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Master's Thesis

Analysis on Influential Factors of Consumer Needs in Fashion Using the Generative Tools

August 2017

Graduate School of Seoul National University

Department of Textile, Merchandising and Fashion Design

SoHyun Kim

Abstract

Analysis on Influential Factors of Consumer Needs in Fashion Using the Generative Tools

SoHyun Kim

Department of Textile, Merchandising and Fashion Design

The Graduate School

Seoul National University

Consumer understanding has been dealt as one of the most crucial issues related to consumption in industrial field and marketing (Jang, 2007; Gordon R et al., 1994; W. Goldsmith and Clutterbuck, 1985; Peters and Waterman 1982), design (Sung et al., 1999; Kim, 1994; Karl et al., 2008; Kimmel, 2015), the academic and research field (Ju et al., 2013; Ryeo et al., 2012). The importance of consumer understanding grew as the global competition came to be severe. The specific and the most noticeable example is the competition between SPA brands. Along with intense interest toward SPA brands and consumer understanding, consumer behavior has been the field that was studied the most among research studies for SPA brands (Lee, 2014). However, it was found that there lack the research studies that are done in the consumer-centered way. The changed state of consumers as a conceiver for products and ideas (Coughlan and Prokopoff, 2004; Kim, 2007) and changed paradigm of research studies and business (Sanders, 2002) are demanding usage of more consumer-centered

way. Zaltman (2003) also points out the shortages and errors of previous studies which could not deal with the needs in unconscious level of consumers. Examining the limitations above, this research study tried to collect multiple levels of needs that are from conscious to unconscious levels of consumers through consumer-centered way so that the influential factors for the consumer needs in fashion could be found. Based on the collected data, the structure map of consumer needs was made to explain the structure and mechanism of consumer needs.

For consumer-centered way of research study, the participants attended this research as co-workers who make the results and knowledge of the results rather than as a subject for measurement. Also, the generative tools were selected among many kinds of interpretivist tools to figure out multitude levels of consumer needs through making process. The participants were provided 'make-tools' related to the subject, fashion and performed making activities. Each participant had three steps with make-tools and four interviews to explain their results. Through these processes, the participants could find the information related to their needs for fashion which they did not recognized before. Also, this whole process enabled the researcher to have close and detailed observation on the phenomenon. The verbal explanation and words that the participants used were recorded on the manuscript for the analysis in further step. This manuscript was analyzed through the way of group consensus. Then, the consideration on the structure and mechanism for the influential factors for the consumer needs in fashion and how they work together was progressed.

Through this research study, the researcher found that personal factors, environment and media are working as three influential factors for consumer needs in fashion. Furthermore, how these three factors work together to make the latent and tacit needs in unconsciousness into observable and explicit needs in consciousness were examined. Among the information and thoughts from the environment which are subsided in unconsciousness, the information and thoughts that are affected by media unconsciously come to be latent and tacit needs. The needs in this level are unrecognized although they have influence of the behavior and needs which are expressed. After becoming

strengthened by the media again, these latent and tacit needs turn into observable and explicit needs when they match with personal factors. This implies that the fashion companies and enterprises can have more influence by making a practical use of media which is easier for those companies and enterprises to intervene than personal factors and environment. Also, consumers can lead the fashion market by forming consumer needs in fashion through practical use of media. In addition, the point that this research study used interpretivist way to study consumer needs in fashion makes this study meaningful.

keywords : Consumer needs, Fashion, Generative Tools, Interpretivism,
Consumer-centered way, Influential Factors, Levels of consumer needs

***Student Number* : 2015-23097**

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Chapter1. Introduction

1.1. Background of the Research Study

1.1.1. The Necessity of the Research Study on Consumer Understanding

The necessity of the research on consumer understanding has been highlighted in many research studies. Historically, fashion and buying habits have been consequently affected by changes in people's attitudes and life styles (Solomon and Rabolt, 2004; Frings, 2005). People have wanted fashions appropriate to their interests and activities. For example, since women got new social status such as getting right to vote, owning property and pursuing career, their life styles changed and it led the change in their dress. Now, women wear suits and active clothing for their social activities and their wearing such clothes is nothing more than ordinary. Also, changed men's role also led the change in men's fashion. Today, equality of sexes is even more emphasized and it changes the demand of people and therefore changing fashion. Not only the social factor but also political, economic, technological and seasonal factors have been also taking roles on change in fashion through all these years (Frings, 2005).

Also, the necessity of understanding consumers is considered to be very important in industrial field and marketing. Competition which is severely growing is one of the most important reasons. Truly, factors such as globalization, long-term economic depression and global financial crisis caused the marketing environment even more competitive. Also, firms are requested to understand consumers who make decision to purchase when they think they are getting competitive advantage (Jang, 2007). This means that the reason of consumers' purchase became more complex than before and the firms would be able to survive and grow only when they know precisely about consumers. The changed perception of marketing itself also emphasizes the importance of business managers' knowledge toward consumers. In modern marketing, finding or persuading others to buy the firm's products is

not the only aspect of successful management. Rather, knowing who their customers are and why they made decision to purchase their product instead of those of rival firms came to be more important aspect as recent marketing should cover whole aspect of business including the satisfaction of consumer needs (Gordon R et al., 1994). Hence, a firm's making effort to have an accurate comprehension of consumers including their expected behavior and its willingness to respond positively to that comprehension are considered as positive sign for its outstandingly successful business (W. Goldsmith and Clutterbuck, 1985; Peters and Waterman 1982). The researcher Drucker (1985) also stressed out the importance of consumers by saying as follows.

> "To start out with the customer's utility, with what the customer buys, with what the realities of the customer are and what the customer's values are – this is what marketing is all about (Drucker, 1985:233)."

The specific example for this phenomenon in the field of fashion business would be SPA brands. The competition between SPA brands is growing very severe as the paradigm of fashion and distribution industry had changed due to the global financial crisis. Especially, global financial crisis and long-term depression led the emergence of new consumption trend that satisfies customers' rationalistic values and self-expressive values at the same time. Consequently, this new consumption trend caused the appearance of a new type of business, SPA (Specialty Retail Store of Private Label Apparel) (Kim et al., 2014). The selling way of existing fashion brands is entering into the department stores. This way has caused sales reduction for it instigated the rise of price because of distribution margin and the rise of charge for entering into the department stores despite the decreased consumption. Meanwhile, the sales of SPA brands are increasing because of their effort to supplement the shortcomings of existing fashion brands by shortening the process between production and distribution, making consortium strategy with large department stores which strengthened control of fashion distribution enterprise and rapidly securing competitiveness of price and design (Choi, 2008). This tendency led many fashion companies to launch their new SPA brands. As a result, the number of SPA brands is

increasing continuously (Kim et al., 2014), which means that the competition between SPA brands also has been even more intensified.

In addition, design is the field that consumer understanding plays a very crucial role. The term, design means manufacturing the purposed thoughts into tangible products or things through practical planning and structuring (Sung et al., 1999). Also, design is recommended to have form with utility and aesthetic impression. Therefore, design that fits with the conditions of users can be called as a good design (Kim, 1994). Along with these definitions, understanding consumers or users has been put as the first step for product design. Not only in the first step but also in the further steps, understanding consumers and users opinion through constant communicating is very crucial for product design (Karl et al., 2008). The definition of product design also shows the importance of understanding consumer needs for product design. According to Kimmel (2015), product design is an essential element for both business success and meeting the needs and expectations of the public buyers. Among many products designs, fashion design is very closely related to the consumers who wear the products, clothing. It is known that people wear clothes to adapt to the environment while they protect their own bodies and to decorate themselves beautifully. This ability to design clothing is known as the factor that differentiates humans and animals. Through design, human-beings can express their emotions. Therefore, clothing is defined as a sculpture with function of being worn and expressing beauty. In perspectives of firms, good design means the design that makes the firms' products as best-sellers. At the same time, in perspectives of consumers, good design means the design that satisfies consumers' needs for functionality, aesthetic and economic feasibility (Kim, 1994). As many definitions of design show, firms or manufacturers and consumers or users are the two main important axis of design. Moreover, both company management and design focus on analyzing the emotion and needs of consumers as design has appeared to be one of the most significant issues for company management recently (Kim, 2007). The phenomenon that the users and consumers are no longer passive receiver, but are conceiver for products and ideas who engage in

their development also shows that the traditional roles of market researcher, designer, and consumer came to face challenge and some part of them, even broken (Coughlan and Prokopoff, 2004).

The academic and research field are also dealing with the consumer understanding as one of the most crucial issues. In consumer behavior model, consumer behavior is defined as a series of flow that started from needs of each person to perception, preferences, purchasing and even connected to evaluation/reaction after purchase. In this whole process, the individual person who purchases is considered to be principal (Ju et al., 2013). Particularly, as modern society has turned into 'consumption society', the influence of consumption on the daily life of a person has increased. This led the interest toward 'consumer' and 'consumption' to be amplified. Consequently, analysis on consumer became very important issue not only in industrial field, not also in field of research and study (Ryeo et al., 2012). Also, as SPA brands became the hottest issue in fashion industry, many research studies dealing with SPA brands in various aspects appeared and the number of these research studies is increasing every year. It was found that research studies for consumer behavior have been the field that was studied the most (Lee, 2014). However, although it is true that every field related to fashion pays great attention on consumer understanding, there also was a significant problem. That is, there lack the research studies that are done in the consumer-centered way.

1.1.2. Limitation of Previous Studies

Looking into many research studies, it was true that those research studies focus on consumers because in whole parts of fashion, it was inevitable to consider 'consumer' which is the topic that gets more and more important. However, the ways that those research studies have used seem to have many shortages to find out the real side of consumers such as their needs, motivation and so on. This is mainly because of two reasons. First, the status of consumers in fashion has changed. In the old days, consumers were thought to be the followers in fashion. However, unlike the old days,

consumers of these days prefer to make the trend rather than just following the trend that is provided by the market (Kim, 2007). It means that consumers now have status of leaders and participants in fashion. Many studies have tendencies to consider consumers as just passive followers who just perceive what designers and enterprises provide. Therefore, finding what those active consumers truly want and need in their perspective has rose as the new issue to study. Secondly, the paradigm of research studies and business changed. Sanders (2002) highlighted that we had passed the product-focused world and headed into a new space where relationships between people matter more than products and where human experience is what matters the most. Sanders (2000) called this new space as people centered. This change enhanced the need for the consumer-centered way of research.

Zaltman (2003) also points out the shortages and errors of previous studies. According to him, managers consider that thoughts of consumers are based on only language believing that they can fully understand the thoughts of consumers by analyzing words on the interviews and surveys. This is why they rely on interviews with ordinary conversations and simple surveys when they investigate consumers' needs and opinion. It is true that language takes important role when people deliver their thoughts. However, by observing activated regions in brain, it was discovered that the decision to deliver that message through language occurs in unconscious level before people deliver what they think through language. It shows the limit of the studies that deal with languages of conscious level. Still, there have been few consumer studies that deal with various levels of consumer needs. The research outcome of Sanders also shows that results of simple interviews and surveys are not enough for understanding consumers. According to Sanders and other researchers (2005), levels of knowledge can be divided into four levels, and tools to extract knowledge of each level are different. Therefore, consumer study that uses the research tool that can extract consumers' thoughts from their conscious to unconscious level is needed to find and understand what consumers really wants.

It is thought that reasons above show the need for the consumer-centered research study that covers various levels of needs from conscious to unconscious level. The fact that there have been very few

consumer-centered way of research studies although studies for consumers are very important issue for various industrial and academic fields emphasizes the need for this type of research studies. Also, changes of these days such as changing state of consumers and the appearance of active consumers make the consumer-centered way of research even more important. Particularly, fashion is very closely related to consumers, however, research studies using consumer-centered way were also hard to be found among fashion research papers. Therefore, it is thought that consumer-centered way of research which will suggest results by extracting conscious to unconscious levels of consumer needs in fashion will be meaningful.

1.2. Purpose of this Research Study

The purpose of this paper is as follows: 1) Collecting multiple levels of consumer needs for fashion that are from conscious to unconscious levels through consumer-centered way. 2) Making the visual map of consumer needs to figure out the structure and mechanism of consumer needs. It is expected that more profound and intuitive understanding of consumer needs will be achieved with this consumer needs model. In this study, the term, consumer-centered way of research study refers the way within the research paradigm that considers participants as co-workers of the research studies who make the results and knowledge with the researcher rather than the mere subject for measurement. Also, it means to study not only the explicit needs of consumers which are measureable and expressed outward easily but also the latent needs which are hard to be measured and expressed while they certainly influence on the consumers. For the consumer-centered way of research that contains the meanings above, the generative tools were selected. The detailed explanations for the generative tools are introduced in the chapter 2. At the end of the research study, the results gained through consumer-centered way were analyzed and transformed into visual model so that the profound understanding on the multiple levels of consumer needs and their structure can be made.

Chapter2. Literature Review

In this chapter, the literatures for consumer needs, Interpretivism which is the new research paradigm and the generative tools are introduced. First, types of consumer needs, the factors that affect consumer needs especially for clothing and the levels of needs were examined. When it comes to the profound level of consumer needs, traditional positivistic ways were not considered to be efficient. Therefore, the studies for the new research paradigm, Interpretivism which is thought to be the alternative way that can supplement the limitations of previous studies were introduced. Lastly, the explanation of the generative tools which are the specific example of interpretivist way is introduced.

2.1. Consumer Needs

'Need' is a normative concept which is closely linked to the value of the person who uses it (O'Boyle, 2011). It is defined as a complex psychological phenomenon that arouses when the individual lacks the things that he or she wants (Kaufman and English, 1979; Holt, et al., 1984). Also, a gap between the reality and ideal condition can be defined as a need (Reviere, et.al., 1996). The definition of 'need' shows little differences according to the researchers and research fields. Some researchers view needs as almost same concept of want, desire and requirement and therefore all of them can be used (Eom, 1999) However, there also exist the perspectives that distinguish need from other concept. O'Boyle (2011) suggested that although a need precedes want, it is not the same concept of a want. Rather, a need is something desired (O'Boyle, 2011). Among many types of needs, consumer needs are the issue that is referred by many researchers in various fields as a key factor to understand each field including consumer behavior (Peter et al., 2008; Solomon et al., 2004; Raymond et al., 1975; Gordon et al., 1994), modern marketing (Hanna, 1978), design process (Ulrich

et al., 2008; Griffin, et al., 2009; Kimmel, 2015) and so on. Particularly, consumer needs are known as the priority in apparel purchase (Perry & Chung, 2016).

Generally, research studies categorize human needs into two types: needs due to personal factors and environmental factors (Hwang and Kim, 2012). O'Boyle (2011) classifies human needs into material and nonmaterial need considering the duality of human nature, the human body, and the human spirit. According to Kamenetzky (1992), the needs can be classified into two types. One is the needs that can be explained only by the individual and the other is the needs that can be satisfied by the society. Etzioni (1968) classified human needs according to environment. Argyle (1967) classified human needs into social needs and unsocial needs based on the interaction with other people. Likewise, the classification of consumer/customer needs is based on the influence of environment and society. Among human needs, it is known that consumer needs comes not only from personal value and experience, but also from social, economic and technological situations. Therefore, consumer needs can be classified as functional needs which are less influenced by social factors, empirical needs which aim fulfillment of consumers' sensible satisfactory and social needs which means the wants for self-expression and sense of belonging (Hwang and Kim, 2012). Holt et al. (1984) also categorized customer needs according to two criteria: time and emotion. Based on time-oriented classification, there are existing needs and future needs. Based on emotion-oriented classification, there are emotional needs which are concerned with characteristics of an esthetic nature and rational needs which are concerned with function and use. Patnaik (2004) divided the needs into common needs and context needs. Common needs are the most fundamental needs that most people can have. In contrast, context needs comes from the result of certain situation and the environment.

For consumer needs typology, Hanna (1978) proposed 7 types of fundamental consumer needs in her research study on consumer typology. The first consumer need is Physical Safety. This need makes consumers purchase products to protect themselves and environment around them from harm and danger by using it. The second consumer need is for Material Security. This need is to pursuit an

adequate supply of material possessions. The third consumer need is Material Comfort. This need is to purchase a large and/or luxurious supply of material possessions. The fourth consumer need is Acceptance by others. This need is to purchase products to get close with others who are significant or to be part of a special reference group. The fifth consumer need is Recognition from Others. This need is to purchase products to be recognized as the one with high status in one's group by others. The sixth consumer need is Influence over Others. This need is to feel the one's influence over others' decision for purchase. Finally, the seventh consumer need is the need for Personal Growth. This need is to purchase products to keep or emphasize one's uniqueness.

Among research studies for consumer needs, it is known that there are not enough research studies for clothing needs and the factors of clothing needs (Kim, 2008). Kim (2008) suggested three factors in the research study on the conceptual structure and the factors of clothing needs and wants, that is, personality needs, physical traits including age and the level of satisfaction for body and social traits including job and leisure activities. Personal needs are known to have influence on the clothing behavior including interest for clothing (Yang, 1986; Settle and Alreck, 1989). Age also have profound influence on the formation of needs and criteria for clothing purchase as it is closely related to changes of face and body shape (Lee and Kim, 2000). The level of satisfaction for body is considered to be important as consumers are known to use clothing as supplementation for their appearances (Choi and Kang, 2007). Job is mentioned as an influential factor for clothing needs as it is known to form group consciousness toward the desirable appearances (Kaiser, 1997). Leisure activities were mentioned as an influential factor as it is known to be influential on formation of social identity which affects clothing needs and wants (Lee et al., 2005).

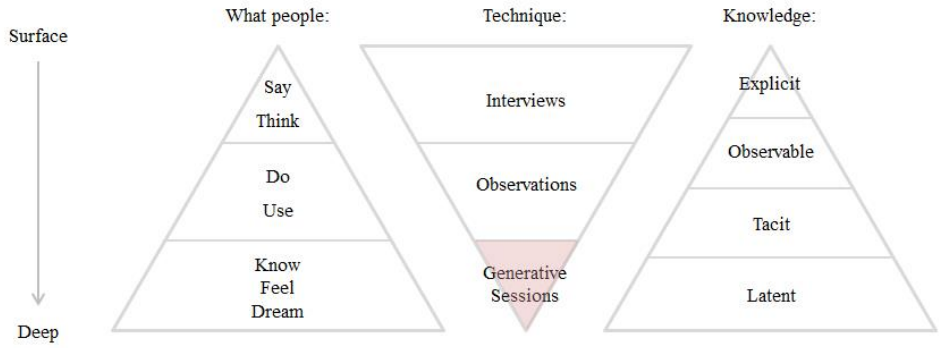
Also, consumer needs are known that it is composed of various levels as well as many types of consumer needs (Kim, 2014). Sanders (1992, 1999) highlighted the multitude level of consumer needs and the incapacity of consumers for expressing each level of consumer needs. Visser, et al. (2005) suggested four levels of need expression: explicit, observable, tacit and latent needs. Explicit needs

are the needs that can be expressed by words. When the researchers obtain this level of needs, they listen to what consumers or participants say and interpret their expressions to make inferences for their thoughts. Observable needs are shown through action and therefore, researchers use observational methods to understand this level of needs. Tacit needs are hard to be expressed through words although they belong to conscious level of needs. To understand this level of needs, researchers empathize with consumers or participants to figure out and comprehend their feelings. Lastly, latent needs are the needs in subconscious level. This level of needs cannot be expressed through words and are hard to be recognized until the future such as facing with the final products, which makes this level of needs important (Ulrich and Eppinger, 2008). Therefore, to understand this deepest level of needs, researchers try to look into the dreams of consumers or participants by establishing resonance with them using special tools.

The ways of approaching each level of needs also varies. These different ways have developed over time. Traditional ways include questionnaires, interviews which only focus on what people say and think. Then, researchers tried to observe what people do and use by using empathic design or ethnographic methods. Finally, new way of approaching deepest level of needs appeared. In this way researchers focus on what people make with creativity using research tools provided such as the generative tools. Using traditional ways such as questionnaires, interviews and observations, it is hard to approach to the tacit and latent need which is in the bottom level of human mind for they are not likely to be expressed clearly in words and observable actions (Reich, et. al., 1996; Byun, 2003; Stone & Sawyer, 2006; Turock, 2002). The figure below shows levels of human activities and the proper techniques for each level (Visser, et. al., 2005). To overcome the limitation of traditional methods, new methods such as cultural probes (Gaver, et. al., 1999), the generative tools (Sanders, 2001), and contextmapping (Visser, et. al., 2005) were actively developed within the interpretivist paradigm, especially in participatory design research field.

