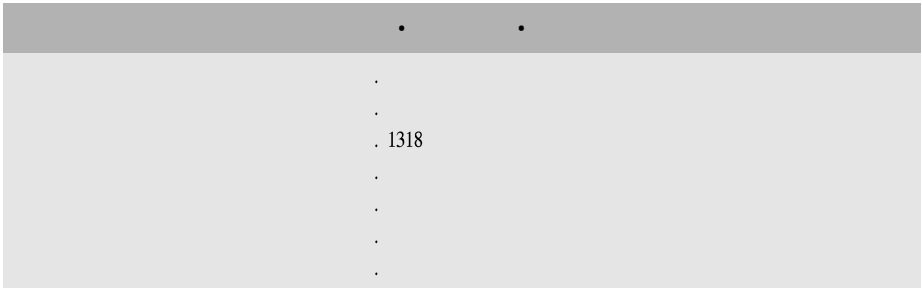


- 1318 -

FTB Management
FTB



<요 약>

1318

TV

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<TV >, <TV >, <TV > 3

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TV

TV , 1318 가

TV , , 가 , ,

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I.

24 10 TV ,

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1) , “ ” , 1996.

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Horn Gurrel⁶⁾
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가 .7) , Kelman(1958)

2) , “ Vol. 23, No5 1999 p634
3) [, , /] 10 (), “ 가 ” 2002 1 22
4) M. J. Horn & L. M. Gurel,1981, op cit, p. 216.
5) , , : , 1984, p.94.
6) M. J. Horn & L. M. Gurel, The Second Skin, Boston : Houghton Co. 1981, p. 217.
7) , “ - , , .”
, 1990, pp.13-15.

2.

가
 가
 Maslow 가 가 5가
 (, , , ,)
 가 가
 Murray 가 가 가 TAT
 (The Thematic Apperception Test), EPPS(Edward Personal Preference Schedule),
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8) , : , 1997,
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9가

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11)

. Horn¹²⁾

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14)

가

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15)

가

. Murray¹⁶⁾

17)

9가

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III. 1318

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가

가

10) , “ ”, , 1981, p.30.

11) , “ ” 6 , 1980, p134.

12) M. J. horn, The Second Skin, Boston : Houghton Mufflin Co, 1975, p203.

13) , , 1981, p.30

14) , “ 가 ”, , 1982, p.23.

15) , , : , 1984, p.94

16) M. J. Horn & L. M. Gurel,1981, op cit, p. 216.

17) , “ ”, , 1982, p.14.

18) , 「 」, , 1997 p.64

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, 1997, pp.81-82

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IV.

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PPL(Product Placement)

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PPL

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1318, 1925, 2632, 3342,

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SPSS , TV TV , I <TV >, II <TV >, III <TV > 3 . 3 , F TV ,

VI.

1)

1318 305 107 , 190 146 , 158 . 305 298 , 39.9%가 5 가 . 16% 0 , . (1) , .

< 1>			
·		146	48
		158	52
		305	100.0
·		107	35
		190	62
		8	3
		305	100.0
·	1	17	5.7
	1 -5	119	39.9
	5 -10	73	24.5
	10	40	13.4
	0	49	16.4
		7	1.0
		305	100.0

2)

(2-1)

1318

.(2)

< 2>			
·		3.39	1.13
		3.39	1.02
·		3.44	1.13
		3.43	1.00
·		2.50	1.26
		3.04	1.28
·		2.29	1.28
		2.82	1.33
·		2.89	1.30
		3.37	1.23
·		2.54	1.23
		3.04	1.18

(2-2)

.(3)

< 3>			
·		2.29	0.93
		2.42	0.94
·		2.95	0.99
		2.99	1.13
·		3.08	0.98
		2.97	0.88
· “ ”		3.76	1.09
		4.04	0.99
· 가		3.66	0.95
		3.40	0.87
· 가		4.25	1.01
		3.19	1.12
·		3.35	1.02
		3.13	0.91
·		3.90	1.07
		3.76	1.13

(2-3)

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.(4)

< 4>

·		3.71	1.01
		3.72	1.12
· 가		3.24	1.03
		3.31	1.09
· 가		2.70	1.03
		3.04	0.96
·		2.81	0.99
		2.98	0.81
· 가		3.48	1.01
		3.34	0.91
·		3.79	0.88
		3.87	0.89
· 가		3.15	1.08
		3.33	0.94
· 가 (,)		2.62	1.15
		2.91	1.13

(2-4) TV TV
 1318 가 TV TV
 TV , TV 1318 , TV 가 TV TV
 , TV , TV 가 .(5)

