CHAPTER 6

FINDINGS, SUGGESTIONS & CONCLUSION

The findings of the study are presented in the following sections:

1) The total number of respondents for the study were 1478 young adults, of which 804 (54.4%) were male respondents and 674 (45.6%) were female respondents. The demographic profile of the respondents for the study more or less replicates the demographic profile of the population of Bangalore city. The Male : Female gender ratio is 1000:968.

2) It was found that most of the young adults in the age group 18-25 perceive, ‘Sense of belonging’ as the most important value (mean score 7.71). The feeling that family and friends care about them is very important to this age group. The institution of the family and the family support system are the main drivers in life. When this basic feeling of belonging is established and confirmed in life, it gives a secure feeling that every challenge can be faced bravely.

3) Most of the young adult respondents attach greater importance to External values such as Sense of belonging, Being well respected and Security & comfort (Mean 7.49).

4) The results indicate that Perfectionist/High Quality Conscious (mean 3.8207) is the predominant style of young adults in their purchase-decisions for apparels. This group of respondents seeks to maximize quality by choosing the best products. They set high standards and have high expectations for the products they buy and aim to get the best choice and value for money. Being higher in perfectionism, these consumers could be expected to shop more carefully, more systematically, or by comparison.

5) The Perfectionist / high-quality conscious shopping style was found to be significantly positively correlated at the 0.01 level with six other shopping styles - Brand consciousness/price equals quality, Novelty and fashion
conscious, Recreational and shopping conscious, Impulsiveness/Careless, Confused by Overchoice, and Habitual/brand-loyal. There is no significant correlation between the Perfectionist/high-quality conscious shopping style and the Price conscious/value for the money shopping style (p value >0.05).

6) It was found there is significant positive correlation at the 0.01 level (2 tailed) among the values and the shopping styles (p value <0.001). This indicates there is a strong relationship between values and shopping styles of young adults.

7) The study found that the value ‘fun and Enjoyment of life’ showed the maximum significant positive correlation to six shopping styles viz., the Perfectionist/High Quality Conscious (p value <0.01), Brand Consciousness/Price Equals Quality (p value <0.01), Novelty and Fashion Conscious (p value <0.01), Recreational and Shopping Conscious (p value <0.01), Confused by Overchoice (p value <0.01) and Habitual/Brand Loyalty (p value <0.01) shopping styles of young adults. This indicates that young adults are adventure seeking, and enjoy novelty and change. They are quality and brand conscious. They are also recreational shoppers and are confused with the choice of apparel brands available to them.

8) It was found there is significant relationship between the value ‘Sense of Belonging’ and the Perfectionist/High Quality Conscious and Recreational and Shopping Conscious styles of young adults.

9) It was found there is significant relationship between the value ‘Simplicity’ and the Perfectionist/High Quality Conscious, Price Conscious/Value for the money and Habitual/Brand Loyalty styles of young adults.

10) It was found there is significant relationship between the value ‘Warm Relationships with others’ and the Perfectionist/High Quality Conscious, Recreational and Shopping Conscious, and Price Conscious/Value for the money shopping styles of young adults.
11) It was found there is significant **negative relationship** between the value ‘Self-Fulfillment’ and the Impulsiveness/Careless shopping style of young adults.

12) It was found there is significant relationship between the value ‘Being Well Respected’ and the Perfectionist/High Quality Conscious, Novelty and Fashion Conscious, Recreational and Shopping Conscious, and Habitual/Brand Loyalty shopping styles of young adults.

13) It was found there is significant relationship between the value ‘Fun and Enjoyment of life’ and the Perfectionist/High Quality Conscious, Brand Consciousness/Price Equals Quality, Novelty and Fashion Conscious, Recreational and Shopping Conscious, Confused by Overchoice and Habitual/Brand Loyalty shopping styles of young adults.

14) It was found there is significant relationship between the value ‘Self Respect’ and the Perfectionist/High Quality Conscious, Recreational and Shopping Conscious, and Habitual/Brand Loyalty shopping styles of young adults.

15) It was found there is significant relationship between the value ‘Sense of Accomplishment’ and the Perfectionist/High Quality Conscious, Novelty and Fashion Conscious, Price Conscious/Value for the money, and Confused by Overchoice shopping styles of young adults.

16) It was found there is significant relationship between the value ‘Being Independent’ and the Perfectionist/High Quality Conscious shopping style of young adults.