Among these newly developed methods, the generative tools were selected for this research study to

make a profound understanding on consumer needs by studying multiple levels of consumer needs. The explanation for the generative tools is written in next section.



<Figure 2-1> Levels of activities, techniques and knowledge on experience (Visser et al., 2005)

2.2. New Research Paradigm: Interpretivism

The perspectives that researchers take when they conduct research studies have large impact on the research studies because the researchers choose methods, attitudes to communicate with users or consumers and so on based on the perspectives they take (Hussain and Sanders, 2012). If the researcher views that knowledge as an absolute thing which is independent from the observer, the researcher would take scientific method for the research. Meanwhile, if the researcher views that the knowledge is from the ideas in the mind, the researcher would take different ways to get to the ideas in the mind. Their perspectives are closely related to which research paradigms they choose for their research studies. Guba (1990) defined paradigm as a worldview or a set of beliefs that guide action. The numbers and names of paradigm vary (Hussain and Sanders, 2012; Goldkuhl, 2012) because paradigms have been constantly evolving (Hussain and Sanders, 2012). The paradigms are broadly classified and described by researchers. Among them, Guba and Lincoln (1994) and Willis (2007)

classified paradigms into four categories: positivism/postpositivism, critical theory and interpretivism. Interpretivism which are defined and interpreted variously according to researchers appeared after positivism and postpositivism (Butler, 1998). Other than these, there are many paradigms such as pragmatism. Among them, in this literature reviews, positivism and interpretivism are mainly introduced and compared.

Positivism is based on the idea that the reality is objective that can be studied and understood using scientific methods (Denzin and Lincoln2005, Willis 2007). The researchers conducting within positivism use a scientifically standardized and repeatable method to verify suggested hypothesis (Liamputtong and Ezzy 2005) and empirical data-collecting methods to attain knowledge (Burnet and Lingam, 2012). Meanwhile, postpositivism which is a moderated version of positivism appeared and has replaced positivism in many parts of the social science fields. The researchers work within postpositivism also use scientific methods to find out universal truth, however, they believe that reality can only be approximated and never be understood completely (Hussain and Sanders, 2012). When the researchers conduct research studies within positivism, the researchers are viewed as experts who can control user or consumer experiences. Users and consumers are involved in the research only when the researchers cannot get the wanted information from other resources including previous studies, databases and so on. In positivism, users or consumers are considered as subjects whose role is checking the functionality of the results or the level of their satisfaction through interviews or questionnaires so that the researchers can measure user satisfaction (Hussain and Sanders, 2012).

In contrast, interpretivism starts with the idea that human cannot get to the real essence of the world regardless of the types of methods they use for the research studies (Hussain and Sanders, 2012). According to Willis (2007), it is not that every interpretivist researcher rejects the existence of an external, physical reality but they believe that our perception and cognition toward the external reality is constructed socially (Burnett and Lingam, 2012). Comparing to positivism which tries to expect the

next phenomenon, interpretivism aims to get comprehension of the phenomenon. Also, interpretivist researchers acknowledge that the relationship between the results and the causes can be unclear and rather interactive (Kim, 2001). In the perspective of interpretivists, all research studies are formed upon previous theories and world view of researchers and this perspective led the researchers to look for local, context-bound comprehension (Hussain and Sanders, 2012; Guba, 1990).

Unlike positivism, multiple perspectives on a topic is allowed as interpretivism is based on the belief that there is no single 'right' way. It is not that all answers are regarded as equal, but each answer can inform more or less about the realities (Denzin and Lincoln 200s5). Positivistic way of research is also considered as one of many types of research ways which is not superior and at the same time, not inferior to other ways. Both qualitative and quantitative methods are used although qualitative methods are used more often. As it is essential aim to understand the subjective meanings of people in studied fields in interpretivism (Weber, 1978), understanding the historical, social and cultural context of the users or consumers plays an important role. In interpretivist research, the researchers acts as a 'passionate participant' (Guba and Lincoln 1994) and consider the users or consumers as co-workers for the research study (Kim and Hwang, 2012). Under the limitation of time, space and environment, the researcher is to make contact with the participants. While participating as a part of the phenomenon of the research, the knowledge can be created (Kim, 2001). It is not possible to prove one paradigm is better than another (Hussain and Sanders, 2012), therefore, the researcher can choose paradigms based on personal preferences and beliefs.

So far, positivistic ways have been mainly used for research studies of fashion except few design researches (Kim, 2001; Lee, 2014). However, there have been more and more researchers who argue that there are many meaning exchanged between consumers and enterprises in marketing and these meanings cannot be fully understood only through positivistic ways. Those researchers suggested other ways be used and there have been many research studies that try to understand those meanings by using other ways such as interpretivist ways (Kim, 2001). Also, the domain of research has

expanded. For example, even in politics, interpretivist way, which was thought to be far from the research method for politics, has been applied recently (Turnbull, 2011). Turnbull (2011) insists that the interpretivist research on British politics by Mark Bevir and Rod Rhodes posed an influential challenge to mainstream studies of politics such as British politics, policy making and public administration. This led the thought that applying interpretivist way of research on the domain of research for fashion would also provide more profound and novel results.

Although there have been the changes of research paradigm, it was hard to find the research studies that tried to apply this new way of paradigm. However, as the consumers are not aware of their future needs and want while they can proficiently explain for their recent needs and wants, their responses to questions from traditional way of research is thought to be unreliable (Ireland and Johnson, 1995). In addition, consumers know abstractly about their latent and unmet needs (Cooper and Evans, 2006). Therefore, to figure out the latent needs of potential consumers in market research, new approach based on new paradigm is required. Coughlan and Prokopoff (2004) suggest ‘design’ as an idealistic alternative way. They point out that the tools of design are learnable and applicable to challenges that business managers face. The limitations of traditional consumer research studies are strongly pointed out by Ireland and Johnson (1995). Stressing that the research process decided and designed completely by the designers, marketers and researchers keeps them from understanding consumers, they emphasized the importance of research studies using the new tools for consumer studies.

Considering that there were few attempts for using interpretivist way to analyze consumer needs for fashion and that ‘design’ is suggested as an alternative way for traditional ways, it is thought that the research study which examines the consumer needs using this design tool would present new perspective that can supplement previous studies. Among many design tools developed, the generative tools which are belonged to design tools for participatory design were selected for this research study. The reasons for using the generative tools and more detailed explanation for the generative tools are written in the next chapter.

2.3. The Generative Tools

The generative tools are used for approaching to and finding out the consumer needs that are in unconscious level including latent and tacit state as well as explicit and observable state. Usually, interviews and surveys are the tools that are used the most by the researchers. However, those methods are based on only linguistic communication which means consumers can express not all of their needs but explicit needs that can be expressed by their language. As it was found that linguistic part of brain is activated after certain procedures of another part of the brain, researchers have tried to find the ways to look into deeper level of consumer needs (Zaltman, 2003). To overcome this limitation, researchers developed new method, ‘do method’, and started to observe consumers. However, this method also has limitation. Using ‘do method’, only the information that is expressed through behavior can be found out. Finally, to approach to the latent level of consumer needs, ‘make method’ was developed. This method is based on the way of the human-centered design research studies which belong to the field of participatory design (Kim and Hwang, 2012).

It is known that when the one works with physical materials, the maker is likely to be more absorbed in the work comparing to when the one works through just thinking (Claxton, Lucas and Webster, 2010). Also, it was found that when more senses are engaged, more information that the participant accept and interpret can be discovered (Schwartz, 2016). Also, Schwartz (2016) recommends that knowledge is not a passive and static concept. Rather, he suggests as follows. This point of view strengthens the importance of using make tool when making profound understanding of consumer needs.

> “Knowledge is lived; it is performed; it is hammered and chiseled, brushed, and molded. Finding knowledge is an active pursuit, a pursuit that can stimulate a lifetime of learning for anyone willing to get his or her hands dirty and start making (Schwartz, 2016:246).”

The generative tool is one of these make methods which is developed by Sanders in 2001. When using the generative tools, the participants are provided tools that promote their thoughts and dreams. With these tools, participants can freely express their thoughts and dreams which could not be expressed by words and behavior for these are located deep inside of unconscious level of consumer mind. It does not mean that traditional way of approach to the consumer needs is eliminated thoroughly. The generative tools help participants to reach to their latent state through making. The results they made explain their latent needs that go beyond the needs expressed through language and behavior (Hwang and Kim, 2012).

There has been a research that compares the generative tools with focus interview, which is the linguistic method to find out consumer needs. This research shows that the generative tools are particularly more advantageous in contents and expression of consumer needs (Hwang and Kim, 2010a). According to Hwang and Kim (2010a), the needs that were extracted through the generative tools were found to be more precisely, elaborately and directly suggested than the ones extracted through the focus interview. Also, in terms of contents, positive and future-oriented needs are extracted through the generative tools while needs extracted through the focus interview were from problems and negative experiences that consumers are going through. Another difference of the generative tools is that it is the human-centered method. Previous studies considered consumers as the subjects of research studies and researchers were at the center of the research studies. However, consumers are put to the different state when using the generative tools. In the research studies using the generative tools, the word ‘the subject of the study’ is replaced with ‘the human’ which means that participants are considered as co-researchers and partners of the research (Sanders, 2006). This point of view suggests another advantage that the level and expressions of needs are not limited because consumers who are the ones to express are also leading the research (Kim and Hwang, 2012).

Procedures of the research using the generative tools are slightly different according to researchers. However, there are generally four steps: preparation, sensitization/immersion, session/make & say and

discussion (Kim and Hwang, 2012). In the first step, the general construction of the research is set and toolkits for the research are prepared. Generally, the purpose of the research using the generative tools is more informal than that of the traditional research. The second step, immersion/sensitization is the step to help participants to immerse into the subject of the research. Sensitizing package for this step is usually made in the form of workbook. Participants are to tell their experiences on the workbook as if they write their own diary so that they can immerse into the subject of the research. While writing their experiences, participants can have chance to question for daily context such as personal environment and time which they experience in their everyday life. It is known that the more intensely the participants immerse into the subject, the better the quality of the information from next sessions. In the next step, group session step, make tools such as collage and modeling are provided. In this step, participants make results that express their thoughts, idea and feeling with provided tools individually or in group. One type of this tool is collage, which is thought to be ideal to express feelings, memories, present experiences and dreams for future. Participants are to make collage that expresses their thoughts with given ambiguous words and symbols. Ambiguity of words and symbols enable participants to have their own creative interpretation and expression. Another tool is Velcro-modeling. Participants can quickly express their dreams and ideas in their latent state by making three-dimensional models with given blocks or buttons. After making collage or Velcro-model, each participant have chance to explain their results and express their experiences. In the last step of the research using the generative tools, cognitive map that are deducted from participants' dream and thoughts are constructed. In this step, symbol and words can also be used. Related concepts are grouped and different concepts are bisociated so that complex concepts can be expressed and explained.

Chapter3. Method and Materials

As the generative tools are for consumer needs in various fields, there were some modifications of the generative tools as this research study aims to study the influential factors of consumer needs in fashion. In this chapter, the procedures of the modified generative tools, the traits of participants and the method for the analysis on the attained data from using the make-tools are described.

3.1. Procedure

3.1.1. Modified Generative Tools for this Research Study

For this research, several parts of the generative tools were modified. First, the fourth step includes group discussion. However as it was found that group discussion is not useful for Koreans to express themselves (Kim, 2014), it was modified into dialogue between the researcher and each participants. Each participant was asked to explain for the artifacts they have made to the researcher in comfortable atmosphere.

Second, there were modifications in tools for activation and dreaming of make session. 3D-draping was used for 3D modeling and their own pictures and fashion related images were used for collage. This is because this research is not about the vast and various fields of consumer needs, but limited to consumer needs for fashion. Furthermore, using symbolic shapes for collage in this research allowed too broad creativity and imagination that it rather kept participants from approaching to their needs. Therefore, symbolic shapes were replaced with the images that the participants preferred which were thought to be refiner than symbolic shapes. Also, the participants had chance to look into their style by taking photograph of their own wearing their own clothing. This procedure was to help participants to approach to their own needs for fashion. Through making collage with their own pictures and images

they picked, the participants got chance to think deeply about their preferences and needs. This led deeper and more profound dialogue between the researcher and the participants.

Third, the researchers and all the participants gather together to make affinity chart and cognitive map based on the results they made in previous studies. However, in this research, the researcher gathered all the results and responses of the participants to make the manuscript and analyzed them by reading it over and over again to make affinity chart and cognitive map. This was because it was almost impossible to gather all the participants into one place at the same time. Also, each participant performed each step individually and the results varied a lot according to the participant's personal and social environment such as their major. Therefore, it was thought to be more efficient when the researcher who already established comprehension and resonance with all the participants gathers all the results and scripts and analyze them and make affinity chart and cognitive map based on the analysis of the results.

3.1.2. Procedures within the Modified Generative Tools

The procedures using the generative tools can be divided into two parts briefly in advance. In the first part, the participants are to express, feel and find their profound needs by making some artifacts. In this part, the participants were required to express their newly found needs in their language again. In the second part, the researcher was to gather and analyze every word participants used in the first part along with the artifacts that participants made to find and construct the structure of consumer needs. The first part is divided into three steps again: preparation, immersion/sensitization and sessions for making and saying. The third step in the first part has two subordinating steps, activation and dreaming. For each step, different make-tools were used. In the first part, every step using the make-tools was followed by the interviews. The figure that describes the whole process of this research using the modified generative tools is as follows.

	the 1st part									the 2nd part	
	[step1] preparation	interview 1	**[step2]** immersion /sensitization **[tool]** workbook	interview 2	**[step3]** session make&say **[step3-1]** activation **[tool]** collgae	interview 3	**[step3-2]** dreaming **[tool]** 3D draping	interview 4	(additional interview)	analysis affinity chart	analysis cognitive map
participants		●	●	●	●	●	●	●	●		
researcher	●	●		●		●		●	●	●	●

<Figure 3-1> Whole process of this research using the modified generative tools

In the first step, preparation, the researcher prepared the workbook and the materials that would be used in the research process. In the first interview, the participants were informed of the purpose and process of this research study. Also, the questions for the background of the lifestyle of the participants and the experience of purchase and consumption for clothes were given to the participants. Based on the answers for the questions, the questions of the interviews for further step were decided. Most of the questions in further interviews were to find the reason for their answers. Also, in the first interview, each participant was given the workbook and informed of how to use it. Participants were well-informed of this step and what they were required to do before they write or draw their free association on the workbook.

In the second step of immersion and sensitization, each participant came back to their own place and recorded their daily life thinking the subject, fashion, on the given workbook for 10 minutes each day for three days. This step was for participants' free and flexible thoughts and association toward the subject of the research study. The workbook was designed to allow participants to show their free and wide associations related to fashion which cannot be found in ordinary survey or interview by simply providing empty space. After recording on the workbook, each of them had time to explain for their recording in the second interview. In the second interview, the researcher also asked the questions to help the participants to find the deeper reason for why they had drew of written such contents on their

workbook.

In the third step, session for making and saying, there are two subordinating steps. The first subordinating step is activation. This step was for conceptualizing the needs for fashion by refining each participant's preferences toward fashion. This step enabled the participants to arrange and organize free association and flexible thought related to fashion which they developed in the previous step into conceptualized form. Collage was used as the make-tool for this step. They were told to select 7-10 images they favor and find the relevance of those images and their style of preference for fashion. Both types of images that are directly and indirectly related to fashion were allowed. Images were from SNS such as Instagram and Facebook, google and personal albums in personal cellphones and computers. After making collage with the selected images, the third interview was followed. In this interview, each participant had time to explain their results. In the third interview, the researcher again asked the questions to help the participants to find the deeper reason for their selection based on the answers they gave to the researcher in the first interview.

The second subordinating step was dreaming. This step was to express participants' needs and preferences that are in dreaming level. 3D modeling was used as make-tool in this step. Meanwhile, considering that the main theme of this research is to find out the consumer needs for 'fashion', 3D modeling was replaced into 3D draping. 3D draping shares a lot of common traits. 3D draping refers pattern making method by putting textiles directly on the three dimensional body frame model such as body stand or dress form, making form through folding and cutting based on style line and fundamental body baseline and marking those lines and points (Joseph-Armstrong, 2013). This method is well-known for designers' free and broad expression (Kim, 1999). Also, it is known as not special technique that that anyone who wants to make clothing can try. Sometimes, the results of the designers from professional schools and the one with no experiences of learning this method rarely show big differences (fashion design art, 1992). Therefore, it was thought that 3D draping can be a useful and easy make-tool for the participants. Also, it was expected that 3D draping would be more

efficient than just simple 3D modeling regarding that this is 3D modeling related to fashion. Through 3D draping, participants were expected to be more absorbed in the subject, fashion so that the results would contain more information for what they dream. In short, for more effective extraction for consumer needs for fashion, 3D draping was selected as the make-tool for this step. In this step, participants were given a certain amount of textile without any pattern or special traits. They were told to make any type of clothing in their mind. After 3D draping, the fourth interview was followed. In this interview, each participant had time to explain their results. In the fourth interview, the researcher again asked the questions to help the participants to find the deeper reasons for why they came to make these results based on the answers they gave to the researcher in the first interview.

The first and second subordinating steps in the third step of the first part of the research study are belonged to the group session of the procedure using the generative tools as introduced in chapter 2, however, group discussion was replaced to the dialogue in comfortable atmosphere to let the participants express and explain their results and thought comfortably.

During all the process of making and explaining, the researcher had conversations with questions. The questions were to help the participants explain their artifacts better and make profound expression. The questions were based on the previous research study that applied interpretive way of research to figure out consumer behavior (Kim, 2001). As illustrated in this research, participants in advance got questions for their birthplace, memories of childhood, jobs of parents, personal interest, plans for the future and so on. After then, various questions for personal experiences, value and detailed opinion toward fashion were given to find out various aspects of consumers. Throughout all the questions, the researcher tried to understand the backgrounds of lifestyle of each individual and the view of life. Based on this information, the researcher tried to figure out the reasons for the individual's apparel consumption behavior and general attitude toward consumption for fashion items which were thought to be the needs of each individual. The questions that were asked to participants in common are as follows. Based on the answers for these questions, the questions followed by them were modified to

make it more appropriate for each participant. When it was thought that there were not enough explanations, additional interviews were also done. In total, there were 52 interviews as each participant had 4 interviews and the participant #4, 6, 11 and 12 had additional interviews.

<Table 3-1> Questions that were given to the participants during the interviews

The division of the questions		**The contents of the questions**
The background of the lifestyle of the participants	birthplace	▶ Where are you from?
	memories of childhood	▶ What is the most memorable memory in your childhood? ▶ How is this memory related to your needs or preferences toward fashion?
	jobs of parents	▶ What do your parents do?
	influence of major	▶ Do you like your major? ▶ How did(has) your major influence(influenced) your value and lifestyle?
	personal interest	▶ What are you interested in?
	personal values	▶ What do you value the most? ▶ What do you think as valuable in your life? ▶ How are these values related to your needs or preferences toward fashion?
	plans for the future	▶ What is your plan for the future?
The experience of purchase & consumption for clothes	Pattern of purchase /consumption for clothes	▶ Can you describe the pattern of purchase for clothing? (price, frequency, place for purchase)
	Preferences toward clothes	▶ What kind of clothes do you prefer? (fit, textile, color, silhouette, style etc.)
	criteria for choosing the clothing of each day	▶ What is your criteria for choosing the clothing of each day?
	criteria for purchasing clothes	▶ What is your criteria for purchasing clothes?
	free descriptions for the experience of purchase and consumption for clothes	

The results and the whole process using make-tools were recorded in form of photograph including

every detail. Every process of making and explain the results were recorded by typewriting. These records were made into manuscripts so that those manuscripts can be used for content analysis by the researcher. The artifacts which are the results of approaching to their profound needs by making using three different make-tools and the words they used throughout whole process were analyzed and then those words were categorized according to the level of affinity between them. Through categorizing, each group of words will be given their main theme which would later be named as main factors for constituting the structure of consumer needs. After then, the relationship between those factors was analyzed with the manuscript. The found relationship was expressed visually in form of the cognitive map.

