	F h n
Mass fashion follower	. Formal social activities . Dinner party . Daily office life &/or outside errands	. Status and/or personality expression	. Transform-ational motivation . Subjective value expression . Self-defence	. Organizational formal & tacit rules . Social & cultural conventions	. one season (3-6 months)	End of season	Ordinary	Family influenced	Total look	. Speciality store . Department store	Suits	F
Late fashion follower	. Informal get together & social activities . Dinner party	. Performance and quality	. Informational motivation . Utilitarian appraisal . Performance consciousness	. Social & cultural conventions . Organizational formal & tacit rules	. one season (6 months)	End of season	Little	Family & sales person influenced	Clothes only	. Chain store . Night market	Separates	F
No fashion interest	. Daily routine activities	. Performance and quality	. Informational motivation . Utilitarian appraisal . Performance consciousness	. Social & cultural conventions	. one season (6 months)	End of season	Little	Self-determined	Least consideration	. Off-priced discounter . Night market	Separates	N o

Table 12. The Taiwanese Women's Wear Market Segmentation in Self-concept/Lifestyle versus Fashion Adoption
--A Qualitative Approach

Degree of Fashion Adoption	Self-Influenced			Social-Influenced		
	Popular	Common	Solitary	Popular	Common	Solitary
Innovative Communicator	A1\$+			D1@+	E1@-	
Early Adopter				D2\$+	E2\$-	
Selective Acceptor	A2#+ A3#+	B1#- B2^+ B3#-	C1^ C2#+	D3@+	E3\$+ E4@-	F1\$-
Mass Fashion Follower	A4\$+	B4#+ B5\$+			E5@+ E6@+	F2@+ F3#- F4#-
Late Fashion follower		B6#-		D4@+	E7@+	F5@+ F6@+ F7@+ F8#+ F9@- F10\$+ F11\$+ F12@+
No fashion interest						F13\$+ F14^.

Remark: 1. @: conscious to other's impression

#: not conscious to other's impression

\$: conscious to other's impression but do not alter behaviour

^: conscious to specific person's impression

-: self-discrepancy in private self

+ : self-validation in private self

3. A, B, C, D, E, F stands for each category differentiated in terms of self-concept and lifestyle. For example, A represents self-influenced female with popular lifestyle.

Table 12 indicates that the segments comprising social-influenced mass fashion followers, late fashion followers, and self-influenced selective acceptors, respectively, are the three dominant areas. The researcher found it difficult to identify self-influenced innovators. Taiwanese women who are interested in experimenting with new ways of dressing are still influenced by other people, including the mass media. Most Taiwanese females are conscious of other people's, especially the significant others', impressions as well as their appropriateness in the group. They are more likely to compare themselves with others and be more passive, tending to express values in terms of status and other socially related aspects.

A consumer profile of each women's wear market segment in the Taipei metropolitan area is delineated below. However, the age span of female consumers in each group might exceed that of the sample due to the researcher's interpretation based on the findings of this research and observation in the marketplace.

5.5.1. Self-influenced innovators

The female consumers targeted in this segment normally belonged to middle to upper middle status families and were typically aged from 30 to 40. Most were employed or self-employed in the fields of art and design, stage performance, cinema, entertainment, etc. They travelled frequently abroad, being exposed to wide variations of fashion and thoughts and they were usually very open-minded. They tended to pay attention to the trends in social, cultural, aesthetic, and humanistic affairs, so that they were deep thinking and had conceptions and self-assurance on many issues.

They might have been rebellious to a certain extent in childhood, but they were always intentionally looking for a clear self-concept. They struggled to recognise themselves, tried to develop, accept, and appreciate themselves as an individual, thereby, building up a clear identity and becoming unique. All their behaviour, either in conformity with or in opposition to social norms, was determined freely, on their own, after introspection. They were prepared to be responsible for the outcomes of any decision, based on what they considered was most beneficial, and did not care about others' perceptions, although their behaviour was not often against the norm.

Having the capability of aesthetic appreciation and a creative approach, and clearly recognising the characteristics of their body shape and facial features, they could easily handle all fashion elements to create a trendy and unique total look. They might buy a

chain-store blouse to go with a second hand Versache jacket. Being aware of the image and personality of various brands and having access to different kinds of retail outlets abroad and domestically, their degree of freedom of information sourcing was the highest. Utilitarianism, aestheticism, knowledge, and value expression are the major aspects influencing their attitude to clothing.

5.5.2. Self-influenced selective acceptors of mass fashion

The female consumers in this segment mainly belonged to a non-manual worker category; middle status family and/or they themselves were employed or self-employed, being between 25 to 45 years old. Other than a daily routine job or office work, they tended to participate in various kinds of seminars, training courses, and social events, as well as get-togethers of various social groups. During office time, they dealt with administrative or executive affairs, being prepared for meeting important people at any time or attending conferences.

With self-confidence and self-assurance on various issues, due to a clear self-concept, they were driven mainly by values and beliefs developed in the course of their lives and had active and positive attitudes in general. They tended to express themselves in terms of professionalism, capability and uniqueness, not caring greatly about other people's perceptions of them.

As far as fashion is concerned, they were very well informed about current fashion trends and selectively took what they thought was appropriate for them and their image. They shopped and purchased clothes from what was available in speciality stores or department stores based on their sense of taste. Aestheticism, value expression, and utilitarian functions were their major needs from their apparel. Because of their good taste and ability to manage clothing and appearance with care, they always looked sophisticated, elegant, and professional, and came to be typified as role models.

5.5.3. Social-influenced innovators and early adopters

The female consumers being targeted in this segment mainly belonged to middle or working status families in the non-manual worker categories. Most of them, aged from 20 to 30, were employed or self-employed in the media, arts and related industries, in personal service businesses, such as a beauty salon, working as designers, clerks, or salespersons. Due to being popular and participating in various kinds of leisure time activities and social functions, they needed varied styles of clothes to give others the

impression of being fashionable and up-to-date. They paid much attention to what people thought of them, and as to whether or not they were accepted in a particular group. They were likely to compare themselves with others in terms of clothing, dressing in order to differentiate themselves from their peers and to adopt the latest fashion.

They were very interested in clothing and appearance management, having good taste, keen on experimenting with new styles and showing different looks, and enjoying a versatile lifestyle, so that the typical image for them was that of 'chameleon'. Interacting with a group of friends who were also keen on being fashionable and dressing up, their clothing expenditure was much higher than the average. They seldom wore suits and dresses but preferred co-ordinates. They tended to separate suits and matched them with other clothes to produce many other outfits. Although they might not have confidence in themselves on some other aspects, they were self-confident about their taste in clothing and appearance management. Their attitudes toward clothing were basically more self-indulgent, adventurous, aesthetic, and value-expression oriented.

5.5.4. Social-influenced mass fashion followers

The female consumers, aged from 20 and above, in this segment normally belonged to middle or working status families, and some of them were self-employed or employed as clerks, skilled workers, or supervisors. They needed to deal with many people and things every day, but none of them was critical in the organisational hierarchy. Although not being involved in many social activities, they were not isolationists. They sometimes also gave an impression of being capable and popular, due to the great care they took in the appropriateness of their conduct and appearance in line with social status and their various roles, and how others thought of them. They tended to dress formally, in many cases, whenever they went out of the home and, therefore, their clothing expenditure was relatively high. Being conservative and reserved, they tended to select clothing items from mass fashion markets providing high quality goods. Their attitudes toward clothing were oriented by the need for personal fulfilment in respect of self-defence, social adjustment, and value expression. Because they were not very confident about their sense of taste and aesthetic ability, they normally followed general fashion trends and relied on retail sales recommendations and advertising.

5.5.5. Social-influenced late mass fashion followers

The females, aged from 30 and above, in this segment were normally from conservative lower, working, or middle status groups in manual or non-manual worker

categories. They paid much attention to the appropriateness of role-playing and the opinions of families and close friends. Not engaging in many social activities, and with little interest in personal appearance, they bought what they really needed and required of clothing primarily for politeness, psychological security, and basic functions. Therefore, their expenditure was low. Because of a lack of practice in dress, their clothing might look dull and plain.

**Table 13. Characteristics of Consumers in Each Market Segment—
A Qualitative Approach**

Market Segment	Age	Social economic status	Vocation & Occupation	Significant activities as causes for dressing	Benefit sought	Attitudinal Function & Motivation	Context of Dress	Expenditure	Consequence
Self-influenced innovator	30-40	Middle to upper	Self-employed, designer, or executive in Art & design, or entertaining industry	.Outside recreations at night .Informal or formal social activity .Dinner party .Daily routine activity .Self-satisfaction	.Value expression .individualistic image	.Hedonism & amusement of experimentation .Self-indulgence	Personal mood	Moderate to high	.Private self validation .Differential self expression .Beautyfulness & attractiveness
Self-influenced selective acceptor of mass fashion	25-45	Middle	Self-employed, Administrator or executive of service or manufacturing industry	.Business meeting & conference .Formal social activity .Daily office work &/or outside errand .Dinner party	.Value expression .Beautiful & pleasant appearance	.Hedonism .Subjective value expression .Knowledge appraisal .Utilisation appraisal	.Organisational formal & tacit rules .Personal mood	Moderate to high	.Uniqueness .Professionalism .Role playing
Social-influenced innovator and early adopter	20-30	Middle or working	Self-employed, clerk or skilled worker of entertaining, or personal service industry	.Outside recreations at night .Informal or formal social activity .Dinner party .Daily routine activity .Self-satisfaction	.Self-esteem expression .Unique & fashionable image	.Hedonism & amusement of experimentation .Self-indulgence	Personal mood .Organisational formal & tacit rules	High	.Beautyfulness & attractiveness .Social acceptance .Conspicuous consumption
Social-influenced mass fashion follower	20 and above	Middle or working	Self-employed, Clerk, skilled worker or supervisor of service or manufacturing industry	.Formal social activity .Dinner party .Daily office work &/or outside errands	.Status &/or personality expression	.Subjective value expression .Self-defence .Utilisation appraisal	.Organisational formal & tacit rules .Social & cultural conventions	Moderate to low	.Conformity .Role playing
Social-influenced late fashion follower	30 and above	Lower or working or middle	Clerk, skilled or semi-skilled worker in service or manufacturing industry	.Informal social activity .Dinner party .Daily routine work &/or errands	.Performance & quality	.Utilitarian appraisal .Performance consciousness	.Social & Cultural convention	Low	.Role playing .Conformity

Table 13 shows the characteristics of consumers in each market segment using the qualitative approach.

5.6. Case history of a clothing consumer

Three consumer informants were chosen to depict a story about their life and fashion lifestyle because the researcher thought they had more striking personalities. The phenomenon of various aspects of clothing behaviours in the life world of these three informants were inferentially described in detail by interpreting the informants' own narrations. To them, clothing was an individualistic action in a person's everyday life which showed a holistic phenomenon of what the individual, society, and culture required from dress. Although the narrative stories were only individual cases, like the ripples in the stream, each could not be isolated from the wider flow of experience in which it was implied. Each informant's attitudes, values, personality, and behaviour reflected the spirit of Chinese culture in Taiwan society. Owing to the concern of space, only one case history is included in the thesis. The other two cases are stated in Appendix 7.

The story of Ahjung

I made Ahjung's acquaintance through a boutique sales-lady at the Evergreen Department Store's Tunhwa Branch (now closed). The sales-lady said that Ahjung was a big spender on clothes; her tasteful dressing is worth further understanding.

The first meeting was held on 11th August 1993 in front of the Nina Rici section at the Evergreen Department Store's Tunhwa Branch. She was wearing a baggy long T-shirt of flaming red, black hot-pants, and black flats with gold trims and sporting an expensive watch. As it was drawing close to the end of the business day, she was carrying a small black handbag. Her entire body from head to toe was clad in quality products, projecting a very bright and eye catching sight.

Ahjung gave one the first impression of a sophisticated person. She had a much more mature appearance and taste than other women of her age (25 years old). Although her attire was rather simple, it radiated youthful vitality without unsophisticated naivety. In conversation, she gave a sense of nonchalance and candour, willing to share her inner world with others.

The following contains her own narration of the growing process as well as a self description, perspective on life, sense of value, and views on women. She had also commented on her change of fashion preference and attitude on grooming and how these factors affected her dressing and purchase behaviour.

I. Growing up & Values

I am 25 years old this year; the eldest child in my family with just one younger brother. My recollection of growing up is full of constant fights and arguments between my parents; I had always dreaded going home and facing my father alone. My father is a driver and has shown little concern for family matters. Mother is a housewife who took rather good care of us and exercises greater parental authority than my father. By nature, my mother is rather active, but she does not get along with papa. She has always led an unhappy life. When my brother and myself reached a grown-up age, we came to the conclusion that the fault for our unhappy family life lay with my father. We then frequently encouraged my mother to venture out of the house and make friends for emotional relief. In the last couple of years, she has lightened up quite a bit and placed more attention on her appearance. She now frequents KTVs (singing clubs where people can sing following the video tapes, a recreational activity originally promoted by Japanese), dance halls, and restaurants. We often switch clothes. She is less against my going out singing and dancing with friends; she no longer thinks these activities generate bad consequences.

Mother has always made a fine home for us. Personally, she has been my source of support. There is no distance between us; I tell her everything. Despite such intimacy, I still want to move out for fear of their constant bickering. But I have been pampered and lazy and I also dread housework, therefore, I stay out much of the time.

Uncertain if it is due to B blood type characteristics, I have always craved for novelty since youth. Once I have the new, the old is completely ignored, be it toys or other objects. At home, I am extremely wilful, but less so outside the house. I like to make new friends, so I do try to control my temper.

While studying fashion design at Wen Teh Girls High School, my work was recognised by my teachers. In my secondary school period, I won the second prize in a home economic competition and was recommended for Wen Teh Girls High School. Frankly, I have always wanted to develop in the fashion industry, to become a fashion designer. However, my partiality for pleasure and fear of monotonous work kept me from many jobs, some of them were even in my neighbourhood. I am not willing to work from

the basic level of designing die-cuts. Such tedium might be tolerable on an occasional basis, but for any given duration it becomes unbearable. Consequently, I had to relinquish pursuing development in this field. As a female, I suppose it is all right even if I am not engaged in those professions people generally admire. Nonetheless, my studies of fashion design at school have been very helpful for my job capacity in sales. I am fond of the service industry, particularly when my nature abhors mundane stability. For the greater part, I need others to push me into performing my duties; however, certain things are exceptions. My views on life are to take one day at a time. It is too painful to strive for goals beyond one's capability; I would rather not think too much and live a more comfortable way of life. Naturally, I wish to be loved, but I would never forsake friends for lovers as friendships are much more reliable and lasting. I also believe in destiny; what will happen will invariably occur. One thing at a time, there is no use in stewing, so long as one can answer to oneself.

I dread going home. After work, I frequently go out to dinner, KTV, music and dancing halls with friends. My life is really rather boring; it comprises eating, singing, and dancing. I detest Taipei and prefer getting out of the narrow confines for relaxation. Mother has long urged me to take driving lessons, but I think I am too scared. Life for me holds no purpose but spiritual loneliness.

I like people to think of me as a fine person. In my youth, I was inclined to show off. Now, I think it is just right; I do not want to be too conspicuous. I do not deliberately attempt what I can't do. Most people perceive me as an active and mischievous person; they like to joke with me. On the surface, I might appear to be liberal; underneath, I am more on the conservative side. In former days, I loved to be talked about, particularly about my appearance and dressing. When I made a new purchase, I yearned for others' to notice. I strove to draw attention to my appearance. These days, I want people to see me as an individual. I shy away from being described as a show-off. My personality is more complete now. I know my likes and features too well for blind trend-following.

II. Female Consciousness

I perceive traditional women as having an obedient quality; they follow the trodden path. These women despise other women who smoke. They are dressed properly, which means no bodily exposure or flaming colours. Modern women are fashionable, fond of physical beauty, extravagant, and self sufficient.

In my current stage, I belong to the category of modern women. However, sound financial status is essential for me if I want to marry. Mother used to be more conventional; but she has updated herself with the changes of time.

III. Shifts of Attire Preference

As a student, there was no financial means; my mother determined my choices. I loved to shop in those youthful days; my colour preferences were black, white, and blue. Bright hues were also acceptable; though I often regretted their purchases later.

As a new comer to society, the determining factors for clothes' shopping were appropriateness and how long they would last. As fine goods became affordable, the criteria also changed. I became more capable of making rational decisions. I prefer goods of better known brands; this could have originated from sheer vanity! In the last couple of years, I have more suits for greater combination variations, as there have been more formal occasions. Short skirts, shorts and slacks are also much worn, but I never wear long skirts as they impede movement. More colours are now around to provide self-expression as predominant blacks and whites are somewhat heavy and dreary. Such a change of colour schemes surely has to do with maturity.

IV. Perspective and Approach for Attire

I am a pleasure seeker, fastidious in my attire. I keep away from common products for fear of uniformity. I believe one gets what one pays for. Price is certainly related to quality. I do not spend money on unnecessary things, saving up to buy articles of more costly ranges. Cheap accessories fade in colour and value; unless given as a gift, they are not worth having. I spend money only on what I think are quality goods.

In attire, I might appear fashionable, but I do not follow trends. I do not wish to buy randomly, degrading my own standards and taste. I do not force myself to go against my instincts just to be trendy.

For clothes, I only buy what suits me. I have confidence in my own taste and do not like to be type-cast. I am fond of changes, sometimes I appear sophisticated, other times casual. I am formal when it pleases me, not necessarily when it is dictated by the occasion. I sometimes wear canvas shoes; but I will also put on high-heels or shoes that are cute, perky, or even sexy. I like to show off my figure.

I love to acquire clothes and shoes; it makes me unhappy when I am kept from shopping for a period of time. Most think I dress to impress; in fact, I dress to cheer myself up. I do not want to appear shabby or pathetic. All my earnings are spent on purchases and for pleasure. Only a very small percentage is handed to my mother for savings, but I ask for it back sometimes.

I take rather good care of my clothes; my closet is far too full. Nonetheless, I always feel that one more dress is needed. For my own appearance and profession, I am well acquainted with fashion styles, colours, and trends. I acquire such information from shopping, friends and company magazines, but I will never wear what does not suit me despite the fashion trend. I don't particularly heed advertisements; sometimes they catch my attention, then I will study them carefully. I look for quality in fabrics and workmanship as well as value when buying clothes.

V. Perspectives on Chinese Style Fashion

I think Chinese-style clothes impart classic flare. They mostly contain Chinese knots, soft colours, classic prints, and are mostly made of cotton. They have a bit of a folk touch but should not be combined with bright colours. Personally, I do not particularly like Chinese fashion. As I am very modern, the style does not suit me. I can appreciate it on others, but do not buy it.

My impressions of those who wear such outfits are conservative, gentle, soft-spoken, and compliant; they do not dare to express their own views. Chinese-style clothing can be daily wear, but is not appropriate for formal occasions and definitely not for the office environment.

Personally, I prefer clothes of simple linear quality, solid colour blazers, skirts, slacks, blouses, sweaters, etc. I use bright colours for accentuation rather than as a main colour scheme.

VI. Dressing Principles for Weekly Routine

Each morning, I get up at a quarter past eight and leave by half past nine. I fuss a good deal. I shower and wash my hair every morning, followed by makeup, dressing, hair arrangement. I like to leave the house looking clean and refreshed. When I am late, I take cabs. After work, I always take a cab home as I particularly dislike jamming in buses in the afternoon or evening when I am tired and sweaty.

I invariably set out 2 sets of outfits for myself in the evening for the next day. The weather in the morning then dictates which one I wear. I am very particular about appearances. As I live with my family, I usually wear a brassiere with my father and brother around. At home, it is usually casual wear, vest and shorts. My neighbours are very conservative; I generally put on a T-shirt for fear of being pointed at, as a vest might be too revealing.

I go to work in my own casual wear; uniform is only worn at work. I love to change styles; formal wear is not for formal occasions only. I co-ordinate formal outfits with accessories, shoes, and handbags.

VII. Clothing Purchase Behaviour

My free spending allowance is about NT\$20,000 to NT\$25,000 per month (approximately BP\$380 to BP\$450 based on IBP\$=NT\$55). I love to shop; I will buy anything that might go with my wardrobe. I don't usually do my shopping during sales; my purchases are made whenever I chance upon something I like. As I work at boutiques, I can acquire name brands at discount prices; I stand no loss anyway. I mainly shop in the East district of Taipei, mostly for quality brands like Polo, Toppy (Clothes of this brand are mostly solid colours and easy to co-ordinate), Esprit, Giodano, Christian Dior. I buy mostly imported clothes; they are more dependable. Generally, NT\$10,000 to NT\$12,000 for a suit is acceptable and NT\$6,000 to NT\$7,000 for blazers. I don't wear dresses; slacks, skirts, and blouses are generally in the range of NT\$2,000 to NT\$4,000. Frankly, I dread tallying my expenditure on clothes. Each season I spend at least NT\$100,000 to NT\$120,000, and no less than NT\$240,000 a year is lavished on clothes and accessories.

Chapter 6

Quantitative Study

6.1. Development of a Clothing Attitude Scale

A scale measuring attitude toward clothing was gradually developed in three consecutive quantitative surveys. A different focus was emphasised in each survey, i.e. broadly clothing attitude and preference in the first one, socialisation of clothing in the second, and fashion marketing and segmentation in the third. Referring to Appendix 4 (the 1st and 2nd questionnaire) and Appendix 5 (the 3rd questionnaire), a close-ended questionnaire was developed for each survey, based on the findings of the qualitative study and the accumulated understanding of the social and behavioural aspects of clothing from the previous survey(s). Prior to each personally administered survey, the questionnaire was developed and discussed in a Marketing Research class of the Graduate Institute of Applied Statistics of Fu Jen Catholic University, and then tested in the field and revised accordingly. The final version of the questionnaire, modified from the third one, which included the scale of attitudes towards clothing, could be used to measure correlations between the demographics, self-concept, attitude and behaviour towards clothing (see Appendix 8). The clothing attitude scale itself consisted of three aspects, namely, purchase motivation, cognition, and behaviour intention. Referring to Appendix 9, the scale was tested and proved to be reliable and valid in terms of the Cronback α value, corrected item total correlation, final communality of factor analysis, as well as item discrimination.

The features of each questionnaire and discussions on its findings and how it affected the modification of the subsequent one are summarised as follows:

6.1.1. The First Survey—Clothing attitudes and preferences

1. Purpose

To investigate Taiwan female fashion consumers' opinions, with a focus on social/party dress and brassiere, on cognition, preference, and motivation of clothing, behavioural intentions, daily practices in the use and purchase of clothes, as well as the cross relationships.

2. Scope

220 female consumers, sampled on the basis of observation as being between 25 and 39, during the summer vacation of 1995, from various fashion retailing outlets of the commercial districts of the Taipei metropolitan area.

3. Contents of the questionnaire

- a. The viewpoints of cues (features) of social/party dress
- b. The viewpoints of the use of a brassiere
- c. The reasons for wearing a brassiere
- d. The reasons for purchasing a specific item of social/party dress or a brassiere
- e. The behavioural intention in relation to purchase timing, the method of purchase, information source, quantity, frequency and place, the wearing occasion, etc.
- f. The behavioural intention in relation to the principle and the way of dressing in both social/party dress and brassiere
- g. The conjoint clothing preference of internal and external characteristics and in price
- h. Last year's expenditure in clothing
- i. Demographic profile data

4. Discussions

- a. Surveyors found that the respondents seemed to be interfered with and influenced in answering the questions in respect of the purchase and the conjoint preference of social/party dress and brassiere that were arrayed side by side.
- b. The social psychological aspect of clothing consumption could not be as clearly discriminated as that of overt behaviour. It implied that the respondent could not subjectively state the motivation or inner thinking in a questionnaire. This phenomenon was more obvious in the brassiere than in social/party dress. A brassiere as one of intimate foundation garments has a less explicit expressive function than outerwear. It might be viewed only as supplementary to outerwear. The thick meanings extracted from the qualitative study could not be derived from the questionnaire survey.
- c. Although the sample was drawn based on an observed age of 25 to 39, the Daniel and Hodge Stratification Analysis in SPSS produced 3 groups, which were 24 and below, 25 to 34, and 35 and above. This implied that there were 3 different age groups of consumers in the Taiwan female fashion marketplace, and this would need to be further explored in the next survey.
- d. Using cross table analysis, education, vocation, and occupation were the critical variables in market segmentation because these three variables had more significant cross relations with other variables and psychological constructs.
- e. Last year's clothing expenditure did not necessarily reflect personal monthly income.

- f. The results indicated that the attitude toward clothing was more inclined to value expression and hedonistic orientation. While overt behaviour seemed more conservative. Taiwan females tended to consult social norms and regulations, and these influenced their behaviour to be more socially adjusted and self-defence oriented.
- g. Taiwan females defined social/party dress as multi-functional attire that could be used on various occasions in daily life. This implied that the social/party dress should be semi-formal and flexible enough to co-ordinate with other accessories, to be used on a range of occasions.
- h. Results indicated that Taiwan females did not care about whether the clothing product was imported or had a famous brand.
- i. This survey was undertaken to gain an overall understanding by identifying the characteristics of the general aspects of social/party dress and brassiere and to extract items in each subject question that could be reliably discriminating for further survey.
- j. The way questions were asked and arrayed should be more uniform in order to be more accurately analysed and correlated.

6.1.2. The Second Survey—Socialisation of clothing

1. Purpose

To investigate the characteristics of socialisation of clothing consumption behaviour, with a focus on social/party dress, in terms of purchase motivation, preference in clothing as a product and in the way of dressing, behavioural intention in use and purchase, as well as overt practices.

2. Scope

585 female consumers, sampled on the basis of observation as being aged between 25 and 39 in the winter vacation of 1996, from various fashion retailing outlets of the commercial districts of the Taipei metropolitan area.

3. Contents of Questionnaire

- a. The motivation for purchasing a specific item of social/party dress
- b. The method of purchase in relation to the timing, place, frequency, etc.
- c. The source of information as a reference for purchase
- d. The general principle of dressing and the occasion to wear social/party dress
- e. The type of brassiere and when it is worn
- f. The preferred characteristics of social/party dress

- g. Last year's clothing expenditure
- h. Demographic profile data

4. Discussions

- a. The way of dressing was very situation oriented according to the time, place, occasion, weather, and even the mood of the wearer. There was no general principle for dressing, whereas there might be several rules for different situations.
- b. There was an inclination to a self-centred attitude toward clothing, such as hedonistic or self-pleasing and self-compensation orientation. However, overt behaviour complied with the social norms to fulfil social expectation. Generally, aestheticism and value expression in showing positive personal characteristics as well as social adjustment were the predominant factors in attitude toward social/party dress.
- c. Results indicated that there were multiple conditions existing in the structural correlation between purchase motivation, principle of dressing, purchase behaviour, and information source. This hinted of multiple-faceted clothing consumption in a society with multiple values.
- d. Although the sample was drawn based on an observed age of 25 to 39, the Daniel and Hodge Stratification Analysis in SPSS still resulted in 3 groups, 24 and below, 25 to 34, and 35 and above. This implied that there were 3 different age groups of consumers in the female fashion marketplace. The age range should be expanded to younger subjects in the 3rd survey.
- e. There were no significant differences in the social and behavioural aspect of clothing between people with different demographic characteristics. This implied that the female fashion market in Taiwan might not yet have developed into mature and clearly distinguished segments. Labels in the mass fashion segment are still predominant. Promotion and advertising play an important role to persuade and stimulate customers/prospects to purchase. The phenomenon needed to be further investigated.
- f. Dressing is a form of social behaviour whose social psychology is multiple faceted and influenced by various conditions. The relatively low accumulative proportion of factor analysis indicated that there were many underlying situations or properties of each subject question which had not been probed yet, and there was a need to improve understanding using other approaches, such as the qualitative method, or by further investigation.

- g. Brand reputation and its country of origin were generally not emphasised by Taiwan female consumers. However, this is an important selling point in the high-priced market segment where customers pay for the image of the label.
- h. Fashionability and fit were the most important characteristics valued by most female fashion consumers. This implied that the correct garment sizing system is a must for apparel manufacturing. In addition, it is also necessary for the product designer and developer to cultivate fashion sense and the ability to interpret data and information from the media and sales, including observing the phenomenon in the market place.
- i. Results found females aged from 25 to 35, with university standard qualification in non-personal service professions, are a potential market category which might be stimulated to increase buying by advertisement and promotional activities that emphasise the professional and intellectual image.

6.1.3. The Third Survey—Fashion Marketing and Segmentation

1. Purpose

- a. To segment the Taiwan women's wear market and investigate the social psychology and behaviour of consumers in each market segment for effective marketing, with a focus on social/party dress, whose profile in terms of demographics, self-concept, attitude toward clothing, and overt behaviour is delineated.
- b. To finalise the clothing attitude scale after modifying the questionnaire over the 3 consecutive surveys.
- c. To conclude the theoretical model of the social psychology of clothing in terms of correlations across demographics, self-concept, attitude toward clothing, and overt behaviour.
- d. To point out the implications for the Taiwan women's wear market and to submit suggestions for operations in various sectors in the fashion industry.

2. Scope

795 female consumers sampled on the basis of observation of being aged between 18 and 39 in the summer vacation of 1996, from various fashion retailing outlets of the commercial districts of the Taipei metropolitan area.

3. Contents of Questionnaire

- a. The motivation for purchasing a specific item of clothing
- b. The behavioural intention in purchase and use of clothing

- c. Opinions about clothing in general and of the phenomena, such as fashion trend and marketing stimuli, observed in the marketplace
- d. The preferred characteristics and conjoint preference of clothing
- e. Actual practice in use and in purchase in relation to place, timing, price range of varied clothing types, last year's expenditure, and information source
- f. The semantic differential scale of personality traits
- g. Self-awareness
- h. Demographic profile data
- i. Recognition of the labels available in the marketplace

4. Discussions

Details of the analysed results and discussions will be presented in the subsequent sections. The final version of the questionnaire was modified, based on the findings of the 3rd survey and is shown in Appendix 8.

6.2. Survey of the Consumer's Social Psychology and Behaviour of Clothing

6.2.1. Results and Discussions

Several statistical analysis tools, mainly software from SPSS, but also some from SAS, were used to test the goodness and fit of the sample, reliability, validity and to deduce the theoretical model and to make market segmentation. A sample of 795 Taiwan adult women, aged between 18 and 39, represented a population who are consumers of marketed fashion apparel. The sampling reliability was 97%. The inferential upper limit was 0.04. Results of the four tables in Appendix 9 indicated that the test of goodness and fit proved the sample to be representative of the sample population.

6.2.1.1. The characteristics of the respondents

The respondents of the third survey were sampled randomly from the sample population who were likely to be fashion consumers based on the specified quota for each commercial district and type of fashion retailing outlet in the Taipei metropolitan area, as indicated in Table 2. Table 14 shows the demographic characteristics of the 795 effective respondents in relation to age, education, children, personal monthly income, vocation, occupation, and leisure time activity. Due to sampling on the streets, the subjects who were willing to respond to the long questionnaire tended to be younger women aged between 18 and 34, without children or friends accompanying them at the

time. The Daniel and Hodge Stratification Analysis in SPSS resulted in 3 age groups, 24 and below, 25-34, and 35 and above. This result was the same as that in the previous two surveys, suggesting consistent results of the 3 major consumer groups in the adult female fashion marketplace. They are college/university students or on the labour force, younger than 24 with a high school standard qualification; housewives, working females or newly graduated workers aged from 25 to 34; and the mature housewives and working females aged 35 and above.

As far as personal monthly income was concerned, Taiwan working females could be categorised into 3 groups, i.e. women with a basic income below NT\$30,000, women with a middle income from NT\$30,000 to NT\$50,000, and women with a higher income above NT\$50,000. Table 14 also shows that many students due to working part-time have a personal monthly income from NT\$30,000 to NT\$50,000 which contributes a great deal to their clothing expenditure.

Table 14. Basic Data of the Respondents

Age	24 & below		25-29		30-34		35-39		40 & above	
	23.9%		40.1%		20.9%		9.2%		5.9%	
Educa-tion	Junior High & below		Senior High		Junior college		University		Graduate school	
	1.6%		23.7%		33.0%		35.4%		6.3%	
Situation of Children	Without children		With children		Youngest below 4		Youngest 4-12		Youngest above 12	
	73.9%		26.1%		47.1%		33.7%		19.2%	
Vocation	House wife	Public service	Manu- facturing	Media	Student	Banking & Security	Medi- cal	Personal service	Trans- portation	Others
	6.4%	14.4%	9.5%	4.1%	14.0%	9.5%	3.4%	14.6%	2.3%	15.1%
Occupation	Self- employed		Admini- strator	Profession- al	Technician & supervisor	Clerk	Personal service	Skilled manual worker	Others	
	4.3%		5.1%	20.5%	4.5%	23.7%	19.9%	0.8%	20.6%	
Personal monthly income	No any income		NT\$10,000 & below	NT\$10,000- NT\$30,000	NT\$30,000- NT\$50,000	NT\$50,000- NT\$70,000	NT\$70,000- NT\$100,000	NT\$100,000 & above		
	12.2%		3.5%	36.2%	38.6%	7.3%	1.0%		1.0%	
Leisure time activity	Going to cinema & shopping		Staying at home	Dinner at restaurant	Mountain climbing	Touring abroad	Museum & gallery	KTV, pub or night club		
	77.0%		73.2%	41.3%	21.4%	20.9%	15.1%	14.9%		

34.9% of the respondents (including 3.4% in the medical field) came from the service industries, 19.9% worked as a salesperson or service employee, and 23.7% worked as clerks of various vocations. This indicated that many Taiwan female fashion

consumers were employed as non-manual workers in the service industries. Technicians or skilled manual workers from the manufacturing sector were only a small proportion of the sampling population. In contrast, women from the service industries, public servants in government agencies, and students constitute a major part of the consumers of fashion apparel. Teachers from different levels of education had relatively higher buying power and interest in clothing and need to be targeted for certain kinds of apparel products. Many students, on the other hand, who possessed high enough disposable income from part-time jobs as well as from family support could afford and were willing to buy fashionable garments, and thus became one of the major targets for the mass fashion market.

Respondents, like other Taiwan people, spent their leisure time in only a few activities such as shopping, recreation at home, going to the cinema and KTV club¹ (or pub), climbing mountains, touring abroad, etc. The variety of leisure activity was limited. Executive or administrative women with higher personal monthly income seemed to go abroad for sightseeing more often or spent more time at membership clubs, while young women from the service/retailing industry liked to go to cinemas, pubs or night clubs, or simply go window shopping in their leisure time.

6.2.1.2. General findings of motivation, cognition, behavioural intention, and self-awareness

Four tables in Appendix 9 show the detailed basic analyses of the percentage of frequency in agreement and disagreement with each statement of the subject (and also the average, and the standard deviation). The consistency of each item to the whole subject and the Cronbach α value demonstrate the reliability of the continuous Likert scale in each subject question. The communality in factor analysis and the ability of item discrimination represent the validity of the continuous Likert scale. These basic analyses were executed to test the goodness and fit of the sample which was representative of the sample population. Results showed fairly high goodness and fit of the sample as well as good reliability and validity of scales of clothing attitude, behavioural intention, and self-awareness.

1. Motivation for purchase

¹ KTV club (Karaoke) is a singing place where customers can follow the videotapes or CDs to sing as a recreation.

The major reasons for buying a specific item of social/party dress were as follows: it will match the role being played on the occasion that I intend to attend (87.4%), easy to co-ordinate with other clothes (82.2%), suitable for my "style" (81.6%), suitable for various occasions (80.0%), putting it on can make me feel good (78.0%), looks fine and delicate (75.6%), meets the requirement of my occupation (68.6%), does not look indecent (68.4%), makes me look young and energetic (63.6%), looks formal (61.8%), it looks unique (61.3%), etc. The analysis indicated that respondents bought clothes to meet their need for social adjustment and value expression. They also paid attention to the functional value to obtain the most for their money. Results also revealed reasons that were not important considerations in purchase, which were diversified to an extent: I buy because the salesperson and/or others praise how good it looks on me (23.7%), it does not make me look too conspicuous (26.0%), it enables me to lead fashion (23.0%), it makes me look capable (28.1%), it is what I have seen in the mass media before (26.7%).

2. The way of dress and purchase

Clothing consumers' behaviour can be observed by their external practices in dress and in shopping and purchasing. Respondents expressed the intention of using clothing to mould their image in daily life (63.0%) under the invisible social norms, therefore, they especially paid attention to their conduct when they dressed up (75.6%) and would feel uneasy (59.0%) if they consciously realised that their attire was not suitable for the occasion. Results indicated that respondents had relatively high sensitivity on price, therefore they tended to buy clothes when there was a sale (59.0%). However, the price sensitivity resulted from the perception of unreasonably high prices for fashion goods which might not suit consumers' pockets but they expected to obtain value for money in the price range that they were willing to pay.

3. Cognition of clothing and phenomena observed in the marketplace

Generally speaking, respondents had a positive cognition of clothing and the phenomena, i.e. fashion trend and various marketing stimuli, prevalent in the marketplace. They thought dress was basically managed to please themselves (88.4%) and would put on some make-up before going out to show self-respect (60.1%). However, the degree that they gave heed to clothing and appearance management was different. Instead of "dolling up", normally most Taiwan females

only put on a bit of make-up, e.g. lipstick, before going out. Because respondents perceived the hint that internal characteristics might be revealed by their look (66.4%), they tended to spend time on clothing and appearance management (48.0%). When they did this many of them would complain about lacking the right clothes to make a good impression for a specific occasion (60.7%). Normally, they paid more attention to other apparel characteristics than to the brand name. Answers to items "Clothing does not represent anything; it is simply the shell of a person", "It wastes time when one pays too much attention to one's dress", "Fashion is nothing but a game and businessmen want to make money from their customers", and "It's meaningless to wear an item of expensive clothing" were reversed in coding.

4. Self-awareness

Results indicated that the respondents were inclined to be introspective, they tried to understand themselves (74.3%) by paying attention to their inner feelings (75.3%), why they did certain things (62.0%), and the way in which they did them (75.3%). Besides, they were immediately conscious of the change of emotion (61.9%). They paid attention to the physical self by managing clothing and appearance (73.8%), especially when they went out (80.9%), to help make a good impression in social interaction.

6.2.1.3. General findings of Clothing Behavioural Practices

Results in Table 15 show the percentage of frequency of multiple choices for each subject question. Styling, colour/print, handle, quality of material, and fit were the most important characteristics that respondents valued. Brand name was not significantly perceived as important when they were asked about product attributes individually. However, referring to Table 19, conjoint analysis could reveal better their inner thinking about their preferences for combined characteristics of product.

