

# A Study on the Factor Influencing a Buyer to Purchase Branded Apparel Online

Sasanka K Mishra

*Siksha O Anusandhan Deemed to be University, Bhubaneswar, India.*

*sasankamishra@soa.ac.in*

## **Article Info**

**Volume 82**

**Page Number: 2548 - 2551**

**Publication Issue:**

**January-February 2020**

## **Article History**

**Article Received: 14 March 2019**

**Revised: 27 May 2019**

**Accepted: 16 October 2019**

**Publication: 18 January 2020**

## **Abstract**

In this era of business enhancement in the market, there is a need to properly understand the requirements and their behavior towards apparel. The research related to the Indian clothing is already going on, besides it, there exists several multinational apparel brands for the Indian consumers to purchase products from there. But, most of the Indian consumers focus on buying the products from the foreign markets. A survey was conducted on some of the Indian consumers who are dependent on the “online branded apparel industry”. The aim of this paper is to recognize the factors that convince the Indian consumers to buy the Indian products or branded apparels while buying them online, instead of buying the foreign products and using them. The Indian products are having the good quality, stylish and cost-effective products as compared to the foreign products.

**Keywords:** *Apparel, Indian clothing, multinational apparel brands, online branded apparel, cost-effective.*

---

## **Introduction**

Despite having a huge population and growth and development, India is known to gain some attention in terms of marketing and academy (Brokaw & Lakshman, 2005)(Shavitt, Lalwani, Zhang, & Torelli, 2006)(Shavitt & Barnes, 2018). To enhance the business in the market, the first step is to understand the requirements and the attention of the consumers towards the products and apparels. Secondly, convincing the consumers on buying the Indian products as compared to the foreign products. However, the Indian consumers are more likely to buy foreign products than Indian products (Brokaw & Lakshman, 2005). The way a consumer takes and perceives for a certain product is a critical and crucial issue(Lynch & Zauberaman, 2007). For understanding the requirement and the consumer’s behavior, the “consumer decision making styles” have to be studied to improve this critical situation and for

this, a reasonable strategy has to be developed. “Customer decision-making manner”explains the characterization ofthe approach of customer for buildingchoice.(Sprotles & Kendall, 1986) Concept of “Customer decision-making manner”clarifies the personality and the psychologyof an individual for that particular work/apparels (Cox, Sproles, & Sproles, 1988).

## **Objective of the study**

The aim of thispaper is to recognize the factors which have an impact on the decision of buying the branded apparels online. In other words, this study is focusing on the finding some intrinsic factors and extrinsic factors which convinces the consumers on buying the branded apparels online.

## **Review of literature**

“Intrinsic indicators (e.g., design, color and perceived quality) are defined as product features

that are intrinsic to the product and can't be modified without altering the physical characteristics of the actual product." (Olson & Jacoby, 1972)(Miyazaki, Grewal, & Goodstein, 2005). "Extrinsic product attributes: Extrinsic signs refer to the characteristics of goods that are considered non-physical and that remain unchanged by changing the physical product (e.g. price, brand and country of origin)" (Miyazaki et al., 2005). "Intrinsic indications are defined as product attributes that are intrinsic to the product and cannot be altered without altering the physical characteristics of the actual product". This describes a physiological characteristics of clothes such as "color, fashion, shape, appearance", etc. (Szybillo & Jacoby, 1974). The items which are provides to the consumers are of high quality , good standards and have advantages over other foreign items (Grunert, Loose, Zhou, & Tinggaard, 2015)(Ardeshiri & Rose, 2018). The performance features of the garments are is determined by the aesthetic performance and functional performance(Ardeshiri & Rose, 2018)(Grunert et al., 2015). Although, the intrinsic factor which is included in the aesthetic criteria is having the most significant impact on the clothes of consumer's choice during the phase of trial in the dressing room and during the purchase (Sáenz-Navajas, Campo, Sutan, Ballester, & Valentin, 2013)(Rahman, 2011). The observation of the physical features of the garments such as style, color, pattern, etc. is achieved by theaesthetic criterionwhich is also called as visual criterion(Richardson, Dick, & Jain, 2006). According to a research conducted by a researcher, the attributes of the casual wear worn by the Chinese people , the five most important attributes which are involved in the intrinsic factors are fitness of the garment, style, color and comfort and workmanship (Sáenz-Navajas et al., 2013). Moreover, the other researchers after studying the attributes, applied it to their own further studies at a large scale applied mainly for the assessment of quality (Hugo & Van Aardt,

