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RESEARCH ARTICLE

COMPARATIVE STUDY OF CONSUMER'S INVOLVEMENT FACTORS IN FASHION CLOTHING.

Iram Sana^{1*}, Muhammad Iqbal¹, Muhammad Tariq Jamshaid² and Mumtaz Akhter³.

1. Department of Statistics-University of Sargodha.
2. Primary Secondary Healthcare Department, Lahore.
3. Department of Biology, Post Graduate Degree Girls College for Women, Sargodha.

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Abstract

For many years, Fashion clothing has been an area of interest to many consumer researchers. This study examines the effect of age, gender, materialism and self-image product image congruency on consumer's involvement in fashion clothing. Today everyone has become materialist to get success. Thus people use fashion clothing as an important key to express their self to others and fit themselves in social environment. As fashion clothing has become the essential part of consumer's life. So, it is important to investigate consumer's involvement in fashion clothing to understand their behavior. The main purpose of this study is to measure the fashion clothing involvement of youth, adults, working people selected in Sargodha city. Fashion clothing is the center of this research. The sample size chosen for this study was 150. All samples were selected from Universities, Job Organization and Business establishment in Sargodha city. Factor analysis using principle components with varimax rotation was used. Also, the KMO and Bartlett's test was conducted in order to find or examine the interactions and relationships between variables.

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Introduction:-

The term "Fashion" is accounted for through the attributes of change, ambivalence, novelty and added value when associated with an object (Kawamura 2005, pp.4-5). Clothing actually reflects the identity of wearer. On Kivisit and Shaw (1987) found that consumers select and buy products according to self-concept. Fashion involvement is used mainly to predict behavioral involvement and characteristic. Clothing sector firms are competing to increase their profit share in the market and among these firms; branded clothing has shifted the conventional clothing interest of people. Brand awareness have gained importance among consumers.

Mostly the choice of brands and products is based upon family acceptance. In Pakistan modernism and fashion clothing is a symbol of happiness and well-being. A large no. of Pakistan families adopt any fashion style but keeping their values and religious rules in their minds. Clothing may be seen as symbolizing status not only to the individual but also to the family and society.

Research reveals that the brands use to present a good image for customers. Brands are not that important for marketing but still they are viewed as improving the lifestyle of the consumers. The main benefit of brands is to give

Corresponding Author:- Iram Sana.

Address:- Department of Statistics-University of Sargodha.

status, value and quality to consumer. So that the consumer use more brands to enhance his personality. Similarly, we have chosen fashion clothing to examine the level of involvement of consumers with its purchase decision.

The need for the study is to check whether the purchase knowledge self-confidence fulfillment, social status, materialism, brands and fashion involvement and demographic characteristics of the youth, adults, job holders and business establishment consumers in Sargodha city can effect on their fashion involvement and also income.

Zaichkowsky (1986) defines involvement as “a person’s perceived relevance of the object based on inherent needs values and interest”. From this definition we can say that values play a key role in forming a consumer’s involvement to any product.

Review of Literature:-

The main purpose of this study was to examine the involvement of all the selected consumers in fashion clothing and whether the female consumer ranging age from 30 to 59 prefer fashion advertising models more closely to their age. The sample for this study was consisted of 182 females. A questionnaire designed to examine the response of consumers according to the given scales measuring participant’s belief about the model’s appearances and attractiveness. And how it effects on the purchasing that of clothes. Participants who perceived more similarity to the models were found to have more positive beliefs about the model’s appearance and attractiveness and the fashion ability of the model’s clothing. Hence the researcher finds in this study that the marketers should pay more attention to the advertisement of their clothes and should consider the age of the model used in their promotional materials.

(Kozar 2010):-

McFatter (2005) studied on fashion involvement to understand consumer behavior about purchasing and also to develop improved marketing strategies. The purpose of this study was to examine that the prediction of fashion involvement of female consumers can be determine by knowing the personality likes, media usage, price perception and selected demographic characteristics of the female consumers. Relationships to fashion involvement are discussed including the following variables: media usage, self-confidence, self-fulfillment, price perceptions and selected demographic characteristics. At the end of this study the researcher fond that the consumer’s media usage and price perceptions were significant of fashion involvement, while personality traits were not.