The department store was the major place where respondents bought their social/party dress. Women aged 25 to 34 tended to buy garments from department stores more often. The higher the personal monthly income, the more shopping occurred in boutique stores. Executives, administrators, and salespersons also bought garments from boutiques more frequently, but seldom from general speciality stores. Chain stores had

Table 15. General Behavioural Practices

Preferred Product Attribute	Styling	Colour/print	Fashion-ability	Country of origin	Brand's reputation	Material handle	Fit	Fibre content	Work-manship	
	95.8%	68.4%	31.9%	8.2%	17.9%	84.4%	82.5%	31.4%	35.6%	
Purchase Place of Social/Party Dress	Department store		Boutique	Speciality store		Chain speciality store	Hypermarket store	Clothes stand/night market		
	83.5%		48.1%	40.5%		45.3%	5.7%	17.4%		
Information Source	Window display	Printed media	Direct mail and/or ads.	Others' dress	Fashion show	Videotape/MTV	Salespeople			
	76.4%	58.2%	42.6%	33.3%	0.1%	26.1%	35.3%			
Wearing Occasion of Social/Party Dress	Office	Outing/travel	Shopp-ing	Running errands	Social party	Con-ference	Visiting friend	Window shopping	Cinema/dancing	Home
	59.2%	5.3%	5.3%	25.8%	81.2%	50.8%	47.0%	15.1%	31.0%	0.8%

younger, student customers or shoppers from the banking, media, and transportation businesses. Hypermarket outlets seemed to have more customers with lower, high school and below, education qualification. Clothes stands and night markets were also major sources to for purchasing social/party dress for women in working and lower middle status.

Window displays and printed media ranked as the top two sources for supplying fashion information. The younger the females the more inclined they were to consult fashion information in printed media, catalogues, direct mail, and advertisements. Young students also liked to watch MTV or videotape to see the newest fashion trend. Self-employed, executives, administrators, or women with service and sales jobs attended fashion shows more to collect fashion information.

Respondents seemed to treat social/party dress as multiple function clothing that could be worn on various occasions. Non-manual workers could hardly differentiate party dress from business wear. The higher the education the more likely that women wore social/party dress to the office or to attend conferences. Students liked to wear fancy, but good clothes to shop, visit friends, or go to cinema.

6.2.1.4. Clothing interest and expenditure

As far as the personal monthly income² of the working women was concerned, it could be broken down into 3 groups: NT\$30,000 and below (51.9%), NT\$30,000 to NT\$50,000 (38.6%), and NT\$50,000 and above (9.3%). New graduates from high school, junior college, or university usually belonged to the low-income group, working as junior employees. Employed women who had worked for several years in basic to middle job levels or in basic administrative posts belonged to the medium income group.

Table 16. Clothing Expenditure and Price Range of Garments

Last Year's Clothing Expenditure		NT\$10,000 & below	NT\$10,000 - NT\$20,000	NT\$20,000 - NT\$30,000	NT\$30,000 - NT\$50,000	NT\$50,000 - NT\$70,000	NT\$70,000 - NT\$100,000	NT\$100,000 and above
		11.7%	26.5%	24.5%	17.9%	11.8%	5.1%	2.7%
Purchase Frequency		Once per month		Once per 6 months		Once per year		Less than once per year
		8.5%		55.1%		22.9%		13.5%
Price Range of Garment	One-piece dress	Less than NT\$2,000 per piece	NT\$2,000 - NT\$5,000 per piece **		NT\$2,000 - NT\$5,000 per piece		More than NT\$8,000 per piece	
		24.7%	59.0%		13.5%		2.8%	
	Blouse	Less than NT\$2,000 Per piece **	NT\$2,000 - NT\$5,000 per piece		NT\$2,000 - NT\$5,000 per piece		More than NT\$6,000 per piece	
		68.6%	27.6%		3.4%		0.4%	
	Skirt /Pants	Less than NT\$2,000 Per piece **	NT\$2,000 - NT\$5,000 per piece		NT\$2,000 - NT\$5,000 per piece		More than NT\$6,000 per piece	
		58.2%	36.0%		4.9%		0.9%	
	Two-piece dress or suits	Less than NT\$3,000 per piece	NT\$2,000 - NT\$5,000 per piece **		NT\$2,000 - NT\$5,000 per piece		More than NT\$10,000 per piece	
		25.6%	52.7%		19.1%		2.7%	
	Jacket/overcoat	Less than NT\$3,000 per piece	NT\$2,000 - NT\$5,000 per piece **		NT\$2,000 - NT\$5,000 per piece		More than NT\$8,000 per piece	
		36.2%	46.4%		12.4%		5.1%	

** denotes the most reasonable price range that the respondent were subjectively willing to or could afford to pay.

According to Daniel & Hodge Stratification analysis in SPSS on the previous year's clothing expenditure, respondents could also be categorised into 3 groups: NT\$20,000 and below (38.2%), NT\$20,000 to NT\$50,000 (42.4%), and NT\$50,000 and above (19.6%). Among the low expenditure group, about 30.6% of respondents spent less than NT\$10,000 on clothing. This group included housewives and students without any personal monthly income or much pocket money. However, referring to Table 16 and Figure 5, some students and housewives, owing to possessing personal disposable income from part-time jobs or from the support of parents or their spouses, had medium

² NT\$30,000 monthly income approximately equals BP\$8,000 annual income (1BP\$=55NT\$)
NT\$50,000 monthly income approximately equals BP\$13,000 annual income

to high expenditure on clothing. It is worth noticing that the percentage of medium clothing expenditure at NT\$20,000 to NT\$50,000 included 42.4% of the respondents, which implied that about 30% to 40% of the disposable income was spent on clothing. Provided there was only 25% of monthly income Taiwanese females could dispose arbitrarily, this buying power supports an active Taiwan women's wear market, its annual sales was estimated at approximately 120 billion New Taiwan dollars (US\$4 billion) (Secretariat-General of Budget, Accounting, & Statistics, 1997c). It also demonstrates the phenomenon of severe competition among the local and import labels in Taiwan.

In this research "I buy an item of clothing because it enables me to lead fashion", "I have more fashionable clothes than my friends do", "I have a habit of actively collecting fashion information", and "I can distinguish the special features of varied brands" constituted the four indicators of clothing interest (mean=7.1, standard deviation=2.07), which could be differentiated into 3 groups, as shown in Table 17.

Table 17. Demographics of Respondents with Different Levels of Interest in Clothing

Percentage of Respondents	Low Interest		Medium Interest		High Interest	
	39.7%		36.8%		23.5%	
Age	24 & below	22.0%	24 & below	23.4%	24 & below	28.5%
	25-34	60.2%	25-34	64.6%	25-34	56.5%
	35 & above	17.8%	35 & above	12.0%	35 & above	15.1%
Education	University & above	48.1%	University & above	41.2%	University & above	32.8%
	Junior college	30.9%	Junior college	32.6%	Junior college	37.1%
	Senior high & below	21.0%	Senior high & below	26.1%	Senior high & below	30.1%
Personal Monthly Income	NT\$30,000 & below	53.5%	NT\$30,000 & below	52.9%	NT\$30,000 & below	48.1%
	NT\$30,000-NT\$50,000	37.5%	NT\$30,000-NT\$50,000	39.5%	NT\$30,000-NT\$50,000	38.9%
	NT\$50,000 & above	9.0%	NT\$50,000 & above	7.6%	NT\$50,000 & above	13.0%
Last Year's Clothing Expenditure	NT\$20,000 & below	48.7%	NT\$20,000 & below	37.6%	NT\$20,000 & below	20.7%
	NT\$20,000-NT\$50,000	39.1%	NT\$20,000-NT\$50,000	47.2%	NT\$20,000-NT\$50,000	40.8%
	NT\$50,000 & above	12.2%	NT\$50,000 & above	15.2%	NT\$50,000 & above	38.6%
Vocation	Service	41.5%	Service	47.5%	Service	58.1%
	Non-service	32.6%	Non-service	29.1%	Non-service	19.4%
	No-income	26.0%	No-income	23.1%	No-income	22.5%
Occupation	Clerk	26.0%	Clerk	26.1%	Clerk	16.4%
	Service/Sales	16.7%	Service/Sales	20.6%	Service/Sales	24.0%
	Professional	21.5%	Professional	20.2%	Professional	19.1%

Women who had a relatively low interest in clothing (39.7%) spent less, whereas females with a relatively high interest (23.5%) spent much more on clothing. Women in the high interest group had more sensitivity and loyalty to fashion labels. They thought a

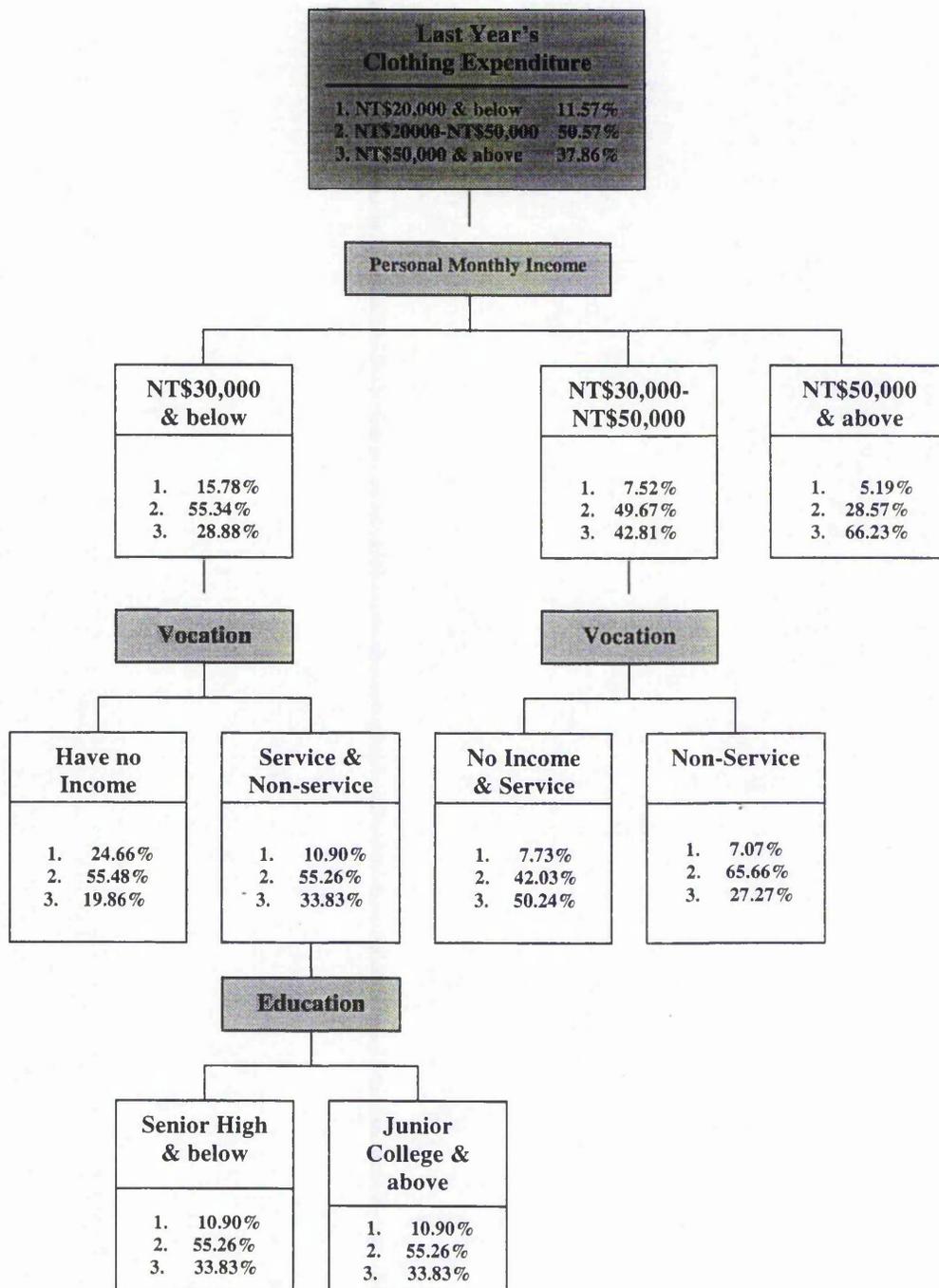


Figure 5. Demographics by Clothing Expenditure in CHAID (Automatic Interactive Detection by Chi Square)

reputable brand denoted good quality; the product brand was more important than the store's name, and well known labels represented social status. They perceived that clothing and appearance image signified social roles and status, therefore, they paid considerable attention to dressing and usually put on make-up before going out to give them self-respect.

Table 17 also indicates that women with junior college standard qualifications and new university graduates had the highest interest in clothing and were willing to spend more on fashion apparel. The former participated in the job market earlier, usually working in the sales or personal service section, whereas the latter just had steady personal income to afford to experiment with a new look in their jobs. They both needed clothing to help boost themselves and demonstrate their professionalism. Comparing the data of personal monthly income with last year's expenditure, as in Figure 5 and Table 17, although women with more income tended to spend more on clothes, some women with medium to low level of income (or even without income) proportionally still had the highest expenditure. Results also revealed that some students or housewives, due to support from the family, spent a lot on clothing. It seems that expenditure is subject to the degree of interest, and thus income level is not the only factor influencing clothing expenditure. Employed non-manual workers in sales or the personal service sector also showed higher interest in dress.

Further factor analysis on the group with a high interest in clothing and expenditure over NT\$50,000 showed that these people were more open-minded and modern, having individualistic characteristics and an interest in unique and fashionable dress. The higher expenditure, the fewer objections there were against being sexy in dress and showing off body shape. They did not mind attracting other people's sidelong glances, or about multiple function or flexibility of clothes for co-ordination or various occasions. They could distinguish very well the features between different brands. They were definitely the focal target for most brands of high fashion markets. Women with expenditure between NT\$20,000 to NT\$50,000 were also able to differentiate various labels. They tended to follow other people's dress and tried to show off their femininity.

Females with low interest in clothing were more likely to have a higher degree of social anxiety ($\alpha = .0004$), and tended to have conservative/reserved and functional/utilitarian ($\alpha = .0240$) purchase motivation. Women with a high interest in clothing, on

the other hand, had clear inclinations of appearance management ($\alpha = .0000$), and were involved in more social interactions ($\alpha = .0013$). The higher the degree of interest in dress, the stronger the purchase motivation to be youthful and fashionable. They were influenced by other people as well as professional sensitivity, spending more time on appearance management and searching for fashion information from friends or the media. On the contrary, the higher the degree of the interest in dress, the less the purchase motivation for conservative/reserved and functional/utilitarian apparel products, and the less the degree of social anxiety.

Figure 5 demonstrates that personal monthly income is a profound influence on the last year's clothing expenditure. Generally, the more income they had, the higher their expenditure. However the proportion of clothing expenditure in the higher monthly incomes might not be higher than that in the lower monthly incomes. Women with lower incomes might spend a higher proportion of their income on clothing and appearance management, as Table 17 also reveals. Employed women in public service and governmental agencies normally had NT\$20,000 to NT\$50,000 annual expenditure on clothing.

Referring to Table 16, the price for each type of garment that Taiwan female consumers subjectively were willing or could afford to pay was still in the medium to low range especially for blouses, skirts, and pants. They could endure the higher price range for one- or two-piece dresses, suits, or jackets that could facilitate more value expression and help form image. They paid more for better quality in material, workmanship, and fashionable design because these characteristics could be conducive in conveying more positive meanings in social interactions. Executive or administrative females could afford and were willing to pay for high priced apparel, whereas women in clerical jobs usually bought low priced garments.

6.2.1.5. Family life cycle and its relationships to self-awareness, attitude, and behaviour

Females' family life cycle can normally be represented by age and whether they have children. Both the qualitative study and some other academic researches (Engel, Blackwell & Miniard, 1990, p181) suggested that whether or not women have children, the age of the youngest child represents the stage of the family life cycle. It influences their attitude toward clothing and the pattern of clothing consumption (Solomon, 1992, p286). Results of this quantitative survey also showed that women without children had

the highest degree of interest in clothing ($\alpha = .0284$), were pursuing a youthful and fashionable image ($\alpha = .0503$), and were sensitive to image ($\alpha = .0416$). Women with the youngest child aged between 4 and 12 showed medium degree interest in clothing. Women, with the youngest child aged below 4 had the least degree of interest in clothing ($\alpha = .0359$) which was probably due to their having less spare time and less money to spend on their own dress and appearance management.

The purchase motivations of women with children were to seek a graceful/attractive look ($\alpha = .0221$) and to be conservative/reserved ($\alpha = .0002$). However, the older the youngest child, the less emphasis was put on the graceful/attractive motivation ($\alpha = .0572$), these women tended to be more rational and planned their wardrobe before shopping ($\alpha = .0085$). The younger the youngest child, the more conscious they were about private-self ($\alpha = .0116$). In contrast, the older the youngest child, the higher the degree of social anxiety ($\alpha = .0602$) when they were in the 'out-group'. This phenomenon demonstrated the tendency in Taiwan society for younger women to be less social-centred and more self-controlled. While the older women were more traditional and tended to be more anxious in front of other people.

6.2.1.6. Social economic status and its relationships to self-awareness, attitude, and behaviour

Social economic status was classified on the basis of the respondents' occupation, personal monthly income, and education. Each variable had three dimensions. Occupations included self-employed, administrator, professional, middle to low level non-manual and manual workers, students, housewives and others. Personal monthly income was stratified by Daniel and Hodge Stratification analysis in the SPSS method to NT\$10,000 and below; NT\$10,000 to NT\$50,000; NT\$50,000 and above. Education was categorised into 3 groups, i.e. University and above, junior college, and high school and below.

The first group, middle status ($n=238$), was composed of no-income students/housewives from middle status families and women who had obtained university and above educational qualifications, in junior to middle level non-manual jobs with a monthly salary of NT\$10,000 to NT\$50,000. This group had the highest percentage of women (43.28%) who shared little interest in dress, who tended not to spend much time and effort on clothing, and who would not save at the expense of other things to buy

clothes. The women in this status normally did not dress to please themselves ($\alpha = .0046$), however, they had the highest degree of sensitivity about various brand names ($\alpha = .0303$).

The second group, middle to high status ($n=212$), comprised self-employed, administrators, or employed professional women with NT\$30,000 to NT\$50,000 or above personal monthly income. Women in this group were more likely to have conservative/reserved purchase motivation ($\alpha = .0128$) and had the lowest degree of social anxiety ($\alpha = .0198$). They tended to plan for their wardrobe before shopping ($\alpha = .0000$) and be more rational in clothing consumption, which meant that they would not spend too much time on dressing and would not save at the expense of other items to buy clothes, either.

The third group, working status ($n=333$), consisted of women who had obtained junior college and below educational qualifications, and were middle to low employed manual or non-manual workers with a personal monthly income of NT\$20,000 to NT\$50,000. Women in this group had the strongest degree of social anxiety and conservative/reserved purchase motivation. They did not have brand sensitivity, however, and tended to dress themselves for self-pleasing. They showed the highest interest in clothing and appearance management ($\alpha = .0210$) in terms of shopping and saving at the expense of other items to buy clothes.

6.2.1.7. Lifestyle and its relationships to self-awareness, attitude, and behaviour

The researcher categorised lifestyle based on the respondents' vocations and leisure time activities. This was also differentiated into three categories:

1. Exciting: supplementary class³ (language, computer); night club, KTV, pub; cinema, shopping; restaurant
2. Plain: church or temple; excursion, mountain climbing; home recreation
3. Elite: women's club; membership club (sport in resorts); extension classes⁴ (dance, flower arrangement); museum, gallery, concert hall; touring abroad

³ People who have graduated from college or university, sometimes, attend a private institute of language or computer for enhancing skill in work.

⁴ Some people, women mostly, attend classes in their leisure time, basically for recreation or making friends.

The first lifestyle group (exciting) comprised young employed non-manual workers in the service or retailing industries whose leisure time was spent on diversified, exciting social activities. They were 30 years old or younger, with a university degree qualification and a salary of NT\$30,000 or below (66.20% of the total respondents were in this group). Their previous year's clothing expenditure was about NT\$10,000 to NT\$30,000 (51.57% of the group). Actually, this group had the highest percentage (17.42% of the group) who spent less than NT\$10,000 on clothing which indicated that many non-income students belonged to this group. Women in this lifestyle group had the most obvious purchase motivation in being youthful and fashionable ($\alpha = .0380$), seemed not to be introspective for private self-awareness ($\alpha = .0244$), and purchased without any prior plan ($\alpha = .0000$) in mind. Due to diversified leisure time activities competing for their disposable income or pocket money, those who did not have stable salaries tended to spend less on clothing. However, on the other hand, because of the higher demand on different styles of apparel for a more versatile lifestyle, women with a personal monthly income in this group tended to shop more frequently for low to medium priced garments.

The second lifestyle group (plain) consisted of women older than 30 years of age, having university and above qualifications (the lowest percentage of high school qualification, 17.0%), in junior to middle non-manual jobs with a monthly salary about NT\$30,000 to NT\$50,000 (52.66%). They spent about NT\$10,000 to NT\$30,000 (60.64%) or NT\$30,000 to NT\$50,000 (16.67%) annually on clothing. Therefore, their clothing expenditure was the medium level of the three groups. They did not have youthful and fashionable purchase motivations ($\alpha = .0380$), showed least interest in dress and shopping for clothes, and had the most obvious awareness of the private self ($\alpha = .0244$).

Women in the third lifestyle group (elite) tended to have more elite social activities, be self-employed or in an administrative position, aged from 25 to 34, with junior college or below qualification, and earn a personal monthly income of about NT\$30,000 to NT\$50,000 (40.42%), or higher than NT\$50,000 (13.90%). Therefore, they spent more on clothing. The highest proportion (19.86%) of women in this group spent more than NT\$50,000 on clothes which implied that they had more variety of clothes and dressed for different social occasions. They also had youthful and fashionable purchase motivation, and tended to be introspective. They showed the highest degree of interest in clothing and shopping ($\alpha = .0000$).

6.2.1.8. Personality traits

A semantic differential scale of personality traits was derived from Lee's (1985) adjective pool of gender role, from which 14 pairs were selected from 24 pairs based on the results of 76 respondents' perception of properly depicting social psychology or showing dress behaviour in a pilot survey. The result of the 7-point semantic differential scale showed that 44.7% of respondents were inclined to be masculine (<4), 46.4% feminine (>4), and 8.9% androgynous (=4). For the purpose of further factor analysis, the researcher combined the respondents with androgynous and masculine characteristics (in total, 53.6%). Table 18 shows the average of each pair of personality traits.

Women who had children tended to be calmer, more straightforward and realistic, whereas single or younger females were likely to be more adventurous, impulsive, and emphasised the importance of vanity in their lifestyles.

Respondents, by and large, perceived themselves subjectively as straightforward and opinionated, they tended to be responsive to the outside social world, soft, modest, energetic, realistic, and independent. Some of them were also likely to be competitive, adventurous and calm. Results demonstrated that modern Taiwan females are not purely feminine any more. They are likely to be more androgynous toward things and human relations.

Table 18. Personality Traits of Respondents

Personality Traits		Average
Straightforward	Reserved	3.527
Competitive	Yielding	3.962
Adventurous	Content	3.928
Bold	Timid	3.752
Opinionated	Influenced	3.395
Dull	Sensitive	4.895
Calm	Nervous	3.826
Dominating	Obedient	3.746
Impulsive	Rational	4.044
Tough	Soft	4.105
Boastful	Modest	4.804
Energetic	Inert	3.072
Pursuing Vanity	Realistic	5.163
Independent	Dependent	3.320

6.2.1.9. Clothing preference

Table 19 reveals the conjoint preference for social/party dress in terms of the internal and external characteristics and the willingness to buy or the affordable price range. This probed into preferences that respondents might not be consciously able to articulate clearly. Results showed that external characteristics were the most important factors that might influence the purchase decision for the social/party dress. Delving into the deeper decision making process, it was found that respondents tended first to pay attention to the external characteristics, then they looked at the price tag to decide if they wanted to check further the internal characteristics of the garment, such as fit, material, and workmanship. Although they were likely to choose medium priced apparel, when considering the 3 aspects together they would select the garment with appealing style, good material and in the medium price range most importantly. "Style, fit, and high price range" and "Style, workmanship, and low price range" ranked as the second and the third priorities. The table also shows that the first rank of conjoint preference remained the same no matter whether the clothing expenditure was different or not. Preference for each individual aspect was also the same for the respondents with different clothing expenditure.

Comparing the results of the Conjoint analysis with that of their cognition of clothing and phenomena of the marketplace, it was found that when respondents had to make a decision to purchase they would evaluate the style first, and then the colour/print feature. Referring to Table 15, although Taiwan female fashion consumers recognised the relationship between fashion label and value, and were sensitive to brand names, brand was of least importance in their decision making. This result was also similar to that of the previous two quantitative surveys, which implied that Taiwanese females saw the characteristics of style and colour/print as part of the features or image of a specific label. They bought what they liked and compared various labels with similar features only when it was necessary.

The analysis of purchase motivation showed that Taiwanese females normally preferred young looking, easily co-ordinated, casual, and uniquely styled fashion apparel to fulfil their busy and versatile lifestyles. Putting on basic make-up was an expression of politeness in modern urban life. Women with a higher level of education tended to perceive the quality of imported goods as higher than local product, however, they,

including women with a lower degree of education, all thought that the fit of domestic labels were much better than that of the imports. The result of the conjoint preference analysis revealed once again the need for fitted clothes.

Table 19. Conjoint Analysis of Preference for Social/Party Dress

External Characteristics	Internal Characteristics	Price Range	Average			
			Total sample	Respondents with Expenditure <NT\$20,000	Respondents with Expenditure >NT\$50,000	
1. Style	Material	Medium	2.7008 (1)	2.7287 (1)	2.3624 (1)	
2. Style	Workmanship	Low	0.8666 (3)	1.1621 (2)	0.6465 (3)	
3. Style	Fit	High	1.0151 (2)	0.8446 (3)	1.1342 (2)	
4. Brand	Workmanship	Medium	-0.6856	-0.8323	-0.3155	
5. Brand	Material	High	-1.6192	-1.9876	-0.9643	
6. Brand	Fit	Low	-0.9508	0.8390	-0.8189	
7. Colour/print	Material	Low	-0.3295	-0.0125	-0.8189	
8. Colour/print	Workmanship	High	-1.7500	-1.8629	-1.5437	
9. Colour/print	Fit	Medium	0.7526 (4)	0.8253 (4)	0.3176 (4)	
Average Importance			Utility			
	Total sample	Respondents with Expenditure <NT\$20,000	Respondents with Expenditure >NT\$50,000	Total sample	Respondents with Expenditure <NT\$20,000	Respondents with Expenditure >NT\$50,000
External Characteristics	42.38	43.11	40.76			
Colour/print				-0.4423	-0.3500	-0.6816
Style				1.5275 *	1.5695 *	1.3811 *
Brand				-1.0852	-1.2196	-0.6816
Internal Characteristics	24.26	22.67	25.87			
Fit				0.2723 *	0.2770 *	0.2110 *
Material				0.2507	0.2339	0.1931
Workmanship				-0.5230	-0.5110	-0.4042
Price Range	33.35	34.22	33.36			
Low				-0.1379	-0.1036	-0.3304
Medium				0.9226 *	0.8983 *	0.7882 *
High				-0.7848	-1.0019	-0.4579
Pearson's R value	0.997 ****	Kendall's Tau value		0.944 ****		

* Represents the most predominant characteristics

**** Represents the p-value smaller than 0.0000

6.2.1.10. Self-Type

Combining the characteristics of personality trait and self-awareness, the researcher differentiated the self-type into 4 categories.

1. Indifferent Self-Type

Most respondents of this type had university or above standard qualifications and an average personal monthly income of about NT\$30,000 to NT\$50,000 or above. About 73.23% of females in this type spent less than NT\$30,000 on clothing last year. They seldom introspected, had lower degrees of private-self awareness and social anxiety, and did not pay much attention to appearance management, having less leisure time for social activities. When purchasing clothing they had no clear motivation for they seldom knew exactly what they liked, had a low degree of clothing interest ($\alpha = .0001$), did not care about self-image ($\alpha = .0000$), and had little sensitivity to brand ($\alpha = .0173$). Generally, they had a suspicious attitude toward clothing and the phenomena of the marketplace ($\alpha = .0000$) and did not think that clothing functioned actively in social communication ($\alpha = .0000$). They did not dress to please self ($\alpha = .0000$).

2. Nervous Self-Type

Women of this type were more likely to be feminine in character, with a broad spectrum of educational qualifications. About 43.37% of them had a personal monthly incomes of NT\$10,000 to NT\$30,000, and 34.74% of them earned NT\$30,000 to NT\$50,000. Normally, they spent less than NT\$30,000 on clothing, but about 20.24% spent NT\$30,000 to NT\$50,000 on clothes. Compared to the Indifferent Self-Typed women, they earned less but spent relatively more on clothing. They tended to have high degrees of private-self awareness and social anxiety, and paid much attention to appearance management. However, they did not have frequent social activities, either. They bought clothes for enhancing gracefulness and attractiveness ($\alpha = .0002$). They also had conservative/ reserved purchase motivation ($\alpha = .0353$), were very sensitive to self-image ($\alpha = .0000$) and considered dress conveyed positive social and symbolic meanings ($\alpha = .0000$). However, they sometimes had negative, suspicious attitudes toward marketing stimuli in the marketplace ($\alpha = .0000$).

3. Broad-minded Self-Type

Females of this self-type were more likely to be masculine in character, had junior college and above educational qualifications, and earned monthly salaries of NT\$30,000 to NT\$50,000 (42.96%). The highest proportion (27.46%) of this group spent more than NT\$50,000 on clothing. They tended to have high degrees of private-self awareness and low degrees of social anxiety, paid much more attention to appearance management and actively involved in social activities to interact with other people. They bought clothes which were youthful and fashionable ($\alpha = .0226$), graceful and attractive ($\alpha = .0002$), and also for multiple functional end use ($\alpha = .00121$), however, they had no conservative/reserved purchase motivation ($\alpha = .0353$). They had a high degree of interest in clothing due to their being sensitive to self-image ($\alpha = .0000$), dressed mainly to please self, and planned for their wardrobe prior to shopping ($\alpha = .0000$). They actively supported clothing and appearance management because they recognised the symbolic meaning conveyed by dress ($\alpha = .0000$) and had positive attitudes toward the phenomena observed in the marketplace ($\alpha = .0000$).

4. Careless Self-Type

Similar to the indifferent self-type, women in this group also had university or above degree qualifications. They had NT\$30,000 to NT\$50,000 (37.04%) or NT\$10,000 to NT\$30,000 (35.19%) personal monthly incomes and spent the least amount of money on clothing (65.09% of respondents spent less than NT\$30,000). They seldom were introspective, had a low degree of social anxiety. Although they had frequent social interactions and paid attention to appearance management, they dressed themselves in a relatively heedless manner. They usually bought clothes for fulfilling multiple and functional end uses ($\alpha = .0121$), and did not care if the garment could enhance gracefulness and attractiveness. In general, although they had a high degree of interest in clothing, they were not sensitive to self-image. They knew of brand names and could distinguish differences among the various labels, but had no plan in mind before shopping. They cared not at all whether the dress had symbolic meanings in social interactions ($\alpha = .0000$), however, they had a positive attitude toward phenomena observed in the marketplace ($\alpha = .0000$), such as various marketing strategies or the fashion trends.

6.2.1.11. Critical factors for motivation, cognition, behavioural intention, and self-awareness and their relationships to personality traits

1. Purchase motivation of social/party dress

According to the factor analysis on respondents' reasons for buying a specific item of social/party dress, there were six critical factors extracted, as indicated in Table 20: namely, youthful and fashionable, conservative and reserved, multi-functional and utilitarian, influenced by others, and professional sensitivity. The total cumulative proportion was 48.04%, which revealed that there were still some unidentified and unarticulated underlying reasons needed to demonstrate the complete set of motivations. The contents of the six critical factors demonstrated that many Taiwanese females, particularly in the Taipei metropolitan area, were keen on pursuing a fashionable and energetic image and this was their prevailing motivation in purchase. In the mean time they were still other-centred, some of them, even, conservative and reserved, and conformed to the social regulations and norms.

Women who actively searched and collected fashion related information were motivated to be youthful and fashionable ($\alpha = .0000$), multi-functional and utilitarian ($\alpha = .0000$) and professional sensitivity ($\alpha = .0009$). On the contrary, females who did not seek fashion information were likely to have conservative and reserved motivation ($\alpha = .0054$).

The researcher differentiated personality traits into feminine and masculine categories and tried to find out the relationship between personality trait and purchase motivation. Results (Table 21) showed that feminine females tended to be motivated to show off their body shape, not be too conspicuous, be persuaded by the admiration of the salesperson, and be energetic, with good quality and a professional look, etc. The accumulative proportion was 49.3%. While masculine females' purchase motivation had to do with being unique, multi-functional and utilitarian, not being too conspicuous, selecting their favourite colours, being persuaded by the salesperson's admiration, not being indecent, etc. The total accumulative proportion was 48.1%. Comparing the predominant motivations of women with different dispositions showed that feminine females tended to be influenced by other people, and, although conservative, they were keen to show off their feminine body shape, whereas masculine females were more inclined to be utilitarian-oriented.

Table 20. Factor Analysis of Purchase Motivation

Factor Item	Youthful & Fashionable	Graceful & Attractive	Conservative & Reserved	Functional and Utilitarian	Influenced by Other People	Professional sensitivity
1. It can flatter my body shape	.6570					
2. It makes me look young and energetic	.6742					
3. It enables me to change a different look	.5953					
4. It enables me to lead fashion	.6322					
5. It can show out the characteristics of feminine softness		.4447				
6. It is suitable for my "style"		.5334				
7. Putting it on me can make me feel good		.5832				
8. It looks fine and delicate		.5977				
9. It makes me look attractive		.6110				
10. It doesn't look indecent			.6420			
11. It doesn't make me look too conspicuous			.6850			
12. It doesn't make me look too sexy			.6926			
13. It's easy to co-ordinate with other clothes				.7575		
14. It's suitable for various occasions				.6453		
15. I buy because the salesperson and/or others praise for the good look on me					.6230	
16. My friends also wear this kind of clothes					.7364	
17. It is what I've seen in some mass media before					.5143	
18. It can meet the requirement of my occupation						.5490
19. It looks formal						.6968
20. It makes me look capable						.6394
Eigenvalue	3.6964	2.1381	1.6489	1.3764	1.1316	1.0590
Proportion	.1607	.0930	.0717	.0598	.0492	.0460
Cumulative Porportion	.1607	.2547	.3254	.3852	.4344	.4804

Table 21. Factor Analysis of Purchase Motivation of Women with Different Personality Traits

Feminine	Factor Item	Showing out Body Shape	Not too Conspicuous	Praised by Salesperson & Others	Young and Energetic	Fine & Delicate Quality	Professional Look
	Eigenvalue	3.6890	2.2181	1.6875	1.4644	1.2266	1.0558
	Proportion	16.0%	9.6%	7.3%	6.4%	5.3%	4.6%
	Cumulative Proportion	16.0%	25.7%	33.0%	39.4%	44.7%	49.3%
Masculine	Factor Item	Being Unique	Suitable for Various occasions	Not too Conspicuous	Favourite Colour	Praised by Salesperson & Others	Not indecent
	Eigenvalue	3.7085	2.1473	1.7354	1.2600	1.1356	1.0823
	Proportion	16.1%	9.3%	7.5%	5.5%	4.9%	4.7%
	Cumulative Proportion	16.1%	25.5%	33.0%	38.5%	43.4%	48.1%

2. Cognition of clothing and phenomena observed in the marketplace

According to the factor analysis on respondents' cognition of clothing in general and phenomena observed in the marketplace, there were four predominant factors extracted, as indicated in Table 22, namely, brand sensitivity, positive support, symbolism, and self-satisfaction. The total cumulative proportion was 50.24%. The contents of the six predominant factors demonstrated that many Taiwanese females had positive attitudes toward a particular brand in terms of its symbolism in social communication and quality assurance. Although they supported the marketing strategy, they were still suspicious to an extent about its aggressive persuasion to consume. They needed their dress to express personality and convey meanings in social interaction, therefore, they perceived the necessity of clothing and appearance management and the legitimacy of promotional activity in the marketplace. They also recognised the function of clothing in terms of self-satisfaction and self-compensation and the phenomenon of preference shifts during their lifetimes due to the changes in age, income, occupation and the stage of the family life cycle.

Table 22. Factor Analysis of Cognition of Clothing and Phenomena Observed in the Marketplace

Factor Item	Brand Sensitivity	Positive Support	Symbolism	Self-satisfaction
1. The quality of a well-known brand is good	.7404			
2. Well-known labels represent higher social status than common labels	.7915			
3. Labels' reputation is more important than stores' reputation	.6928			
4. It wastes time when one pays attention to one's dress		.5610		
5. Clothing does not represent anything; it is simply the shell of a person		.5285		
6. Fashion is nothing but a game that businessmen want to make money from their customers		.7279		
7. It's meaningless to wear a piece of expensive clothes		.7449		
8. I think that one's internal characteristics can be revealed from her dress			.7796	
9. Dress can represent a person's role and status			.5059	
10. It's most important that dressing what makes oneself cheerful				.5249
11. I feel that the clothing preference and the way of dressing are different from that of 3 years ago				.7300
12. Whenever I've got a special occasion I always think that there is a lack of a specific piece of clothes that fit the use of the occasion				.6678
Eigenvalue	2.2902	1.6488	1.5166	1.0746
Proportion	.1762	.1268	.1167	.0827
Cumulative Proportion	.1762	.3031	.4197	.5024

The cognition of women with different personality traits was slightly different. Referring to Table 23, females with a feminine character tended to be suspicious about the purpose of marketing, and paid attention to their own appearance, while masculine women were more inclined to evaluate the value and function of clothing and its symbolic meaning in its depiction of the wearer. However, they all recognised the importance of product brands and their value.

Table 23. Factor Analysis of the Cognition of Women with Different Personality Traits

Feminine	Factor Item	1. Only famous brands' quality is good 2. Famous brands can represent status better	1. Brand's reputation is more important than store's reputation	1. Putting on make-up before going out represents self-respect	1. Fashion is a businessmen's game for making money
	Eigenvalue	2.0473	1.7778	1.4086	1.079
	Proportion	18.6%	16.2%	12.8%	9.8%
	Cumulative Proportion	18.6%	34.8%	47.6%	57.4%
Masculine	Factor Item	1. Only famous brands' quality is good 2. Famous brands can represent status better	1. Dress can represent a person's role and status	1. Brand's reputation is more important than store's reputation	1. One's internal characteristics can be revealed from her dress
	Eigenvalue	2.3291	1.6662	1.3221	1.0093
	Proportion	21.2%	15.1%	12.0%	9.2%
	Cumulative Proportion	21.2%	36.3%	48.3%	57.5%

3. The Purchase and use of Clothing

Table 24 shows that there were six important factors extracted from the respondents' behaviour when purchasing and using of clothing in daily life. These are clothing interest, image sensitivity, planning beforehand, price sensitivity, resource consideration, and brand loyalty. The total cumulative proportion was 45.77%, which indicated that there might still be some underlying behavioural intentions undiscovered as yet which would reveal the whole phenomenon of clothing behaviour. Results showed that respondents were interested in clothing and this influenced them to have specific consumption behavioural patterns. They tended to conform to mass fashion and responded to marketing stimuli. On the one hand, they intentionally used clothing to form their image, yet, on the other hand, their way of dressing also aroused self-awareness and affected their decorum and conduct in social settings. They seldom planned for their wardrobe before shopping and price

was not a major consideration, either. Although they could distinguish the difference between various brands, they did not have loyalty to either specific stores or labels.