2012)(Woo & Jin, 2016). The most important aspects were the functional performance aspects of the attributes, in particular durability, comfort and fitness for the garments as compared to the other attribute, more particularly, the color of the garment (Pujara & Chaurasia, 2010). The consumer's demand of the good apparel products are the results of the collection of the product attributes such as "quality, style, price and color"(Hugo & Van Aardt, 2012). The intrinsic characteristic of the product attribute such as quality, fitness, color and style should be the main aspect of a specialty store (Hugo & Van Aardt, 2012).

"Extrinsic signs apply to the characteristics of consumer that are considered non-physical and remain unchanged when altering the physical component". These are just part of a product and do not represent the product's physical form(Chan, To, Chu, & Zhang, 2016)(Olson & Jacoby, 1972)). These involves the important factors such as "Price of clothing, manufacturer's image and reputation, name of brand, country of origin, image and reputation of retailer, tags, packaging and hangers"(Kim, 2012). Extrinsic signs are the peripheral signs, whereasthe intrinsic signs arecentral signs(Chiang & Dholakia, 2004). Both the intrinsicand extrinsic signsinfluence the assessment of thequalityof the garments (Pujara & Chaurasia, 2010). The intrinsic signs have supposed to be the most precise indicators of the quality assessment as compared to the extrinsic signs and this was confirmed by a researcher who found that the intrinsic signs have more capability of the quality assurance to the garments as compared to the extrinsic signs(Ekman, 1992) and this was proved to be beneficial for their own study, in which it is shown that consumers use intrinsic signs in comparison with extrinsic signs when buying clothes.

### Research Methodology

The study intends to determine the intrinsic determinants and extrinsic determinants as the factors of consumer buying intention for purchasing branded clothing online. The data was gathered from the well-draft questionnaire developed from the existing scale of (Sprotles & Kendall, 1986) post on Google forms. The forms were sent to all those people who have purchased branded apparels online and snowball sampling was incorporated to collect the sample from January to June 2018. Around 1494 response were used for data analysis. The sample comprised of Male 1148 and Female 346. In the age groups less than 25 were 188, in 25 to 35 age group there were 422, 36-45 age group were 636, 46-55 aged people were 146 and above 55 respondents were 102. In Income group less than 5000 earning income respondents were 542, 5001-10000 earning income respondents were 438, 10001-15000 earning income respondents were 244, 15001-20000 earning income respondents were 270. As per the educational qualification respondent who did matriculate were 542, respondent who did graduate 438, respondent who did Post Graduate were 244, respondent who did Professional degree were 270. As per occupation goes respondent were in Service 606, in Business were 390, Professional were 190 and dependent including students and home makers were 308. Factor analysis was incorporated to fulfill the objective of the paper.

### Data Analysis and Interpretation

Factor analysis a data reduction technique was used to find out the intrinsic determinants and extrinsic determinants as the factors of consumer buying intention for the branded clothing online. Following is the results found as follows:-

1. Product related and self image related Criterion requirements were the 1<sup>st</sup> first factor found to be important in determining the

intention to buy branded apparels online which had the following items.

PSI1	Rarity is the most important factor in influencing my purchase decision
PSI2	Fashion ability is the most important factor in influencing my purchase decision
PSI3	Uniqueness is the most important factor in influencing my purchase decision
PSI4	Store image is the most important factor in influencing my purchase decision
PSI5	Brand is the most important factor in influencing my purchase decision
PSI6	Country of origin is the most important factor in influencing my purchase decision

2. Quality and easy care was the first factor which was found significant for determining the purchase intention of branded apparels online which had the following items

QE1	Easy care is the most important factor in influencing my purchase decision
QE2	Durability is the most important factor in influencing my purchase decision
QE3	Good quality is the most important factor in influencing my purchase decision

3. Style and quality criteria was the first factor which was found significant for determining the purchase intention of branded apparels online which had the following items

SQ1	Color is the most important factor in influencing my purchase decision
SQ2	Colorfastness is the most important factor in influencing my purchase decision
SQ3	Comfort is the most important factor in influencing my purchase decision
SQ4	Ventilation is the most important factor in influencing my purchase decision
SQ5	Style is the most important factor in influencing my purchase decision

