Fashion Vs Fit – Impact of Intrinsic Cues on the Buying Behavior of Consumers

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A B S T R A C T :   This study is conducted to examine the effect of intrinsic cues – utility and need on consumers' purchase behavior at the place of purchase. This study is to examine whether consumers change their mind at the place of purchase to switch to other brands. A hypothesized model is developed based on literature support. The sample size was 719 and the survey took place in Ahmedabad and Gandhinagar and few other cities of Gujarat. The model fit was tested and related hypotheses were framed. The correlations between the change in planned behavior and the intrinsic cues were analysed. The factor which contributes more at the place of purchase to induce switching was also analysed. SPSS was used to analyse the data and AMOS was used to check the fitness of the proposed model. The result showed that there is a significant correlation between the intrinsic cue – need and the change in planned behavior at the place of purchase.

Keywords: Fashion,Fit

1. Introduction

Times immemorial, clothes play an important role in man's life. The association is more than just satisfying one's physical needs. Consumers, generally look for many attributes while selecting clothes. Various research studies say that selections of apparels are based on various attributes, out of which few intrinsic cues are important in perception of quality. (Fiore & Damhorst, 1992). Studies have also analyzed the importance of intrinsic cues on purchase decision at the time of selection and at the time of trial. (Eckman, Damhorst, & Kadolph, 1990). In this research, two intrinsic cues namely utility and need were analyzed against the planned impulse behavior. Planned impulse behavior is a type of impulse buying behavior of consumers in which they plan a particular brand or design or colour, but the actual behavior varies from the planned one.(Karbasivar & Yarahmadi, 2011) The correlation between the intrinsic cues and the change in plan was also measured.

2. Literature Review

Few studies classify the product attributes into intrinsic and extrinsic (oslon, 1977). It also says that intrinsic cues are more significant in purchase decision triggers, as they have higher predictive values. Based on the literature, four cues for need and ten cues for utility were selected. Both can measure intrinsic cues.

Six statements were added for measuring change in plan. Comfort and fit are the two major intrinsic cues rated high by consumers in research studies. (Zhang, Li, Gong, & Wu, 2002). Especially for apparels like jeans, fit is the most significant cue and has a high impact on purchase decision. Han et al has classified the impulse buying behavior into four types – Pure impulse behavior, suggested impulse behavior, planned impulse behavior and reminder impulse buying. (Joo Park, Young Kim, & Cardona Forney, 2006) . Pure impulse buying involves least amount of cognitive involvement and emotions play a major role in product selection. Suggested impulse behavior occurs when a consumer sees the product for the first time and doesn't have any idea about the product. Planned impulse is the deviation from the planned purchase and reminder impulse is purchasing a product after remembering a predetermined need. This study analyses the correlation between the intrinsic cues and planned impulse buying.

3. Research Methodology

A hypothetical model, based on literature review was drawn and the model fit was measured using AMOS. Convenience sampling technique was adopted for survey. The survey was conducted to a sample size of 719 consumers in different age group, a majority between 15 and 35 with 51% females and 49% males. The survey was conducted through personal interviews and e- mail. Both hard copy of the questionnaire and Google document prepared were used for the survey. The survey was conducted in Gujarat, the majority in Ahmedabad and Gandhinagar. The proposed hypothesized model is as follows.
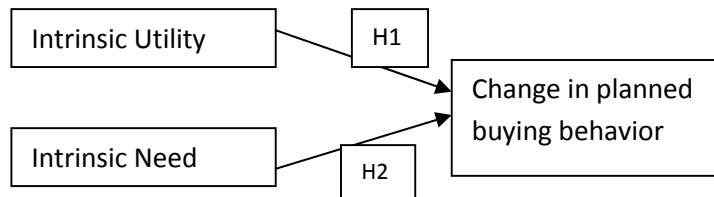

Fig. 1. Proposed hypothesized Model

Hypothesis:

1. There is a significant correlation between intrinsic cue – utility and the change in planned buying decision.
2. There is a significant correlation between intrinsic cue – Need and the change in planned buying decision.