Table 24. Factor Analysis of clothing behaviour in purchase and use

Factor Item	Clothing Interest	Image Sensitivity	Planning Beforehand	Price Sensitivity	Resource Consideration	Brand Loyalty
1. I buy at the beginning of the season	.4644					
2. I buy dresses with advertised labels, because they are reliable	.5039					
3. I can distinguish the special features of varied brands	.7145					
4. I will follow the way of dressing of a person whom I admire	.5464					
5. I have more fashionable clothes than my friends do	.6691					
6. I prefer clothes with foreign labels even though they are more expensive	.5652					
7. I have a habit of actively collecting fashion information	.6452					
8. I don't feel comfortable when I see someone else wearing the same clothes as mine		.4885				
9. I would choose clothes to help form image		.5633				
10. I tend to pay attention to decorum when I wear a formal dress		.6636				
11. I would feel uneasy if I wear common clothes on a formal occasion		.7092				
12. I would plan for my wardrobe before I go to buy clothes			.7012			
13. I buy clothes whenever I feel like buying			-.7180			
14. I would go for a bargain price				.6666		
15. I would rather spend more money to buy clothes of better quality				-.3835		
16. I usually buy more than one item of dress when I find suitable styles					.7233	
17. I don't save on other expenses for buying dresses					.4937	
18. I buy clothes in several stores where I usually go						.7025
19. I like to change the brand of garment that I buy						-.5265
Eigenvalue	3.3067	1.6105	1.5151	1.4149	1.1735	1.0484
Proportion	.1503	.0732	.0689	.0643	.0533	.0477
Cumulative Proportion	.1503	.2235	.2924	.3567	.4100	.4577

Table 25. Factor Analysis of Behavioural Intention of Women with Different Personality Traits

Factor Item	Masculine				Feminine				
	Clothing Interest	Image Sensitivity	Quality Sensitivity	Impulsive	Factor Item	Cautious & Fashionable	Quality Sensitivity	Image Sensitivity	Planning Before-hand
1. Have more fashionable clothes	.7216				1. Have more fashionable clothes	.6601			
2. Can distinguish the special features of varied brands	.7076				2. Like actively collecting fashion information	.6492			
3. Like actively collecting fashion information	.6440				3. Can distinguish the special features of varied brands	.5835			
4. Follow the way of dressing	.5876				4. Follow the way of dressing	.5775			
5. Garments with advertised labels are more reliable	.4971				5. Prefer foreign labels even though more expensive	.5307			
6. Buy at the beginning of season	.4933				6. Like bargaining price	.3714			
7. Pay attention to decorum when wearing a formal dress		.6973			7. Buy clothes in several stores where I usually go		.6905		
8. Feel uneasy if wearing common clothes in a formal occasion		.6781			8. Garments with advertised labels more reliable		.5820		
9. Choose clothes to help form image		.6037			9. Would rather spend more to buy better clothes		.4864		
10. Buy clothes in several stores where I usually go			.5517		10. Buy at the beginning of season		.3886		
11. Would rather spend more to buy better clothes			.5485		11. Feel uneasy if wearing common clothes in a formal occasion			.7435	
12. Like bargaining price			-.5419		12. Will feel uncomfortable when someone else wearing the same clothes			.6390	
13. Prefer foreign labels even though more expensive			.5173		13. Pay attention to decorum when wearing a formal dress			.5351	
14. Like to change the garment's brand			-.3829		14. Choose clothes to help form image			.4565	
15. Will feel uncomfortable when someone else wearing the same clothes			.3510		15. Choose clothes to help form image				.7160
16. Buy clothes whenever I feel like				.7213	16. Buy clothes whenever I feel like				-.7160
17. Choose clothes to help form image				-.6650					
18. Buy more than 1 piece when I find out suitable styles				-.4137					
Eigenvalue	3.3646	1.7241	1.5768	1.4428	Eigenvalue	3.2557	1.7154	1.5878	1.4039
Proportion	15.3%	7.8%	7.2%	6.6%	Proportion	14.8%	7.8%	7.2%	6.4%
Cumulative Proportion	15.3%	23.1%	30.3%	36.9%	Cumulative Proportion	14.8%	22.6%	29.8%	36.2%

Referring to Table 25, women with different personality traits tended to have different behavioural intentions in the purchase and use of clothing. Feminine females were more likely to be fashionable in a cautious way, to be more pragmatic and rational in selecting what was most beneficial to themselves, and were concerned more about quality. They had a comparatively low degree of loyalty to a particular brand. Masculine females were inclined to be less concerned with price and did not plan prior to shopping. They had higher loyalty to particular brands and more interest in clothing which moulded their image, pursuing fashion in an easy-going way.

4. Self-Awareness

Table 26 suggests that there were four factors extracted from the perception of self, namely, self-introspection, social anxiety, appearance management, and others' impressions. The total cumulative proportion was 56.66%, which showed that respondents had self-awareness in relation to private-self (they internally perceived the existence of self), public self (they consciously paid attention to other people's impressions and might adjust their behaviour accordingly), and social anxiety. Appearance management is actually part of awareness of public-self. Because appearance was so obviously perceived as the extent of the boundary self by respondents, it was extracted as an independent factor which hinted at the importance of appearance management as a tool for image and impression formation. Table 26 also indicates that respondents were inclined to notice changes in their internal feelings as well as the way of they handled things in daily life. They understood themselves fairly well.

Table 26 reveals that most respondents had predominant self-consciousness and felt anxious in front of other people. This phenomenon reflected their lack of training at home or in school to stand up and speak or express themselves in public. Therefore, they were not self-assured with other people, especially in formal or important social settings. Generally, there was not much difference between females with different characters in self-awareness, as in Table 27.

6.2.1.12. Structural relationships between motivation, cognition, behavioural intention, and self-awareness

Canonical correlation analysis was undertaken to find out the structural relationships between self-awareness, attitude toward clothing (purchase motivation and

Table 26. Factor Analysis of Self-Awareness

Factor Item	Self-retrospection	Social Anxiety	Appearance Management	Others' Impression
1. I can be aware of immediately the change of my emotion	.5291			
2. I care the way that I do a job	.5805			
3. I would pay attention to my inner feeling	.7789			
4. I would try to understand myself	.7499			
5. I would think of the reason of doing something	.6355			
6. It makes me nervous to speak in front of audience		.8323		
7. I would be nervous in the occasion with a lot of people		.8304		
8. It usually takes me some time to overcome embarrassment in a new place		.6934		
9. I would feel uncomfortable if someone watches me when I'm working		.7006		
10. I pay attention to my appearance			.7626	
11. I would examine my appearance before going out of home			.7643	
12. I worry about how I perform in front of others				.6930
13. Other people's impression about me is different from what I really am				.4931
14. I care about other people's opinion about myself				.7641
Eigenvalue	3.2191	2.3792	1.2814	1.0529
Proportion	.2299	.1699	.0915	.0752
Cumulative Proportion	.2299	.3999	.4914	.5666

Table 27. Factor Analysis of Self-Awareness of Women with Different Personality Traits

Feminine	Factor Item	1. Be nervous to speak in front of audience 2. Be nervous in the occasion with a lot of people	1. Pay attention to my appearance	1. Think of the reason of doing something	1. Be aware of immediately the change of my emotion
	Eigenvalue	3.2307	2.1481	1.2601	1.1133
	Proportion	23.1%	15.3%	9.0%	8.0%
	Cumulative Proportion	23.1%	38.4%	47.4%	55.4%
Masculine	Factor Item	1. Be nervous to speak in front of audience 2. Be nervous in the occasion with a lot of people	2. Examine my appearance before going out of home	3. Be aware of immediately the change of my emotion	4. Care the way that I do a job
	Eigenvalue	3.2973	2.4104	1.3477	1.0333
	Proportion	23.6%	17.2%	9.6%	7.4%
	Cumulative Proportion	23.6%	40.8%	50.4%	57.8%

cognition of clothing and the phenomena of the marketplace), and behavioural intention of clothing purchase and use, as indicated in Tables 28 to 33. Table 28 shows that motivation and cognition had a strong structural relationship. Table 30 and Table 31 demonstrate that the internal motivation and cognition and external behavioural practice had strong structural relationships. Self-awareness had less structural relationships with overt behaviour, as shown in Table 32. According to Table 29 and Table 33, self-awareness seems to have had a simple structural relationship with internal motivation and cognition of clothing mostly in respect of appearance management and social anxiety.

1. Structural relationships between the consumer's purchase motivation and cognition of clothing and the phenomena of the marketplace

Table 28. Structural relationships between the consumer's purchase motivation and cognition of clothing

Motivation		Cognition	Canonical correlation	Proportion	Cumulative proportion	
. It can show the characteristics of feminine softness	.4095	. It gives self-respect when one puts on make-up before going out	.5966	.4949 ****	34.44%	34.44%
. My friends also wear these kinds of clothing	.4829	. It's most important that dressing what makes oneself cheerful	-.4101	.3471 ****	14.55%	48.99%
. It is what I've seen in some mass media before	.2939	. I think that one's internal characteristics can be revealed from dress	-.3979			
. It doesn't make me look too sexy	-.2993	.Labels' reputation is more important than stores' reputation	.3465			
. It looks fine and delicate	-.3379	. It wastes time when one pays attention to dress	.7204	.3422 ****	14.08%	63.07%
. It can flatter my body shape	-.3100					
. The colour is what I usually buy	.3086					
. It doesn't make me look too sexy	-.5126	. I think that one's internal characteristics can be revealed from dress	.5732	.2814 **	9.13%	72.2%
. It makes me look young and energetic	-.4654					

*** represents p-value < .0001 **represents p-value < .01

Women who had a cognition of putting on make-up before going out to give them self-respect tended to be sensitive to beauty and a total look, and paid attention to appearance management, therefore, they were likely to exhibit feminine softness in clothes with appealing colours or which showed up the body shape. Women who usually bought garments because of the way their friends dressed or who were stimulated by the media tended to be social-driven to follow the fashion trend and dressed in conformity with their peer group. They did not mind sexy attire as long as it was fashionable and

tended to be sensitive to a brand's image and reputation to express value. In contrast, they tended not to emphasise the self-pleasing function of clothing and cared less about underlying hints of internal characteristics from their dress.

Females who worried about looking sexy normally did not emphasise the young and energetic look in their dress. They tended to recognise the clue of the wearer's internal characteristics suggested by clothing and dressed themselves in an elegant way. Pragmatic women might have the cognition that to pay too much attention to dressing was a waste of time, therefore, they were inclined to buy clothes in a limited colour range to co-ordinate their existing wardrobe conveniently or to maintain their image. They tended to put no emphasis on fine or delicate materials, workmanship, or on a sexy look in their dress.

2. Structural relationships between the consumer's purchase motivation and self-awareness

Appearance management has to do with an awareness of the boundary self. People have need to dress the visible self to be accepted socially. Women who paid attention to appearance management were likely to require quality and value from clothing

Table 29. Structural relationships between the consumer's purchase motivation and self-awareness

Motivation		Self-Awareness		Canonical correlation	Proportion	Cumulative proportion
. It looks fine and delicate	.4357	. I pay attention to my appearance	.6230	.3886 ****	22.38%	22.38%
. It makes me look young and energetic	.3113	. I pay attention to my appearance	-.6166	.3424 ****	16.72%	39.10%
. It doesn't make me look too conspicuous	.3057					
. It makes me look attractive	-.3426					
. It can meet the requirement of my occupation	-.4324	. I would feel uncomfortable if someone watches me when I'm working	.6277	.3214 ****	14.50%	53.60%
		. I care about other people's opinion about myself	.4926			
		. I worry about how I perform in front of others	.4362			

**** represents p-value < .0001

with an orderly or elegant look. Therefore, they did not want to flaunt themselves or wear eye-catching dresses. People who over stressed the appropriateness of decorum in public were more liable to show social anxiety. The structural relationship between

purchase motivation and self-awareness also indicated that the women tended to have more sensitivity to the situation if they had more awareness of public self. This means that they would not dress in office clothes for a social or party occasion which demands more formal wear. They liked to dress properly to ease their self-consciousness or social anxiety so they could deal with social interaction in a confident manner.

3. Structural relationships between the consumer's purchase motivation and clothing behaviour in purchase and use

Women who had purchase motivations to lead fashion and conform to the fashion trend promoted in the mass media would naturally show the ideas in their dress. They tended to have more fashionable clothes to help form their image, which often showed off their sexy body shape and looked young and fashionable. Feminine women were more likely to be cautious about every detail of washing and care. They required quality and value for money from garments to mould their image, therefore, they were willing to pay higher prices for quality. In addition, conservative females tended to have higher loyalty to brands to ensure good quality and to maintain their image. Women who were disposed toward conformity tended to be influenced by their friends' or idols' dress and were motivated by marketing stimuli.

Table 30. Structural relationships between the consumer's purchase motivation and clothing behaviour in purchase and use

Motivation		Behaviour in Purchase and use	Canonical correlation	Proportion	Cumulative proportion
. It enables me to lead fashion	.4326	. I have more fashionable clothes than my friends do	.3429	.6039 ****	31.52%
. It is what I've seen in the mass media	.2914	. I would choose clothes to help form image	.2781		
. It can flatter my body shape	.2677				
. It can show the characteristics of feminine softness	.3556	. I read the labels when I buy clothes	.3167	.5001 ****	18.31%
		. I would choose clothes to help form image	.3442		
		. I would rather spend more money to buy clothes in better quality	.3154		
. It looks fine and delicate	.5892	. I buy clothes in several stores where I usually go	.3244	.3995 ****	10.43%
. It doesn't make me look too sexy	-.4209	. I would rather spend more money to buy clothes of better quality	.4857		
		. I would choose clothes to help form image	-.3592		
. My friends also wear these kinds of clothes	.4031	. I buy garments with advertised labels, because it is reliable	.5061	.3393 ****	7.14%
. It looks very unique	-.4862	. I will follow the way of dressing of a person whom I admire	.4278		
. It looks formal	.4693				
. It is what I've seen in the mass media	.3574				

**** represents p-value < .0001

4. Structural relationships between the consumer's clothing behaviour in purchase and use and the cognition of clothing and phenomena of the marketplace

Women who had high degrees of sensitivity to brands also usually had a high degree of interest in the clothing they used to create an image, and they often complained about lacking an item of suitable clothing for a special occasion. They normally put on make-up before going out so they would appear well-dressed, would be conscious about decorum, and would not feel comfortable if they noticed they were inappropriately dressed at a formal occasion. Price sensitive females might not select low-priced garments. They simply wanted to have value for money. They tended to be traditional

Table 31. Structural relationships between the consumer's clothing behaviour in purchase and use and cognition of clothing

Behaviour in Purchase and use	Cognition	Canonical correlation	Proportion	Cumulative proportion
. I buy garments with advertised labels, because it is reliable .3158	. The quality of a well-known brand is good .3475	.6124 ****	46.69%	46.69%
. I prefer clothes with foreign labels even though they are more expensive .2506	. It means self-respect when one puts on make-up before going out of home .2921			
. I would choose clothes to help form image .2714	. Well-known labels represent higher social status than common labels .2478			
. I would feel uneasy if I wear common clothes in a formal occasion .2875	. Whenever I've got a special occasion I always think that there is a lack of a specific piece of clothes that fit the use of the occasion .3641			
. I buy garments with advertised labels, because it is reliable -4110	. The quality of a well-known brand is good -4718	.4369 ****	18.36%	65.05%
. I would choose clothes to help form image .3065	. It means self-respect when one puts on make-up before going out of home .4030			
. I tend to pay attention to my decorum when I wear a formal dress .3444				
. I would bargain price -3663	. Well-known labels represent higher social status than common labels -4333	.3049 ****	7.97%	73.02%
. I don't save other expenses for buying dresses -3646	.Fashion is nothing but a game that businessmen want to make money from their customers .3684			
. I prefer clothes with foreign labels even though they are more expensive -3878	. I feel that the clothing preference and the way of dressing are different from that of 3 years ago .4456			
. I tend to pay attention to my decorum when I wear a formal dress -4014	. It's meaningless to wear a piece of expensive clothes .3901			
. I have a habit of actively collecting fashion information .4756				

**** represents p-value < .0001

and conservative, and had their own viewpoint about fashion and clothing. They were not so easily persuaded by marketing stimuli. They were not interested in actively searching for fashion information because they did not change their dress over time.

5. Structural relationships between the consumer's clothing behaviour in purchase and use and self-awareness

The women who used clothing to shape image also paid attention to appearance management and tended to have a lower degree of social anxiety. Females who followed what other people did in clothing tended to have a psychology of conformity, therefore, they often worried about other people's impressions of them. Women who had a high degree of social anxiety tended to be cautious about details of their apparel. They intentionally used credit cards to postpone the payment for several days.

Table 32. Structural relationships between the consumer's clothing behaviour in purchase and use and self-awareness

Behaviour in Purchase and use	Self-Awareness	Canonical correlation	Proportion	Cumulative proportion
. I would choose clothes to help form image .6358	. I would feel uncomfortable if someone watches me when I'm working -.3131 . I pay attention to my appearance .4332	.4588 ****	32.19%	32.19%
. I use credit card or indebted card to pay for clothes -.3766 . I read the labels when I buy clothes -.3604 . I will follow the way of dressing of a person whom I admire .4488	. It makes me nervous to speak in front of audience -.4516 . I pay attention to my appearance .4255 . I would think of the reason for doing something -.3896 . I care about other people's opinions about me .5208	.3438 ****	16.18%	48.36%

**** represents p-value < .0001

6. Structural relationships between the consumer's cognition of clothing and phenomena of the marketplace and self-awareness

Women paid attention to appearance management because they thought clothing might reveal their internal characteristics, therefore, they always appeared well-dressed to create a total look. Females with clear awareness of private self usually analysed their actions retrospectively, tended to be suspicious about marketing stimuli, and seldom wore expensive garments.

6.2.1.13. Cluster analysis in demographics

The researcher selected four critical demographic characteristics to undertake the Daniel and Hodge Stratification analysis in SPSS and then proceeded with a cluster analysis based on the respondents' last year's expenditure on clothing in order to

differentiate them into categories, each of which had a specific demographic and social psychological profile in clothing, as indicated in Table 36 to Table 39.

Table 33. Structural relationships between the consumer's cognition of clothing and self-awareness

Cognition		Self-Awareness		Canonical correlation	Proportion	Cumulative proportion
. It gives self-respect when one puts on make-up before going out	.4781	. I pay attention to my appearance	.4977	.4174 ****	43.4%	43.4%
. I think that one's internal characteristics can be revealed from dress	.4778					
. Fashion is nothing but a game for businessmen to make money from their customers	.4819	. I pay attention to my appearance	-.5937	.2928 ****	19.27%	62.67%
. It's meaningless to wear an item of expensive clothing	.4626					

**** represents p-value < .0001

Table 34. Weight of Stratified Demographic Characteristics

Characteristics of Respondents		Weight
Last Year's Expenditure in Clothing	NT\$20,000 and below	3
	NT\$20,000 to NT\$50,000	5
	NT\$50,000 and above	7
Personal Monthly Income	NT\$30,000 and below	2
	NT\$30,000 to NT\$50,000	4
	NT\$50,000 and above	6
Age	24 years old and below	1
	25 to 34 years old	3
	35 years old and above	2
Education	Senior high school and below	1
	Junior college	2
	University and above	3
Vocation	Service industry	3
	Non-service industry	2
	No-income	1

The stratified characteristics were assigned weight scores, as indicated in Table 34, based on the researcher's experience accumulated in the previous two quantitative surveys as well as on the results of cross-table analysis of basic data on clothing expenditure of the third survey. A loglinear model analysis was also executed to find out the potential group of consumers in each cluster liable to be stimulated by marketing strategy. The personal monthly income was stratified into NT\$10,000 and below, NT\$10,000 to NT\$50,000, and NT\$50,000 and above because the no-income students

and housewives constituted about 20.4% of the whole sample. However, the researcher still stratified the personal monthly income, as shown in Table 34, to avoid the bias of low-estimated family support in clothing expenditure. Respondents in the vocations of personal service, banking, medical, media, retailing, and transportation were grouped into the service industry category. Respondents in public service with governmental agencies and in the manufacturing sector were grouped into the non-service industry category. Students and housewives belonged to the no-income group.

Table 35 indicates the basic data in demographics and in clothing behaviour of each cluster of respondents. Referring to Table 36-39, respondents in each cluster had some unique characteristics in terms of purchase motivation, and cognition of clothing, behavioural intention, and self-awareness. The demographic and psychographic characteristics of respondents in each cluster are described as follows:

Table 35. Basic Data of the Respondent Clusters in Demographics

Characteristics		Youthful and Fashionable		Simple and Plain		Mature and Sophisticated	
Sample		187	23.5%	250	31.5%	358	45.0%
Age		24 and below	48.7%	25-29	47.6%	25-29	40.8%
		25-29	28.9%	24 and below	30.4%	30-34	31.3%
		30-34	11.2%	30-34	13.2%	35-39	14.0%
% of no child		78.6%		83.2%		64.9%	
Education		Senior high	36.0%	University	38.1%	University	48.6%
		University	32.8%	Junior college	35.7%	Junior college	31.8%
		Junior college	31.2%	Senior high	26.1%	Senior high	19.3%
Vocation		Student	36.6%	Personal service	17.3%	Public service	22.7%
		Housewife	14.5%	Student	16.9%	Banking	15.1%
		Personal service	10.8%	Public service	11.2%	Personal service	14.8%
Personal Monthly Income		NT\$10,000-NT\$30,000	52.2%	NT\$10,000-NT\$30,000	72.0%	NT\$30,000-NT\$50,000	79.2%
		No-income	33.2%	No-income	14.0%	NT\$50,000-NT\$70,000	16.3%
Social Belonging		KTV, pub	23.0%	Mountain climbing	23.2%	Touring abroad	29.1%
		Mountain climbing	17.6%	Museum, gallery	16.4%	Mountain climbing	22.1%
		Touring abroad	16.6%	KTV, pub	13.6%	Museum, gallery	16.0%
Last year's Expenditure		NT\$30,000-NT\$50,000	32.8%	NT\$10,000-NT\$20,000	37.2%	NT\$20,000-NT\$30,000	27.2%
		NT\$10,000-NT\$20,000	21.3%	NT\$10,000 and below	35.2%	NT\$30,000-NT\$50,000	22.8%
		NT\$50,000-NT\$70,000	20.2%	NT\$20,000-NT\$30,000	27.6%	NT\$10,000-NT\$20,000	21.6%
Purchase Frequency		1-6 months	53.5%	1-6 months	51.5%	1-6 months	58.5%
		6 months- 1 year	22.7%	6 months- 1 year	25.3%	6 months- 1 year	21.3%
		1 month	12.4%	1 month	3.3%	1 month	9.9%
Unit Price	One-piece Dress	NT\$2,000-NT\$5,000	56.1%	NT\$2,000-NT\$5,000	59.5%	NT\$2,000-NT\$5,000	59.5%
		NT\$2,000 and below	26.7%	NT\$2,000 and below	22.9%	NT\$2,000 and below	31.7%
	Blouse	NT\$2,000 and below	66.3%	NT\$2,000 and below	67.6%	NT\$2,000 and below	72.7%
		NT\$2,000-NT\$4,000	30.5%	NT\$2,000-NT\$4,000	28.3%	NT\$2,000-NT\$4,000	24.8%
	Skirt/Pants	NT\$2,000 and below	52.4%	NT\$2,000-NT\$4,000	56.7%	NT\$2,000 and below	63.6%
		NT\$2,000-NT\$4,000	41.7%	NT\$2,000 and below	36.9%	NT\$2,000-NT\$4,000	32.7%
	Suits / two-piece dress	NT\$3,000-NT\$6,000	50.8%	NT\$3,000-NT\$6,000	50.8%	NT\$3,000-NT\$6,000	54.2%
		NT\$3,000 and below	24.1%	NT\$3,000 and below	40.0%	NT\$6,000-NT\$10,000	24.6%
		NT\$6,000-NT\$10,000	21.9%			NT\$3,000 and below	15.9%
	Jacket / overcoat	NT\$3,000-NT\$6,000	42.8%	NT\$3,000 and below	50.8%	NT\$3,000-NT\$6,000	51.1%
NT\$3,000 and below		34.8%	NT\$3,000-NT\$6,000	41.6%	NT\$3,000 and below	26.3%	
NT\$6,000-NT\$8,000		15.5%			NT\$6,000-NT\$8,000	14.8%	

1. Youthful and Fashionable women

This group comprised mostly young students, newly graduated junior non-manual workers, and housewives with senior high school or junior college qualifications. Table 35 shows that females in this group spent the most on clothing proportional to their personal monthly income. The percentage shopping for clothing

Table 36. Comparison of Purchase Motivation of Clusters in Demographics

Youthful and Fashionable	Simple and Plain	Mature and Sophisticated
Young and fashionable . It can flatter my body shape .7410 . It makes me look young and energetic .5370 . It enables me to change a different look .7049 . It enables me to lead fashion .7554 Eigenvalue: 4.2545 Cumulative prop.: 18.5%	Other-influenced feminine identity .Because the salesperson praise for the good look on me .4290 . It can flatter my body shape .6881 . It can show out the characteristics of feminine softness .6403 . It is what I've seen in some mass media before .4902 . It makes me look attractive .6931 Eigenvalue: 3.6864 Cumulative prop.: 16.0%	Individualistic & fashionable . It looks very unique .7181 . It enables me to change a different look .5894 . It enables me to lead fashion .6434 . It makes me look young and energetic .4725 Eigenvalue: 3.5277 Cumulative prop.: 15.5%
Rational and pragmatic . It's suitable for various occasions .7537 . It is suitable for my "style" .5233 . It's easy to co-ordinate with other clothes .7210 Eigenvalue: 2.4395 Cumulative Prop.: 29.1%	Multiple Value . It's suitable for various occasions .5894 . It can match the role played in the occasion that I intend to attend .4883 . It looks very unique .7608 . It enables me to change a different look .5376 . It looks fine and delicate .3873 Eigenvalue: 2.1751 Cumulative prop.: 25.5%	Feminine identity . It can flatter my body shape .7756 . It can show out the characteristics of feminine softness .7573 . It makes me look attractive .4718 Eigenvalue: 2.2211 Cumulative prop.: 25.2%
Delicate and sensitive . It looks very unique .6299 . It looks fine and delicate .6545 . It makes me look attractive .5070 . Putting it on me can make me feel good .4405 Eigenvalue: 1.9082 Cumulative prop.: 37.4%	Sentimental but pragmatic . It's easy to co-ordinate with other clothes .5760 . It is suitable for my "style" .6064 . Putting it on me can make me feel good .7906 Eigenvalue: 1.7836 Cumulative prop.: 33.2%	Value expressive . It can match the role played in the occasion that I intend to attend .4627 . It looks formal .7378 . It makes me look capable .4558 . It looks fine and delicate .4480 Eigenvalue: 1.6820 Cumulative prop.: 32.5%
Self-defence . It doesn't make me look too conspicuous .7817 . It doesn't make me look too sexy .5744 . It doesn't look indecent .5754 Eigenvalue: 1.3897 Cumulative prop.: 43.4%	Professional sensitive . It can meet the requirement of my occupation .6683 . It looks formal .7403 Eigenvalue: 1.5262 Cumulative prop.: 39.9%	Pragmatic and multiple purpose . It's easy to co-ordinate with other clothes .7550 . It's suitable for various occasions .7515 Eigenvalue: 1.2650 Cumulative prop.: 38.0%
Other-influenced . My friends also wear this kind of clothes .6611 .Because the salesperson praise for the good look on me .8042 . It is what I've seen in some mass media before .4680 Eigenvalue: 1.2078 Cumulative prop.: 48.7%	Value expressive . It enables me to lead fashion .6572 . It makes me look capable .5284 Eigenvalue: 1.1966 Cumulative prop.: 45.1%	Self-defence . It doesn't make me look too conspicuous .5960 . It doesn't make me look too sexy .7835 . It doesn't look indecent .7199 Eigenvalue: 1.1903 Cumulative prop.: 43.8%

Table 37. Comparison of Clothing Behaviour of Clusters in Demographics

Youthful and Fashionable	Simple and Plain	Mature and Sophisticated
Active involvement . I can distinguish the special features of varied brands .6615 . I will follow the way of dressing of a person whom I admire .7736 . I have more fashionable clothes than my friends do .6434 . I have a habit of actively collecting fashion information .5247 . I buy at the beginning of season .4182 . I would choose clothes to help form image .4179 Eigenvalue: 3.4831 Cumulative prop.: 15.8%	Fashion sensitive . I can distinguish the special features of varied brands .7026 . I have more fashionable clothes than my friends do .7457 . I have a habit of actively collecting fashion information .7428 Eigenvalue: 3.0016 Cumulative prop.: 13.6%	Active but cautious . I can distinguish the special features of varied brands .7285 . I read the labels when I buy clothes .4948 . I will follow the way of dressing of a person whom I admire .4421 . I have more fashionable clothes than my friends do .6409 . I have a habit of actively collecting fashion information .6710 Eigenvalue: 3.4391 Cumulative prop.: 15.6%
Reliability emphasis . I would bargain price -4216 . I buy garments with advertised labels, because it is reliable .5963 . I prefer clothes with foreign labels though they are more expensive .6323 . I would rather spend more to buy clothes in better quality .7291 Eigenvalue: 2.0129 Cumulative prop.: 25.0%	Image sensitive . I don't feel comfortable when I see someone else wearing the same clothes .6717 . I would choose clothes to help form image .4571 . I tend to pay attention to my decorum when I wear a formal dress .5187 . I would feel uneasy if I wear common clothes in a formal occasion .7425 Eigenvalue: 1.8700 Cumulative prop.: 22.1%	Image sensitive . I don't feel comfortable when I see someone else wearing the same clothes .4566 . I would choose clothes to help form image .5723 . I tend to pay attention to my decorum when I wear a formal dress .6460 . I would feel uneasy if I wear common clothes in a formal occasion .6956 Eigenvalue: 1.6469 Cumulative prop.: 23.1%
Image sensitive . I tend to pay attention to my decorum when I wear a formal dress .6662 . I would feel uneasy if I wear common clothes in a formal .6432 Eigenvalue: 1.7329 Cumulative prop.: 32.9%	Brand loyalty . I buy clothes in several stores where I usually go .7684 . I prefer clothes with foreign labels though they are more expensive .5921 . I like to change the brand of garment that I buy -4664 Eigenvalue: 1.5732 Cumulative prop.: 29.3%	Reliability emphasis . I buy clothes in several stores where I usually go .5338 . I buy garments with advertised labels, because it is reliable .6396 . I like to change the brand of garment that I buy -4778 . I prefer clothes with foreign labels though they are more expensive ..5977 . I would rather spend more to buy clothes in better quality .4212 Eigenvalue: 1.5206 Cumulative prop.: 30.0%
Rational and Cautious . I would plan for wardrobe before I go buy clothes .5255 . I buy clothes whenever I feel like buying -5366 . I don't save other expenses for buying dresses .5265 . I read the labels when I buy clothes .6807 Eigenvalue: 1.4168 Cumulative prop.: 39.3%	Rationally planning . I would plan for wardrobe before I go buy clothes .8409 . I buy clothes whenever I feel like buying -5845 Eigenvalue: 1.5459 Cumulative prop.: 36.3%	Rationally planning . I would plan for wardrobe before I go buy clothes .7183 . I buy clothes whenever I feel like buying -5229 Eigenvalue: 1.4254 Cumulative prop.: 36.5%
Brand changeable . I buy clothes in several stores where I usually go -7260 . I like to change the brand of garment that I buy .7289 Eigenvalue: 1.2759 Cumulative prop.: 45.1%	Cautiously conforming . I would bargain price .6291 . I buy garments with advertised labels, because it is reliable .5274 . I will follow the way of dressing of a person whom I admire .6855 Eigenvalue: 1.2452 Cumulative prop.: 42.0%	Purchase timing sensitive . I buy at the beginning of season .4593 . I usually buy more than one piece of dress when I find out suitable styles .8116 Eigenvalue: 1.1764 Cumulative prop.: 41.9%
Easy-Going and generous . I use credit card or indebted card to pay for clothes .5182 . I usually buy more than one piece of dress when I find out suitable styles .6907 Eigenvalue: 1.2108 Cumulative prop.: 50.6%	Quality sensitive . I use credit card or indebted card to pay for clothes .4993 . If I buy a piece of dress dissatisfactorily, I wouldn't buy again in the same store .4504 . I would rather spend more to buy clothes in better quality .6370 Eigenvalue: 1.1944 Cumulative prop.: 47.4%	Rational but straight-forward . I would bargain price -6110 . I don't save other expenses for buying dresses .7839 Eigenvalue: 1.1171 Cumulative prop.: 46.9%

Table 38. Comparison of Cognition of Clusters in Demographics

Youthful and Fashionable	Simple and Plain	Mature and Sophisticated
<p>Brand sensitive</p> <ul style="list-style-type: none"> . The quality of a well-known brand is good .7547 . Well-known labels represent higher social status than common labels .7781 . Labels' reputation is more important than stores' reputation .7174 <p>Eigenvalue: 2.4721 Cumulative prop.: 19.0%</p>	<p>Brand symbolism</p> <ul style="list-style-type: none"> . The quality of a well-known brand is good .7865 . Well-known labels represent higher social status than common labels .7084 . Dress can represent a person's role and status .4258 . Labels' reputation is more important than stores' reputation .6338 <p>Eigenvalue: 2.4415 Cumulative prop.: 18.8%</p>	<p>Brand sensitive</p> <ul style="list-style-type: none"> . The quality of a well-known brand is good .7653 . Well-known labels represent higher social status than common labels .7838 . Labels' reputation is more important than stores' reputation .6857 <p>Eigenvalue: 2.1384 Cumulative prop.: 16.5%</p>
<p>Positive support</p> <ul style="list-style-type: none"> . Clothing does not represent anything; it is simply the shell of a person .4981 . Fashion is nothing but a game that businessmen want to make money from their customers .7124 . It wastes time when one pays attention to one's dress .6709 . It's meaningless to wear a piece of expensive clothes .7265 <p>Eigenvalue: 1.5693 Cumulative prop.: 31.1%</p>	<p>Positive support</p> <ul style="list-style-type: none"> . Fashion is nothing but a game that businessmen want to make money from their customers .8347 . It's meaningless to wear a piece of expensive clothes .7693 <p>Eigenvalue: 1.6271 Cumulative prop.: 31.3%</p>	<p>Positive support</p> <ul style="list-style-type: none"> . Clothing does not represent anything; it is simply the shell of a person .5965 . Fashion is nothing but a game that businessmen want to make money from their customers .7295 . It wastes time when one pays attention to one's dress .5123 . It's meaningless to wear a piece of expensive clothes .7503 <p>Eigenvalue: 1.7959 Cumulative prop.: 30.3%</p>
<p>Dolling self up</p> <ul style="list-style-type: none"> . It means self-respect when one puts on make-up before going out of home .7772 . I think that one's internal characteristics can be shown from her dress .7365 <p>Eigenvalue: 1.4965 Cumulative prop.: 42.6%</p>	<p>Actively dressing up</p> <ul style="list-style-type: none"> . Clothing does not represent anything; it is simply the shell of a person .8120 . It wastes time when one pays attention to one's dress .5198 . I think that one's internal characteristics can be shown from her dress .6655 <p>Eigenvalue: 1.5020 Cumulative prop.: 42.9%</p>	<p>Self-respect appearance sensitive</p> <ul style="list-style-type: none"> . It means self-respect when one puts on make-up before going out of home .6018 . It's most important that dressing what makes oneself cheerful .5519 . I feel that the clothing preference and the way of dressing are different from that of 3 years ago .6205 . Whenever I've got a special occasion I always think that there is a lack of a specific piece of clothes that fit the use of the occasion .6856 <p>Eigenvalue: 1.5870 Cumulative prop.: 42.5%</p>
<p>Clothing symbolism</p> <ul style="list-style-type: none"> . Dress can represent a person's role and status .7832 <p>Eigenvalue: 1.1508 Cumulative prop.: 51.5%</p>	<p>Considering self important</p> <ul style="list-style-type: none"> . It's most important that dressing what makes oneself cheerful .6756 . It means self-respect when one puts on make-up before going out of home .7850 <p>Eigenvalue: 1.1305 Cumulative prop.: 51.5%</p>	<p>Clothing symbolism</p> <ul style="list-style-type: none"> . I think that one's internal characteristics can be shown from her dress .6727 . Dress can represent a person's role and status .8073 <p>Eigenvalue: 1.0932 Cumulative prop.: 50.9%</p>
<p>Self-centred appearance sensitive</p> <ul style="list-style-type: none"> . It's most important that dressing what makes oneself cheerful .6430 . I feel that the clothing preference and the way of dressing are different from that of 3 years ago .5692 . Whenever I've got a special occasion I always think that there is a lack of a specific piece of clothes that fit the use of the occasion .6481 <p>Eigenvalue: 1.0436 Cumulative prop.: 59.5%</p>	<p>Appearance sensitive</p> <ul style="list-style-type: none"> . I feel that the clothing preference and the way of dressing are different from that of 3 years ago .8422 . Whenever I've got a special occasion I always think that there is a lack of a specific piece of clothes that fit the use of the occasion .7072 <p>Eigenvalue: 1.0882 Cumulative prop.: 59.9%</p>	

Table 39. Comparison of Self-Awareness of Clusters in Demographics

Youthful and Fashionable	Simple and Plain	Mature and Sophisticated
<p>Introspective and appearance management</p> <ul style="list-style-type: none"> . I would pay attention to my inner feeling .7180 . I would try to understand myself .7382 . I would think of the reason of doing something .5857 . I pay attention to my appearance .5960 . I would examine my appearance before going out of home .6538 <p>Eigenvalue: 3.0754 Cumulative prop.: 22.0%</p>	<p>Introspective</p> <ul style="list-style-type: none"> . I would pay attention to my inner feeling .7559 . I would try to understand myself .7323 . I would think of the reason of doing something .6417 . I can be aware of immediately the change of my emotion .5866 . I care the way that I do a job .6192 <p>Eigenvalue: 3.4690 Cumulative prop.: 24.8%</p>	<p>Social anxiety</p> <ul style="list-style-type: none"> . It makes me nervous to speak in front of audience .8417 . I would be nervous in the occasion with a lot of people .8339 . It usually takes me some time to overcome embarrassment in a new place .7313 . I would feel uncomfortable if someone watches me when I'm working .6796 <p>Eigenvalue: 3.2959 Cumulative prop.: 23.5%</p>
<p>Social anxiety</p> <ul style="list-style-type: none"> . It makes me nervous to speak in front of audience .8334 . I would be nervous in the occasion with a lot of people .8548 . It usually takes me some time to overcome embarrassment in a new place .6503 . I would feel uncomfortable if someone watches me when I'm working .7284 <p>Eigenvalue: 2.2294 Cumulative prop.: 37.9%</p>	<p>Social anxiety</p> <ul style="list-style-type: none"> . It makes me nervous to speak in front of audience .7740 . I would be nervous in the occasion with a lot of people .7668 . It usually takes me some time to overcome embarrassment in a new place .6200 . I would feel uncomfortable if someone watches me when I'm working .6849 . Other people's impression about me is different from what I really am .3677 <p>Eigenvalue: 2.1788 Cumulative prop.: 40.3%</p>	<p>Introspective</p> <ul style="list-style-type: none"> . I would pay attention to my inner feeling .8134 . I would try to understand myself .7967 . I would think of the reason of doing something .5829 <p>Eigenvalue: 2.4689 Cumulative prop.: 41.2%</p>
<p>Sensitive to other's Impression</p> <ul style="list-style-type: none"> . I worry about how I perform in front of others .8395 . I care the way that I do a job .5679 . I care about other people's opinion about myself .7261 <p>Eigenvalue: 1.4435 Cumulative prop.: 48.2%</p>	<p>Public-self awareness</p> <ul style="list-style-type: none"> . I pay attention to my appearance .6068 . I would examine my appearance before going out of home .6917 . I worry about how I perform in front of others .7842 . I care about other people's opinion about myself .6230 <p>Eigenvalue: 1.3874 Cumulative prop.: 50.3%</p>	<p>Image sensitivity</p> <ul style="list-style-type: none"> . I pay attention to my appearance .8309 . I would examine my appearance before going out of home .8572 <p>Eigenvalue: 1.3016 Cumulative prop.: 50.5%</p>
<p>Self-Differentiation</p> <ul style="list-style-type: none"> . I can be aware of immediately the change of my emotion .4554 . Other people's impression about me is different from what I really am .8202 <p>Eigenvalue: 1.1878 Cumulative prop.: 56.7%</p>		<p>Other-influenced</p> <ul style="list-style-type: none"> . I worry about how I perform in front of others .6720 . I care about other people's opinion about myself .8745 <p>Eigenvalue: 1.1813 Cumulative prop.: 58.9%</p>
		<p>Self-differentiation</p> <ul style="list-style-type: none"> . Other people's impression about me is different from what I really am .9123 <p>Eigenvalue: 1.0316 Cumulative prop.: 66.3%</p>

monthly was the highest of the three groups. Although many of them had no steady personal monthly income, due to the support of their families they could manage to pay higher prices and spend a lot more time on leisure activities. Therefore, many of them should come from middle to high social economic status families. Due to the comparatively diverse activities of their daily lives, they needed more clothes, and they had more new clothes because they shopped more frequently. However, this group was the smallest percentage of the whole sample.

