報文

40代女性のファッション・リスクに関する一考察

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A study on fashion risk of women in forties

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Abstract

This study consists of two research questions. The first is, is there a causal relationship between perceived risks and product feature preferences when women in the 40 year old age bracket purchase clothing. The second is, are effects of individual factors recognized on both points.

The following results were obtained from 176 women.
(1) Significant causal relationships were found between the importance placed on product attributes such as "novelty" and "femininity", the importance placed on concerns of whether or not the selected clothing will enable the purchaser to "show off" or exhibit their new goods, and the importance placed on concerns about the quality and stylishness as well as "stability" attributes of the product.
(2) Six individual variables were examined for this study, what age the person wished to appear to others, expenditure on fashion, yearly household income, family structure, vocation and education. However, no clear relationship was found between these factors and risk and product feature preferences.

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