

An Empirical Investigation into Intrinsic and Extrinsic Factors as Determinants of Consumer Purchasing Intent for Branded Apparel

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Abstract- The fashion consumption activity provides the consumer of value that is symbolic, immaterial and hedonistic and goes beyond the consumer's need that is based on the benefits that apparel can offer. Apparel is a high body involving product of which the consumption is related to fit. Body image is a person's mental picture of their bodies and has been found to be associated with the consumption of apparel. Consumers with high body satisfaction are found to use clothes more to express their individuality where consumers with low body satisfaction are more interested in clothes that provide camouflage. The objective of the paper is to study the significant intrinsic and extrinsic factors as determinants of consumer purchasing intent for branded apparel. A sample of 800 was collected with a well drafted questionnaire and CFA was used to test the hypothesis. It was found that Product & self image related Criteria, Quality and easy care, Style and quality criteria and Quality price is a significant determinant of consumer purchasing intent for branded apparel.

Keywords: Branded Apparels, Product & self image related Criteria, Quality and easy care, Style and quality criteria and Quality price.

I. INTRODUCTION

The fashion consumption activity provides the consumer of value that is symbolic, immaterial and hedonistic and goes beyond the consumer's need that is based on the benefits that apparel can offer (Dobers and Strannegard, 2005). With their clothing, consumers can make social identity statements (McIntyre and Miller, 1992). However, where clothes and apparel products have similar utilitarian value in the sense of functionality (Naderi, 2013), fashion products have a hedonistic value, referring to fashion products being used for the emotional value that they provide (Sheth and Mittal, 2004). Fashion goes beyond solely protecting but functions as a-self expression, (Gwozdz et al., 2013) or symbolic product (Niinimaki, 2010). Clothing is argued to differ from fashion, as clothing is fulfilling physical needs for protection and functionality where fashion expresses individual personality by marks, symbols, brands and status items; fashion melts together with emotional needs (Gwozdz et al., 2013). The consumption of fashion is therefore defined as "the use of clothing for purposes that go beyond utilitarian needs" (Gwozdz et al., 2013).

Apparel is a high body involving product of which the consumption is related to fit (Rosa et al., 2006). Body image is a person's mental picture of their bodies (Fallon, 1990) and has been found to be associated with the consumption of apparel (e.g.,

Cash and Cash, 1982; Solomon and Douglas, 1985). Consumers with high body satisfaction are found to use clothes more to express their individuality where consumers with low body satisfaction are more interested in clothes that provide camouflage (Kwon and Parham, 1994). Tiggemann and Lacey (2009) define five different functions of clothing which are;

- Fashion; fashionable clothes
- Camouflage; camouflaging clothes
- Assurance; clothes that make the consumer feel more sure
- Individuality; clothes that make consumers distinctive
- Comfort; comfortable clothes

Apparel product attributes such as care and comfort that are connected to clothing (Zhang et al., 2002; Jegethesan et al., 2012; skgkao, 1994; Abraham-Murali and Littrell, 1995) can only be evaluated until usage of the product, implying that clothing is an experience product, which refers to products of which attributes cannot be known until the product is purchased and used (Wang et al., 2012). Apparel being an experience good is also found by Ekelund et al (1995) arguing that its quality can only be fully determined after purchase.

Product attributes play an important role in the decision making process, because consumers evaluate and compare competitive products based on its attributes and thus, the outcome of a purchase decision is determined by attributes (Akpyomare et al., 2012). A product is characterized by a set of attributes (Koufaris, 2002) and a product can have one, two or more attributes (Yan and Sengupta, 2011). In general, consumers can use up to six products attributes (Engel et al., 1995) but the more important the consumer is considering the purchase to be, and the more experience he/she has with the product category, the more product attributes are used (Rothschild and Houston, 1977).

Product attributes have previously been classified into intrinsic and extrinsic categories (Hatch and Roberts, 1985; Jacoby et al., 1971; Szybillo and Jacoby, 1974; Wheatley et al., 1981). Intrinsic product attributes cannot be changed or manipulated without also changing the product's physical characteristics and extrinsic product attributes are not part of the physical product but instead are applied by the retailer or manufacturer (Eckman et al., 1990). O'Neal (1990) has distinguished five product attribute dimensions related to apparel quality, that are; physical, performance, affective, aesthetic and connotative. The physical dimension refers to clothing features, the performance dimension refers to use attributes, the affective dimension relates to subjective, emotional attributes, the aesthetic dimension refers to factors contributing to

the perception of beauty and the connotative dimension includes extrinsic properties, such as brand and price (O'Neal, 1990). An important attribute is one that offers an important benefit in order to satisfy the consumers needs (Aaker et al., 1991). The most salient attributes however are not necessarily the most important ones to consumers, but maybe salient because the consumer is more familiar to those attributes (Kotler, 2002). Consumers focus on product attributes that are most important and relevant to them when they decide on a purchase (Kotler, 2002) and these are referred to as determinant attributes (Alpert, 1971).

