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Relationship of clothing attributes, self-congruity, expectations and performance purchases by regular-size and plus-size Korean women

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Keywords: Self-congruity, clothing attribute, expectation, o

Background: There has been a significant global increase (including Korea) overweight and obese populations. Obese people are likely to encounter negative and discrimination (e.g. Myers & Rosen, 1999), inconvenience in shopping and dissatisfied in regards to their clothing needs (e.g. Yu, Ko & Kim, in press). the process that leads to expectations and performances closely related to clothing purchase satisfaction of plus-size and regular-size women in Korea

Theoretical framework and research model: The self-congruity model of used as a theoretical framework for this study. Previous studies confirmed that consumers are motivated to purchase and use products or services that are consistent with their self when self-congruity occurs (e.g., Ha & Im, 2012). However, previous research on has focused on purchase intentions and loyalty with little attention on how self influences consumer expectations and performance that determines satisfaction. Therefore, the following proposed model was constructed (Figure. 1).

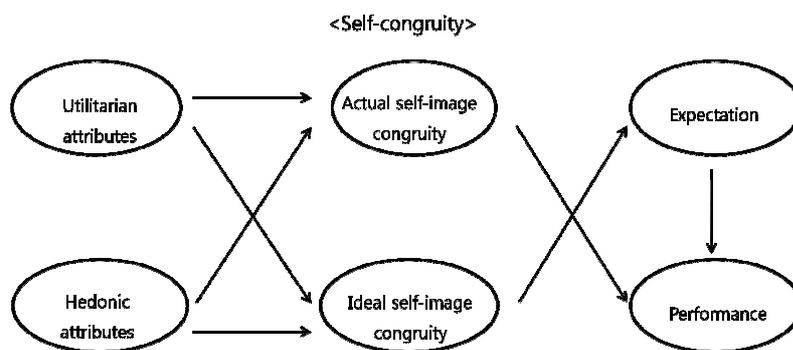


Figure 1. The proposed research model

Method: A survey questionnaire was developed to measure utilitarian attribute attributes, ideal self-image congruity, actual self-image congruity, expectation demographic variables. Data were collected from April, 2012 to July, 2012 of 435 usable questionnaires were obtained that included 246 responses from

and 189 from plus-size women in Korea. For hypotheses testing, a structural equation model using correlation matrix with maximum likelihood was estimated using AMOS 17.0 to examine hypothetical relationships among the latent variables. The measurement models for regular-size women and plus-size women were separately tested to evaluate the quality of measures. The model for plus-size woman was considered a fair fit based on CFI(.97), NFI(.93), and RMSEA(.058), although χ^2 for the best fit model was significant ($\chi^2 = 169.63$, $df=104$, $p < .000$). The model for normal size woman, though χ^2 was significant ($\chi^2 = 279.31$, $df=104$, $p < .000$), was considered acceptable, except NFI(.88), based on CFI(.92), RMSEA(.083).

Results and discussion : The hypothesized models for regular-size woman and plus-size woman samples were separately tested to examine the relationships specified in the hypotheses. Although χ^2 for the best fit model was significant ($\chi^2 = 207.71$, $df=109$, $p < .000$), the model for plus-size women showed acceptable level of fit based on CFI(.96), NFI(.91), and RMSEA(.069). The model for regular-size women, though χ^2 was significant ($\chi^2 = 337.82$, $df=109$, $p < .000$), considered acceptable, except NFI(.85), based on CFI(.90) and RMSEA(.093). The utilitarian and hedonic attributes were positively related to actual and ideal self-image congruity for normal size women. However, only the utilitarian attribute was positively related to actual and ideal self-image congruity for plus-size women. As hypothesized, ideal self-image congruity positively influenced expectation of both regular-size women and plus-size women; however, actual self-image congruity positively influenced performance only in the case of regular-size women. The results indicated that regular-size and plus-size women may differ in their purchase decisions with associated expectations and performance in regards to their actual and ideal self-image congruity.

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