

The Impact Of Consumer Decision Making Styles On The Purchase Intention Of Branded Apparels Online

Sunetra Saha, Dr. Ashok Sharma

Abstract: There has been a substantial growth in the India's e-commerce market in all product categories and consumer spending at apparel websites has substantially risen, than physical stores(Goswami & Khan, 2016). The paper aims to study the impact of consumer buying decision model on online purchase intention of branded apparels. The data was collected with the 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. All the factors are significantly impacting purchase intention except Novelty/Fashion Conscious for of branded apparels online.

Keywords: Consumer decision making styles, Branded apparels, online shopping, e-commerce

1 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 need to understand the consumer well in order to cater to the target consumers well (Rajput et al., 2012). Recent study in India amongst 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 a positive impact on the purchase intention further the assortment of color, price, fit and designs provided by these sites positively impact buying behavior (DeLong, Bao, Wu, Chao, & Li, 2004). There has been a substantial growth in the India's e-commerce market in all product categories and consumer spending at apparel websites has substantially risen, than physical stores(Goswami & Khan, 2016). The paper aims to study the impact of consumer buying decision model on online purchase intention of branded apparels.

2 OBJECTIVES OF THE STUDY

The objective of this paper is to study the impact of online shopping intention of branded apparels in association to the consumer 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.

3 REVIEW OF LITERATURE

Perfectionist or quality consciousness is defined as "an awareness of high quality products, and a desire to make the perfect choice when a consumer buys the products"

- Ms. Sunetra Saha is Asst. Professor in Amity Business School, Amity University, Uttar Pradesh. PH-+91 9718504207. E-mail: ssaha1@amity.edu
- Dr. Ashok Sharma is Professor in Amity Business School, Amity University, Uttar Pradesh. PH-+91 9810168546. E-mail: asharma@amity.edu

(Sprotles & Kendall, 1986).

This type of consumer has specific ideas about best products and the consistent look of these products in terms of their quality. Product quality affects consumer decision-making in an appropriate manner. The research conducted by (Walsh, Mitchell, & Hennig-Thurau, 2001) found that majority of consumers categorize themselves as sophisticated quality shoppers. Quality is an important factor when purchasing apparel products (O'Driscoll, 2002). The results indicated that quality consciousness is significant for consumer decision-making style. (Sprotles & Kendall, 1986) define "brand conscious as those with a need or desire to buy well-known brands, higher priced brands, and products". Many consumers are interested in purchasing brand name products such as BMW vehicles and Channel dresses, since well-known brand names are often associated with an individual's status(Wanke & Bohner, 1997). Brand conscious shoppers believe that these types of international brands result in better quality(Chen, 2013; Lu, Gursoy, & Lu, 2015). Brand influences have been found to be an important element in consumer purchasing processes (De Vries, Gensler, & Leeftang, 2012)(Morhart, Herzog, & Tomczak, 2009). Brand familiarity positively influences shoppers' purchase intentions(Campbell & Keller, 2003)(Laroche, Kim, & Zhou, 1996)(Chi, Yeh, & Yang, 2009). (Jaafar, Lalp, & Mohamedanaba, 2012) suggested that creating and promoting brand familiarity is a strategy to increase purchase intentions of the online apparel shopper. Novelty/Fashion consciousness is defined as an awareness of the newest, most modern, and exciting product, as well as the desire to buy trendy products (Sprotles & Kendall, 1986). Researchers emphasize fashion as an important factor in consumer decision-making (Sproles & Sproles, 1990) (O'Driscoll, 2002). Recreational/hedonistic consciousness is defined "as those consumers who gain pleasure from the shopping experience, which includes spending leisure time in stores and shopping just for fun"(Cowart & Goldsmith, 2007)(Prakash, Singh, & Yadav, 2018). (Cox et al., 1988; Sprotles & Kendall, 1986)defined price consciousness as "an awareness of the best value, buying at sale prices or the lowest price choice" (p273). Impulsive/careless shopping is defined as making impulsive, unplanned and careless purchases(Sproles &