3.2. Participants

The categories of demographic information of each participant are based on the previous research of Kim (2001) which analyzed the consumer behavior with interpretivist way. The participants for this research study include the applicants who decided to participate after reading the advertisement on the Instagram as well as the acquaintance of the researchers. There were 12 female participants in total and all of them were in their 20's.

<Table 3-2> Traits of participants

no.	age	gender	job (major)	income	residence	family income
1	24	W	undergraduate (economics)	middle	Seoul	middle
2	22	W	undergraduate (chemistry)	middle	Seoul	middle
3	21	W	undergraduate (medicine)	middle	Seoul	high

4	21	W	undergraduate (economics)	middle	Seoul	high
5	20	W	undergraduate (agriculture and life sciences)	middle	Seoul	middle
6	22	W	undergraduate (engineering)	middle	Seoul	middle
7	21	W	undergraduate (humanities)	middle	Seoul	middle
8	20	W	undergraduate (education)	middle	Seoul	middle
9	27	W	graduate (fine art)	middle	Seoul	middle
10	20	W	undergraduate (mathematics)	middle	Seoul	middle
11	22	W	undergraduate (business)	middle	Seoul	high
12	28	W	Employee (movies)	high (middle)	Seoul	Middle

3.3. Method for Analysis

3.3.1. Content Analysis on the Manuscript

The analysis of the information attained from the research process using the generative tools starts with transforming the information into research data. After then, process of analyzing the content of these research data begins (Kim and Hwang, 2012). During the whole process, the researcher was to type every language, emotion and situation of each participant so that the information can include the vivid experience of the research process as well as what the researcher felt and the points that caught the attention of the researcher. Previous studies using the generative tools recommend to record whole process on videotape and then make it into manuscript (Kim and Hwang, 2012; Kim, 2014), however, all the participants felt uncomfortable for recording their work on videotape and responded that it

would keep them from express their thought freely. Therefore, in this research, the researcher chose to record every moment by typing on the spot along with taking close photographs of each process. This information was made into manuscripts which were repeatedly so that the researcher can find interesting and important point. While searching interesting information in the analysis data and the artifacts that participants made, the information related to discussed topic or their dreams was extracted. Then, the researcher was to find various patterns based on the extracted information which can be used as fundamental data for further idea (Kim and Hwang, 2012).

One thing to consider when discussing the results from the research using the generative tools was that the visual results are not main issue for the analysis. The visual results are also taken into consideration. However, the main focus should be on the participants' widened thoughts and associations and the newly recognized thoughts and needs which could not be recognized for they were in the latent state. By examining and analyzing these newly found thoughts and needs through the making process in the research and the whole process itself as well as the visual results, profound understanding on the phenomenon which is the core purpose of interpretivist way of research studies would be possible.

3.3.2. Affinity Chart

The patterns of the information extracted from the previous content analysis could be found and analyzed by making affinity chart. Every word in the manuscript was categorized according to the level of affinity between each other. In this research, as the relationship between the words showed a lot of variety, the affinity or relationship between themes of each category was also analyzed. In this step, all the manuscript of 12 participants were compared and analyzed simultaneously. The researcher read the manuscripts over and over until the words which contain or represent the latent need of the participants could be found. Words that contain certain values or words with multiple

usages by more than one person were selected. Selected words were grouped according to the affinity level between them. After first grouping, there were many small groups of words. Again, the groups were grouped under the name of bigger categories according to the affinity level between them. The themes of final groups were selected as factors that constitute the structure of consumer needs.

This way of grouping is called as group consensus (Griffin and Hauser, 1993). This way applies both affinity chart and tree diagram to find out the common traits or classification system of various contents that are investigated sporadically by examining the similarities and differences between those contents. In process of group consensus, the researcher is to make groups that are consist of individual units according to the level of affinity between them. After then, those groups are grouped again according to the level of affinity between them to form header group. In this research study, every word that the participants used during the interviews and conversations except the words which does not contain any meaning such as propositional particles were selected in advance. Among these words, the words that reflect the latent needs of participants and the words with usage of more than two times were selected again as individual units for the analysis. These individual units were grouped according to the level of affinity between them. Each group was grouped again into larger group according to the level of affinity between them until the minimum number of super headers was found. The selected words from the manuscript, the number of usage for each word, the value that each word reflect and the name of make-tool that the words came from are introduced in chapter 4. Also, the affinity map which is the result of this process of analysis is represented in chapter 4.

3.3.3. Cognitive Map

Once the factors were found through making the affinity chart, the next step is to analyze the relationship between those factors reading the manuscripts again. This time, the researcher was to read

each manuscript of each participant so that how those factors found were working together for each participant. After the relationships between the factors that can explain the structure and mechanism of consumer needs were verified, they were expressed in visual form, cognitive map.

Chapter4. Results

In this chapter, the results attained from the steps using make-tools, the results of the content analysis on the manuscript, the affinity chart and cognitive map which is the final result are described. The verbal explanations of the participants for their results which were attained from the interviews are also described along with the visual results from each step using make-tools. The selected words from the manuscript on which all the results and explanations were recorded were presented as the results of the content analysis. Also, the affinity chart which was constructed based on the selected words to find out the influential factors of consumer needs in fashion was presented. Lastly, the final result, the cognitive map which was constructed based on the relationship between the factors that was found through the analysis on the affinity chart and the manuscript was presented.

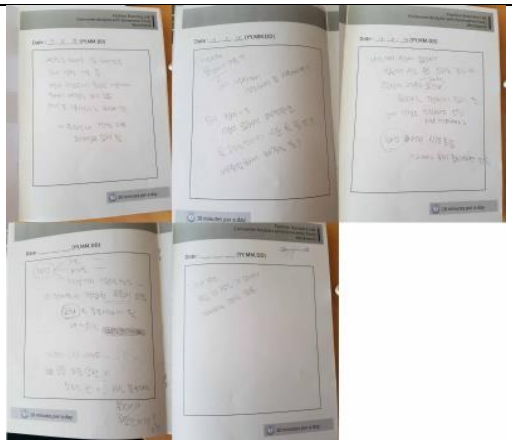
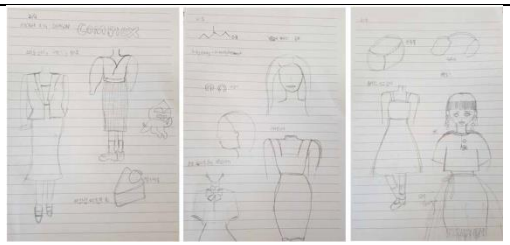
4.1. Results of Each Procedure of Research using the modified Generative Tools

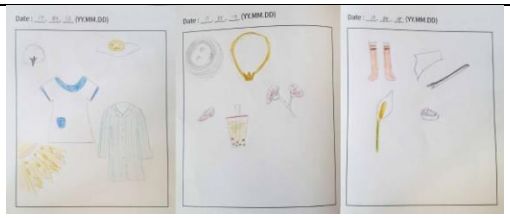
4.1.1. Workbook

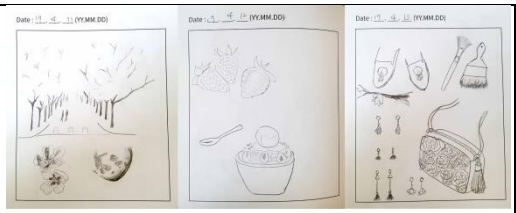
In this step, participants showed free and wide associations related to fashion which could not be found in ordinary survey or interview. Participants were to write or draw on the workbook for 10 minutes per day for three days. They were informed to record every stimulus they face in their daily life before they start. Not only the stimuli that are directly and strongly related to fashion but also any issues or topics with indirect and weak connection with fashion were to be recorded. It was found that many participants could soften and enlarge and their thoughts toward fashion through this step. Comparing to the first interview they had with the researcher before this step, they came to be more fluent to speak for their free association. In the first interview, contents for their interviews were

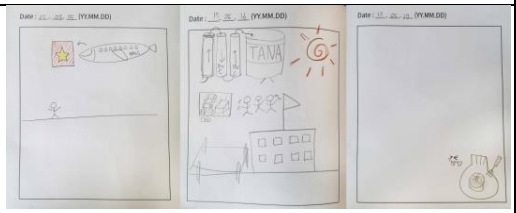
limited to only the names of brands or designers. However, after writing the workbook, they started to talk about various topics which are relatively weakly connected to fashion such as their favorite food, trees and flowers on the streets. Although those topics were not strongly and directly related to fashion, these topics certainly influenced their daily fashion unconsciously. This widened association made the interviews and following steps of research more abundant.

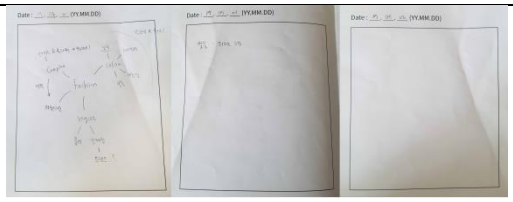
<Table 4-1> Results of the step using the workbook

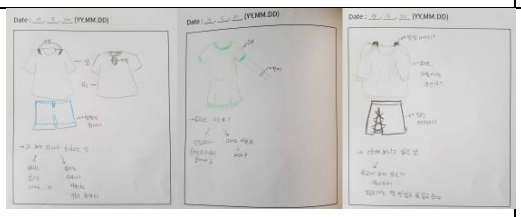
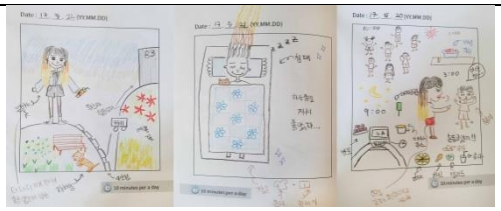
	The result	Explanation
1		The participant #1 chose to write to express her thought because writing was much easier for her. While the drawings can have many implications, the writing could clearly show what she thought as she directly wrote her thoughts in words as if she was telling to herself. It was whether she had make-up or not that decides her clothing of that day. Also, emotion, schedule and weather affected a lot on her clothing.
2		The participant #2 drew the most memorable stimuli among her daily life. She also drew some designs of clothing that she wanted to wear someday. The contents she drew were very interesting, for she drew tofu, the structure of a chemical compound, a piece of cream cake with strawberry and her earplug as the most memorable stimuli. Before explaining

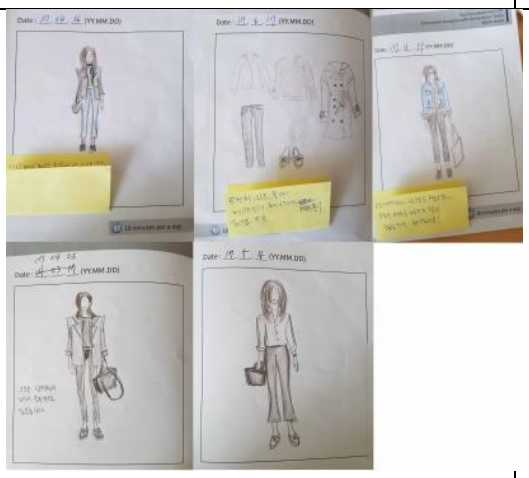
		her drawing, even she did not know the relevance between her drawing and her preferences that form her needs for fashion. However, after examining the drawing, she found that the lines, shapes and colors of her preferred style for clothing resembled those of stimuli she drew as her most memorable stimuli from her daily life. Rest drawings were from the television programs and internet shopping mall she watched during the day. In case of words such as 'COMPLEX', she could not explain for this word. She explained that this word just came up to her mind without any specific reasons.
3		The participant #3 drew her daily clothing with her free association related to fashion. The weather and her daily emotions, schedules affected the most on her choice for what to wear on that day. While examining the drawing, the participant found that round and soft lines and shapes constitute a lot of her fashion and want for fashion. All of her daily life was made up of stuffs with round and soft line and atmosphere and her preferences for clothing was no exception.

4		The participant #4 drew the most memorable stimuli from her daily life. She introduced herself as an observer who enjoys watching and examining the detailed structure of things around her, especially the fruits. She also added that this habit was from her dad who is also the elaborate observer. Also, she always has wanted to look at the environment around her in an unordinary way. That's why she illustrated the stimuli only with the lines but without surface on the first day. By analyzing the environment around her, she found that the influence of the environment and her perspective for the observation affected her fashion. Last page was about her taste for accessories. She liked items with tassels for these items reminded her of the flower that bloomed downward. Also it reminded her of a brush, but the brush is nothing related to her preference. The shoes, earing with tassels are from her imagination while the bag with the tassel is her real bag. Although she liked it, she explained that she is not so brave yet to wear it to go outside.
5		The participant #5 drew her daily clothing. However, none of them were exactly same as her real clothing, because she modified the texture of clothing according to her preferences. These pictures

		were not very relevant to her daily life but her preferences. As she drew these pictures examining her own clothing, she found out her preferences that even she herself did not know. It was found that she prefers something structural, organic and neat.
6		The participant #6 had trip to Vietnam for her volunteering activities when she was drawing on the workbook. On the first day, she spent most of her time on the airplane. On the second day, she worked all day long to construct a water tank for the elementary school in Vietnam. On the last day, she finally could have tour in Vietnam. Because having the scallop dish was the most memorable and impressive experience in the last day, she drew only one scallop with her face expression on the page. Although she skipped the detailed expression of what she wore on each day, she could precisely explain what she wore and why she chose that clothing. As she was working in the foreign country where the weather is very hot, her clothing should have been comfortable and cool.
7		The participant #7 drew about the items she faced on each day. There was no certain order of priority on choosing the items. She just drew the items that came up to her mind but with detailed shape and

		colors. Some of them were from her daily life and some of them were from the advertisements she watched on that day. She wanted to translate the items into illustration of her style but did not add any imagination. She ended her explanation saying that these items were the ones that came up to her mind faster than any other items when she thought about the subject, fashion.
8		The participant #8 wrote words for brainstorming to find out the words that came into her mind when she thought about the subject, fashion. Although she could not think of more about it on the second and the third day, she tried to find words as many as possible. While she was working on making map of words, she found that some words that are used in the field of fashion were quite far from her to use or understand. Also she could have much more organized form of her preference toward fashion through making this map. She was careful to use words, for the words can contain more meaning than the speaker intended to deliver and sometimes can be misunderstood according to the context and the environment.

9		The participant #9 mainly drew her daily emotion. Although three days were recommended, she voluntarily recorded five days of her daily life. As she majors in modern art, she was competent in expressing her emotions in drawings. All of them are impromptu drawing that she drew along with the changes of her emotion. The words written on the second day was from the song she listened on that day to ease her mind. One part of the drawing on the third day is based on what she did on that day and rest of them are impromptu pictures that expressed her unconsciousness and emotion.
10		The participant #10 drew her daily fashion with the reasons for her having chosen them. Her schedule and emotion were main factors that affected on her choice. Because this year is the first year in the university, she explained that she's trying various styles she wanted to try but couldn't when she was in high school. She also added that she does not know what style she really wants yet.
11		The participant #11 drew her daily life with chronological order. Even small details such as a cat that passed by her and what she had on each time for meal were recorded. She also wrote some explanations to describe what she wore and what she

		did. Her clothing was influenced by her schedule the most and then her emotion and the weather.
12		The participant #12 drew her daily fashion. She illustrated what she wore and why she chose them. She also chose her clothing mainly according to her schedule but her preferences for fashion was also reflected. As her working environment has changed recently, her clothing also carried that change.

At first, all these seemed too disordered and not so relevant to fashion, but when next step, collage, was proceeded, it was found that all these free association subsiding deep in the unconsciousness actually have affected their preferences and style on fashion and even on purchase.

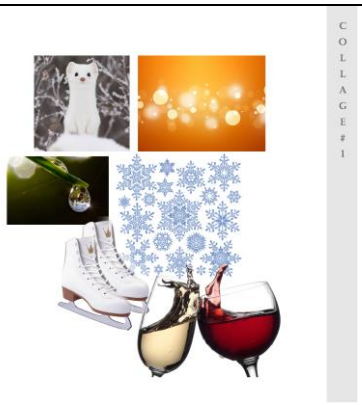
4.1.2. Collage

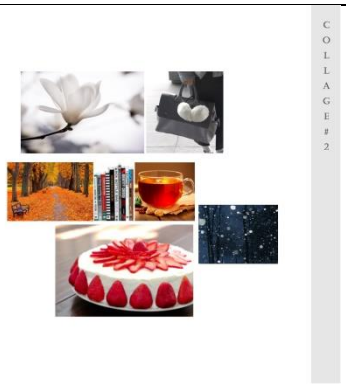
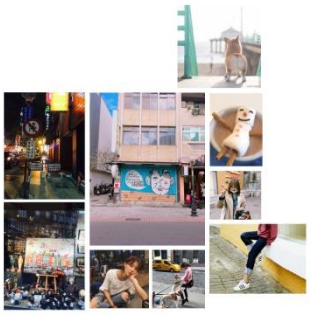
As the former step using workbook was focused on making flexible thought and free association on the subject, it was more like a preparation step to approach to the latent needs. Meanwhile, from this step, making collage, more concrete and conceptualized stories appeared related to the latent needs. This step provided the participants the chance to think more deeply and profoundly about the reasons for their preferences and why they came to have their present style for fashion.

At first, they could not explain why they were wearing in the way they do and why they chose the images as their favorite ones for making collage. However, making collage helped them to find out more concrete and profound stories and thoughts for the reasons which started from the abstract level.

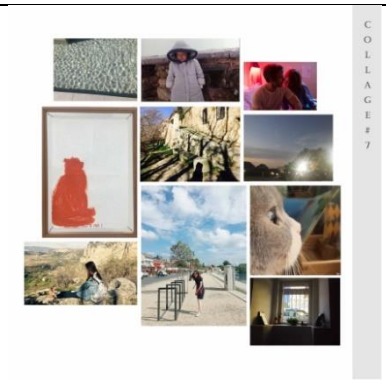
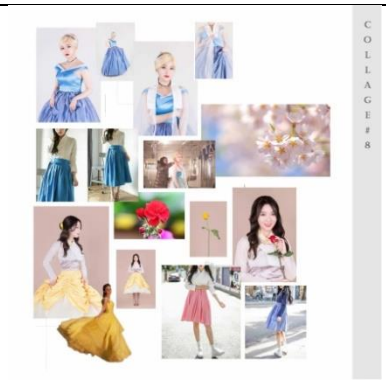
Some of the images used for collage were found through searching from google. The images that the participants already own in their private album were also allowed to be used if those images are very favored by them or thought to have influenced them related to fashion directly or indirectly. After then, each participant and the researcher had time to talk freely about the reasons for the choice and the reasons of those reasons until the participants could reach to the reasons at the bottom. When searching for the reasons, various context such as their past experience and environment that surrounded them were discussed and analyzed so that they could make their flexible thought and free association from the former step into more conceptualized form.

