

잘파세대의 커스터마이징 소비 트렌드를 반영한 키치 패션 아이템 연구

요 약

본 연구는 잘파세대의 커스터마이징 소비 트렌드를 반영한 키치 패션 아이템 연구의 목적을 밝히고, 연구의 필요성과 중요성을 강조한다. 연구의 목적은 잘파세대의 커스터마이징 소비 트렌드를 반영한 키치 패션 아이템을 개발하고, 이를 통해 소비자의 니즈를 충족시키고, 브랜드의 경쟁력을 강화하는 데 있다. 연구의 필요성은 잘파세대의 커스터마이징 소비 트렌드가 지속적으로 증가하고 있으며, 이에 따라 소비자의 니즈가 다양화되고 있다. 또한, 키치 패션은 젊은 층에서 인기가 높고, 브랜드의 경쟁력을 강화하는 데 기여하고 있다. 연구의 중요성은 잘파세대의 커스터마이징 소비 트렌드를 반영한 키치 패션 아이템을 개발하고, 이를 통해 소비자의 니즈를 충족시키고, 브랜드의 경쟁력을 강화하는 데 있다. 연구의 방법론은 문헌 연구, 설문 조사, 인터뷰, 실험 등을 포함한다. 연구의 결과는 잘파세대의 커스터마이징 소비 트렌드를 반영한 키치 패션 아이템을 개발하고, 이를 통해 소비자의 니즈를 충족시키고, 브랜드의 경쟁력을 강화하는 데 있다. 연구의 결론은 잘파세대의 커스터마이징 소비 트렌드를 반영한 키치 패션 아이템을 개발하고, 이를 통해 소비자의 니즈를 충족시키고, 브랜드의 경쟁력을 강화하는 데 있다.

I. 서론 (2025)

가 MZ (MZ Generation) , 가
(Zalpha Generation) OTT(Over The Top media service)
2010~2024 , SNS
1995~2009 Z (Generation Z) OTT
(Lee, 2023). (Jeong, 2024)가
(topping)
(N. D. Kim et al., 2024)
(fashionable
daily item) 가
(customizing)
(kitsch)
(Hwang, 2023).
(Feitosa, 2024),
가
(N. Y. Kim et al., 2024).
SNS(Social
Network Service) (Kang, 2025)
Cho(2024) (ditto)
(fun)
가 . Nam

NVivo

Style Network)

, WGSN(Worth Global

II. 이론적 배경

1. 잘파세대와 토핑 경제에 따른 커스터마이징 트렌드

1) 잘파세대와 토핑 경제

(TikTok) SNS (Instagram), (YouTube), , 1995~2009 Z 2010~ , 2024 (Lee, 2023).

Figure 1. The research framework. (Google Trends) (Hwang, 2023). (Kang et al., 2024).

본 연구는 팬덤의 사회적 기능에 대해 탐구하며, 팬덤의 사회적 기능을 (new normal) 시대의 팬덤의 사회적 기능을 가늠하기 위하여, 팬덤의 사회적 기능을 41, 10, 34, 20, 5, 가 (Noh, 2023). (Fandom Platform) 3, 14, , 7, 134 (Noh, 2023)

(hip) , (Park & Ko, 2023).

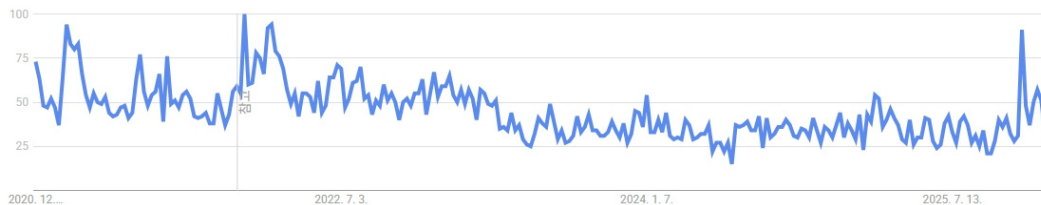


Figure 1. 구글 트렌드 ‘커스터마이징’ 검색량 추이.
Screenshot by the author. (April 21, 2026)

