

Consumer Involvement and Impact of Bollywood on Purchase of Fashion Apparel

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ABSTRACT

Understanding consumer purchase behaviour is imperative to success in contemporary marketing. When it comes to purchase of fashion apparels, consumer involvement plays an important role. Bollywood fashion is the also an influential factor behind the latest trends. The purpose of this study is to examine the impact of consumer involvement and Bollywood on the purchase of fashion apparels. A conceptual review of consumer involvement and impact of Bollywood on purchase of fashion apparels was done to get insights on the subject and which helped in framing the hypothesis. A questionnaire was designed for tapping product involvement, purchase decision involvement, consumption involvement and celebrity and Bollywood impact. Convenience sample of 200 respondents from Ajmer and Jaipur city was used. Descriptive statistics were assessed to examine the sociological variables including gender, age, etc. SPSS 15 for windows was employed for exploratory factor analysis. Findings indicate that consumers are much thoughtful while purchasing fashion apparels. Respondents who showed a stronger affiliation to movies and celebrity indicated a higher level of consumer involvement and resultant purchase of fashion apparels. However, self assessment also plays an important role.

INTRODUCTION

Be it purple Saree of Madhuri Dixit in “*Hum apke hai kaun*” or the latest kurtis of Deepika Padukone in “*Love Aaj Kal*”, nothing went unnoticed from the fashion conscious Indian consumers. When it comes to fashion Indian public have always looked towards Bollywood for inspiration. Bollywood has always helped the consumers to make a style statement. It’s true not only for apparels but also apply for hairstyles, sunglasses etc. Hairstyles like *Ghazini*, Moustaches like *Dabaang* and *Singham* created great buzz in recent times.

Human kind has hardly remained unfashionable on earth. Fashion becomes unstylish if it doesn’t keep changing. With the increasing popularity of electronic media, reach of bollywood have also expanded. The influence of Bollywood and Bollywood stars in fashion has increased considerably. Consumer Involvement is also an important factor. Fashion is employed for self-expression. Increase in the number of brands has also led to increase in consumer involvement. The paper examines the relationship between Bollywood and Consumer involvement on purchase of fashion apparels.

REVIEW OF LITERATURE

Consumer Involvement

Consumer involvement is focussed on the degree of personal relevance that the product or purchase holds for that consumer. High-involvement purchases are those which involve much risk and investment, thus, needing much information search. (Schiffman, Kanuk and Kumar, 2010). Park and Moon (2003) found

that a correlation between consumer involvement and objective product knowledge is higher for utilitarian products. Consumer involvement and subjective product knowledge is higher for hedonic products. Subjective knowledge is acquired from interpreting the imagery presented in ad while objective knowledge is derived from the factual information that ad provides. Assael (2001) described hedonic needs as those needs which seek to achieve pleasure from a product. Fashion apparels are means to have pleasure. Figure 1 represents a typology of consumer purchasing decisions on two dimensions: the extent of decision making and the degree of involvement.

	High – involvement Purchase decision	Low – involvement Purchase decision
Decision Making (Information search, consideration of brand alternatives)	COMPLEX DECISION MAKING	LIMITED DECISION MAKING
Habit (Little or no information search, consideration of only one brand)	BRAND LOYALTY	INERTIA

Source: Henry Assael, “Consumer Behaviour and Marketing Action”, Thomson Learning, 2001. Page - 67

High involvement purchases are significant to the consumer since, these involve high risk and high investment levels. Since these are products that carry symbolic meaning. Celsi and Olson (1988) and Gensch and Javalgi (1987) in their studies concluded that higher involvement impacts on consumers choice making thus, leading to complex decision making. As Fashion apparels are expensive, they involve lot of interest from customer perspective. Noesjirwan and Crawford (1982), opined that fashion involvement gives an interesting perspective to apparel choice since it provides a means of expressing social identity. Belleau et.al, (2007) found that media usage; fashion involvement and personality traits influenced purchase intentions of 80% of the respondents noticing clothing on television. Bloch (1981) concluded that females are more involved in fashion as compared to males. O’Cass (2000) discussed about 4 types of involvement. They are product involvement, purchase decision involvement, consumption involvement and advertising involvement. From this review we can derive the following hypotheses that: H1: Consumer involvement has a positive impact on purchase of fashion apparels.