< 5> TV TV

· 가 TV		2.17	1.23
		3.26	1.22
· 가 ,		2.38	1.05
		2.27	1.17
· 가		2.49	1.10
		3.11	1.30
· 가 가		1.95	0.91
		2.32	1.03
·		2.20	1.07
		2.59	1.16
· 가		2.16	1.08
		2.69	1.31
· TV		2.62	1.19
		2.97	1.25
· TV		2.53	1.16
		2.76	1.06
· TV		2.63	1.15
		2.86	1.20

(2-5) TV

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• TV , ,		2.67	1.15	.000***
		3.14	1.14	
• TV , .		2.30	1.09	.003**
		2.69	1.20	
• TV		2.45	1.19	.002**
		2.87	1.13	
• TV		2.14	1.04	.006**
		2.48	1.13	
• 가 ‘ 가 ,		2.03	1.05	.080
		2.24	1.06	
• TV ,		2.27	1.14	.020*
		2.58	1.16	

*<0.05, **<0.01, ***<0.005, ****<0.001

(2-6) TV

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TV

0.05

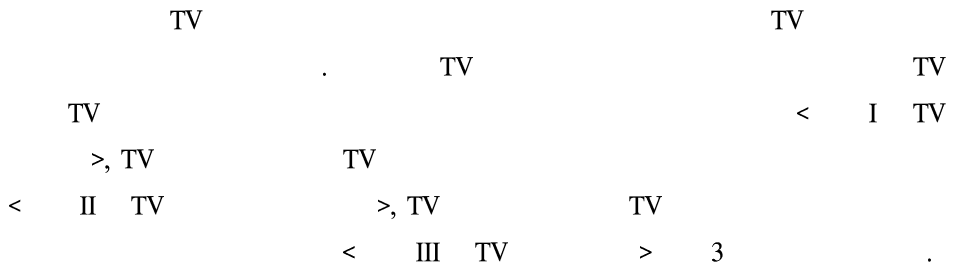
0.05 가 .(7)

< 7 >

· (, , , , ,)		2.25	1.15	.000***
		2.73	1.19	
· (, , , , ,)		3.16	1.27	.022*
		3.48	1.13	
· (, , , , ,)		2.59	1.19	.336
		2.46	1.17	
· (, , , , ,)		2.54	1.19	.000***
		3.37	1.14	
·		1.81	1.03	.001***
		1.17	2.24	

*<0.05, **<0.01, ***<0.005, ****<0.001

3)



(3-1)

F=6.563(P<.001)

(p<.001) , 3 F=30.600 (p<.001)

F=4.389

(3-2)

F=1.452 (p<.001)

TV

가

.(8)

< 8 >

				F	F	
7.	2.54	2.15	2.44	4.433**	1.452	1,3/2
8.	3.34	2.81	2.92	5.022**		1/2,3
9.	2.95	2.95	3.10	.894		1,2,3
10. “ ”	4.03	3.91	3.83	.771		1,2,3
11. 가	3.66	3.49	3.50	.687		1,2,3
12. 가	4.32	4.19	4.17	.451		1,2,3
13.	3.46	3.24	3.12	2.477		1,2,3
14.	3.98	3.80	3.78	.743		1,2,3
	59	106	136			
(%)	19.6	35.2	45.2			

***p<.001

(3-3)

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(F=14.329, p<.001)

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				F	F	
15.	3.92	3.60	3.71	1.623	2.631**	1,2,3
16. 가	3.64	3.11	3.24	4.928**		1,3/2,3
17. 가	3.22	2.68	2.88	5.602**		1,3/2,3
18.	3.09	2.81	2.89	1.763		1,2,3
19. 가	3.80	3.41	3.34	4.944**		1,3/2,3
20.	4.02	3.82	3.75	1.911		1,2,3
21. 가	3.51	3.08	3.26	3.383**		1,2,3
22. (,) 가	3.34	2.40	2.83	14.329***		1,2,3
	59	106	136			
(%)	19.6	35.2	45.2			

***p<.001

(3-4) TV < > TV
 , TV < 3> TV < 2>
 .(10)

