

國家、性別、和服裝類別與服飾消費觀交互影響 之關聯性：台灣與美國大學生跨國之研究

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摘 要

本研究的主要目的是探討國家、性別、和服裝類別與服飾消費觀交互影響之關聯性。問卷中使用七點次序測量尺度以測量受試者以個人觀點在休閒服裝與正式服裝類別的六種服飾消費觀。資料收集方法是直接分發問卷於美國西海岸一所大學及台灣南部一所大學的學生課堂上。總共，487 來自美國的問卷及 903 來自台灣的問卷是合格作為分析的問卷。統計工具是以複變異數分析方式分析。研究結果顯示在國家與性別交叉影響分析中，受試者在購買休閒服裝時的服飾消費觀，只有美學、宗教、及理論性服飾消費觀受其兩者影響，而且受試者在購買正式服裝時的服飾消費觀，只有經濟、宗教、及理論性服飾消費觀受其兩者影響。

關鍵詞：服飾消費觀、消費者行為、跨國研究、性別、服裝類別

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The Interaction of Country, Gender and Type of Clothing on Clothing Values: A Cross-national Study of Taiwanese and United States Undergraduate Students

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ABSTRACT

The purpose of the study was to examine the interaction of countries, genders, and types of clothing on consumers' clothing values when they make clothing purchase decisions. Seven-point scales were used to measure respondents' personal views on the six clothing values for both casual and formal clothing. The questionnaire also measured the respondent's demographic characteristics. The data collection method was a direct handout questionnaire in classes at a university in western United States and at a university in southern Taiwan. Overall, 487 of the questionnaires from the United States and 903 from Taiwan were eligible for analysis in this study. Data from the questionnaires were analyzed using a multivariate analysis of variance. The results revealed that the interaction effects between country and gender only occurred on aesthetic, religious, and theoretic clothing values for respondents when they purchased casual clothing as well as on the economic, religious, and theoretic clothing values for respondents when they purchased formal clothing.

Keywords: Clothing value, Consumer behavior, Cross-national study, Gender, Clothing type

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1. Introduction

According to Blackwell, Miniard, and Engel (2001), the consumer decision making process is affected by environmental influences and individual differences. Environmental influences include culture, social class, personal influences, family, and situation. Individual differences include consumer resources, motivation and involvement, knowledge, attitudes and personality, values, and lifestyle.

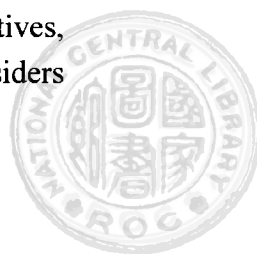
Culture is one of the environmental influences that affects consumer decision making. "Culture has a profound effect on why and how people buy and consume products and services. It affects the specific products people buy as well as the structure of consumption, individual decision making, and communication in a society" (Blackwell, Miniard, & Engel, 2001, p.320). Indeed, national culture has been identified as a primary environmental factor underlying differences in consumer behavior. For example, "nationality is used as surrogate for culture because all members of a given national group typically share a similar history, language, and political and educational environment" (Dawar & Parker, 1994, p.82). For marketers, the failure to take into account cultural differences among consumers has been the cause of many business failures (Ricks, 1993). The role of national culture in marketing guides "the many ways in which our theories and paradigms are a reflection of the culture in which they were developed" (Iyengar

& Lepper, 1999, p.364).

Values are important variables in understanding cross-cultural differences in consumer behavior. "[V]alues represent the deepest level of a culture" and "we are born within a family within a nation, and are subject to the mental programming of its culture from birth. Here we acquire most of our basic values" (Hofstede, 1994, p.13). In addition, "[v]alues influence most aspects of consumer behavior" (Burgess & Blackwell, 2001, p.10). "[V]alues provide a powerful basis for understanding consumer behavior within and across cultures" (Blackwell, Miniard, & Engel, 2001, p.215).

Value has been defined as "a conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable which influences the selection from available modes, means and ends of action" (Kluckhohn, 1951, p.395). In other words, values influence consumers directly and indirectly when they are going through a decision making process. "[V]alues transcend situation or events and are more enduring because they are more central in the personality structure" (Blackwell, Miniard, & Engel, 2001, p.215). Values are learned and can shape our consumption behaviors including clothing selection.

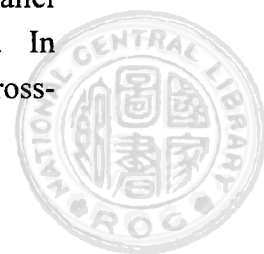
Clothing values are defined as "[t]he wishes, desires, interests, motives, or goals which an individual considers



worthwhile and thus are influential in determining his or her attitudes and behavior in the use of clothing” (Lapitsky, 1961, p.3). “Clothing value” and “clothing behavior” are related to an overall value system. These terms may appear similar in definition but they are actually different. Clothing behavior “refers to the use of and attitudes toward the many aspects of clothing as expressed through awareness, interest, and action” (Dickey, 1967, p.39). Moreover, O’Connor (1967) defined “[c]lothing behavior, in general terms, refers to the attitudes, beliefs, knowledge, and practices related to the selection and use of, as well as satisfaction with clothing” (p. 10). In comparing the definitions of clothing behavior and clothing value, clothing behavior tends to focus on how consumers “act using” clothing and express their attitudes and beliefs through clothing. Clothing value focuses on how consumers “feel wanting” clothing and their internal processing. Both, however, are influenced by overall value systems.