17) It is found that the results of the Confirmatory Factor Analysis reports that all partial squared correlation coefficients ($R^2$) for all individual items in each construct is more than 0.50. This clearly establishes the validity of the measurement model.
18) The results of confirmatory factor analysis and goodness of fit test under the Structural Equation Modeling Technique indicate that the dimensions of shopping styles among young adults in Bangalore city, confirms with the original Sproles & Kendall CSI (1986).

19) The proposed ‘Value - Shopping Style Model’ was tested using Structural Equation Modelling technique (SEM). The overall fit of the proposed research model was significant as all measures of fitness were at acceptable levels indicating the model fits the data well.

Findings from Hypotheses Testing

20) It was found that there is significant influence of overall values on the shopping styles of young adults towards purchase of apparels. The highest influence of values was on the Perfectionist/High Quality Conscious style (P value <.001), followed by Novelty and Fashion Conscious, Recreational and Shopping Conscious, Confused by Overchoice, Habitual/Brand Loyal, Brand Consciousness/Price Equals Quality and Impulsiveness/Careless styles. There was no significant influence of values on the Price Conscious/Value for the money style.

21) The study reveals that values influence all the dimensions of the shopping styles inventory.

22) It was found that there is significant influence of values, ‘Fun and Enjoyment of life’ (p value <0.01), ‘A sense of accomplishment’ (p value <0.01), ‘Warm relationships with others’ (p value <0.01), ‘Being well respected’ (p value <0.05), and ‘Sense of belonging’ (p value <0.05), on the Perfectionist/High Quality Conscious dimension of the shopping styles. Self-fulfillment had a negative influence (p value <0.01). However, the values Simplicity, Security & Comfort, Self-respect and Being independent did not have a significant influence on the Perfectionist/High Quality Conscious shopping style.
The ‘Perfectionist/High Quality Conscious’ Shopping Style emerged as the predominant style of young adults in their purchase-decisions for apparels as per the mean scores, correlation and regression analysis. Values such as fun and enjoyment of life, sense of accomplishment, warm relationship with others, being well respected and sense of belonging were the cherished values of this shopper segment. This group of respondents seeks to maximize satisfaction by choosing the best quality products. Young adults seek fun and enjoyment of life, love novelty and change in everything. They like to venture into new domains to accomplish, and like to maintain cordial relations with family and peer group and desire social recognition, respect and approval from others. They prefer to wear the best quality apparels. Wearing high quality apparels adds to their image of being a perfectionist. For them inter-personal and outer directed values bring in more satisfaction, than internal individual value such as self-fulfillment (inner harmony) which had a negative impact on this style segment. Being high in quality consciousness, they are not simple in nature and self – worth and independence are attributes that are already satisfied in being perfectionist. Hence values such as security and comfort, self-respect, simplicity and independence did not have any separate influence on their shopping style.

It was found that there is significant positive influence of the values Fun and Enjoyment of Life (p value <0.01), and Being well respected (p value <0.05), on the ‘Brand Conscious/Price Equals Quality’ dimension of the shopping style inventory. Self-fulfillment (p value <0.01), and Self respect (p value <0.01), had negative influence on ‘Brand Conscious/Price Equals Quality’ shopping style. However, the values Sense of belonging, Simplicity, Warm Relationships, Security & Comfort, A Sense of Accomplishment and Being independent did not have a significant influence on the ‘Brand Conscious/Price Equals Quality’ shopping style.

The ‘Brand Consciousness/Price Equals Quality’ shopper segment considers fun and enjoyment in life and being well respected as important values. They are adventure seeking young adults who enjoy good food,
leisure, novelty and change and desire social recognition, respect and approval from others. They are brand conscious and prefer to wear expensive branded clothes. Their image and status is drawn from the expensive branded clothes they wear. They cherish inter-personal and outer directed values higher rather than internal individual values such as like self-fulfilment and self-respect which has a negative influence on this shopper segment. All the other values do not influence the shopping style of this segment while they shop for apparels.

24) It was found that there is significant influence of the values Fun and enjoyment of life (p value <0.01), and Being Well-respected (p value <0.05), on the ‘Novelty and Fashion Conscious’ dimension of shopping style inventory. All the other values did not have a significant influence on this dimension of shopping style inventory.

Young adults sporting the ‘Novelty and Fashion Conscious’ shopping style cherish the values ‘Fun and enjoyment of life and Being Well-respected’ very highly. They are similar to the brand conscious shopper in taste and love wearing the latest fashion clothes. They are fun –loving and enjoy best things in life and are attention seekers. Having social recognition and respect and approval from others is important to this segment. They cherish inter-personal and outer directed values higher rather than internal individual values.

