

# **Understanding Apparel Consumers' Shopping and Evaluative Behaviour from Cross-National Perspective**

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## **Objective**

To understand how fashion leaders and followers evaluate, select and consume apparel products in different cultural contexts.

# Product Evaluative Criteria

(Hines and Swinker 2001)

## ***A. Intrinsic cues***

e.g., quality, style, comfort, durability, fabric, colour, fit, ease of care, wardrobe coordination

## ***B. Extrinsic cues***

e.g., brand name, country of origin, price, packaging, store name, return policy, warranty

Consumers tend to rely more heavily on extrinsic cues when judging a low-involvement or privately consumed product such as socks and pyjamas (Ahmed et al., 2004).

Another study (Forsythe et al., 1999) found that Korean consumers tended to use intrinsic cues to a greater extent than Chinese consumers.

**Comfort**

**Wardrobe Coordination**

**Quality of Workmanship**

**Fit**

**Style**

**Colour**

**Fabric**

**Ease of Care**

**Durability**

**Price**

**Brand name**

**Country of Origin**

The selection criteria of these 12 product cues were based on previous apparel studies (Eckman et al., 1990; Rahman 2011; Rahman et al., 2009) –

e.g., the popularity, relevancy and importance of the product cues.

The term “**fashion innovativeness**” is not merely used as an indicator of consumer buying behaviour; but also reflects the consumer’s willingness to learn about and adopt new fashion products (Midgley and Dowling, 1978).

**Fashion leaders** refers to those consumers who are most likely to adopt new clothing styles when it is first introduced into the marketplace (Gatignon and Robertson, 1991).

**Fashion followers** refers to those who are among the last group of consumers to adopt new clothing styles (Law et al., 2000).



# Research Questions

RQ1: What product cues play a significant role in clothing selection and evaluation from a cross-national perspective?

RQ2: What fashion information sources do consumers use for apparel shopping from a cross-national perspective?

RQ3: In different countries, do fashion leaders and fashion followers rely on the same sources when they search for fashion information?

# Methodology

**Countries:** Taiwan (N=187); India (N=198); and Canada (N=172)

## **Theories:**

Cue Utilization Theory

Domain Specific Innovativeness (Goldsmith & Hofacker, 1991)

**(-) 1. In general, I am the last in my circle of friends to know the names of the latest designers and fashion trends**

**(-) 2. Compared to my friends, I do little shopping for new fashion styles**

**(-) 3. In general, I am the last among my circle of friends to purchase new fashion styles**

**(+) 4. I know more about new fashion styles before other people do**

**(+) 5. If I heard that new fashion styles or look was available through a local boutique or department store I would be interested enough to buy it**

**(+) 6. I will consider buying new fashion styles even if I haven't heard of it yet**

	Footwear	Underwear	Formal Attire	Athletic Wear	Casual Wear
Basic style in basic colour					
Basic style in trendy colour					
Moderate style in basic colour					
Moderate style in trendy colour					
Fashionable style in basic colour					
Fashionable style in trendy colour					

	Taiwan		India		Canada	
Characteristics	Frequency	Percent	Frequency	Percent	Frequency	Percent
Age						
18-27	77	74.0	196	100	72	53.7
28-37	17	16.4	0	0.0	29	21.7
38 or above	10	9.6	0	0.0	26	19.4
Mean age	104	25.3	196	20.0	127	26.8
Missing	1	0.6	0	0.0	7	5.2
Total	105	100	196	100	134	100
Marital status						
Single, never married	83	79.0	196	100	90	67.2
Married or domestic partnership	21	20.0	0	0.0	37	27.6
Widowed, divorced	1	1.0	0	0.0	5	3.7
Missing	0	0.0	0	0.0	2	1.5
Total	105	100	196	100	134	100

	Taiwan		Indian		Canadian	
	n	%	n	%	n	%
<b>Fashion Leaders</b>	26	13.9	21	10.6	35	20.3
<b>Fashion Followers</b>	161	86.1	177	89.4	137	79.7
<b>Total</b>	187	100	198	100	172	100

