

Decision-Making Style of Purchasing Fashion Apparels among Rural Youth

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Abstract: *The purpose of this study is to examine and analyze the decision making styles of rural youth in Dharmapuri District towards fashion apparels and also tried to find out the factors influencing decision making styles. For this study the survey was conducted during 1st February to 31st March 2019. The data was collected from respondents through scheduled containing questions. The study result concluded that gender is not affecting the decision making styles. Six reliable factors of consumer decision-making styles on purchasing fashion apparels were identified in this study, which are quality, fashion, enjoyment and happiness, price, brand and familiarity. The findings in this study were useful in helping marketer to reallocate their marketing strategies and provide information to marketers about the consumer's decision-making profile of rural youth in Dharmapuri District.*

Keywords: Decision making styles, fashion apparels, buying behavior

1. Introduction

In today's society even the apparel customers like fashion trend seekers are influenced by journalists, celebrities, bloggers, magazines and brand advocates and they are regarded as "the most powerful force in the fashion marketplace." They impact customers purchasing decisions based on their personal opinion, ability and position and are often considered experts in their field by consumers. Fashion is of great importance to many consumers, it is defined as "the process of social diffusion by which a new style is adopted by some group of consumers." Fashion influences many aspects of our lives, it has both economic and social value and provides individuals with a tool to express themselves and create an identity. It is therefore important to understand the process of decision making within the fashion industry.

2. Scope of the Study

Philip Kotler's consumer decision making process is taken as a model. By collecting data from consumers' point of view, fresh insights can be gathered. The research also aims to serve as an indicator to potential readers of how they can tap into the decision making process influencers. Since it studies mainly the effect that blogs have on buying behaviour, which something all retailers should be aware of in order to be able to understand how behaviour patterns of modern buyers can be affected by other people's opinions.

3. Review of Literature

Fashion is one of the important factors in consumer decision-making (Gutman and Mills, 1982; Kim, 1988; King and Ring, 1980; Sproles, 1979; Sproles and Kendall, 1986). According to Kim (1988), fashion conscious consumers of the late of 20th century had strong fashion sense from the mass media and always considered before shopping. Fashion conscious consumers also tend to ignore about the quality, brand, and never compared the price.

McCracken's (1989), through his study observed that a celebrity endorser is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement.

Conner and Armitage (1998) observed that when a person decides his/her future purchase with the help of his/her past experiences of purchases, one can predict the intention of that person in the future too.

Muhammad Irfan Tariq et al. (2013) elucidated purchase intention concerning four behaviors of consumers comprising the absolute brand purchase the brand, thinking clearly to buy the brand, when someone considers to purchase the brand in the future, and to purchase the particular product absolutely.

Sedeke, (2013) explains fashion is a consistently changing industry with new products and trends being created and new designers itching to be publicized around the world at any given moment, making identification with loyal consumers and their preferences vital to any amount of success. As a low-cost form of distributing online media, specifically important to new designers whose budgets remain at lower capabilities, bloggers spend their time searching for high-quality information, including products and trends, to supplement a blog post to attract the largest audience possible.

Research Objectives

To achieve the goal of the study, the following research questions were addressed as research objectives.

- 1) To examine the association between gender and their decision making styles of buying fashion apparels in Dharmapuri District.
- 2) To analyze the decision making styles of rural youth in Dharmapuri District towards fashion apparels.

4. Research Methodology

Research methodology states what procedures were employed to carry out the research study. The technical facts about the study are given below.

This study focused on rural youth of Dharmapuri district's decision-making styles associated with fashion apparel purchases. The interview schedule was used and 114 consumers were selected from the three taluks namely Dharmapuri, Palacode and Pennagaram. A non-probability sample was used. In order to achieve the accuracy of result, a fair numbers of 65 male consumers and 49 female consumers were selected using the Quota sample based on the sex ratio. The consumer decision-making characteristic were measured by the variables are framed for this study.