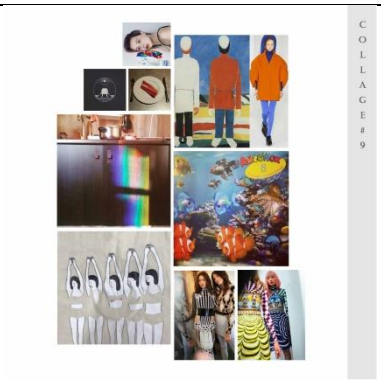
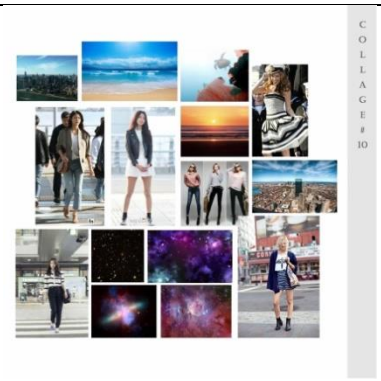
<Table 4-2> Results of the step making collage

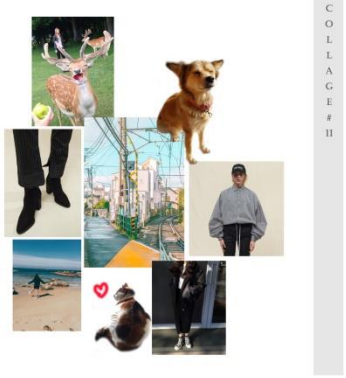
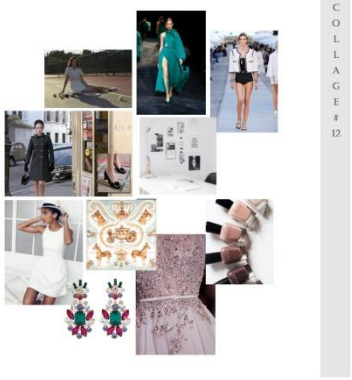
	The result	Explanation
1		The participant #1 has experience of learning figure skating when she was a child. When she was learning the figure skating she came to watch some professional players who were wearing uniforms for figure skating which was beautifully decorated with fluttering details. This experience influenced her style a lot because since then, she came to prefer dresses with fluttering details such as long tails behind. The cold weather of winter could also have influence on her preferences. However, the experience she had when she was young had more powerful impact.

2		The participant #2 was influenced by the landscape of winter, her daily experiences in winter days and the books she was reading. Especially, the books she was reading were about minimalism which led her to prefer something minimal. Soft images she faced in her daily life also influenced her choice and preferences on clothing.
3		The participant #3 was influenced by the people and environment around her. When she liked to stay at home for a long time and made things at her home during that time, she used to wear what her mother bought and sent for her. However, after she herself built social relationship with many people, she came to try new styles she hasn't tried before.
4		The participant #4 also was influenced a lot from the memory of her childhood. She has a memory of having a regular and social meeting with neighborhoods in her grandmother's house. That warm and lively memory influenced on her preferences for warm colors and vivid, lively images and style. Both the participants #1 and #4 did not know that these memories form old days were subsided in their unconsciousness influencing on their preferences including preferences for fashion. As they dig up all kinds of their context to find the reasons at the bottom, they could finally face these memories.

5		The participant #5 showed her clear preferences toward organic, simple and neat style of fashion with achromatic colors in this step. It seemed that the preference has been firmed up as she studies her major related to organic science. She explained that she spend most of her times for studying in conservative family when she was a teenager. Her parents always organized stuffs in her house neatly. She guessed that this may have affected her preferences. Although it seems she has been affected by her parents since her childhood, it would be clearer if more evidences were found. Recently, she is trying new activities that she has never tried before and in the process of finding her new preferences.
6		The participant #6 was also influenced by the media such as the internet and television. Although she had no difficulties when making decisions on purchasing clothing as she had good sense of making choices, she did not have certain styles that she thought as her fixed style yet. In other words, she has possibilities to prefer the styles or clothing that she does not prefer right now. This makes her to be even more influenced by the environment surrounding her.

7		The participant #7 was influenced by the senses that she has felt since her childhood. The memories of senses such as scent of winter wind and sound and glittering visual of water always have brought her some kind of satisfaction. She came to love cats since their eyes reminded her shining surface of the water and eased her mind. Due to her memories, she came to prefer natural styles that mingle with the environment surrounds.
8		The participant #8 was influenced by the dresses in the animation movies she watched when she was a child. According to her, she used to watch those movies over and over again because of the dresses that the characters wore. Her preferences for those dresses has been developed and firmed up by the compliment of her acquaintance who told her that she looked like cherry blossom when she wore her one-piece dress with cherry blossom printing. She came to prefer fusion hanbok even more due to her body shape and when she found the images of hanboks that had concept of the dresses of the animation movie she loved, her preferences toward fusion hanbok grew stronger.

9		The participant #9 has studied the modern art. Among all the participants, she showed the clearest and the most particular tastes toward fashion. The images she chose showed the specialty that their major brought to them. Many of the images she brought were from the art contests. According to her, as she has been surrounded by the artists with strong characteristics of their own who hate to be ordinary and normal individuals, she also came to have unique and strong characteristics and clear taste. Although she wears formal clothing when she needs to attend formal occasions, she always adds some points that can differentiate her from other people.
10		The participant #10 also was influenced by the media, especially the celebrities such as idol stars and models. As this is the first year for her as a university student, she was trying various styles and those celebrities were her helpful references. Although she also had some images that she has liked for many years, it was hard to find the influences of these images on her fashion comparing to the influence of the images with celebrities. Rather, those images were indicating the places that she wanted to visit someday. In this perspective, it is thought that there is possibility that the influence of those images may be appeared on her fashion some more years later.

11		The participant #11 was influenced by her friends from her high school. As they have been friends since she was a teenager, they share their taste, favorite shopping mall and so on. They went shopping altogether. The participant #11 does not have clear preferences yet, therefore, her decision was influenced a lot by her friends. When making decision on purchasing clothes, she does not buy only certain types of clothes, but make choice thinking of styles of her friends or their comments.
12		The participant #12 has studied the modern movie. The images they chose showed the specialty that their major brought to them. Her preferences were influenced a lot by the French movies she watched when she studied modern movies. Colors and the atmosphere of the clothing of the movie still affect her choice for clothing. It became clearer when it was found that what she liked and what she yearned for were quite different. She basically prefers colorful and bright styles with glitters. However, when she chose picture as her role model style, it was different from her basic preferences but close to the atmosphere of the French movies.

4.1.3. 3D modeling (3D draping)

As explained in chapter3, 3D draping which was thought to be better than other 3D modeling to extract the latent needs of consumers for fashion while sharing a lot of common with 3D modeling was used. In this step, the participants were given textile without any pattern or special traits which are used in real design using 3D draping. They could use the provided textiles as many as they want. There were no regulations or limitations for expressing their thoughts through 3D draping. Informed of simple and minimal introduction for how the participants can make 3D model through 3D draping, the participants could start their last making. They were allowed to make whatever design they want. When they had difficulties to make and express by themselves, they could get the help from the researcher. Other than that, the participants completed most of the designs by themselves. There was no limitation for skills because it was not part of this step to transform those designs into real patterns but just to express their thoughts freely. Also, there was no limit of time so that the participants could have enough time to express what's in their mind. They were to make impromptu design and were told not to think of design in advance. After making impromptu results, each participant had conversations with the researcher about the reason for their design and which part they favor the most comparing with the results of previous steps. In this step, the visual outcomes were also important but the process and their thought they got to have through this step counted as more important source for analysis.

<Table 4-3> Results of the step using 3D draping

	The result	Explanation

1		The participant #1 made the long tail at the behind of her result. She reassured that fluttering details were idealistic style for her. Besides her experience of learning figure skating, this kind of details made her feel better and more confident. She also cut the back side of her design to make it more comfortable to wear. As she did not satisfied with the silhouette of previous clothing with fluttering details, she designed her result to be quite fitted. She also explained that she would wear this kind of clothing when she needs something to change her mood or goes to the special place.
2		The participant #2 made both the top and the skirt separately. She has always wanted to be a cool and confident career woman and her desire was expressed in her design. Rather it was for her, it was for other women who have attributes that she considers to be idealistic.
3		The participant #3 made this dress imagining her trip to beach with her close friends. As her parents are good at making things, she herself enjoys making things a lot and has no difficulties in expressing her thoughts by making. Because her mother is capable of making simple but wearable clothing, she once requested her mother to make a dress for her and she thought this dress would be able to be a reference for her mother because this dress expresses her preferences very well. Recently,

		she became interested in dresses and this interest was also reflected on this dress. While having conversations about her result, she found that this dress is very similar to the dress that she wore when she was a teenager. That dress was the first one she wore spontaneously and the comments of other people were impressive at that time. However, this experience has been forgotten until she found that this experience still had influence on her preferences on clothing during the conversation.
4		The participant #4 also prefered fluttering details for this kind of design made her feel better and also reminded her Yuna Kim, the most famous figure skater in Korea. The white color of provided textile reminded her of pure fairies and angels. The details around the neck and the flower on the top were also related to that reminded images. She tried to express the images she usually thought to be beautiful on her design.
5		The participant #5 wanted to wear Korean fusion hanbok when she was a child. However, she had no chance to wear it because she grew up so fast every year that her parents could not buy new hanboks each year. This memory made her think of making fusion hanbok. As she knew that the traditional hanbok is uncomfortable to wear, she tried to modify the silhouette to make it comfortable. The upper part of her result was designed instead of the jacket. Although she felt a bit sorry for the result was slightly different from her first thought, she was satisfied because she could express the design she has desired to wear

		someday.
6		The participant #6 designed her results to have solid silhouette with drapery for details on the front. The tendency of choosing daily clothing was also reflected as she usually wears clothing with solid silhouette with drapery details. She guessed this phenomenon could be the influence of her parents. Her mother has quite big interest on fashion and prefers refined classic look while her father has no interest in fashion which made him wear only comfortable clothing. She was imagining going to beach wearing this dress which made her even more satisfied with her results.
7		The participant #7 designed this one thinking of travelers and pilgrims. The upper part of the top was to express the cape of travelers and pilgrims. Although she agreed that she would not be able to go travel or make a pilgrimage, she designed this clothing to reflect their image. The length of the top was shortened to make it lively while the length of the skirt came to be longer to make it into chic style. She made the top and the skirt separately to put two different atmospheres at the same time. She explained that this reflects her thoughts and values that became too complex these days.

8		The participant #8 tried to make fushion hanbok. The details and silhouette of the skirt are the good examples that show her intention. She explained that the silhouette of fushion hanbok is like the shape of flower which makes her to love the fushion hanbok. At the same time she wanted general mood of her result to be not so serious and rather vivid, she cut the upper side of the top to make an exposure and shortened the length of the skirt. While trying to make the detail that can switch the mood, she was careful not to harm the balance as a whole.
9		The participant #9 answered that her result is more like her artistic work rather than design that reflects her needs and preferences for fashion.
10		The participant #10 majors in mathematics and this tendency was reflected on her result as well as her characteristics with abundant sensitivity. She did not intent to do, but her result showed asymmetric structure. Later, while having conversation with the researcher about her result, she found that her accessories such as earrings and other stuffs for decorations were all asymmetric. She attached geometric line on the front side of long skirt in asymmetric way. At the last moment, she thought that the design was too rigid in general, so she made a

		cute ribbon to ease the mood. After then, she agreed that this design reflects her two contrary characteristics well.
11		This result reflects the want of the participant #11 to try off-shoulder style. Although she wanted to wear this kind of style, there were no places to go with off-shoulder style of clothing. She once has seen this kind of clothing while she was shopping and liked it. However, she could not buy it because she was not sure if she would be able to wear it in her daily life.
12		The participant #12 made 5 designs by modifying the first one. Although long dresses are not for daily wearing, those silhouette and designs of long dresses were applied because these were her idealistic silhouette and designs that she would like to try on someday. Later, the designs reflected the simple party dresses that she tried on when she lived in USA. Unlike Korea, it was a common culture to have party in school and therefore it was not hard to find the dresses sold in the clothing stores. However, since she came back to Korea and got a job, she could not try those types of clothing but formal clothing. Different perception toward exposure also was the reason for her to make the dresses without back and long slit on besides of one-piece dresses. Based on her experiences, she felt that Koreans are likely more sensitive to exposure on clothing than westerners which keep them from trying clothing with slight exposure in their daily life.

4.2. Results of Analysis

4.2.1. Content Analysis on the Manuscript

All the process of making and explaining for the results in each step were recorded by typewriting to make a manuscript for analysis. After steps using the make tools were over, the researcher printed out all the manuscript to read them over and over to find out the words which contain the latent need of the participants. Words that contain certain values or words with multiple usages by more than one person were selected. It was found that each participant had different results for each steps. There were participants who found the contexts for the reasons for their needs in step of using 3D draping step while the other found them in the step of using the workbook. Therefore, the manuscripts for whole process of using make-tools were analyzed simultaneously. Also, the manuscripts of all the participants were analyzed simultaneously to examine the tendency for the usage of words of all participants. In addition, adjective words were excluded because it was found that adjective words worked as explaining personal traits which made them varied a lot from person to person. Therefore, only the nouns which were thought to be containing the meaning related to the needs were selected. The selected words as individual units for the analysis are as follows.

<Table 4-4> Selected words from participants #1 and the traits of those words

	selected word	**number of usage**	**reflected value**	**source of the word**
participant #1	color	3	one of the expressions of taste	workbook, collage
	make-up	7	the main expression of taste and emotion	workbook, collage
	waist	5	her preference toward silhouette	3D draping
	self-esteem	4	her emotion that affects her choice on clothing	workbook, 3D draping

	perception	3	her emotion that affects her choice on clothing	workbook, 3D draping
	(experience of learning) figure skating	5	her experience which was forgotten although it has been affecting on her needs for fashion	3D draping
	childhood	5	her experience which was forgotten although it has been affecting on her needs for fashion	3D draping
	USA	3	her experience which was forgotten although it has been affecting on her needs for fashion	3D draping
	exposure	4	expressed wants and needs for fashion	collage, 3D draping
	compliment	4	the element that strengthened her needs unconsciously	workbook, collage
	acquaintance	4	the element that strengthened her needs unconsciously	workbook, collage, 3D draping
	fluttering	7	expressed wants and needs for fashion	collage, 3D draping
	Yuna Kim	5	the element that strengthened her needs both consciously and unconsciously	collage, 3D draping
	Kim Kardashian	2	the element that strengthened her needs both consciously and unconsciously	collage, 3D draping
	Kendall Jenner	2	the element that strengthened her needs both consciously and unconsciously	collage, 3D draping
	models	4	the element that strengthened her needs both consciously and unconsciously	collage
	celebrities	6	the element that strengthened her needs both consciously and unconsciously	collage

<Table 4-5> Selected words from participants #2 and the traits of those words

	selected word	**number of usage**	**reflected value**	**source of the word**
participant #2	legs	3	her needs toward idealistic silhouette/body shape	workbook, 3D draping
	height	3	her needs toward idealistic silhouette/body shape	workbook, 3D draping

	lower body	3	her needs toward idealistic silhouette/body shape	workbook, 3D draping
	waist	5	her needs toward idealistic silhouette/body shape	workbook, 3D draping
	pelvis	2	her needs toward idealistic silhouette/body shape	workbook
	clavicle	2	her needs toward idealistic silhouette/body shape	workbook
	complex	8	her needs toward idealistic silhouette/body shape	workbook, collage, 3D draping
	respect	3	her emotion that affects her choice on clothing	workbook, 3D draping
	self-esteem	4	her emotion that affects her choice on clothing	workbook, 3D draping
	childhood	3	her experience which was forgotten although it has been affecting on her needs for fashion	workbook
	family	2	acquaintance that set an idealistic state in her unconsciousness and strengthened her need	workbook
	evaluation	3	the comment of acquaintances which came to be planted as an idealistic state in her unconsciousness	workbook
	parents	2	acquaintance that set an idealistic state in her unconsciousness and strengthened her need	workbook
	colleagues	3	acquaintance that set an idealistic state in her unconsciousness and strengthened her need	workbook, 3D draping
	friends	3	acquaintance that set an idealistic state in her unconsciousness and strengthened her need	workbook, 3D draping
	confident	3	state of emotion she wanted to reach at through fashion	3D draping
	celebrities	6	the element that strengthened her needs both consciously and unconsciously	workbook, collage, 3D draping
	models	5	the element that strengthened her needs both consciously and unconsciously	workbook, collage, 3D draping

<Table 4-6> Selected words from participants #3 and the traits of those words

	selected word	number of usage	reflected value	source of the word
participant #3	color	2	one of the expressions of taste	workbook
	line	4	one of the expressions of taste	workbook
	flower	3	one of the expressions of taste	workbook
	self-esteem	4	her emotion that affects her choice on clothing	workbook, 3D draping
	perception	4	her emotion that affects her choice on clothing	workbook, 3D draping
	youth	4	her experience which was forgotten although it has been affecting on her needs for fashion	workbook, collage, 3D draping
	beach	3	her want and need for travel which also had impact on her need for fashion	3D draping
	acquaintance	6	acquaintance that set an idealistic state in her unconsciousness and strengthened her need	workbook, collage, 3D draping
	compliment	5	the comment of acquaintances which came to be planted as an idealistic state in her unconsciousness	workbook, 3D draping
	consideration	5	her emotion that affects her choice on clothing	workbook, 3D draping
	parents	6	acquaintance that set an idealistic state in her unconsciousness and strengthened her need	workbook, collage, 3D draping
	colleagues	7	acquaintance that set an idealistic state in her unconsciousness and strengthened her need	workbook, collage, 3D draping
	friends	5	acquaintance that set an idealistic state in her unconsciousness and strengthened her need	workbook, collage, 3D draping

<Table 4-7> Selected words from participants #4 and the traits of those words

	selected word	number of usage	reflected value	source of the word
participant #4	flower	5	one of the expressions of taste	workbook, collage, 3D draping
	perception	3	her emotion that affects her choice on	workbook

			clothing	
	childhood	4	her experience which was forgotten although it has been affecting on her needs for fashion	workbook, collage, 3D draping
	USA	2	her experience of residence which was forgotten although it has been affecting on her needs for fashion	workbook, 3D draping
	compliment	4	the comment of acquaintances which came to be planted as an idealistic state in her unconsciousness	workbook, collage, 3D draping
	parents	5	acquaintance that set an idealistic state in her unconsciousness and strengthened her need	workbook, collage
	colleagues	5	acquaintance that set an idealistic state in her unconsciousness and strengthened her need	workbook, collage, 3D draping
	Yuna Kim	2	the element that strengthened her needs both consciously and unconsciously	collage, 3D draping
	singers	2	the element that strengthened her needs both consciously and unconsciously	collage, 3D draping
	models	3	the element that strengthened her needs both consciously and unconsciously	collage, 3D draping
	celebrities	4	the element that strengthened her needs both consciously and unconsciously	collage, 3D draping
	Instagram	2	the element that strengthened her needs both consciously and unconsciously	Collage

<Table 4-8> Selected words from participants #5 and the traits of those words

	selected word	**number of usage**	**reflected value**	**source of the word**
participant #5	fushion hanbock	3	one of the expressions of taste	3D draping
	height	5	her body trait that influence on her need for long clothing	workbook, 3D draping
	major	3	the element that strengthened her needs both consciously and unconsciously	workbook, collage

	travel	2	the element that strengthened her needs both consciously and unconsciously	3D draping
	parents	4	acquaintance who are thought to have been the most influential on her need for fashion	collage, 3D draping

<Table 4-9> Selected words from participants #6 and the traits of those words

	selected word	**number of usage**	**reflected value**	**source of the word**
participant #6	flower	4	one of the expressions of taste	collage
	color	6	one of the expressions of taste	collage
	line	3	one of the expressions of taste	collage, 3D draping
	diversion	2	her emotion that affects her choice on clothing	workbook, collage
	perception	3	her emotion that affects her choice on clothing	collage, 3D draping
	parents	6	acquaintance who are thought to have been the most influential on her need for fashion	3D draping
	volunteer activities	4	the element that caused the change of the need and preferences toward fashion	workbook, collage
	foreign countries	3	the element that caused the change of the need and preferences toward fashion	workbook, collage
	celebrities	4	the element that strengthened her needs both consciously and unconsciously	collage
	photos	2	the element that strengthened her needs both consciously and unconsciously	collage
	Web toon	2	the element that strengthened her needs both consciously and unconsciously	collage
	texture	2	one of the expressions of taste	collage
	design	3	one of the expressions of taste	collage, 3D draping