Sproles, 1990; Sprotles & Kendall, 1986). (Kacen & Lee, 2002) (Pelau, Serban, & Chinie, 2018)(Alhedhaif, Lele, & Kaifi, 2016) found that there are different degrees of consumers' impulse purchasing in various age groups. Consumers may be confused and overwhelmed with too much product information and/or too many product choices (Cox et al., 1988; Prakash et al., 2018; Sproles & Sproles, 1990). As there are many different brand name products in retail shops and online shopping sites, consumers have difficulty when purchasing specific products. Different sizes, prices, qualities, and colors also confuse consumers(Nayeem & Casidy, 2015)(Tanksale, Neelam, & Venkatachalam, 2014)(Walsh & Mitchell, 2010). Variances in confusion with over-choice options exist across different groups. A consumer usually either consistently sticks with the same brand of product or the same store(Sproles & Sproles, 1990). Store attractiveness keeps many consumers coming back to the same store. How consumers view store image has long been considered an important part of consumer decision-making(Grewal, Krishnan, Baker, & Borin, 1998). The psychological attributions related to the environmental characteristics evoke an emotional response from the consumers, and create in them feelings of excitement, warmth, and arousal (Moreno-Martínez, Ruzafa-Martínez, Ramos-Morcillo, Gómez García, & Hernández-Susarte, 2015).

4 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 data was collected with the 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 has a greater impact on the purchase intention online for branded apparels. Service class n =191 is intent to buy online the branded apparels amongst all 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

5 DATA ANALYSIS AND FINDINGS

Regression analysis was conducted considering how often do the consumer buy branded apparels online and the decision making styles namely Perfectionist or quality consciousness, Brand Conscious, Price Equals Quality, Novelty/Fashion Conscious, Recreational Shopping/Hedonistic Shopping Conscious, Price Conscious, Value-for-Money, Impulsive/Careless

Consciousness, Confused by Overchoice Consciousness, and Habitual, Brand-Loyal Consciousness as independent variables. **Error! Bookmark not defined.** The output of the analysis is shown below. The Model Summary table reports the correlation coefficient as R (note it should be a lower case r for bivariate correlation, but it isn't). The R Square statistic is in the second column and is also known as

“proportionate reduction in error” 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 ANOVA summary table that tests the null hypothesis. In the case of correlation the null hypothesis is that the correlation is zero. In this case we

reject the null hypothesis because the p value is less than .05. In this case the p value is .000.

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 details of the model parameters (the beta values) and the significance of these values. Equation (1) shows that b_0 was the Y intercept and this value is the value B for the constant. 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, Brand Conscious, Price Equals

Quality, Novelty/Fashion Conscious, Recreational Shopping/Hedonistic Shopping Conscious, Price Conscious, Value-for-Money, Impulsive/Careless Consciousness, Confused by Overchoice Consciousness, and Habitual, Brand-Loyal Consciousness **Error! Bookmark not defined..** All the factors are significantly impacting purchase intention except Novelty/Fashion Conscious for of branded apparels online.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.412	.131		10.778	.000
1 RH	.210	.020	.280	10.276	.000
BF	.031	.023	-.033	-1.311	.190
PF	-.104	.024	-.109	-4.252	.000
HB	.165	.029	.162	5.764	.000
CO	.125	.029	.129	4.361	.000
PC	-.106	.027	-.112	-3.993	.000
NFC	.020	.025	.023	.797	.426
IB1	.075	.028	.074	2.684	.007

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

6 DISCUSSION AND CONCLUSION

The decision making styles developed by (Sprotles & Kendall, 1986) was consider to predict the purchase intention of online branded apparels and it was found that Perfectionist or quality consciousness, Brand Conscious, Price Equals Quality, Recreational Shopping/Hedonistic Shopping Conscious, Price Conscious, Value-for-Money,

Impulsive/Careless Consciousness, Confused by Overchoice Consciousness, and Habitual, Brand-Loyal Consciousness are buying the branded apparels online (Nayeem & Casidy, 2015; Tanksale et al., 2014; Walsh et al., 2001) but Novelty/Fashion Conscious is not found to be significant **Error! Bookmark not defined..** 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 strategy to attract these customers by posting more information so that novelty/fashion conscious customers can be attracted.

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