25) It was found that there is significant positive influence of the values Security and Comfort (p value <0.01), and Warm Relationships with others (p value <0.05), on the ‘Recreational and Shopping Conscious’ dimension of shopping style inventory. Being Independent (p value <0.05), had a negative influence, on the ‘Recreational and Shopping Conscious’ dimension of shopping style inventory. All the other values did not have a significant influence on this dimension of shopping style inventory.

The ‘Recreational and Shopping Conscious’ shopping segment considers shopping is an enjoyable; fun filled activity and pleasant activity. They do
not feel that shopping wastes their time. They love to maintain good relations with others and go shopping with family and friends just for the fun of it. They love to be associated with family and peer groups and do not enjoy being independent which had a negative influence on this shopping segment. All the other values did not have any significant influence on this shopper segment.

26) It was found that there is significant positive influence of the values Warm Relationships with others (p value <0.01), and A sense of accomplishment (p value <0.05), and a significant negative influence of the values Being Well-respected (p value <0.01), and Fun and enjoyment of life (p value <0.05), on the ‘Price Conscious/Value for money’ dimension of shopping style inventory. All the other values did not have a significant influence on this dimension of shopping style inventory.

Young adults embracing the Price Conscious/Value for Money’ shopping style cherish the values Warm Relationships with others and a sense of accomplishment highly. Getting best value for the money spent on apparels gives them a sense of achievement. They share information about best buys with peer group. The values Being Well-respected and Fun and enjoyment of life had negative influence on this shopping segment. Internal directed values were more important to this group than external directed values. This shopper segment seems conscious of the things they buy and the amount they pay to procure the same. They are the serious types who are not fun and enjoyment seekers and feel that respect is not gained only from wearing high priced branded apparels. All the other values did not have any significant influence on this shopper segment.

27) It was found that there is significant positive influence of the value Warm Relationships (p value <0.01), with others and significant negative influence of the value Self-fulfillment (p value <0.01), on the ‘Impulsiveness/Careless’ dimension of the shopping inventory. All the
other values did not have a significant influence on this dimension of shopping style inventory.

**The Impulsiveness/Careless’** shopper segment considers Warm Relationships with others as the important value to them. These shoppers are impulsive and careless and tend to make unplanned purchases. They shop to please others, even when they do not need. Self-fulfillment had a negative influence on these shoppers indicating that they do not enjoy or approve what they do and regret their impulsive behaviour. All the other values did not have any significant influence on this shopper segment.

28) It was found that there is significant influence of the values Fun and enjoyment of life (p value <0.01), Security & Comfort (p value <0.05), and A sense of accomplishment (p value <0.05), on the ‘Confused by Overchoice’ dimension of shopping styles inventory. All the other values did not have a significant influence on this dimension of shopping style inventory.

Young adults falling under the **Confused by Overchoice’** segment are influenced by the values Security & Comfort, Fun and enjoyment of life and A Sense of Accomplishment. They love fun and adventure, enjoy good food and leisure and doing new things. They are the easy –going type and find it hard to choose the best clothes or stores to shop. They find the vast number of different consumer brands confusing. This shopping style emerged as the second highly prevalent style describing the young adult population under study. All the other values did not have any significant influence on this shopper segment.

29) It was found that there is significant influence of the value Simplicity (p value <0.01), on the ‘**Habitual/Brand Loyal’** dimension of shopping style. The other values did not have a significant influence on ‘Habitual/Brand Loyal’ style.
Simplicity is the only value that influences the ‘Habitual/Brand Loyal’ shopper segment. They are unassuming, straight forward, and down to earth. They do not flaunt and display their skills, abilities and possessions. As shoppers they are habitual in buying same brands from the same or familiar stores. They appear to have favourite brands and stores and to have formed habits in choosing these.

30) It is found from the study that the predominant values among the list of ten values used in this study, that influences the young adults shopping styles for apparels are Values such as ‘Fun and enjoyment of Life’ and ‘Warm Relationship with others,’ which have the highest positive influence on the shopping Styles of young adults for apparels. They showed a positive influence on four shopping styles. Young adults enjoy everything in life that brings in entertainment, joy and happiness and love to share space with their family, friends and peer group. These values positively influence them to be Perfectionists, High Quality and Brand conscious. They love high quality branded apparels and prefer to sport the latest in fashion. They are also recreational shoppers as it is a fun giving activity in the company of their family or friends. Fun and enjoyment also leads to confusion in their minds when the choice is many. And sometimes, warm relationship with others, such as parents/family also makes them to be impulsive and price conscious consumers.