II. OBJECTIVES AND HYPOTHESIS FORMULATION

To study the significant intrinsic and extrinsic factors as determinants of consumer purchasing intent for branded apparel

- 1th Product & self image related Criteria is a significant determinant of consumer purchasing intent for branded apparel
- 2th Quality and easy care is a significant determinant of consumer purchasing intent for branded apparel
- 3th Style and quality criteria is a significant determinant of consumer purchasing intent for branded apparel
- 4th Quality price is a significant determinant of consumer purchasing intent for branded apparel

III. RESEARCH METHODOLOGY

The research was aimed at studying the consumer behavior and their purchasing intention towards branded apparels in NCR. The research design which was followed is exploratory cum descriptive research design. The areas covered under the research were Delhi, Gurgaon, Faridabad Ghaziabad and Noida. The major considerations for choosing these areas were increasing working population and rise of Malls in Delhi, Gurgaon, Faridabad Ghaziabad and Noida and have variable strata of population (Stratified sampling) as basis of living standard. National capital region of India was divided into four zones i.e. North East West South and based on this division the above mentioned areas one has been taken.(Delhi, Gurgaon, Faridabad Ghaziabad and Noida). Different income groups of domestic consumers were chosen to get the information. For this study total samples of 800 consumers were selected on the basis of Purposive sampling i.e. 200-300 from each area. Purposive sampling technique was used to conduct this study. Under this technique sample of respondents will be chosen according to the convenience of the respondents. Further, Purposive sampling was followed, as it is appropriate for exploratory studies. Further Purposive sampling method was used for two reasons firstly respondents are selected because they happen to be in right place at the right time and next being, Purposive sampling technique is not recommended for descriptive or casual research but they can be in exploratory research for generating ideas (Malhotra, 2005).

IV. DATA ANALYSIS

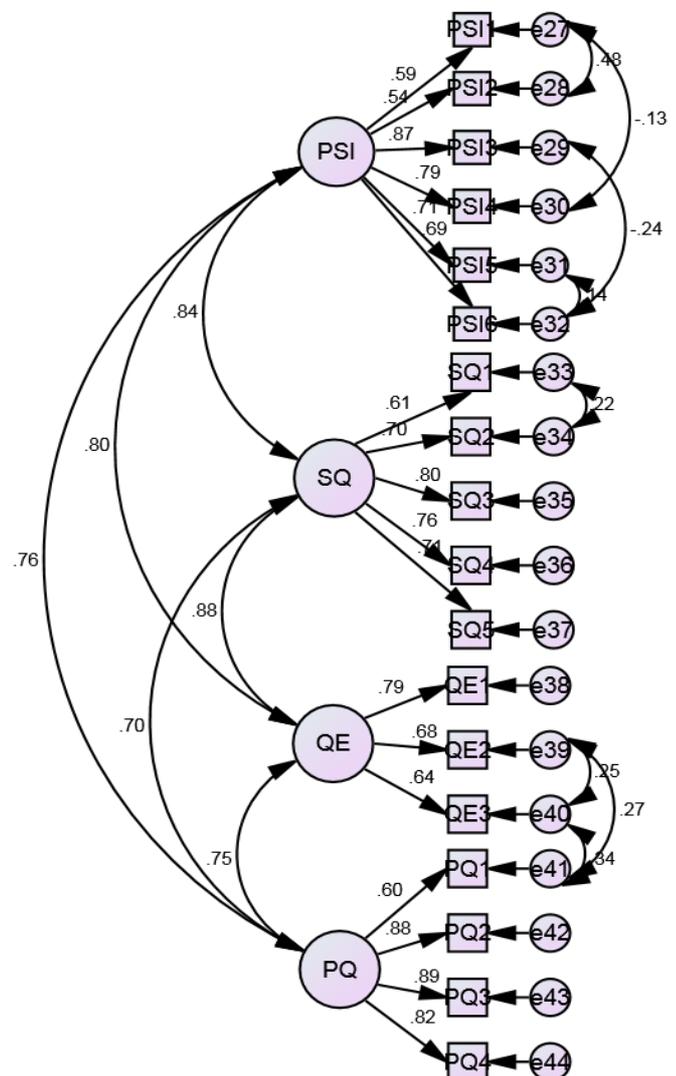
The data was collected by distributing 800 questionnaires was interpreted and analyzed using reliability test, consisting factor analysis, confirmatory factor analysis and structural equation modeling. The data was generated using SPSS 21.0 program. However, only 747 are usable as 94% of them are outliers and removed from the data.