The most prevalent purchase motivations were to be youthful, fashionable, and versatile in style and look, but in a rational manner. Motivations in relation to self-defence and other people's influence were not so significant. In behavioural terms, they had a high interest in dressing, actively collected fashion information, and were influenced by trends. They knew a variety of brands, and could distinguish the difference between them. Therefore, they were able to select suitable labels to help form their images. Price sensitivity was not high in comparison with the other two groups. On the contrary, they paid attention to the quality and brand reputation, considering reliability as more important. Being sensitive to the needs of the occasion, they acted with decorum and wore clothing which matched the social setting. Although they were sensitive to brands and supported the idea of dress communicating meanings in social interactions, they had no brand or store loyalty and they frequently changed. They actively engaged in marketing activities and, therefore, had no objection to marketing stimuli in the marketplace. They paid much attention to appearance management and used clothing actively and positively in showing the expressive values and symbolic meanings in roles and status as well as for hedonistic reasons. They knew themselves well and noticed the differentiation between the actual self and other people's impressions of them, to which they paid attention in social interactions. Social anxiety was obvious.

The above description indicated that the small group of youthful and fashionable females were inclined to be more self-controlled and self-centred in the social-oriented environment, with motivation to be individualistic in dress. They were actively and positively involved in fashion marketing in terms of looking for information and appearance management, mostly, for fun or sensual aestheticism. They had a high degree of brand sensitivity, but a low degree of loyalty. The loglinear model analysis revealed that young women below 25 years old with a high school educational qualification and without a steady monthly income should be

targeted in marketing. Being heavy users of clothing, they spent more than NT\$50,000 per year with a great deal of support from the family. To succeed in selling to this group, fashion apparel companies need to have a clearly differentiated brand image, active promotional activity, and to approach this group of consumers with a direct mode of marketing in order to increase the rate of repurchase.

2. Simple and Plain women

The simple and plain group was composed of many newly graduated junior non-manual workers in the personal service industry or women working in governmental agencies with junior college and above standard qualifications. Women in this group seemed to pay for clothes with their own income, which was generally in the range of NT\$10,000 to NT\$30,000. With the highest proportion having children, many females in this group spent much time, effort, and money on taking care of them. There was not much money left after deducting all the necessary living expenses, therefore, they tended to have simpler lifestyles and spent only about NT\$20,000 on clothing annually, buying low to medium priced garments. Most of the women in this group shopped for clothes twice annually at the end of each season (mostly summer and winter season), since they demanded less from clothing. Compared with women in the other two groups their casual activity was limited to window shopping, eating out at restaurants, and mountain climbing, with few active social interactions. Some of them might also go to more culture-oriented places, such as church (temple), museum, gallery, etc.

The dominant purchase motivation of this group was other-influenced feminine identification to show off feminine characteristics in order to conform with the social expectation of the gender role. They tended to be influenced by other people or the media, being pragmatic, but also emotional enough to require some changes in style to adjust to their mood. Their clothing was responsive to role-playing and the occasion they attended. They also recognised the function of fashion and passively collected fashion information as a reference for clothing which was likely to be in conformity to the mass fashion. They could also tell the difference between various labels and had the highest degree of brand loyalty, however, due to being sensitive to price and having a narrow price range, they did not buy many garments. Although their dress tended to be simple and plain, they still paid attention to appearance management in order to create a properly dressed image which emphasised their

internal characteristics to interact with other people in a more restrained manner. They also had introspective inclinations and obvious social anxiety in front of other people.

Loglinear model analysis showed that mass fashion apparel labels should focus on junior workers between 25 to 29 years of age, university and above educational qualifications, and occupied in various parts of the service industry. Their annual clothing expenditure of NT\$20,000 to NT\$50,000 was relatively high in comparison with their normal personal monthly income of below NT\$30,000.

3. Mature and Sophisticated women

The third group comprised more mature executive women working in government agencies, or in the financial and personal service industries, having the highest degree of education and earning the highest salary of the three groups. Having no children, many of them enjoyed the freedom and affluence this can bring. Being in more senior positions, they needed better clothes to dress professionally, and this demanded better materials with a good fit and an appealing style. However, owing to being rational they only bought high-priced suits and jackets, shopped once for major attires each season, and spent proportionally much less on clothing than females in the youthful and fashionable group. There was a higher proportion of women in this group holding membership cards for various clubs, attending training courses, or going to culture-oriented places. Due to having more arbitrarily disposable time and income, more women in this group went abroad for holiday. They had more autonomy to enjoy life.

They also pursued youthful, unique, and fashionable images in clothing, which, however, was more sophisticated than the other groups, mixing professional, feminine, and mature looks to fulfil the role expectation of their occupations on different occasions. Being rational consumers, they had a sense of quality and cared about the fibre content and washing method, required multiple functions from clothes of several fixed brands, and planned for their wardrobe before shopping. Because of their diversified social activities in leisure time, they sometimes also complained about the lack of suitable attires for a specific occasion. They recognised the social aspect of clothing, utilising it to express values and to communicate meanings from

both social and personal angles. Although they also felt anxious in front of others, they knew themselves well.

The result of loglinear model analysis indicated that the marketing strategy of high street fashion labels should target middle-level employed executive women of over 30 years old with university and above educational qualifications. They normally earned personal monthly incomes of NT\$30,000 to NT\$50,000 and their annual clothing expenditure was usually above NT\$ 50,000. By understanding their attitudes toward clothing and the behavioural patterns of their dress, the marketer could launch an effective marketing mix to satisfy the needs and wants of this group of women.

In brief, respondents in this research were able to obtain abundant fashion information from the media or marketplace to differentiate features between various labels. Although their perceptions of a well-dressed person may be different, they all recognised the communication function in clothing. They subjectively thought they were rational in purchase. All respondents showed an awareness of social anxiety and cared about the appropriateness of their behaviour with other people. These were part of the characteristics of self-monitoring in social interactions that were proved once again in this quantitative research.

6.2.1.14. Cluster analysis of factor scores in psychological characteristics

A series of cluster analyses, shown in Table 40 to Table 43, was carried out based on the factor scores in factor analysis of purchase motivation, cognition of clothing, behavioural intention of clothing, and self-awareness in order to categorise the consumer types with discernible psychological orientations. Loglinear model analysis, Table 45, was also undertaken to extract a specific group of consumers based on the psychological aspects of clothing for marketing purposes.

1. Purchase motivation

Referring to Table 20, there were 6 factors extracted from the purchase motivation for social/party dress, namely, youthful and fashionable, graceful and attractive, conservative and reserved, functional and utilitarian, influenced by other people, and professional sensitivity. The cluster analysis differentiated two types of

respondents by factor score for purchase motivation, which is shown in Table 40. The respondent clusters differentiated by factor score for purchase motivation of clothing could be labelled as 'self-reliant' and 'rule-obedient', the former being the individualistic minority and the latter, the collectivistic majority.

Table 40. Comparison of Demographic and Behavioural Characteristics of Clusters by Factor Score for Purchase Motivation

Characteristics		Self-Reliant		Rule-obedient	
Number		167	21.8%	599	78.2%
Age	24 and below		26.9%	24 and below	23.4%
	25-29		41.9%	25-29	40.1%
	30-34		18.6%	30-34	21.2%
Education	University and above		47.3%	University and above	39.7%
	Junior college		30.5%	Junior college	34.7%
	Senior high school and below		22.2%	Senior high school and below	25.7%
Situation of Child		Have no child	81.9%	Have no child	81.9%
Personal Monthly Income	NT\$10,000-NT\$30,000		42.5%	NT\$10,000-NT\$30,000	34.8%
	NT\$30,000-NT\$50,000		37.1%	NT\$30,000-NT\$50,000	38.9%
				No income	13.2%
Vocation	Student		17.6%	Student	13.1%
	Personal service		15.2%	Personal service	15.0%
	Public service		12.7%	Public service	14.5%
	Retailing		8.5%	Banking & financial	11.1%
Occupation	Clerk		25.0%	Clerk	23.4%
	Professional		23.8%	Professional	19.4%
	Sales		23.2%	Sales	19.1%
Leisure Time Activity	KTV, pub, night club		22.2%	Mountain climbing	21.5%
	Mountain climbing		21.0%	Touring abroad	21.2%
	Touring abroad		18.6%	Museum and gallery	15.7%
	Museum and gallery		13.2%	KTV and gallery	13.2%
Last Year's Clothing Expenditure	NT\$20,000-NT\$30,000		31.1%	NT\$10,000-NT\$20,000	26.3%
	NT\$10,000-NT\$20,000		26.3%	NT\$20,000-NT\$30,000	22.9%
	NT\$10,000 and below		12.0%	NT\$30,000-NT\$50,000	19.7%
	NT\$30,000-NT\$50,000		11.4%	NT\$10,000 and below	11.6%
Purchase frequency	1-6 months		55.2%	1-6 months	55.6%
	Less than 1 month		6.7%	Less than 1 month	8.7%
Unit Price	One-piece dress	NT\$2,000-NT\$5,000	53.3%	NT\$2,000-NT\$5,000	60.2%
		NT\$2,000 and below	27.5%	NT\$2,000 and below	22.8%
		NT\$5,000-NT\$8,000	16.2%	NT\$5,000-NT\$8,000	12.7%
	Blouse	NT\$2,000 and below	61.7%	NT\$2,000 and below	70.5%
		NT\$2,000-NT\$4,000	34.1%	NT\$2,000-NT\$4,000	25.8%
	Skirt/Pants	NT\$2,000 and below	56.0%	NT\$2,000 and below	58.8%
		NT\$2,000-NT\$4,000	36.7%	NT\$2,000-NT\$4,000	35.7%
	Suits / two-piece dress	NT\$3,000-NT\$6,000	57.5%	NT\$3,000-NT\$6,000	51.3%
		NT\$3,000 and below	22.8%	NT\$3,000 and below	26.8%
		NT\$6,000-NT\$10,000	15.0%	NT\$6,000-NT\$10,000	19.7%
	Jacket / overcoat	NT\$3,000-NT\$6,000	52.1%	NT\$3,000-NT\$6,000	44.5%
		NT\$3,000 and below	30.5%	NT\$3,000 and below	38.0%
NT\$6,000-NT\$8,000		11.4%	NT\$6,000-NT\$8,000	13.1%	

Females categorised as having self-reliant orientation in purchase motivation were younger with higher educational qualifications; most of them were still in college/ university. However, they dared to spend a great deal on higher priced

garments despite having not much personal income. This showed they had a high interest in clothing. These fashionable youngsters, with financial support from family or a part-time job's salary, appeared frequently in distinctive cafes, KTV singing places, pubs, or night clubs where they required more clothes to show their individualistic character. They were busy with social activities at night, cared less about other people's sidelong glances because they did not conform to mass fashion. They dressed mainly for fun and for hedonistic reasons, not for self-defence or social adjustment. They did not care whether apparel was multiple functional or easily coordinated with other clothes, therefore, their image was changeable and their wardrobe versatile.

The majority with rule-obedient orientation of purchase motivation was older, mostly with junior college or below educational qualifications and higher personal monthly income (for the employed women). Having simpler lifestyles they had less varieties in their wardrobe. Normally they bought medium to low priced garments, however, they would buy some better-priced garments if necessary. This group of respondents represented the majority of Taiwanese females who obeyed the social norms and gender roles, were sensitive to the requirements for clothing of the organisation, and were more pragmatic and rational. However, they may not be versatile or interesting at all in appearance.

2. Clothing behavioural intention in purchase and use

Referring to Table 24, six factors were extracted from the behavioural intentions in the purchase and use of clothing, namely, clothing interest, image sensitivity, planning beforehand, price sensitivity, resource consideration, brand loyalty, etc. The cluster analysis differentiated three types of respondents by factor score of behavioural intention, shown in Table 41, whose focal concerns in dress were labelled as 'fashion and beauty', 'decorum and conduct', as well as 'economy and function'.

There was the highest proportion of women in the fashion and beauty group who had high school educational qualifications, and they were also housewives. In addition to common leisure activities, such as mountain climbing, touring abroad, and singing in KTV club, they often went to the church or temple with friends. Having a higher degree of compliance they were more easily influenced by the media

and other people and they were sensitive to fashion trends and interested in clothing and appearance management. However, they did not dress to mould their image and were not responsive to the situation or occasion. They favoured a medium price range, shopped frequently, and spent relatively highly on clothing. Their brand loyalty was in the middle level.

Table 41. Comparison of Demographic and Behavioural Characteristics of Clusters by Factor Score for Clothing Behaviour in Purchase and Use

Characteristics	Fashion & Beauty		Mind and Conduct		Economy and Function		
Number	165	21.2%	286	36.7%	328	42.1%	
Age	24 and below	19.4%	24 and below	20.6%	24 and below	24.4%	
	25-29	41.8%	25-29	41.6%	25-29	38.4%	
	30-34	26.1%	30-34	25.5%	30-34	18.9%	
Education	University and above	38.2%	University and above	36.4%	University and above	33.8%	
	Junior college	29.7%	Junior college	31.8%	Junior college	36.9%	
	Senior high school & below	26.1%	Senior high school & below	21.7%	Senior high school & below	22.8%	
					35-39	11.9%	
Situation of Child	Have no child	73.3%	Have no child	76.9%	Have no child	72.4%	
Personal Monthly Income	NT\$10,000-NT\$30,000	42.1%	NT\$10,000-NT\$30,000	32.3%	NT\$10,000-NT\$30,000	36.4%	
	NT\$30,000-NT\$50,000	36.6%	NT\$30,000-NT\$50,000	40.4%	NT\$30,000-NT\$50,000	38.8%	
	No income	11.0%	No income	11.9%	No income	12.5%	
	NT\$50,000-NT\$70,000	8.5%	NT\$50,000-NT\$70,000	8.1%	NT\$50,000-NT\$70,000	6.4%	
Vocation	Student	13.5%	Public service	15.5%	Student	12.6%	
	Personal service	18.4%	Student	15.2%	Personal service	12.0%	
	Public service	11.7%	Personal service	15.2%	Public service	14.5%	
	Housewife	8.6%			Manufacturing	12.6%	
Occupation	Clerk	23.1%	Clerk	22.2%	Clerk	25.5%	
	Professional	23.8%	Professional	22.2%	Professional	17.8%	
	Sales	23.8%	Sales	18.0%	Sales	19.7%	
Leisure Time Activity	KTV, pub, night club	16.4%	Touring abroad	21.0%	Mountain climbing	22.3%	
	Mountain climbing	21.2%	Mountain climbing	18.2%	Touring abroad	21.4%	
	Touring abroad	19.4%	Museum & gallery	18.2%	Museum and gallery	15.3%	
	Religious place	13.3%	KTV, pub, night club	15.0%	KTV, pub, night club	14.4%	
Last Year's Clothing Expenditure	NT\$20,000-NT\$30,000	28.0%	NT\$20,000-NT\$30,000	22.5%	NT\$10,000-NT\$20,000	27.2%	
	NT\$10,000-NT\$20,000	25.6%	NT\$10,000-NT\$20,000	26.4%	NT\$20,000-NT\$30,000	23.9%	
	NT\$10,000 and below	12.8%	NT\$30,000-NT\$50,000	20.8%	NT\$30,000-NT\$50,000	18.0%	
	NT\$30,000-NT\$50,000	13.4%	NT\$50,000-NT\$70,000	13.0%	NT\$50,000-NT\$70,000	11.6%	
	NT\$50,000-NT\$70,000	11.6%					
Purchase frequency	1-6 months	57.5%	1-6 months	56.2%	1-6 months	53.9%	
	Less than 1 month	8.1%	Less than 1 month	7.8%	Less than 1 month	9.0%	
Unit Price	One-piece dress	NT\$2,000-NT\$5,000	58.2%	NT\$2,000-NT\$5,000	60.7%	NT\$2,000-NT\$5,000	58.2%
		NT\$2,000 and below	27.9%	NT\$2,000 and below	17.2%	NT\$2,000 and below	29.3%
		NT\$5,000-NT\$8,000	12.7%	NT\$5,000-NT\$8,000	16.8%	NT\$5,000-NT\$8,000	11.0%
	Blouse	NT\$2,000 and below	66.5%	NT\$2,000 and below	63.6%	NT\$2,000 and below	74.0%
		NT\$2,000-NT\$4,000	29.3%	NT\$2,000-NT\$4,000	31.1%	NT\$2,000-NT\$4,000	23.5%
	Skirt/Pants	NT\$2,000 and below	56.7%	NT\$2,000 and below	50.3%	NT\$2,000 and below	64.9%
		NT\$2,000-NT\$4,000	36.0%	NT\$2,000-NT\$4,000	41.6%	NT\$2,000-NT\$4,000	32.0%
	Suits / two-piece dress	NT\$3,000-NT\$6,000	52.7%	NT\$3,000-NT\$6,000	51.9%	NT\$3,000-NT\$6,000	53.2%
		NT\$3,000 and below	30.3%	NT\$3,000 and below	24.6%	NT\$3,000 and below	28.9%
		NT\$6,000-NT\$10,000	15.2%	NT\$6,000-NT\$10,000	18.9%	NT\$6,000-NT\$10,000	16.3%
	Jacket / overcoat	NT\$3,000-NT\$6,000	46.3%	NT\$3,000-NT\$6,000	44.8%	NT\$3,000-NT\$6,000	47.4%
		NT\$3,000 and below	37.8%	NT\$3,000 and below	32.5%	NT\$3,000 and below	38.8%
NT\$6,000-NT\$8,000		12.2%	NT\$6,000-NT\$8,000	15.4%	NT\$6,000-NT\$8,000	10.1%	

Women whose focal concern in clothing was decorum and conduct tended to be young and independent, 20 to 29 years of age, and working in professional executive positions or clerical jobs. They had more diversified leisure time social activities, owning more membership cards of various organisations, could afford higher priced garments, and spent relatively more on clothing with high loyalty to specific brands or stores, although they did not shop very often. They paid considerable attention to the appropriateness of dress for the occasion, therefore, they were normally well dressed. They were sensitive to price because they demanded value and quality for their money. They sometimes bought clothes impulsively; whenever they saw something suitable they would buy several items at the same time due to the shortage of shopping time.

Women in the third group were relatively older, were concerned about economy and function in clothing, tending to be manual or non-manual workers in government agencies or in manufacturing or personal service industries. They had normal leisure time activities, similar to other people. Their clothing purchase behaviour tended to be cautious and economical; they bought more low priced garments, required multiple functions from clothes, yet their total expenditure on clothing was not low at all. They switched brands often, being sensitive to price. Generally, they also paid attention to appearance and were situation-oriented in order to dress properly.

3. Cognition of clothing and the phenomena of the marketplace

Referring to Table 22, four factors were extracted from the cognition of clothing in general and the phenomena of the marketplace, namely, brand sensitivity, positive support, symbolism, and self-satisfaction. The cluster analysis differentiated two types of respondents by factor score of cognition, shown in Table 42, termed 'actively involved', and 'negative and suspicious'.

Women with positive cognition were relatively younger with higher degrees of interest in clothing. The unit price level spread over a wide range; they spent a lot more on clothing and had more new apparel in their wardrobe due to shopping more frequently. Comparatively, they could discern different labels better with positive perceptions about fashion and dressing, and were actively involved in clothing and appearance management to form their self-image and to communicate both internal and external aspects of self in their social interactions. They sometimes also dressed for self-pleasing or for self-compensation to adjust their mood.

Table 42. Comparison of Demographic and Behavioural Characteristics of Clusters by Factor Score for Cognition of Clothing

Characteristics		Actively Involved		Negative & Suspicious	
Number		629	79.1%	66	20.9%
Age	24 and below		23.5%	24 and below	25.3%
	25-29		41.7%	25-29	34.3%
	30-34		19.6%	30-34	25.9%
Education	University and above		41.4%	University and above	38.8%
	Junior college		32.5%	Junior college	34.5%
	Senior high school and below		25.1%	Senior high school and below	26.7%
Situation of Child	Have no child		73.7%	Have no child	74.7%
Personal Monthly Income	NT\$10,000-NT\$30,000		34.4%	NT\$10,000-NT\$30,000	35.4%
	NT\$30,000-NT\$50,000		39.5%	NT\$30,000-NT\$50,000	43.3%
	NT\$10,000 and below		16.1%	NT\$10,000 and below	14.6%
Vocation	Student		13.4%	Personal service	17.3%
	Personal service		13.9%	Public service	17.9%
	Public service		13.4%	Student	16.0%
Occupation	Clerk		22.8%	Clerk	27.0%
	Professional		19.3%	Professional	25.2%
	Sales		20.4%		
Leisure Time Activity	Mountain climbing		20.5%	Mountain climbing	24.8%
	Touring abroad		22.6%	Touring abroad	14.5%
	Museum and gallery		16.1%	KTV, pub, night club	12.1%
Last Year's Clothing Expenditure	NT\$20,000-NT\$30,000		25.3%	NT\$10,000-NT\$20,000	30.9%
	NT\$10,000-NT\$20,000		25.3%	NT\$20,000-NT\$30,000	27.9%
	NT\$30,000-NT\$50,000		20.2%	NT\$10,000 and below	23.0%
	NT\$50,000-NT\$70,000		13.5%		
Purchase frequency	1-6 months		57.0%	1-6 months	48.1%
	Less than 1 month		12.8%	6 months - 1 year	29.6%
				more than 1 year	16.0%
Unit Price	One-piece dress	NT\$2,000-NT\$5,000	59.5%	NT\$2,000-NT\$5,000	57.3%
		NT\$2,000 and below	22.9%	NT\$2,000 and below	31.7%
	Blouse	NT\$2,000 and below	67.6%	NT\$2,000 and below	72.7%
		NT\$2,000-NT\$4,000	28.3%	NT\$2,000-NT\$4,000	24.8%
	Skirt/Pants	NT\$2,000 and below	56.7%	NT\$2,000 and below	63.6%
		NT\$2,000-NT\$4,000	36.9%	NT\$2,000-NT\$4,000	32.7%
	Suits / two-piece dress	NT\$3,000-NT\$6,000	54.2%	NT\$3,000-NT\$6,000	46.7%
		NT\$3,000 and below	23.0%	NT\$3,000 and below	35.2%
		NT\$6,000-NT\$10,000	19.7%	NT\$6,000-NT\$10,000	17.0%
	Jacket / overcoat	NT\$3,000-NT\$6,000	47.1%	NT\$3,000-NT\$6,000	43.6%
NT\$3,000 and below		34.6%	NT\$3,000 and below	44.2%	
NT\$6,000-NT\$8,000		13.4%			

Females with negative cognition were a bit older. According to shopping frequency, clothing expenditure, and affordable unit price, they tended to have a lower degree of interest in dress. Comparatively, they had less sensitivity to the features of various fashion brands. They viewed clothes as simply consumer goods without much symbolic meaning; they did not intentionally dress to express self or to satisfy hedonistic needs. They suspected the legitimacy of marketing stimuli offered by the apparel industry.

Table 42 indicates that their cognition of clothing did not actually have much effect on their external clothing practice in terms of expenditure, shopping frequency,

and unit price.

4. Self-awareness

Referring to Table 26, there were 4 factors extracted from their self-awareness, namely, self-retrospection, social anxiety, appearance management, and other's impressions. The cluster analysis divided two types of respondents by factor score of self-awareness, (Table 43). These were 'active interactionist' and 'cold and remote'.

The active interactionist type comprised younger women who had longer working experience in clerical or sales jobs, earning relatively higher incomes, so, therefore, they could afford higher priced garments. With more versatile leisure activities they needed a wider range of wardrobe to fulfil their needs for different occasions, therefore, their clothing expenditure was comparatively higher. They had an obvious inclination for appearance management and were actively involved in social activities. However, they also had the propensity of retrospection to examine their inner thinking and emotions. They had tendencies to dress for themselves, and paid attention to the uniqueness and quality of the garment, itself. The motivation of following mass fashion, multiple function in end use, being influenced by others, and expression of professionalism were all minor priorities.

The second, cold and remote type, comprised older women who had shorter working experience with higher educational qualifications. Many of them were in executive positions, however, and cared less about the people around. Having simpler lifestyles, they seemed not to need as much apparel as women in the first group, therefore, they bought lower priced garments and spent less on clothing. They were not likely to pay as much attention to appearance management, cared less about other people's impressions, and had less awareness of their inner self. This group of women dressed themselves mainly for expressing feminine characteristics and regarded a product's pragmatic functions as important. They also sometimes changed styles and used clothing to adjust their mood.

Table 43. Comparison of Demographic and Behavioural Characteristics of Clusters by Factor Score for Self-Awareness

Characteristics		Active Interaction		Cold and Remote	
Number		619	78.5%	170	21.5%
Age	24 and below	24.1%		24 and below	22.9%
	25-29	40.2%		25-29	40.0%
	30-34	20.7%		30-34	21.2%
Education	University and above	33.9%		University and above	41.8%
	Junior college	34.6%		Junior college	27.1%
	Senior high school and below	26.0%		Senior high school and below	23.0%
Situation of Child		Have no child	73.1%	Have no child	75.9%
Personal Monthly Income	NT\$10,000-NT\$30,000	36.2%		NT\$10,000-NT\$30,000	32.7%
	NT\$30,000-NT\$50,000	40.6%		NT\$30,000-NT\$50,000	36.9%
	No income	11.8%		No income	14.3%
	NT\$50,000-NT\$70,000	6.5%		NT\$50,000-NT\$70,000	10.1%
Vocaiton	Student	14.0%		Student	14.3%
	Personal service	14.8%		Personal service	13.1%
	Public service	13.5%		Public service	17.9%
	Banking and Financial	8.8%		Banking & financial	12.5%
Occupation	Clerk	23.6%		Clerk	24.2%
	Professional	19.7%		Professional	23.6%
	Sales	20.4%		Sales	18.8%
Leisure Time Activity	KTV, pub, night club	14.9%		Mountain climbing	18.9%
	Mountain climbing	22.1%		Touring abroad	16.0%
	Touring abroad	22.3%		Religious places	13.6%
	Museum and gallery	16.3%		KTV, pub, night club	14.2%
Last Year's Clothing Expenditure	NT\$20,000-NT\$30,000	24.6%		NT\$10,000-NT\$20,000	31.5%
	NT\$10,000-NT\$20,000	25.0%		NT\$20,000-NT\$30,000	24.4%
	NT\$30,000-NT\$50,000	19.5%		NT\$10,000 and below	17.9%
	NT\$50,000-NT\$70,000	12.8%		NT\$30,000-NT\$50,000	12.5%
Purchase frequency	1-6 months	58.0%		1-6 months	45.7%
	Less than 1 month	9.5%		Less than 1 month	4.3%
Unit Price	One-piece dress	NT\$ 2,000-NT\$5,000	60.0%	NT\$2,000-NT\$5,000	54.4%
		NT\$2,000 and below	23.6%	NT\$2,000 and below	29.6%
		NT\$5,000-NT\$8,000	13.4%	NT\$5,000-NT\$8,000	14.2%
	Blouse	NT\$2,000 and below	68.2%	NT\$2,000 and below	71.4%
		NT\$2,000-NT\$4,000	28.2%	NT\$2,000-NT\$4,000	24.4%
	Skirt/Pants	NT\$2,000 and below	57.0%	NT\$2,000 and below	63.5%
		NT\$2,000-NT\$4,000	37.7%	NT\$2,000-NT\$4,000	30.5%
	Suits / two-piece dress	NT\$3,000-NT\$6,000	53.3%	NT\$3,000-NT\$6,000	50.9%
		NT\$3,000 and below	24.5%	NT\$3,000 and below	29.9%
		NT\$6,000-NT\$10,000	19.3%	NT\$6,000-NT\$10,000	18.0%
	Jacket / overcoat	NT\$3,000-NT\$6,000	46.9%	NT\$3,000-NT\$6,000	45.5%
		NT\$3,000 and below	35.1%	NT\$3,000 and below	40.1%
NT\$6,000-NT\$8,000		12.3%	NT\$6,000-NT\$8,000	11.4%	

Generally speaking, women in both groups had the same perception of social anxiety in front of others. Educational qualifications had no effect on their self-retrospection. Females with a higher education, on the contrary, were not inclined to reflect their inner self which might be attributed to the pressure of the university entrance examination. Those who were more passive were forced to study hard without giving heed to the environment or other people around. They might enter university and know little about themselves, and not be familiar enough with clothing

and appearance management to form a unique self-image. Therefore behaved anxiously before others.

Women with stronger public self-awareness tended to have an obvious propensity for noticing others' impressions of them and paid attention to their appearance. They had a higher level of interest in clothing, had more clothes, and dressed in fashionable apparel. They discerned the different features of labels and liked to search for fashion information. They recognised the discrepancy between self-awareness and others' impressions of them, because they sometimes intentionally behaved to make specific impressions on other people. In other words, they knew how to use clothing as a tool to manipulate image and impression which also demonstrated the positive relationship between motivation and overt behaviour.

Table 44 reveals the relationships between public self-awareness and interest in clothing. It shows that the women generally managed their appearance before leaving home. This had little to do with clothing interest, but was being polite to conform to the social norms.

Table 44. Relationships between Public Self-awareness and Clothing Interest

Public Self-awareness	Leading Fashion	Discerning Features of Labels	More Fashionable Clothes	Actively Searching Information
I pay attention to my appearance	.00065 ***	.00351 **	-----	.00002 ****
I would examine my appearance before going out	-----	-----	-----	.00010 ****
I worry about how I perform in front of others	.00063 ***	.00040 ***	.02242 *	.00018 ***
Other people's impressions of me are different from how I really am	.00001 *****	.00894 **	.00439 **	.03036 *
I care about other people's opinions about myself	.02886 *	.03809 *	.00569 **	.00708 **

The number of * represents the degree of significance

The loglinear model analysis revealed prevalent psychological orientation in terms of purchase motivation, overt practice, and self-awareness. It showed that Taiwan's females were generally rule-obedient, concerned about mind and politeness in dress and looked for functional and economic benefits in purchase of clothing. They were basically active in social interaction. It also revealed that the potential consumer types with different orientations as targets of marketing stimuli, extracted on the basis of different psychological aspects of clothing, turned out to have the

same demographic characteristics, shown in Table 45. This phenomenon indicated that women with different psychographic characteristics in clothing behaviour and in self-concept might have the same demographic background. It implied that there were not much difference in psychological characteristics among females with different demographic characteristics. In other words, although Taiwan's females have started differentiating internal psychological characteristics in clothing and in self, these are not valid enough to be used as a base to segment markets, but are useful in supplying marketers with more information to generate more effective marketing stimuli.

Table 45. Loglinear Model Analysis Based on the Factor Score of Factor Analysis on The Psychological Aspect of Clothing and Self-Awareness

Demographics	Purchase Motivation		Behaviour in Purchase and in use			Cognition		Self-Awareness	
	Self-Reliant	Rule-Obedient	Fashion & Beauty	Mind & Politeness	Function & Economy	Positive Involved	Negative & Suspicious	Active Interaction	Cold & Remote
Age	25-34	25-34 ****	25-34	25-34 ****	25-34 ****	25-34 ****	25-34 ****	25-34 ****	25-34
Education	University	University ****	University	University ****	University ****	University ****	University ****	University ****	University
Personal Monthly Income	NT\$30,000 and below	NT\$30,000 and below ****	NT\$30,000 and below	NT\$30,000 and below ****	NT\$30,000 and below				
Vocation	Service	Service ****	Service	Service ****	Service ****	Service ****	Service ****	Service ****	Service
Last year's Expenditure	NT\$20,000 – NT\$50,000	NT\$20,000 – NT\$50,000 ****	NT\$20,000 – NT\$50,000	NT\$20,000 – NT\$50,000 ****	NT\$20,000 – NT\$50,000				

****represents being very significant

6.2.2. Interpretation and Discussion

6.2.2.13. Discussion on the clothing attitude scale

Results from the corrected item total correlation analysis for the test of reliability showed negative correlation if some of the self-centred question items were reversed in comparison with the social-centred items on the subject of purchase motivation. This phenomenon reveals that although purchase motivation could be classified into object appraisal, social interaction, and hedonism related aspects, they were all socially oriented for women in Taiwan society, concerning the outcome of dressing in social settings. In other words, the motivation with respect to sensory pleasure, sensationalism, self-

satisfaction, and fashion pursuit was still for the sake of social acceptance or value expression. The ability of item discrimination of social-centred question items was higher than that of self-centred items, which also implied the tendency of social- and situation- oriented characteristics in clothing behaviour to be more prevalent among Taiwan females.

The cognition of clothing and the phenomena of the marketplace were the subjective perception of the respondents which might not be consistent with their overt behaviour in purchase and use. A cronbach α value of 0.6009 demonstrated the relatively less obvious effect of cognition on their behaviour. Table 42 indicates that different cognition of clothing did not actually have much effect on external clothing practice in terms of expenditure, shopping frequency, and unit price.

Results of the Cronbach α value for the test of total consistency of the four groups over continuous questions indicated how representative the sample was of the sampling population. However, there were still some underlying components in each aspect of clothing consumption that were not yet clearly articulated. This might imply that the Taiwan women's wear market has not yet matured enough to be differentiated into clearly identified segments, though some market segments have started to emerge.

The reaction from the respondents showed that item 9, 27, and 28 of the third questionnaire on the subject of clothing behaviour in purchase and use (Appendix 5) did not belong to the subject concerned. Therefore, they were moved from this subject. The corrected item total correlation analysis and item discrimination analysis also indicated item 1, 2, 16 and 29 should be deleted in order to obtain higher reliability in the Cronbach α value and the validity to enquire into their overt behavioural practice in clothing. The modified questionnaire is shown in Appendix 8.

6.2.2.14. Tests of hypotheses

1. There are relationships between the self-type and attitude toward clothing

(Section 6.2.1.10)

- a. The first (indifferent) self-type has no clearly identified motivation for purchasing clothes and no interest in them, either. They cared less about self-image and had no sensitivity to brand. Generally, they had a suspicious perception about fashion and

marketing stimuli and did not perceive the active function of social communication through dress.

- b. Women with nervous self-type characteristics were apt to have a feminine propensity which influenced their purchase motivation for a graceful/attractive and conservative/reserved orientation. They were mindful of self-image and aware of the positive function of clothing in conveying meaning in social interactions. However, they were sometimes suspicious of the marketing strategy of the apparel firms.
- c. Broad-minded females tended to have masculine characteristics and bought apparel to be youthful and fashionable. They also liked to present a graceful and attractive appearance and paid attention to multiple function in end use. They did not demonstrate conservative or reserved motivations. They were perceptive about the use of clothing for image formation, had a high interest in dress and sometimes wore clothes just to please self. They supported the marketing activities and were actively involved in appearance management and social interactions.
- d. Women with careless self-type characteristics were inclined to emphasise the utilitarian function of clothing. Although interested in dressing, they gave little heed to self-image and cared little about the value of clothing in social communication, or whether or not their mood could be adjusted by clothing. They could discern the difference between various labels and supported the legitimacy of marketing stimuli.

2. There are relationships between personality traits and clothing attitudes

Referring to Tables 21, 23, and 25 in Section 6.2.1.11., feminine females tended to be influenced by other people, conservative but keen on showing off the feminine body shape, slightly suspicious about marketing stimuli, fashionable in a cautious way, more pragmatic, more rational in selecting what was most beneficial to them, and more concerned about quality. Masculine females were more inclined to be utilitarian-oriented, paid attention to the symbolic meanings of clothing, concerned less about price, pursued fashion in an easy-going way, were more impulsive, and had higher brand loyalty. In general, personality traits had more influence on overt clothing behaviour than on the psychological aspects of clothing in terms of purchase motivation and cognition.

3. There are relationships between demographic characteristics and attitudes toward clothing

- a. Referring to Table 42, women with supportive cognition of clothing and the marketing practices of the marketplace were more inclined to be younger, middle

level employed workers earning higher salaries. They could afford higher priced garments and spent more on clothing, with a much higher proportion (22.3%) spending above NT\$50,000. The minority of negative cognition were older and in lower levels of job, earning less monthly income. They showed less interest in clothing according to the unit price of garment, shopping frequency, and expenditure.

- b. Referring to Section 6.2.1.5, women without children tended to pursue youthful and fashionable characteristics in dress, and were sensitive to image. The motivation of females with children was more likely to be in relation to graceful/attractive and conservative/reserved, however, the older the youngest child the less they cared about being graceful and attractive. Perhaps these women were dragged down by trifling and tedious housekeeping affairs and cared less about the appearance management. However, they kept an eye on the budget and planned for their wardrobe carefully before shopping.
- c. Section 6.2.1.6 indicated that social economic status also influenced attitudes toward clothing. Students or housewives of low to middle status seemed not to spend much time and money on apparel, showed less interest in clothing, and did not dress for self-pleasing. However, they could distinguish very well the features of various brands. Middle to high status self-employed or executive women tended to have conservative and reserved motivations and were rational purchasers. Low to middle status junior employees showed the highest degree of interest in clothing, being willing to save other expenses for clothes, shopping frequently, and dressing mainly for pleasing self.
- d. Section 6.2.1.7 showed young employed non-manual workers in service or retailing had more exciting lifestyles, spending leisure time in diversified activities. Therefore, they required clothing to be youthful and fashionable and were not rational purchasers. Many women with elite lifestyles were self-employed or in administrative positions, had a high interest in dress, and spent more on garments to achieve more variety. They also purchased clothes to be youthful and fashionable. Females with plain lifestyles were older, had higher educational qualifications, had little motivation to be youthful and fashionable, and generally showed least interest in clothing.