31) The value Self-Fulfillment shows the highest level of negative influence affecting three shopping styles viz., Perfectionist/High quality conscious, Brand Conscious/Price equals quality and Impulsive/Careless shopping styles.

32) The values Self Respect and Being Independent do not show positive influence on any shopping style for young adults for apparels. These values are neutral in nature and do not influence most of the shopping styles for apparels.
33) The findings of the study indicate that there were significant gender differences on three factors of consumer-decision making styles (brand conscious, recreational-hedonistic consumer and habitual brand-loyal consumer). The Brand Conscious/Price Equals Quality factor had a significant difference across gender. Male respondents were found to be more brand conscious than female respondents.

The Recreational and Shopping Conscious factor had a significant difference across gender. Female respondents had higher levels of Recreational and Shopping Consciousness as compared to male respondents.

The Habitual/Brand Loyal factor had a significant difference across gender. Male respondents had higher levels of brand loyalty compared to female respondents.

34) It was found that there is a significant difference (p<0.05) in the shopping styles across education levels. PG students were more Recreational and Shopping Conscious as compared to UG and others.

35) Young Adults from the South were more price-conscious and perceived more value for money as compared to youth from other regions. Further, young adults from east were more brand conscious compared to their peers from other regions.

36) Female respondents were found to be with higher orientations towards External Values such as Sense of belonging, Being well respected and Security & comfort; Internal Interpersonal Values such as Warm relationships with others, fun and enjoyment of life; and Internal Individual Values such as Self-fulfillment, Self respect, A sense of accomplishment, Simplicity and Being Independent, than the male respondents (p<0.01). The study revealed that Value orientations are higher in women as compared to men.

37) Female respondents showed higher level of influence of eight values viz. sense of belonging (p<0.01), simplicity (p<0.01), warm relationship with
others (p<0.01), self-fulfilment (p<0.01), being well respected (p<0.01), security and comfort (p<0.01), self-respect (p<0.01), being independent (p<0.05). Fun and enjoyment of life and sense of accomplishment (p>0.05), were the only two values that did not reveal any significant difference in the level of influence on male and female respondents.

38) It was found that respondents from the Western Region display a higher orientation towards both External Values and Internal Individual Values (p value <0.05) compared to the other regions. There is no significant difference in the orientation towards Internal Interpersonal Values across regional background of the respondents.

39) Fun and enjoyment of life and sense of accomplishment, were the only two values that did not reveal any significant difference in the level of influence on male and female respondents.

40) Young adults from the West showed a higher level of influence by the values Sense of Belonging (p<0.05), Security and comfort (p<0.05) and Self Respect (p<0.05), than the other regions. Young adults from the North showed higher level of influence of the value Being Independent (p<0.01).
SUGGESTIONS FOR APPAREL MANUFACTURERS AND FASHION DESIGNERS

1) Manufacturers and Fashion designers should give utmost importance to the quality aspects more than any other attribute of the apparel as quality is considered as the most important criteria for purchase decision for apparels by young adults.

2) The study revealed that young adults are perfectionists and besides being quality conscious they also look for value for money in their purchase decisions for apparels. This aspect should be factored into all product development decisions for apparels.

3) Manufacturers and Fashion designers should endeavour to understand the value systems of their target consumers. This calls for research on the ethnic and cultural background and the value systems of the consumers. For this purpose, they should conduct surveys with questionnaires that gather data to understand the underlying values systems. The Value-Shopping Style model presented through this study can be used by them as a tool to gather more information about their target consumers.

4) Structured focus group interviews should also be conducted for different age groups, ethnic groups, education levels and geographic regions to understand the differences in values, beliefs, and customs that have a direct bearing on their behaviour as a consumer.

5) Brands have to constantly keep pace with the speed of communication among young adult peer groups on the latest trends and market environment and strive to be part of their conversations. Young adults want better quality, more value-for-money, superior experience and other value add. Though the modern youth do not run after designer clothes, their wardrobes are up to date. Most of them make additions to their wardrobes frequently to keep up-to-date in fashion.
6) Brands should enhance their focus on the semi-urban youth market. They are emerging as digital savvy and even the consumption pattern is growing rapidly like in the metros. Hence brands should aim at reaching out the semi-urban young population in a much bigger way by using a mix of various marketing activities. However, the metro youth require a little more sophisticated marketing strategy compared to their semi-urban counterparts.