One sample t-test is conducted to compare the means score of a sample to a population mean. A one sample T test was conducted

by using “How Often do you buy apparels?” as a variable. From the output table I of T test has the significance of T-test is found to be 0.000. This indicated that at 95% confidence level, T-test proves the model is highly significant. In other words the rating given by the respondents are significantly different from each other.

Confirmatory Factor Analysis (CFA) is a factual procedure used to confirm the component structure of an arrangement of watched factors. CFA permits the specialist to test the speculation that a relationship between watched factors and their fundamental dormant builds exists. The scientist utilizes information of the hypothesis, observational research, or both, hypothesizes the relationship design from the earlier and afterward tests the speculation factually. CFA permits the specialist to test the theory that a relationship between the watched factors and their hidden inactive construct(s) exists. The specialist utilizes information of the hypothesis, observational research, or both, proposes the relationship design from the earlier and afterward tests the theory factually.

<i>PSI</i>	<i>Product & self image related Criteria</i>
<i>SQ</i>	<i>Style & Quality Criteria</i>
<i>QE</i>	<i>Quality and easy care</i>
<i>PQ</i>	<i>Quality Price</i>



Goodness of Fit

To estimate the goodness-of-fit of model, a number of measures of indices are used as suggested by **Hair et al. (1998)**, **Iacobucci (2010)**, **Schumacker (1992)**: Chi-square/degrees of freedom (χ^2/df) ratio, root mean-square error of approximation (RMSEA), Tuck Willis index (TLI), normed fit index (NFI), comparative fit index (CFI), incremental fit index (IFI).

Tests of Absolute Fit

The chi-square test of full model fit is marked Discrepancy in this output. Its value is 57.436 with 16 degrees of freedom, returning a probability value of less than .000 that a chi-square value large or larger will be attained by chance if the null hypothesis that the model fits the data is correct.

The 16 degrees of freedom tells the level of over identification of the model. As the probability value of the chi-square test is less than the 0.05 used by principle, we would not accept the null hypothesis that the model is fit.

Tests of Relative Fit

As the chi-square test of total model fit is responsive to sample size and not normal in the primary distribution of the key variables, researcher often go for various descriptive fit statistics to find the full fit a model to the data. In this structure, a model may not be accepted on an absolute basis, still a researcher can still say that a model outperforms few other baseline model by a considerable amount. In other words, the case researchers make in this context is that their taken model is considerably less wrong than a baseline model, specially the independence model. A model that is economically, and yet performs well in contrast to other models may be of considerable interest. For instance, Tucker-Lewis Index (TLI) and Comparative Fit Index (CFI) checks the absolute fit of the said model to the absolute fit of the Independence model. The higher the discrepancy in the overall fit of the two models, the bigger the values of these descriptive statistics. A different block of the output shows stiff adjusted fit statistics. These fit statistics are similar to the adjusted R² in multiple regression analysis: the parsimony fit statistics penalize large models with many estimated parameters and few leftover degrees of freedom.

The fit output contains a large array of model fit statistics. All are designed to test or describe overall model fit. Each researcher has his or her favourite collection of fit statistics to report. Commonly reported fit statistics are the chi-square (labeled *Discrepancy* in the output shown above), its degrees of freedom (*DF*), its probability value (*P*), the Tucker-Lewis Index (*TLI*), and the Root Mean Square Error of Approximation (*RMSEA*) and its lower and upper confidence interval boundaries. There is also a Standardized Root Mean Residual (*Standardized RMR*), but it is important to note that this fit index is only available for complete datasets (it will not be printed for databases containing incomplete data).

Various rules of thumb for each of these fit statistics exist. These rules of thumb change as statisticians publish new simulation studies that further document the behaviour of various measures of fit. The chi-square test is an *absolute* test of model fit: If the probability value (*P*) is above .05, the model is accepted.

The other measures of fit are descriptive. Hu and Bentler (1999) recommend RMSEA values below .08 and Tucker-Lewis Index values of .95 or higher. Since the RMSEA for this model is .056 and the Tucker-Lewis Index value is .969, the model fit well according to the descriptive measures of fit.

