

## International Journal of Control Theory and Applications

ISSN : 0974-5572

© International Science Press

Volume 10 • Number 17 • 2017

### Shopping Orientation and Fashion Orientation of Teenage Consumers towards Patronage Intention with Respect to Tirupur

**K. Bharathi<sup>a</sup> and S. Sudha<sup>b</sup>**

<sup>a</sup>Ph.D Research Scholar , School of Management Studies, Vels University

E-mail : bharathikaruppiiah1@gmail.com

<sup>b</sup>Associate Professor, School of Management Studies, Vels University

E-mail : sudha.sms@velsuniv.ac.in

**Abstract :** The research draws on a quantitative research ,we close 200 respondents to conduct structured questionnaire method, different SPSS analyses such as reliability, Multiple regression are carried on to evaluate which of the shopping orientation and Fashion Orientation can make consumer patronage intention towards apparel in Tirupur. The reliability test proved that all variables of the study provided consistent and even results. Regression analyses indicated that there are significant relationship between shopping orientation and Consumers patronage intention. In a nutshell, this research concluded that Shopping Orientation and Fashion Orientation are the significant factors on shaping customers patronage intention. The study focuses on Tirupur and specific to Teenage Consumers .The study can be extended to other regions to find the similarities or differences across regions.

**Keywords :** Shopping orientation, Fashion Orientation, Apparel, Patronage Intention, Teenage consumers.

#### 1. INTRODUCTION

Teenager are persons in the age group between 13 – 19. National, marketers, retailers are targeted the teenage consumer for selling the products. Marketers are introducing the new tactics and technique to be a focus for teenage Consumers and there by investing large amount from their market Segment. Age between 18-19 also considered a young Adult. These Consumers are an important in market segments because of their flexible spending influence and their power on family purchase decision.

Marketers should reasonably draw their consumers concentration to the relationship between substantial properties that persuade practical properties that take part in satisfaction among Consumers. Customers will understanding while wearisome the apparel.Assess consumer emotional, cognitive and sensory dimension of aesthetic practice play major role in Quality of apparel

#### 2. REVIEW OF LITERATURE

Bahng Youngjin , Kincade Doris H, Yang Jung-ha (2013) examines that the shopping orientation influence the shopping behavior of college students. Few studies said that product and brand preference of their shopping orientation influence the purchase intention towards apparel. Article said that brand preference play a major role in shopping behavior of the consumers towards apparel among college students <sup>1</sup>.

De Klerk Helena M. and Lubbe Stephna (2006) said that fashion marketing view point that the quality of garments is related with the extent to satisfy the customer wants and needs . Apparel play a vital role in human being . Quality of garments divided into to are behavioral element and material element influence quality of the products while consumer is purchase a products<sup>2</sup>.

Gam Hae Jin (2010) said Shopping Orientation, fashion Orientation and ecological behavior to expect Customer patronage intention. Other researcher have examined garments products implementation factors like societal recognition, personal ethics, wants of uniqueness to forecast patronage intention. Testing all these factors impact towards patronage Intention<sup>3</sup>.

Hou Min, Wu Xiaoding and Hu Zuohao (2013) studied that consumer patronage intention by evaluating the associations among patronage intention, human resources service and consumption emotion. The result are consumer attitudes of the evidence and declaration of human resources services appreciably impacts their consumption emotion. Consumer who distinguish stronger indication from service human resources feel lower emotion while shopping for entertainment<sup>4</sup>.

Lin Hsin-Hui, (2011) studied that gender difference influence linkage of patronage intention with shopping values in context of web retailing and television towards consumers. Hedonic Television shopping values and Utilitarian influence men's and women's patronage behavior<sup>5</sup>.

Michon Richard, Chebat Jean-Charles, Yu Hong (2015) said that women's trend shopping attitude of the retail ambience influence the patronage behavior and most of the researcher find that the multifaceted relationship among shopping orientation, fashion orientation, patronage intention and emotional value. Shopping Orientation perception towards mall ambience influence by the female consumers<sup>6</sup>.