Browne and Kaldenberg (1997) presented a casual relation between materialism and involvement. In this context, it could be inferred that fashion clothing, as possession, may be seen for its role as a code. For instance, **Noesjirwan and Crawford (1982)** make this convergence saying that clothing is primarily a means of communicating, not personal identity, but social identity to others.

The study by **Grant and Stephen (2005)**, examine the impact of brands on the behaviors of younger teenage girls and their purchasing decision for fashion clothing. This group is highly Fashion-sensitive. The main purpose of study is to determine the role of branding and purchasing influences from the perspective of these young people in order to gain a richer and deeper understanding of their behavior. The findings revealed that the respondents were prepared to pay a premium for a branded product. This research also provided the basic difference of buying behavior of parents and children.

Kawabata and Rabolt (1999), compared the clothing purchase behavior of US and Japanese female university students. Evaluative criteria when buying clothing, an interest in clothing and fashion and source of fashion information were studied. Relationships between variables were investigated and the difference and similarity between the two countries were discussed. US students tended to give higher scores for fit quality, fashion and branded than Japanese students. We found the difference in the meaning of fashion between the two countries by cluster analysis. Japanese students were more interested in fashion when they spent more money on clothing. US students were more active in collecting information about fashion. In both countries, students who were selected for information tended to have more interest in fashion clothing.

Research Methodology:-

Statement of the Problem:-

To know the fashion clothing involvement among consumers in Sargodha city. To determine the fashion involvement of different genders (Students, Job holders, Businessman and housewives) from Sargodha. To identify the significant factors which are important to understand the involvement of customers in fashion clothing.

Objectives of study:-

The objectives of the present study are,

1. To identify the factors of fashion clothing involvement.
2. To identify the no. of people who prefer fashion clothing and also identify their demography.

Sampling Technique:-

The sample for determine the involvement of consumer in fashion clothing was collected with the help of given questionnaire from 150 consumers in Sargodha city. Samples were drawn from universities, job organizations and business establishments in Sargodha city.

Method of Data Collection:-

The primary data was collected by explaining the structured questionnaire to the respondent. Secondary data was collected by internet, news-paper, books and articles.

Analysis:-

Factor analysis and reliability tests:-

This study consists of five dimensions: confidence, quality interest, materialism, purchase knowledge, social consciousness in fashion involvement. To test and verify all these dimensions and reliability of these constructs including principal components factor analysis, items to total correlation analysis, and Cronbach's alpha analysis were conducted.

Questionnaire items with higher factor loadings were selected.

KMO and Bartlett's Test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.650
Adequacy.		
Bartlett's Test of Sphericity	Approx. Chi-Square	409.004
	df	105
	Sig.	.000

The Bartlett test for Sphericity was significant at 105 degree of freedom ($\chi^2 = 409.004$, $p < 0.01$), which also showed the presence of significant correlations among variables. Another index of appropriateness of factor analysis is the Kaiser-Meyer-Olkin (KMO) measure of sample adequacy, which measures whether the distribution of values is adequate for conducting factor analysis. In this case, KMO was as high as 0.650.

Rotated Component Matrix:-

	Component				
	1	2	3	4	5
Fashion clothing is a medium to fit into the social environment.	.705				
Wearing clothing is the most satisfying and enjoyable thing to me.	.700				
Fashion clothing is central to my identity as a person.	.657				
I read the fashion news Regularly and try to keep.	.325				
I like being involved in making buying things of fashion clothing.		.707			

i like to purchase things Of fashion clothing to impress other people.		.529			
I think ads about fashion clothing are important to me to buy.		.495			
Consuming fashion latest clothes increases my self-confidence.			.754		
I'm more confident that I buy good quality of product.			.708		
Fashion clothing gives me a sense of self fulfillment.			.564		
Color is very important Influential on my choice of thing.				.807	
Knowledge concerning the new fashion trend is important.				.685	
People notice when you materials most Expensive brands of product.					.781

	I'm more confident		
	that I buy good	0.708	
	quality of product.		
	Fashion clothing		
	gives me a sense of		0.613
	self fulfillment.	0.564	

	Color is very		
	important influential	0.807	
	on my choice of		
	things.		
Materialism	Knowledge		
	concerning the new		
	fashion trends is	0.685	
	important.		0.453
	People notice when		
	you purchase	0.781	
	materials of fashion		
	clothing.		
Quality			
Importance	I purchase things of		
	new fashion		
	clothing when they	0.686	
	are well accepted.		
	My social status		
	makes me think of	0.489	
	buying materials of		
	fashion clothing.		0.45

This table gives the name of all the factors of fashion clothing involvement. This table also gives the values of loading for all variables and the last column shows the Cronbach's alpha values of each of the factors.