<Table 4-10> Selected words from participants #7 and the traits of those words

	selected word	number of usage	reflected value	source of the word
participant #7	line	4	one of the expressions of taste and contemplation	3D draping
	mood	7	one of the expressions of taste	collage, 3D draping
	diversion	2	one of the expression of taste	workbook, collage
	childhood	5	the element that have influenced on the taste for mood	collage, 3D draping
	thoughts (contemplation)	5	the element that strengthened her needs both consciously and unconsciously	Workbook, collage, 3D draping
	evaluation	4	the element that strengthened her needs both consciously and unconsciously	collage, 3D draping
	parents	3	acquaintance who are thought to have been the most influential on her need for fashion	collage, 3D draping
	movie	2	the element that strengthened her needs both consciously and unconsciously	collage

<Table 4-11> Selected words from participants #8 and the traits of those words

	selected word	number of usage	reflected value	source of the word
participant #8	flowers	6	one of the expressions of taste	workbook, collage, 3D draping
	fushion hanbock	5	her needs toward idealistic silhouette	workbook, collage, 3D draping
	waist	6	her needs toward idealistic silhouette/body shape	3D draping
	lower body	6	her needs toward idealistic silhouette/body shape	workbook, 3D draping

	complex	6	her needs toward idealistic silhouette/body shape	workbook, 3D draping
	line	6	her needs toward idealistic silhouette one of the expression of taste	workbook, collage, 3D draping
	acquaintance	4	the element that strengthened her needs both consciously and unconsciously	workbook, 3D draping
	burden	5	the element that strengthened her needs both consciously and unconsciously	workbook, 3D draping
	compliment	3	the element that strengthened her needs both consciously and unconsciously	workbook, 3D draping
	evaluation	4	the element that strengthened her needs both consciously and unconsciously	workbook, 3D draping
	consideration	4	the element that strengthened her needs both consciously and unconsciously	workbook, 3D draping
	colleagues	5	the element that strengthened her needs both consciously and unconsciously	workbook, 3D draping
	Audrey Hepburn	2	the element that strengthened her needs both consciously and unconsciously	collage
	Emma Watson	2	the element that strengthened her needs both consciously and unconsciously	collage
	celebrities	4	the element that strengthened her needs both consciously and unconsciously	collage
	Disney project	6	the element that strengthened her needs both consciously and unconsciously	collage
	main character	4	the element that strengthened her needs both consciously and unconsciously	collage
	admiration	4	the element that strengthened her needs both consciously and unconsciously	workbook, collage, 3D draping

<Table 4-12> Selected words from participants #9 and the traits of those words

	selected word	number of usage	reflected value	source of the word
participant #9	diversion	3	her emotion that affects her choice on clothing	workbook
	schedule	6	suitability for the schedule which affected her choice on clothing	workbook, collage
	major	8	the element that influenced a lot on her need and preferences toward fashion	collage, 3D draping
	foreign countries	4	the element that planted and strengthened her needs both consciously and unconsciously	collage
	interest	6	the element that strengthened her needs both consciously and unconsciously	collage, 3D draping
	colleagues	6	the element that planted and strengthened her needs both consciously and unconsciously	workbook, collage, 3D draping
	acquaintance	8	the element that planted and strengthened her needs both consciously and unconsciously	workbook, collage, 3D draping
	Lady Gaga	2	the element that strengthened her needs both consciously and unconsciously	collage, 3D draping
	models	3	the element that strengthened her needs both consciously and unconsciously	collage, 3D draping
	artists	6	the element that planted and strengthened her needs both consciously and unconsciously	Workbook, collage, 3D draping
	celebrities	5	the element that planted and strengthened her needs both consciously and unconsciously	workbook, collage
	Instagram	7	the element that strengthened her needs both consciously and unconsciously	workbook, collage
	photographer	7	the element that strengthened her needs both consciously and unconsciously	workbook, collage
	Kitsch	6	the element that strengthened her needs both consciously and unconsciously	workbook, collage, 3D draping
	hipster	4	the element that strengthened her needs both consciously and unconsciously	workbook, collage

	artistic movie	3	the element that strengthened her needs both consciously and unconsciously	workbook, collage
	Music Video	2	the element that strengthened her needs both consciously and unconsciously	workbook

<Table 4-13> Selected words from participants #10 and the traits of those words

	selected word	**number of usage**	**reflected value**	**source of the word**
participant #10	emotion	4	her emotion that affects her choice on clothing	workbook, 3D draping
	schedule	4	suitability for the schedule which affected her choice on clothing	Workbook
	sensitivity	5	her emotion that affects her choice on clothing	collage, 3D draping
	change	5	the environmental change that affects her changed choice on clothing	collage
	university	7	the environmental change that affects her changed choice on clothing	workbook, collage
	evaluation	4	the element that planted and strengthened her needs both consciously and unconsciously	workbook, collage, 3D draping
	compliment	5	the element that planted and strengthened her needs both consciously and unconsciously	workbook, collage, 3D draping
	friends	5	the element that planted and strengthened her needs both consciously and unconsciously	workbook, collage, 3D draping
	models	5	the element that planted and strengthened her needs both consciously and unconsciously	collage
	celebrities	4	the element that planted and strengthened her needs both consciously and unconsciously	collage
	admiration	3	(admiration toward the images of celebrities) the element that planted and strengthened her needs both consciously and unconsciously	collage

<Table 4-14> Selected words from participants #11 and the traits of those words

	selected word	number of usage	reflected value	source of the word
participant #11	make-up	3	one of the expressions of taste	workbook
	design	4	one of the expressions of taste	collage, 3D draping
	schedule	3	suitability for the schedule which affected her choice on clothing	workbook
	acquaintance	5	the element that planted and strengthened her needs both consciously and unconsciously	workbook, collage, 3D draping
	diversion	3	her emotion that affects her choice on clothing	collage, 3D draping
	evaluation	5	the element that strengthened her needs both consciously and unconsciously	collage, 3D draping
	compliment	6	the element that strengthened her needs both consciously and unconsciously	collage, 3D draping
	friends	9	the element that planted and strengthened her needs both consciously and unconsciously	collage, 3D draping
	media	4	the element that planted and strengthened her needs both consciously and unconsciously	collage
	celebrities	5	the element that planted and strengthened her needs both consciously and unconsciously	collage
	models	6	the element that planted and strengthened her needs both consciously and unconsciously	collage, 3D draping

<Table 4-15> Selected words from participants #12 and the traits of those words

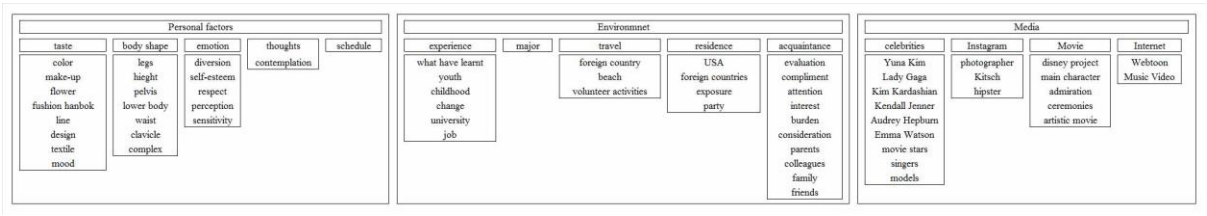
	selected word	number of usage	reflected value	source of the word

participant #12	textile	3	one of the expressions of taste	collage
	mood	5	one of the expressions of taste	collage
	perception	3	her emotion that affects her choice on clothing	collage, 3D draping
	schedule	3	suitability for the schedule which affected her choice on clothing	workbook
	youth	5	her experience which was forgotten although it has been affecting on her needs for fashion	collage, 3D draping
	major	5	the element that planted and strengthened her needs both consciously and unconsciously	collage, 3D draping
	USA	4	her experience which was forgotten although it has been affecting on her needs for fashion	3D draping
	party	5	her experience which was forgotten although it has been affecting on her needs for fashion	3D draping
	exposure	7	a. expressed wants and needs for fashion b. her experience which was forgotten although it has been affecting on her needs for fashion	3D draping
	evaluation	6	the element that strengthened her needs both consciously and unconsciously	collage, 3D draping
	acquaintance	5	the element that planted and strengthened her needs both consciously and unconsciously	collage, 3D draping
	job	4	the environmental change that affects her changed choice on clothing	workbook, 3D draping
	friends	3	the element that planted and strengthened her needs both consciously and unconsciously	collage, 3D draping
	celebrities	6	the element that planted and strengthened her needs both consciously and unconsciously	collage
	Instagram	4	the element that strengthened her needs both consciously and unconsciously	collage
	main character	5	the element that planted and strengthened her needs both consciously and unconsciously	collage

	admiration	6	(admiration toward the actors and actresses in the movie) the element that strengthened her needs both consciously and unconsciously	collage, 3D draping
	ceremonies	4	her experience which was forgotten although it has been affecting on her needs for fashion	3D draping
	artistic movie	4	the element that planted and strengthened her needs both consciously and unconsciously	collage

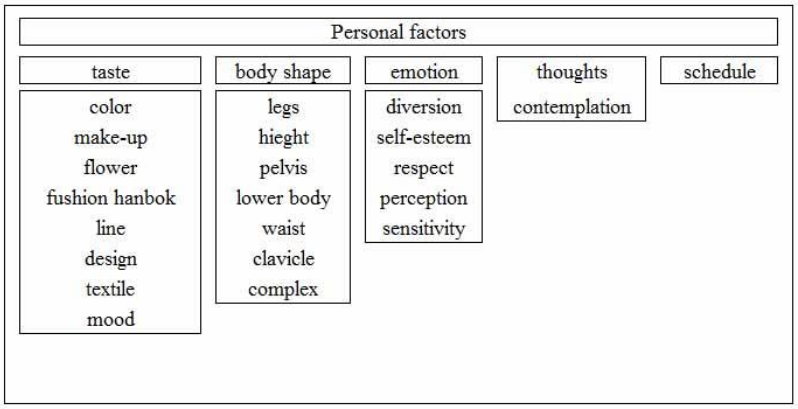
4.2.2. Affinity Chart

Selected words were grouped according to the affinity level between them. After first grouping, there were many small groups of words. Again, the groups were grouped under the name of bigger categories according to the affinity level between them. These words are grouped again and again until the minimum number of super headers was found. Throughout this process, the affinity chart below came out. Personal factors, environment and media were the final super headers which are the factors that influence the latent and tacit needs toward fashion.



<Figure 4-1> Affinity Chart from the results of using the make-tools and the content analysis of the manuscripts

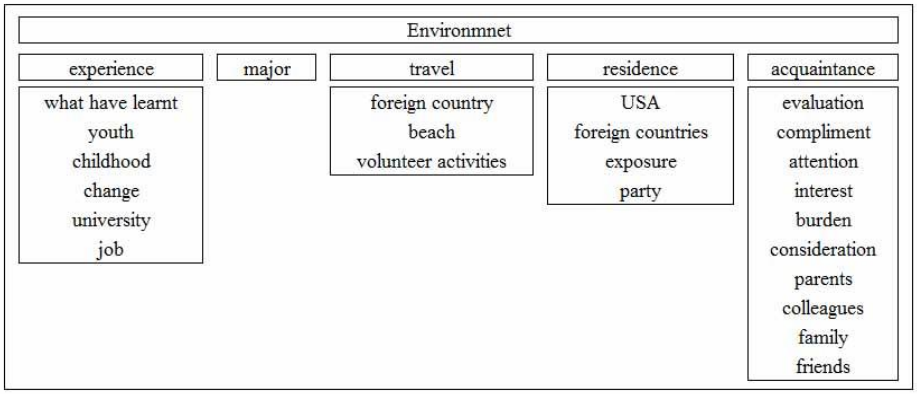
In total, there are three large groups that cover the themes of various words. The first group was named ‘Personal factors’ for the words in this group were to explain personal traits. The second group was named ‘Environment’ because the words in this group were used to explain the various contexts of the participants from their childhood to recent days. The last group was named ‘Media’ because the words in this group were all closely related to media such as the Internet, movies and so on. More detailed explanations for each group are as follows.



<Figure 4-2> Part of the Affinity Chart: Personal Factors

In the first group with the words explaining ‘personal factors’, the contents differed a lot according to the major and background of each participant. Especially, in case of ‘taste’, the expressed phenomenon for each individual varied a lot. Because the words for taste varied a lot from person to person, most of those words could not be included in the affinity chart although there were a lot of words related to taste in the manuscript. In contrary, most participants used similar words when they talked about their body shape. Most participants felt that they need to correct their body shape or buy clothing which can cover or correct their body shape. This led most of them use the word ‘complex’ despite different contents of complexes. Those complexes were working as one of the sources of consumer needs. In case of emotion, the expressed emotion varied and differed person to person.

However, the reasons for expressed emotions such as wearing clothes to raise self-esteem or divert themselves were similar.

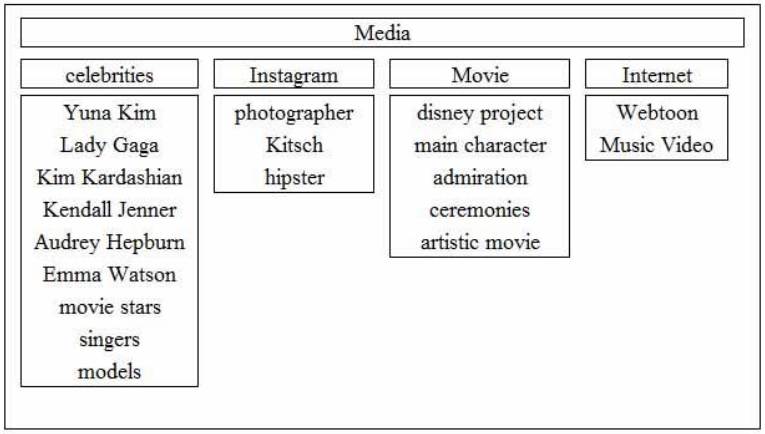


<Figure 4-3> Part of the Affinity Chart: Environment

In the second group with the words explaining 'environment', the contents differed according to the major and background of each participant. In case of major, the influence of major on each individual was powerful. However, as the field of major differed from person to person, the researcher summarized all the words for major into one word, 'major' in the affinity chart. In case of residence, the participants could be classified into two groups according to whether they have experience of having lived in foreign countries or not. Among many foreign countries, the participants who have lived in western countries felt stuffy when they are wearing clothes with exposure such as long slit in Korea where general atmosphere for exposure is thought to be more sensitive than those countries they have lived. Also, the participants who have lived in the regions where having formal parties is usual also showed nostalgia for clothing for those parties which is not likely to be found in Korea. In case of experience, this category is mainly about the experience from long time ago or childhood. The experiences they faced in the childhood were sometimes forgotten, however, it was found these experiences still existed in their unconsciousness and has had influence on their preferences and needs and even on the purchase. In case of 'travel', the participants showed similar tendency again. Particularly, most of them answered that they want to visit beach. Many participants' desire for going

travel made them purchase or imagine clothing for traveling. The most particular part was ‘acquaintance’. Both compliments and comments from acquaintances worked as the important evaluation and affected on the formation of needs. Also, which field acquaintances are in and characteristics acquaintances have influenced the needs of the participants.

The group, ‘environment’ contains the most various contexts of the participants among three large groups in the affinity chart. Although it seemed that some categories within this group had no relevance with fashion, it was found that the words and associations with them in this group subsided in the unconsciousness. This part will be discussed more in chapter 5.



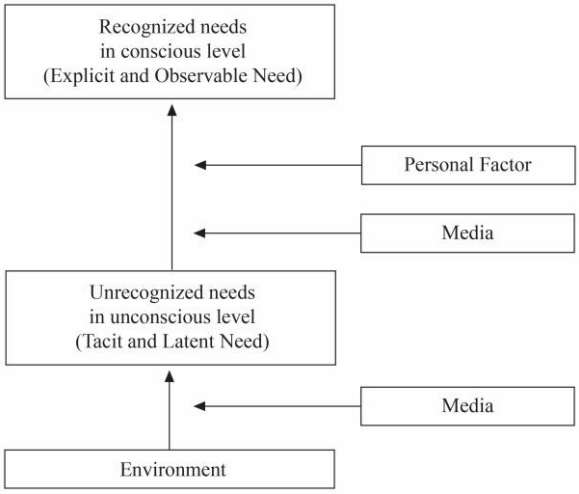
<Figure 4-4> Part of the Affinity Chart: Media

In the last group with the words explaining ‘media’, the contents shared certain amount of commons despite the differences of the major and background of each participant. The types of media that the participants used were slightly different form person to person. The celebrities were mentioned the most by the participants and the frequency using the word related to movie followed the next. The words related to SNS and the Internet were also frequently used. The subordinating groups in the group of Media were partially included in both the group of environment and personal factors. When

it was considered as a matter of taste, it was included in the group of personal factors. At the same time, when it was considered as a matter of experience and the environment surrounding the participants, it was included in the group of environment. However, it was grouped separately because the particular role of media that discerned it from other groups was found. The particular role of media for latent and tacit state of consumer needs was discussed in chapter 5.

4.2.3. Cognitive Map

In the previous section, the factors that constitute consumer needs were investigated by making the affinity chart. As examining and analyzing the relationship between three factors above with reading the manuscript of each participant, it was found that the personal factors, environment and media worked organically to strengthen and structuralize the various levels of needs that exist in conscious to unconscious level and connect them to the behavior, purchase. This mechanism was expressed in form of the cognitive map. More detailed explanation for the cognitive map is in the chapter 5.



<Figure 4-5> Cognitive map for the influential factors of consumer needs in fashion

Chapter5. Discussion

There were three discussions to get the result of the cognitive map. First, the relationship between the factors that were found through making the affinity chart was discussed. The factors were matched to each participant to figure out how these factors are working together to form or strengthen the latent or tacit needs which are hard to be observed while clearly exit in unconsciousness. Second, the cognitive map that is based on the previous analysis was discussed. Through this discussion, the structure and mechanism of consumer needs were also explained. Lastly, the effectiveness of using the generative tools was discussed. As there are really few cases using this tool for analyzing consumer needs in fashion business field, the effectiveness should be verified. Through this discussion, implication and originality of this research study could be found.

5.1. Discussion for the relationship between the factors found through making the affinity chart

5.1.1. Analysis of each participant

Here are the discussions of the relationship between the three factors that are found from each participant.

The participant #1

Through using the generative tools, she found that the experience of learning figure skating has been influential on her needs for fashion. Through writing on the workbook, she found that the final factor that decides her needs for fashion was make-up and her emotion.

"When I do not have make-up on my face, I don't care about what to wear. When I have make-up on my face, I really have to select what to wear carefully and it makes me select my favorite one regardless of how I felt on that day."

Making collage was bridge for her to find the environmental context which was deep inside of her unconsciousness as an old experience. She chose the pictures related to winter with glittering image. When the interview was done on the collage, she could not answer clearly for the reasons. While making through 3D draping, she reassured her favorite design. In this step, the interview was done comparing the result of 3D draping and the collage she made in the previous step.

"This design is what I have been looking for since when I was in a high school. However, I could not find one. That's why I made this design here."

"I love fluttering details such as tail. I really like beautiful appearance and when these fluttering details fly upon the wind, it looks really beautiful."

"I have experience of learning figure skating when I was really young. Now I remember that I really liked it due to the beautiful uniform for that sport. The clothing for figure skating had this kind of details. I came to love this kind of clothing as watching the players dancing on the ice wearing this clothing."

Also, the celebrities were strengthening her needs toward the needs for the beautiful clothing with fluttering details.

"I saw the video of Yuna Kim over and over because she was so beautiful when she danced with this kind of clothing."

"I see that many foreign celebrities wearing the clothing with fluttering details and exposure. Particularly, I really like the celebrities such as Kim Kardashian and Kendall Jenner. They are pretty and beautiful. I always look around to find out clothing which is similar to what they wore."

The analysis on the relationship between three factors based on the interviews after using the generative tools is as follows. The experience of learning the figure skating has been at the unconscious level as a latent need for design. This latent need was found and strengthened when she faced the images of celebrities related to this latent need. When this strengthened need met the personal factor, having make-up, it was appeared as explicit need which led her to purchase the dress with fluttering details. Here, it was found that the experience which is belonged to the environmental factor worked as the latent need. The celebrities that are belonged to the media worked as the channel to deliver this need to personal factors by strengthening this latent need into more stronger and explicit form. The personal factor worked as the final step that decides whether this strengthened need to be appeared or not. Once the strengthened need matches with the condition of personal factors, they appeared as the explicit need that could lead the behavior, purchase.