Summary Table-CFA

The Normed Fit Index (NFI)	0.917	The Normed Fit Index Exceeds 0.90 (Byrne, 1994) or 0.95 (Schumacker & Lomax, 2004)
Incremental fit index, IFI	0.934	IFI should be more than or equal to 0.90 to accept the model
the Tucker-Lewis Index (TLI)	0.921	Tucker-Lewis Index (TLI) must be nearer to one
The Comparative Fit Index	0.934	CFI exceeds 0.93 (Byrne, 1994)
The Goodness of Fit Index	0.919	The Goodness of Fit Index (GFI) exceeds .90 (Byrne, 1994)
RMSEA	0.065	the RMSEA (good models < .08)

1th Product & self image related Criteria is a significant determinant of consumer purchasing intent for branded apparel. Accepted

2th Quality and easy care is a significant determinant of consumer purchasing intent for branded apparel. Accepted

3th Style and quality criteria is a significant determinant of consumer purchasing intent for branded apparel. Accepted

4th Quality price is a significant determinant of consumer purchasing intent for branded apparel. Accepted

V. FINDINGS

Product & self image related Criteria, Quality and easy care, Style and quality criteria and Quality price is a significant determinant of consumer purchasing intent for branded apparel. This was in accordance to the study conducted by Brown & Rice, 2014:70; Olson & Jacoby, 1972) and the research conducted by Zhang et al. (2002:53, 57), regarding the importance of product attributes of casual wear for Chinese consumers, the five most important attributes also involved intrinsic criteria including fit, comfort, style, colour and workmanship. Furthermore, the respondents in the study by Hugo and Van Aardt (2012:460) employed intrinsic apparel attributes to a large degree in terms of the evaluative criteria applied in the assessment of quality. Further fit is described as “how well the garment conforms to the three-dimensional human body” (Brown & Rice, 2014:212). When planning the products that will be offered in the merchandising mix, a company must decide on the size range of the merchandise to be produced. Sizing refers to the body measurements of a size group, which is reflected by specific categories in which individuals of a particular body type are assigned to. Sizing systems are used to ensure garment sizing is consistent across styles and product offerings, thereby meeting customer expectations. It is the responsibility of the apparel product developer to determine an appropriate sizing system for the specific needs of the firms target customer (Keiser & Garner, 2003:301). similarly Zhang et al. (2002:57) pointed it is important that a garment’s size, alongside style and colour, must be correct to ensure good fit and overall comfort. The importance of garment fit has been documented in various studies throughout the literature. A style is the term used for the various subdivisions within fashion (Packard, Winters & Axelrod, 1983:9). and Zhang et al. (2002:57) state that instead of just following fashion trends, consumers want to find styles which specifically suit them. And quality is defined by the International Organization for Standards (ISO) as “the totality

of characteristics of an entity that bear on its ability to satisfy stated or implied needs” (Brown & Rice, 2014:68). Many recent studies document the importance of quality in the purchasing decision. Swinker and Hines (2006:218, 221) set out to examine how consumers evaluate the quality of clothing. The study assessed the kinds of informational cues used by consumers during this evaluation process and how consumers expect high quality garments to perform. The majority of respondents specified that quality was important when making decisions in the purchasing of clothing (Swinker & Hines, 2006:222). Similarly, Collins- 48 Dodd and Lindley (2003:349) found quality to be one of the most important determinants of store selection. In terms of the effect of specific types of attributes on desired consumption consequences, the authors Min et al. (2012:425, 428) found perceived quality was significantly associated with desired functional and social consequence. However, the association between perceived quality and desired psychological consequences was not significant. In the study conducted by Chowdhury and Andaleeb (2007:33, 47), a positive and significant direct effect of perceived product attributes on perceived quality was established when consumers in Bangladesh, a developing country, dealt with high involvement products such as computers. Extrinsic cues refer to the product attributes which are considered non-physical and when altered the physical product remains unchanged (Olson & Jacoby, 1972). These are related to the product, but do not form part of the physical product itself; they are external to the product (Kirmani & Zeithaml, 1993:147; Olson & Jacoby, 1972). These include the price of the garment, image and reputation of the manufacturer, brand name, country of origin, image and reputation of the retailer, hangers, hang tags and packaging (Brown & Rice, 2014:71). Extrinsic cues are described as peripheral cues, whereas intrinsic cues are described as central cues (Kirmani & Zeithaml, 1993:157). Both intrinsic and extrinsic cues influence quality evaluations (Brown & Rice, 2014:71; Fiore & Damhorst, 1992:175). Intrinsic rather than extrinsic cues have generally been perceived to be the more accurate indicators of brand quality as their effect upon judgement of quality is more powerful than that of extrinsic cues (Olson & Jacoby, 1972). This is confirmed by Eckman et al. (1990:14) who found, across 21 studies concerning consumer evaluation of apparel products, that the majority of the studies identified intrinsic characteristics more important than extrinsic factors. This was also true for their own study, as consumers utilised intrinsic criteria more often than extrinsic criteria when evaluating clothing. The applicable extrinsic product attributes included are price, brand name, retail store image and country of origin. Though in our study, country of origin did not come out to be a determinant of buying behaviour of apparels.

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