Innovativeness profile of respondents

	Taiwan (N=187)		India (N=198)		Canada (N=172)	
Fashion Information Source	Mean [Ranking]	S.D.	Mean [Ranking]	S.D.	Mean [Ranking]	S.D.
Friends	4.22 [1]	0.797	4.07 [1]	1.048	3.60 [2]	1.147
People on the street	3.97 [2]	0.915	2.99 [11]	1.208	3.58 [3]	1.228
Magazines	3.88 [3]	0.982	3.66 [5]	1.113	3.28 [5]	1.235
Store/window displays	3.81 [4]	0.963	3.69 [4]	1.052	3.82 [1]	1.013
Advertisements/bill boards	3.73 [5]	0.941	3.41 [10]	1.108	3.01 [7]	1.284
Television	3.70 [6]	1.041	3.47 [7]	1.109	3.01 [8]	1.200
Celebrities	3.65 [7]	1.099	3.44 [8]	1.215	2.92 [9]	1.307
Internet – e-retailer websites	3.59 [8]	1.066	3.64 [6]	1.032	3.52 [4]	1.197
Internet – fashion blogs	3.49 [9]	1.094	3.42 [9]	1.215	3.25 [6]	1.394
Siblings	3.31 [10]	1.214	3.74 [3]	1.109	2.75 [10]	1.314
Parents	2.87 [11]	1.255	3.79 [2]	1.033	2.64 [11]	1.226

**Fashion information source**

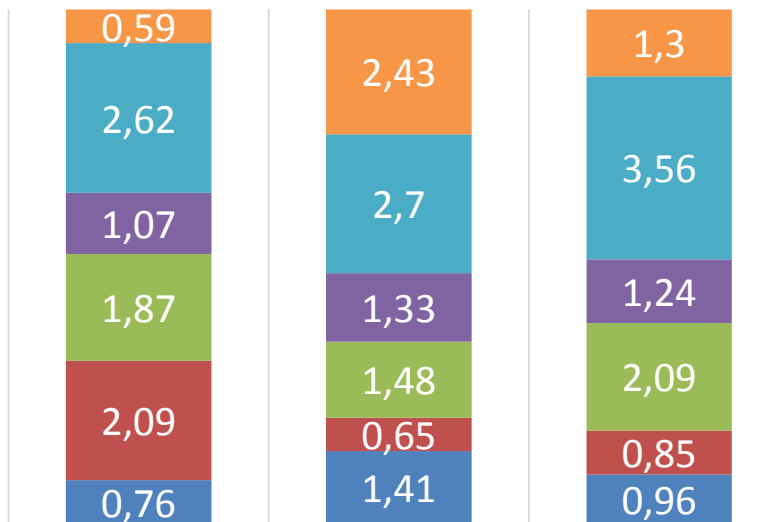
	Taiwan (N=187)		India (N=198)		Canada (N=172)	
Product Cue	Mean [Ranking]	S.D.	Mean [Ranking]	S.D.	Mean [Ranking]	S.D.
Fit	4.53 [1]	0.757	4.75 [1]	0.610	4.89 [1]	0.351
Comfort	4.45 [2]	0.689	4.45 [2]	0.886	4.32 [4]	0.843
Price	4.38 [3]	0.748	3.73 [7]	0.920	4.50 [2]	0.705
Style	4.28 [4]	0.828	4.06 [4]	1.011	4.40 [3]	0.793
Colour	4.22 [5]	0.869	4.02 [5]	0.979	4.26 [7]	0.792
Material - fabric	4.18 [6]	0.822	4.11 [3]	0.964	4.30 [6]	0.827
Ease of care	4.13 [7]	0.913	3.48 [9]	1.116	3.74 [9]	1.157
Durability	4.12 [8]	0.908	3.72 [8]	1.147	3.99 [8]	0.973
Wardrobe coordination	4.08 [9]	0.978	3.44 [11]	1.106	3.73 [10]	1.175
Quality - workmanship	4.06 [10]	0.844	3.86 [6]	1.032	4.32 [5]	0.843
Brand Name	3.26 [11]	1.168	3.48 [10]	1.135	2.71 [11]	1.197
Country of Origin	3.08 [12]	0.999	2.59 [12]	1.197	2.58 [12]	1.245

**Significance of product evaluative cues**



## PREFERENCE OF **FOOTWEAR** FROM CROSS-CULTURAL PERSPECTIVE

- Fashionable Style in Trendy Colour
- Fashionable Style in Basic Colour
- Moderate Style in Trendy Colour
- Moderate Style in Basic Colour
- Basic Style in Trendy Colour
- Basic Style in Basic Colour