BOLLYWOOD & FASHION

With the launch of Ghazni movie, Van Heusen launched “Ghazni Blazer”. Similarly there are endless examples when Bollywood Movies has been the source of inspiration for fashion retailers. Sanjeev Agrawal (2007) in his article wrote that Indian fashion has gained much popularity both in India and abroad. The charm can be associated to bollywood; since bollywood has been instrumental in attracting the masses to Indian fashion apparels. He also opined that now designers prefer launching new designs and patterns through movie than on ramp. Bollywood has been a catalyst for Indian retail sector as each movie has emerged with a new fashion. Fashion and Bollywood are able to associate with masses by two ways. Firstly, celebrities endorse the brands of fashion apparels which encourage consumer to purchase

those apparels. Lastly, it has given great business potential for merchandising. Firms are able to design/recreate apparels which bollywood stars wear on silver screen for the public. Thus, bollywood, fashion industry and consumers are satisfied. Chowdhary (1989) in her findings revealed that young consumers refer media more frequently than the old consumers; also females used media more than their male counterparts. Blumer (1933) in a study found that college students are influenced by movies with regard to particular dress, hairstyles and other forms of communication. Thus, we can conclude that consumers are influenced and inspired by what is shown in movies and likely to be more involved and purchase and consume those goods that are shown in movies. Cohen (2006) also confirmed that consumers assume that what is good for the celebrities will be good for them as well. People usually imitate their favourite celebrity's lifestyle. People identify themselves with their favourite character. Maccoby & Wilson (1957) opined that in this process of identification there may arise a realisation that there is a resemblance between the audience member and the character. This lead to psychological attachment (Oatley, 1999), in which the audience member empathises with the character & this eventually lead to adopting the character's identity.

H2: Bollywood will positively influence customer involvement on purchase of Fashion apparel

METHODOLOGY

The respondents for this study consisted of a convenience sample that comprised primarily respondents from age group of 18 – 35 years. The data was collected using structured questionnaire. Data was analysed using SPSS. The final sample consisted of 200 complete and valid responses.

To analyse the collected data, first Cronbach's Alpha Method was used to show the reliability of the questionnaire, then descriptive statistics were assessed to examine the sociological variables including gender, age, etc. All measurements of the constructs are based upon the respondent's opinions. SPSS 15 for windows was employed for exploratory factor analysis.

Cronbach's Alpha

Cronbach's Alpha Method is applied to calculate the reliability of measurement tool eg. Questionnaire or tests which measure different characteristics. According to Jamal and Naser (2002:154) a tool with the Cronbach's Alpha greater than the minimum quantity level 0.7 suggested by Nunnally (1987) is considered reasonable from reliability aspect.

To assess the reliability of the questionnaire in this study, Cronbach's Alpha was used. The results of reliability test by using SPSS software for the whole questionnaire is 0.9503 which is more than the minimum level (0.7). The reliability of each factor considered for the study have been presented in Table 1.

Table 1: Cronbach's Alpha Test

Constructs and variables	Cronbach's Alpha based on standardized items	Number of items
All the questions	0.941	27
PI	0.948	13
PDI	0.935	7
CI	0.924	3
CBI	0.897	4

These numbers show that the reliability of proposed questionnaire is high and it is suitable.

Descriptive Statistics

This section will deal with the basic factors that influence the buying behaviour of the fashion apparels. The following Tables and charts represent the related data

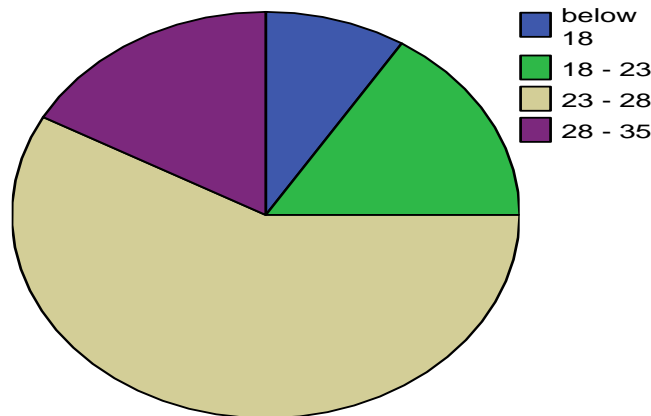
Age

The majority of the sample population was between the age group 23 - 28

respondents age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 18	18	9.0	9.0	9.0
	18 - 23	32	16.0	16.0	25.0
	23 - 28	116	58.0	58.0	83.0
	28 - 35	34	17.0	17.0	100.0
	Total	200	100.0	100.0	