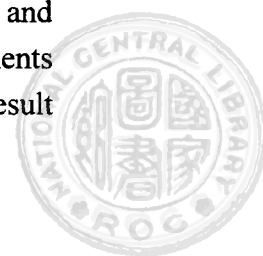
To examine clothing value systems most researchers from the early twentieth-century to now have adopted, modified, or partially used the instrument of *Study of Values* that was developed by Allport and Vernon (1931), and revised by Allport, Vernon, and Lindzey in 1951 and in 1960 (e.g., Creekmore, 1963 ; Forney, Rabolt, & Friend, 1993 ; Lapitsky, 1961). The *Study of Values* instrument measures the relative strength of six value orientations: aesthetic, economic, political, religious, social, and theoretical

values. The six clothing values adapted from Allport, Vernon, and Lindzey’s *Study of Values* also have been adopted, modified, or partially used in cross-national and cross-cultural studies. Mendoza (1965) may be the first person to conduct a cross-cultural comparison of clothing values. She used two systems of values to examine the relationship between general values and clothing values in Filipino and American groups. The first value system included four values (aesthetic, economic, political and social) from Lapitsky (1961), two values (theoretical and religious) from Allport et al. (1960), and two values (sensuous and exploratory) from Creekmore (1963). The second value system used was F. Kluckhohn’s (1950) system which included relational, activity, time, and man-nature orientations. The results indicated that within a given culture, there were variations in the types of rank-order patterns of the general and clothing value orientations. Moreover, from the comparison of the two cultures under consideration, similarities and differences in types of rank order patterns of general value orientations and clothing value orientations were revealed. The comparison of two cultures also showed that there were similarities and differences in the types of relationship that exist between clothing values and general values. Both groups showed highly significant positive correlations existed between the aesthetic, economic, political, and religious clothing values and their respective parallel general values (Mendoza, 1965). In 1971, Hao Chiao conducted a cross-



cultural study in Taiwan and the United States. Based on the *Study of Values* (Allport, Vernon, & Lindzey, 1960), she used six general values to examine the five clothing behaviors (aesthetic, modesty, comfort, management and social approval) in two countries, Taiwan and the United States. Also, Taiwanese and American groups ranked the six general values in different orders of importance. The results showed significant differences between the mean scores of the aesthetic and the religious values for the two groups. Significant differences were found for modesty and management clothing behaviors between Taiwan and United States. Theoretical value and modesty of clothing behavior were positively related. Theoretical value and comfort of clothing behavior were also positively related. However, a negative relation was found between social value and aesthetic of clothing behavior in the Taiwanese group. Political value and aesthetic of clothing behavior were negatively related in the American group. Conrad (1973) used Mendoza's (1965) Clothing Values Measure in her study. Mendoza (1965) revised and expanded the Lapitsky (1961) Clothing Values Measure so that it would include eight types of values to parallel the Allport et al. (1960) of *Study of Values* as extended by Creekmore (1963). Sensuous, exploratory, religious, theoretical, social, economic, political, and aesthetic were the eight clothing values used in Conrad's study (1973) to examine the relationship among clothing values, personality factors and demographic variables for an English Canadian group and a French Canadian group.

Results indicated that the English Canadians were significantly higher in the political and social clothing value and were more enthusiastic, outgoing, and self-controlled in personality than French Canadians. On the other hand, the French Canadians were significantly higher in the aesthetic and theoretical clothing values and were more dominant, conscientious, experimenting, and imaginative in personality than the English Canadians. The findings indicated that significant correlations existed between clothing values and personality factors in the respondents of English and French Canadian groups. Also, the relationships of significance existed between clothing values and demographic variables. Respondents' demographic variables of age, number of others in the family, father's education and income, and mother's education were influential in determining clothing values. Forney and Rabolt (1987) surveyed forty-nine Anglo-American and forty-five Chinese-American students to conduct a cross-cultural comparison on clothing values. Lapitsky's (1961) five clothing values were used in this study. The results found that Chinese ranked economic value first and aesthetic value second, whereas Anglos ranked aesthetic value first and economic value second. In 1990, Forney and Rabolt investigated two Middle Eastern cultures in terms of clothing values of women. Sixty Saudi female nationals in Saudi Arabia and fifty Qatari female nationals in Qatar were compared in terms of their clothing values. Lapitsky's (1961) and Creekmore's (1963) value measurements were used in this study. The result



indicated that both groups fell in the same order of highest to lowest mean score for the first five clothing values: aesthetic, social I, political, economic, and social II. However, there were significant differences between Saudi and Qatari women for aesthetic ($p < .001$) and social I ($p < .05$) clothing values with Qatari women having higher mean scores. In 1993, Forney, Rabolt, and Friend examined one hundred and eight college women in California and one hundred and one college women in New Zealand to determine the importance attributed to eighteen descriptors defining nine clothing values. The nine clothing values in this study were drawn from Lapitsky's (1966) and Creekmore's (1963) studies. A similar rank order of importance for clothing exists for both groups, which were exploratory, economic, sensory, aesthetic, social I and social II. Aesthetic values rated highest, and social I as well as social II rated lowest in both groups.