4. There are relationships between demographic characteristics and interest in clothing

- a. Table 17 and Figure 5 demonstrated that there was a relationship between education and clothing interest. The higher the educational qualifications, the less interest in

fashion and clothing. Women with senior high educational qualifications showed the highest interest in searching for fashion information, paid attention to the change in brand image, discerned clearly the features between various labels, and were keen on buying fashionable apparel.

- b. Figure 5 showed that a relationship existed between personal monthly income and clothing expenditure. The higher the income, the higher the expense on clothing. Lower income women had less interest in fashion trends and information searches.
- c. Both Table 17 and Figure 5 indicated that young students or newly graduated employed women also showed a high interest in clothing. They might be supported by middle to high status families.
- d. Table 17 and Figure 5 also showed that women in the retailing or personal service industries had a higher interest in clothing.
- e. Referring to Section 6.2.1.5., women with no children had a higher interest in clothing. Women whose youngest children were aged 4 to 12 ranked second in clothing interest. Women with children younger than 4 years of age showed the least interest in clothing.
- f. Section 6.2.1.4. indicated that females with low clothing interest spent less on apparel. The higher the interest, the more active the consumption of clothing. Women who spent more than NT\$50,000 annually were the major target for marketing.

5. There are relationships between attitude toward clothing and interest in clothing (Section 6.2.1.4)

- a. Women with low clothing interest were inclined to have higher degrees of social anxiety and their purchase motivations were conservative/reserved and multi-functional. Women with high clothing interest were likely to have obvious propensities for managing their appearance, cared about other people's impressions, and bought clothes to be youthful and fashionable. The higher their interest, the stronger their motivation to be influenced by other people.
- b. Females who had a high interest in clothing tended to have sensitivity and loyalty to particular brands and perceived the relationship between brand, quality, and social status. They also thought dress could stand for role and status, therefore, they paid more attention to appearance to show self-respect and the meaning that they liked to convey through their dress.

6. Women interested in searching for fashion information have value expressive, social adjustment, and utilitarian motivations. They have no self-defence motivation

Referring to section 6.2.1.11, women who actively searched for and collected fashion related information were motivated to look youthful and fashionable, wanted multi-functional and utilitarian clothing and had professional sensitivity. Females who were not keen on looking for fashion information were likely to have conservative and reserved motivation.

7. There are relationships between attitude toward clothing and overt clothing behaviour

- a. There were structural relationships between purchase motivation and overt clothing behavioural practice, (Table 30).
- b. The cognition of clothing and the phenomena of the marketplace had relationships to clothing behaviour in purchase and use, (Table 31).
- c. The internal motivation and cognition and external behavioural practice had a strong structural relationship, (Tables 30 and 31).
- d. The two dominant purchase motivations for Taiwan female fashion consumers were being youthful and fashionable as well as graceful and attractive which fulfil their need for sensational, aesthetic, and self-pleasing satisfaction. The predominant motivations evoked a high interest in clothing and sensitivity to self-image (Section 6.2.1.4).
- e. The most significant cognition of clothing was brand sensitivity that was in accordance with the first factor of clothing behaviour in purchase and use (Table 24).

8. Price is not the dominant factor influencing the decision to purchase fashion garments

Referring to Table 19, price was only the second priority in purchase decision making. Tables 24 and Table 37 showed price sensitivity to be dependent on the consumer's characteristics.

9. The relationship between cognition of fashion brand and brand loyalty is dependent on consumer's characteristics.

Tables 37 and 38 demonstrated that brand sensitivity was dependent on the consumer's characteristics. Youthful and fashionable females tended to have a high degree of brand sensitivity, but a low degree of loyalty. Simple and plain women

could also tell the difference between various labels and had the highest degree of brand loyalty.

10. Although having brand sensitivity, brand is not critical in clothing preference.

Referring to Tables 15 and 19, Taiwan women compared and discerned differences between labels in terms of styling, fit, material, and workmanship. Brand was not the first priority in purchase decisions.

6.3. The Theoretical Model of the Social Psychology of Clothing

The theoretical model of the social psychology of clothing was finalised, as shown in Figure 6, based on the findings of the quantitative research. It was found that self-concept and demographic characteristics could be separate entities influencing attitude and behaviour. Figure 6 indicated that the attitudinal function of object appraisal had to do with material knowledge, utilitarian cognition, and rational evaluation, whereas the function of social interaction as well as hedonism signified symbolic meaning. The former went outward towards other people's social relations using tactics of value expression, social adjustment, and self-defence, while the latter was inward to satisfy personal interests, pleasures, and compensation. Results showed that Taiwan females' underlying purchase motivations, except for object appraisal functions, were all socially oriented, concerning the outcome of dressing in social settings. Dress served the functions of social interaction and hedonism in daily life because it conveyed symbolic meanings which had less instrumental concerns than the object appraisal functions concentrated on, and wearers may have used to represent social identity, values, and private interests. In other words, the motivation with respect to personal sensory pleasure, sensationalism, self-satisfaction, or fashion pursuit was still for the sake of social acceptance or value expression. The ability of item discrimination of social-centred question items was higher than that of self-centred items which also implied the tendency of social- and situation- oriented characteristics in clothing behaviour to be more prevalent among Taiwanese females.

The scale of attitude toward clothing in the quantitative surveys covered purchase motivation, cognition of clothing, and phenomena observed in the marketplace in order to obtain broader views of the clothing management of Taiwanese females, and to investigate the relationships between motivation, cognition, and behavioural intention in more detail. However, in the theoretical model, attitude was defined as the affection

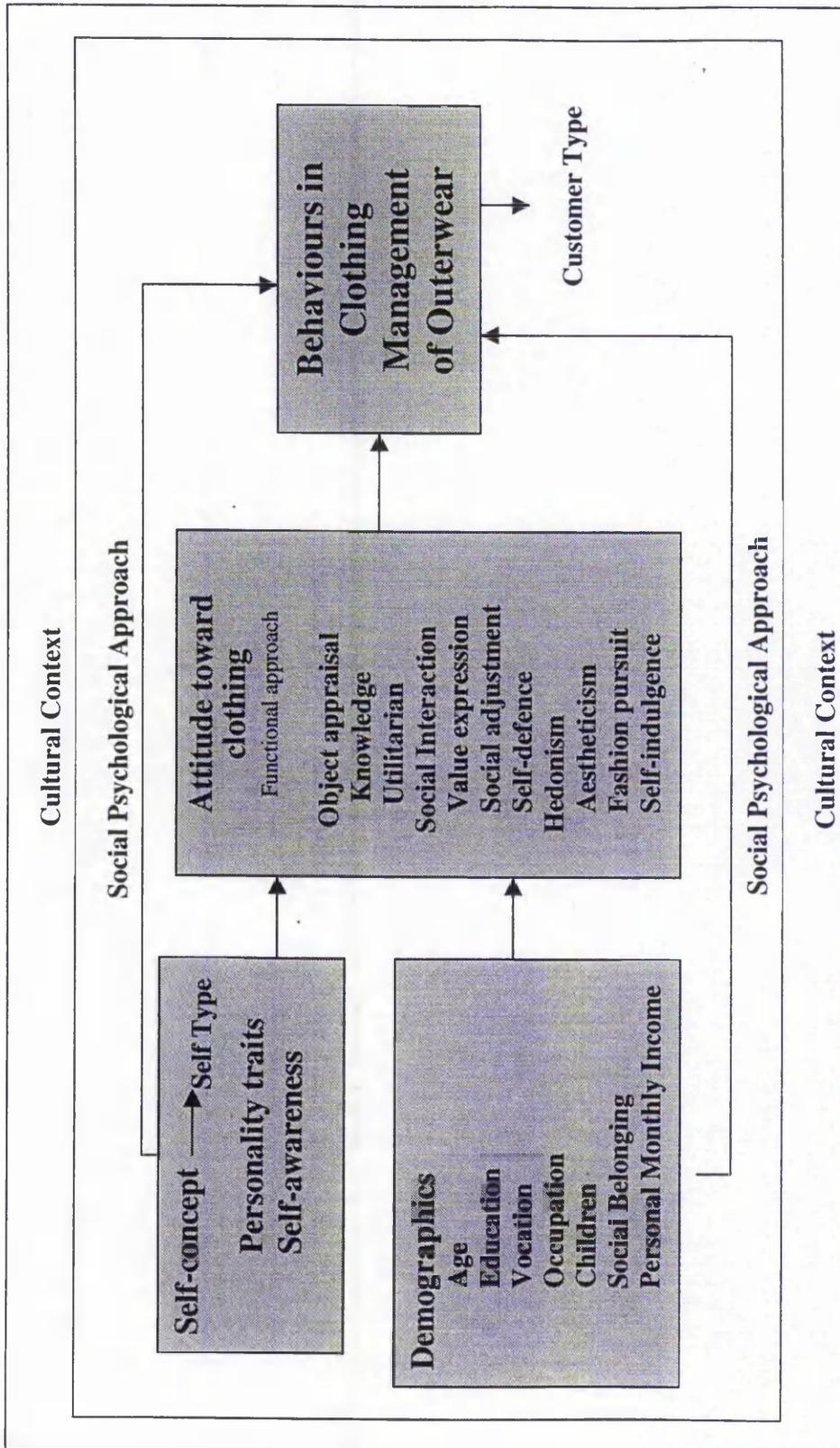


Figure 6. Theoretical Model of the Social Psychology of Clothing

associated with a mental object—apparel (Breenwald, 1989, p. 432) which was in relation to the underlying motivations, the functions that attitudes may serve to fulfil the need for dressing. The sole affective component of attitude-- purchase motivation-- was included in the theoretical model because it covered various needs and served as a powerful determinant of evaluative responses to the source and content of attempts at influence. The persuasive pattern on which marketing stimuli intended to work could be more clearly investigated in the future.

The samples for the three consecutive surveys were randomly selected from the purchase activity in various stores and commercial districts based on a quota-sampling plan. They were chosen from the population of consumers of marketed fashion apparel. In other words, they were drawn using overt behavioural patterns instead of the social psychological categories. Whether the correlation between the self-concept, attitude toward clothing, and clothing behaviour is in a single direction, both in childhood and in adulthood, needs to be further explored and clarified, based on the models built in this research.

Results of Canonical correlation analysis showed that the internal motivation and cognition and external behavioural practice had a strong structural relationship. Self-awareness had less structural relationship with overt behaviour. Self-awareness seemed to have a simple structural relationship with internal motivation and cognition of clothing, mostly in relation to appearance management and social anxiety, however these two aspects of self-awareness had both to do with the public-self for making a good impression on others in social interactions.

According to the test of hypothesis, there are further detailed insights in the model, which can be stated as below:

1. There are relationships between the self-type and attitude toward clothing;
2. There are relationships between personality traits and clothing attitudes;
3. There are relationships between demographic characteristics and attitude toward clothing;
4. There are relationships between demographic characteristics and interest in clothing;
5. There are relationships between attitude toward clothing and the interest in clothing;
6. Women interested in searching for fashion information have value expressive, social adjustment, and utilitarian motivations. They have no self-defence motivation;

7. There are relationships between attitude toward clothing and overt clothing behaviour;
8. Price is not the dominant factor influencing the decision, to purchase fashion garments;
9. The relationship between cognition of fashion brand and brand loyalty is dependent on consumers' characteristics;
10. Although having brand sensitivity, brand is not critical in clothing preference.

6.4. Segmentation of the Taiwanese Women's Wear Market

According to Tables 35 to 39, Taiwan's female fashion market could be better differentiated on the basis of demographic attributes for these, being more concrete, were easily measured. Although, referring to Tables 40 to 43 and 45, the internal psychological construct could be classified, the classification could not be referred to as clearly differentiated demographic categories. There might be different psychological and social psychological orientations in a group with the same demographic profile. Therefore, the abstract self-concept and social psychological characteristics in terms of attitude toward clothing could only be a reference for promotions and advertisements in marketing. The 3 differentiated segments in the Taiwan women's wear market, (section 6.2.1.12), had a clearly discriminated profile, both in demographic characteristics and in social aspect of clothing (Table 46).

The small group of **Youthful and Fashionable** women were heavy users of fashionable apparel, spending about NT\$30,000 to NT\$70,000 annually, shopped frequently for medium to high priced garments with support from the family. They were customers of speciality and chain stores without brand and store loyalty.

Women in the **simple and plain** group had relatively low interest in clothing for they had a simpler lifestyle with much support from the family to buy clothes. The average expenditure was about NT\$10,000 to NT\$30,000 annually. They shopped for low to medium priced garments with high price sensitivity, but had high brand and store loyalty. They were customers of mass fashion speciality stores, chain stores, hypermarkets, clothes stands, and night markets.

**Table 46. Characteristics of Consumers in Each Market Segment—
A Quantitative Approach**

Market Segment	Youthful and Fashionable	Simple and Plain	Mature and Sophisticated
Age	18-25	20-29	25-39
Social economic status	Middle and working status	Low to middle status, working status	Middle to high status
Vocation & Occupation	<ul style="list-style-type: none"> . Students, . Newly graduated junior non-manual workers in personal service . Housewives 	<ul style="list-style-type: none"> . Newly graduated junior non-manual workers in personal and public service 	<ul style="list-style-type: none"> . Executives in government agency, financial or personal service
Self characteristics	<ul style="list-style-type: none"> . Self-controlled & Self-centred . Aware of social anxiety 	<ul style="list-style-type: none"> . Aware of social anxiety 	<ul style="list-style-type: none"> . Self-respective . Aware of social anxiety
Significant activities as causes for dressing	<ul style="list-style-type: none"> . Cinema, shopping & dinner party . KTV, pub & night club . Informal get together & social activities . Daily routine activity . Self-satisfaction 	<ul style="list-style-type: none"> . Daily routine activity . Mountain climbing . Eating out at restaurant . Window shopping . Church, temple, museum & gallery 	<ul style="list-style-type: none"> . Daily routine activity . Membership clubs, conference . Dinner party, touring abroad
Benefit sought	<ul style="list-style-type: none"> . Versatile in style and look . Quality & brand reputation . Individuality 	<ul style="list-style-type: none"> . Social acceptance & role-playing . Expression of internal characteristics 	<ul style="list-style-type: none"> . Professionalism and uniqueness . Good fit and quality in material
Attitudinal Function Motivation	<ul style="list-style-type: none"> . youthful and fashionable . hedonic satisfaction . Multiple function & utilitarian 	<ul style="list-style-type: none"> . Other-influenced feminine identity . Self-compensation . Multiple function & utilitarian 	<ul style="list-style-type: none"> . Individualistic & fashionable . Material knowledge & utilitarian . Sophisticated value expression
Context of Dress	<ul style="list-style-type: none"> . Personal mood . Situation of social setting 	<ul style="list-style-type: none"> . Role-playing and situation of social setting 	<ul style="list-style-type: none"> . Organisational rules
Fashion orientation	<ul style="list-style-type: none"> . Active fashion information search . Brand sensitivity . New fashion trend pursuit 	<ul style="list-style-type: none"> . Mass fashion conformity 	<ul style="list-style-type: none"> . Mass fashion conforming but in unique look
Expenditure & behavioural pattern	<ul style="list-style-type: none"> . NT\$30,000 – NT\$70,000 annually . No brand and store loyalty . Shopping frequently, high interest . Medium to high priced garment 	<ul style="list-style-type: none"> . NT\$10,000 – NT\$30,000 annually . High brand and store loyalty . Shopping 1 or 2 times annually . Low to medium priced garment . High price sensitivity 	<ul style="list-style-type: none"> . NT\$20,000 – NT\$50,000 annually . Rational and loyal to several brands and stores . Medium to high priced garment

The third group, **mature and sophisticated**, was made up of executives or administrators in middle to senior positions, requiring a sophisticated professional, unique, and feminine look in good quality materials. They were rational in purchase and loyal to several brands and stores, shopped for medium priced blouses and skirts/pants and high priced suits and jackets. They were customers of department stores, speciality stores, and boutiques.

6.5. Conclusion of the Quantitative Study

There were 3 major consumer groups in the adult female fashion marketplace in Taiwan as far as age was concerned. They were college/university students or workers younger than 24 years old with high school standard qualifications; housewives, working

females, or newly graduated workers, aged from 25 to 34; and mature housewives and working females, aged about 35 and above.

Results showed that personal monthly income, education, and vocation could be the principle demographic characteristics used to differentiate market segments. Some students and housewives, owing to possessing personal disposable income from part-time jobs or from the support of their parents or spouse, had medium to high expenditure on clothing. This phenomenon needed to be taken into consideration to avoid bias on the evaluation of personal monthly income and expenditure. Clothing expenditure reflected degrees of interest. Income level was not the only factor influencing clothing expenditure. Employed non-manual workers in sales and personal service jobs showed a higher interest in dress.

Attitudes toward clothing in terms of motivation was more inclined to be self-centred value expression and hedonism, whereas overt behaviours seemed more conservative and social-directed. However, self-centred attitudes were still social-oriented. Taiwan females tended to consult social norms and regulations that influence their behaviours to achieve social adjustment and self-defence orientation in order to fulfil social expectations. In addition, they also paid attention to functional values to obtain value for money. Although some female fashion consumers had price sensitivity, resulting from their perception of unreasonably high prices for fashion goods, this might not influence them to buy cheap clothes, but, instead, they delayed buying garments until they were in a sale. Taiwanese females expected to receive value for money in the price range they were willing to pay.

The higher the degree of interest in dress, the stronger the purchase motivations to be young and fashionable, influenced by other people, sensitive to professionalism, spending more time on appearance management, and searching for fashion information from friends or the media. As expenditure rose, objections against wearing sexy clothes and showing off the body shape decreased. Women spending over NT\$50,000 annually were the target of marketing strategies. Executive or administrative women were certainly major customers of better-priced apparel, whereas females in clerical jobs usually bought garments from the budget to moderate market.

There were diverse conditions existing in the structural correlation between motivation, cognition, behaviour, and self-concept which helped explain multi-faceted

clothing consumption in a society with multiple values like Taiwan. However, there were still many underlying factors in motivation, cognition, and in behavioural intention that need to be understood before a model can represent all possible phenomena in the social and behavioural aspect of clothing. Although 3 differentiated segments have started emerging, the Taiwanese women's wear market might not be mature enough to have clearly discriminated psychological and behavioural patterns in each market segment.

Taiwan females defined social/party dress as multi-functional attire that could be used on various occasions in daily life. This implied that social/party dress should be semi-formal and flexible enough to co-ordinate with other accessories on different occasions. The acceptable price for blouse and skirt/pants spread from the low to medium level. Taiwan fashion consumers could endure a higher price range for one- or two-piece dresses, suits, and jackets that could facilitate more value expression and help mould image. They were willing to pay more for better quality in material, workmanship, fashionable design, and styling because these characteristics could be conducive in conveying more positive meanings in social interactions. The discriminated preference for different types of garments had implications for designers and merchandisers to develop their product lines in terms of styling and material used. Taiwan females normally preferred young look, easily co-ordinated, casual, and uniquely styled fashion apparel to fulfil their busy and versatile lifestyles. Putting on basic make-up, as part of the total look, was an expression of politeness in modern urban life.

Women with high social anxiety tended to pay attention to appearance and impression management and to dress properly in order to soothe self-consciousness to deal with social interaction in a confident manner. However they might not have showed interest in overt practices in terms of purchase and searching for information. Feminine females tended to be influenced by other people and conservative, but keen on showing the feminine body shape, whereas masculine females were more inclined to be pragmatic and utilitarian. Feminine females were more likely to be fashionable in a cautious way, more rational in selecting what was most beneficial to them, and were concerned more about quality. They had a comparatively low degree of loyalty to the brand. While masculine females were inclined to be more careless about price and did not plan prior to shopping. They had higher loyalty to the brand, more interest in clothing to mould their image, and pursued fashion in an easy-going way. Women with conservative/reserved purchase motivation tended to have higher loyalty to brands to ensure good quality and to maintain their image. Women who had the disposition of conformity tended to dress themselves in a similar way to their friends or idols and were motivated by marketing stimuli.

Chapter 7

Comparison of Qualitative and Quantitative Studies

1. Purpose

This research was executed using multiple methods, including both qualitative and quantitative approaches to explore the overall Taiwanese female fashion consumer's social psychology and behaviour from cognitive, symbolic-interactionist, and cultural perspectives. It aims at providing the fashion industry with comprehensive empirical data in both social psychological and behavioural aspects of clothing consumption in the Taiwan women's wear market. From the results of this research, the consumer-driven fashion business will be informed of social/culture-related attitudes, preferences, and dispositions, as well as clothing-related behaviours which could help formulate more effective business strategies. The academic field could also refer to the findings to work out an applicable educational strategy beneficial to both consumer and business. Researchers might adapt the methodology derived from this research to delve into the social aspect of clothing behaviour in other markets or in different cultural contexts.

2. Method

The qualitative study included face-to-face interviews with consumer informants to obtain fuller meanings of and deeper insights into the social and behavioural aspects of purchasing and wearing clothing by female fashion consumers in Taiwan society. Ethnographical analysis was used to define cultural domains and to interpret and explain the characteristics and attributes of the domain as well as to find out general themes indicative of the phenomena under study. The means of descriptive analysis of narrative data on the basis of an existential-phenomenological perspective delineated the holistic picture to have an overview of the subject matter concerned and to obtain meanings and general impressions. The grounded theory analysis proposed underlying theories that were abstracted from the narration of the holistic phenomenon of clothing management in daily life. It also generated propositions and presumptions for further investigation in the quantitative study.

The quantitative study was carried out to test for generalisation in the marketplace and to build models indicative of correlations between demographics, self-concept, attitude towards clothing, and overt behavioural patterns. Consecutive close-ended questionnaire surveys, each from different angles of clothing consumer behaviour,

were executed to develop and identify the items in the attitude scale covering various aspects of the phenomenon of each subject in relation to purchase motivation, cognition, and behavioural intention. The Taiwan women's wear market was segmented deductively and consumer behavioural patterns of each segment were described and explained respectively.

From the 37 female consumer informants' narrative data, the researcher was able to attain better and deeper understanding of their internal psychology regarding clothing that the quantitative survey could not produce. The psychology of the brassiere was one of the examples, referring to Section 5.2.1.5. and 5.3.1.5. Through the assistance of powerful statistical analysis some underlying behavioural patterns were explorable, such as combined clothing preference and the decision making process in purchase by conjoint analysis, as shown in Section 6.2.1.9. It was the researcher who made the classification for each aspect of the phenomenon of clothing management based on the narration of the known informants in the qualitative study. The researcher could make a better judgement on some of the subject matter and interpret and explain the cause, process, and consequence with deeper descriptions. In the quantitative study, the statistical tools were used to help generalise the proposed phenomenon, based on the findings of the qualitative phase (p. 17), to classify the psychological construct from various angles to investigate the relationship to demographic attributes and to expand the generalisation to a larger population in order to develop a theoretical model and differentiate market segments.

Referring to Sections 5.2.2., 5.2.4., 5.2.5, 5.3.4., 5.3.5., 6.2.1.9., and 6.2.1.11., analysis of both phases showed that results in attitude towards clothing, preference for clothing on different occasions in daily life, and the overt behavioural pattern in purchase and use were similar, but were different in degree of depth and broadness. The following states what were obviously different or points out various aspects of the phenomenon of clothing consumption from different research approaches. This demonstrated the different features of different research methods.

3. Psychology of the intimate clothing at home

The brassiere, as a foundation garment, is one of the most intimate items of apparel, something that Taiwan women seldom discuss with other people except their closest family, as shown in Section 5.3.1.5. On one hand, it has a less expressive function than outerwear and is viewed as only supplementary clothing. Many women wear it to fulfil basic needs for security, politeness, or holding and moulding the body shape. On

the other hand, it creates a romantic, sexy, and fantasy atmosphere in private to meet the need for self-indulgence, self-pleasing, or self-compensation for some females. Such "internal" psychology is hardly articulated with others, especially not with the questionnaire surveyors. Referring to Section 6.1.1.4.(b), the quantitative survey could not produce valid and reliable results concerning the motivation and use of brassieres, but it was supplemented by the qualitative interviews which probed into inner thinking in relation to the use of intimate clothes at home and produced abundant narrative data attached with thick meanings. The result showed that similar overt wearing behaviours of brassieres at home might have had completely different motivations which produce different consuming practices for outerwear.

3. Self-concept

The quantitative survey indicated that introspection in the back region and social anxiety was significant in terms of self, as shown in Section 6.2.1.11. (b). Appearance management as part of impression manipulation (Kaiser, 1990; Sproles & Burns, 1994) was also discernible in the public self. Referring to Sections 5.2.6. and 5.3.6., the qualitative interviews also produced deeper insights into Taiwan females' self-concept in terms of public self, private self, and the discrepancy between other people's impressions and self-perception. In general, the characteristics of self-monitoring, such as caring about the appropriateness of behaviour in social situations, comparing to other people, showing self off in terms of clothing, appearance or capability, and responding to others' attitudes and opinions are all phenomena that Taiwan females tended to perceive when they encountered others. The tendency being dissatisfied with the present situation of self and pursuing a goal for better life and higher accomplishments (Yang, 1981b; Yang & Chu, 1974) was also similar to the inclination to compare oneself with others in social settings in order to develop self. Anti-attracting undue publicity was a typical thought (Yang, 1990) which demonstrated the disposition of being self-restrained and the ambition of developing oneself in the future, as a flanking tactic (Yang, 1986, 1989).

Referring to Section 5.2.6.3., the discrepancy between other people's impressions and self-perception was recognised by most Taiwan women as resulting from facial expression, appearance in general, and from clothing in particular. This phenomenon suggested strongly the function of clothing as a form of code which conveyed meanings in social interactions and an informal tool for distinguishing role and status (Ho, Cheng & Chao, 1989; Reber, 1985), as shown in Section 5.3.6.3., no matter if the impression was made on purpose or not. The attitude toward the discrepancy between self-

perception and others' impressions might change over time depending upon the stage of self-concept development.

4. Theoretical model

The theoretical model (p.97) derived from the grounded theory study presented a comprehensive picture of the whole aspect of the phenomenon of total clothing management in Taiwan female's daily life. It depicted, in more detail, relationships of causes, behavioural practices, consequences, and the intervening factors in the process of clothing consumption. It also emphasised the importance of the context in which the wearer was situated, which not only influenced the decision of selection but also affected expectations and decision-making when purchasing. The theoretical model (p.175) finalised in the quantitative study was a simplified and abstract model indicating generalised correlations between demographics, self-concept, attitude toward clothing, and the overt behavioural practice of outerwear. Supplemented with other findings from the factor analysis (Section 6.2.1.11.) and Canonical analysis (Section 6.2.1.12), the model showed clearer relationships between the variables in clothing consumer behaviour.

5. Market segmentation

Market segmentation as shown in page 99, undertaken in the qualitative phase, was based on the variables of fashion adoption in terms of fashion cycle, self-concept, and life style which are attributed to the psychological characteristics. Based on the understanding of each consumer informant through the in-depth interview, the researcher classified informants into varied segments, referring to pages 103 to 107, each of which presented discriminated social psychology and behavioural patterns. The result, derived from the known informants, showed that, although five consumer types could be identified, there were only three types predominant as far as overt behavioural practice was concerned, namely innovator/early adopter, mass fashion follower, and late mass fashion follower, no matter whether they were social or self influenced. Actually, fashion innovators and early adopters, the major source of fashion communication in their social system (Sproles & Burns, 1994), constituted only a small portion of the Taiwanese women's wear market which purchased apparel over a wide range of price levels, from budget to designer's brand. The mass fashion market for outerwear in moderate and better price levels encapsulated the majority of consumers. This, in turn, also attracted many fashion labels competing for market share. Late mass fashion followers tended to have the least interest in clothing and bought garments with little style variation in

moderate to budget price ranges which might be viewed by the innovator/early adopter as homewears or clothes worn in informal social settings.

Statistical analysis generated a “concrete” result of market segmentation, referring to Section 6.2.1.13., based on the variable of last year’s clothing expenditure and some demographic characteristics of unknown respondents. The social and behavioural aspects of consumers in the three differentiated segments were quite similar to those of the combined market segments in the qualitative phase: the youthful and fashionable versus innovator/early adopter; mature and sophisticated versus mass fashion follower; simple and plain versus late fashion follower. Further factor analysis for each demographic cluster (Section 6.2.1.14) gave more insights into the psychological characteristics of consumers in each market segment, in terms of purchase motivation, cognition, behavioural intention of clothing, and self-awareness. However, cluster analysis on the psychological construct could not derive market segments because consumers with different attitudes toward and behaviour in clothing might have had similar demographic profiles. It suggested that the psychological construct could not be used in the process of market segmentation for the unknown consumers, but gave more references on psychological and shopping orientation for generating better marketing stimuli (Solomon, 1992). Market segmentation based on demographic characteristics was more applicable to the fashion marketer, due to its being more concrete and easily targeted. In practice, the marketer is still advised to combine both methods, qualitative interview with the focal group of consumers and quantitative survey for generalisation, in order to generate valid and reliable results that will serve as a basis for an effective marketing strategy.

Chapter 8

Implications for the Taiwanese women's wear market

8.1. Marketing and Promotion

In post-modern society, youngsters use clothing to convey meanings which may not be reflected in the current cultural conventions. They try to use the limited components of clothing—compared to language—to encode some meanings that the observer from other social systems may not be able to decode (Sproles & Burns, 1994). The ambivalence and ambiguity of clothing phenomena is the result of what McCracken (1988) suggested: “Combinatorial freedom can be exercised by the wearer only with the effect of baffling the interpreter” (p66), because the clothing code is almost fully constrained. The code specifies, through clothing, not only the components of the message, but also the messages themselves. The wearer has only limited combinatorial freedom, the interpreter of clothing examines an outfit not for a new message but for an old one fixed by cultural convention (McCracken, 1988). In Levi-Strauss's words (Wiseman, 1997), “Clothing is constant in its semiotic responsibilities”. Clothing provides society with a fixed set of messages due to the characteristic of “closed code” in communication (McCracken, 1988, p68).

Apparel, as a form of consumer goods, has a significance that goes beyond its utilitarian character and commercial value. This significance consists in an ability to carry and communicate cultural meanings through fashion symbolism. Compared to language, material culture is a relatively impoverished means of communication, since it allows very little expressive scope and diminishes combinatorial freedom and generative potential. Meaning, therefore, is constantly flowing to and from its several locations in the social world, aided by the collective and individual efforts of designers, producers, advertisers, and consumers. Usually, the meaning is drawn from a culturally constituted world and transferred to consumer goods. It is then drawn from the object and transferred to the individual consumer (McCracken, 1988). In this essence, the role of promotion and advertising becomes significant. Meaning movement and transfer of meaning are accomplished by the advertising agency and its effort to unhook meaning from a culturally and historically constituted world and transfer it to a consumer good by means of an advertisement. In the case of the fashion system, the process has more sources of meaning, agents of transfer, and media of communication. The fashion system takes new styles of clothing and associates them with established cultural categories and principles. This is similar in character to the effort in advertising taken by the medium of magazine to conjoin aspects of the world and the good that is analogous.

People in the mass media can use the rhetoric powers that language possesses to create new meanings for clothing to legitimise the combinatorial freedom for which the youngsters long (Barthes, 1983). Meaning is first of all resident in the culturally constituted world. To become resident in consumer goods, (e.g. clothing), it must be disengaged from the world and transferred to the goods. Designing or advertising works as a method of meaning transfer by bringing the consumer good and a representation of the culturally constituted world together within the framework of a particular product development or advertisement. The known properties of the world thus come to be resident in the unknown properties of the consumer good. The potential for manipulation of the meaning and generation of the profit for a knowledgeable and sensitive designer or advertising agency, the change agent of the fashion process, is very promising and also limitless.

The psychology of intimate clothes is obscure yet interesting. Its consumption sometimes reveals many hints that can be used for marketing. Taiwan females who wore lingerie or pyjamas in the bedroom tended to have higher clothing expenditure. Females wearing sheer, soft, and feminine sleeping gowns for sleep seemed different from those who wore pyjamas. The former tended to be romantic, sentimental, fashionable, and self-indulgent, while the latter was more likely to be modest, self-conscious, reserved, and social-oriented. Many Taiwan females did not put on specially designed night wear but just some old clothes, and so were not the customers of brands of intimate clothes. It would be mutually beneficial if labels in outerwear and intimate clothes made a strategic alliance in marketing by sharing the name list of customers or launching joint promotion activities which might enable the allied labels to target customers more clearly and generate an effective marketing mix more easily.

There seemed a gap between the apparel industry's representatives' observation and the focal group's perception in terms of dressing, fashion pursuit, and brand loyalty. According to the representatives' opinion, many Taiwan females in the marketplace lacked dress sense to co-ordinate outfits in an appealing way, were addicted to labels without a clear understanding of the brand image, and chased fashion no matter whether it was suitable or not. On the contrary, the focal group in both the qualitative and quantitative study expressed concern about the marketing stimuli in terms of promotion of brand image and dissemination of fashion trends in various kinds of mass media. Although they might actively involve themselves in fashion consumption and collect and refer to fashion information, most of them thought, subjectively, they just adapted some of the ideas of co-ordination and chose fashionable garments that were suitable for them. The sense of beauty was very personal, dependent upon the individual's interpretation of the components of clothing. Therefore, the perception of "well-dressed" was different among different people. According to Table 15

and 19, as well as the narration of consumer informants, brand was not viewed by the focal group as a very important product attribute in purchase decision, compared to other attributes. This implied either the problem of brand-chasing behaviour had improved to an extent during the time span of representatives' observation and the multiple method research undertaken, or there was a gap between the professional's subjective observation and the focal group's subjective response. In either case, it hinted at the characteristic of subjectivity in clothing consumption. This might have concealed a possible error in marketing strategy and suggested market research from the consumer's point of view in lieu of the "professional's" viewpoint.

8.2. Brand Development

The discovery that 30 years of age represented a pivotal point in Taiwan female's clothing life cycle had implications for brand and product development. Women beyond this age were more likely to stabilise their appearance/image in terms of the way they dressed as well as the colour/prints, material, and style of clothing they usually used. They tended to use clothes that were in their "style" to make them feel more comfortable and more confident. They might have looked for some labels whose brand personality was similar to theirs and/or whose product lines could offer more suitable and appealing attires to satisfy daily use. Then they might stick to these brands and have higher loyalty. Fashion labels targeting the women's wear market in the 30 to 45 age group need to identify their market niche and develop clearly the brand image in a consistent way, based on the understanding of customers'/prospects' needs and wants for dressing. Labels of younger fashions might need to endure the occasional customers' changeable consumption pattern by offering basic styles of separates in a wide variety of materials and colour shades. Suggestions on colour combination and total look co-ordination for both types of customers are needed in order to make the new merchandise easily adopted (Sproles & Burns, 1994). Window displays, advertising, or promotions need to show the complete looks with all appropriate accessories and even hold lifestyle events where the total look would be appropriate. All of these marketing techniques educate prospects/customers and reduce complexity in decision-making for adopting a new style.

Taiwan women tended to select garments to which they attached a high social meaning, (e.g. social/party dress), with appealing styling and good quality of material at a medium price level. 'Style, fit, and high price range' and 'style, workmanship, and low price range' ranked the second and third priority. When they had to make a purchase decision they put emphasis on styling and colour/print, brand was the last priority as far as external characteristics were concerned. However, every individual female had her own threshold of

price level and quality standard for a specific type of apparel, e.g. blouses at low to medium price level and suits at medium to high price level. People would normally shop for fashion garments from several brand candidates which were in the range of their selection. Only when there was not much difference between labels did they start comparing the brands. Promotion and advertising, in this respect, played an important role to persuade and stimulate customers to purchase. However, results from responding fashion information sources strongly suggested that window and store displays could supply sufficient information and demonstrate special features of labels. Supplemented with salespersons' assistance and recommendation, fashion labels could be recognised and appreciated by customers/prospects more easily. This in-store visual merchandising and point-of-sale promotion is also very useful to stimulate recreational shoppers for impulse buying. In any case, a fashion label has to embody a unique brand personality and clear brand image in order to transfer a special cultural meaning effectively to the apparel and lead customers to think that what they purchased represents value for money.

Fashion consumers' setting a threshold for price and quality level as well as the stage of the fashion lifecycle in which they are gives implications for branding (brand development strategy). Results from this research indicated that various fashion brands were compared and evaluated by fashion consumers beforehand, and they shopped only for those chosen above their threshold. Then they selected fashion merchandise based on their preference in terms of styling, material, fitting, and some other attributes to fulfil a specific need in dress. Apparel companies which intend to penetrate a specific marketplace need to survey the existing potential competitors in an identified market segment and develop their brands in differentiation from the images and features of brands of those competitors. Branding strategy covers aspects, such as identification of brand personality and image, brand extension, pricing, buying pattern (for retailers, including frequency of sourcing and delivery in a season), logistics (for manufacturers, including first shipment and replenishment), visual merchandising, advertising, total image promotion, and the use of the mass media. Working schedules and merchandise structure of a seasonal collection ought to coincide with the branding strategy together with the forecasted fashion trend.

That an individual's clothing preference changes over time suggests the need for continual market research on customers' and prospects' attitudes toward clothing and overt behavioural patterns in purchase and use of clothing in order to reposition the market niche and re-identify the demographic profile of the customer, accordingly. For those companies whose marketing strategy is developing a range of labels under the umbrella of a brand, enough breadth and depth of seasonal collection in each label is a challenge. The researcher contends that a fashion brand ought to position itself in a market segment with a clearly

defined customer/ prospect profile in both demographic and psychographic characteristics, and various labels under the umbrella are developed for fulfilling different needs in the different activities and situations of daily life. Some other apparel firms develop many brands, each for a different market niche, in order to catch as many fashion consumers as possible. For these companies, clear differentiation in image between the various brands is a challenge; they have to make sure that each brand has its own unique personality to go with the characteristics of prospects in that market segment. However, both kinds of marketing strategy are basically for one specific age span. Some famous and long-established brands for a specific age group might suffer a stereotyped image of “being for older generation”, although they strive hard to create an image of being youthful and fashionable. Therefore, it is necessary for a fashion company to observe continually and keep track of the shift in consumers’ attitudes toward and preferences for clothing and fashion, which is due to the change in values and aesthetic system in the society. The purchase behavioural pattern which resulted from progress and evolution in technology, logistics, and urban development ought to be also investigated periodically in order to grasp the shifts. A responsive firm might progressively change the brand image and/or sift out old labels and add new names to cope with the changeable trend in cultural, social, and economic environment. A leading company might even foresee the trend, respond proactively, and reflect this in management of all aspects of the business function.

8.3. Designing and Merchandising

Fashion apparel and accessories enterprises are typical of cultural industries. If the ultimate goal of clothing design and development is oriented to the unknown target consumers, merchandise developers and fashion designers cannot just do pure creative designing. They have to combine the various techniques of mass-production, store-planning, visual merchandising, media promotion and brand marketing, and to systematise and standardise abstract fashion and merchandise designing so that the merchandise can concretely transmit abstract aesthetic sense and images, stir up target consumers, and achieve the purpose of selling. Therefore, in order to maximise profits sales promotion and market expansion are top priorities when planning fashion merchandise.