The participant #2

Through using the generative tools, she found that the gap between the body shape that she wants and her body shape has been influential on her needs for fashion. Through drawing on the workbook, she expressed her difficulties for choosing clothing when going shopping.

"I bought a bustier recently, but I am not perfectly satisfied with it."

"I wanted to try fitted t-shirt with printing, so I bought one. Yet, it was hard to find other items that match with it. That's why I haven't tried it yet."

"I saw nice clothes on the internet shopping mall. However, I am still thinking about buying that one. It is hard for me to make decisions."

Also, she mentioned a lot about her body shape while she was explaining the drawings on the workbook.

"I think people choose clothing according to their body shape. I guess I would prefer other styles if I had different height and legs."

The most interesting point of her workbook was that she drew tofu as the most impressive stimulus in her daily life. It was related to the comments of the acquaintances. Other than that, she wrote the word, 'complex'. Asked for the reason, she just answered that she does not know and it just came to her mind.

"My family members told me that I resemble tofu. That's why I drew it."

"The comments of other people surely have influence on me. Sometimes, their comment changes my opinion on certain style. It is hard to ignore the comments of people around me."

Through making collage, she found the influence of celebrities and media on her needs for fashion. Also, her preferences toward round shape appeared. This preference matched with the pictures of clothes she drew on the workbook which had round lines.

"I got influenced by the book about minimalism. It made me to be picky when choosing colors of clothes."

"I really want to buy clothes these days. I come to like one because of the pictures of models. But they are all tall and therefore those clothes are not quite fit for me. That makes me quite annoyed."

Through making results through 3D draping, the reasons for her preference became clearer. She made the clothes for tall and confident women with good shape. There were a lot of round lines and the waist was designed to be thin. There were many points that she would try if she had different body shape.

"I envy women with thin waist. That's why I designed the waist of the clothes to be thin. Also, the one for this design is tall."

“I like curved and fitted design that can emphasize the body shape.”

“This design is for confident career women with pride. I made this imagining the women who loves her body and exercises hard. Additionally, she was born with good body shape.”

By analyzing the results made using the generative tools and the manuscript, it was found that the comment of her acquaintances which is belonged to the environmental factor worked as latent need for her. As she came to face with the images of fashion models from various media, the gap between the acquaintances’ comment on her body shape and the desired body shape came to be widened. This made her latent needs to be more structuralized into the explicit need for the design with long length and curved lines. However, as her need is not matched with her personal factor, body shape, she came to hesitate to purchase the clothes. Nevertheless, when it matches with her personal factor of taste strongly, she decided to buy clothes which was designed with long length and curved lines.

The participant #3

Through using the generative tools, she found that her emotion that arouses from the relationship with other people has been influential on her needs for fashion. Through drawing on the workbook, she expressed how her daily emotion affected on her clothing. Most emotions were from the relationship with the people that she met on that day.

“I reconciled with the friend whom I fought with a lot on this day and I felt very good. Although it rained, for me it was like a shiny day. I drew clothing which would match with that kind of day.”

“I met with the friend whom I missed. Although I couldn’t see the moon on that day, it felt like there would be full moon in the sky. The image of cherry blossom also came to my mind. I rarely wear formal shoes, but I wore them on that day. I guess that was because I felt so good on that day.”

"When I entered the university, I was a bit nervous due to changed environment and people around me. I could not care for my clothing then. Now, I came to be accustomed to new environment and people. These days, I started to care for my clothing."

Through making collage, it was found that she does not watch any kind of movies nor was interested in celebrities. Rather, her acquaintances worked as media. When she explained the result of 3D draping, the influence of her acquaintances appeared clearer. As she was explaining her result, she remembered the memory of getting compliment when she first wore dress that she chose.

"I do not watch movies and I know almost nothing about celebrities. I just enjoy time for making things and having conversation with my friends."

"When I designed this clothing, I imagined myself going to the beach with my friends."

"This design actually reminds me of the dress that I chose for the first time of my life. I was teenager then and never thought that clothes like dress would look good on me. But then, one day, I tried one and all people around me gave me a lot of compliments."

By analyzing the results made using the generative tools and the manuscript, it was found that the acquaintances were working as environment and media at the same time. As she did not like watching any kind of media since she was very young, she had no interest and information for fashion. Then, one day she tried dress on which her acquaintances gave a lot of compliment. This memory was subsided in unconsciousness. As she grew up, she came to meet more people, she found herself looking for dresses just thinking that she just had that kind of preferences. When examining her interviews and contexts, it was found that the comment of her acquaintances was planted and has been in unconsciousness as latent need. When she came to meet more people, they worked as media which structuralized the memories into stronger form of need. When this structured and strengthened need came to meet personal factors, emotion, the need for that kind of dress she preferred appeared which led the purchase. However, when this structured and strengthened need did not match with the

emotion, she did not likely pay attention on her clothing.

The participant #4

Through using the generative tools, she found that the warm memories with her family and acquaintances have been working as latent need in unconsciousness. Through drawing on the workbook, she found that she is a detailed observer which was influenced by her father. She

> "I really love to observe fruits. There is a small world inside fruits. My dad used to observe fruits since I was very young, and I also used to join him. This made me to love observing and fruits."

> "My father bought this bag from Spain. There are many flowers made from leather on the surface of the bag. Also, I could find the tassels at the side this bag. I guess I came to draw other pictures for tassels while observing the tassels of the bag."

While explaining each image she used for making collage, she found that the warm memories of having meeting with her family and acquaintances have been influential on her need for color and style for her clothing. Moreover, her need for clothes with warm color and design got strengthened as she watched her favorite singers who were wearing clothes with warm color and design.

> "When I was traveling, I took pictures of theses because I liked its atmosphere. Thinking for the reasons, I found that I really loved the meeting with my family and acquaintances. It was really fun and warm. Now I see that I like the colors and atmosphere which remind me of that time."

> "This is the singer with the mood I like. She has simple but cute, warm style. Actually, I pursue this kind of style. When I watch the picture of her wearing this kind of clothes, it feels really good. That's why I saved this picture and use to look at it. I purchase this kind of clothes time to time."

Through 3D draping, it was found that the memories and what she observed had influenced on her

criteria for idealistic form. She made the decorations around the neck that resembled the tassels and put flowers that she observed from her bag. Also, to give the warm and pleasant atmosphere, she put fluttering detailed on her design. She described them as the elements for prettiness for her.

> “I am not sure if these elements look good with each other, but anyway, I tried to express the combination of the elements for prettiness in my thoughts.”

While examining and analyzing the results and manuscript of whole process, it was found that the memories and what she has observed were subsiding in unconsciousness working as latent need. When she saw the pictures of celebrities related to those memories and what she has observed, the need got strengthened. When this strengthened need matched with her personal factor, taste, it was expressed as explicit need for the clothes with warm mood. Yet, her taste was not reflecting all of her favorite element because she was afraid of trying fancy clothing. Therefore, when this strengthened need came to meet with this point of taste, it was not expressed.

The participant #5

Through using the generative tools, she could find what she prefers clearly. However, although she guessed her preferences might be influenced by her parents who always arranged things neatly, it was hard to find the reasons and contexts for the phenomenon. The steps of drawing on the workbook and making collage showed her clear preferences but no more information that shows deeper reasons. Through 3D draping, she remembered her want for hanbok which she had when she was a child. However, it still could not give enough information for her needs.

The participant #6

Through using the generative tools, she found that her parents' interest toward fashion had influenced on her needs for fashion. Through drawing workbook, she found that her schedule was the final factor that decides what to wear on that day. Emotion also mattered however her schedule was the most influential.

"I chose black shoes and navy pants to work."

"The schedule and where I go matters the most on choosing clothes."

Through making collage, she could figure out her taste toward the soft and warm colors. Also, what she prefers were not just ordinary design but with special decorations or details. In addition, how media affected on her needs was also found. The media strengthened the unconscious need into conscious form or planted the need which did not exist into her unconsciousness.

"I prefer soft and warm colors. I also like soft and delicate light. That's why I like the stars. These colors and mood ease my mind. Sometimes, I wear clothes with strong colors to refresh myself, but usually, I buy the clothes with soft colors."

"I unconsciously purchase the design which is similar to the pictures from fashion magazine or the Internet which I thought to be pretty."

"These clothes with strong color seem good. It feels like I'll try it on someday, but not now."

Through 3D draping, she could find the influence of her parents which has been the source of her needs. It was because her design had both neat silhouette and flexible, unique detail. While there was the influence of her parents, she explained that there is no influence from her acquaintances.

"My mother has a lot of interest in clothing while my father has no interest. My mother likes to wear clothes with free and unique design. My father wears comfortable clothing. I think I pursue both by compromising them. ... I do not get influenced by friends or people around me though."

Analyzing the results and the manuscript, it was found that the different tendency of her parents toward clothes has been working as latent needs. Influenced by her parents, she unconsciously has pursued both uniqueness and comfort. When looking at the pictures with clothing that matches with her latent need, the latent need came to be structuralized and strengthened. Sometimes, these pictures planted certain images repeatedly so that she could be accustomed with them. In this case, she came to have new need that did not exist before. Once this strengthened need matched with her taste and schedule, it was expressed in form of explicit need for neat formal dress with soft colors and unique decorations. When it did not match with her taste and schedule, the needs were not expressed and she chose to wear comfortable clothes in her closet.

The participant #7

Through using the generative tools, she found that her want for becoming free form the thoughts that restrain her works as latent need for her. Through drawing on the workbook, she drew the items that came to her mind when she thought about the subject, fashion. When asked for the reason, she guessed that these items made her feel good. While having interview, she also added that emotion is the factor that decides the final choice on the clothes.

"These items just came to my mind when I thought about the word, fashion and my daily life on this day. When I look at these, it feels good."

"How I felt on that day decides what I am going to wear on that day."

Through making collage, it was found that she loved the warm nature, warm memory and traveling. All of them were the images that eased her mind and felt better. Also, she mentioned about the Japanese vintage style which she recently came to be interested in.

"I liked the glittering light on the water. I could feel warmth and softness."

"This is one of scenes of the movie, LaLa Land. Rather I liked the cozy and tender mood of this scene. It makes me feel comfortable."

"I took this picture when I went trip to Spain. I really liked the harmony and warm atmosphere of tree, soil and rocks."

"When I looked into the transparent eyes of this cat, they healed my mind."

Through the step 3D draping, she expressed her want for travel and pilgrimage. This was because she wanted to leave all the thoughts and present environment which have restrained her.

"I think that not all my thoughts are mine. Thinking that how many thoughts and environment had made me, it feels like I was also sacrificed for this phenomenon. These days, I decided to let myself be free."

Analyzing the results and the manuscript, it was found that her want for becoming free form the thoughts that restrain her works as latent need for her. The more she faced environment around her and thoughts of other people, it worked as media and strengthened this need. When this strengthened need was matched with her personal factor, emotion, she expressed it in form of explicit need toward the clothes for Japanese vintage style as this style helped her feel freer.

The participant #8

Through using the generative tools, she found that the comments of the acquaintance and the burden that the participant felt from these comments were working as latent need. Through drawing vocabulary tree diagram on the workbook, she could express her association related to the subject. There were four subordinating themes: feminine style, color, difficult words to understand and complex. Each theme from the subject was closely related to the results from further steps. Through

making collage, she mentioned about how the media and her acquaintances influenced her.

"I really like the silhouette of the dress that Emma Watson wore in the movie, Beauty and the Beast. … Recently, I found the project named Disney Project. In this project, one designer makes fusion hanbok modifying the dresses of Disney princesses. I really like the silhouette of those modified fusion hanbok that I saved some of the pictures of them."

"There are too many girls in my department which makes them to have tremendous interest for each other's fashion. They usually recognize even small changes and it is quite a burden regardless of the content of their comment."

"Few days ago, one of my friends told me that I looked like cherry blossom when I was wearing my favorite dress. As she was using metaphor rather than using direct adjective, it was very impressive for me. After then, the thoughts related to flowers kept came to my mind. I also like the silhouette of flowers."

Also, she remembered that she started to prefer the dresses that appeared in movies of middle ages due to movies.

"When I was a very young child, I watched Disney movies so many times that my mother asked me about the reason. Then, I told her that I could not take my eye off of them because the dresses that the princesses wore were so beautiful. Maybe it could have influence on my present need."

When she was explaining for the result she made through 3D draping, she also mentioned about the acquaintances and her image. Throughout whole making process, 'complex on her body shape' was mentioned. Especially, she designed fusion hanbok in this step. She explained that she came to love the silhouette of hanbok due to her complex.

"The flaring line of skirt of hanbok reminds me of flower and it is so beautiful."

"As hanbok covers the legs and makes the waist look thinner, it can complement the complex for my body shape. Also, it goes well with my image."

Analyzing the results and the manuscript, it was found that the comments of the acquaintance and the burden that the participant felt from these comments were working as latent need. Also, the need for the dress that media planted in her unconsciousness when she was young was also the source of the latent need. This latent need was strengthened by the media and the comments of her acquaintances. When this strengthened need matched with the personal factor, complex, the explicit need for the fusion hanbok and dresses that resemble fusion hanbok appeared.

The participant #9

Through using the generative tools, she found that her wants to be different from others worked as latent needs. Through drawing on the workbook, she expressed her emotion on each day. As she mainly stayed at home except one day, most of them were about what she felt. Her work on the workbook was largely influenced by the work of other artists.

"I drew my emotion on each day. When I felt sad, I drew and wrote about the song that matched with my emotion. … I visited this place to get some materials for my work, and I drew how I felt in here."

"I drew how I felt for the image of my favorite tattooist."

"Most of my favorite Instagrammers work in this kind of mood. I also drew these things after looking those images."

Also, while having the interview, the influence of the change on her major and acquaintances was found. When she majored in humanities, her clothes were very common that she could find many

other people wearing similar style of clothing. However, she came to pursue unique style after she changed her major into art.

"I wore ordinary style of clothes when I was in the college of liberal arts. When I changed my major into modern art, I came to meet people with clear taste. I think people in college of art have some kind of tendency to pursue uniqueness. I really liked to be part of the group of people who share common for pursuing uniqueness. My style has changed a lot since then."

Through making collage, she reassured her preference and need toward something unique. She brought images of artists who were trying new type of art. The images from biennale and distinctive images she found while she was traveling were also used. While having the interview to find the reason, she talked about her characteristic which was strengthened due to those images.

"I think that I have always wanted to be different from the majority. I always thought 'no!' when everyone said 'yes' while not expressing what I really thought. Since I met a lot of people who pursue something unique after changing my major, I started to clearly express my traits."

Although she loves something unique and unusual, her schedule matters a lot when she chooses clothing. When there is an official schedule, she prefers to wear formal clothing. However, even when she wears formal clothing, she adds unusual decorations to differentiate herself from others.

"Schedule matters a lot on choosing what to wear. When there is a class, I choose formal clothing. However, I don't want to wear just ordinary clothing. When I wear formal clothing, I add special decoration like this patch that can differentiate me from others."

Her result for 3D draping was slightly different from others, because she expressed the work of artist she likes. She explained that she designed it thinking of the work of the artist rather than expressing what she prefers. Therefore, she also mentioned that the result feels like the art work rather than clothing.

"I have looked at the paper work of an artist. I liked it and tried to express the mood of that paper work. I like my result but I am not sure if I will wear this kind of clothes."

Analyzing the results and the manuscript, it was found that her wants to be different from others worked as latent needs. Although she did not recognize her need since she changed her major, she could strengthen this need when she changed her major. She came to be surrounded by the people who pursue uniqueness and the images of peculiar artists. When this strengthened need matched with the personal factor, schedule, it was expressed as an explicit need for clothing with unique decoration or design which few people have tried.

The participant #10

Through using the generative tools, she found that she had preferences for designs with sensitivity which she has not recognized. Through drawing on the workbook, she recorded her daily schedule and what she wore according to the schedule. When choosing what to wear or purchase the clothes, she used to wear boyish style of clothing due to her strong looking face and height. She explained that her style actually was influenced by her friends who thought her as a tough girl. However, she actually has different characteristic.

"I cry when I see sad movies, and really can't watch horror movies. I guess I am quite tender-hearted."

"I think I am neither tough nor weak."

Through making collage, she could find what kind of style and image she prefers. Also, the influence of media and celebrities on her changing needs for fashion was found. Also, when she was explaining the collage, she also talked about her changed environment. That is, she had no chance to have interest in fashion. However, she came to have interest in fashion as she entered the university and became

free from harsh pressure for studying. The changed environment also gave her more time for watching the pictures of celebrities wearing various kinds of clothes.

"I haven't tried one-piece dress and it seems I won't be able to try it for some time. However, when I look at the pictures of the celebrity wearing this one-piece dress, it feels like I want to try it someday."

"I really liked the model wearing this kind of clothes. I want to try this style someday although it is quite different from the style I have tried on."

Through 3D draping, she expressed her sensitivity. She used long and narrow textile to make a pattern on her design to find out that pattern was quite geometric. Then she wanted to ease the mood of the design and made the cute ribbon and attached it on the waist.

"I did not intend to, but I came to make a asymmetric and geometric pattern. Then, I found I was not satisfied with it that I made a cute ribbon and attached it on the waist of the result."

"I cannot express it well yet, but I want some points that express sensitivity."

By analyzing the results and the manuscript, it was found that her unrecognized want for sensitivity works as latent need. In case of the participant #9, the comments of acquaintances have blocked her from getting to her latent needs. Based on the comment of her acquaintances, she always has tried boyish style so far. However, as the environment around her changed and she came to face more information and images from media, her latent need came to be strengthened. When this strengthened need matched with the personal factor, schedule, it was expressed as an explicit need for the feminine clothing with sensitivity.

The participant #11

Through using the generative tools, she found that the media has been working as great influence on her needs for fashion. Through drawing on the workbook, she found that her schedule was the final factor that decides what to wear on that day.

"To remember what I wore each day, I remember the schedule of that day first. This is because I choose what to wear according to my schedule of that day."

Through making collage, she could find how she has been affected by the media. While searching for choosing each images, she explained she came to love hip-hop style when she was in high school. At that time, she loved to watch the tv program for hip-hop music and she bought all the items related to hip-hop then. She also had to spend one more year to enter the university while all of her friends became university student. At that time, she was strongly influenced by her friends' style because their style seemed like a true style for a female college student. Still, the recommendations of her friends for fashion influence a lot on her need for fashion.

"This hip-hop program was very popular when I was in high school. Although my mother really hated this style, I bought all the hip-hop items. When my mother threw them away, I bought them again."

"When my friends entered the university one year earlier, they used to meet me wearing really feminine clothing. Meanwhile, I was wearing sweat suit or just comfortable clothing because I had to study all day long. … At that time, it felt like their style was the true style for female college students. Their style was very impressive and I bought those kinds of clothes after entering the university."

Through 3D draping, she expressed her favorite style which was also influenced by her friends and media.

"I designed the top with off-shoulder style. All of my friends like it and I also saw its image on the

Internet. I really want to try it someday. … However, most of my schedules are attending classes and there is no chance to wear it. My friends also told me that it would be a really brave of me to come to class wearing that kind of style."

By analyzing the results and the manuscript, it was found that media planted the latent need and strengthened it. When this strengthened need matched with the personal factor, schedule, it was expressed as an explicit need for certain style. As the acquaintances around her prefer feminine style, the feminine style was expressed as her explicit need for fashion.

The participant #12

Through using the generative tools, how her latent needs were strengthened or sometime transformed could be found. Through drawing on the workbook, she could find that the schedule was the factor that matters the most when she choose what to wear. Also, the recent change of having a job as an employee working in the company also had influenced on her need for clothing.

"Now I work in a company and it made me to purchase clothes that would go well with working in the company."

"I choose clothing mainly according to the schedule. Now, I am not a student which makes me hesitate to wear the clothes with styles I tried when I was a student."