Factor analysis was used to identify the highly influencing factors of decision making styles. According to Vogt (1999), factor analysis is often used in survey research questions or statements. An evidence of research in Huck (2000), he suggests that factor analysis also provides a measure of construct validity. For this purpose, factor analysis in this study was used to confirm the Consumer decision- making style and applied to convert the data into more manageable

factors about consumer decision-making styles relating to fashion apparels. In factor analysis, Varimax rotation and Kaiser-Meyer-Olkin (KMO) were used to summarize the items and to measure the sampling adequacy. KMO was extremely useful and assessed while the factor analysis was run. Generally, KMO varies from 0 to 1.0, but according to Hair et al (2006), the acceptable values of KMO statistics should higher or at least equal to 0.5 for a satisfactory factor analysis to proceed. In this study the KMO value is 0.891. At the same time, the use of varimax rotation was to achieve loadings of ones and zeros in the columns of the component matrix. Furthermore, to assess the internal consistency of each factor group, reliability test and Cronbach's alpha were used in this study. According to Sproles and Kendall (1986), the acceptable Cronbach's alpha coefficient was 0.4 or above. In our study Cronbach's alpha coefficient is 0.967.

5. Result and Discussion

This section deals with the testing of hypotheses by using appropriate statistical tools. SPSS 20 software has been used for the purpose of analyzing responses gathered.

H0: There is no significant association between gender and their decision making styles of buying fashion apparels

Gender and Decision Making Styles of Buying Fashion Apparels

Gender	Decision Making Styles				Chi-Square	p Value	H0 Accepted/ Rejected
	Decision Making under Certainty	Decision Making under Risk	Decision Making under Uncertainty	Total			
Male	15	30	20	65	1.090 ^a	0.580	Accepted
	23.1%	46.2%	30.8%	100.0%			
Female	14	24	11	49			
	28.6%	49.0%	22.4%	100.0%			
Total	29	54	31	114			
	25.4%	47.4%	27.2%	100.0%			

Source: Primary Data

Inference

The above table exhibit that the p value is higher than 0.05. So the null hypothesis is accepted at 5% level of significance. Hence it is concluded that there is no significant association among gender and their decision making styles of buying fashion apparels.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.891
Bartlett's Test of Sphericity	Approx. Chi-Square	3119.813
	df	630
	Sig.	.000

Source: Computed Data.

From the above table, it is known that Kaiser-Meyer-Olkin measure of sampling adequacy is 0.891 and Bartlett's Test of Sphericity's approximate Chi-Square value is 3119.813 which are statistically significant at 5% level.

Communalities

Factors influencing decision making style	Initial	Extraction
q6.1 I am an experienced user of fashion clothing	1.000	0.728
q6.2 Fashion clothing is a significant part of my life	1.000	0.724
q6.3 I usually dress for fashion	1.000	0.644
q6.4 I am interested in fashion clothing	1.000	0.659
q6.5 I go shopping to keep up with the trends	1.000	0.560
q6.6 I am very familiar with fashion clothing	1.000	0.666
q6.7I feel I know a lot about fashion clothing	1.000	0.728
q6.8 I would classify myself as an expert on fashion clothing	1.000	0.597
q6.9 For me fashion clothing is an important product	1.000	0.736
q6.10 Shopping for clothing is not a pleasant activity for me	1.000	0.701
q6.11 Going shopping for clothing is one of the enjoyable activities in my life	1.000	0.656
q6.12 I enjoy shopping just for the fun of it	1.000	0.669

q6.13 I do my shopping quickly	1.000	0.753
q6.17 Shopping for clothing satisfies my sense of curiosity	1.000	0.629
q6.18 The higher the price of clothing, the better the quality	1.000	0.621
q6.19 Nice departments and specialty stores offer me the best clothing	1.000	0.782
q6.20 The most advertised brands are usually very good choices	1.000	0.682
q6.21 The well-known brands of clothing are best for me	1.000	0.690
q6.22 The more expensive brands of clothing are usually purchased by choice	1.000	0.755
q6.23 I prefer buying the bestselling brands of clothing	1.000	0.652
q6.24 I keep my wardrobe up to date with the changing fashion	1.000	0.707
q6.25 Fashionable, attractive styling is very important for me	1.000	0.660
q6.26 To get variety, I shop at different stores and chose different brands	1.000	0.666
q6.27 It's fun to buy new and exciting clothing	1.000	0.746
q6.28 It's fun to buy new and exciting clothing	1.000	0.613
q6.29 Getting very good quality is important to me	1.000	0.750
q6.30 When it comes to purchasing clothing, I try to get the best or make the perfect choice	1.000	0.749
q6.31 In general, I try to buy the best overall quality in clothing	1.000	0.730
q6.32 I make a special effort to choose the very best quality clothing	1.000	0.702
q6.33 My standards and expectations for clothing I buy are very high here are so many brands to	1.000	0.715
q6.34 Choose from that I often feel confused	1.000	0.523
q6.36 The more I learn about clothing, the harder it seems to choose the best	1.000	0.576
q6.37 All the information I get on different products confuses me	1.000	0.649
q6.38 I have favorite brands I buy over and over	1.000	0.721
q6.39 Once I find a brand of clothing I like, I stick to it	1.000	0.722
q6.40 I go to the same stores each time I shop for clothing	1.000	0.538