In addition to the country, type of clothing items and gender are also important factors related to clothing values. Consumers may consider different clothing values when they select different types of clothing. To university students, casual and formal clothing are the major types of clothing they may wear. Casual clothing is defined as clothing suitable for informal wear (Simpson & Weiner, 1989), and formal clothing is described as clothing worn by men and women at formal social functions (Calasibetta, 1983).

Moreover, gender differences have been found in relation to consumer behavior. Hayhoe, Leach, Turner, Bruin, and Lawrence (2000) examined the differences in spending habits and credit use of college students and found out that there were significant gender differences for the purchasing of clothes, electronics, entertainment, and food away from home. In 1970, Cortes and Gatti used the six value categories of *Study of Values* (Allport, Vernon, & Lindzey, 1960) to test the human values and found that males were higher than females in theoretical, economic and political values. This result was the same as Allport-Vernon-Lindzey studies in 1931 and in 1951 (females on the average were found to be more religious, social and aesthetic than males). In studies of clothing values, most researchers have focused only on female consumers (e.g., Creekmore, 1963; Forney, Rabolt, & Friend, 1993; Lapitsky, 1961).

In this study, consumers in Taiwan and the United States are compared. "The United States, Hong Kong, and Japan are the top buyers of Taiwan exports, accounting for 54.8 percent of the total in 2001. Major export products include electrical machinery, mechanical appliances, plastics, textiles, iron, and steel. In 2001, exports to the United States totaled US \$ 27.7 billion and the trade surplus with the US was US \$ 9.4 billion" ("A Brief Introduction," 2003, para. 5).

A few studies have compared consumer behavior of people in Taiwan



and the United States (Albers-Miller & Stafford, 1999 ; Hao Chaio, 1971; Hsiao, 1993 ; Hsu & Burns, 2002 ; Huang, 2001 ; McNeal & Yeh, 1990). Hao Chaio (1971) studied the relationship between clothing behavior and general values in Taiwan and the United States and found significant differences between the mean scores of the aesthetic general value and the religious general values for the two groups. However, Hao Chaio (1971) conducted the study in Taiwan and the United States, the main objective was to examine the “clothing behavior” not “clothing values.”

In addition, no study has been found that has examined the types of clothing related to clothing values of consumers. Also, most clothing value studies have been focused only on female consumers. Therefore, the purpose of the present study is to examine the interaction of countries (Taiwan and United States), types of clothing (casual and formal clothing), and gender (female and male) on consumers' clothing values when they make clothing purchase decisions.

2. Research Hypotheses

As discussed earlier, Hao Chiao (1971) compared six general values (aesthetic, economic, political, social, religious, and theoretic) and five clothing behaviors (aesthetic, modesty, comfort, management and social approval) in two countries, Taiwan and the United States. The results showed significant differences between the mean scores of the aesthetic and the religious general values for the

two groups.

In addition, gender differences also have been found in relation to six values of Allport-Vernon-Lindzey (1960). Cortes and Gatti (1970) found that males were higher than females in theoretical, economic and political values. This result was the same as Allport-Vernon-Lindzey studies in 1931 and in 1951 where females scored higher on religious, social and aesthetic values than did males. Therefore, the following hypotheses guided the present study:

- H1: There will be significant interaction effects occurring between country (Taiwan and the United States) and gender (female and male) on consumers' six clothing values (aesthetic, economic, political, social, religious, and theoretic) when they purchased casual clothing.
- H2: There will be significant interaction effects occurring between country (Taiwan and the United States) and gender (female and male) on consumers' six clothing values (aesthetic, economic, political, social, religious, and theoretic) when they purchased formal clothing.

3. Methods

3.1 Questionnaire

A self-administered questionnaire was used to collect the data in the present study. The questionnaire consisted questions measuring the tendency of clothing values for both casual and formal clothing as well as questions asking about demographic characteristics



of the respondent. The section of the questionnaire measured respondents' personal views on the six clothing values (aesthetic, economic, political, religious, social, and theoretical clothing values) for casual and formal clothing types was modified from studies of Fratzke (1976), Dunlap (1971), and Creekmore (1963), which were all adapted from Allport-Vernon-Lindzey (1960)'s *Study of Values*. Each clothing value had five related questions for both casual and formal clothing; therefore, this section included a total of sixty questions. The respondents responded to the questions on a seven-point scale with end-points "least like me" and "most like me." The mid-point for each item was identified as "undecided." The questions related to the six clothing values were listed in random order. The questionnaire was first developed in English and then was translated into Chinese. The Chinese version then was back-translated into English. The purpose of back translation was to check for equivalency in meaning and clarity in the two versions.

To assure face validity of the questionnaire, the questionnaire items were examined by a Ph.D. candidate majoring in Merchandising Management at a university in western United States. Simplification and modernization of wording were the major purpose for this examination. Then, the questionnaire was pretested by five female and five male U. S. students and four female and three male Taiwanese students at a university in western United States. The

purpose of the pretest was to identify any potential problems with the clarity of the questionnaire. Verbal feedback on the questionnaire was collected in order to make needed modifications before the data collection. After the pretest, some modifications were made.