According to Levi-Strauss’s (Wiseman, 1997) assertion, designers, like bricoleurs (craftsmen), work with the elements of a code (i.e. clothing), following the “concrete logic” which constructs organised systems directly out of the material of sensory experiences, such as shapes, colours, and other observable features in the material world. Levi-Strauss thought bricoleurs used percepts as the primary materials in their creative works. Percepts are the images in their minds of the object they perceive. These percepts become signs when they

are used in the construction of symbolic systems. The engineer works with concepts which are “transparent to reality”, they interpose no material body between the idea and the world, whereas the bricoleur works with signs that are concrete objects that already bear the mark of the process of human invention (Wiseman, 1997). A sign is always a conjunction of an image—something concrete—with an idea. The elements (signs) that the bricoleur collects are already shaped by their particular history and previous uses. They contain fragments of their past meaning (usage) with which the bricoleur is forced to compose (McCracken, 1988). By the same token, fashion designers work with two levels of percepts, i.e. materials, such as fabrics, subordinated trims, accessories, and styles and designs which are the signs of the code’s (clothing) element, encompassing past meanings understood in a specific cultural or social world. The possibilities open to the designer are also limited, and in a sense, predetermined. She/he does not change the nature of the elements, but simply collects and rearranges to seek for new combinatorial variations in the quest for meaning. The work of a designer is a protest against meaninglessness (Wiseman, 1997). She/he always reveals something about her/himself through the objects (clothing) that she/he creates. Every choice that she/he makes says something about her/his own life and character. Therefore, a designer ought to explore the inner self constantly and put that self in the context of the cultural/social world to absorb or adopt progressively the contemporary meaning of linguistic language or other sensory codes. Otherwise, she/he will not be able to cultivate self to be versatile and active enough continuously to use the limited and predetermined elements of design to create new and unique collections of clothing every season. It is actually very challenging for designers to sustain perpetual creativity in the fashion world.

Fashion designers might adapt Chinese cultural inspiration to create product lines in either a traditional look or an international look. According to the findings of the in-depth interviews with consumer informants, clothes with more traditional and typical Chinese designs or features in terms of lines, materials, colours, and patterns were perceived as Chinese-inspired apparel that were subjectively thought to be limited in use and have some stereotyped impression. Those, which are designed and developed by designers after “digesting” the cultural spirit of Chinese costumes, adapting the features identified in various dynasties and then expressing these in an abstract way, are normally viewed by the public as modern international fashion. Findings in respect of the attitude toward Chinese-inspired apparel provide inspiration to local designers to develop a reputable fashion label with a unique brand personality featuring Chinese cultural characteristics in a contemporary international look. Designers may be inspired by historical costumes from various aspects, such as material, print, texture, handling, colour, line and cut, design detail, accessories, and the way people dressed. In short, the look might embrace an essence of smooth-flowing and graceful styling, without hard and mechanic fasteners, functioning as a real “second skin” with complete comfort both in motion and in the static state. The international look would

reduce prospects' perceived risk in terms of economic and social cost. For they may adopt this new style more easily to go with other existing clothes and accessories, attend more types of social activities, and will think it more compatible with the current convention of dress (Wilkie, 1994). The researcher contends that only after building up brand image and gaining sufficient market share in the Taiwan women's wear market can a local label accumulate the strength and reputation to expand to overseas markets in which the Taiwanese brand can be discernible as unique and become an internationally recognised fashion apparel label. Fashion brands featuring Chinese cultural characteristics in a contemporary international look could be a promising strategy in product design and development in the competitive Taiwan women's wear marketplace.

After identifying a market niche, there is a need to understand fully the characteristics of a typical customer in terms of lifestyle, psychological and social aspects of clothing, as well as behavioural pattern. Clothing behaviour is proven to be situation-oriented both by qualitative and quantitative results. Varied activities are carried out in daily life which suggest the properties of the region (context) in which each activity is located and, also, imply the role the wearer plays and the possible subjects with which the wearer interacts in the setting (Kaiser, 1990). An outfit including accessories is managed to fit the requirement of each specific occasion. Fashion merchandisers, with a typical customer in mind, need to develop seasonal product lines with as wide a variety as possible to fulfil the needs of a specific time period of her daily life or a range of activities in her lifestyle. The collection is available for the customer and it is then up to her to select from, mix and match, and manage her own daily outfits (Kaiser, Nagasawa & Hutton, 1995). Therefore, the design and style of a product line of a brand should be on a specific theme and brought out between adjacent seasons in order to facilitate planning for the wardrobe and to enable co-ordination with separates. Most Taiwan females preferred multi-functional fashion apparel for various social settings. However, youthful and fashionable women did not mind at all if their social/party dress was uni-functional, used only in a specific kind of social context. The range of applicability to various occasions or the possibility of co-ordinating with different kinds of garment and accessories to create a variety of look is subject to the brand image and the market niche.

Some females mentioned the needs, in the qualitative phase, for clothes especially designed and made for home wearing with appealing and functional characteristics. Actually, more and more labels have entered the Taiwan home wear market in recent years, offering garments for use at home and in the local neighbourhood. However, home wear apparel in Taiwan is usually marketed by the labels of intimate clothing, which might sometimes give a stereotyped image of softness and femininity and, therefore, have a small group of customers. They also need to compete with the labels of chain speciality stores, such as Gap,

Giordano, HangTen, and some other brands marketing mass fashion sportswear at budget prices. Women who were willing to wear specially designed home clothes usually had higher clothing expenditure and good taste in dress, and often were more critical of the quality. Home wear clothing was required, according to consumer informants, to embody permeable characteristics in medium weight of fabric, perspiration absorbing, printed, loose fitting and easily handled. Ideally, it did not look awkward even without a brassiere, so that it gave women extensive freedom, comfort, and an appealing look at home.

According to the result of the conjoint analysis, the purchase decision making process in a retail outlet was likely to be the customer who first paid attention to the external characteristics, then looked at the price tag to decide if she wanted to further check with the detailed characteristics of the garment. This implied that fashionability in terms of styling and colour/print, as well as fit were the most important characteristics valued by most female fashion consumers, and a correct sizing system was a must for the apparel manufacturing. However, it is worth of noting that fashionability to most Taiwan women means trendiness and newness in lieu of novelty, bizarre or avant-garde. Importers and retailers who franchise foreign labels need to give heed to fit and size measurement, otherwise they might end up finding a lot of stocks unsold due to poor fitting. In addition, it is also necessary for designers and product developers to cultivate a fashion sense and an ability to interpret data and information from media and sales, and they need to observe phenomena in the marketplace, such as street fashion, purchasing behaviour, and promotion activities of competitors.

Chapter 9

Conclusion

9.1. General Conclusion

The main questions regarding social inquiry concern characteristics, causes, and consequences of social phenomena (Lofland & Lofland, 1984). For clothing research, these include patterns of human behaviour in relation to clothing, as well as underlying socio-cultural systems. Through the use of the grounded theory in the qualitative phase, we can discover the ideological basis of clothing related behaviour. The researcher's contention is that whenever a researcher is working in a relatively unknown area, the use of ethnography and grounded theory will yield the most culturally sensitive results because it allows us to discover what is happening, rather than test against a known model.

This research does not aim to develop a globally valid theoretical model explaining correlations between demographics, self-concept, attitude toward clothing, and clothing behaviour over all cultures and time periods, although readers in the West might still find that the model illustrates basic principles and is applicable to their culture as well. However, the self types may vary, and the mediating pattern of attitudinal functions and degrees of importance of each function might differ. In addition, the behavioural practices in purchase, usage, and search may also be different from those of other cultures. Actually, there are many similarities in both the psychological and behavioural aspects of Taiwanese female fashion consumers to their counterparts in Western culture, for example, situation-oriented (Kwon, 1988), role-playing (Solomon, 1992), impression management (Kaiser, 1990; Sproles & Burns, 1994), and the function of dressing in individuation (Belk, 1984; Roach-Higgins & Eicher, 1992; Stone, 1965). Taiwan has become an industrialised consumer society with a prevailing consumption culture similar to that found in Western society. Therefore, this theoretical model offers a possibility of cross-cultural comparative studies.

Results from the qualitative and quantitative study converged in the same direction in terms of theoretical model and market segmentation. Results in terms of preference, attitude, and overate practice from both studies were also supplement with each other. Qualitative study supplied more detailed findings, whereas quantitative study clarified the underlying rules, e.g. conjoint analysis in Section 6.2.1.9. This implied that, although different methods might explore clothing consumer behaviours from different angles and generate findings with different emphases, in essence, they both strengthen the alternative method's weakness and supplement findings that the other method cannot provide enough data for interpretation.

The multiple method derived in this research has proved to be workable after being challenged by a fast changing society with mixed values, like Taiwan, where female fashion consumers are still in search of ways to be individualistic, complete, and facilitating persons as far as themselves, family, and society are concerned. The unfathomable clothing consumer behaviour in a dynamically changing society, full of ambivalent and ambiguous meanings and phenomena, can be investigated through a multi-method approach. It not only gets deeper insights into the psychological and social aspects of clothing, but also develops abstract and generalised models and clearly divides the fashion market into discriminated segments.

Both methods, although using different approaches, generated similar market segments. These were early adopters/innovators pursuing youthful and fashionable clothing lifestyle, selective mass fashion followers for mature and sophisticated dress and appearance, and late mass fashion followers with a plain and simple lifestyle. The three segments in the current Taiwan women's wear marketplace might change over time progressively and dynamically and shift to another segment, in the future. Therefore, continual researches into clothing consumer behaviour are necessary.

Clothing, as a cultural form conveys social meanings and has inherent symbolic implications in a cultural context (Douglas & Isherwood, 1996; Kaiser, 1983-84, 1993; Nagasawa, Hutton & Kaiser, 1991; Sproles & Burns, 1994). In Taiwan females' daily lives, the perceptions, interpretations, and expressions of the meanings of others' and/or their own clothing often change throughout their lives. Therefore, they alter their clothing preferences and adjust clothing behaviours in accordance with the symbolic meanings their in social interactions. The pattern of change in clothing preferences in respect to garment/accessory types and style of dress, personal image, and consumption practice is very dynamic in character, therefore, the symbolic interactions, partially influenced by people's clothing, are also dynamic (Blumer, 1969a).

The way one dresses is very situation-oriented according to the time, place, occasion, weather, and even the mood of the time. There is no general principle for dressing, whereas there might be several rules for different situations and role-playing. There is a tendency in Taiwan's society for younger women to be less social-centred and more self-controlled, while the older women, being more traditional, tend to be more anxious in front of other people.

There are diverse conditions existing in the structural correlation between motivation, cognition, behaviour, and self-concept which helps explain the multi-faceted clothing

consumption in a society with multiple values like Taiwan. The relationship between attitude and behaviour prediction is subject to the context in which the subjects are located as well as their underlying integrated motivations for fulfilling various needs (Shavitt & Fazio, 1991) which cannot be delved into only as a cause-effect relationship or by universal laws (Hammersley & Atkinson, 1983).

Generally speaking, Taiwan females with one or several of the following characteristics tended to be loyal to specific brands, i.e. beyond 30 years old, with masculine personality traits, conservative and reserved in purchase motivation for social/party dress, and look simple and plain in daily outfits. Women younger than 25 years of age with high school education qualification, without steady monthly income could be the target subjects for promoting youthful and fashionable apparel. Executive women who are over 30 years old with a university degree, earning NT\$30,000 to NT\$50,000 monthly income, and normally spending over NT\$50,000 on clothing annually would be the major prospects in the better priced market. 25-29 year old females with a university qualification, working in the various service businesses for approximately NT\$30,000 monthly salary, and usually spending NT\$20,000 to NT\$50,000 on clothing could be the target for promoting medium to low priced mass fashion.

As far as psychological characteristics are concerned, several orientations could be classified in each of the domains of Taiwan female fashion consumers' clothing consumption in terms of purchase motivation, behavioural intention in purchase and use, cognition and self-awareness, which might be used as shopping orientations to which marketers could refer. In brief, Taiwan female fashion consumers can be described as rule-obedient, active social interactivist, paying attention to their mind and conduct as well as requiring clothing of multiple function and economic benefits. Most of them are so social-oriented that the emerging individualistic characteristics have not yet affected the general trend. Therefore, pragmatism, social norms, and interactions are their major concerns in clothing which implies that utilitarian, anti avant-garde, and facilitating social interaction are their basic requirements for clothing. They want unique fashion apparel but, at the same time, do not want to be too novel. Most Taiwan females belong to the mass fashion market segment. In other words, they look for apparel goods with unique features and accept deviation only within specific forms and fashions. They like to look special, but not so different as to be viewed as bizarre. Therefore, the merchandise in various fashion stores are usually not so differentiated to show brand personality. Apparel companies with OBM (original brand manufacturing) strategy might find it workable and profitable to develop their brand image and to differentiate themselves from competitors by adding variations and interest to the materials, lines, and colours of some basic styles each season with good

workmanship and fit.

The fashion business is a typical example which shows the need for interdisciplinary education and cultivation of both local and global vision. The core strength of development in the fashion industry has long been shifted from production labour force to techniques in engineering, to capital for up-grading production technology and automation, and to knowledge in higher levels of management in respect of design, marketing, logistics, and management information integration. Most developing countries, after a period of time developing so called "light industries", e.g. garment industry, would experience a seemingly inevitable economic slump (McRae, 1994). They all seemed to follow a similar route by initiating textiles and garment industries in the beginning basically for export to earn foreign currency, then gradually shifting resources to other consumer goods, electronics, small hardware, mechanics, machinery, automobiles, communication, and information hardware. The range of product lines and level of sophistication in design and function are dependent upon the stage of economic and technological development, as well as the level of human resources. However, the most serious weak point is that they all depend overwhelmingly on western technology and markets for their exports which are mainly on the basis of contracted production. When the economy has progressed to a certain extent it will inevitably reach a bottleneck which will hinder continuous growth because there are always other nations with lower labour costs competing for global market share.

With the aid of development in personal computers and powerful software in the internet and world wide web, information in every aspect is shared simultaneously by producers, retailers, and consumers. Fashion consumers become more critical of design, fit, and quality and want to select from a wider range of merchandise available in stock at any time. The paradigm of business strategy in fashion business must shift from mass production to mass customisation to cope with the severe competition and fast changing environment. Concepts of "consumer response" and "value chain management" with global "logistics management system" (Kurt & Salmon Associates, 1998) are just state-of-the-art managerial strategies to respond quickly to the changeable demands of the marketplace. Developing countries in this situation seem to be destined to act only as garment production bases provided they continue to deliver reliable quality on time and at competitive prices.

The Taiwanese fashion industry has developed and progressed to a stage which requires a big jump to up-grade the level of management in all aspects of the fashion business in order to coincide with the status of Taiwan being called a "newly industrialised and developed country". This means that the industry has to build up fundamental ability and knowledge in design, garment engineering, production automation, market research,

information technology, as well as a distribution and logistics system. Only in this way could the industry gradually decrease the import of ideas and technology in the above mentioned respects. Previously, Taiwan concentrated on developing exports of visible manufactured goods that were more related to exploration of the material world and was identified as being relatively simple in management structure. Nowadays, the fashion industry together with other industries in Taiwan has to extend its managerial functions to the invisible service both in the taking (i.e. design and development) and in the giving (i.e. marketing and retailing) phases in terms of new ideas, good services, and up-to-date intelligence. Invisible services have closer relationships with human beings and deal with the more complicated affairs in the cultural and social world. It needs a longer time to build up a sound foundation to be able to face any challenges and cope with any changes from the environment locally and globally, and even to foresee the shift trend and adjust business strategy proactively. This current consumer behaviour research into the Taiwan female fashion marketplace is just a first step to provide some grounded information in the social and behavioural aspects of clothing and in market segmentation for both local and foreign manufacturers who are interested in penetrating the competitive Taiwanese women's wear market.

In summary, the knowledge obtained from this research can be shown by the following contributions:

1. First indigenous and holistic fashion consumer behaviour research with a Gestalt approach to develop grounded understanding of Taiwanese females' social and behavioural aspects of clothing.
2. An empirical study to obtain insights into the nature of fashion consumer behaviour with intervening effects of cultural and social psychological variables claimed in various consumer behavioural patterns in this research.
3. The development of a specific theoretical model in the quantitative phase depicting correlations across demographics, self-concept, attitude, and behaviour in the context of the Taiwan women's wear market.
4. The development of a comprehensive survey instrument including a scale of clothing attitude for measuring female fashion consumer's behaviour.
5. Local information to segment the Taiwanese women's wear market with delineation of both social psychological and demographic profiles of consumers in each segment.
6. A universally applicable methodology combining both qualitative and quantitative approaches to probe into clothing consumer behaviour.

9.2. Context of the Research

Within a society still exhibiting a masculine dominated worldview as well as the

ideology of capitalism and materialism, it is inevitable that consumer behaviour researchers tend to be utilitarian, favouring the marketers' profit margins rather than having concern for consumers' welfare and better social and natural resources utility. With this in mind and being aware of the ideological constraints, the current researcher designed a multiple-method research procedure to inquire into individuals' behaviour in total clothing management and to understand the implications for marketers. The stance the current researcher takes in making suggestions from and comments on is post-positivist, and the findings are multi-faceted to obtain a balanced view. However, through a female's eyes and feminine ideology, the current research may still be inclined to be subjective.

Respondents of the quantitative surveys were randomly sampled, using the approach of overt behaviour, on streets of the commercial districts or in stores of various fashion retailing outlets. They tended to be single in marital status or without children at the time of sampling. Besides, younger women and students appeared to be more willing to spend time to respond to the questionnaire. There might be a bias on the demographic profile of the consumer of each differentiated market segment as far as age, occupation, and family life cycle were concerned.

The whole research was undertaken in the Taipei metropolitan area. The quota random sampling plan of the quantitative surveys was designed based on the degree of importance as far as sales and market share was concerned. It put greater emphasis on the retailing outlet of department stores in the eastern district of Taipei City where most fashion labels usually generate the largest proportion of sales with a slightly higher price range compared to other cities in Taiwan. People from other places come to Taipei for education and jobs, causing continuous mobility in the population; the consumer informants can be taken to be representatives of the general Taiwanese fashion buying females. However, because the more active and versatile aspects of daily life in the Taipei area demand more variety and quantity of wardrobe for female consumers, there might be a bias particularly in relation to unit price range, annual clothing expenditure, and personal monthly income. Future research into female fashion consumer behaviour should be expanded to other metropolitan areas in order to generate greater representativeness.

The time span of this research was about five years from the beginning of interviewing representatives from the industry in late 1992 to the end of the third survey in late 1997. The time span does not diminish the reliability or validity of either the qualitative and quantitative study. The former concentrated on probing deeper insights of the singularities and heterogeneousness of the social psychological profiles and clothing consumer behaviours in a cultural context, which do not change very quickly. The latter focused on

generalising the underlying principles of the holistic clothing phenomenon that is relatively independent of the qualitative interviews. However, the result from the third survey, undertaken in the summer of 1997, did show some difference from what the researcher and industry representatives observed in late 1992, in terms of blindly pursuing brands. Consumer research into social and behavioural aspects of clothing ought to be carried out periodically in order to follow up possible changes due to changes in social and value systems.

9.3. Implications for Further Research

Although this research aims to explore the holistic phenomenon of clothing management performed and shown by Taiwan female fashion consumers, the degree of female consciousness was not measured. The female's personal characteristics were described by personality traits and by self-awareness and categorised into various self-types. However, there is a need to set up indicators, based on the findings in this research, for measuring the degree of female consciousness which might be used to differentiate market segments. Then the relationships between degree of female consciousness, attitude toward clothing, and overt consumer behaviour in clothing could be further investigated. The persuasive pattern of changing attitude could also be explored in more depth.

In the in-depth interviews, some informants perceived a discrepancy between other people's impressions of them and their perception of themselves. The discrepancy was viewed as a result, partially, from the image of their total look and style of dress in daily life which might sometimes cause annoyance due to a misunderstanding of the subject. Some people might change their look and appearance or adjust their inner personality to create a psychological balance subject to the feature of the other's impressions and the degree of importance of psychological balance to them. This is part of the process of individuation in which self-concept is gradually developed, especially in the adolescent period. It is worthy of further research into the nature of the discrepancies between other people's impressions and self-perception and the causes of them to obtain empirical data for counselling purposes or for a better understanding about the positive and active role of dress for social interactions.

There is a need for continually carrying out experimental surveys and in-depth interviews to follow the route of possible change in critical variables and their correlation, as stated in the theoretical model. The change might result from changes in time and space and the implicit cultural and value changes. Further research is suggested to investigate the relationship between self-concept and clothing at different stages of the life cycle in order

to develop a deeper understanding of (1) at what stage of the life cycle there is the strongest correlation between self-concept and clothing, and (2) to what extent reference groups are used to facilitate the development of self-concept as far as clothing and appearance management is concerned. Whether the correlation between self-concept, attitude toward clothing, and clothing behaviour is in a single direction both in childhood and in adulthood needs to be further explored and clarified based on the models built in this research. It will involve longitudinal research on one group of subjects which can keep track of the development of self-concept during the life span with a focus on clothing practice.

It is also worthwhile to examine the relationships between self types and the stage in the fashion adoption process. By having the insights into this relationship, fashion marketers would be able to target a market niche better with a clearer style variation in their merchandise.

A comparative study between different companies in an identified segment of different marketplaces would be worthwhile and interesting. It could investigate if the branding strategy needs to be adjusted, what is to be adjusted and how it is to be adjusted due to variations in self-concept, attitude toward, preference for, and behaviour of clothing of consumers in different marketing places. In addition, brand personality and brand loyalty are possible subjects for future exploration to clarify further which group of consumers buys particular fashion brands and whether or not they have loyalty to this specific brand type.

Glossary

Anti-attracting Undue Publicity

A phenomenon that one is reluctant to be too outstanding to get jealousy from others.

Appearance

The total, composite image created by a human body and any modifications, embellishment, or coverings of the body that are visually perceived; a visual context that includes clothing as well as the body.

Back Region

A place such as home or classroom where one is alone, with his/her family, or some closely related others. It is a place one usually does not pay much attention to his/her decorum and appearance.

Business Wear

Any garments which are supposed to be in trendy styles and colour/prints and worn usually by the middle classes A, B and C1 in offices and/or in business settings exclusive of corporate clothes.

Chinese-Inspired Apparel

Any clothing items designed and developed from the inspiration of Chinese historical costumes in terms of the pattern, silhouette, style, way of construction, design details, way of dressing, or simply the spirit of look.

Clothing

Any tangible or material object connected to the human body, encompassing such items as pants, skirts, tops and other related body coverings as well as accessories, e.g., shoes, gloves, hats, etc. Clothing, in this research is also a verb or a process, referring to the act of altering or adding to appearance.

Clothing behaviour

Consumer's behaviour of clothing, including selection, purchase and use of clothing in the whole consumption process.

Clothing Expenditure

Total expense in clothing excluding accessories and jewellery.

Clothing Interest

The degree of involvement in dress indicated by clothing expenditure, level of fashion cycle, active information search as well as the variety of wardrobe.

Conformity

A phenomenon that one behaves like other people do in order not to look strange or to be expelled by others.

Customer Type

The category of fashion customers belonging to a specific type of retailing shop and can be distinguished in terms of price level and preference of fashion goods they purchase as well as the source of fashion information search.

Evening Dress

Any garments which are normally worn in leisure time in the evening for dating, party, dinner and other social situations. In the quantitative study social/party dress is termed to represent evening dress.

Family Life Cycle

Passage through life describes the patterns found among families as they marry, have children, leave home, lose a spouse, and retire. In this research it represents an integral phenomenon indicated by age, status of child and child age.

Fashion Adoption, Degree of

1. Innovative communicator

Female fashion consumer who is keen on experimentation of new things with hedonic motivation, dressing for self-expression by differentiating from others, confident in her clothing management and the taste in dress, and a leader of her peer group. However, she may not be so self-assured in other aspects of life.

2. Early adopter

Female fashion consumer who is public self-conscious and sensitive to critics on appearance from others. Instead of being leader of peers, early adopter chooses new fashion apparel available in market mainly for the purpose of social adjustment to feel comfortable among peers. She is not necessarily a leader, but very fashion-conscious.

3. Selective acceptor

Female fashion consumer who is confident in appearance and clothing management, fond of co-ordinate outfits in unique styling that is usually in good taste, therefore, often viewed by friends or colleagues a referee on colour/style combination. She is not actually new fashion pursuer but uses and co-ordinates what is available in moderate/better priced fashion stores.

4. Mass fashion follower

Female fashion consumer, who is conservative, tends to wear suits, and accept what is

available in the mass fashion market.

5. Late fashion follower

Female fashion consumer, who is conservative and price sensitive, tend to wear separates with no sense of co-ordination.

6. No fashion interest

Female fashion consumer who tends to stand out of fashion with no taste and interest in clothing and appearance management.

Female Consciousness

A wake-up that a woman perceives herself as a complete and independent person who can pursue the very right to be whom and what she would like to be.

Female Fashion Apparel

The apparel goods representing general types of ladies outerwear with trendy styles, fabrics and colour/prints, exclusive of work clothes, uniforms, and active wear.

Front Region

A social setting such as a party or a conference where one consciously or unconsciously presents his/her public self by fulfilling requirements of social norms and standards in order to gain good impressions and acceptance from others.

Functional Approach of Attitude toward Clothing

The concept of functional approach is that an attitude toward an object is elicited because the object can fulfil a specific need. In other words, consumers may have a specific attitude toward an object because it has some value that can satisfy the consumer's needs.

Gender Role

The conjoint behavioural type, which is thought suitable to the sex group one person belongs to. In a specific society and culture, people think behaviour proper in terms of the internal attitude and thought as well as the external conduct and clothing to comply with what traditions require of each person in his/her gender group. If the gender role does not comply with the physiological sex, he/she would have to shoulder invisible pressure which comes from the society.

Hedonism Oriented Attitude: refers to the cognition and affection related more to the personal, inward interest or pleasure. Hedonic benefits encompass emotional responses, sensory pleasures, daydreams, and aesthetic considerations. The criteria used when considering hedonic benefits are subjective and symbolic (Hirschman & Holbrook, 1982).

1. Aestheticism Oriented

Managing clothing and appearance due to the concern about how they look in dress to fulfil the aesthetic satisfaction.

2. Fashion Pursuit Oriented

Keen on adventurously pursuing newly marketed garments or experimenting with a new way of dressing for a versatile and interesting appearance and life.

3. Self-Indulgence Oriented

Shopping, purchasing and wearing clothes mainly for self-compensation, self-satisfaction, self-regard and emotional balance.

Life Style

A consistent way of life based on the vocational type as well as social belongings, which occupy most of time in daily life and influence the pattern of money spent. In the qualitative study life style is categorised by the degree of variety of social belongings and classified into 3 groups: popular, ordinary and solitary.

1. Popular lifestyle:

People who have popular lifestyle, belonging to more differentiated social groups, tend to have more versatile social activities and active social interactions with other people in daily life. They are considered sociable.

2. Ordinary lifestyle:

People who have ordinary lifestyle tend to be viewed as normal people, not too outgoing or too aloof.

3. Solitary lifestyle:

People who have solitary lifestyle tend to be unsociable, inactively interact with other people, and belong to few social groups.

Market Differentiation by Price Range

1. Designer:

Making emphasis on the designer's personal ideas and unique style in high-priced level.

2. Better:

High to medium priced company brand with big variation on styles and materials.

3. Moderate:

Medium priced company label with normal style and material variations

4. Budget:

Low priced company brand with small style variation in large quantity.

Market Segment

A category of fashion customers, differentiated by customer's demographic attributes and psychographic attributes, with inclination of preferred price range, store attributes and product attributes as well as source of fashion information search.

Object Appraisal Oriented Attitude: refers to the cognition of evaluating the value of the object or the outcome of consumption of the object.

1. Knowledge Oriented

Very much sensitive to the issue of dress and keen on knowing the properties and characteristics of materials and clothing, principles of care and maintenance, fitting, colour and style co-ordination, wardrobe management, good relations between body types and dresses, appropriateness of dressing in varied occasions, etc. Having a great deal of academic, abstracted, and impersonal interests in clothing, but not always follow the principles and rules to manage or pay attention to their own wardrobe. Besides, they also tend to observe and judge others through their appearance and clothing.

2. Utilitarian Oriented

Shopping and purchasing clothing from economic point of view in terms of value for money; making rational decisions on buying by assessing the versatility, functionality, as well as how convenient and feasible to be used and co-ordinated with other clothes. Requiring quality and durability of clothing due to economic purposes. Utilitarian benefits are in relation to objective, functional product attributes.

Maternal Influence

The influence made by elder female family members mostly from mother or elder sister(s) on a female's clothing and appearance management especially in childhood. The influence covers the sense of colour combination, style co-ordination, the appreciation of the relation of dress to body, etc.

Outside Region

A place, e.g. street or supermarket, where one might not have any relationship with others or need to interact closely with others.

Personality Traits

The psychological propositions, which might influence clothing attitude and behaviour, can be indicated on a continuum of extrovert and masculine as well introvert and feminine proposition. As far as female is concerned, extrovert/masculine personality tends to be more modernistic whereas introvert/feminine personality more traditional.

Private Self

The phenomenon that one's focal attention is put on his own ability, personality, emotion, creativity, etc.

Product Attributes

The characteristics that apparel goods can be differentiated from each other in terms of brand name, styling, colour/prints, texture, subordinate material, fitness, country of origin, price, etc.

Psychographics

Opposite to demographics, psychographics are the characteristics covering psychological profiles in respect of personality traits, lifestyle, preferences, and attitudes and also used as factors to construct market segments.

Public Self

The phenomenon that one's focal attention is put on other's perception of him/her in social situations.

Rectification of Name

An action done by people who think the name of a role important. The role is valid and can be played with reasons only after it is recognised publicly.

Self-consciousness

The phenomenon when behaving, when one's focal attention is put on one's own self which is concentrated on the inner ability, emotion, personality and creativity (private self) or on other's perception of oneself (public self).

Self-defence

The phenomenon that one unconsciously uses some defence instruments to protect oneself for psychological security from being perceived badly and to get acceptance from others.

Self-expression

The general behaviours to be used to influence other people's impression about him/herself. It is usually the good respects of this person. Clothing is often used as a tool to express oneself through its symbolism in a specific cultural context.

Self-identity

The confirmation that one person knows who he/she is and what he/she is.

Self-influenced characteristics

People with self-influenced characteristics tend to be value and belief driven, self-confident, have clear self-concept, and more actively and positively express themselves in better professional ability for competition.

Self Type

The category of fashion consumers with an integral psychological propositions based on the personality traits and the inclination of self-awareness.

Shopping Orientation

The shopping theme underlying the complex of social roles performed by an individual, and usually being used as a tool to identify a limited set of distinct shopper types.

Social Economical Status

An overall and integrated groupings of fashion consumers in terms of personal monthly income, education and occupation, which are clustered, based on the replies of the respondents of the quantitative study. However, in the qualitative study, social economic status is stratified based on personal/household income, education and occupation subject to the marital status.

Social Economic Status Index

Derived by referring to what Coleman (1983) and Hsu (1987) assert in the measure of social economic status and then categorised by giving a range of score to each ranking.

1. Upper status:

- a. Employers, middle to top managers of establishments employing 25 or more persons
- b. Self-employed senior professional non-manual workers
- c. Senior administrators, legislators in central and local government
- d. Professors of university

2. Middle status:

- a. Self-employed professional non-manual workers requiring qualifications of university degree standard
- b. Middle to lower level of managers of establishments employing 25 or more persons
- c. Employers and managers of small establishments
- d. Non-manual workers requiring qualifications of university degree standard
- e. Junior administrators and legislators in central and local government

3. Working status:

- a. Intermediate non-manual workers not requiring qualification of university degree standard
- b. Shop keepers
- c. Skilled manual workers, supervisors and foremen
- d. Skilled junior non-manual workers

4. Lower status:

- a. Unskilled to semi-skilled manual or non-manual workers

Social-influenced Characteristics

People with social-influenced characteristics tend to be conscious to others' impressions and preferences, conscious to the appropriateness in group, more passive and negative, compare to others, and express themselves for good impression, status and personality.

Social Interaction Oriented Attitude: refers to the cognition and the affection having more to do with external, outward social interactions.

1.Value Expression Oriented Attitude

Consciously and subconsciously express the value of clothing which is perceived as valuable and unique subjectively. Also tend, through clothing and appearance management, to positively express the characteristics of self-image in terms of professionalism, personality, individuality, and other characters and expect others to perceive as what they intend to manipulate.

2.Self-Defence Oriented Attitude

By rationalising particular clothing behaviours, dressing for boosting morale and enhancing feelings of security and self-confidence to prevent from stress and pressure.

3.Social Adjustment Oriented Attitude

By dressing similarly to what others do, clothing and appearance is managed mainly for being conducive to interactions with others, establishing good human relations, reducing unpleasant dissonance in human relation, or preventing from against social norms so as to be accepted by others or social groups.

Store Attributes

The characteristics a fashion store possesses, which are appreciated by customers as a major reason to shop more willingly.

Store Categorisation*

Fashion Speciality Store

Topy (Episode): aiming at a market of the middle to upper middle class with an age of 25 to 50, better-priced fashion.

Bigi: aiming at a market of the lower middle to middle class with an age of 15 to 40, moderate- priced fashion.

ATT(Tar-an District): aiming at a market of the lower middle to middle class with an age of 15 to 40 moderate-priced fashion.

Barco: aiming at a market of the lower middle class and the skilled working class with an age of 15 to 30, moderate- to budget-priced fashion.

ATT (Chung-Cheng District): aiming at a market of the lower middle class and the skilled working class with an age of 15 to 30, moderate- to budget-priced fashion.

Cheng Young: aiming at a market of the lower middle class and the skilled working to working class with an age of 15 to 25, moderate- to budget-priced fashion.

Department Store

Sun-Rise: aiming at a market of the middle to upper middle class with all the age spectrum,

better-priced high fashion and styled fashion.

Tunlin: aiming at a market of the middle class with all the age spectrum, moderate- to better-priced fashion.

Sogo-Pacific: aiming at a market of the lower middle to middle class and the skilled working class with all the age spectrum, moderate-priced styled fashion.

Far Eastern: aiming at a market of the lower middle class and the skilled working to working class with all the age spectrum, moderate- to budget-priced styled fashion.

Lai Lai: aiming at a market of the lower middle class and the skilled working to working class with all the age spectrum, moderate- to budget-priced styled fashion.

Mitsukoshi-ShingKuang: aiming at a market of the lower middle to middle class and the skilled working class with all the age spectrum, moderate-priced styled fashion.

* The name of each fashion-retailing store is exactly the same as that the owner is using.

Total Clothing Management

Total clothing management encompasses all attention, decisions, and acts related to one's overall attires. The concept includes all activities and thought processes leading to purchase, wear and handling of clothing items. It also encompasses the processes of one's dressing.

Urban Sportswear

Casual wear used in normal daily occasion, which is mainly the outfit co-ordinate with separates to produce a semi-formal look.

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Appendix 1

Survey of Taipei Females' Clothing and Appearance Management and Their General Lifestyles

The following are the summaries of the findings in the preliminary study undertaken in early 1993 with 259 respondents in an age span from 15 to 65.

1. Generally speaking, women who like to purchase clothes also like to go window-shopping and vice versa. Students, employed women, females aged 20 to 39, as well as women in technical or clerical job showed a significant relationship between these two activities. However, some women at age of 20 to 24 showed inclination that even they do not like to go shopping for clothing, they still like to go window-shopping, perhaps just for fun. On the contrary, women at age of 30 to 39 showed tendency that although they like to purchase clothes, they seemed not go window-shopping very often. They seemed to go shopping for some specific purposes.
2. Taipei females aged from 25 to 29 with monthly arbitrarily disposable income of NT\$5,000 to NT\$10,000 showed the most obvious tendency of going to various fashion stores to shop for clothes at lower price range. They also liked to go window-shopping. Females who had monthly arbitrarily disposable income of NT\$10,000 to NT\$20,000 spread out to a big age span, therefore, they did not showed obvious tendency of visiting various fashion outlets.
3. Results also showed that most women in Taipei area were with characteristics of either mature/polite or unconfident/showing off in a percentage of 61.18% and 31.58% of respondents respectively. Females characterised as trendy/individualistic constructed only 7.24% of respondents only. It was assumed that the major customers of fashion business targeting the mass fashion market are people with unconfident/showing off characteristics, who seemed to be more easily influenced by marketing stimuli.
4. People who were trendy but individualistic had their own thoughts about clothing. Fashion business of this target market should be specified to clearer segmented group and offer more assortments and accessories to let customers co-ordinate their own outfits.

5. Mature/polite females might pay attention to their appearance but might not necessarily spend much money on clothing. Besides, in comparison with unconfident/showing off people, mature/polite females tended to buy fewer clothes.
6. There were no any significant differences among women in different types of jobs as far as purchasing place is concerned. However, people younger than 24 or older than 50 tended to go to fashion discounters more often.
7. Employed females with different occupations had different opinions on and interests in clothing and appearance management. Generally speaking, professional women showed less interests in fashion, neither did they pay attention to fashion trend. Although women in working status also indicated relatively negative tendency of fashion interests and shopping for clothes, they still tidy up and made themselves neat and neat whenever they go out of home.

Appendix 2

Open-Ended Questions for Consumer In-Depth Interviews

- | | | |
|-------------|---|---|
| I. | Informant:
Interview place: | Interview date:
Telephone No.: |
| II. | Education:
Birth year:

Occupation:
Blood type: | Marital Status:
Seniority of children:

Number of children:
Social economic status: |
| III. | Personal monthly income:
NT\$20,000 and below
NT\$30,001-NT\$40,000
NT\$50,001-NT\$60,000 | NT\$20,001-NT\$30,000
NT\$40,001-NT\$50,000
NT\$60,001- and above |
| IV. | Childhood background and self descriptions | |
| | <ol style="list-style-type: none"> 1. Family background and growing process 2. Former self
Current self
Ideal self
Real self 3. The self in public
The self at home
The self in private 4. Others' impressions of self 5. Caring others' impression or opinions? | |
| V. | Changes of preferences on clothing types, styles, colours, quality, quantity as well as fashion pursuit throughout the process of growth. | |
| | <ol style="list-style-type: none"> 1. Childhood 2. Junior/senior high school 3. College/university 4. After working/being married 5. Present | |
| VI. | Philosophy of life: | |
| | <ol style="list-style-type: none"> 1. Values 2. Resign to destiny? 3. What to pursue in life? 4. The most precious object/subject? | |
| VII. | Definitions of and opinions on traditional woman, contemporary woman, new woman. Characteristics of mother and self. | |
| | <ol style="list-style-type: none"> 1. Traditional woman | |

2. Contemporary woman
3. New woman
4. Mother
5. Self

VIII. What to wear in different occasions and places? Whether or not wear brassiere?

1. Home—sitting room:
2. Home---bed room:
3. Neighbourhood:
4. Shopping/running errands:
5. Working place/school
6. Formal/informal getting together/party:
7. Amateur social activities:

IX. What role is considered most important? Any influences on clothing management? Love Mien-tze (face)?

X. The psychology in a place full of strangers. What to wear in these occasions?

XI. Love being conspicuous and/or attractive? Love being gazed at by others?

XII. Life style, time allocation in weekdays and weekends.

XIII. How long to spend on clothing and appearance management in the morning? How many times or how long to pay attention to appearance during the day? Put on make-up?

