

The impact of Consumer decision making styles on the purchase intention of Branded apparels online

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Abstract

There has been a substantial growth in the e-commerce market of India in all the categories of product and consumer is spending at an apparel websites which have been risen substantially as well as physical stores (Goswami & Khan, 2016). The paper aims at studying the impact of consumer buying decision model for online purchase intention of branded apparels. The information was collected with the aid of well drafted survey. All responded were asked the qualifying question of whether the respondent has ever bought any branded apparel online and all those respondents were who gave a positive answer where emailed the Google forms. Around 372 filled in questionnaires were received which was used to analyze the data. All the factors are significantly impacting purchase intention except Novelty/Fashion Conscious for of branded apparels online.

Index Terms: Consumer decision making styles, Branded apparels, online shopping.

I. INTRODUCTION

Now- a-days many e-commerce sites are dealing in selling branded apparels and they are using many strategies to lure the consumers to buy these branded apparels. India is a huge market for apparels(Rajput, Kesharwani, & Khanna, 2012). Marketers should understand the consumer's requirements well to cater to target consumer's well. Current studies in India among the female consumers towards the purchase of branded apparels in India clearly showed that an average Indian relies on family and friends to seek information followed by internet. The study also showed that price, fit and money spent are significant factor for an Indian to purchase branded apparels online (Rajput et al., 2012). Research also show that attitude toward their clothing site has positive impact on purchase intention, further collection of price, color, fitness and designs provided by these sites positively impact buying behaviour(Delong, Bao, Wu, Chao, & Li, 2004). There has been a substantial growth in the e-commerce market of India in all categories of the product and the consumer spending at apparel

websites has substantially risen, than physical stores (Goswami & Khan, 2016). The objective of the paper is to study the effect of the consumer's decision of purchasing model on online purchase intention of branded apparels.

II. OBJECTIVES

The aim of this research is to study the impact of online shopping intention of branded apparels in relation to consumer's buying decision making model. In other words, the paper investigates that which buying decision is an influential factor for online buying intention of branded apparels online.

III. REVIEW OF LITERATURE

Perfectionist or perception of value can be described as "an awareness of high quality products and a desire to make the perfect choice when a customer purchases the items." This type of customer has some specific ideas about the best products and their value reliability. Product quality has an important effect on product decision-making. Research conducted by (Walsh, Mitchell, & Hennig-Thurau,

2001) showed that most customers identify themselves as sophisticated shoppers of value. When buying apparel products, quality is a major feature. The results showed that awareness of quality is significantly effective in the decision-making style of consumers. (Sprotles & Kendall, 1986) describe 'a brand that is conscious of the need or desire to buy well-known brands, higher priced brands and services.' Many consumers are interested in buying products with brand names such as BMW vehicles and Channel dresses, as well-known brand names are often associated with the status of the individual (Wanke & Böhner, 1997). Brand-conscious shoppers think these kinds of international brands lead to better quality (Chen, 2013; Lu, Gursoy, & Lu, 2015). Brand effect was found to be an important part of product purchasing processes (De Vries, Gensler, & Lee, 2012) (Morhart, Herzog, & Tomczak, 2009). Brand familiarity positively affects the intentions of the shoppers' purchase (Campbell & Keller, 2003) (Laroche, Kim, & Zhou, 1996) (Chi, Yeh, & Yang, 2009). (Jaafar, Lalp, & Mohamedanaba, 2012) indicated that building and encouraging product awareness would be a good strategy to improve online clothing shoppers' buying intentions. Novelty / Fashion awareness is described as "the awareness of the newest, most fashionable and exciting product and the desire to buy trendy products" (Sprotles & Kendall, 1986). Researchers see style as a major consumer decision-making element (Sproles & Sproles, 1990) (O'Driscoll, 2002). Recreational / hedonistic consciousness is defined as "consumers who enjoy shopping, which includes spending leisure time in shops and shopping for fun" (Coward & Goldsmith, 2007) (Prakash, Singh, & Yadav, 2018). (Cox et al., 1988; Sprotles & Kendall, 1986) described price awareness as "the understanding of the best value, purchasing at the selling price or choosing the lowest price" (p273). Impulsive / careless shopping is described as making "impulsive, unplanned, careless shopping". (Kacen & Lee, 2002) (Pelau, Serban, & Chinie, 2018) (Alhedhaif, Lele, & Kaifi, 2016) Product momentum buying in different age

groups is found to be different. Consumers may be overwhelmed and confused by excessive product and/or product choices. Because in shops and online shopping there are many different brand name items, customers are struggling to buy special products. Customers also confuse due to different sizes, prices, qualities and colors (Nayeem & Casidy, 2015) (Tanksale, Neelam, & Venkatachalam, 2014) (Walsh & Mitchell, 2010). Distances with over-choice choices between different groups are present in ambiguity. Generally a customer sticks steadily with the same product or shop. The store's appeal keeps most customers coming back to the same store. The way consumers view the store image has always been considered as an important part of consumer decision-making (Grewal, Krishnan, Baker, & Borin, 1998). The psychological characteristics of the environment evoke an emotional response from the consumer and give them a feeling of enthusiasm, warmth and excitement.