3.2 Sample and Data Collection

A convenience non-probability sample of university students in the United States and Taiwan was used. More than 500 university students were surveyed in each country. The United States participants included students from general education course classes and upper division course classes that enrolled in Apparel and Interior Design, Merchandising Management, Business Administration, and Human Development and Family Sciences during Spring Term 2003 at a university in western United States. They completed the English version of the questionnaire. Taiwanese participants included more than 200 students from each of four colleges, enrolled in courses during Spring semester 2003 at a university in southern Taiwan. They completed the Chinese version of the questionnaire. The eight-page questionnaires were completed by the United States and Taiwanese university students in classrooms. In order to make sure the same process of data collection was used in both countries, the same instructions were provided to those collecting data in the United States and Taiwan.

3.3 Data Analysis

In this study, dependent variables



were scores on six clothing values: aesthetic, economic, political, religious, social, and theoretical. Country (Taiwan and United States), clothing type (formal and casual clothing), and gender (female and male) were the independent variables. Statistical Package for Social Science (SPSS) version 10.0 was used for descriptive statistics, frequencies, and multivariate analysis of variance in this study.

Descriptive statistics provided a summary of the six clothing values. Scale reliability analysis was used to assess the reliability for all six clothing values. Hypothesis 1 and 2 were tested using multivariate analysis of variance. A p-value of .05 was employed to determine statistical significance. When the interaction effects of a multivariate analysis of variance revealed significant differences, then the univariate analyses was used to test the main effect for these significant findings.

4. Results

A total of 1504 questionnaires were collected from 563 United States students and 941 Taiwanese students. After the screening of the questionnaires, 487 of the questionnaires from the United States and 903 from Taiwan (for a total number of 1390) were eligible for analysis in this study.

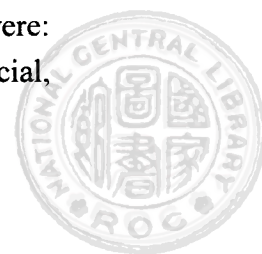
The mean age of the United States group was 20.2 years and the mean age of the Taiwanese group was 22.2 years. In the United States group, 39.4 % of respondents were male and 60.6 % were

female. In the Taiwanese group, 35.4 % of respondents were male and 64.6 % were female. The first year in college was identified by 39.4% of the United States sample. The Junior standing was identified by 28.9% of the Taiwanese sample.

4.1 Descriptive Statistics and the Importance of the Six Clothing Values

The United States respondents scored higher than the Taiwanese respondents on aesthetic ($M_{us} = 4.74$, $SD_{us} = 0.89$; $M_T = 4.32$, $SD_T = 0.90$) and political ($M_{us} = 4.92$, $SD_{us} = 1.05$; $M_T = 4.74$, $SD_T = 1.09$) clothing values. The United States respondents scored lower than the Taiwanese respondents on social ($M_{us} = 4.32$, $SD_{us} = 0.77$; $M_T = 4.90$, , $SD_T = 0.80$), theoretical ($M_{us} = 4.56$, $SD_{us} = 0.91$; $M_T = 5.14$, $SD_T = 0.92$), economic ($M_{us} = 5.02$, $SD_{us} = 0.83$; $M_T = 5.76$, $SD_T = 0.79$), and on religious ($M_{us} = 3.27$, $SD_{us} = 1.25$; $M_T = 3.92$, $SD_T = 1.03$) clothing values.

For the United States respondents, the ranking of mean importance scores for the six clothing values in order of declining importance were: economic, political, aesthetic, theoretical social, and religious. For the Taiwanese respondents, the ranking of mean importance scores for the six clothing values were: economic, theoretical, social, political, aesthetic, and religious. For total respondents, the ranking of mean importance scores for the six clothing values were: economic, theoretical, political, social, aesthetic, and religious.



4.2 Reliability of the Six Clothing Values Scales

Cronbach's standardized *alpha* was used to assess reliability (internal consistency) of the six clothing values of the scale items. Reliability coefficient estimates for the six clothing values ranged from .62 to .86. Nunnally (1978) suggested that *alpha* values above .70 as a more conservative acceptable level. All clothing values except one, social value, were over .70, meeting the conservative criteria of Nunnally (1978). Therefore, results related to the social clothing value need to be interpreted in light of the lower internal consistency found for this scale.

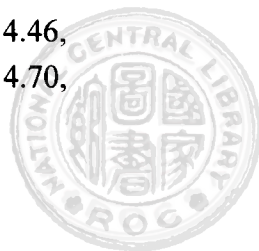
4.3 Results of Hypothesis Testing

Hypothesis 1 stated that there would be significant interaction effects occurring between country (Taiwan and the United States) and gender (female and male) on consumers' six clothing values (aesthetic, economic, political, social, religious, and theoretic) when they purchased casual clothing. Based upon the results of multivariate analysis of variance, hypothesis 1 was partially accepted. The interaction effects between country and gender only occurred on aesthetic [$F(1, 1385) = 15.17, p < .001$], religious [$F(1, 1385) = 13.63, p < .001$], and theoretic [$F(1, 1385) = 33.92, p < .001$] clothing values for respondents when they purchased casual clothing (See Table 1).