(Kang et al., 2024).	가	(N. D.
NFT(Non-Fungible Token)	Kim et al., 2024).	
,	,	가
(Hwang, 2023).	,	,
가	(Pmg Knowledge Engine Institute, 2024a).	
(Lee, 2023).	,	
.	Z	X
1970~1979	(S. Kim, 2025).	
,	가	
(Kang et	,	(N. D. Kim
al., 2024).	가	et al., 2024).
,	Z	가
가	(Lee, 2021).	(University Tomorrow Twenties
,		Research Institute, 2025).
.	1980~1995	,
(IMF)	(Park et al., 2025).	AI
X	가	
(Kang et al., 2024).	,	(N. D. Kim et al., 2024).
,	,	
(Kang et al., 2024).	가	,
(McCrindle et al., 2021/2023).	가	(N. D.
,	Kim, et al., 2024).	
(Hwang, 2023).	.	
.	2) 잘과세대의 일상용품 커스터마이징 소비문화	트렌드
가	,	



Figure 2. 디올 파우치.
From Ddduurur. (2025).
<https://www.youtube.com>



Figure 3. 헤드폰 꾸미기.
From Nayeon. (2024).
<https://www.youtube.com>



Figure 4. 스탠리 텀블러.
From Jennypark. (2024).
<https://www.youtube.com>

(decoration)

(identity)

(Figure 2),

(Pmg Knowledge Engine Institute, 2024b)

(Figure 3).

(N. D. Kim et al., 2024). (Stanley) 가

<Figure ,

4> , , (Noh, 2023).

(N. Y. Kim et al., 2024),

가

(Lim, 2025),

(small luxury)’ (Y. Kim, 2025).

(Noh, 2023).

(Park et

al., 2025). (K-pop)

(goods)

(Noh, 2023)

(Park et al., 2025).

가

가 ‘charm’ ,

(Minjung Seorim Editorial Department, 2000).

(N. D. Kim et al.,

2024). ,

(decodentity)’ 가 .

2. 커스터마이징의 정의 및 유형

. Han(2016)

1) 커스터마이징의 정의

가

(Minjung Seorim Editorial Department, 2000).

DIY

DIY

가

(Urimal Saem Open Dictionary, n.d.)

(redesign) . Park(2016)

DIY

,

(Ko, 2008) .

, DIY

가

(half) DIY

가

’,

(full) DIY

. Kim and Lee(2024)

,

.

,

가

가 (N. Y.

Kim et al., 2024).

2) 커스터마이징의 유형

. Kim(2020)

DIY, (Mass Customization), (Digital Customization) 3D 가 . Ko 가 DIY (2008) 1 . , 가 , DIY , 가 ,

Table 1. 선행 연구 기반의 소비자 DIY와 커스터마이징 유형과 특징.

1		가 ,
	DIY	DIY , 가 ,
DIY	DIY	,

1 , 3. 키치의 개념과 키치 특성

DIY 3가 .

1 , 1

1860 ~1870 가

1910 ,

(Jo, 2021).

(Clement Greenberg)

DIY ,

가 (Oh, 2002).

‘ DIY’

DIY’

가

20

(Committee for the Publication of the Aesthetic Treatise Series, 2007). , (Arnold Hauser)

(Table 1).

DIY 가 ,

가 가 . 가 (Oh, 2002).

가 , (Abraham Moles)

DIY 가

(Oh, 2002).

가 , , 5가

가 ,
(Moles & Uhm, 1977/1995).
, ,
(Jo, 2011).
(Oh, 2002).
가 2) 키치 특성
,
(Moles & Uhm, 1977/1995). . Kim and Kim
(Matei Calinescu) (1999)
, “ 가
,
가 . Kim(2001)
” (Calinescu & Lee, 19
77/1993, p. 309).
,
(Calinescu & Lee, 1977/1993) .
, Yoo(2005)
,
가 가 . Lee(2008)
,
가 . Kim(2011)
,
(Committee for the Publication
of the Aesthetic Treatise Series, 2007). . Yoo(2012)
,
(Yun, 2008)

2009a) . ‘
 , ‘
 , ‘
 (KURIKS, 2009b)
 , ‘
 ,
 . Jang (KURIKS, 2009b)
 (2014) (KURI
 KS, 2009a) .
 (National Institute of
 Lee(2016) Korean Language [NIKL], n.d.) , ‘
 ,
 (KURIKS, 2009b)

III. 잘파세대의 패션 아이템 커스터마이징 트렌드와 키치 특성

1. 패션 아이템별 커스터마이징 트렌드

(美)

1) 가방

(Korea University Research Institute of Korean S
 tudies Korean Dictionary compilation office [KURIKS],

가



Figure 5. 캐릭터 키링의 명품 가방.
From lalalalisa_m. (2025).
<https://www.instagram.com>



Figure 6. 라부부 코스튬 키링.
From Jini2639. (2025).
<https://www.instagram.com>



Figure 7. 리본과 편집게 및 카바리너 등의 재료를 조합한 발레코어 스타일의 가방.
From Aeyo. (2023).
<https://www.youtube.com>



Figure 8. 나이키 스타일 홍대점 가방.
Photographed by the author.
(October 11, 2025)

, , 가 (ガチャ) , , , (Figure 9). , (dubrac), , (stud), , 가 (LABUBU), (CRYBABY), (SKULLPANDA) (Figure 5). 가 (Figure 6) (Kang, 2025). , (Carabiner) (Balletcore) (Figure 7).