Through making collage, she could find the influence of media and the contrary of her taste. She brought up with pictures which were quite contrary to each other. Half of her images were bright and glittering image while the other half was about the dark and blue mood of images. She explained that the dark images are from the French movie which was part of her major when she was undergraduate student. She also explained that she admired the main characters in the movie and their clothes.

"I have really liked the glittering stuffs since I was very young girl. That's why I like the brand such as Elie Saab."

"I love large, big and glittering ear rings. When I think about buying simple and small ear rings, I came to think that 'well, I am not that kind of person.'"

"This picture is from one scene of French movie. The clothes that main character wore looked so chic and cool that I brought this picture. … At that time, the characters in the movie seemed perfect and so their clothes. I admired them a lot."

Through 3D draping, she could find that the experience of living in US has been affected on her need for fashion. She made dresses with exposure for parties. When she was in US, there were a lot of formal parties and dresses for those parties. Also, people were not so sensitive for exposure on the clothes that she could try many clothes with exposure. Exposure was just one type of decoration on the clothes. After explaining her results, she concluded that they were about vicarious satisfaction for the memories of past days.

"These are all for vicarious satisfaction. There is almost no chance to wear them in Korea. There are many formal parties in foreign countries such as homecoming party. I could see many dresses in stores in US."

"Koreans are very sensitive to exposure. You'll get too much attention when you walk on the street with the clothes with exposure although that exposure was for decoration. … I think products of foreign SPA brands such as H&M and ZARA are not sold more because the design with deep armhole or slit would be uncomfortable for Koreans."

By analyzing the results and the manuscript, it was found that her experience in US and the influence of media were working as latent needs for fashion. Although her original preference was for glittering bright mood of fashion, the movies she loved planted the need for dark fashion with achromatic colors.

It was even strengthened due to the influence of movies and the characters in them. When this strengthened need matched with the personal factor, schedule and job, it was expressed as an explicit need for the formal clothes with dark and achromatic colors. Also, her experience of living in US also influenced her to have need for party dresses in the latent state. It was strengthened by the movies and pictures in SNS which reminded her of the experience. However, as this strengthened need did not match with her schedule and job, it was not expressed as an explicit need that led behavior.

The result of analysis was organized in the table to clearly observe the relationship between each factors and their role on the needs. The factors found from each step of using make-tools and the roles of each factors regarding to the needs were arranged.

<Table 5-1> Factors found from each step of using make-tools and Roles of each factors

		Workbook	Collage	3D draping
1	Factor	Personal factors/Emotion	Media/Celebrities	Environment/Experience
	Role	Express explicit needs	Strengthen the latent needs	Latent needs
2	Factor	a. Environment /Acquaintances b. Personal factors /Body shape, Complex	Media/Celebrities	Personal factors /body shape
	Role	a. Latent need b. strengthened latent need	Strengthen the latent needs	Express explicit needs
3	Factor	Personal factors/Emotion	Media/Acquaintance	Environment/Acquaintance
	Role	Express explicit needs	Strengthen the latent needs	Latent needs
4	Factor	Environment/Acquaintance	a. Environment /Acquaintance b. Personal factors/Taste c. Media/Celebrities	a. Environment /Acquaintance
	Role	Latent needs	a. Latent needs b. Express explicit needs	Latent needs

			c. Strengthen the latent needs	
5	Factor	Personal factors/Taste	Personal factors/Taste	Environment/Memory
	Role	Express explicit needs	Express explicit needs	Not so relevant
6	Factor	Environment/Acquaintance	a. Personal factor/Taste b. Media/ Celebrities	Environment/Acquaintance
	Role	Latent needs	a. Express explicit needs b. Strengthen the latent needs	Latent needs
7	Factor	a. Environment/Thoughts b. Personal factors /Thoughts, Emotion	Media /Thoughts, Acquaintance	Media /Thoughts, Acquaintance
	Role	a. Latent needs b. Express explicit needs	Strengthen the latent needs	Strengthen the latent needs
8	Factor	Environment/Acquaintance	Media/Celebrities, Movies	Personal factor/Body shape
	Role	Latent need	a. Strengthen the latent needs b. Plant the latent needs	Express explicit needs
9	Factor	Media/Artist	a. Environment /traits of Acquaintance b. Personal factor/schedule	Media/Artist
	Role	a. Strengthen the latent needs b. Plant the latent needs	a. Latent needs b. Express explicit needs	a. Strengthen the latent needs b. Plant the latent needs
10	Factor	a. Personal factors /Schedule b. Environment/ Acquaintance	a. Environment/university, changed acquaintance b. Media/Celebrities	Personal factor /Taste for sensitivity
	Role	a. Express explicit needs b. Blocked from latent need	a. Latent need b. Strengthened Latent need	Express explicit needs
11	Factor	Personal factors/Schedule	Media/ Celebrities, Acquaintance, tv program	Media/ Acquaintance

	Role	Express Explicit needs	a. Strengthened Latent need b. Plant the latent needs	a. Strengthened Latent need b. Plant the latent needs
12	Factor	Personal factor /Schedule, Job	Media /Celebrities, Movies	Environment /Experience
	Role	Express Explicit needs	a. Strengthened Latent need b. Plant the latent needs	Latent need

Each participant got different information with various level of importance from each step. However, in general, it was found that the three factors which were found while making the affinity chart were working together to strengthen or express the needs. Not all the information which was extracted from each step was meaningful. Therefore, it took a lot of time to discern the meaningful information which is organically connected to the needs through repetitive analysis. Meanwhile, it does not mean that the information which was discerned to be not meaningful is completely useless. Even the information which was not organically connected to the needs still has possibilities to be found as latent needs through additional interviews or activities. However, the analysis in this paper was based on the information which was found to be clearly connected to needs organically.

5.1.2. The discovered role of each factor and relationship between them

First, the group, ‘Environment’ contains the most various contexts of the participants among three large groups in the affinity chart. Although it seemed that some categories within this group had very weak relevance with fashion, it was found that the words and associations with them in this group subsided in the unconsciousness. When they meet the opportunity to be strengthened and emerge through media, they are expressed as needs that influence on the personal factors like taste and even to purchase. Meanwhile, the category of ‘acquaintance’ was placed in this group instead of the group

of media. This is because most participants forgot the comments of their acquaintances right after they heard them. Some opinions of the acquaintances were reflected right away, however, the number of this case was relatively lower than the former case. Rather, the comments of acquaintances worked as indirect criteria and latent needs in their unconsciousness and when they met the attribute of media, they emerged as explicit needs. Therefore, this category was placed in the group of ‘environment’.

Second, the group ‘Personal Factors’ can be considered as the results of the environment and the media that appear explicitly. Also, each participant showed the most various tendencies for personal factors. It was found that when the unrecognized latent needs which are formed by environment met the media, it emerged explicitly with certain form of needs to meet the personal factors and led the behavior, purchase. It also was found that when the recognized needs which are relatively close to explicit needs which are formed by environment met the media, it became even stronger and emerged explicitly to meet the personal factors and led the behavior, purchase. When the needs that emerged after meeting the factor, media meet the personal factors, they were expressed differently according to the personal taste, body shape and so on.

Lastly, the group ‘Media’ worked as the channel between the two factors, personal factors and environment. Participants showed same tendency that various needs including recognized and unrecognized thoughts becomes structuralized and then recognized due to the influence of the media. Meeting the factor, media, recognized thoughts becomes stronger. These recognized and strengthened thoughts came to be expressed as needs. Particularly, the celebrities were the most influential. In addition, when other various media were combined with the celebrities, they became more influential. Not only working as the channel, media is partially belonged to the group of personal factors and the group of environment at the same time. This is based on the results as the participants also talked about the media as part of their taste or environments surrounding them. It led the researcher to find out the attributes of media that resembles to the straw. When a person uses a straw to drink, part of the straw comes to belong to the beverage in a cup and mouth of the person who tries to drink the

beverage at the same time so that the part of beverage can be selectively delivered into the mouth of the one. Media worked likewise.

Consideration on the role of media on the needs

It was found that all the needs for fashion from the explicit needs that could be recognized to the latent needs that could not be recognized can be trained and induced. Particularly, this training and inducing were mostly done by the factor, media. The preferences and needs toward the wide pants that were spoken by 10 participants can be the example for this. Most participants have never thought about any silhouette other than that of skinny jeans because when they were in elementary school and started to have interest in fashion, the skinny jeans were leading the fashion market as a craze. Therefore, they thought that the silhouette and design of wide pants are strange and loutish about 3 years ago when they first faced the photos of models and celebrities wearing wide pants. However, all these participants said that they came to have preferences and needs toward the wide pants recently for these pants seem cool these days while the skinny pants look rather loutish. From this conversation, the researcher could found that the needs for something sophisticated and chic do exist. However, the direction of needs has changed due to some other factors. It could be inferred that the media which has trained and induced the needs of the public by constantly exposing the images of wide pants with celebrities such as fashion models to the public has been influential on this reversed preferences and needs. The response of the participant #8 also verifies well for this phenomenon. Here is what she felt and said while she was looking into fashion magazine for the step using workbook.

> "All I could see from all the pictures with models in fashion market and this fashion magazine was abstruseness which I cannot ever look around my daily life. But then, this magazine, designers and all the editors are calling this as a trend! I can't understand whom this word, trend is for."

It is thought that the images from this media, the magazine are not reflecting the needs of consumers

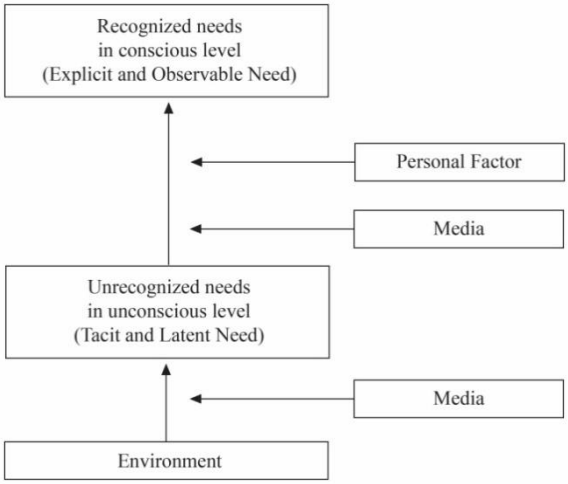
yet. Rather, it seems that this media is providing these images to consumers to put them in the latent level of needs to train and induce the needs of consumers. If this process endures for certain time, the images can be subsiding in the unconsciousness of consumers so that it can have possibilities to be part of latent needs. Then, like the case of the reversed needs for wide pants and skinny pants, these images which seem absurd in perspectives of consumers now may be treated as a trend which consumers want and need.

This consideration for the role of media on needs also explained the contradiction that participants showed during the research process. While examining the manuscript for many times, it was found that in many parts, the participants changed their statements on what they consider to be cool or preferable and what they want to do someday in the future. Also, they used contrary words at the same time to explain their preferences and needs. Explaining this phenomenon according to the consideration for the role of media on needs, it can be said that this contradiction comes from the coexistence of two kinds of need: the existing needs which have been influenced by environment such as major and the unrecognized needs that are trained and induced by the media and therefore sometimes different from the needs that have existed. In addition, the case of participant #9 who was the exception case in the step using 3D draping also can be explained. Based on the interview with her, it is thought that her design was affected by the skills and mood of the artifacts she has studied so far and this made her to be different from other participants who have no experience of studying art in depth. Therefore, her experiences of learning art also can be subsiding in her unconsciousness to be latent needs and later can have impact on her needs or expressed as needs according to how these experiences are trained and induced by the media.

5.2. Discussion for the cognitive map

Here is the discussion on the cognitive map which is the visual model made to figure out the organic

mechanism and relationship between the three factors found in the affinity chart.



<Figure 5-1> Cognitive map for the influential factors of consumer needs in fashion

It was found that the information or thoughts in unconscious level due to various environmental factors came to be the latent or tacit needs which affect consumers unconsciously on their purchase because of the influence of media. All the information and thoughts due to contact with environment could be placed in unconscious level, however, not all of them came to be needs. The information and thoughts that received certain stimuli from the media came to develop into latent or tacit needs. These latent and tacit needs came to be strengthened by media into explicit and observable needs. At this point, the appeared aspects of needs can vary due to the influence of personal factors. Even strengthened needs did not appear into explicit and observable needs according to whether those needs match with personal factors. One of the examples for this case would be when the body shape works as personal factor. Although the information and thoughts in unconscious level of mind because of the influence of various environment came to be unconscious need by media and strengthened again by media, those needs could not be expressed explicitly when consumer was too short or tall. In other words, it was found that if strengthened needs were not matched with the personal factor, body shape, these needs would just remain as strong but not explicit and observable.

Because of the considerations above, the factor, environment which works as the source of the unconscious needs were placed at the bottom of the cognitive map. Above the environment, the unrecognized needs which are in unconscious level including latent and tacit needs were placed. These needs are more developed into form of needs however, as they are in unconscious level, they are not recognized by the consumers despite of their influence on consumers' behavior. Between the environment and the unrecognized needs in unconscious level, the intervention of media which works as the bridge between them was expressed. Also, those unrecognized needs in unconscious level came to be strengthened due to the influence of the media and when these strengthened needs matched with personal factors, it was expressed as recognized needs in conscious level including explicit and observable needs. This mechanism was described in the cognitive map by placing the recognized needs in conscious level including explicit and observable needs at the top and the two factors, media and personal factors between the recognized needs and unrecognized needs. In addition, when describing the intervention of media and personal factors, media was placed under the personal factor. This is because the influence of media works beforehand and whether the strengthened needs match with the personal factor mattered later on.

5.3. Discussion for the effectiveness of using the generative tools

The first step using workbooks was focused on making flexible thoughts and free associations on the subject, fashion. Participants were to write or draw on the given workbook for 10 minutes per day for three days. They were informed to write or draw every stimulus they face in their daily life. Both types of stimuli which are directly and indirectly relevant to the subject, fashion were allowed. In this step, participants showed free and wide associations related to fashion. When they had interview with the researcher before they went through this step, they had few things to talk about the fashion such as the names of brands of designers. After this step, they came to be fluent to speak for various topics

which are relatively weakly connected to fashion. Although those topics were not strongly and directly related to fashion, it was found that these topics certainly influence their daily fashion unconsciously. This widened free association made the interviews and following steps of research more abundant.

In the second step for making collage, the participants had the chance to think more deeply about the reasons for their preferences and their present style for fashion. They were asked to choose their favorite images to make collage. Any images that were very favored by them or thought to influenced them related to fashion directly or indirectly. Then, each participant and the researcher had time to talk freely about the reasons for the choice of participant and the reasons for those reasons until the participants can reach to the reasons at the bottom. When searching for the reasons, various context such as their past experience and environment that surrounds them were discussed and analyzed so that they can make their flexible thought and free association from the former step into more conceptualized form.

In the third step applying 3D draping, the participants were asked to make and express whatever in their mind on the given dress form without any limit or regulation for time and amount of provided textiles. They were to make impromptu design and were told not to think of design in advance. After making impromptu results, each participant had conversations with the researcher about the reason for their design and which part they favor the most comparing with the results of previous steps. In this step, the form and design by the participants also were important but the whole process of making and their thought they had through this step counted more important. It was found that all the participants except the participant #9 made the results that are thought to be idealistic forms that they want to try someday when they get chance to do desired activities such as going to trip.

The generative tools were particularly effective for making profound consideration on the phenomenon of the subject as these make-tools made the researcher and participants to widen

thoughts and have more flexible way of thinking. Using the generative tools, the researcher and participants could bring up the thoughts and association which could not be possible with traditional methods. However, there were also difficulties using the generative tools. As these tools were to gather the knowledge and information of the needs in unconscious level, the researcher had to discern the results with true meaning. To discern the knowledge and information, a lot of interviews with the results had to be done until the researcher could fully understand the meaning and importance of the results. Therefore, the capability of the researcher for extracting various contexts that are subsided in unconsciousness of participants was the most important. In other words, the tools' effectiveness can be decided by the competence of the researcher.

Chapter6. Conclusion and Implication

6.1. Conclusion

Consumer understanding has been dealt as one of the most crucial issues related to consumption in industrial field and marketing (Jang, 2007; Gordon R et al., 1994; W. Goldsmith and Clutterbuck, 1985; Peters and Waterman 1982), design (Sung et al., 1999; Kim, 1994; Karl et al., 2008; Kimmel, 2015), the academic and research field (Ju et al., 2013; Ryeo et al., 2012). The importance of consumer understanding grew as the global competition came to be severe. The specific and the most noticeable example is the competition between SPA brands. Along with intense interest toward SPA brands and consumer understanding, consumer behavior has been the field that was studied the most among research studies for SPA brands (Lee, 2014). However, it was found that there lack the research studies that are done in the consumer-centered way. The changed state of consumers as a conceiver for products and ideas (Coughlan and Prokopoff, 2004; Kim, 2007) and changed paradigm of research studies and business (Sanders, 2002) are demanding usage of more consumer-centered way. Zaltman (2003) also points out the shortages and errors of previous studies which could not deal with the needs in unconscious level of consumers. Examining the limitations above, this research study tried to collect multiple levels of needs that are from conscious to unconscious levels of consumers through consumer-centered way. Based on the collected data, the structure map of consumer needs was made to explain the structure and mechanism of consumer needs.

For consumer-centered way of research study, the participants attended this research as co-workers who make the results and knowledge of the results rather than as a subject for measurement. Also, the generative tools were selected among many kinds of interpretivist tools to figure out multitude levels of consumer needs through making process. The results from the process using the generative tools were also analyzed in terms of their visual form. However, the widened and flexible thoughts and association toward fashion of the participants which emerged in the process of using the generative

tools were mainly recorded and analyzed. Furthermore, this whole process enabled the researcher to have close and detailed observation on the phenomenon. It also led the researcher to have discovery on certain tendency within the phenomenon. The conclusions from the researcher's consideration on the consumer needs in fashion are as follows.

6.1.1. The structure and mechanism of the consumer needs

The first group, 'Environment' contains the most various contexts of the participants among three large groups in the affinity chart. Although it seemed that some categories within this group had very weak relevance with fashion, it was found that the words and associations with them in this group subsided in the unconsciousness. The second group 'Personal Factors' can be considered as the results of the environment and the media that appear explicitly. It was found that when the unrecognized latent needs which are formed by environment met the media, it emerged explicitly with certain form of needs to meet the personal factors and led the behavior, purchase. It also was found that when the recognized needs which are relatively close to explicit needs which are formed by environment met the media, it became even stronger and emerged explicitly to meet the personal factors and led the behavior, purchase. When the needs that emerged after meeting the factor, media meet the personal factors, they were expressed differently according to the personal taste, body shape and so on. Lastly, the third group 'Media' worked as the channel between the two factors, personal factors and environment. Particularly, the celebrities were the most influential. In addition, when other various media were combined with the celebrities, they became more influential. Not only working as the channel, media is partially belonged to the group of personal factors and the group of environment at the same time. Working like the straw, the media strengthened and structured the needs as well as planting the information or images into the environmental factors so that they can be latent needs which can be trained and induced to be the explicit needs.

The structure and mechanism could be explained with the cognitive map made based on the results and analysis of this research. The environmental factors which influence the formation of unconscious were placed at the bottom. The media were placed above the environmental factors for the media works as channel between the environmental factors and personal factors. The personal factors were placed above the media. There were needs that are recognized from the level of the environmental factors. Also, there were needs that are not recognized when they are in the level of the environmental factors, however, recognized after meeting the media. For both types of needs, they were to meet personal factors after passing through the media. In addition, there were needs which were subsiding in unconsciousness by the media and later become expressed as they meet media and personal factors. The directions of arrows on the cognitive map were set considering the relationship of environmental factors, media and personal factors. Strengthened and expressed needs were likely to be led to behavior such as purchase. Therefore, the category for behavior was added to the cognitive map. However, as not all strengthened and expressed needs were led to behavior, this category was expressed in dotted line.