Significant differences were found between the United States and Taiwanese respondents on the economic [$F(1, 1385)$

$= 63.72, p < .001$], religious [$F(1, 1385) = 39.56, p < .001$], social [$F(1, 1385) = 109.87, p < .001$], and theoretic [$F(1, 1385) = 188.91, p < .001$] clothing values related to casual clothing (See Table 1). In addition, based on these statistically significant findings, the mean scores of the economic ($M_{us} = 5.41, SD_{us} = 0.82, n = 487; M_T = 5.80, SD_T = 0.83, n = 902$), religious ($M_{us} = 3.28, SD_{us} = 1.25, n = 487; M_T = 3.63, SD_T = 1.05, n = 902$), social ($M_{us} = 4.27, SD_{us} = 0.83, n = 487; M_T = 4.79, SD_T = 0.90, n = 902$), and theoretic ($M_{us} = 4.31, SD_{us} = 1.04, n = 487; M_T = 5.02, SD_T = 0.98, n = 902$) values of casual clothing were higher for the Taiwanese respondents than for the United States' respondents (See Table 2). In other words, Taiwanese respondents cared more about economic, religious, and social values when they selected casual clothing than did the United States' respondents.

Significant differences were found between male and female respondents on the aesthetic [$F(1, 1385) = 104.54, p < .001$], political [$F(1, 1385) = 70.45, p < .001$], social [$F(1, 1385) = 23.39, p < .001$], and theoretic [$F(1, 1385) = 59.29, p < .001$] clothing values when they purchased casual clothing (See Table 1). Female respondents had higher scores than did male respondents on aesthetic (Male: $M = 3.82, SD = 1.07, n = 511$; Female: $M = 4.35, SD = 0.95, n = 878$), political (Male: $M = 4.25, SD = 1.22, n = 511$; Female: $M = 4.78, SD = 1.08, n = 878$), social (Male: $M = 4.46, SD = 0.93, n = 511$; Female: $M = 4.70,$



$SD = 0.89$, $n = 878$), and theoretic (Male: values when they purchased casual
 $M = 4.54$, $SD = 1.18$, $n = 511$; Female: clothing (See Table 2).
 $M = 4.91$, $SD = 0.95$, $n = 878$) clothing

Table 1 Multiple Analyses of Variance for Country and Gender on the Six Clothing Values Related to Casual Clothing

Source	Dependent Variables	SS	df	MS	F	P
Between Subjects						
Country (C)	The aesthetic clothing value	.12	1	.12	.12	.723
	The economic clothing value	43.19	1	43.19	63.72***	.000
	The political clothing value	.83	1	.83	.65***	.420
	The religious clothing value	49.79	1	49.79	39.56***	.000
	The social clothing value	83.14	1	83.14	109.87***	.000
	The theoretic clothing value	179.58	1	179.58	188.91***	.000
Gender (G)	The aesthetic clothing value	103.13	1	103.13	104.54***	.000
	The economic clothing value	1.37	1	1.37	2.03***	.154
	The political clothing value	90.14	1	90.14	70.45***	.000
	The religious clothing value	2.30	1	2.30	1.83***	.176
	The social clothing value	17.70	1	17.70	23.39***	.000
	The theoretic clothing value	56.37	1	56.37	59.29***	.000
C X G	The aesthetic clothing value	14.97	1	14.97	15.17***	.000
	The economic clothing value	1.77	1	1.77	2.61	.106
	The political clothing value	2.14	1	2.14	1.67	.196
	The religious clothing value	17.15	1	17.15	13.63***	.000
	The social clothing value	1.58	1	1.58	2.08	.149
	The theoretic clothing value	32.25	1	32.25	33.92***	.000
Error	The aesthetic clothing value	1366.28	1385	.98		
	The economic clothing value	938.81	1385	.67		
	The political clothing value	1771.96	1385	1.27		
	The religious clothing value	1743.07	1385	1.25		
	The social clothing value	1048.08	1385	.75		
	The theoretic clothing value	1316.61	1385	.95		

* $p < .05$. ** $p < .01$. *** $p < .001$



Table 2 Descriptive Statistics of Country and Gender on the Six Clothing Values Related to Casual Clothing

Clothing Value ^a	Country ^b	Gender ^c	Mean	SD	n
Aesthetic	The United States	Male	3.67	1.01	192
		Female	4.48	1.02	295
		Total	4.16	1.01	487
	Taiwan	Male	3.91	1.10	319
		Female	4.28	0.91	583
		Total	4.15	1.00	902
	Total	Male	3.82	1.07	511
		Female	4.35	0.95	878
		Total	4.15	1.03	1389
Economic	The United States	Male	5.49	0.76	192
		Female	5.35	0.85	295
		Total	5.41	0.82	487
	Taiwan	Male	5.80	0.91	319
		Female	5.81	0.78	583
		Total	5.80	0.83	902
	Total	Male	5.68	0.87	511
		Female	5.65	0.83	878
		Total	5.66	0.85	1389
Political	The United States	Male	4.16	1.22	192
		Female	4.80	1.07	295
		Total	4.55	1.17	487
	Taiwan	Male	4.30	1.21	319
		Female	4.76	1.08	583
		Total	4.60	1.15	902
	Total	Male	4.25	1.22	511
		Female	4.78	1.08	878
		Total	4.58	1.16	1389
Religious	The United States	Male	3.08	1.12	192
		Female	3.41	1.31	295
		Total	3.28	1.25	487
	Taiwan	Male	3.73	1.08	319
		Female	3.58	1.03	583
		Total	3.63	1.05	902
	Total	Male	3.49	1.14	511
		Female	3.52	1.14	878
		Total	3.51	1.14	1389
Social	The United States	Male	4.08	0.81	192
		Female	4.40	0.82	295
		Total	4.27	0.83	487