가 (Ko, 2008) (Figure 8). (Crocs) (jibbitz)

2) 신발

(Figure 10). (adidas) (Converse) , (Figure 11, Figure 12). (Nike by You) 1~10 가 (Figure 13).

3) 모자와 선글라스

(Figure 14, Figure 15). (GENTLE MONSTER)

가 (Figure 16).

(Figure 17).



Figure 13. 나이키
에어포스1 로우 바이유.
From Nike by You. (n.d.).
<https://www.nike.com>



Figure 17. 선글라스.
From Dalsaem. (2025).
<https://www.youtube.com>

(Figure 19). ,

(Figure 20).



Figure 20. 청바지 리본자수.
From Hey_caligirl. (2025).
<https://www.TikTok.com>

가

51.4%, DIY 가

2.8%, 0.93%, 46.74%

가

(Kang, 2025)

가

2. 잘파세대의 패션 아이템 커스터마이징
유형 및 특성

3가

DIY, 2가

DIY

2) 소비자 경험 중심의 매스 커스터마이제이션
디자인 참여

2가

가

가

DIY

DIY

(University Tomorrow Twenties Research Institute,
2025).

1) 소비자 DIY 스타일링 완성

DIY

(N. Y. Kim et al., 2024).

Table 2. 잘파세대의 패션 아이템별 커스터마이징 유형 분류 및 사례 빈도.

					(%)
가		DIY		26	24.07
				2	1.85
				2	1.85
				1	0.92
	가			1	0.92
				2	1.85
				2	1.85
				2	1.85
				3	2.8
		DIY		1	0.92
				1	0.92
				2	1.85
				1	0.92
				1	0.92
				1	0.92
				7	6.48
				3	2.8
				2	1.85
				8	7.4
				1	0.92
				2	1.85
				2	1.85
				3	2.8
	/			2	1.85
					7
		DIY		1	0.92
				3	2.8
		DIY		1	0.92
				1	0.92
	/			3	2.8
				11	10.18
				4	3.7
				107	100

<Table 2>

1 41 .

가

DIY

가

가

가 34 , 5 , 1 , 가 .

가 5 , 32 ,
7 , 3 , 18 65 ,
가
가

NVivo15
(60.75%)가 DIY NVivo , , ,
(39.25%)

3. 잘파세대 패션 아이템 커스터마이징의 키치 특성

(Kim & Kim, 2008).

가
(Kim & Jung, 2017). ,
(word frequency query)
(word cloud) 가

가
NVivo15
가 , , , 1

가
2
36 2 10
가
(Table 3).
, ‘ (16.13%)’ ‘ (14.52%)’

가 가
가
가
(Newtro)
가

IV. 결론 및 제언

– 155 –

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A Study on Kitsch Fashion Items Reflecting the Customized Consumption Trend of the Zalpha Generation

YiJi Hwang • Hyunzin Ko⁺

Ph.D. Candidate, Dept. of Clothing, Konkuk University

Professor, Dept. of Apparel Design, Konkuk University⁺

Abstract

This study considers the customized consumption culture of various fashionable daily items and fashion items of the Zalpha Generation, who highly value hyper- personalisation with the rise of the topping economy. Therefore, this study combined a literature review and case study. Based on a review of prior research, it seeks to identify the customization types and their fashion item customization and kitsch characteristics to deduce the fashion consumer psychology. The result of this study is engaged in culture of fashion items which embellished with various charms to express individual taste and identity. Their customization types are categorized into the consumer DIY styling completion, designed with personally sourced materials on their items, the consumer experience- centered mass customization participation in which consumers select options provided by brands and partially participate in the design process. The kitsch characteristics of Zalpha customizing are identified as incongruity, popularity, playfulness, nostalgia, and romanticism. Incongruity was connected to the aesthetic value of incongruous combinations, popularity to positive perceptions of cuteness, playfulness to enjoyment of customization as play, and nostalgia and romanticism to the desire to preserve memories and emotions associated with the customization process. This study has academic significance in that it analyzed customizing by kitsch characteristics and fashion psychology based on their lifestyle and is expected to become base for fashion design plan and experiential marketing strategies.

Key words : Zalpha generation, topping economy, customizing, kitsch, fashion consumption psychology