Extraction Method: Principal Component Analysis.

The communalities in the column labeled extraction reflect the common variance in the data structure. For example, it can be said that, 72.8% of the variance associated with question 1 is common or shared variance. Another way to look at these communalities is in terms of the proportion of

variance explained by the underlying factors. After extraction some of the factors are discarded and so some information is lost. The amount of variance in each variable that can be explained by the retained factors is represented by the communalities after extraction.

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	16.490	45.805	45.805	16.490	45.805	45.805	6.306	17.517	17.517
2	2.659	7.387	53.192	2.659	7.387	53.192	5.767	16.020	33.537
3	1.470	4.085	57.277	1.470	4.085	57.277	3.543	9.842	43.379
4	1.346	3.739	61.016	1.346	3.739	61.016	3.300	9.168	52.547
5	1.248	3.466	64.482	1.248	3.466	64.482	3.123	8.676	61.223
6	1.187	3.296	67.778	1.187	3.296	67.778	2.360	6.555	67.778
7	.941	2.615	70.392						
8	.899	2.497	72.890						
9	.806	2.238	75.127						
10	.726	2.018	77.145						
11	.689	1.915	79.060						
12	.677	1.881	80.941						
13	.627	1.741	82.682						
14	.574	1.595	84.277						
15	.527	1.464	85.741						
16	.477	1.326	87.067						
17	.471	1.309	88.376						
18	.424	1.177	89.553						
19	.387	1.076	90.629						
20	.368	1.022	91.652						
21	.333	.924	92.575						
22	.307	.853	93.428						
23	.291	.809	94.238						
24	.276	.765	95.003						
25	.253	.703	95.706						
26	.218	.604	96.310						
27	.203	.565	96.875						
28	.199	.551	97.426						
29	.170	.471	97.897						
30	.145	.402	98.299						

31	.139	.387	98.685						
32	.122	.338	99.023						
33	.114	.318	99.341						
34	.096	.266	99.607						
35	.088	.246	99.853						
36	.053	.147	100.000						

Extraction Method: Principal Component Analysis.

In the above table, it can be noted that six factors have been extracted on the basis of prior knowledge to describe the relationship among the variables. Further, the scree plot associated with this analysis is given in Chart xxx in the scree plot, it can be noted that a distinct break occurs at six

factors. Finally, from the cumulative percentage of variance accounted for, it can be seen that 67.778 percent of variance, as contributed by first component (17.517 percent) followed by second component (16.020 percent) the third (9.842 percent) the fourth (9.168 percent) the fifth (8.676 percent) and sixth (6.555 percent) of total variance.

