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Comparison of Fashion Shopping Behavior Due To The Different Periods of The Season: An Application of Multinomial Logistic Regression Analysis

Moda Satınalma Davranışının Sezonun Farklı Dönemlerine
Göre Karşılaştırılması: Multinomial Lojistik Regresyon
Analizi Uygulaması

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**COMPARISON OF FASHION SHOPPING BEHAVIOR DUE TO THE DIFFERENT
PERIODS OF THE SEASON: AN APPLICATION OF MULTINOMINAL LOGISTIC
REGRESSION ANALYSIS**

**MODA SATINALMA DAVRANIŞININ SEZONUN FARKLI DÖNEMLERİNE GÖRE
KARŞILAŞTIRILMASI: MULTİNOMİNAL LOJİSTİK REGRESYON ANALİZİ
UYGULAMASI**

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Abstract:

The purpose of this study is to determine the impact of consumer self-confidence and personal shopping value dimensions on fashion purchase behavior involving retail practices and information sharing across demographic profiles by comparing with different shopping time period preferences through the season. In this paper, understanding of the shoppers' reasons for the different shopping time periods of the season is important to synchronize the amount of purchase during the season. For this purpose, a questionnaire has been conducted to 258 respondents by convenience sampling which is checked by multinomial logistic regression.

Key Words: *fashion retailing, hedonic/utilitarian value, self-confidence, season, multinomial logistic regression*

Özet:

Bu çalışmanın amacı; sezon boyunca moda ürünü satın almak için farklı dönemleri tercih eden tüketicilerin demografik özellikleri, perakende uygulamaları, bilgi paylaşımı düzeyine bağlı olarak bulunduğu sosyal ortamda kendine güven ve kişisel satınalma değeri boyutlarının moda satınalma davranışına etkisini saptamaktır. Tüketicilerin sezon içerisinde farklı zamanlarda satınalma kararı vermelerinin sebeplerini anlamak, sezon içerisindeki talep dalgalanmaları senkronize etmek için önemlidir. Bu sebepten ötürü, kolayda örnekleme yöntemi ile 258 katılımcıya anket uygulanmış ve toplanan veriler multinomial lojistik regresyon ile analiz edilmiştir.

Anahtar Kelimeler: *moda perakendeciliği, hedonik/fonksiyonel değer, kendine güven, sezon, multinomial (çok terimli) lojistik regresyon*

1.INTRODUCTION

In the last two decades, retailing structures have undergone significant and sweeping changes. Technological developments and market conditions, combined with relatively affluent, highly mobile, and increasingly time-scarce consumers, have all played important roles in affecting retail changes (Byun & Sternquist, 2012). However, expansion of shopping malls and other types of shopping centers is probably one of the most notable changes in the retailing sector.

As competition among retailers increased, the design and tenant mix of stores was changed to attract consumers by a strong theme appeal to buyers' aesthetic sensibilities as well as to their utilitarian shopping needs. In recent years retail marketers have also pursued a variety of specialized strategies designed to appeal to underlying consumer motives other than functional needs.

On behalf of retailers, there is a high need to effectively implement word of mouth communication practices as a means to

differentiate the goods and services being offered.

It is studied that as the shopping environment is attractive and offers leisure activities to the consumers, the consumer expenditures are likely to increase. In this idea of thought, retail stores should offer emotional and information sharing skills. In the case of satisfying the hedonic needs of the consumers, there is a high tendency that such consumers will exchange their knowledge and expertise with the others (Khare & Rakesh, 2010). Information sharing plays crucial role also for less risky and utilitarian value seekers while they are giving their shopping decisions.

As the contribution of personal shopping values combines with other marketing activities, increase in shopping pleasure is associated with an increase in one's willingness to share shopping experiences (Paridon, 2006).

Information sharing is a key determinant of how effective retail marketing communication strategies are being built. In this sense, hedonic and

utilitarian values are highly associated with the concept of measuring the structuring of customer satisfaction and information sharing approaches. On the other hand, consumer social confidence will arise tremendously which, in return will bring along a great incentives for the growth of the sales volumes. Being appreciated by the community increases satisfaction and recommendations.

However, consumers are not only affected by the social and personal value outcomes and information sharings, but also retail practices play a significant role in the overall store choice criteria. Among such practices, merchandise accessibility including the layout of the store/merchandise at the store and employee assistance is cited as the two most crucial attempts. Besides, personal shopping value is increasingly affected by store layout, product/service offerings and employee assistance.