Table 2 Descriptive Statistics of Country and Gender on the Six Clothing Values Related to Casual Clothing(continued)

Clothing Value ^a	Country ^b	Gender ^c	Mean	SD	n
Theoretic	Taiwan	Male	4.68	0.93	319
		Female	4.85	0.88	583
		Total	4.79	0.90	902
	Total	Male	4.46	0.93	511
		Female	4.70	0.89	878
		Total	4.61	0.91	1389
	The United States	Male	3.85	1.10	192
		Female	4.61	0.88	295
		Total	4.31	1.04	487
	Taiwan	Male	4.95	1.03	319
		Female	5.06	0.95	583
		Total	5.02	0.98	902
	Total	Male	4.54	1.18	511
		Female	4.91	0.95	878
		Total	4.77	1.06	1389

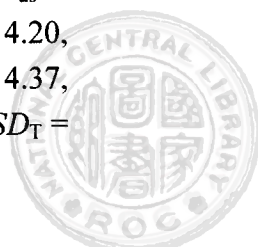
^a The average of each clothing value.

^b $n = 487$ for the number of the United States respondents, and $n = 902$ for the number of Taiwanese respondents (903) - missing data (1) = 902.

^c $n = 511$ for the number of male respondents and $n = 878$ for the number of female respondents.

Hypothesis 2 stated that there would be significant interaction effects occurring between country (Taiwan and the United States) and gender (female and male) on consumers' six clothing values (aesthetic, economic, political, social, religious, and theoretic) when they purchased formal clothing. Based upon the results of multivariate analysis of variance, hypothesis 2 was partially accepted. The interaction effects between country and gender only occurred on the economic [$F(1, 1385) = 5.37, p = .021$], religious [$F(1, 1385) = 5.05, p = .025$], and theoretic [$F(1, 1385) = 4.41, p = .036$] clothing values for respondents when they purchased formal clothing (See Table 3).

Significant differences were found between the United States and Taiwanese respondents on the aesthetic [$F(1, 1385) = 246.37, p < .001$], economic [$F(1, 1385) = 345.70, p < .001$], political [$F(1, 1385) = 47.93, p < .001$], religious [$F(1, 1385) = 183.10, p < .001$], social [$F(1, 1385) = 167.97, p < .001$], and theoretic [$F(1, 1385) = 71.80, p < .001$] clothing values related to formal clothing (See Table 3). In addition, based on these statistically significant findings, the mean scores for the economic ($M_{us} = 4.64, SD_{us} = 1.09, n = 487; M_T = 5.72, SD_T = 0.92, n = 902$), religious ($M_{us} = 3.26, SD_{us} = 1.38, n = 487; M_T = 4.20, SD_T = 1.18, n = 902$), social ($M_{us} = 4.37, SD_{us} = 0.88, n = 487; M_T = 5.01, SD_T =$



0.86, $n = 902$), and theoretic ($M_{us} = 4.81$, $SD_{us} = 0.96$, $n = 487$; $M_T = 5.26$, $SD_T = 0.97$, $n = 902$) values for formal clothing were higher for the Taiwanese respondents than for the United States respondents (See Table 4). On the other hand, the United States respondents seemed more concerned about the aesthetic ($M_{us} = 5.32$, $SD_{us} = 0.94$, $n = 487$; $M_T = 4.49$, $SD_T = 0.95$, $n = 902$) and political ($M_{us} = 5.30$, $SD_{us} = 1.10$, $n = 487$; $M_T = 4.88$, $SD_T = 1.15$, $n = 902$) clothing values when they selected formal clothing than did Taiwanese respondents.

Significant differences were found between male and female respondents on aesthetic [$F(1, 1385) = 85.64$, $p < .001$], political [$F(1, 1385) = 64.76$, $p < .001$], social [$F(1, 1385) = 23.39$, $p < .001$], and theoretic [$F(1, 1385) = 11.38$, $p < .001$] clothing values when they purchased formal clothing (See Table 3). Female respondents had higher scores than did male respondents on the aesthetic (Male: $M = 4.50$, $SD = 1.05$, $n = 511$; Female: $M = 4.94$, $SD = 0.98$, $n = 878$), political (Male: $M = 4.72$, $SD = 1.20$, $n = 511$; Female: $M = 5.21$, $SD = 1.07$, $n = 878$), social (Male: $M = 4.67$, $SD = 0.93$, $n = 511$; Female: $M = 4.85$, $SD = 0.90$, $n = 878$), and theoretic (Male: $M = 4.95$, $SD = 1.05$, $n = 511$; Female: $M = 5.19$, $SD = 0.94$, $n = 878$) clothing

values when they purchased formal clothing (See Table 4).