The values of Cronbach's alpha represent the reliability of the factors. If their values are more than 0.5, than the factors are assumed to be more reliable.

The major factors of fashion clothing involvement are

Social consciousness (Cronbach's alpha =0.68) Social consciousness is the most dominant factor. Fashion clothing is medium to fit into the social environment and central to consumer's identity as person. Consumer selects such type of clothes which are good to move in society and the other would like to carry that too. Furthermore, only those clothes will be acceptable for them which are accepted by their environment.

Purchase knowledge (Cronbach's alpha=0.333) Purchase knowledge is the second dominant factor. This show, consumers feel that they should have sufficient level of purchase knowledge about the product and new brands. For that, they think ads are very helpful to have purchase knowledge.

Confidence (Cronbach's alpha = 0.613) Confidence is the third dominant factor. "Consuming the latest fashion clothes increases my self-confidence and more fashion clothing is important for their self-fulfillment. According to consumer, carrying new brands and trends gives them confidence to move in society

Materialism (Cronbach's alpha=0.453) Materialism is the fourth dominant factor. Materialism indicates the purchasing as status, color or happiness. It shows that the consumer often used some brands or product to show off, therefore, the people that have Materialism values are more prone to be highly involved to fashion clothing.

Quality importance (Cronbach's alpha=0.450) The fifth factor is called quality interest." People notice when you purchase the materials most expensive brand of product". Young costumers that are highly involved with fashion clothing, behavior reveals more interest on fashion clothing and also the product quality.

Finding:-

From the heading no.4, Analysis shows the analysis of demographic variable showed the homogeneity and heterogeneity between the consumers of different age group given in questionnaire. It shows that nothing is like in the choices of different generations in social consciousness, purchase knowledge, confidence, materialism and quality importance. The young generations carry new brands and expensive products to gain social approval.

In next table, KMO and Bartlett have showed the significant of correlation among variables and also showed that the values are adequate for conducting factor analysis. The Bartlett's Test of Sphericity was significant at 105 degree, of freedom (Chi-square= 409.09).

"Rotated component matric" table gives the five factors which are highly involved in fashion clothing. All the factors contain different no.of variables.

Last table is "Naming of factors" , in this table all the factors got names according to their properties. Social consciousness is the most dominant factor in this analysis which shows that the consumers adopt new fashion trend to survive in society. The respondent given in conducted in the questionnaire carry fashion and brands to make their personality in social environment. After social consciousness, purchase knowledge, confidence, materialism and quality importance are the factors which are highly involved in fashion clothing. In second column loadings are given against each variable. The Cronbach's alpha values represent the reliability of the factors. Since the Cronbach's alpha values for two factors are more than 0.5,so these factors are more reliable than others. Social consciousness is the most dominant factor than others factors.

Conclusion:-

After all the research work it can be concluded that this study can be used full for the consumers as well as the marketers who are trying to prompt their product to the people because it gives them knowledge about the liking and thinking of consumers. This research based on consumer in Sargodha city. The researchers conclude that the selected demographic characteristic, the analysis showed that young people and females consumers involved more than the adults and men's. it could be credited to the fact that the most of the respondent were teen agers, young and females. Although the literature indicated that confidence might have some relationship to fashion involvement, they were significant in this study. The majority of the correspondences were female and student this could have contributed to confidence. By using this research, the marketer can gain benefit by developing pricing and could branding. Because this study have conclude that ads and branding effect on the involvement of consumers in fashion clothing. Retailers can also get benefit from the study by knowing what to consider when pricing products and promoting to consumers.

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