Panichpathom Supeecha (2016) examines that the re-patronage intention is the possibility to repeat or keep on purchasing at the same society mall. Other researchers have emphasize that re-patronage intention constructs is value to recognize and also powerful tools for organizes quality .There are two view of loyalty are attitudinal and behavior view. Re-patronage influence the community mall based on the buying behavior of the consumers<sup>7</sup>.

Park Jaekyung, Nam Yunja (2008) studied that the Shopping Orientation divided into two Constructs they are Utilitarian and Hedonic Orientation . Two constructs from each aspects are taken for his study . They are Convenience ,Cost-effectiveness from Utilitarian and another hedonic aspects are Leisure shopping and Pleasure-seeking shopping<sup>8</sup>.

Shehzad Umer, Ahmad Salman, Iqbal Kashif (2014) examines that the brand name play a vital role to develop the recital of any business. Brand is a tool which can absolutely change consumers purchase intention. Brand power is multidimensional formation with customer opinion and link with buying behavior also<sup>9</sup>.

Thiruvenkada.T, Hari.K, Panchanatham.N (2014) examines that the store image with customers self image linked with the patronage intention. Researcher attempted to study the link between the psychosomatic factors strongly influence with patronage behavior. SEM model links with customers attitudes , purchase intention with store ambience and the result is fulfillment towards store that leads to patronage behavior<sup>10</sup>.

Visser Elizabeth M and Preez Ronel du (2001) said that Shopping Orientation have equal in market performance and individual aspects is confirmed while diverse planned categories are estimated. The individual aspect, however, seems to take over. Researcher explain clearly in this study mainly on individual performance and to a smaller level on market-related performance<sup>1</sup>.

### **3. OBJECTIVES**

This study aims to know the consumer patronage Intention in Tirupur towards the buying of apparel based on the shopping and fashion orientation. The objectives of the study is

1. To Analyses the significant impact of shopping orientation on patronage intention towards apparel in Tirupur
2. To examine the influence of Fashion Orientation on Consumers patronage intention towards apparel in Tirupur.

Various Factors like shopping and fashion orientation influencing on Patronage Intention

### Shopping Orientation

Consumers may follow various aim when shopping, distant from buying a exacting product. They might desire to gather information, search for encouragement from browsing in an exciting store atmosphere, meet people with other shoppers or pursue for bargains. The special aim can be conical down to two basic shopping orientations: task-focused and experiential-focused Under a task-focused shopping orientation, customers believe a utilitarian focus and observe shopping as a task they want to finish as competently as feasible. Under an experiential shopping orientation, consumers adopt a hedonic focus and observe shopping as an pleasing task; their aim is to search for motivation and pursuit through shopping. Both a customer character and position feature can persuade the customer direction while shopping.

### Fashion Orientation

Fashion Orientation is so closely to one's self awareness, it is measured a trait or a even tendency that influences awareness and drives approach. Fashion Orientation are likely to recognize shopping malls according to their inspiration for individuality, self-congruity separation or normative sustain. Thus fashion orientation is expected to be an precursor to shopping activities

### Patronage Intention

Customer patronage intention is determined by a mixture of feelings toward the buying behavior and a set of normative principle and stimulus to the behavior. Patronage intention defined willingness to purchase or willingness to recommended to other .

## 4. RESEARCH METHODOLOGY

### Conceptual Framework

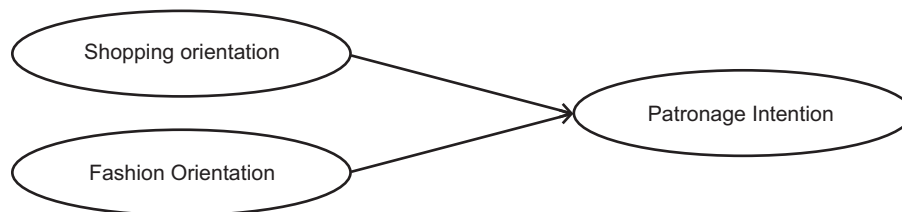


Figure 1

**Source :** Richard Michon, Jean-Charles Chebat and Hong Yu (2015), Fashion orientation shopping mall environment and patronage intentions , Journal of Fashion Marketing and Management

The structure above shows planned support to serve as base of our study. Purpose of this study is to monitor that how Shopping Orientation and Fashion Orientation influence consumer Patronage intention. The structure consists of two independent variables which are Shopping Orientation and Fashion Orientation, Meanwhile, there is one dependent variable which is patronage intention

## 5. METHODS

### Data Analysis

Both data collection techniques were interpreted like Primary and Secondary data collection. Primary data was collected with use of structured questionnaires and Likert scale was used which ranged from strongly agree to strongly disagree. The study was conducted among 100 consumers to recognize shopping orientation in addition to fashion orientation influence patronage intention towards apparel.

