

## ANALYSIS OF CHANGES IN CONSUMER FASHION EMOTION AFTER COVID 19 -FOCUSING ON STAY-AT-HOME FASHION (ZIPCOCK FASHION IN KOREAN)-

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The prolonged state of social isolation due to the pandemic of COVID 19 in 2020 is changing consumers' lives, resulting in new lifestyles. In the fashion field, a new fashion style called 'Stay-at-home fashion (Zipcock Fashion in Korean),' which refers to 'COMFY AND TRENDY' home wear, has emerged. Emotion refers to the nature or sensitivity to accept a feeling (Baek, 2011). It is a complex and comprehensive feeling that is difficult to express clearly and has a characteristic that changes in various ways according to individual and environmental changes (Lee, 1998). It is essential to understand and effectively reflect changes in consumers' fashion emotions in fashion design and marketing (Baek, 2011). Therefore, this study analyzed consumer data on social networks as a fundamental work to identify changes in consumers' fashion emotion after COVID 19 and effectively reflect them in fashion. In particular, it tried to confirm the difference in the fashion-emotion of consumers, focusing on the newly emerged 'Zipcock Fashion'.

Data collection and analysis were performed using TEXTOM, and CONCOR analysis was performed using Ucinet and NetDraw. Data were collected from March 2020 to March 2021 as a search term for 'Zipcock Fashion'. After organizing the data, nouns and adjectives were extracted, and fashion related words were classified and used for analysis. Also, through Naver Data Lab, Korea's representative search engine, the trend of search volume for fashion items related to 'Zipcock Fashion' was investigated. By analyzing the bi-gram of the extracted word, the ambiguity of the data content that appears when only one word (uni-gram) is analyzed was supplemented. Through this, various meaningful contents related to 'Zipcock Fashion' were confirmed. Afterwards, the topic of discourse on 'Zipcock Fashion' was analyzed through network analysis and CONCOR analysis.

The result is as follows. First, as a result of analyzing the appearance frequency of the extracted keywords, it was found that appearance frequency of words such as 'covid, Zipcock Fashion, homebody, trendy, home wear, pajama, popularity, one-piece-dress, comfortable, one-mile wear' appeared high. As the appearance frequency of COVID is the highest among words related to Zipcock Fashion, it can be seen that Zipcock Fashion is highly related to Covid 19. And 'trendy' showed a higher frequency than 'comfortable' and the frequency of 'style' and 'new' was also high. Through this, it can be inferred that the fashion emotion that consumers expect from Zipcock Fashion is not just comfort, but also comfort with style or trend added.

For the words like ‘Zipcock Fashion, home wear, one-mile wear, pajamas, and leggings’ derived through keyword analysis the change in search volume for one year(2020,03~2021,03) was examined using Naver Data Lab. Search volume for Zipcock Fashion and one-mile wear increased from May 2020, and pajamas increased from early 2020. On the other hand, leggings showed no change in search volume. This is a period similar to the beginning of 2020, when the spread of Covid-19 in Korea, and March 2020, when the awareness of social distancing spread, and it is interpreted as a phenomenon that occurred as the time spent at home increased.

In the bi-gram analysis of this study, word pairs reflecting the social situation caused by covid 19 such as 'homestay-life', 'social-distance', 'corona-age', 'homestay-culture' were derived, also word pairs showing the changed fashion situation such as 'Zipcock Fashion-one mile-wear', 'picture-disclosure', 'luxury-preference', 'retributive consumption-impact', 'room corner-fashion show' were derived too.

Among the 74 words of high appearance frequency used in the CONCOR analysis, Juicy Couture, Kylie Jenner, Fashion Accessories, Instagram, Live Commerce, etc. were included, which are considered noteworthy words related to the changed fashion emotion of consumers.

The contents were grouped by performing CONCOR analysis on 74 words with the highest frequency of appearance. The split depth was set to 2 and the scrunch factor was set to 4, and the results were visualized using NetDraw. The contents of the four groups can be summarized into ‘Fashion items related to zipcock and the emotion to be pursued’, ‘The shopping channel of Zipcock Fashion’, and ‘Changes in life due to COVID-19’, respectively.

Through the above analysis results, it can be seen that fashion style that consumers prefer as ‘Zipcock Fashion’ are ‘home wear, pajamas, and one-piece dress’. In addition, it was confirmed that consumers use online channels such as Instagram and live commerce a lot as channels to obtain information about Zipcock Fashion or purchase them. This shows that the significant social change of the global pandemic brought about changes in consumers' fashion sense, and as a result, fashion styles and consumption method with a different emotion than before appeared. At the same time, however, it was also confirmed that consumers pursue a comfortable yet stylish emotion through fashion in ‘Zipcock Fashion’. It is expected that the word pairs extracted from the bi-gram analysis, such as 'retribution-consumption-influence', 'luxury-preferred', and 'room corner-fashion show', and fashion brands with high frequency of appearance, can be a meaningful topic for follow-up research.

This study is a basic step to study the change in consumer's fashion emotion due to COVID 19, and it is meaningful in that it was able to confirm the change in overall consumer's sensibility and interest, and related topics. It is expected that specific issues can be selected based on this study for in-depth research.

*Keywords:* fashion emotion, stay-at-home fashion, COVID 19, zipcock fashion, data analysis

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