Data Analysis and interpretation:

A total of 20 statements were considered for the research. Out of which 10 for utility, 4 for Need and 6 for change of Plan. Confirmatory factor analysis was done for the construct validity. The KMO for the factors are acceptable as they are above .6 with a significance level below .001.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.907
Bartlett's Test of Sphericity	Approx. Chi-Square	6068.580
	df	190
	Sig.	.000

Table 1. KMO and Barlett's test outcome

Three factors were extracted based on Eigen value and the reliability for those three factors are given below and all are in the acceptable range i.e. above 0.6.

Factor	Cronbach alpha	No of Items
Intrinsic utility	0.879	7
Intrinsic Need	0.838	5
Change in Plan	0.749	5

Table 2. Cronbach for the factor scales.

The model fit was analyzed with the Confirmatory Factor analysis results. The factor loadings for each factor are also given in the table.

Factor	Description	Loadings
IU1	feel	.757
IU2	organic	.688
IU3	easy to maintain	.833
IU4	light weight	.767
IU5	durability	.744
IU6	wrinkle free	.672
IU7	proper size	.591
IN1	rare designer wear	.672
IN2	favourite colour	.730
IN3	fashionable	.804
IN4	styling details	.784
IN5	worn for different occasions	.647
CFP1	change in brand	.679
CFP2	change in colour	.758
CFP3	change in numbers	.704
CFP4	change in material	.703
CFP5	change in design	.676

Table 3. Factor loadings for statements

Initially the RMSEA value was 0.060 and there fore the modification indices were analyzed and the following correlations were applied between error variables.

			M.I.	Par Change
e18	<-->	e19	44.533	0.168
e8	<-->	e10	42.365	0.109
e5	<-->	e10	32.913	-0.117
e15	<-->	e16	31.623	0.1

Table 3. Modification Indices applied

The values of model fit after the modification are as follows and it clearly shows the model is fit.

CMIN	RMSEA	GFI	AGFI	TLI	CFI
3.16	0.055	0.946	0.926	0.941	0.951

Table 4. Model fit values for the proposed model.

The association between the intrinsic values and the change in planned behavior was analysed based on the estimates.

			Estimate	S.E.	C.R.	P
Changeinplan	<---	Utility	0.018	0.049	0.363	0.716
Changeinplan	<---	Need	0.089	0.036	2.479	0.013

Table. 5. The regression weights and significance

There is a significant correlation between Need and Change in planned buying decision, as the P value is below 0.05. (H1 supported). There is no significant correlation between utility and change in planned behavior, as the P value is above 0.05.
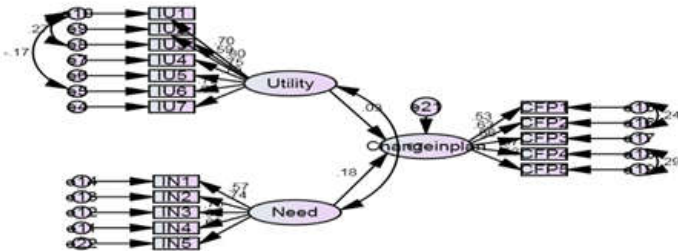

Fig. 2. Model for the research, which is proved fit.

Mean values for individual statements in questionnaire												
		IU1	IU2	IU3	IU4	IU5	IU6	IU7	IN1	IN2	IN3	IN4	IN5
N	Valid	719	719	719	719	719	719	719	719	719	719	719	719
	Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.8999	3.6370	3.940	3.8248	3.993	3.842	4.037	3.4270	3.886	3.7455	3.8234	3.909
Median		4.0000	4.0000	4.000	4.0000	4.000	4.000	4.000	4.0000	4.000	4.0000	4.0000	4.000
Std. Deviation		1.04147	1.02222	.97062	1.02199	.95071	.95675	.94559	1.14779	.99766	1.06895	1.04132	.9924
Variance		1.085	1.045	.942	1.044	.904	.915	.894	1.317	.995	1.143	1.084	.985

Table 6. Mean values for individual statements

Size of clothes is the prime factor during selection, as the mean value is 4.037. All the statements which represent intrinsic cues are considered important during selection of clothes, as all the mean values are above 3.5. When it comes to Change in planned decision at the place of purchase, the scenario is totally different, as the association of need is significant.

Managerial implications and conclusion

As the result shows that there is a significant correlation between need and change in planned decision at the place of purchase, marketers shall consider providing rare designer wears with different colour options. It is also important to market clothes which can be worn for different occasions which is high in fashion and style. It can be concluded that fashion and style are the mantras for present era's cloth marketing.

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