Rotated Component Matrix^a

Factors influencing decision making style	Component					
	1	2	3	4	5	6
Quality						
q6.31 In general, I try to buy the best overall quality in clothing	0.774					
q6.32 I make a special effort to choose the very best quality clothing	0.740					
q6.39 Once I find a brand of clothing I like, I stick to it	0.739					
q6.30 When it comes to purchasing clothing, I try to get the best or make the perfect choice	0.717					
q6.33 My standards and expectations for clothing I buy are very high here are so many brands to	0.684					
q6.38 I have favorite brands I buy over and over	0.626					
q6.36 The more I learn about clothing, the harder it seems to choose the best	0.559					
q6.40 I go to the same stores each time I shop for clothing	0.557					
q6.34 Choose from that I often feel confused	0.529					
Fashion						
q6.71 feel I know a lot about fashion clothing		0.773				
q6.2 Fashion clothing is a significant part of my life		0.739				
q6.3 I usually dress for fashion		0.692				
q6.1 I am an experienced user of fashion clothing		0.680				
q6.4 I am interested in fashion clothing		0.671				
q6.8 I would classify myself as an expert on fashion clothing		0.666				
q6.9 For me fashion clothing is an important product		0.656				
q6.10 Shopping for clothing is not a pleasant activity for me		0.606				
q6.5 I go shopping to keep up with the trends		0.588				
Enjoyment and Happiness						
q6.26 To get variety, I shop at different stores and chose different brands						
q6.13 I do my shopping quickly			0.797			
q6.17 Shopping for clothing satisfies my sense of curiosity			0.724			
q6.18 The higher the price of clothing, the better the quality			0.604			
q6.12 I enjoy shopping just for the fun of it			0.521			
q6.28 It's fun to buy new and exciting clothing			0.515			
Price						
q6.11 Going shopping for clothing is one of the enjoyable activities in my life				0.716		
q6.29 Getting very good quality is important to me				0.578		
q6.27 It's fun to buy new and exciting clothing				0.536		
q6.22 The more expensive brands of clothing are usually purchased by choice				0.529		
q6.23 I prefer buying the bestselling brands of clothing				0.516		
q6.24 I keep my wardrobe up to date with the changing fashion				0.498		
Brand						
q6.21 The well-known brands of clothing are best for me					0.711	
q6.37 All the information I get on different products confuses me					0.657	
q6.25 Fashionable, attractive styling is very important for me					0.578	
Familiarity						
q6.19 Nice departments and specialty stores offer me the best clothing						0.715
q6.20 The most advertised brands are usually very good choices						0.615
q6.6 I am very familiar with fashion clothing						0.569

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

Inference

From the above table, it can be noted that nine variables are grouped under the first factor named as “Quality”. The second factor also consisting of nine variables is named as “Fashion”. The third factor named as “Enjoyment and Happiness” is formed with five variables. The fourth factor consisting of six variables is named as “Price”. The fifth factor named as “Brand” consisting of three variables. The last factor named as “Familiarity” consist of three variables. This table reveals that the factor analysis results in

six predominant factors. The entire variable in these six factors are compounded into the demographic profile of the respondents with the help of appropriate statistical tools.

Friedman Rank Correlation factors influencing decision making styles of buying fashion apparels

H₀: There is no significant relationship among factors influencing decision making styles of buying fashion apparels

Table: Factors for Decision Making Style

Factors	N	Mean	Std. Deviation	Mean Rank	Rank	Chi Squire	p Value	H0
Quality	114	29.63	8.231	5.55	1	494.632	<0.001	Rejected
Fashion	114	27.11	7.681	5.20	2			
Price	114	19.76	5.400	3.71	3			
Enjoyment & Happiness	114	18.74	5.388	3.48	4			
Familiarity	114	9.68	2.734	1.56	5			
Brand	114	9.56	2.704	1.50	6			

Source: Computed Data

Inference

The above table indicates that p value is less than 0.05, the null hypothesis is rejected at 5% level of significance. Hence it is concluded that there is significant relationship between among factors influencing decision making styles of buying fashion apparels. Based on mean rank 8.231 **quality** is the most important factor for among factors influencing decision making styles of buying fashion apparels followed by **fashion** with mean rank of 7.681, **price** with mean rank of 5.4, **enjoyment & happiness** mean rank with 5.366, **familiarity** with mean rank of 2.734 and brand mean rank of 2.704.

6. Conclusion

Retailers in emerging markets face a challenge of growing consumer preferences for international brands with strong brand images in developed countries. Intense competition in retailing industry urges retailers to find new ways how to increase their profits and returns of investment. To do so they need to know their consumers better.

Six reliable factors of consumer decision-making styles on purchasing fashion apparels were identified in this study, which are quality, fashion, enjoyment and happiness, price, brand and familiarity. The findings in this study were useful in helping marketer to reallocate their marketing strategies and provide information to marketers about the consumer’s decision-making profile of rural youth in Dharmapuri District.

7. Scope for Further Research

This research is limited to Dharmapuri district only which may not be applicable to entire nation. Further research may be conducted in the different parts of the country with same title.

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