SUGGESTIONS FOR APPAREL MARKETERS / RETAILS OUTLETS

1) There should be a paradigm shift in the mind set of marketers to consider consumers as individuals with unique values and beliefs that determine their buying behaviour. They should transcend from focusing on demographic aspects and move to psychographic aspects.

2) Every group or society has a culture, and cultural influence on the buying behaviour may vary greatly from place to place. International and National marketers must understand the underlying culture in each of their markets and adapt their marketing strategies accordingly.

3) Marketers should always try to study cultural shifts in order to discover new products that might be the need of the market.

4) Marketers should highlight the quality features of the apparels in advertisements to attract the attention of this consumer segment.

5) Marketers should frame their product and communication strategy in such a way that it appeals to the Perfectionist and Quality Conscious young adult population.

6) Marketers should understand the digital shift that is prevailing in the retail environment and learn to communicate to the young adults using different media. They should look at four mediums to connect with young people namely; television & radio, social media, digital (mobile applications) and real live space such as music concerts. Social media such as Face Book,
Twitter and YouTube is where the youth today interact actively most of the time.

7) E-commerce can be used effectively to connect with the young adult population. Marketers can offer additional services such as flexible payment options, cash on delivery, and flexible return policy. Online shopping comes with several benefits of shopping convenience, time saving, fuel saving and privilege of being able to compare brands/styles/prices easily, through the internet platform.

8) In the context of commercial communication with frequent apparel purchasers, the marketer should also emphasize outer-directed values such as ‘Fun and enjoyment of Life’ and ‘Warm Relationship with Others’, rather than inner-directed values such as Self-fulfillment, Self Respect, and Being Independent. This is because consumers placing importance on outer-directed values are more likely to be fashion-conscious and recreational than consumers who give more importance to inner-directed values.

9) Marketers aware of the recreational shoppers among young Indians can provide pleasant environments that will attract this type of consumer without neglecting quality.

CONCLUSION

Several managerial implications might be derived from this study. Apparel manufacturers, fashion designers and marketers might use the findings to segment consumers according to the value-shopping style segments, to target and position their products more effectively. Multi-national companies can use the findings of this study to tailor their marketing strategies to specific characteristics of consumers while entering the Indian market.

Personal Values may prove to be one of the most powerful explanations of, and influences on, consumer behaviour. This research will contribute to the body of consumer behaviour literature by investigating the influence of personal values on the Consumer decision-making styles of young adults using the List of Values and
the Consumer Style Inventory. The study has high relevance from the Indian context on several aspects due to the following reasons: The study focuses on the youth population, which is the major demographic dividend of the entire population of the country. This consumer segment is the trend setters for the others and also they offer longevity of market. It makes a lot of sense to develop specific marketing strategies for this segment that would be sustainable in the long run. The study focuses on apparels which are the most frequently purchased items by young adults.

In India psychographic profiling of consumers is still in its stage of infancy. The study focuses on values as the important psychographic variable that influences shopping styles, especially for apparels. This knowledge helps marketers to predict consumer behaviour more accurately than the other psychographic variables such as attitudes, product attributes, product classification, and life style.

It is therefore concluded that personal values have significant influence on the young adults shopping behaviour for apparels in Bangalore, India. The findings of the present study are statistically relevant and can be used as basis for strategic decisions-making by apparel manufacturers, fashion designers and marketers. Findings of the study also contribute to knowledge and theory in the relevant area and can be used as a model for further research.

SCOPE FOR FURTHER RESEARCH

The study was conducted in the city of Bangalore, and it can be extended to other parts of the country to substantiate the findings and generalise the apparel purchasing behaviour of young adults in India.

The age group of the respondents could also be expanded to include consumers of other or all age groups.

Focussed studies can also be done on only either male or female consumers to explore in depth the influence of values on their buying behaviour.

In the present study, influence of values on the apparels purchase behaviour is studied. Other consumer items such as footwear, bags and other accessories,
perfumes, FMCG products, durable goods etc., could be considered and the general values influencing the shopping behaviour could be identified.

The Value-Shopping Style model could be tested with other reference groups and other consumer items.

The study revealed that the least manifested shopping style among the young adult respondents in Bangalore is the Brand consciousness / Price equals quality shopping style. This aspect alone could be researched to confirm its applicability in other regions and age groups.

The study also revealed that the young adults are price conscious and seek value for the price paid for the apparels. A further study could be undertaken to validate this finding with young adult population of other states/regions.

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