IV. RESEARCH METHODOLOGY

The data was collected from the online shoppers who had purchased or accessed any apparel website for buying a branded garment. The data was collected on the basis of judgmental sampling (Fox & Hadar, 2006). The collection of information was done with help of a well drafted questionnaire. All the responded were asked the qualifying question of whether the respondent has ever bought any branded apparel online and all those respondents were who gave a positive answer where emailed the Google forms. Around 372 filled in questionnaires were received which was used to analyze the data. The profile of the respondent is on the basis of gender was males 266 with a mean score of 3.13 and females were 106 with a mean score of 2.53, which clearly indicated that males shop online for branded apparels than females. From the age group it was found that above 55 age group (22) and 25-35 age group (115) has greater intention to purchase branded apparels online with mean score 3.18 and 3.01 respectively. The age group of 36-45 with

maximum respondent of 159 has 2.96 mean score and 45-55 (31) had a mean score of 2.87 depicting their intention to buy a branded apparel online and finally less than 25 age group had the least intention buy mean score with 2.77 and n=45. Income group's description is less than 5000 had the highest means score depicting the highest motives for purchase intention of branded apparels online. 3.2000 and n=130. The next highest mean score was of 15001-20000 with 3.1346 and n=52. Finally 5001-10000 with n=124 and 10001-15000 with n = 66 has less motives to buy online with 2.8939 and 2.6855 respectively. Matriculate and graduates n= 45(2.5556) and 170 (2.8471) respectively had the less motive to buy online than of post graduates n=99 (3.03) and professional degree holder n=58 (3.51). This implies educational qualification comprises of a greater impact on the intention of purchase online for branded apparels. Service class n =191 is intent to buy online the branded apparels amongst all of the occupational groups (3.1414), followed by dependent and business class with n=42 and 94 respectively and their mean scores were 2.85 and 2.81 respectively and professionals spend the least n=45 and mean score is 2.622.

Demographic Variable	Mean	N	Std. Deviation
Male	3.1353	266	1.02631
Females	2.5377	106	1.12271
less than 25	2.7778	45	1.24113
25 to 35	3.0174	115	1.05117
36-45	2.9686	159	1.08161
46-55	2.8710	31	1.08756
above 55	3.1818	22	1.00647
less than 5000	3.2000	130	1.03729
5001-10000	2.6855	124	1.04661
10001-15000	2.8939	66	1.11118
15001-20000	3.1346	52	1.13809
matriculate	2.5556	45	1.09867
graduate	2.8471	170	1.12535
post graduate	3.0303	99	.98410
professional degree	3.5172	58	.92227

service	3.1414	191	.99785
business	2.8191	94	1.10680
professional	2.6222	45	1.21148
Dependents	2.8571	42	1.18056

V. DATA ANALYSIS AND FINDINGS

Regression analysis was conducted considering how often do the consumers buy the branded apparels online and the style of decision making specifically, quality or perfectionist consciousness, Conscious about Brand, Price Equals Quality, Value-for-Money, Novelty/Fashion Conscious, Recreational Shopping Conscious, Price Conscious, Impulsive/Careless Consciousness, Habitual, Brand-Loyal Consciousness and Overchoice confusion Consciousness as independent variables. **Error! Bookmark not defined.**

Below is the demonstration of the output of analysis. The Model Summary table estimates the coefficient of correlation as R (note that for bivariate correlation it should be a lower case r, but it is not). In the second column, the R Square statistics are also known as "proportionate error reduction" or "variance accounted for". Here in this case the R is .430 which predicts that the correlation is moderate. And the value R square and adjusted R square determines the change in the correlation if any variable is added or deleted.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.430 ^a	.185	.181	1.05496

a. Predictors: (Constant), IB, BF, PF, NFC, HB, RH, PC, CO

The second table is the summary table of ANOVA testing the hypothesis of nullity. The null hypothesis in the case of correlation is that the correlation is

zero. We reject the null hypothesis in this case because the p value is less than the 0.05 value. The p value is .000 in this case.

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	374.956	8	46.869	42.113	.000 ^a
	Residual	1652.712	1485	1.113		
	Total	2027.668	1493			

a. Predictors: (Constant), IB, BF, PF, NFC, HB, RH, PC, CO

b. Dependent Variable: How Often do you buy apparels online?

The table in SPSS Output 3 provides descriptions of the parameters of the system (beta values) and their significance. Equation (1) shows that b_0 is the intercept of Y, and this value is the constant value of B. So, from the table, b_0 is 1.412, .210, .031, -.104, .165, .125, -.106, .020 and .075 this can be interpreted as meaning that when purchase intention online is considered, Perfectionist or quality consciousness, "Conscious of Brand, Price Equals Quality, Conscious of Novelty / Fashion, Hedonistic Shopping Consciousness, Price Consciousness, Value-for-Money, Confused by Overchoice Consciousness, and Habitual, Brand-Loyal Consciousness". All the factors are significantly impacting purchase intention except Novelty/Fashion Conscious for of branded apparels online.

the purchase intention of online branded apparels and it was found that Perfectionist or quality consciousness, "Brand Conscious, Cost Equals Performance, Recreational Shopping / Hedonistic Shopping Consciousness, Price Consciousness, Value-for-Money, Impulsive / Careless Consciousness, Confused by Over-Consciousness, and Habitual, Brand-Loyal Consciousness are buying online branded clothing, but "New / Fashion Consciousness" is not considered significant. Studies have shown that Novelty/Fashion Conscious customers are more conscious about fit feel and style (Nam et al., 2007) and further they are more influenced by the social settings that's the reason these consumers tend to buy more from a retail store than online and above all information is vital for this type of consumers (Khare, 2016). So the marketer needs to develop new strategies to attract these customers by posting more information so that novelty/fashion conscious customers can be attracted.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.412	.131		.000
	RH	.210	.020	.280	.000
	BF	.031	.023	-.033	.190
	PF	-.104	.024	-.109	.000
	HB	.165	.029	.162	.000
	CO	.125	.029	.129	.000
	PC	-.106	.027	-.112	.000
	NFC	.075	.025	.023	.426
	IB1	.028	.028	.074	.007

a. Dependent Variable: How Often do you buy apparels online?

VI. DISCUSSION AND CONCLUSION

The idea of decision making was developed by (Sprotles & Kendall, 1986) was consider to predict

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