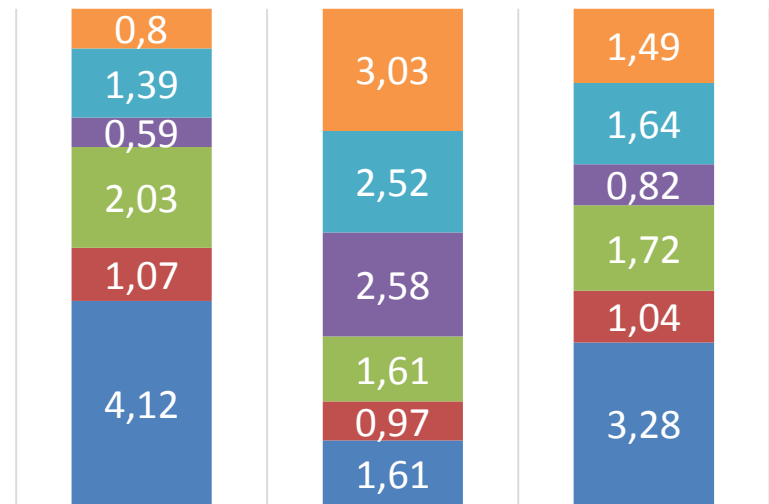
TAIWAN

INDIA

CANADA

## PREFERENCE OF **UNDERWEAR** FROM CROSS-CULTURAL PERSPECTIVE

- Fashionable Style in Trendy Colour
- Fashionable Style in Basic Colour
- Moderate Style in Trendy Colour
- Moderate Style in Basic Colour
- Basic Style in Trendy Colour
- Basic Style in Basic Colour



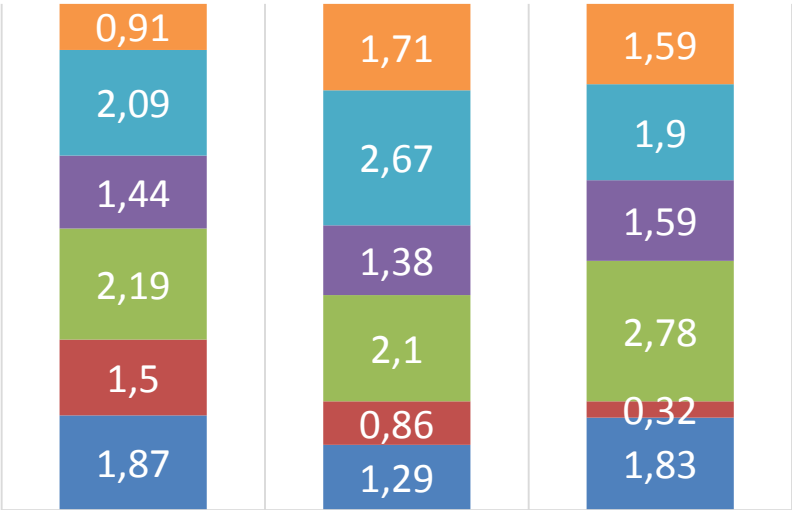
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PREFERENCE OF **FORMAL**  
**ATTIRE** FROM CROSS-  
CULTURAL PERSPECTIVE

- Fashionable Style in Trendy Colour
- Fashionable Style in Basic Colour
- Moderate Style in Trendy Colour
- Moderate Style in Basic Colour
- Basic Style in Trendy Colour
- Basic Style in Basic Colour



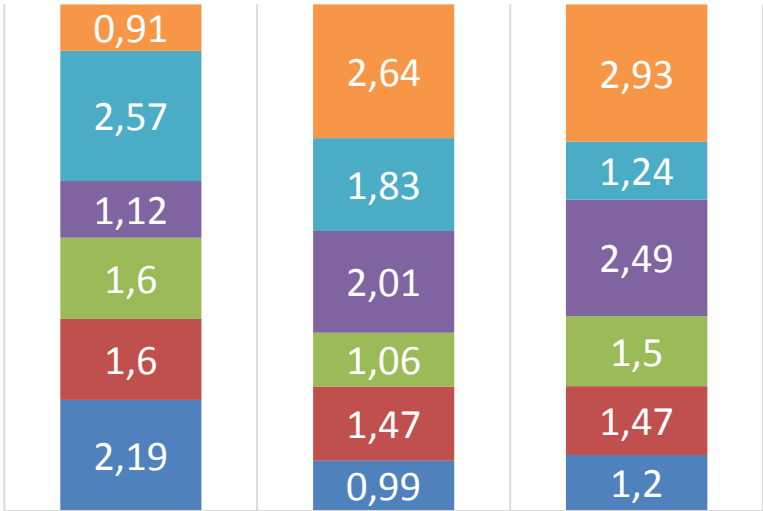
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PREFERENCE OF **CASUAL**  
**WEAR** FROM CROSS-  
CULTURAL PERSPECTIVE