respondents age

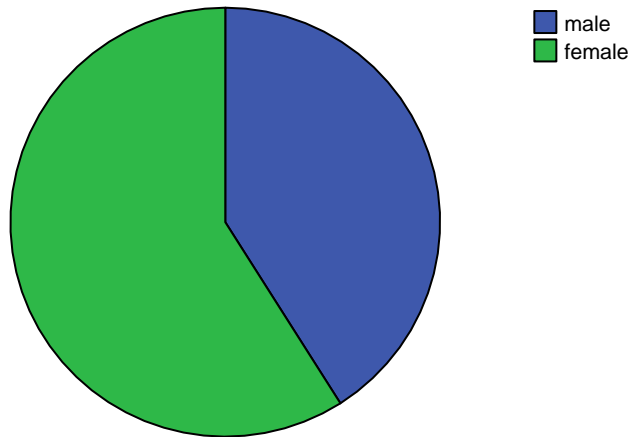


Gender: The sample comprised of 59% females and 41% males

respondents gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	82	41.0	41.0	41.0
	female	118	59.0	59.0	100.0
	Total	200	100.0	100.0	

Respondents gender

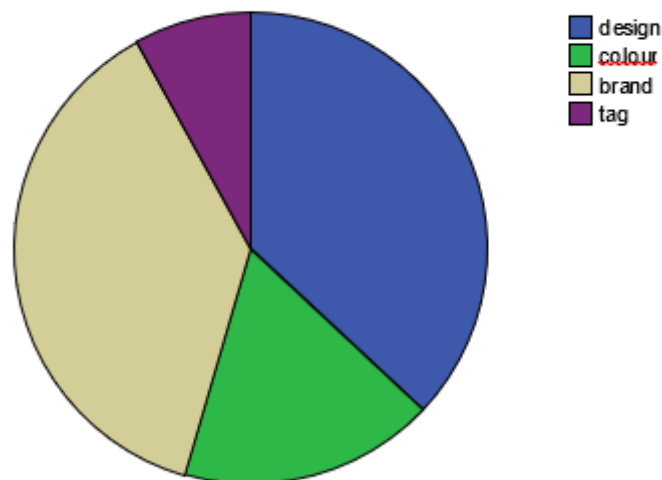


Factors considered for buying fashion apparel

The factors that were considered for buying fashion apparel were the design, colour, brand, tag that were seen to be as important in making purchase decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	design	74	37.0	37.0	37.0
	colour	35	17.5	17.5	54.5
	brand	75	37.5	37.5	92.0
	tag	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

factors considered for buying fashion apparel

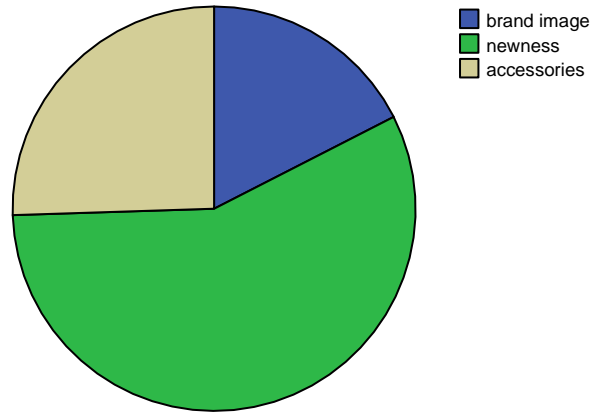


Attributes looked for in fashion apparel: The attributes included brand image, newness, accessories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	brand image	35	17.5	17.5	17.5
	newness	114	57.0	57.0	74.5

	accessories	51	25.5	25.5	100.0
	Total	200	100.0	100.0	

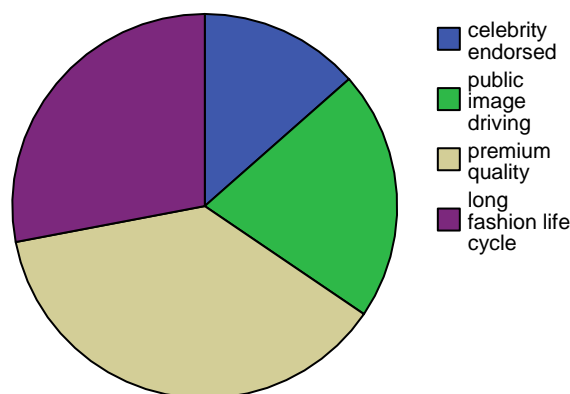
attributes looked for in fashion apparel