In summary, more statistically significant differences were found between the United States and Taiwanese respondents in the clothing values related to formal clothing than were found for casual clothing. In other words, consumers in both groups all cared more clothing values on formal clothing than did on casual clothing. In addition, Taiwanese respondents had more concern for these clothing values than did the United States respondents when they selected casual and formal clothing. In addition, female respondents had more concern for these clothing values than did male respondents when they selected casual and formal clothing. Regarding the interaction effects by country and by gender, the respondents' concern related to the religious and theoretic clothing values depended on the effect of gender of respondents for both casual and formal clothing (See Tables 1 and Table 3). However, significant findings on the interaction effects by country and by gender for the aesthetic clothing value only occurred related to casual clothing, whereas significant findings for the economic clothing value only occurred related to formal clothing (See Tables 1 and Table 3).



Table 3 Multiple Analyses of Variance for Country and Gender on the Six Clothing Values Related to Formal Clothing

Source	Dependent Variables	SS	df	MS	F	P
Between Subjects						
Country (C)	The aesthetic clothing value	208.16	1	208.16	246.37***	.000
	The economic clothing value	324.07	1	324.07	345.70***	.000
	The political clothing value	58.25	1	58.25	47.93***	.000
	The religious clothing value	286.89	1	286.89	183.10***	.000
	The social clothing value	125.38	1	125.38	167.97***	.000
	The theoretic clothing value	66.33	1	66.33	71.80***	.000
Gender (G)	The aesthetic clothing value	72.36	1	72.36	85.64***	.000
	The economic clothing value	1.33	1	1.33	1.42***	.233
	The political clothing value	78.70	1	78.70	64.76***	.000
	The religious clothing value	1.31	1	1.31	.83**	.360
	The social clothing value	8.49	1	8.49	11.38***	.001
	The theoretic clothing value	20.14	1	20.14	21.80***	.000
C X G	The aesthetic clothing value	1.53	1	1.53	1.81*	.179
	The economic clothing value	5.03	1	5.03	5.37*	.021
	The political clothing value	1.648E-02	1	1.648E-02	.01*	.907
	The religious clothing value	7.91	1	7.91	5.05*	.025
	The social clothing value	1.12	1	1.12	1.63*	.202
	The theoretic clothing value	4.08	1	4.08	4.41*	.036
Error	The aesthetic clothing value	1170.21	1385	.84		
	The economic clothing value	1298.34	1385	.93		
	The political clothing value	1683.12	1385	1.21		
	The religious clothing value	2170.01	1385	1.56		
	The social clothing value	1033.78	1385	.74		
	The theoretic clothing value	1279.56	1385	.92		

* $p < .05$. ** $p < .01$. *** $p < .001$.



Table 4 Descriptive Statistics of Country and Gender on the Six Clothing Values Related to Formal Clothing

Clothing Value ^a	Country ^b	Gender ^c	Mean	SD	n
Aesthetic	The United States	Male	4.98	0.95	192
		Female	5.54	0.86	295
		Total	5.32	0.94	487
	Taiwan	Male	4.21	1.00	319
		Female	4.64	0.89	583
		Total	4.49	0.95	902
	Total	Male	4.50	1.05	511
		Female	4.94	0.98	878
		Total	4.78	1.03	1389
	The United States	Male	4.76	1.01	192
		Female	4.56	1.13	295
		Total	4.64	1.09	487
Economic	Taiwan	Male	5.67	0.95	319
		Female	5.74	0.87	583
		Total	5.72	0.90	902
	Total	Male	5.33	1.07	511
		Female	5.34	1.11	878
		Total	5.34	1.10	1389
Political	The United States	Male	5.00	1.21	192
		Female	5.50	0.96	295
		Total	5.30	1.10	487
	Taiwan	Male	4.55	1.17	319
		Female	5.07	1.10	583
		Total	4.88	1.15	902
	Total	Male	4.72	1.20	511
		Female	5.21	1.07	878
		Total	5.03	1.15	1389
Religious	The United States	Male	3.21	1.32	192
		Female	3.30	1.41	295
		Total	3.26	1.38	487
	Taiwan	Male	4.35	1.22	319
		Female	4.12	1.15	583
		Total	4.20	1.18	902
	Total	Male	3.92	1.38	511
		Female	3.85	1.30	878
		Total	3.87	1.33	1389



Table 4 Descriptive Statistics of Country and Gender on the Six Clothing Values Related to Formal Clothing(continued)

Clothing Value ^a	Country ^b	Gender ^c	Mean	SD	n
Social	The United States	Male	4.23	0.82	192
		Female	4.46	0.90	295
		Total	4.37	0.88	487
	Taiwan	Male	4.94	0.90	319
		Female	5.05	0.84	583
		Total	5.01	0.86	902
	Total	Male	4.67	0.93	511
		Female	4.85	0.90	878
		Total	4.79	0.92	1389
Theoretic	The United States	Male	4.58	1.00	192
		Female	4.96	0.91	295
		Total	4.81	0.96	487
	Taiwan	Male	5.17	1.03	319
		Female	5.31	0.94	583
		Total	5.26	0.97	902
	Total	Male	4.95	1.05	511
		Female	5.19	0.94	878
		Total	5.10	1.00	1389

^a The average of each clothing value.