< 10> TV

TV TV				F	F	
23. 가	4.37	1.82	3.32	198.042***	46.419***	1/2/3
24. 가 가	3.93	1.84	2.52	116.913***		1/2/3
25. 가	4.34	1.70	3.03	214.428***		1/2/3
26.	3.20	1.59	2.12	73.541***		1/2/3
27. 가 ,	3.53	1.63	2.54	84.234***		1/2/3
28. 가 TV	4.15	1.50	2.45	213.903***		1/2/3
29. TV	3.37	2.31	2.92	16.908***		1/2/3
30. TV	3.22	2.18	2.76	19.814***		1/2/3
31. TV	3.44	2.26	2.85	22.367***		1/2/3
	59	106	136			
(%)	19.6	35.2	45.2			

***p<.001

(3-5)

F=9.182(P<.001)

, 3 TV

F=20.921(p<.001)

F=38.037(p<.001)

I II III TV

(11)

< 11>						
				F	F	
32. TV	3.71	2.58	2.85	20.921***	9.182***	1,3/2,3
33. TV	3.29	2.04	2.52	25.573***		1/2/3
34. TV	3.63	2.24	2.60	33.204***		1/2/3
35. TV	3.05	1.85	2.40	26.901***		1/2/3
36. 가 가	2.80	1.75	2.19	21.221***		1/2/3
37. TV	3.41	1.94	2.41	38.037***		1/2/3
	59	106	136			
(%)	19.6	35.2	45.2			

***p<.001

(3-6) TV

(, , , , ,)
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가 TV (TV
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0.05

가 .(12)

< 12>

				F	F	
32. TV	3.71	2.58	2.85	20.921***	9.182***	1,3/2,3
33. TV	3.29	2.04	2.52	25.573***		1/2/3
34. TV	3.63	2.24	2.60	33.204***		1/2/3
35. TV	3.05	1.85	2.40	26.901***		1/2/3
36. 가 가	2.80	1.75	2.19	21.221***		1/2/3
37. TV	3.41	1.94	2.41	38.037***		1/2/3
	59	106	136			
(%)	19.6	35.2	45.2			

***p<.001

VII.

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, (1997). 「 , . ”

, (1982). “ 가 .”
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, (1996). “ .”

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2000 / 4 ‘ 가 ?’

, (2000). “TV .”

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Fashionbiz 2000 . 9 .

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The effect of Star-marketing on teenagers' fashion similarity

- Those aging from 13 to 18 living in Kang-buk area -

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Today's teenagers tend to form their way of thinking and their own life style while they are influenced by multi-media including TV, movies, etc. They are considered as a group of main consumers opted to imitate how their favorite idols talk and look. However, the period of imitating their idols does not sustain for a long time. They tend to spend money again to follow the idols' very recent fashion style.

The scope of this study is to analysis the tendency of teenagers living in Kang-buk and age of 13 to 18 in terms of both psychological and social aspect. The reason we have chosen the teenagers is because they have a strong tendency to imitate their idols' fashion style and are also very sensitive to follow a fashion trend in general.

To carry out the theoretical aspect of this work, we have done literature search and looked into previous works. In addition to the theoretical study, we have done a survey where we have collected and statistically analyzed 305 questionnaires out of 320 copies we have originally distributed. The SPSS is used to analyze the returned questionnaire statistically.

We, first, calculate the mean and standard deviation of the questions about desire-factor (how kind of cloth and how much they want to have), clothing-factor (how they wear cloth), TV-factor (how they are influenced by TV), star-marketing-factor (how they are aware of the star marketing), item-purchased (what kind of items they purchased), and process-of-purchasing (how they purchase clothes). According to the TV-factor, the study subjects are categorized into three groups: TV-star-loving group, those are imitating their idol aggressively, TV- loving group, those are aware of the fashion trend of their idol but not imitating aggressively, and unconcerned group, those are not aware of. We, then, study what

are effects of the imitation of the teenagers living in Kang-buk and age of 13 to 18.

The summary of the study is followed. First, a girls' group shows higher average than a boys' group in the clothing-factor and TV- factor. However, it doesn't show significant differences when it comes to the desire-factor, the star-marketing-factor, and the item- purchased. Second, the study subjects is more interest in colors and styles, so we can infer that they are not purchasing fashion items just because certain stars wear them on TV. Third, girls' and boys' group showed little differences in term of how their idols influence in buying the following items: suits, casual wear, sports wears, accessories, underwear, night clothes. However, both groups showed high interest in casual wear indicated by its high average.

Finally, there was no relationship found among 3 groups categorized by TV-factor. In terms of fashion-related factors, the more they watch TV, the higher tendency to be influenced by TV stars' fashion as the TV-loving group showed high average of fashion related-factors. Suits were highly influenced by TV stars fashion in TV-loving group, whereas TV-star-loving group showed high influence from TV in sports wear, accessory, underwear.

Key words : Star-marketing,