- Fashionable Style in Trendy Colour
- Fashionable Style in Basic Colour
- Moderate Style in Trendy Colour
- Moderate Style in Basic Colour
- Basic Style in Trendy Colour
- Basic Style in Basic Colour



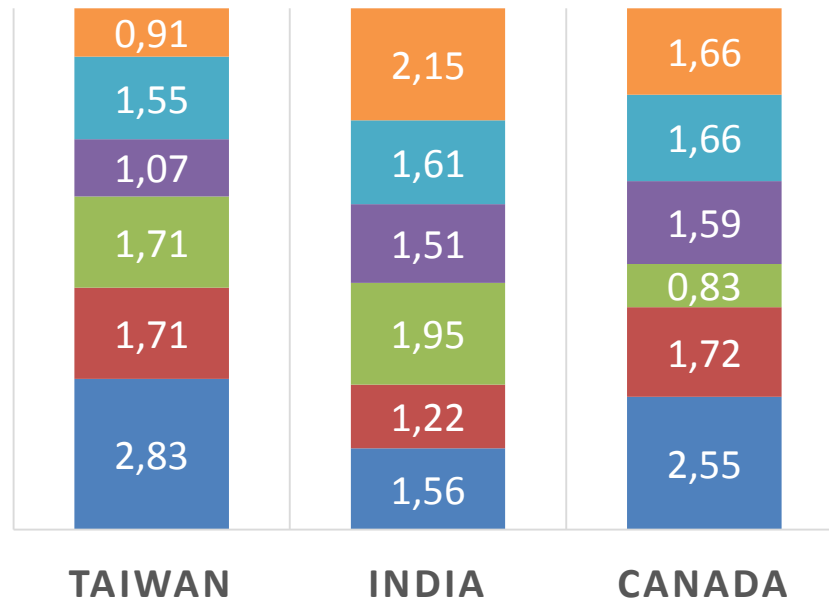
TAIWAN

INDIA

CANADA

## PREFERENCE OF **ATHLETIC WEAR** FROM CROSS-CULTURAL PERSPECTIVE

- Fashionable Style in Trendy Colour
- Fashionable Style in Basic Colour
- Moderate Style in Trendy Colour
- Moderate Style in Basic Colour
- Basic Style in Trendy Colour
- Basic Style in Basic Colour



# Results of *t*-test

## Fashion Information Sources

### India

Significant differences between fashion leaders and fashion followers in terms of using friends ( $t=3.041$ ,  $df=193$ ,  $p=0.000$ ), and parents ( $t=-4.007$ ,  $df=192$ ,  $p=0.025$ ) for fashion trends and information.

# Results of *t*-test

## Fashion Information Sources

### Canada

Significant differences between fashion leaders and fashion followers of using magazines ( $t=-4.946$ ,  $df=170$ ,  $p=0.060$ ), Internet e-retailer websites ( $t=-3.198$ ,  $df=170$ ,  $p=0.006$ ), and Internet fashion blogs ( $t=-5.647$ ,  $df=170$ ,  $p=0.016$ ).

# Results of *t*-test

## Fashion Information Sources

### Taiwan

Significant differences between leaders and followers in terms of using friends ( $t=4.015$ ,  $df=185$ ,  $p=0.000$ ), store/window displays ( $t=2.021$ ,  $df=185$ ,  $p=0.000$ ), and people on the street ( $t=-1.195$ ,  $df=185$ ,  $p=0.000$ )

# Limitations

- the gender and age demographics were not evenly distributed
- qualitative research methods could have provided an in-depth understanding
- more replicated studies are needed to strengthen the data's validity and reliability

**Thank you!**