Timing of purchase period is an important issue for understanding consumer behavior. At the beginning of the season, prices are higher but variety of products are available. To obtain fashionable products, earlier or in the season buying is more preferable. On the other side, at the end of the

season prices are lower with limited variety and quantity (Courty & Li, 1999; Roslow et al., 2000; Soysal & Krishnamurthi, 2010). The previous studies showed that consumers who bought at the beginning of the season and in season more restricted purchases than those who bought at the end of the season regarding to change in demand of fashion buying over time (Maimaran & Simonson, 2011).

Understanding the underlying factors influencing consumer attitude and shopping behavior in the retail environment can help retailers and developers define the character of stores in ways that serve to enhance retail patronage by meeting basic consumer needs and desires (Solomon et al., 2010). This study compares personal values function as grounds for making behavioral decisions due to the period of the season.

2. LITERATURE REVIEW

The framework of the study is to understand fashion shopping behavior involving consumer self-confidence,

personal shopping value, retail practices and information sharing in the context of comparative shopping time period of the season.

According to Paridon (2006), a hedonic value is generated and offered to the consumers, a positive information sharing would be established and through such establishment, social confidence would arise tremendously which, in return would bring along a great incentives for the growth of the sales volumes. On the other hand, as long as consumers satisfy their utilitarian needs and acquire personal confidence, there is a high potential for them to share their positive knowledge and expertise with the others, which is one of the elements of social communication. Differently, main focus of this study is to investigate the sets of complex relationships of mentioned variables comparing due to the different purchasing periods of the season including demographical factors.

Recently, there has been many studies conducted on the special topics of understanding on fashion shopping behavior. Despite that there are few studies have focused on the shoppers' choice about the timing of the

purchase period on the season. Timing of the purchase period gives clue about the buyers profiles of fashion retail market. At the beginning of the season stores begin by charging high prices with lots of product varieties. Fashion oriented, early adopters like to buy products earlier than their peer group. As the season approaches the end with products still unsold, stores have sales to capture the demand of lately adopters or price discrimination seekers.

In the definition of personal shopping values, generally there are two shopping motivations: utilitarian value and hedonic orientation. Hedonic value refers to the 'sense of pleasure' associated with shopping, whereas utilitarian is 'task oriented' (Sheth et al., 1991; Sweeney & Soutar, 2001). Utilitarian is rational, desires purchase a product efficiently during shopping. Major focus of hedonic orientation is fun and play of shopping without stressing to achieve of any specified end-target. As the utilitarian seeks good quality with a least price, hedonic orientation concentrates on store atmosphere and

the entertainment of shopping Cinjarevic et al.,2011).

Consumer self-confidence is important for shopping decisions and behaviors. It is defined as to have the feeling that he or she finds himself /herself capable and trusty (Penz & Hogg, 2009). Satisfied consumer shopping experiences contribute consumer personal and social outcomes of confidence in future decision making (Bearden et al., 2001). Regarding the choice and purchase of products and services, consumers must make decisions routinely (Maimaran & Simonson, 2011). As purchasing the right product would supply greater acceptance from the peer groups and decrease the risk of rejection from them. As prior experiences meet satisfaction, the outcomes affect positively the future buying behavior.

There are many researches, utilitarian perceptions of the shopping experience associated with one's overall satisfaction within the retail offerings. Employee assistance and physical attributes considering store layout and merchandise accessibility play crucial role for overall perception of satisfaction from retail practices. Since the purchase of fashion clothing links with social

acceptability and self-esteem, information sharing about the shopping experiences combine the feeling of satisfaction (Schiffman et al., 1991).

Within the scope of fashion buying behavior, willingness to share information is highly correlated within the scope of perceived shopping value, consumer self-confidence and overall satisfaction from retail practices.

3. RESEARCH METHODOLOGY

It is well-known that there are many studies related to investigate shopping behavior in fashion retailing involving personal and social value dimensions, although few researches on exploring the differences in attitudes in personal shopping value and confidence involving different time periods of the season have been published in the literature. There are many studies that involve shoppers' behavior at the end of the season (sale period) towards price discrimination.

Major focus of the current research is to highlight the impact of

consumer self-confidence and personal shopping value dimensions on fashion purchase behavior involving retail practices and information sharing across demographic profiles by comparing with different time periods of the season.

The questionnaire is conducted from a convenience sample of 258 respondents to survey fashion shopping behavior in Istanbul due to the time of the season using a scale generated by Paridon (2006). The results from one city cannot be generalized for the whole country. This research is only about fashion clothing sector therefore, this can be considered as another limitation.