## 6. RELIABILITY TEST

In addition, a reliability test was carry out to ascertain the measurement's internal consistency. Data from the questionnaire was evaluate using SPSS. Reliability analysis is to make certain dimensions is enlightened unbalanced fault in sort to get a reliable results. Reliability investigation engage the analysis of Cronbach alpha. Generally these particular test coefficients deal out ranges among 0 and 1. Since,there is really no minor limit to the coefficient. The Closer alpha coefficient is 1.0 better the interior fidelity of the point in the level. According to Marllery (2003) grant the subsequent system of thumb - above 0.9 is outstanding, above 0.8 is fine, above 0.7 is satisfactory, 0.06 is doubtful, above 0.05 is deprived, below 0.05 is insupportable. Though expanding the worth of alpha is incompletely reliant winning the numeral of substance in the level, it ought to be renowned so as to this has retreating proceeds. It ought in addition to be renowned with the purpose of a cronbachs alpha of 0.08 is mostly likely a logical aim. Cronbach alpha is higher value it means excellent inner stability of the matters in the level.

## 7. RELIABILITY STATISTIC

**Table 1**  
**Reliability Statistics for one Dependent variable and two Independent variable**

<i>Variables</i>	<i>No. of Items</i>	<i>Cronbach's Alpha</i>
Shopping Orientation	5	.877
Fashion Orientation	5	.840
Patronage Intension	5	.726
Overall Reliability	15	.942

The reliability of the tool was ensuring through satisfactory values of Cronbach's alpha. The table 1. Shows the summary of reliability statistics for dependent variable is Patronage intension and two independent variables are Shopping Orientation and Fashion Orientation. Reliability of overall variables is 0.942 which is extremely excellent.

## 8. DATA ANALYSIS AND INTERPRETATION

### Multiple Linear Regression

**Table 2**  
**Variables Entered/Removed<sup>b</sup>**

<i>Model</i>	<i>Variables Entered</i>	<i>Variables Removed</i>	<i>Method</i>
1.	Shopping orientation, fashion orientation <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: patronage intension.

Hair et al (2006) stated that practice of multiple regression investigation is to calculate approximately the association among dependent, independent variables through examine coefficient used for association intended in a straight line

**Table 3**  
**Model Summary**

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1.	.823 <sup>a</sup>	.683	.676	1.485

a. Predictors: (Constant), shopping orientation, fashion orientation

**Table 4**  
**ANOVA<sup>b</sup>**

<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1.	Regression	478.837	2	234.973	109.130	.000 <sup>a</sup>
	Residual	261.877	96	2.263		
	Total	704.750	97			

a. Predictors: (Constant), shopping orientation , fashion orientation

**Table 4**  
**ANOVA<sup>b</sup>**

<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1.	Regression	478.837	2	234.973	109.130	.000 <sup>a</sup>
	Residual	261.877	96	2.263		
	Total	704.750	97			

a. Dependent Variable: patronage intension

**Table 5**  
**Coefficients<sup>a</sup>**

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		<i>t</i>	<i>sig.</i>
	<i>B.</i>	<i>Std. Error</i>	<i>Beta</i>			
(Constant)	.480	.548			.921	.375
Shopping orientation	.678	.121	.643		6.296	.000
Fashion orientation	.146	.071	.238		2.330	.038

a. Dependent Variable: patronage intension

### Interpretation

Multiple Linear Regression technique using step enter regression method was consequently conducted in Statistical Package for Social Science. The Table 2 shows the regression model precis and over fit data. The adjusted R<sup>2</sup> of the model .676 with R<sup>2</sup> value of .6823 that means the linear regression explained is 68.3 % of the difference in the data.