Type of fashion apparel preferred: The preferences on the type of fashion apparel depended on celebrity endorsement, public image, quality and long fashion life cycle.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	celebrity endorsed	27	13.5	13.5	13.5
	public image driving	42	21.0	21.0	34.5
	premium quality	75	37.5	37.5	72.0
	long fashion life cycle	56	28.0	28.0	100.0
	Total	200	100.0	100.0	

Type of fashion apparel preferred

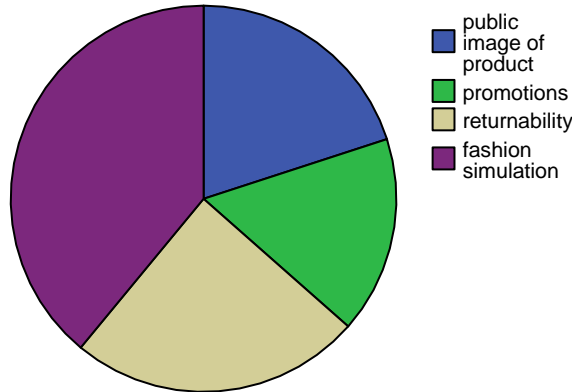


Attractive factors associated with fashion apparel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	public image of product	40	20.0	20.0	20.0
	promotions	33	16.5	16.5	36.5
	returnability	49	24.5	24.5	61.0
	fashion simulation	78	39.0	39.0	100.0

	Total	200	100.0	100.0	
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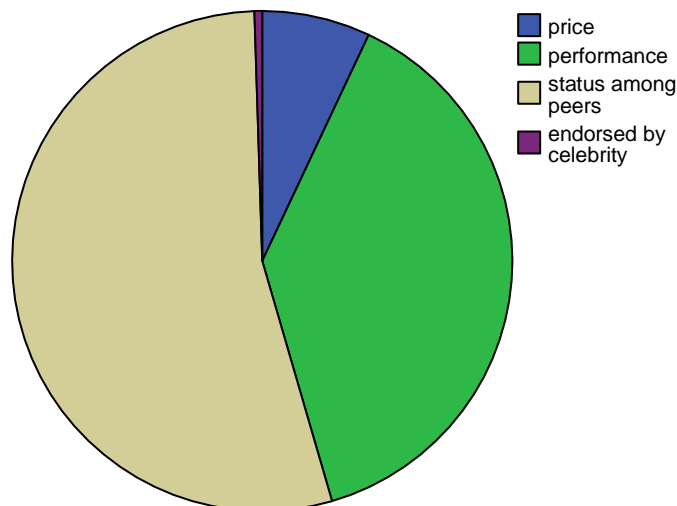
Attractive factors associated with fashion apparel



Satisfaction factors related to buying fashion apparel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	price	14	7.0	7.0	7.0
	performance	77	38.5	38.5	45.5
	status among peers	108	54.0	54.0	99.5
	endorsed by celebrity	1	.5	.5	100.0
	Total	200	100.0	100.0	