Self-administered questionnaires are commonly used as the basic tool for quantitative research. The questionnaire consists of three parts. The first part is about general questions regarding fashion clothing shopping behavior. The second part includes questions regarding dimensions of personal shopping value, social & personal confidence outcomes by combining the impact of retail practices and information sharing. All items are rated on a five point Likert scale (1-strongly disagree, 5- strongly agree). In the last section, standard demographic measures- gender, age,

marital status, education, employment status, annual household income- are being included.

The data analysis of the study consisted of three steps. The first step provided a descriptive profile of the respondents based on the questions. In the second step, the study employed a factor analysis procedure to outline the personal shopping value, consumers' self-confidence, retail practices and information sharing dimensions of fashion buyers. In the final step, multinomial logistic regression has been utilized to compare fashion shopping behavior across different time period of the season.

Logistic regression was found suitable if dependent is strict with two categories. The multinomial logistic regression (MLR) model involves categorical- dependent variables (more than two categories) (Mala et al, 2010). Schmidt and Strauss (1975) examined occupational attainment in an early application of the multinomial logit model. The multinomial logit model can be thought of as simultaneously

estimating binary logits for all possible comparisons among the outcome categories (Long, 1997).

The multinomial logistic regression model assumes that the probability for observation i to have outcome s depends on i 's covariates $x_{i1}, \dots, x_{ip}$ as,

$$P(Y_i = s) = \frac{e^{h_{is}}}{\sum_{t=1}^g e^{h_{it}}} \quad (1)$$

where $h_{is} = \sum_{k=1}^p x_{ik} b_{ks}$ is a linear predictor. In this formulation of the model we have a regression coefficient b_{ks} for each combination of covariate k and outcome category s , and a separate linear predictor h_{is} for each outcome category (Goeman et al., 2006).

Suppose that the values of the R variables representing the characteristics of the i th person are x_{ir} , $r = 1, \dots, R$ and that the values of the variables representing the attributes of the j th choice are W_{js} , $s = 1, \dots, S$. The utility function may be written as

$$U_{ij} = \sum_{r=1}^R b_{jr} x_{ir} + \sum_{s=1}^S g_{js} W_{js} + e_{ij} = Z_{ij} + e_{ij} \quad (2)$$

where b_{jr} is the coefficient associated with the r th characteristic ($r = 1, \dots, R$) for the j th alternative, g_{js} is the coefficient associated with

the s th attribute ($s = 1, \dots, S$) for the i th person, and

$$Z_{ij} = \sum_{r=1}^R b_{jr} x_{ir} + \sum_{s=1}^S g_{js} W_{js} \quad (3)$$

A person will choose $j = m$ if and only if it offers, of all the available choices, the highest level of utility. In other words, if Y_i is a random variable, whose value ($j = 1, \dots, M$) indicates the choice made by person i , the probability that person i will choose alternative m is (Borooah, 2001)

$$\Pr(Y_i = m) = \Pr(U_{im} > U_{ij}) \text{ for all } j = 1, \dots, M, j \neq m \quad (4)$$

$$\Pr(Z_{im} + e_{im} > Z_{ij} + e_{ij})$$

$$\Pr(e_{ij} - e_{im} < Z_{im} - Z_{ij}) \text{ for all } j = 1, \dots, M, j \neq m$$

This study has eight hypotheses to be tested and analyzed by multinomial logistic regression. The hypotheses are extended below:

H₁: Shoppers, considered as lately adopters (prefer to buy fashion products at the end of the season), will give greater emphasis on utilitarian value than other shoppers will do.

H₂: The social outcome confidence level of the shoppers that prefers to buy fashion products at the beginning of the season (early adopters) is marginally higher than other shoppers.

H₃: Shoppers, considered as lately adopters (prefer to buy fashion products at the end of the season), will be less influenced by merchandise accessibility than the others.

H₄: Shoppers, considered as lately adopters (prefer to buy fashion products at the end of the season), will share less information about shopping experiences than the early adopters (prefer to buy fashion products at the beginning of the season) will do.

H₅: The education level of early adopters are higher than that of lately adopters.

H₆: Shoppers, prefer to buy fashion products during the season have higher income level than lately adopters (prefer to buy fashion products at the end of the season).

H₇: Shoppers, considered as lately adopters (prefer to buy fashion products at the end of the season), have less education level than the others.

H₈: Shoppers, considered as lately adopters (prefer to buy fashion products at the end of the season) are older than the others.

4. FINDINGS

Data were obtained from a convenience sample of 258 respondents living in Istanbul. The people who responded to the survey are %46 males and %54 females. In addition, based on the timing of the purchase, %53 of the respondents state that they buy fashion clothing products during the season. While %36 of the respondents claim that they buy at the end of the season, %11 of the respondents state that they buy at the beginning of the season. Based on the reason for store choice, %61 of the respondents state that retail product specifications, %16 of the respondents claim that price advantage, %7 of the respondents prefer the store that follows fashion trends and innovations. Quantitative research analysis was carried out through SPSS.