The role of media on the consumer needs

While reading the manuscript in which all the responses of participants and the process of using the generative tools are written, the researcher could find out all the needs for fashion from the explicit needs to the latent needs can be trained and induced. Particularly, this training and inducing were mostly done by the factor, media. The participants' changed preferences and needs toward the wide pants and the response of the participant #8 were the example. From the conversation on preferences and needs toward wide pants with participants, the researcher could found that the direction of needs has changed due to some other factors. It could be inferred that the media which has trained and induced the needs of the public by constantly exposing the images of wide pants with celebrities such

as fashion models to the public has been influential on this reversed preferences and needs. Also, the participant #8 talked about her difficulties to understand the word, trend in fashion magazine for the images from it looked rather absurd for her. It is thought that the images from the magazine are not reflecting the needs of consumers yet. However, if this magazine provides these images to consumers to put them in the latent level of needs to train and induce the needs of consumers for certain time, the images can be subsiding in the unconsciousness of consumers so that it can have possibilities to be part of latent needs. Then, like the case of the reversed needs for wide pants and skinny pants, these images which seem absurd in perspectives of consumers now may be treated as a trend which consumers want and need. In addition, while examining the manuscript for many times, it was found that the participants changed their statements on what they consider to be cool or preferable and what they want to do someday in the future. Also, they used contrary words at the same time to explain their preferences and needs. Explaining this phenomenon according to the consideration for the role of media on needs, this contradiction comes from the coexistence of two kinds of need: the existing needs which have been influenced by environment such as major and the unrecognized needs that are trained and induced by the media and therefore sometimes different from the needs that have existed.

6.1.2. The effectiveness of using the interpretivist tools for the research studies for fashion

The generative tools were very effective for making profound consideration on the phenomenon of the subject as these tools enabled the researcher and participants to have widened and flexible thoughts. The generative tools helped researcher and participants bring up the thoughts and association which could not be possible to be found with traditional methods. Difficulties of using the generative tools were also found. As the knowledge and information of the needs in unconscious level were attained with the generative tools, the researcher had to discern which the results have true

meaning. Consequently, a lot of interviews had to be done until the results became fully understood by the researcher and the meaning and importance of the results were found. Therefore, the capability of the researcher for extracting various contexts that are subsided in unconsciousness of participants was the most important. In short, the competence of the researcher for using the generative tools was the most important factor that decides the effectiveness of the generative tools.

6.2. Implication

6.2.1. Academic Implication

It is thought that this research study is significant for it widened the domain of research studies for consumer needs by investigating not only the explicit needs but also the latent and tacit needs which are invisible while they are surely influential on the purchase behavior. Comparing with the previous studies which were focused on the classification and typology of consumer needs, this study was more focused on the structure and mechanism of consumer needs. Also, the previous studies suggested that environment and personal factors to be the criterion for classification. The results of previous studies were verified again in this research study which suggests three factors including environment and personal factors. Furthermore, this study suggested one more factor, media so that the relationship between environment and personal factors could be explained. In addition, there was contemplation for the level of consumer needs in each factor. Through this process, the role of media on the latent and tacit needs as a linkage of two factors, environmental factors and personal factors was found.

This study is also meaningful for it provides the results of consumer centered way of research study. The way how the extracted needs of various conscious and unconscious levels are recorded and structured is another point to be considered. Examining the previous consumer research studies, it was found that the words that are used by researchers to analyze consumers are likely to be perceived by

consumers in different way that is quite far from the intention of researchers. It led the results of consumer studies to be expressed with those words to have the same problem. In other words, process and results of research are composed of words that are researcher or manufacturer centered, and therefore consumer analysis models are also made up of researcher or manufacturer centered way of words. This phenomenon was clear when the research studies were done to suggest strategies for enterprises, especially SPA brands. For example, design diversity is selected as one of the most important factor that influences the performance of SPA brands (Kim et al., 2014), however, the word design diversity does not have qualitative meaning such as creativity. Rather, it simply means the number of categories of products that the brands provides. Examining the final results of this research study, it was found that the structure of consumer needs found in this study has started from and is based on the words of consumers themselves. It is thought that this makes this research more consumer-centered. In addition, this research study was not fully designed by the researcher in advance. Rather, this research study was consumer centered way of research in that the researcher and the participants figured out the hidden structure of consumer needs together.

Lastly, the fact that there were few number of research studies for fashion which studied the consumer needs in depth with the qualitative and interpretive research method makes this research even more meaningful.

6.2.2. Practical Implication

Figuring out the structure of consumer needs in this research studies, the importance of media for needs is newly recognized. Particularly, the role of media introduced in this research study can be used by companies and enterprises which want to promote the purchase behavior of existing consumers or plant the needs toward the products of the companies and enterprises into new consumers. Also, if the companies and enterprises use the celebrities appropriately for their

advertisement through media, they will be able to plant their desired images and needs into consumers effectively. In addition, planting the images and information related to the company into unconsciousness through permeating them into the environmental factors would help the consumer needs and purchase behavior to be strengthened because these planted images and information into the environmental factors are thought to be structured and strengthened by media afterward. This result is thought to be meaningful especially for SPA brands which are going through severe competition and therefore needs strategies to figure out consumer needs. Not only for firms but also for consumer, this is meaningful. As the barrier for consumers' approaching to media came to be much lower, the consumers can widen their influence by leading their needs through plant and strengthen what they need and prefer.

6.3. Limitation and Suggestions for further research

The interpretivist way of research enabled the researcher to have close and detailed look into the phenomenon by working with the participants throughout the research with various ways and examining their thoughts and behaviors. As the participants were not attending to the research which was thoroughly designed by the researcher in advance, new phenomenon and consideration were able to be discovered. Therefore, the interpretivist way of research was effective to make new models form the discovered consideration. However, the effectiveness of the model for consumer needs would be verified more clearly with positivist way. Also, it was hard to include numerous participants for the research studies due to the attributes of interpretivist research. Considering that positivist way requires large number of participants, it is thought that positivist research to prove the effectiveness of this model is needed. Furthermore, it can be the good example of mutual supplementation between the interpretivist way of research and positivist way of research which can benefit future research studies by suggesting new and novel ways to understand consumers.

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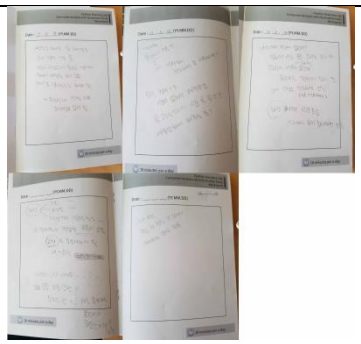
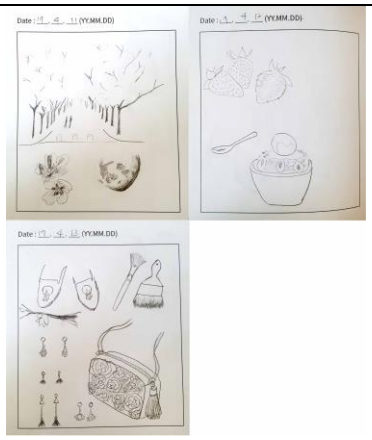
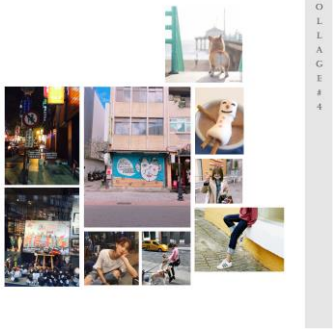
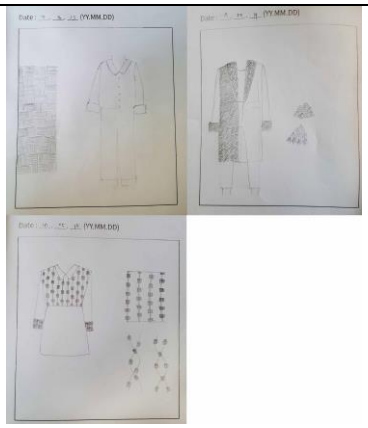
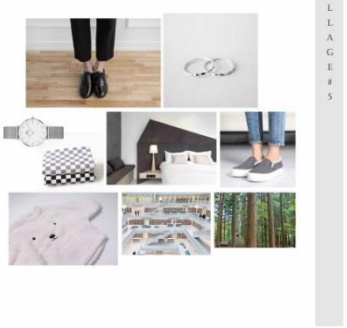
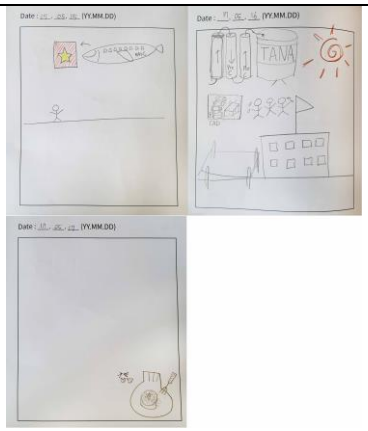
Table of Appendix

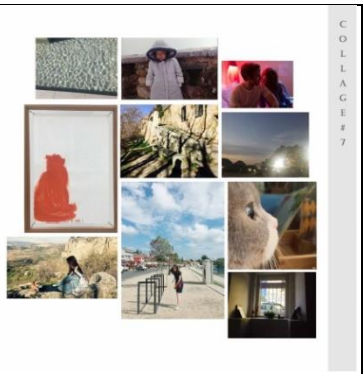
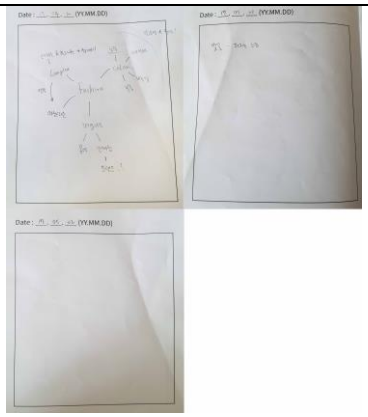
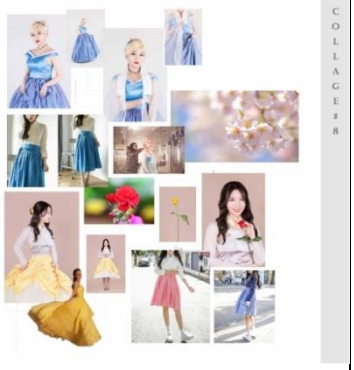
[Appendix 1] Table of results that participants made with the generative tools

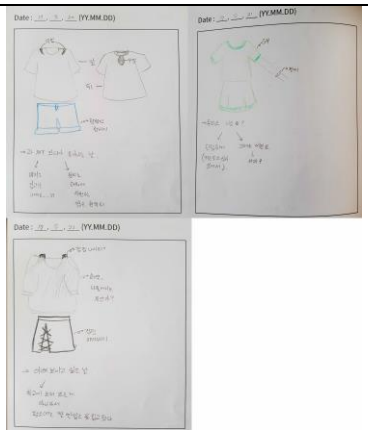
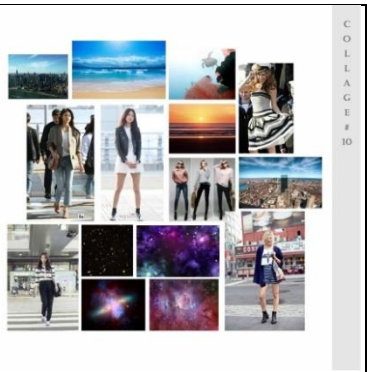
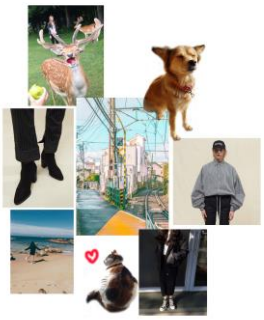
[Appendix 2] Workbook provided

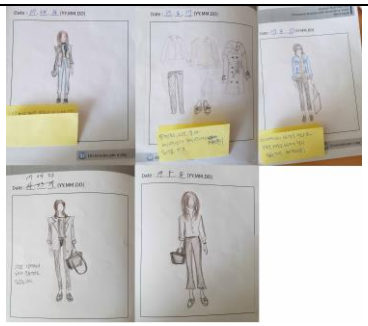
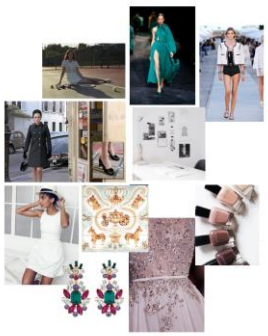
[Appendix 1] Table of results that participants made with the generative tools

	Workbook	Collage	3D draping
# 1			
# 2			
# 3			

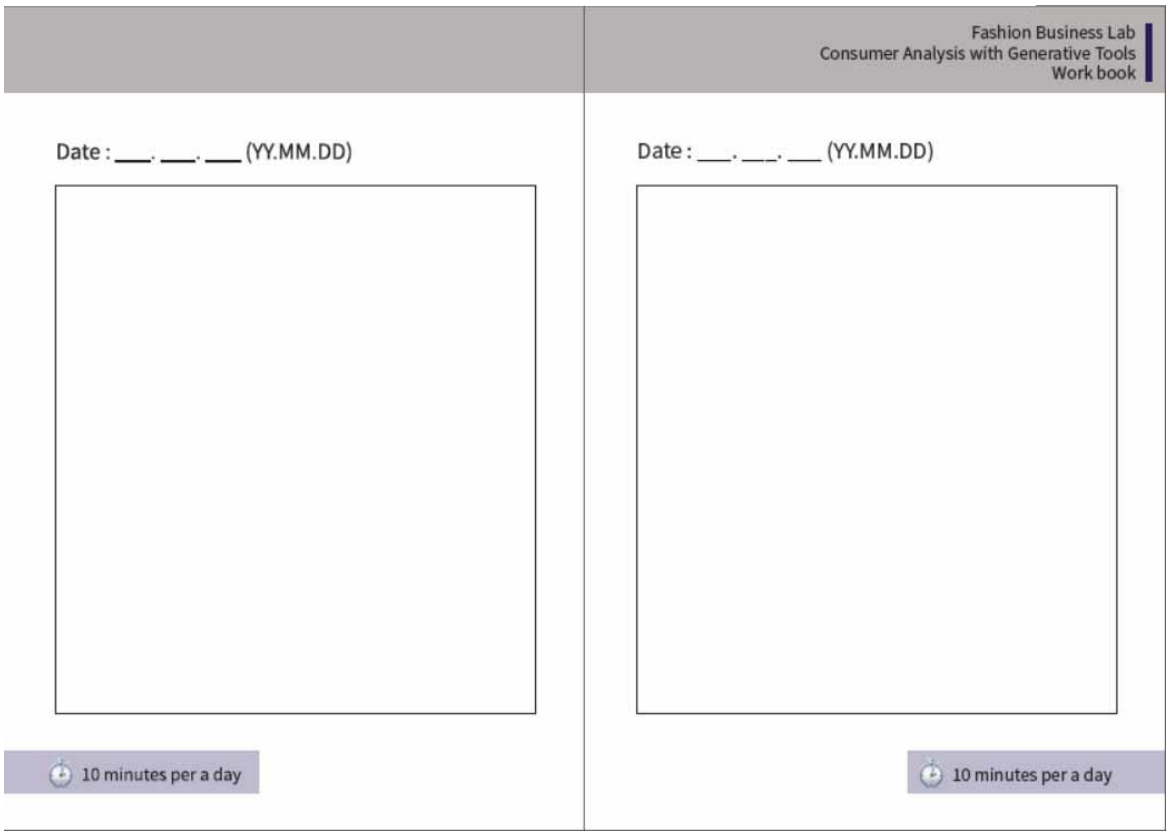
# 4			
# 5			
# 6			

# 7		 COLLAGE #7	
# 8		 COLLAGE #8	
# 9		COLLAGE #9	

# 10			
# 11			

# 1 2		 COLLAGE #12	

[Appendix 2] Workbook provided



국문초록

소비자에 대한 이해는 산업 및 마케팅(Jang, 2007; Gordon R et al., 1994; W. Goldsmith and Clutterbuck, 1985; Peters and Waterman 1982), 디자인(Sung et al., 1999; Kim, 1994; Karl et al., 2008; Kimmel, 2015) 그리고 학문 및 연구 분야(Ju et al., 2013; Ryeo et al., 2012)에서 중요하게 다뤄져 왔다. 소비자에 대한 이해는 국제적인 경쟁이 심화되며 더욱 강조되었는데, 가장 주목할 만한 예시는 SPA 브랜드 간의 경쟁이다. SPA 브랜드와 소비자 이해에 대한 관심이 높아짐에 따라 소비자 행동이 SPA 브랜드에 대한 연구 중 가장 많은 비율을 차지(Lee, 2014)하나, 이들 연구 중 소비자 중심적인 연구가 부족하다는 점이 발견되었다. 제품과 아이디어에 있어 참여자로의 소비자 위상 변화(Coughlan and Prokopoff, 2004; Kim, 2007)와 연구와 산업에 있어서의 패러다임의 변화(Sanders, 2002)는 더욱 소비자 중심적인 방법의 사용을 요구하고 있다. 또한, Zaltman(2003)은 기존 연구들이 무의식 단계에 있는 소비자 니즈를 충분히 다루고 있지 못함을 지적하고 있다. 따라서 본 연구는 패션에 있어서 소비자 니즈에 영향을 주는 요인을 찾기 위해 다양한 의식 단계의 소비자 니즈 정보를 소비자 중심적인 방법을 통해 수집, 분석하고자 하였다.

소비자 중심적인 연구를 위해, 본 연구에 참가한 참가자들은 단순한 측정을 위한 피실험자가 아닌 함께 결과와 지식을 만들어가는 공동 연구자로 참여하였다. 또한, 다양한 단계의 소비자 니즈를 규명하기 위한 다양한 해석학적 도구들 중에서 the generative tools가 선택되었다. 참여자들은 패션이라는 주제와 관련되어 제공된 make-tool을 활용하며 '만들기 활동'을 수행하였다. 각 참여자마다 3번의 make-tool을 활용하는 단계와 이를 설명하기 위한 4번 이상의 인터뷰가 실시되었다. 이 과정을 통하여 참가자들은

패션과 관련된 자신의 니즈에 대해 더욱 폭 넓게 생각하며 기존에 인지하지 못했으나 패션과 관련된 니즈에 영향을 주고 있었던 정보들을 발견, 제공할 수 있게 되었다. 이러한 과정들은 연구자로 하여금 현상에 대한 자세한 관찰을 가능하게 하였다. 참가자들이 만든 시각적 결과물 외에도 참가자들의 모든 언어적 설명들은 필사본에 기록되어 추후 분석에 사용되었다. 이 필사본은 group consensus 방식으로 분석되었고 이를 통하여 소비자 니즈에 영향을 미치는 요소와 이들이 무의식 가운데 잠재되어 있는 니즈를 어떻게 표면적 니즈로 강화시키는가에 대한 구조적 고찰을 실시하였다.

본 연구는 소비자 니즈에 영향을 미치는 주된 요인으로 개인적 요소, 환경 그리고 미디어를 제시한다. 또한 이 요소들이 패션에 있어서 무의식에 잠재된 latent needs를 관찰 가능한 explicit needs로 강화시키는 과정을 살펴 보았다. 환경에서 비롯된 각종 정보와 생각들이 무의식 단계에 잠재해 있다가 미디어의 영향을 받은 정보들이 latent needs로써 무의식에서 인지되지 않은 채 행동 및 표현되는 니즈에 영향을 주게 되며, 이러한 latent needs가 다시 미디어의 영향으로 강화된 뒤, 이것이 개인적 요소와 부합하게 되면 관찰 가능한 표면적인 니즈로 표출되게 됨을 고찰하였다. 이는 경영 측면에서 기업들이 환경 및 개인적 요소에 비하여 보다 개입이 시도될 수 있는 미디어를 활용하여 소비자의 니즈에 영향을 줄 수 있음을 시사한다. 또한, 소비자들도 미디어의 활용을 통해 소비자 주도적으로 소비자 니즈를 형성할 수 있음을 시사한다. 또, 해석학적 연구 방법을 활용한 패션에 대한 소비자 니즈 연구라는 점도 이 연구의 시사점이라 할 수 있다.

주요어 : 소비자 니즈, 패션, Generative Tools, 해석주의, 소비자 중심적 연구, 영향 요인, 소비자 니즈 단계

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