satisfaction factors related to buying fashion apparel

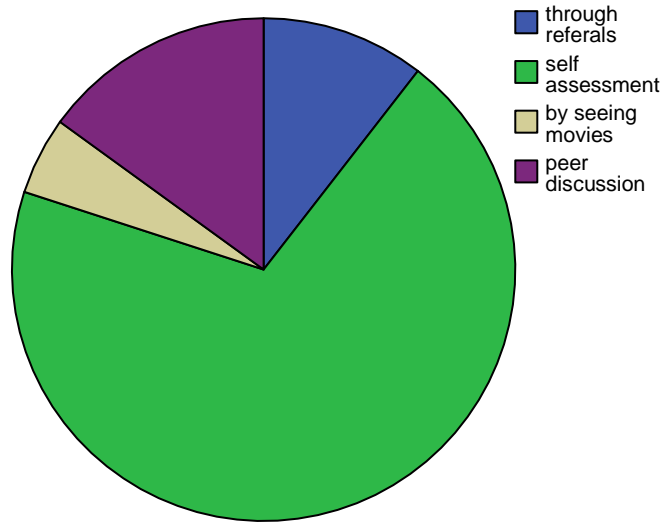


factors responsible for forming opinion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	through referals	21	10.5	10.5	10.5
	self assessment	139	69.5	69.5	80.0

	by seeing movies	10	5.0	5.0	85.0
	peer discussion	30	15.0	15.0	100.0
	Total	200	100.0	100.0	

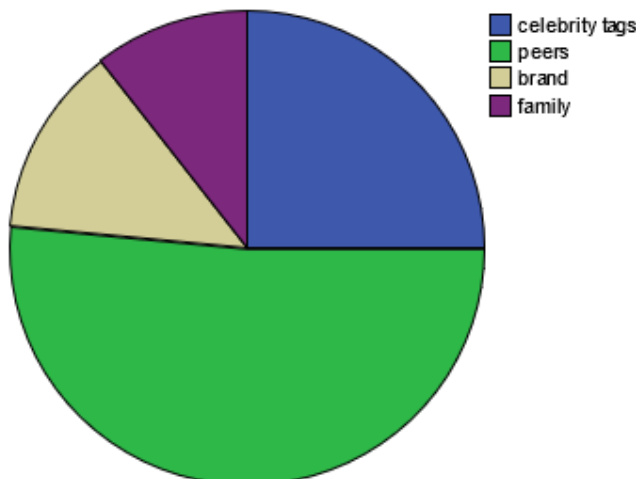
factors responsible for forming opinion



which referrals help in decision making

s		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	celebrity tags	50	25.0	25.0	25.0
	peers	103	51.5	51.5	76.5
	brand	26	13.0	13.0	89.5
	family	21	10.5	10.5	100.0
	Total	200	100.0	100.0	

which referrals help in decision making



Results of Factor Analysis

The Results of Exploratory Factor Analysis

The results of exploratory factor analysis have been presented in Table 3

Table 3: Results of Exploratory Factor Analysis

Variables	KMO	Significant Bartlett's test	Cumulative total variance %
PI	0.754	0.000	84.734
PDI	0.783	0.000	73.700
CI	0.718	0.000	87.131
CBI	0.842	0.000	77.295

KMO: Kaiser – Meyer – Olkin Measure of Sampling Adequacy

Extraction Method: Principal Component Analysis

Note: Significant Level = 0.05 and Suitable KMO > 0.5

KMO numbers and Bartlett's test show that the data are reasonable for execution of factor analysis for product involvement (KMO = 0.754, sig = 0.000), purchase decision involvement (KMO = 0.841, sig = 0.000), consumption involvement (KMO = 0.632, sig = 0.000), celebrity and bollywood impact (KMO = 0.629, sig = 0.000). As for all of them KMO is bigger than 0.5 and significant Bartlett's test is smaller than significant level which is 0.05, that indicate correlation matrix is possessing significant information. The respective factors extracted were PI(3), PDI(1), CI(1) and CBI(1).

LIMITATIONS

Following limitations were faced by the researchers during the study:-

1. The results of the study cannot be generalized as the study was confined to some selected cities of Rajasthan i.e. Ajmer and Jaipur.
2. A different composition of sample may skew the results.
3. Results may also vary in “event specific” situations. For e.g. Shopping behaviour in festival season may vary.

CONCLUSION

The purpose of the study was to know the impact of bollywood on the purchase of the fashion apparels. Though the customer seeks to buy the things what their stars are wearing but still there are cultural, societal factors that also influence their purchases. Not only what Amitabh Bachchan, Shahrukh or Aamir wears is important but the ethical values and self assessment are also important. So in this context both have an equal impact but we can say it influences in a 50 – 50 manners not the entire population goes for this reference.

Though this study was conducted with restricted population in only one state i.e. Rajasthan so it only provides a brief overview and not the complete scenario.

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