Table 1.**Descriptives of Respondents**

<i>Factor</i>	<i>Category</i>	<i>N</i>	<i>%</i>	<i>Factor</i>	<i>Category</i>	<i>N</i>	<i>%</i>
Education	Master's degree	50	19	Gender	Female	140	54
	Graduate	138	53		Male	118	46
	Vocational College	22	9	H. Income (monthly -tl)	... – 1000	20	8
	High school	30	12		1000 – 2000	38	15
	Secondary school	11	4		2001 – 3000	50	19
	Primary school	7	3		3001 – 4000	42	16
Age Group	... – 25	89	34		4001 – 5000	27	10
	26 – 35	103	40		5001 – 6000	22	9
	36 – 45	43	17		6001 – 7000	12	5
	46 – 55	13	5		7001 – 8000	12	5
	56 –	10	4		8001 – ...	35	14

Factor analysis has been generated for each scale and it has been verified that prior structural features have been kept. Construct reliability estimates has been calculated with the Cronbach's Alpha values for the seven factors which are friendly with the inner coherence ($\alpha > 0,50$) and the reliability is obtained.

In order to test the hypothesis, multinominal logistic regression analysis was used.

Table III. presents the results of multinominal logistic regression analysis

involving personal shopping value, consumer self-confidence and retail practices and willingness to share information dimensions and demographic factors on fashion retailing associated with each shopping time period preference category.

Table II.
Results of Factor Analysis

	<i>Factor Loadings</i>	<i>Variance Explained (%)</i>
Factor 1: Utilitarian Value		8.198
I accomplish just what I want to on the shopping trip.	0.758	
The shopping trip is useful.	0.714	
I am satisfied with the items I purchased.	0.705	
While shopping, I find just the item(s) I am looking for.	0.535	
Factor 2: Hedonic Value		10.592
The shopping trip is truly a joy.	0.804	
The shopping trip truly felt like an escape.	0.798	
I enjoy the shopping trip for its own sake, not just for the items I may have purchased.	0.770	
I have a good time because I am able to act on the spur of the moment.	0.658	
Factor 3: Social Outcomes Confidence		11.755
My friends are impressed with my ability to make satisfying purchase.	0.872	
I get complements from others on my purchasing decisions.	0.850	
My neighbors admire my clothing ability.	0.763	
I impress people with the purchase I make.	0.692	
Factor 4: Personal Outcomes Confidence		10.067
I often wonder if I've made the right purchase decision.	0.784	
I often have doubts about the purchase decisions I make.	0.777	
I never seem to buy the right thing for me.	0.750	
Too often the things I buy are not satisfying.	0.726	
Factor 5: Merchandise Accessibility		7.300
The layout of the store made it easy for me to move around while shopping.	0.816	
The layout of the store made it easy for me to find what I need.	0.809	
Merchandise at the store is displayed in a way that made it easy for me to examine products.	0.424	
Factor 6: Employee Assistance		11.924
Employees of the store give me prompt service.	0.878	
Employees of the store are never too busy to respond to my requests.	0.866	
Employees at the store are consistently courteous with me.	0.828	
Employees of the store have the knowledge to answer my questions.	0.782	
Factor 7: Information Sharing		7.874
When I help a friend by telling her/him about my shopping experiences, I feel good about myself.	0.764	
My friends and I enjoy talking about the styles and fashions we see on shopping trips.	0.692	
When my friends give me shopping advice I can use, I usually act on it.	0.607	