XIV. Family and/or personal financial management, disposable monthly income and wardrobe management.

1. Family/personal income allocation
2. Personal disposable income/personal arbitrary expense
3. Garment types and quantity in wardrobe
4. Accessories (purses, bags, belts,....)
5. Shoes
6. Jewellery

XV. Garment purchase practices

1. Purchase timing
2. Sensitivity to price
3. Where to buy (area, store) and reasons
4. Preferred brands/labels and reasons
5. Fond of boutique clothing? How about imports?
6. Price range:
 - a. jacket
 - b. suits
 - c. one/two piece(s) dress
 - d. skirts
 - e. pants
 - f. blouses

- XVI. Knowledge of and opinions on clothing materials and fashion. Information sources. Opinions on advertisements.**
- XVII. Any opinions on and/or complaints of currently possessing clothing products in terms of fashion, design, and quality?**
- XVIII. Preferred apparel product attributes. How to make purchase decision?**
- XIX. Characteristics of clothing with Chinese cultural inspirations.**
- XX. Attitudes toward clothing with Chinese cultural inspirations.**
- XXI. Impressions on people wearing clothing with Chinese cultural inspirations.**

- XXII. General comments and impressions on the informant by the researcher.**

Appendix 3

Process of recruiting consumer informants for the in-depth interview

1. Sources of consumer informants

- a. Part of the audience of three seminars with the same topic, who fit into the demographic scope and were willing to be interviewed,
- b. People introduced by some acquaintances of the researcher to fill the vacancies of some occupations, some job types, and/or some demographic attributes,
- c. People introduced by the ones who had been interviewed,
- d. Customers chosen from a name list of customers of a hairdresser, whose ages are from 25 to 39 with stratified balance of occupation.

2. Seminars for recruiting possible informants

Topics: Relationships between Clothing and Appearance Management and Self-Confidence.

- a. 8 May, 1993
Attendants: Secretary Club's member, 1 out of 18 people was recruited.
- b. 1 June, 1993
Attendants: Excursion Club's member, 3 out of 52 people was recruited.
- c. 16 October, 1993
Attendants: Members of a Mother's Club of a primary school, 3 out of 47 people were recruited.

3. Face-to-face interviews in the grounded theory qualitative research

- a. Made appointments beforehand and interviewed in places and at times being convenient to the informants. The interviewing places included restaurant, coffee shop, teahouse, informants' apartment, snack bar, etc.
- b. The research first introduced herself to the informants and then explained the purpose of the interview, and the background and purpose of the whole research.
- c. Asked the informants with a set of open-ended questions whose order might be altered according to the atmosphere and the individuals' situation. The informants were allowed to pursue topics they wanted to discuss in great depth (Kaiser, 1990, p47; Kvale, 1983; Thompson et al., 1989, p138).
- d. For the purpose of obtaining trust from the informants, the researcher usually first narrated her own family background and some inner thoughts in relation to each question prior to the informants' answering.
- e. The researcher and the informants became friends after two to three hours chatting in so depth covering so broad subjects. They once in a while connected with each other afterwards. As McCracken (1988) stated "The method can take

us into the mental world of the individual, to glimpse the categories and logic by which he or she sees the world” (p9).

4. Telephone interviews with informants

- a. Called them up again for asking some more questions not covered in the face-to-face interviews.

5. Simple theoretical sampling plan

Age	Marital Status	Education	Occupation	Quantity
25-29	Single	High school & below	Working	3
25-29	Married	High school & below	Housewife	3
25-29	Married	High school & below	Working	3
25-29	Single	College & above	working	3
25-29	Married	College & above	Housewife	3
25-29	Married	College & above	Working	3
30-39	Single	High school & below	Working	4
30-39	Married	High school & below	Housewife	4
30-39	Married	High school & below	Working	4
30-39	Single	College & above	working	4
30-39	Married	College & above	Housewife	4
30-39	Married	College & above	Working	4

Appendix 4

The 1st and 2nd Quantitative Questionnaire

Date: 7-15-1996
1st Revised Date: 7-29-1996
2nd Revised Date: 10-20-1996

Survey of Attitude Toward Clothing and Clothing Consumer Behaviour

This survey is carried out only for academic research. Data will be analysed as a whole instead of individually. Please kindly take a little time and read each statement to see if you agree or disagree to. Tick in an appropriate blank according to the degree that you agree to the statements.

THANK YOU VERY MUCH!!!

I. What is your viewpoint on the social/party dress?

Please tick in the appropriate blank based on the degree that you agree or disagree to each statement.

- -- -- 1. Its colour should be bright.
- -- -- 2. Its style should be simple.
- -- -- 3. It should fit my body shape.
- -- -- 4. It should be fashionable.
- -- -- 5. It should be convenient to move body.
- -- -- 6. Its material should be perspiration-absorptive.
- -- -- 7. It should be an import.
- -- -- 8. It should be easy to be laundered and cleaned.
- -- -- 9. Only the clothes with a famous brand is good.
- -- -- 10. Its material should look good.
- -- -- 11. Its material should feel good.
- -- -- 12. Its price should be low.

II. What is your viewpoint on wearing brassiere?

Please tick in the appropriate blank based on the degree that you agree or disagree to each statement.

- -- -- 1. Women should be able to wear no brassiere.
- -- -- 2. Women would not look decent, if their outer wear is too sheer to show brassiere out.
- -- -- 3. The characteristics of wearability are enough for brassiere, since it is

worn inside of the outfit.

- -- -- 4. The material does not have to be perspiration-absorbent.
- -- -- 5. The brassiere with a special colour is likely to stimulate the imagination of sex.
- -- -- 6. Due to nonvisibility externally it could better satisfy the pursuit of fantasy by exploring special styles and I don't need to worry about others' teasing.
- -- -- 7. It does not have much meaning, since it's only a piece of underwear.
- -- -- 8. It shouldn't be uncomfortable due to using it to mould the shape of breast.
- -- -- 9. I feel very soothed whenever I wear fashionable brassiere.

III. In general what would be your reasons for wearing brassiere?

Please tick in the appropriate blank(s) of the statement(s) which can properly indicate your reason(s) of wearing brassiere.

- 1. I wear brassiere for keeping a good body shape.
- 2. I wear brassiere for maintaining basic politeness and decorum.
- 3. I wear brassiere for feeling secured.
- 4. I wear brassiere for moulding the shape of breast.
- 5. I wear brassiere for supplementing and/or enhancing the characteristics of outer wears.
- 6. I wear brassiere for pleasing men (husband or boy-friend).
- 7. I wear brassiere for pleasing myself.

IV. What is the reason for you to decide to buy a specific piece of clothes?

Please tick in the appropriate blank of each statement for the social/party dress and the brassiere respectively based on the degree that you agree to or disagree to.

S/P DRESS BRASSIERE

- -- -- 1 . I don't care if it fits my social status or not.
- -- -- 2 . There is no any particular reason, I buy just because I like it.
- -- -- 3 . The mood at that time influences my decision.
- -- -- 4. Presumed others' judgement based on the perception of the look on me influences the decision.
- -- -- 5. It can flatter my body shape.
- -- -- 6 . It makes me look young.
- -- -- 7 . It is a famous brand.
- -- -- 8 . It enables me to change a different look.
- -- -- 9. The colour is what I usually buy.
- -- -- 10. The style is what I usually buy.
- -- -- 11 . It is comfortable.
- -- -- 12 . It is what I've seen in a movie and/or in a magazine before.
- -- -- 13. I don't care if it's easy to don or to doff.
- -- -- 14 . My friends also wear this kind of clothes.
- -- -- 15 . It can show out my feminine characteristics of attractiveness.
- -- -- 16 . It can show out my taste of dress.
- -- -- 17. Putting it on me can change the mood and feel good.
- -- -- 18. It is easy to be co-ordinated with other clothes.

- -- -- -- 19 . It looks very unique.
- -- -- -- 20 . It is formal.

V. In general what would be the timing for you to buy a piece of clothes?

Please tick in the appropriate blank of each statement for social/party dress or the brassiere respectively based on the degree that you agree to or disagree to.

D/P DRESS BRASSIERE

- -- -- -- 1. I buy when there is to be a special or an important occasion or party.
- -- -- -- 2. I buy when it's on sale.
- -- -- -- 3. I buy whenever I feel like.
- -- -- -- 4. I buy when I am tired of the existing ones in the wardrobe.
- -- -- -- 5. I buy when I am in a bad mood.
- -- -- -- 6. I buy when I've got money at hand.
- -- -- -- 7. Whenever I see the D.M. of advertisement I feel like buying.
- -- -- -- 8. I buy when the salesperson offers a good service.
- -- -- -- 9. I buy when there is no suitable clothes to wear due to the change of body shape.
- -- -- -- 10. I buy when the salesperson and/or others praise for the good look on me.

VI. In general how do you buy a piece a clothes?

Please choose the appropriate number of item and fill in the blank which can most properly indicate the way of buying for social/party dress or the brassiere respectively.

S/P DRESS BRASSIERE

- _____ 1. Compare and consider (1) again and again (2) Rarely (3) never.
- _____ 2. The number of piece bought at one time (1) 1 (2) 2 (3) more than 2 (4) other
- _____ 3. Frequency of buying (1) often (2) once in a while (3) never
- _____ 4. Trying on (1) definitely (2) often (3) rarely (4) never.
- _____ 5. Bargaining (1) definitely (2) often (3) rarely (4) never.
- _____ 6. Co-ordinating with other clothes (1) definitely (2) often (3) rarely (4) never.
- _____ 7. Accompanied by other(s) (1) family (2) friends (3) colleagues (4) alone. (multiple selection)

VII. What kind of information do you refer to when you intend to buy a piece of clothes?

Please consider separately the situation of the social/party dress or the brassiere and tick in the appropriate number(s) of blank for each statement.

S/P DRESS BRASSIERE

1 2 3 4 5 6 1 2 3 4 5 6

- (1) window display (2) printed media

- (1) below NT\$10,000
- (3) NT\$20,000-NT\$40,000
- (5) NT\$60,000-NT\$80,000
- (6) above NT\$100,000

- (2) NT\$10,000-NT\$20,000
- (4) NT\$40,000-NT\$60,000
- (6) NT\$80,000-NT\$100,000

V. VOCATION

- (1) housewife
- (4) service industry
- (7) other
- (2) public service/teaching
- (5) media/publication
- (3) manufacturing industry
- (6) student

VI. OCCUPATION

- (1) self-employed
- (3) professional
- (5) clerical
- (7) skilled labour
- (2) middle and top administration
- (4) technical
- (6) personal service or sales
- (8) other

INTERVIEW DATE:

(DAY:) INTERVIEWER:

Date: 7-15-1996
1st Revised Date: 7-29-1996
2nd Revised Date: 10-20-1996
3rd Revised Date: 12-03-1996

Area: _____, Store name: _____, Store category: _____

SURVEY OF SOCIALIZATION OF CLOTHING AND CLOTHING CONSUMER BEHAVIOUR

This survey is carried out only for academic research. Data will be analysed as a whole instead of individually. Please kindly take a little time and read each statement to see if you agree to or disagree to. Tick in the appropriate blank according to the degree that you agree to the statements.

THANK YOU VERY MUCH!!!

I. What is the reason for you to decide to buy a specific item of clothing?

Please tick in the appropriate blank of each statement for social/party dress based on the degree that you agree or disagree to; 3 represents tend to agree, 1 tend to disagree.

- | 3 | 1 | |
|----|----|--|
| -- | -- | 1. It can meet the requirement of my occupation. |
| -- | -- | 2. I buy because the salesperson and/or others praise for the good look on me. |
| -- | -- | 3. It doesn't look indecent. |
| -- | -- | 4. It can flatter my body shape. |
| -- | -- | 5. It makes me look young and energetic. |
| -- | -- | 6. It is a famous brand. |
| -- | -- | 7. It doesn't make me look too conspicuous. |
| -- | -- | 8. It can match the role played on the occasion that I intend to attend. |
| -- | -- | 9. The colour is what I usually buy. |
| -- | -- | 10. It is what I've seen in the mass media before. |
| -- | -- | 11. My friends also wear these kinds of clothing. |
| -- | -- | 12. It can show out my feminine softness and attractiveness. |
| -- | -- | 13. Putting it on me can change the mood and feel good. |
| -- | -- | 14. It's easy to be co-ordinated with other clothes. |
| -- | -- | 15. It looks unique. |
| -- | -- | 16. It is formal. |
| -- | -- | 17. The style is what I usually buy. |
| -- | -- | 18. It's suitable for various occasions. |
| -- | -- | 19. It enables me to change a different look. |

II. In general how do you buy an item of social/party dress?

Please tick in the appropriate blank of each statement for the social/party dress based on the degree that you agree or disagree to; 3 represents tend to agree, 1 tend to disagree.

3 1

- -- -- 1. I would consider again and again before I decide to buy in a store.
- -- -- 2. I don't buy any discounted merchandise.
- -- -- 3. I would compare merchandise in various stores before I decide to buy.
- -- -- 4. I usually bargain the price.
- -- -- 5. I buy when it's on sale at the end of the season.
- -- -- 6. I buy whenever I feel like doing.
- -- -- 7. I often go shopping and buying.
- -- -- 8. I don't try on when I buy an item of dress.
- -- -- 9. I usually buy more than one item of dress when I find suitable styles.

III. In general what source of information do you refer to when you buy a piece of social/ party dress?

Please tick in the appropriate blank of each statement for the social/party dress based on the degree that you agree to or disagree to; 3 represents tend to agree, 1 tend to disagree.

3 1

- -- -- 1. I would refer to the window displays of stores on the street.
- -- -- 2. I would refer to the articles relevant to fashion in magazines and newspapers.
- -- -- 3. I would refer to the mail of ads of new collections from apparel companies.
- -- -- 4. I would refer to other people's dress.
- -- -- 5. There is any influence on me from others.
- -- -- 6. I would refer to what relatives and friends introduce.
- -- -- 7. I would refer to the fashion information introduced in movies and other visual media.
- -- -- 8. I would refer to the posters on the street.
- -- -- 9. I would refer to the ads in the public transportation vehicle.
- -- -- 10. I would refer to what the salespeople introduce.

IV. What is your general principle of dress?

Please tick in the appropriate blank of each statement for the social/party dress based on the degree that you agree or disagree to; 3 represents tend to agree, 1 tend to disagree.

3 1

- -- -- 1. Making myself show out the character of purity.
- -- -- 2. Making myself feel easy.
- -- -- 3. Maintaining a consistent style of dress.
- -- -- 4. Always fully dressing up to go out of home.
- -- -- 5. Pursuing the enjoyment of fine taste and delicate attire.
- -- -- 6. Always clothing myself conservatively.
- -- -- 7. Co-ordinating the outfit to make a total look.
- -- -- 8. Making myself feel attractive and beautiful.
- -- -- 9. Following the fashion trend to clothe myself.
- -- -- 10. Creating and leading the fashion.
- -- -- 11. Making others have a good impression of me.
- -- -- 12. Putting on and showing out different dresses in the wardrobe alternatively.
- -- -- 13. Not being inferior to others.

- -- -- 14. Pleasing myself is the most important thing in dress.
- -- -- 15. Showing out the self-confidence is important to me.
- -- -- 16. My dress needs to be unique to others'.
- -- -- 17. Making decision according to the mood at that moment.
- -- -- 18. Making decision based on the opinion of my family (or boyfriend).
- -- -- 19. Dress should be able to maintain the minimum politeness.
- -- -- 20. Matching my own " style" is important in dress.

V. When do you wear brassiere? (multiple selection)

- (1) at sleep --(2) at home --(3) in leisure activities outside
- (4) in sports outside --(5) at work (in office) --(6) in social activities (parties)

VI. What kind of brassiere do you have in wardrobe? (multiple selection)

- (1) basic type --(2) sexy type --(3) adjustable moulding type

VII. Generally what kind of internal characteristics of social/party dress do you pay attention to?

- (1) hand of material --(2) fit --(3) fibre content
- (4) workmanship

VIII. Generally what kind of external characteristics of social/party dress do you pay attention to?

- (1) style --(2) colour/prints --(3) trendiness
- (4) country of origin --(5) fame of brand

IX. The following nine combinations are the characteristics possibly appreciated by you when you purchase the social/party dress or the brassiere, please select and rank the combinations according to your situation.

Ext. Factor	Int. Factor	S/P dress	Brassiere						
1. Style	Material	NT\$7,000	NT\$1,500						
2. Colour/prints	Fit	NT\$3,000	NT\$700						
3. Style	Workmanship	NT\$7,000	NT\$1,500						
4. Colour/prints	Material	NT\$3,000	NT\$700	S/P dress	--	--	--	--	--
5. Brand	Material	NT\$7,000	NT\$1,500	Brassiere	--	--	--	--	--
6. Style	Fit	NT\$3,000	NT\$700						
7. Brand	Fit	NT\$7,000	NT\$1,500						
8. Colour/prints	Workmanship	NT\$7,000	NT\$1,500						
9. Brand	Workmanship	NT\$3,000	NT\$700						

X. What kind of occasion do you usually wear social/party dress? (multiple selection)

- (1) in office --(2) outing or travelling --(3) in visit of friends
- (4) going on errands --(5) shopping --(6) at home or in neighbourhood
- (7) in social party --(8) in meeting --(9) in recreation (movie, concert)

XI. Generally what kind of seasonal clothes did you buy for social/party activities last year? (multiple selection)

- (1) spring (3-5)
- (2) summer (6-9)
- (3) autumn (10-11)
- (4) winter (12-2)

BASIC DATA

I. AGE

- (1) below 24 (including)
- (2) 25-29
- (3) 30-34
- (4) 35-39
- (5) above 40 (including)

II. EDUCATION

- (1) below junior high
- (2) senior high (vocational)
- (3) junior college
- (4) university
- (5) graduate school

III. CURRENT SITUATION OF CHILDREN

- (1) have no child
- (2) have children
 - (i) the youngest below 1
 - (ii) the youngest between 1 to 3
 - (iii) the youngest between 3 to 6
 - (iv) the youngest above 6

IV. THE AMOUNT EXPENDED ON CLOTHING/ACCESSORY IN LAST YEAR

- (1) below NT\$10,000
- (2) NT\$10,000-NT\$20,000
- (3) NT\$20,000-NT\$30,000
- (4) NT\$30,000-NT\$50,000
- (5) NT\$50,000-NT\$70,000
- (6) NT\$70,000-NT\$100,000
- (6) above NT\$100,000

V. VOCATION

- (1) housewife
- (2) public service/teaching
- (3) manufacturing industry
- (4) service industry
- (5) media/publication
- (6) student
- (7) financial/insurance
- (8) other

VI. OCCUPATION

- (1) self-employed
- (2) middle and top administration
- (3) professional
- (4) technical
- (5) clerical
- (6) personal service or sales
- (7) skilled labour
- (8) other

VII. Where did you buy social/party dresses in last year? (multiple selection)

Please select the proper item and fill the number in the blank.

S/P Dress -- -- -- -- -- Brassiere -- -- -- -- --

- (1) department store
- (2) boutique
- (3) special store
- (4) chain store
- (5) hyper market
- (6) open market

INTERVIEW DATE: _____ (DAY: _____ TIME: _____) INTERVIEWER: _____

Appendix 5

The Third Quantitative Questionnaire

Date: 15-07-1996
1st Revised Date: 29-07-1996
2nd Revised Date: 20-10-1996
3rd Revised Date: 03-12-1996
4th Revised Date: 12-08-1997

SEGMENTATION OF THE TAIWANESE WOMEN'S WEAR MARKET

This survey is carried out only for academic research. Data will be analysed as a whole instead of individually. Please kindly take a little time and read each statement to see if you agree or disagree to. Tick in the appropriate blank according to the degree that you agree to the statements.

THANK YOU VERY MUCH!!!

I. What is the reason for you to decide to buy a specific item of clothing?

Please tick in the appropriate blank of each statement for social/party dress based on the degree that you agree or disagree to; 3 represents tend to agree, 1 tend to disagree.

- | 3 | 1 | |
|----|----|--|
| -- | -- | 1. It can meet the requirement of my occupation. |
| -- | -- | 2. I buy because the salesperson and/or others praise for the good look on me. |
| -- | -- | 3. It doesn't look indecent. |
| -- | -- | 4. It can flatter my body shape. |
| -- | -- | 5. It makes me look young and energetic. |
| -- | -- | 6. It doesn't make me look too conspicuous. |
| -- | -- | 7. It can match the role played on the occasion that I intend to attend. |
| -- | -- | 8. The colour is what I usually buy. |
| -- | -- | 9. It doesn't make me look too sexy. |
| -- | -- | 10. My friends also wear these kinds of clothes. |
| -- | -- | 11. It can show out the characteristics of feminine softness. |
| -- | -- | 12. It's easy to co-ordinate with other clothes. |
| -- | -- | 13. It looks unique. |
| -- | -- | 14. It looks formal. |
| -- | -- | 15. It's suitable for various occasions. |
| -- | -- | 16. It enables me to change a different look. |
| -- | -- | 17. It enables me to lead fashion. |
| -- | -- | 18. It makes me look capable. |
| -- | -- | 19. It is suitable for my "style". |
| -- | -- | 20. Putting it on me can make me feel good. |
| -- | -- | 21. It looks fine and delicate. |
| -- | -- | 22. It is what I've seen in the mass media before. |
| -- | -- | 23. It makes me look attractive. |

II. In general how do you buy an item of social/party dress or how do you consume clothes or dress yourself?

Please tick in the appropriate blank of each statement for the social/party dress based on the degree that you agree or disagree to; 3 represents tend to agree, 1 tend to disagree.

- | | | |
|----|----|---|
| 3 | 1 | |
| -- | -- | -- 1. I would consider and compare again and again before I decide to buy . |
| -- | -- | -- 2. I buy discounted merchandise. |
| -- | -- | -- 3. I buy clothes in several stores where I usually go. |
| -- | -- | -- 4. I would bargain price. |
| -- | -- | -- 5. I buy at the beginning of the season. |
| -- | -- | -- 6. I would plan for my wardrobe before I go to buy clothes. |
| -- | -- | -- 7. I buy clothes whenever I feel like buying. |
| -- | -- | -- 8. I usually buy more than one item of dress when I find suitable styles. |
| -- | -- | -- 9. Window shopping is one of my recreational activities in leisure time. |
| -- | -- | -- 10. I use credit card or indebted card to pay for clothes. |
| -- | -- | -- 11. I don't save on other expenses for buying dresses. |
| -- | -- | -- 12. I buy dresses with advertised labels, because they are reliable. |
| -- | -- | -- 13. I like to change the brand of dress which I buy. |
| -- | -- | -- 14. I can distinguish the special features of varied brands. |
| -- | -- | -- 15. I read the labels when I buy clothes. |
| -- | -- | -- 16. Between fashionability and practicality I would choose the latter. |
| -- | -- | -- 17. If I buy an item of dress dissatisfactorily, I wouldn't buy again in the same store (brand). |
| -- | -- | -- 18. I will follow the way of dressing of a person whom I admire. |
| -- | -- | -- 19. I have more fashionable clothes than my friends do. |
| -- | -- | -- 20. I don't feel comfortable when I see someone else wearing the same clothes as mine. |
| -- | -- | -- 21. I prefer clothes with foreign labels even though they are more expensive. |
| -- | -- | -- 22. I would choose clothes to help form image. |
| -- | -- | -- 23. I tend to pay attention to decorum when I wear a formal dress. |
| -- | -- | -- 24. I would rather spend more money to buy clothes of better quality |
| -- | -- | -- 25. I would feel uneasy if I wear common clothes on a formal occasion. |
| -- | -- | -- 26. I have a habit of actively collecting fashion information. |
| -- | -- | -- 27. I feel that the clothing preference and the way of dressing are different from that of 3 years ago. |
| -- | -- | -- 28. Whenever I've got an important occasion I always think that there is a lack of a specific clothes to fit the use of that occasion. |
| -- | -- | -- 29. I don't care about the interior design and atmosphere of a store. |

III. In general what is your opinion in dress?

Please tick in the appropriate blank of each statement based on the degree that you agree or disagree to; 3 represents tend to agree, 1 tend to disagree.

- | | | |
|----|----|--|
| 3 | 1 | |
| -- | -- | -- 1. The quality of a well-known brand is good. |
| -- | -- | -- 2. It's most important that dressing what makes oneself cheerful. |

- -- -- 3. It wastes time when one pays attention to dress.
- -- -- 4. It means being self-representative when one puts on make-up before going out.
- -- -- 5. Well-known labels represent higher social status than common labels.
- -- -- 6. Labels' reputation is more important than stores' reputation.
- -- -- 7. I think the price of marketed clothes is high, not equivalent to the value of them.
- -- -- 8. I think that one's internal characteristics can be revealed from dress.
- -- -- 9. Clothing does not represent anything, it is simply the shell of a person.
- -- -- 10. Fashion is nothing but a game that businessmen want to make money from their customers.
- -- -- 11. It's meaningless to wear a piece of expensive clothes.
- -- -- 12. Dress can represent a person's role and status.

IV. Generally what kind of internal characteristics of social/party dress do you pay attention to?

- (1) hand of material --(2) fit --(3) fibre content
- (4) workmanship

V. Generally what kind of external characteristics of social/party dress do you pay attention to?

- (1) style --(2) colour/prints --(3) trendiness
- (4) country of origin --(5) fame of brand

VI. Where did you buy social/party dress in last year? (multiple selection)

- (1)department store --(2)boutique --(3)speciality store
- (4)chain stores --(5)hyper markets --(6)stalls/night markets

VII. What kind of information do you usually refer to when you buy clothes? (multiple selection of top three choice)

- (1>window display --(2)fashion news in printed media
- (3)others' dress --(4)D.M. of advertisement of new collections of apparel firms
- (5)fashion shows --(6)fashion news in visual media
- (7)salespersons' introduction

VIII. The following nine combinations are the characteristics possibly appreciated by you when you purchase the social/party dress, please select and rank the combinations according to your situation.

Ext. Factor	Int. Factor	Price level	
1. Style	Material	middle	
2. Style	Workmanship	low	
3. Style	Fit	high	Social/Party Dress -- -- -- -- -- -- -- --
4. Brand	Workmanship	middle	
5. Brand	Material	high	
6. Brand	Fit	low	
7. Colour/print	Material	low	
8. Colour/print	workmanship	high	
9. Colour/print	Fit	middle	

IX. How often do you buy social/party dress?

- (1) less than 1 month --(2) 1 - 6 months --(3) 6 months - 1 year
- (4) more than 1 year

X. What is the price level are you willing to pay for a piece of dress? (without consideration of discount)

one piece dress

- (1) NT\$2,000 and below --(2) NT2,000-NT5,000 --(3) NT\$5,000-NT\$8,000
- (4) NT\$8,000 and above

blouses

- (1) NT\$2,000 and below --(2) NT2,000-NT4,000 --(3) NT\$4,000-NT\$6,000
- (4) NT\$6,000 and above

long (short) skirts

- (1) NT\$2,000 and below --(2) NT2,000-NT4,000 --(3) NT\$4,000-NT\$6,000
- (4) NT\$6,000 and above

two-piece dress or suits

- (1) NT\$3,000 and below --(2) NT3,000-NT6,000 --(3) NT\$6,000-NT\$10,000
- (4) NT\$10,000 and above

jackets or blazers

- (1) NT\$3,000 and below --(2) NT3,000-NT6,000 --(3) NT\$6,000-NT\$8,000
- (4) NT\$8,000 and above

XI. What kind of occasion do you usually wear social/party dress? (multiple selection)

- (1) in office --(2) outing or travelling --(3) in visit of friends
- (4) going on errands --(5) shopping --(6) at home or in neighbourhood
- (7) in social party --(8) in meeting --(9) in recreation (movie, concert)

XII. THE AMOUNT EXPENDED ON CLOTHING IN LAST YEAR

- (1) below NT\$10,000 --(2) NT\$10,000-NT\$20,000
- (3) NT\$20,000-NT\$30,000 --(4) NT\$30,000-NT\$50,000
- (5) NT\$50,000-NT\$70,000 --(6) NT\$70,000-NT\$100,000
- (7) above NT\$100,000

PERSONAL ATTRIBUTES

I. What kind of personality do you think you have?

Please tick in an appropriate blank in the continuum of each scale of a pair of adjective according to the degree of masculinity or femininity, 1 represents extrovert or masculine, 7 represents introvert or feminine, 4 represents in the middle.

	1	2	3	4	5	6	7	
1. straightforward	----	----	----	----	----	----	----	1. reserved
2. competitive	----	----	----	----	----	----	----	2. yielding
3. Adventurous	----	----	----	----	----	----	----	3. content
4. bold	----	----	----	----	----	----	----	4. timid
5. opinionated	----	----	----	----	----	----	----	5. influenced
6. dull	----	----	----	----	----	----	----	6. sensitive

7. calm	-----	7. nervous
8. dominating	-----	8. obedient
9. impulsive	-----	9. rational
10. tough	-----	10. soft
11. boaster	-----	11. modest
12. energetic	-----	12. inert
13. pursuing vanity	-----	13. realistic
14. independent	-----	14. dependent

II. Degree of self-awareness

Please tick in the appropriate blank of each statement about yourself based on the degree that you agree or disagree to, 3 represents tend to agree to, 1 represents tend to disagree to.

- | | | |
|----|----|--|
| 3 | 1 | |
| -- | -- | 1. It makes me nervous to speak in front of audience. |
| -- | -- | 2. I would be nervous in the occasion with a lot of people. |
| -- | -- | 3. It usually takes me some time to overcome embarrassment in a new place. |
| -- | -- | 4. I would feel uncomfortable if someone watches me when I'm working. |
| -- | -- | 5. I can be aware of immediately the change of my emotion. |
| -- | -- | 6. I pay attention to my appearance. |
| -- | -- | 7. I would examine my appearance before going out. |
| -- | -- | 8. I worry about how I perform in front of others. |
| -- | -- | 9. I care the way that I do a job. |
| -- | -- | 10. I would pay attention to my inner feeling. |
| -- | -- | 11. I would try to understand myself. |
| -- | -- | 12. Other people's impression about me is different from what I really am. |
| -- | -- | 13. I would think of the reason of doing something. |
| -- | -- | 14. I care about other people's opinions about me. |

BASIC DATA

I. AGE

- | | | |
|----------------------------|----------------------------|-------------|
| --(1) below 24 (including) | --(2) 25-29 | --(3) 30-34 |
| --(4) 35-39 | --(5) above 40 (including) | |

II. EDUCATION

- | | | |
|-------------------------|--------------------------------|----------------------|
| --(1) below junior high | --(2) senior high (vocational) | --(3) junior college |
| --(4) university | --(5) graduate school | |

III. CURRENT SITUATION OF CHILDREN

- | | |
|-------------------------------|-------------------------------------|
| --(1) have no child | |
| --(2) have children | |
| --(i) the youngest below 4 | --(ii) the youngest between 4 to 12 |
| --(iii) the youngest above 12 | |

IV. Monthly income

- (1) none
- (2) below NT\$10,000
- (3) NT\$10,000-NT\$30,000
- (4) NT\$30,000-NT\$50,000
- (5) NT\$50,000-NT\$70,000
- (6) NT\$70,000-NT\$100,000
- (7) above NT\$100,000

V. VOCATION

- (1) housewife
- (2) public service/teaching
- (3) manufacturing industry
- (4) retailing industry
- (5) media/publication
- (6) student
- (7) financial/insurance
- (8) medical care
- (9) personal service
- (10) transportation
- (11) other

VI. OCCUPATION

- (1) self-employed
- (2) middle and top administration
- (3) professional
- (4) technical
- (5) clerk
- (6) personal service or sales
- (7) skilled labour
- (8) other

VII. Where do you usually go in leisure time? (ranking 3 in order of priority)

- (1) women's club
- (2) church or temple
- (3) training classes (language, computer)
- (4) membership club (sports in resorts)
- (5) museum, gallery, concert hall
- (6) training classes (dance, flower arrangement)
- (7) excursion, mount climbing
- (8) night club, KTV, pub
- (9) cinema, shopping
- (10) restaurant
- (11) touring abroad
- (12) home
- (13) other

XIII. Please tick the brand names of social/party dress which you have bought before from the attached list.

Please rank three brand names in the order of preference among the list of previously bought brand names.

INTERVIEW DATE: _____ (DAY: _____ TIME: _____) INTERVIEWER: _____

Appendix 6

Social Economic Status Index

Education	Score		Occupation	Score		Income	Score	
	Personal	Husband		Personal	Husband		Personal	Husband
Primary	1	1	Unemployed or on social welfare	0	0	NT\$20,000 and below	1	1
Junior H.	2	2	Unskilled labourer	1	1	NT\$20,000-NT\$30,000	2	2
Senior H. Vocational	3	3	Salesperson, m/c attendant, service person	2	2	NT\$30,000-NT\$40,000	3	3
5-year Vocational	4	4	Skilled worker, clerk, housewife, supervisor, shop keeper	3	3	NT\$40,000-NT\$50,000	4	4
3-yr or 2-yr Junior Coll.	5	5	Assistant professional, technician, small business owner, lower mgt.	4	4	NT\$50,000-NT\$60,000	5	5
University	7	7	Middle mgt., Professional, Teachers	5	5	NT\$60,000-NT\$80,000	6	6
Master Deg. Or 5-year University	8	8	Professor, medium business owner, senior professional, upper mgt., district representative	7	7	NT\$80,000-NT\$100,000	7	7
PhD Deg. Or 7-year University	9	9	Capitalist, top professional, legislative, top mgt. of large corporation, High ranked official	9	9	NT\$10,000 and above	8	8

Remark: 1. Marital status: Single, Married

2. Upper status score: 29-35, Middle status score: 21-28,
 Working status score: 10-20, Lower status score: 2-9

Occupation is weighted double when computing the total score.

Single: the accumulated score of each aspect in "personal" column

Married without personal income: the accumulated score of each aspect in both column times $\frac{2}{3}$,

Married with personal income: the accumulated score of each aspect in both column times $\frac{1}{2}$.

3. social economic status (Assessed by the researcher)

Source: Coleman, 1983; Hsu, 1987; Secretariat-General of Budget, Accounting & Statistics, 1993

Appendix 7

Case Histories of Two Consumers

The Story of Ahkwang

The immediate impression of Ahkwang imparted a gentle temperament, graceful posture and sincere attitude, a candid and witty conversationalist.

The first meeting took place at a Pizza Hut located on Chungshan North Road on the 5th of August 1993. The shorts suit of apple green with pastel red prints complemented her well-proportioned legs. With the same colour scheme shoes and crocodile handbag, her pale colour skin appeared to be exceptionally refreshing. The accessories of a diamond ring, carat gold necklace and orange-red nail paint revealed her to be a woman of taste.

The following contains her own narration of growing process as well as self description, perspective on life, sense of value and views on women to the writer. She had also commented on her change of fashion favour, attitude on grooming and how these factors affected her dressing and purchase behaviour.

I. Growing up & Values

At the age of 35 this year, I was born to a small family presided by a conservative father of solemn and contented nature. Mother inherits the conventional disciplines of the old Chinese society, a forbearing, giving individual. I am spaced in the middle in the line of two elder sisters and three younger brothers. Graduated from the Department of Foreign Language and Literature of Tung Hai University, I am married to a husband who runs his own architecture firm with a daughter born to us. Presently, I serve as a secretary at a foreign pharmaceutical company. Perhaps affected by my "A" blood type, I had felt neglected since tender age and been susceptible to sentiment and sentimentality. In my youth, I often dramatised tragic family life in our weekly diary assignment to draw my teachers' attention. Such actions led to home visits that resulted in absurdity and awkwardness.

I am inclined to pursue the meaning and value of life as well as investigating issues concerning life and death. Ideally, I wish for greater but well hidden intellect and wisdom with endearing quality. Nonetheless, many shortcomings remain with me, and there has been little intellectual advancement. I may appear rather smart in general; others admire my efficiency and the B blood-type characteristics of an active extrovert. However, I believe I am somewhat melancholy, sentimental and indecisive, often finding myself lost and trapped in depression. Fortunately, my moods can be easily diverted. When I am unhappy, I would take half a day off for afternoon tea, visiting galleries, attending lectures or just doing things that please me. These efforts of adjustment help to deter public display of emotions. I have always projected an image of positive attitude, efficiency and decisiveness. Overall, I manage to hide my sentimentality and am rather efficient and capable. Generally, I would do clothes ironing while listening to cassettes

of the so-called Social College. My husband often compares me to a diamond, cut to multiple facets.

It is my belief that one should cherish what one has. I try not to paint any sort of a future for myself. No one knows what "forever" might be. Everyone's thoughts are changing constantly. It is far more concrete to do what one believes worthwhile. In former days, I used to struggle against reality and would not succumb to a redundant way of life. I dwelled on things and was discontented with my father's antiquated heir concept which prevented my studying abroad. Those days saw me as a nostalgic and self-critical individual. These years of experiences have taught me to make compromises and pursue happiness with greater ease. Today, I believe one might live happier if one can spend one's life with the loved ones in sharing joys rather than contending for uncertainty. One's family, friends and oneself are the most precious elements in life; they last longer while fame and fortune is rather elusive. When I am alone these days, I sometimes ponder how I might conduct my life when I retire from work, a definite sign of middle age no doubt. I am no longer inclined to show off, indifferent of others' opinion of me and do not like to be the centre of attention. However, recognition of one's performance is quite gratifying nonetheless. Attention makes me feel embarrassed and awkward, but the sensation is not unpleasant. Naturally, praises are desired. I want to be myself, but certainly have not yet reached that level.

II. Female Consciousness

Traditionally, women regarded marriage as their ultimate goal in life. They shouldered all house chores without complaint; their tolerance was rather extraordinary. Women in those days were selfless; they seldom pursue or express their individual thoughts and desires. Their focus and concerns were mostly directed at their families. Their attires were conservative and conventional; they asked for little either emotionally or materially. They accepted life as it came and adhered to practicality.

Self-awareness is certainly more emphatic with modern women. They constantly question themselves of their wants, desires and pursuits in life. Modern women are more expressive of their opinions; husbands are now expected to share household duties and chores. Equal rights are much discussed; personal preferences are conveyed through actions. Today, women's attires project energy and vigour as well as reflect their personalities. The choices for clothes are prone to be impulsive.

Modern women are more informed and have a greater sense of mission; more emphasis is placed on lifetime planning for a more fulfilled life. Expansion of knowledge, vistas, thinking and activity scope are of greater importance to them. Women now are more courageous in venturing out of familiar environment; they contend with men for higher career positions. They have a clearer understanding of themselves as well as social pulsation in striving for gender equality. Sexual liberation might be part of the transformation, but is surely not the essence. Feminist movement leans toward new feminism, but not necessarily representative of the women of today.

For myself, I am more of a modern woman yet admire conventional women's selfless dedication. Until present, I iron my husband's shirts daily as I would not have it said that he has been neglected.

III. Shifts of Attire Preference

Put uniform period aside, the choice of apparel and attire revealed apparent changes in 3 distinct phases since college days. They can be categorised as follows:

1. My outfits of college days were extremely romantic. No efforts were spared in accentuating personality; attempts were made in seeking extremes to distinguish self. The wardrobe consisted mostly of long skirts, lengthy necklaces, clothes enriched with embroideries, laces, tussles as well as baggy dresses and unusual flats. Layer look and longhair style were the standards. My choices of colour schemes were mainly black, white, grey or neutral colours.
2. My first job was with a British firm. At this time, the excessive layers of drapes were removed and skirts shortened. The overall objective was to project a tidy professional look, simple yet persuasive. My wardrobe at this time comprised mainly blouses and short skirts.
3. During my second job period which remains current, compromises and co-ordination of work and living were duly made. Convenience is the primary factor for choosing outfits to meet with the hectic life of a career woman with family responsibilities. Suits are worn for efficiency in time and energy. I no longer need to dress to impress. Fashion becomes an appreciation rather than pursuit.