Table 4 show the F-test is extremely significant, thus it confirm that there is a linear relationship between the variables in this model. Table 5 shows the linear regression approximation including the intercept, significance levels. The two independent variables are shopping orientation and fashion orientation are significant. Coefficient of determination (R<sup>2</sup>) is a calculate acquired by the relationship coefficient, the percentage of the whole difference of a variable description used for a new value of different variable. Hence R<sup>2</sup> have privileged value. If high value means more impact of the fashion, shopping orientation on patronage intention .

## 9. CONCLUSION

The main purpose of carry out this research was to identify the influence of shopping and fashion orientation variables on the consumer patronage intention towards apparel of Tirupur. Many researchers have been carry out on these variables, but typically accomplish other region. We have carry out this research specifically in Tirupur. This research study shopping and fashion orientation impact on patronage intention of consumers.

On the foundation of this research, we suggest to the retailers , visual merchandiser, etc they must take into description fashion orientation also influence the teenage consumers . The fashion orientation should be made appropriate for customers to discover and feel good . Merchandiser pursuing a sturdy fashion-forward point should not only identify shoppers background but also thankful for the response mechanism.

Future researchers are advised to collect the responses from consumers through quantitative as well as qualitative researches to be familiar with impact of these variables on the consumer patronage intention. This study was limited to Tirupur district only. The study mainly concentrated on teenage age group only . It can be extended to other age group like younger age group, middle age . Additional characteristic of fashion orientation like interest , leadership can be concentrated for future study

## REFERENCES

- [1] Bahng Youngjin , Kincade Doris H, Yang Jung-ha (Jennifer) , College Students' Apparel Shopping Orientation and Brand/Product Preferences. **Journal of Fashion Marketing and Management**, 2013April,Vol. 17 (3), pp. 367-384.
- [2] Female consumers' evaluation of apparel quality: exploring the importance of aesthetics, De Klerk Helena M. and LubbeStephna ,**Journal of Fashion Marketing and Management**, July 2006,Vol. 12 (1), pp. 36-50
- [3] Gam Hae Jin ,Are Fashion-Conscious Consumers more likely to adopt Eco-Friendly clothing? **Journal of Fashion Marketing and Management**, 2010 May , Vol. 15 (2), pp. 178-193.
- [4] Hou Min, Wu Xiaoding and Hu Zuohao, Personnel Service, Consumption Emotion, and Patronage Intention in Department Stores, **International Business Research**, 25 Jan2013, Vol. 6(3).pp. 6-21
- [5] Lin Hsin-Hui, Gender differences in the linkage of online patronage behavior with TV-and-online shopping values, **Springer-Verlag 2011**,10 September 2011.pp.1-19.
- [6] Michon Richard, Chebat Jean-Charlesl,Yu Hong, Lemarie Linda, Fashion orientation, shopping mall environment, and patronage intentions, **Journal of Fashion Marketing and Management** . April 2015 Vol. 19 (1).pp. 3-21.
- [7] Panichpathom Supeecha, Building Customers' Re-Patronage Intention through Service Quality of Community Mall in Bangkok, **Entrepreneurial Business and Economics Review**, 2016 4(2), pp.9-25.
- [8] Park Jaekyung, Nam Yunja , Choi Kueng-mi. Apparel Consumers' Body Type and their Shopping Characteristics. **Journal of Fashion Marketing and Management**, 2008 Sep,Vol.13(3),pp.372-389.
- [9] Shehzad Umer, Ahmad Salman, Iqbal Kashif, Nawaz Muhammad, Usman Saqib, Influence of Brand Name on Consumer Choice & Decision, **IOSR Journal of Business and Management**, 2014June . Vol 6 ( 6).pp 72-76
- [10] Thiruvnkada.T, Hari.K, Panchanatham.N, Model of Store Patronage Behaviour using SEM Approach, **The Journal of Commerce** , Sep 2014, Vol.6, No.1 pp.13-31.
- [11] Visser Elizabeth M and Preez Ronel du, Apparel shopping orientation: Two decades of research, **Journal of Family Ecology and Consumer Sciences**, 2001, Vol 29,.pp.72-81