Table III.
Results of Multinomial Logistic Regression Analysis

	Shopping Time Period Preferences about Fashion Products								
	During the season versus at the beginning of the season			At the end of the season versus at the beginning of the season			During the season versus at the end of the season		
<i>Variables</i>	<i>β</i>	<i>sig.</i>	<i>Exp(β)</i>	<i>B</i>	<i>sig.</i>	<i>Exp(β)</i>	<i>β</i>	<i>sig.</i>	<i>Exp(β)</i>
Intercept	1,979	0,152		1,485	0,309		0,494	0,58	
Employee assistance	0,074	0,778	1,076	0,001	0,998	1,001	0,073	0,666	1,076
Social confidence	-0,761	0,018*	0,467	-0,87	0,009*	0,419	0,109	0,508	1,115
Hedonic value	-0,308	0,275	0,735	-0,351	0,25	0,704	0,043	0,813	1,044
Personal confidence	0,1	0,696	1,106	0,205	0,455	1,227	-0,104	0,548	0,901
Utilitarian value	0,14	0,613	1,15	0,596	0,046*	1,815	-0,456	0,012*	0,634
Information Sharing	-0,522	0,105	0,594	-0,781	0,021*	0,458	0,259	0,14	1,296
Merchandise accessibility	0,255	0,416	1,29	0,089	0,785	1,093	0,166	0,355	1,181
Age Group	-0,074	0,821	0,928	0,636	0,057*	1,889	-0,71	0,000*	0,491
Education	0,165	0,507	1,179	0,226	0,386	1,254	-0,062	0,097*	0,94
Gender	-0,36	0,545	0,698	-0,884	0,17	0,413	0,524	0,156	1,689
Household Income Level	0,067	0,545	1,069	-0,085	0,477	0,918	0,152	0,044*	1,164

According to the results of the analysis, there are significant differences among shopping time period preferences categories on the basis of social confidence, utilitarian value, information sharing, age group, household income level. The factors significantly related to early adopters give more emphasis on social confidence outcomes whereas lately adopters concentrate on utilitarian shopping experiences. Besides older consumers prefer to buy fashion products at the end of the season.

Due to the findings; shoppers, who prefer to buy fashion products during the ongoing season, are 0,467 times less affected by social confidence outcomes rather than the early adopters (prefer to buy fashion products at the beginning of the season).

Shoppers, considered as lately adopters (prefer to buy fashion products at the end of the season), are negatively influenced by social confidence outcomes. Besides, they like to share information 0,458 times less compared with the early adopters (prefer to buy fashion products at the beginning of the season). Whereas personal utilitarian shopping values

reinforce lately adopters 1,815 times more than early adopters. Older shoppers more likely prefer to buy fashion products at the end of the season 1,889 times more compared with early adopters. Moreover, it is indicated that shoppers who are lately adopters are 0,419 times less affected by social confidence than the early adopters.

As the income level become higher, shoppers 1,164 times more likely prefer to buy fashion products during the ongoing season rather than at the end of the season. Whereas, shoppers, who prefer to buy fashion products during the ongoing season, are 0,634 times less affected by utilitarian value rather than the lately adopters. Older shoppers more likely prefer to buy fashion products during the ongoing season 0,940 times less than lately adopters. Whereas as the education level become higher, shoppers 0,491 times less likely prefer to buy fashion products during the ongoing season compared with lately adopters.

According to the results, all hypotheses of the study have been

accepted except the H₃. Interestingly, the results showed no significant differences among shopping time period preferences categories on the basis of retail practices. On the other hand the results are consistent with the previous researches that proposed the relationships between social confidence and early adopters.

5. CONCLUSION

This research aims to identify a set of complex relationships in fashion retailing involving personal shopping value, consumer self-confidence, retail practices and willingness to share information in the context of different shopping time period preferences. Based on the findings, social confidence outcomes is considered as the major factor that implies the differences among shopping time period preferences on the season. According to current research findings and previous researches, there is an combining effect of consumer social confidence outcomes and utilitarian shopping value on consumers' information sharing behavior in terms of adopting and consuming fashion products earlier.

In fact, retailers need to decide whether they wish to encourage more earlier shoppers

or lately shoppers on the season. In either case, retailer need to consider consumers' personal shopping value. Fashion wearing have strong relations with hedonic and utilitarian shopping values. Consumers tries to be earlier adopter of the fashion to impress and inform their peer groups. Besides consumers want to get social confidence outcomes like being appreciated on their purchasing decisions.

One of the interesting findings from this study was that even when there was no significant difference between hedonic value and retail practices among the period of the seasons in the multinominal logistic regression. Whereas there are differences according to the consumers' social self-confidence and utilitarian shopping value, information sharing, age and education due to the timing of the purchase.

Although the sale effect at the end of the season is remarkable, to increase shoppers' frequency of purchase, a retailer may utilize discounts based on

the amount of purchase to create special opportunities to promote earlier shoppers. Specials, discounts like fashion weeks can synchronized shopper behavior. Retailers can use differential strategies related to both utilitarian value and social confidence attributes on the seasons in respect of demographic factors.

In conclusion, fashion retailers should consider the fact that consumers want to get the maximum utility and satisfaction. After that, retailers can easily manage them to share positive information to get the social self-confidence outcomes.

For the future studies, it may be recommended to test the timing of purchase differences on season by combining price promotion. Besides, comparisons between different product categories or different fashion perceptions (classic or trendy) imply more comprehensive understandings.

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