The choice of colours lies mostly with bright or neutral tones. Colours were applied for aesthetics and refreshing looks, not for drawing attention.

IV. Perspective and Approach for Attire

If asked of perspective on attire, I would say: rather than deliberately conform to those of others, I would look for comfortable but special outfits. The principle is appropriateness. I am confident of our taste; my choices are generally approved and appreciated.

Personally, I am fond of diversity and new additions; my wardrobe is constantly renewed. As only wide range yields diversity, quality must be sacrificed for economic reason. Boutique goods are out of my means. Nevertheless, quality must be maintained at certain level. I have always thought that once reached 30, one simply cannot appear too casual. As office is a formal environment, basic knowledge of attire is essential in conveying professionalism.

Vanity strikes me sometimes also, but I try to keep a rein on it. Spending beyond one's means is not practical. Like most women, at times I also find myself wanting of one more piece of clothes. As unique outfits (or haute couture fashion) are neither affordable nor functional, other venues must be sought. However, suits are similar and common; fine clothing is a luxury

for office staffs. Given such conditions, the goal is to seek out unique designs at reasonable prices to escape from the mundane looks of conventional business suits.

I love reading fashion magazines in understanding the trends, as well as these wizard designers' latest choice of colour schemes and fabrics. As magazines are too expensive, I usually flip through them in bookstores.

I think I have a general understanding of clothing materials but am unfamiliar with all the details. I read the material care labels and trust the professional dry cleaning services. Most of my clothes are sent out for dry cleaning. The care labels do not affect my purchase decision. Overall, I find ready-wear quality satisfactory.

V. Perspectives on Chinese Style Fashion

Personally, I like outfits with Chinese flare. Regrettably the availability and selection are limited which makes me feel sorry that Chinese heritage is so disrupted. Nonetheless, this type of clothing is not practical; the design changes of Chinese outfits have failed to meet with the rapid pace of modern living. The overall features can not project persuasiveness nor professionalism. For career women, they are impractical and yield little variation. Though some may be unique, there are few occasions for Chinese style outfits. Despite design quality, other factors dictate choices.

The wardrobe of a career woman consists primarily of Western style suits for their simplicity, neatness and appropriateness; the drawback, however, lies in its lack of feminine quality. Chinese styles are not suitable for office environment, quite on the contrary, for having too much of what the former lacks. They should be worn in environment of more leisurely ambience, but the occasions are rare. This type of clothes is only sought after by women who are extremely partial to it, those who can identify with the concept of feminine tenderness. These women are generally endowed with effeminate beauties with exclusive taste in clothing.

There are some uprising new designers such as Wen Ching-chu and Li Yu who integrated elements of the East and the West. Their designs feature delicate lines, open collars and attentive details in brining out the softer beauties of the Oriental women. However, colours or patterns emphatic of Chinese characteristics are not absolutely essential in creating Chinese style outfits. Designs in this area should not be restricted to the confine of traditional Chinese elements. I don't think these new designers have found the right approach yet. Their designs may be unusual, but are far too costly.

VI. Dressing Principles for Weekly Routine

I get up at around half past six in the morning, followed by washing and reading newspaper, major events only. At 7:30 I wake my husband and children out of bed and tend to their needs. The actual time spent in preparing myself is only a few minutes. My clothes are hung orderly in sets. Little thinking is required as weather of the day determines what I wear. I hardly wear any makeup these days; lipstick is put on during the car ride to work. There is little

time for fussing before leaving the house; many necessary routines are done elsewhere. I keep a hair style that is easy to manage. After lunch, I will refresh my lipstick. Nail polish is also applied in the office to suit my outfit of the day. There is no particular manicure care, quite basic really.

After work, I change into casual wear like Walco's loose dress made of pure cotton; my casual wears are simple and comfortable. Bedrooms are private and for sleeping only; therefore, I do not wear underwear in the bedroom. I deem other areas of the house including living room, study and kitchen public. I never venture out my home in sandals; casual footwear is worn when I go out. Shoes are always worn when I am with anyone other than my family members; it is courteous.

VII. Clothing Purchase Behaviour

On the average, I have a personal budget of about 15,000. Each season, some 20,000 to 30,000 is spent in purchasing outfits and accessories; it amounts to 40,000 or 60,000 a year, sometimes more. I have a good deal of leather handbags, shoes and jewelry. My wardrobe comprises mostly suits and casual wears with some formal outfits, not many skirts, slacks or blouses. Shopping for clothes is usually done during sales period at ladies' or young ladies' sections of brands like Roche and NAME; I do not buy namebrands. The price range for a suit is generally 5,000 to 8,000, dress at 5,000, skirt 2,000 to 3,000, blouse 2,000 to 3,000 and slacks at around 4,000.

The Story of Ahsan

Ahsan gives one a first impression of refreshing, pretty and exceptional qualities. She has rather big eyes, pale skin and a fine figure. She appears to be confident but not aggressive. Overall, she is rather affecting.

Our first meeting was at NAME on Hoping East Road around her home. As she said she could only make the date after work by bus; the time was set at 7 sharp on 27th August 1993. Ahsan appeared to be liberal, more westernised and rather modern. She was wearing a dress with red floral prints of half thigh length and matching semi-high heels, carat gold earrings and necklace. She was also carrying a red and black handbag. The overall perception was quality attire in well co-ordinated colours, a lady of fine taste. Originally, the writer thought she might choose the nearby Western cuisine restaurants such as Sizziler or Mantador, but she said she preferred Chinese, a bowl of beef noodles was just fine. While eating her noodles, she spoke of her background, growing up process and views on life. She also commented on her taste changes for attire, her daily dressing habits and choices as well as purchase behaviour and so on. In our conversation, she appeared rather candid and direct which revealed her clear-cut personality once again. There were also unexpected comments that aroused one's interests in exploring her inner world.

I. Growing up & Values

I was born in 1963; I am 31 years old this year. After graduated from Chung Yu Business Administration College in Keelung, I worked for a while and stayed in America for some time. Upon return, I had taken a job with Ahkwang's company and left for this export company of sports materials and equipment only just last year. I have one each younger brother and sister. I am single with AB blood type.

I have been rather rebellious and obstinate since my youth. Logically speaking, as I came from a sound family, I should have turned out to be a normal and healthy individual both psychologically and physically. Nonetheless, I have utterly no feelings for my family. I have a paternal grandfather who is a National Assembly Delegate, and a retired rear admiral on the maternal side. Mother has been a teacher of the Chinese language and literature at Keelung Girls High School, and my father a captain of a commercial vessel who is always away on sea. Father has a great sense of family responsibility but also an odd and ill temper. He is accustomed to giving commands; so when at home, he is either scolding someone or hitting my mother. As the only daughter of the family, I was much pampered. However, as soon as my brother was born, some six years after myself, my mother's attention shifted entirely to him and completely neglected me. Her attention was focused on my young sibling, utterly indifferent of my existence. This was simply due to the stereotypical heir concept. After his birth, my position in the family plunged, and for which, I felt extremely unfair and was very hurt. I often wondered if I was not their natural child. During those days, I had frequently lied to attract their attention that invariably entailed a good beating and punishment. I was not much fond of studying for the sheer reason that the grown-ups expected it of me. Anyhow, I was just plain rebellious and would never honour their commands. Those days saw me skip classes for movies repeatedly; I turned away from studies in defiance. The characteristics of AB blood type are wilfulness and ill temper.

Since early youth, I had long desired to steer clear of the family and seldom spoken with my father. I had utterly no feelings for him. Nevertheless, I took after him in being drawn to sensory pleasures. One credit, however, is due him; his salary was sent home regularly. Most unfortunately, my mother had continued to suffer his beatings until my college days. I was exceedingly impatient with my folks; I found them intolerable and would loose my temper easily. Presently, I have better control of my temper and am more obedient. To attract their attention, I devised diverse means to make them angry. One of which was extravagance as a gesture of defiance. The more frugal they were, the more lavish I was. In my recollection, we never sat down together for a meal with the exception of the Chinese New Year Eve dinner. Obligated to

conform to the custom, I generally left the table as soon as at all possible for my inability to tolerate my father. Even till today, my hostility and anger remains. I am envious of others of their family warmth and harmony.

My mother is very keen on appearing beautiful, but remains a woman of conventional thinking. The idea of a divorce is quite out of the question for her; she takes life as it is delivered. Despite all, she dresses fashionably and loves to buy new outfits. She believes she is still quite young and shops for clothes often. Nevertheless, she is still economical; as fine materials are also costly, she settles for less. She is always neatly dressed and wears makeup at home. She has a flare of elegance about her. In her school environment, most teachers are very casually dressed while her appearance is invariably neat, fashionable and special.

Ideally, I would very much like to be an arbitrator, to enforce justice within my capability. I want to be a person that is neither hypocritical nor diplomatic, to be an attorney or supervisor. In reality I am not be able to reach such levels, but I fundamentally function under these principles. My self-perception is lack of self-confidence and ability; I feel better about myself only when I have improved on myself. The characteristics of rebellion, wilfulness, selfishness, ill-temper and narrow thinking are prone to entail frustration. As I am now less rebellious and milder, my income and spirits are also better. Little thoughts are given to what I want to be or why; I conduct my life according to my own thoughts and principles without being affected by others.

In others' views, I am a shrewdly sharp and distant person. I admit I am not all that ingratiating but surely not relentlessly aggressive. The somewhat negative characterisation might be attributed to my decisive business handling and quick reaction in social dealings. However, I am really rather muddle-headed whether that is reflected in clothes, I am uncertain. Anyhow, my AB blood type somehow leads me to the just opposite direction from that of others. I couldn't care less what others' comments or perception of me might be.

I am very pessimistic and do not hold much hope for life that might be related to my family upbringing. I believe parent-child relationship to be rather slight and marital relationship tangible; other matters are not very lasting either. My sense of value is spending for happiness. I don't have any savings worth mentioning, as I do not want to concern myself with money. I spend what I have and do not wish to force myself to cumulate savings; nevertheless, I do have a little saving. I like to keep myself comfortable and pretty; most of my money is spent on clothing. I am rather frugal when it comes to taxi cabs. My sense of value is very extreme. I am a firm believer of fate; I feel that the better part of one's life is predestined. Although fortune can be changed, the overall destiny remains pertinacious. When confronted with challenges that might significantly affect my well being, I would seek breakthrough and correction, sure to put up a good fight. My pursuits lie in acquiring the senses of security, fulfilment and satisfaction. Perhaps, friends and hobbies do impart gratification. I cherish friendships and respect their feelings. I appreciate the concerns and cares people shown for me.

II. Female Consciousness

As a conventional woman, my mother toils selflessly. She doesn't seem to have her own opinions or perhaps they are just repressed. There are certain things she wishes to do, but she has never been able to break free from the burden of tradition. She is trapped in the domain of marriage, family and children, which might be caused by her personal or financial dependence.

In comparison, modern women have a greater voice of their own. They may not all be tough. The definition of new women is identical to that of modern women.

Personally, I am a feminist; I have respect for the other sex, but will not succumb to oppression. I am very clear as to what I do and want, would not be forced to do things.

III. Shifts of Attire Preference

I have been inclined to fashion, trendiness and conspicuous dressing since my secondary school period. During those days, A-Go-Go attires, tight shirts with beak collars, bell-bottom slacks and platform shoes were in fashion. I loved going to the movies and would imitate the cinematic costumes to the best of my means. In my youth, my allowance was 1,000, which I would spend entirely in clothes. I was also rather fashionable during my college days; I loved to wear those very tight and short mini-skirts with co-ordinated shoes and stockings of steel grey or white. I wanted to be different. Part-time job earnings from each summer vacation during college education were also spent in buying clothes.

I have always been fond of blacks and whites, long and short tight skirts since youth. I had never worn jeans before college graduation, which I considered none too chic. Nor did I wear slacks or loose skirts as they exaggerate the ill shapes of belly and rear-end. It was not until post college days did I try wearing jeans, but for leisure time only. Jeans with T-shirt and casual shoes were the standard combination. My favourites are dresses, tight and short ones; they are comfortable and easy to wear. One needs not fuss over co-ordination. Sometimes I also wear suits, but do not break them up as I dislike spending time on assembling combinations. I have more skirt suits and few slack suits for my winter wardrobe; tight skirt suits still dominate.

IV. Perspective and Approach for Attire

The criterion of dressing for me is visually pleasing. Colours, styles and shapes must be perfectly co-ordinated; I cannot stand any mis-fit or discord. I would never leave home wearing an outfit that does not feel right which include texture and accessory co-ordination. I often wonder how most people would allow themselves to look shabby.

I rather spend money on making myself pretty such as cosmetics, apparel, shoes than cab fares or expensive meals. I cater to my own comfort and vanity. I maintain proper cares for my clothes. Old shoes are never discarded except for those of poor quality. My wardrobe is kept in an orderly manner. Shoes are of less concern; some are thrown away before worn-out. Nonetheless, they are always kept clean.

Overall speaking, keeping face is not an issue for me, which in abstraction is disregard for others' opinions. However, as dressing is for visual beauty, it can be deemed as minding others' view on oneself. One dresses for oneself as well as specific persons such as boy friends. I don't like to attract public attention. In fact, it is preferable if the whole world does not stare at me.

I am generally acquainted with fashion trends, but do not follow blindly. I also read fashion magazines and watch fashion shows. However, advertisements produce no effects on me.

V. Perspectives on Chinese Style Fashion

My instinctual reaction to Chinese style outfits pertains to Chih-Pau category (all purpose women's long gowns introduced by the Manchus). They should be made of cotton or linen and on the long side with long skirts or slacks. Accessories ought to be simple like beads.

I think this type of outfits should be worn by women of distinct taste. They are becoming to classic beauties of quiet temperament. In addition, don in such outfits, small steps are essential to deter tripping. If they are worn by the right women, the qualities reflected would be conservative, gentle and proper. However, for those with disproportionate figures, Chinese style outfits would produce odd effects.

They would certainly look odd on me. I think perhaps only those in their 50s or 60s who failed to find anything more appropriate but retain fine figures will buy Chinese style outfits. For myself, I don't think they suit my personality; plainly awkward. It is also very type-casting; once worn, it will be difficult to change one's style. Clothes of Chinese style available these days are not so tight fitting; it is easier to find some that can actually hide one's physical flaws.

No too many people wear Chinese outfits any more as it is very distinctive. Moreover, the Taiwan public now readily accepts Japanese styles of Western outfits and neglects our traditional attires.

VI. Dressing Principles for Weekly Routine

I spend about 15 to 20 minutes in the morning preparing myself from washing, dressing and putting on makeup. Choice of clothes is random selection of those that require no ironing. Makeup includes eye shadows, liners, rouge and mascara. Generally, I do not wear accessories; they are worn when occasions dictate. My shoes are properly polished.

If there are no special arrangements after work, I go directly home. Evenings are spent in watching videotapes, television, reading novels or chatting with friends on the phone. Sometimes I go to the cinema as well.

In former days, I relieve myself of the retrain of underwear at home and during sleep. However, as my breasts are beginning to sap, I now wear underwear to bed. At home, I dress more casually.

For activities around my residence, I go out in sports wears, shorts, vests and casual shoes. For shopping and other recreational activities, I wear jeans, T-shirts and casual shoes.

For work, I wear dresses mostly. I would shop for formal occasions related to work, but the choice is still dresses. New outfits impart a sense of formality and require accessories. More elaborate dressing is done for work purposes only; I generally dress simply. My wardrobe for wedding and banquet occasions consists of suits. I also have some cocktail dresses, but lack of occasions; as no one dresses so formally, I dare not stand out alone. It would only appear odd and draw stares.

VII. Clothing Purchase Behaviour

Presently, my free spending budget ranges from 5,000 to 20,000 monthly. My expenses are high. I must spend 10 to 20,000 on clothes every 2, 3 months; it kills me otherwise. I look mainly for tight skirts, short and tight dresses. There are also some dress suits. Choices of colours are predominately blacks, dark tones or solid colours. I am less particular about shoes; their colours are mainly dark green, ivory or red for easy co-ordination. I buy shoes during discounted periods only. There are also some accessories. I also buy skincare products, mostly for skin maintenance, and cosmetics too.

Generally, I will sport a couple of sets of the latest fashion when they are first featured. During the 20 to 30% discount period, I will also make some purchases, but no shopping is done after 50% discount. There is no shop identification for me. I generally shop in the East district at BRANDNAME, Se, Azur and BRANDNAME. I rarely buy imported clothes. Try-on is a must.

My acceptable price range is 7 to 8,000 for a dress outfit, 3 to 4,000 for a skirt or slacks and 2 to 3,000 for a blouse. I spend around 100,000 a year on outfits and accessories, and 70 to 80,000 of which on clothes alone.

Appendix 8

The Final Version of the Quantitative Questionnaire

Date: 15-07-1996
1st Revised Date: 29-07-1996
2nd Revised Date: 20-10-1996
3rd Revised Date: 03-12-1996
4th Revised Date: 12-08-1997
5th Revised Date: 20-01-1998

SEGMENTATION OF THE TAIWANESE WOMEN'S WEAR MARKET

This survey is carried out only for academic research. Data will be analysed as a whole instead of individually. Please kindly take a little time and read each statement to see if you agree or disagree to. Tick in the appropriate blank according to the degree that you agree to the statements.

THANK YOU VERY MUCH!!!

I. What is the reason for you to decide to buy a specific item of clothing?

Please tick in the appropriate blank of each statement for social/party dress based on the degree that you agree or disagree to; 3 represents tend to agree, 1 tend to disagree.

- | 3 | 1 | |
|----|----|--|
| -- | -- | 1. It can meet the requirement of my occupation. |
| -- | -- | 2. I buy because the salesperson and/or others praise for the good look on me. |
| -- | -- | 3. It doesn't look indecent. |
| -- | -- | 4. It can flatter my body shape. |
| -- | -- | 5. It makes me look young and energetic. |
| -- | -- | 6. It doesn't make me look too conspicuous. |
| -- | -- | 7. It can match the role played on the occasion that I intend to attend. |
| -- | -- | 8. The colour is what I usually buy. |
| -- | -- | 9. It doesn't make me look too sexy. |
| -- | -- | 10. My friends also wear these kinds of clothing. |
| -- | -- | 11. It can show the characteristics of feminine softness. |
| -- | -- | 12. It's easy to co-ordinate with other clothes. |
| -- | -- | 13. It looks unique. |
| -- | -- | 14. It looks formal. |
| -- | -- | 15. It's suitable for various occasions. |
| -- | -- | 16. It enables me to change a different look. |
| -- | -- | 17. It enables me to lead fashion. |
| -- | -- | 18. It makes me look capable. |
| -- | -- | 19. It is suitable for my "style". |
| -- | -- | 20. Putting it on me can make me feel good. |
| -- | -- | 21. It looks fine and delicate. |
| -- | -- | 22. It is what I've seen in the mass media. |

-- -- -- 23. It makes me look attractive.

II. In general how do you buy an item of social/party dress or how do you consume clothes or dress yourself?

Please tick in the appropriate blank of each statement for social/party dress based on the degree that you agree or disagree to; 3 represents tend to agree, 1 tend to disagree.

- | | | |
|----|----|---|
| 3 | 1 | |
| -- | -- | -- 1. I buy clothes in several stores where I usually go. |
| -- | -- | -- 2. I would go for a bargain price. |
| -- | -- | -- 3. I buy at the beginning of the season. |
| -- | -- | -- 4. I would plan for my wardrobe before I go to buy clothes. |
| -- | -- | -- 5. I buy clothes whenever I feel like buying. |
| -- | -- | -- 6. I usually buy more than one item of dress when I find suitable styles. |
| -- | -- | -- 7. I use credit card or indebted card to pay for clothes. |
| -- | -- | -- 8. I don't save on other expenses for buying dresses. |
| -- | -- | -- 9. I buy dresses with advertised labels, because they are reliable. |
| -- | -- | -- 10. I like to change the brand of garment that I buy. |
| -- | -- | -- 11. I can distinguish the special features of varied brands. |
| -- | -- | -- 12. I read the labels when I buy clothes. |
| -- | -- | -- 13. If I buy an item of dress dissatisfactorily, I wouldn't buy again in the same store (brand). |
| -- | -- | -- 14. I will follow the way of dressing of a person whom I admire. |
| -- | -- | -- 15. I have more fashionable clothes than my friends do. |
| -- | -- | -- 16. I don't feel comfortable when I see someone else wearing the same clothes as mine. |
| -- | -- | -- 17. I prefer clothes with foreign labels even though they are more expensive. |
| -- | -- | -- 18. I would choose clothes to help form image. |
| -- | -- | -- 19. I tend to pay attention to decorum when I wear a formal dress. |
| -- | -- | -- 20. I would rather spend more money to buy clothes of better quality |
| -- | -- | -- 21. I would feel uneasy if I wear common clothes on a formal occasion. |
| -- | -- | -- 22. I have a habit of actively collecting fashion information. |

III. In general what is your opinion in dress?

Please tick in an appropriate blank of each statement based on the degree that you agree or disagree to; 3 represents tend to agree, 1 tend to disagree.

- | | | |
|----|----|---|
| 3 | 1 | |
| -- | -- | -- 1. The quality of a well-known brand is good. |
| -- | -- | -- 2. It's most important that dressing what makes oneself cheerful. |
| -- | -- | -- 3. It wastes time when one pays attention to dress. |
| -- | -- | -- 4. It gives self-respect when one puts on make-up before going out. |
| -- | -- | -- 5. Well-known labels represent higher social status than common labels. |
| -- | -- | -- 6. Labels' reputation is more important than stores' reputation. |
| -- | -- | -- 7. I think that one's internal characteristics can be revealed from dress. |
| -- | -- | -- 8. Clothing does not represent anything; it is simply the shell of a person. |
| -- | -- | -- 9. Fashion is nothing but a game that businessmen want to make money from their customers. |

- -- -- 10. It's meaningless to wear a piece of expensive clothes.
- -- -- 11. Dress can represent a person's role and status.
- -- -- 12. I feel that the clothing preference and the way of dressing are different from that of 3 years ago.
- -- -- 13. Whenever I've got a special occasion I always think that there is a lack of a specific piece of clothes that fit the use of the occasion.

IV. Generally what kind of internal characteristics of social/party dress do you pay attention to?

- (1) hand of material --(2) fit --(3) fibre content
- (4) workmanship

V. Generally what kind of external characteristics of social/party dress do you pay attention to?

- (1) style --(2) colour/prints --(3) trendiness
- (4) country of origin --(5) fame of brand

VI. Where did you buy social/party dress in last year? (multiple selection)

- (1)department store --(2)boutique --(3)speciality store
- (4)chain stores --(5)hyper markets --(6)stalls/night markets

VII. What kind of information do you usually refer to when you buy clothes? (multiple selection of top three choice)

- (1>window display --(2)fashion news in printed media
- (3)others' dress --(4)D.M. of advertisement of new collections of apparel firms
- (5)fashion shows --(6)fashion news in visual media
- (7)salespersons' introduction

VIII. The following nine combinations are the characteristics possibly appreciated by you when you purchase the social/party dress, please select and rank the combinations according to your situation.

Ext. Factor	Int. Factor	Price level	
1. Style	Material	middle	
2. Style	Workmanship	low	
3. Style	Fit	high	Social/Party Dress -- -- -- -- -- -- -- --
4. Brand	Workmanship	middle	
5. Brand	Material	high	
6. Brand	Fit	low	
7. Colour/print	Material	low	
8. Colour/print	workmanship	high	
9. Colour/print	Fit	middle	

IX. How often do you buy social/party dress?

- (1)less than 1 month --(2) 1 - 6 months --(3) 6 months - 1 year
- (4)more than 1 year

X. What is the price level are you willing to pay for a piece of dress? (without consideration of discount)

one piece dress

- (1)NT\$2,000 and below --(2)NT2,000-NT5,000 --(3)NT\$5,000-NT\$8,000
 --(4)NT\$8,000 and above

blouses

- (1)NT\$2,000 and below --(2)NT2,000-NT4,000 --(3)NT\$4,000-NT\$6,000
 --(4)NT\$6,000 and above

long (short) skirts

- (1)NT\$2,000 and below --(2)NT2,000-NT4,000 --(3)NT\$4,000-NT\$6,000
 --(4)NT\$6,000 and above

two-piece dress or suits

- (1)NT\$3,000 and below --(2)NT3,000-NT6,000 --(3)NT\$6,000-NT\$10,000
 --(4)NT\$10,000 and above

jackets or blazers

- (1)NT\$3,000 and below --(2)NT3,000-NT6,000 --(3)NT\$6,000-NT\$8,000
 --(4)NT\$8,000 and above

XI. What kind of occasion do you usually wear social/party dress? (multiple selection)

- (1) in office --(2) outing or travelling --(3) in visit of friends
 --(4) going on errands --(5) shopping --(6) at home or in neighbourhood
 --(7) in social party --(8) in meeting --(9) in recreation (movie, concert)

XII. THE AMOUNT EXPENDED ON CLOTHING IN LAST YEAR

- (1) below NT\$10,000 --(2) NT\$10,000-NT\$20,000
 --(3) NT\$20,000-NT\$30,000 --(4) NT\$30,000-NT\$50,000
 --(5) NT\$50,000-NT\$70,000 --(6) NT\$70,000-NT\$100,000
 --(7) above NT\$100,000

PERSONAL ATTRIBUTES

I. What kind of personality do you think you have?

Please tick in an appropriate blank in the continuum of each scale of a pair of adjective according to the degree of masculinity or femininity, 1 represents extrovert or masculine, 7 represents introvert or feminine, 4 represents in the middle.

	1	2	3	4	5	6	7	
1. straightforward	----	----	----	----	----	----	----	1. reserved
2. competitive	----	----	----	----	----	----	----	2. yielding
3. adventurous	----	----	----	----	----	----	----	3. content
4. bold	----	----	----	----	----	----	----	4. timid
5. opinionated	----	----	----	----	----	----	----	5. influenced
6. dull	----	----	----	----	----	----	----	6. sensitive
7. calm	----	----	----	----	----	----	----	7. nervous
8. dominating	----	----	----	----	----	----	----	8. obedient
9. impulsive	----	----	----	----	----	----	----	9. rational
10. tough	----	----	----	----	----	----	----	10. soft
11. boaster	----	----	----	----	----	----	----	11. modest
12. energetic	----	----	----	----	----	----	----	12. inert

- | | | |
|---------------------|-------|---------------|
| 13. pursuing vanity | ----- | 13. realistic |
| 14. independent | ----- | 14. dependent |

II. Degree of self-awareness

Please tick in the appropriate blank of each statement about yourself based on the degree that you agree or disagree to, 3 represents tend to agree to, 1 represents tend to disagree to.

- | | | |
|----|----|--|
| 3 | 1 | |
| -- | -- | 1. It makes me nervous to speak in front of audience. |
| -- | -- | 2. I would be nervous in the occasion with a lot of people. |
| -- | -- | 3. It usually takes me some time to overcome embarrassment in a new place. |
| -- | -- | 4. I would feel uncomfortable if someone watches me when I'm working. |
| -- | -- | 5. I can be aware of immediately the change of my emotion. |
| -- | -- | 6. I pay attention to my appearance. |
| -- | -- | 7. I would examine my appearance before going out of home. |
| -- | -- | 8. I worry about how I perform in front of others. |
| -- | -- | 9. I care the way that I do a job. |
| -- | -- | 10. I would pay attention to my inner feeling. |
| -- | -- | 11. I would try to understand myself. |
| -- | -- | 12. Other people's impression about me is different from what I really am. |
| -- | -- | 13. I would think of the reason for doing something. |
| -- | -- | 14. I care about other people's opinions about me. |

BASIC DATA

I. AGE

- | | | |
|----------------------------|----------------------------|-------------|
| --(1) below 24 (including) | --(2) 25-29 | --(3) 30-34 |
| --(4) 35-39 | --(5) above 40 (including) | |

II. EDUCATION

- | | | |
|-------------------------|--------------------------------|----------------------|
| --(1) below junior high | --(2) senior high (vocational) | --(3) junior college |
| --(4) university | --(5) graduate school | |

III. CURRENT SITUATION OF CHILDREN

- | | |
|-------------------------------|-------------------------------------|
| --(1) have no child | |
| --(2) have children | |
| --(i) the youngest below 4 | --(ii) the youngest between 4 to 12 |
| --(iii) the youngest above 12 | |

IV. Monthly income

- | | |
|-----------------------------|------------------------------|
| --(1) none | --(2) below NT\$10,000 |
| --(3) NT\$10,000-NT\$30,000 | --(4) NT\$30,000-NT\$50,000 |
| --(5) NT\$50,000-NT\$70,000 | --(6) NT\$70,000-NT\$100,000 |
| --(7) above NT\$100,000 | |

V. VOCATION

- (1) housewife
- (2) public service/teaching
- (3) manufacturing industry
- (4) retailing industry
- (5) media/publication
- (6) student
- (7) financial/insurance
- (8) medical care
- (9) personal service
- (10) transportation
- (11) other

VI. OCCUPATION

- (1) self-employed
- (2) middle and top administration
- (3) professional
- (4) technical
- (5) clerk
- (6) personal service or sales
- (7) skilled labour
- (8) other

VII. Where do you usually go in leisure time? (ranking 3 in order of priority)

- (1) women's club
- (2) church or temple
- (3) training classes (language, computer)
- (4) membership club (sports in resorts)
- (5) museum, gallery, concert hall
- (6) training classes (dance, flower arrangement)
- (7) excursion, mount climbing
- (8) night club, KTV, pub
- (9) cinema, shopping
- (10) restaurant
- (11) touring abroad
- (12) home
- (13) other

XIII. Please tick the brand names of social/party dress which you have bought before from the attached list.

Please rank three brand names in the order of preference among the list of previously bought brand names.

INTERVIEW DATE: _____ (DAY: _____ TIME: _____) INTERVIEWER: _____

Appendix 9

General Analysis of the Continuous Likert Scale

I. What is the reason for you to decide to buy a specific item of clothing?

Item	Agree	Disagree	x	s	Consistency	Communality	Item discrimination
1. It can meet the requirement of my occupation.	68.6%	7.90%	2.607	.631	.1965	.4725	.482
2. I buy because the salesperson and/or others praise for the good look on me.	23.7%	36.2%	1.875	.765	.1649	.4374	.511
3. It doesn't look indecent.	68.4%	10.2%	2.582	.670	.2188	.5519	.479
4. It can flatter my body shape.	52.9%	9.5%	2.434	.660	.2858	.5630	.609
5. It makes me look young and energetic.	63.6%	5.80%	2.578	.601	.3814	.5713	.709
6. It doesn't make me look too conspicuous.	26.0%	22.6%	2.034	.696	.0413	.5112	.289
7. It can match the role played in the occasion that I intend to attend.	87.4%	1.0%	2.864	.372	.2900	.3848	.305
8. The colour is what I usually buy.	48.5%	15.5%	2.330	.730	.1528	.5643	.510
9. It doesn't make me look too sexy.	43.2%	11.4%	2.319	.667	.1889	.5633	.422
10. My friends also wear this kind of clothes.	8.6%	59.5%	1.491	.560	.1079	.5986	.367
11. It can show out the characteristics of feminine softness.	51.6%	10.3%	2.412	.671	.4043	.5507	.829
12. It's easy to co-ordinate with other clothes.	82.2%	4.7%	2.776	.517	.2869	.6148	.408
13. It looks very unique.	61.3%	7.1%	2.543	.624	.2371	.4581	.530
14. It looks formal.	61.8%	5.0%	2.568	.589	.1979	.5662	.477
15. It's suitable for various occasions.	80.0%	4.3%	2.757	.520	.3021	.4653	.472
16. It enables me to change a different look.	60.8%	8.4%	2.523	.647	.4276	.5615	.795
17. It enables me to lead fashion.	23.0%	31.1%	1.919	.732	.3322	.5930	.803
18. It makes me look capable.	28.1%	27.6%	2.005	.747	.2872	.5267	.737
19. It is suitable for my "style".	81.6%	2.5%	2.790	.465	.3427	.4972	.415
20. Putting it on me can make me feel good.	78.0%	3.5%	2.745	.511	.3896	.4883	.526
21. It looks fine and delicate.	75.6%	3.2%	2.725	.513	.3353	.4474	.454
22. It is what I've seen in some mass media before.	26.7%	27.3%	1.994	.735	.3050	.4727	.777
23. It makes me look attractive.	55.7%	6.6%	2.491	.618	.3872	.5915	.683
Cronbach α value: .7140							
Statistics for scale: mean 55.3799, variance 28.7692, std. dev. 5.3637							

Source: the researcher

II. In general how do you buy an item of social/party dress or how do you consume clothes or dress yourself?

Item	Agree	Disagree	x	s	Consistency	Communality	Item discrimination
1. I buy clothes in several stores where I usually go.	48.8%	19.1%	2.297	.769	.2031	.5861	.619
2. I would bargain price.	19.2%	35.6%	1.836	.722	.0710	.4842	.387
3. I buy at the beginning of season.	10.5%	52.0%	1.584	.673	.3043	.4431	.640
4. I would plan for wardrobe before I go buy clothes.	41.9%	21.9%	2.199	.774	.0860	.5765	.452
5. I buy clothes whenever I feel like buying.	40.4%	21.8%	2.186	.767	.1589	.6662	.467
6. I usually buy more than one piece of dress when I find out suitable styles.	42.6%	30.0%	2.126	.843	.2163	.5976	.738
7. I use credit card or indebted card to pay for clothes.	64.0%	18.6%	2.453	.788	.1897	.7171	.657
8. I don't save other expenses for buying dresses.	42.4%	22.3%	2.201	.779	.0055	.6992	.277
9. I buy garments with advertised labels, because it is reliable.	25.8%	32.7%	1.930	.762	.3828	.4595	.895
10. I like to change the brand of garment that I buy.	36.8%	16.8%	2.200	.704	.1525	.4784	.518
11. I can distinguish the special features of varied brands.	12.5%	48.4%	1.641	.693	.4342	.5611	.912
12. I read the labels when I buy clothes.	45.8%	18.7%	2.271	.756	.2712	.4351	.723
13. If I buy a piece of dress dissatisfactorily, I wouldn't buy again in the same store (brand).	41.4%	20.9%	2.205	.7632	.1333	.8023	.489
14. I will follow the way of dressing of a person whom I admire.	9.4%	65.1%	1.442	.659	.2680	.4649	.570
15. I have more fashionable clothes than my friends do.	14.6%	49.4%	1.653	.721	.3954	.5030	.823
16. I don't feel comfortable when I see someone else wearing the same clothes as mine.	46.3%	19.1%	2.273	.762	.1685	.5681	.490
17. I prefer clothes with foreign labels even though they are more expensive.	14.4%	53.5%	1.609	.726	.3567	.5172	.842
18. I would choose clothes to help form image.	63.0%	8.3%	2.547	.644	.3504	.4944	.700
19. I tend to pay attention to my decorum when I wear a formal dress.	75.6%	3.7%	2.719	.525	.2262	.5190	.362
20. I would rather spend more money to buy clothes in better quality.	62.4%	4.9%	2.575	.586	.3457	.4530	.614
21. I would feel uneasy if I wear common clothes in a formal occasion.	59.0%	8.7%	2.503	.652	.2510	.5336	.517
22. I have a habit of actively collecting fashion information.	22.6%	34.4%	1.881	.746	.4241	.5332	.931
Cronbach α value: .6739							

Source: the researcher

III. In general what is your opinion in dress?

Item	Agree	Disagree	X	s	Consistency	Communality	Item discrimination
1. The quality of a well-known brand is good.	7.70%	51.3%	1.564	.633	.2378	.5664	.573
2. It's most important that dressing what makes oneself cheerful.	88.4%	1.9%	2.865	.393	.1476	.3620	.220
3. It wastes time when one pays attention to one's dress.	16.6% **	48.0%	1.686	.741	.2280	.3636	.716
4. It means self-respect when one puts on make-up before going out of home.	60.1%	7.8%	2.523	.637	.2341	.3122	.626
5. Well-known labels represent higher social status than common labels.	24.8%	35.5%	1.893	.770	.3641	.6513	.977
6. Labels' reputation is more important than stores' reputation.	18.7%	43.6%	1.750	.749	.2538	.4920	.770
7. I think that one's internal characteristics can be revealed from her dress.	66.4%	6.9%	2.595	.616	.2251	.6216	.586
8. Clothing does not represent anything; it is simply the shell of a person.	14.4% **	54.3%	1.601	.726	.2709	.6115	.796
9. Fashion is nothing but a game that businessmen want to make money from their customers.	39.7% **	20.0%	2.196	.748	.2036	.5461	.652
10. It's meaningless to wear a piece of expensive clothes.	29.8% **	24.4%	2.054	.725	.3013	.5877	.809
11. Dress can represent a person's role and status.	45.3%	15.5%	2.298	.721	.3152	.3812	.862
12. I feel that the clothing preference and the way of dressing are different from that of 3 years ago.	57.8%	11.0%	2.469	.685	.1375	.5400	.523
13. Whenever I've got a special occasion I always think that there is a lack of a specific piece of clothes that fit the use of the occasion.	60.7%	9.7%	2.510	.667	.2622	.4955	.664
Cronbach α value: .6009							
Statistics for scale: mean 28.9255, variance 13.7024, std. dev. 3.7017							

Source: the researcher ** represents the item whose answer was reserved in coding

IV. Degree of self-awareness

Item	Agree	Disagree	x	s	Consistency	Communality	Item discrimination
1. It makes me nervous to speak in front of audience.	34.9%	23.1%	2.119	.753	.3730	.6941	.977
2. I would be nervous in the occasion with a lot of people.	29.2%	29.3%	1.999	.761	.3769	.7054	1.109
3. It usually takes me some time to overcome embarrassment in a new place.	47.2%	15.3%	2.319	.724	.3920	.5103	.939
4. I would feel uncomfortable if someone watches me when I'm working.	45.1%	19.8%	2.253	.765	.3309	.5110	.979
5. I can be aware of immediately the change of my emotion.	61.9%	6.4%	2.555	.614	.2631	.3124	.532
6. I pay attention to my appearance.	73.8%	2.8%	2.710	.512	.3703	.6669	.518
7. I would examine my appearance before going out of home.	80.9%	2.4%	2.785	.466	.3561	.6866	.421
8. I worry about how I perform in front of others.	55.9%	7.5%	2.485	.632	.3335	.6748	.675
9. I care the way that I do a job.	75.3%	2.3%	2.731	.493	.3599	.4423	.494
10. I would pay attention to my inner feeling.	75.3%	2.4%	2.729	.496	.3772	.6356	.516
11. I would try to understand myself.	74.3%	2.0%	2.723	.491	.2945	.5944	.424
12. Other people's impression about me is different from what I really am.	34.3%	23.6%	2.106	.754	.1144	.3894	.504
13. I would think of the reason of doing something.	62.0%	5.9%	2.561	.605	.3224	.4766	.604
14. I care about other people's opinion about myself.	53.9%	8.8%	2.451	.652	.3524	.6330	.746
Cronbach α value: .709							
Statistics for scale: mean 34.526, variance 16.3943, std. dev. 4.0490							

Source: the researcher