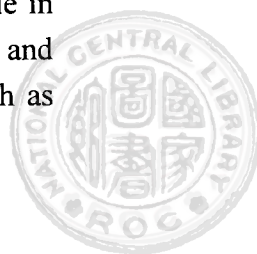
^b $n = 487$ for the number of the United States respondents, and $n = 902$ for the number of Taiwanese respondents (903) - missing data (1) = 902.

^c $n = 511$ for the number of male respondents and $n = 878$ for the number of female respondents

5. Conclusions and Implications

The results of this study have theoretical implications with respect to clothing values among country, gender, and type of clothing. According to the EBM model of the consumer decision process (Blackwell, Miniard, & Engel, 2001), culture is one of the environmental influences that affects consumer decision making. The results of this study can be best explained by viewing consumers' clothing values as not only affected by potentially different national cultures, but also by gender and type of clothing. These results are partially

consistent with Hao Chiao (1971) who found significant differences between the mean scores of the aesthetic and the religious general values for consumers in Taiwan and the United States. However, the relationship between gender and clothing values varied from past studies (Allport, Vernon, & Lindzey, 1931 & 1951 ; Cortes & Gatti, 1970). This suggests that the changes in gender role may have influenced the values for consumer purchases of clothing. Today females take on similar roles as male in the work force or in social activities and males now do more housework such as



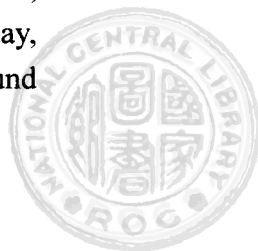
cooking, cleaning, and laundry than they once did. Through understanding changes in gender roles today, marketers and retailers can apply the information in this study to existing strategies to better reach, keep, and serve apparel consumers. According to the findings, the interaction effects by country and by gender, the respondents' concern related to the religious and theoretic clothing values depended on the effect of gender of respondents for both casual and formal clothing. However, significant findings on the interaction effects by country and by gender for the aesthetic clothing value only occurred related to casual clothing, whereas significant findings for the economic clothing value only occurred related to formal clothing.

In summary, the interaction analysis of country by gender on the six clothing values related to type of clothing revealed that national culture affected the consumers' six clothing values related to the type of clothing differently. According to the findings, significant differences were found for all six clothing values in formal clothing, whereas significant differences were only found for the economic, religious, social, and theoretic clothing values in casual clothing between the United States and Taiwan respondents. Thus, more significant findings were found for formal clothing than were found for casual clothing among the six clothing values between the consumers in the United States and Taiwan. Also, based on the significant findings, Taiwanese consumers scored higher on the economic, religious, social, and

theoretic clothing values than did the United States consumers for both formal and casual clothing, and Taiwanese consumers scored lower on the aesthetic and political clothing values than did the United States consumers in formal clothing. Moreover, for both casual and formal clothing, similar significant findings were found for consumers' aesthetic, political, and theoretic clothing values between female and male consumers; females scored higher than males on these clothing values. These findings suggest that consumers' clothing values may vary more by national culture than by gender when consumers purchase different types of clothing.

International marketers and retailers often use cultural characteristics, specifically cultural values, to segment markets on a global basis or plan different strategies to advertise and sell products to different global markets. Knowing what values the consumers possess when they consume can assist marketers and retailers as they associate their products' values with consumers' wants and need. The similarities and differences among consumers' clothing values in different countries, between genders, and among types of clothing can be important basic information for international marketers to use when planning and implementing marketing plans across countries.

In summary, this study enjoins consumer researchers to focus on the clothing values among different countries, genders, and types of clothing. Today, people are more value-conscious around



the whole world, so international marketers and retailers must emphasize the overall value of their products (Blackwell, Miniard, & Engel, 2001). Using cross-national studies related to the Taiwan and United States markets that deal with clothing values such as the present study will help with international marketing strategies.

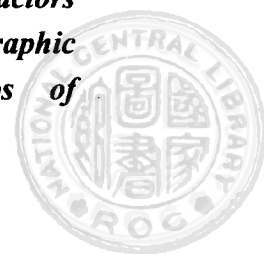
6. Recommendations for Further Research

Further research should use random and different sample groups in order to increase the validity and generalizability of the research. Samples for future research should include other groups of consumers, such as elderly consumers, child consumers or working consumers to expand the generalizability of the research. In addition, it is important to examine or revise the lower internal consistency found for the social clothing value scale in this study for the further research. In order to gather more relevant details regarding consumer purchase behavior for clothing, researchers may want to expand the number of clothing values and clothing product categories in future work. The different research methods such as qualitative or experimental research will be suggested in order to provide additional evidence for the validity of this study. Future researchers have to be aware of other environmental influences such as social class, family variables, and so forth, and individual difference such as personality, knowledge, attitudes variables, and so forth, influencing consumers' clothing

values.

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