4. Quality price was the first factor which was found significant for determining the purchase intention of branded apparels online

PQ1	The higher the price of a product, the higher the quality.
PQ2	The price is according to the quality
PQ3	The price of a product is a good indicator of its quality
PQ4	You always have to pay a bit more for the best

## Hypothesis Testing

$H_1$	Product & self image related criteria are a significant determinant of consumer purchasing intent for branded apparel. <b>Accepted</b>
$H_2$	Quality and easy care is a significant determinant of consumer purchasing intent for branded apparel. <b>Accepted</b>
$H_3$	<u>Style and quality criteria</u> is a significant determinant of consumer purchasing intent branded apparel. <b>Accepted</b>
$H_4$	Quality price is a significant determinant of consumer purchasing intent for branded apparel. <b>Accepted</b>

## Discussion and Conclusion

Kendall and Sproles have shown that the 3 approaches to characterize the styles of consumer that include- first is a "lifestyle and psychographic approach" that uses a consumer's diverse personality characteristics, opinions, choices, attitudes, and values" (Wells, 1974). The second approach describe the consumers' type, that defines types of the general consumer, for example "ethnic purchaser, economic purchaser, apathetic purchaser, store-loyal purchaser, convenience purchaser, recreational purchaser, price-oriented purchaser, problem-solving purchaser, brand-loyal purchaser, quality purchaser, fashion purchaser, impulse purchaser and brand conscious purchaser" (Bellenger and Korgaonkar, 1980). The third define the characteristics of the consumer approach that displays the consumer's effective and cognitive orientations. Sproles and Kendall (1986) have accepted the consumer's characteristics which are chiefly related to consumer decision-making and it was found that the "product related and self image related criterion, quality and style and criterion, quality price and easy care" are the main factors of the consumer's requirements for buying the branded apparel online.

## References

1. Ardeshiri, A., & Rose, J. M. (2018). How Australian consumers value intrinsic and extrinsic attributes of beef products. *Food Quality and Preference*. <https://doi.org/10.1016/j.foodqual.2017.10.018>
2. Brokaw, S. C., & Lakshman, C. (2005). Cross-

- Cultural Consumer Research in India: *Journal of International Consumer Marketing*. [https://doi.org/10.1300/j046v07n03\\_04](https://doi.org/10.1300/j046v07n03_04)
3. Chan, W. W. Y., To, C. K. M., Chu, A. W. C., & Zhang, Z. (2016). Behavioral Determinants that Drive Luxury Goods Consumption: A Study within the Tourist Context. *Research Journal of Textile and Apparel*. <https://doi.org/10.1108/rjta-18-02-2014-b010>
4. Cox, D. E., Sproles, E. K., & Sproles, G. B. (1988). Learning style variations between rural and urban students. *Research in Rural Education*.
5. Grunert, K. G., Loose, S. M., Zhou, Y., & Tinggaard, S. (2015). Extrinsic and intrinsic quality signs in Chinese consumers' purchase of pork ribs. *Food Quality and Preference*. <https://doi.org/10.1016/j.foodqual.2015.01.001>
6. Lynch, J. G., & Zauberman, G. (2007). Construing consumer decision making. *Journal of Consumer Psychology*. [https://doi.org/10.1016/S1057-7408\(07\)70016-5](https://doi.org/10.1016/S1057-7408(07)70016-5)
7. Miyazaki, A. D., Grewal, D., & Goodstein, R. C. (2005). The Effect of Multiple Extrinsic Signs on Quality Perceptions: A Matter of Consistency. *Journal of Consumer Research*. <https://doi.org/10.1086/429606>
8. Richardson, P. S., Dick, A. S., & Jain, A. K. (2006). Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality. *Journal of Marketing*. <https://doi.org/10.2307/1251914>
9. Sáenz-Navajas, M. P., Campo, E., Sutan, A., Ballester, J., & Valentin, D. (2013). Perception of wine quality according to extrinsic signs: The case of Burgundy wine consumers. *Food Quality and Preference*. <https://doi.org/10.1016/j.foodqual.2012.06.006>
10. Shavitt, S., & Barnes, A. J. (2018). Cross-cultural consumer psychology. *Consumer Psychology Review*. <https://doi.org/10.1002/arcp.1047>