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Candidate Name: Ghan Shyam Pun

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Buying behavior of consumer towards branded apparel in Norway

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Abstract

In this current competitive market place, the study of consumer buying behavior has become an essential concern to all the business houses and it has become an integral part of strategic market planning (Velumani, 2014). The main purpose of this study is to find out the major factors influencing consumer buying behavior towards branded apparel in Norway. For this purpose, Theory of consumption value proposed by Sheth et al., (1991) has been incorporated in this study. Five different values (functional, social, emotional, epistemic and conditional) are taken as a main research construct.

An online survey was conducted for three weeks with an objective to gather sufficient data for the study. The analysis was conducted using a statistical software SPSS (version 20). Multiple regression analysis was done to conclude the proposed hypothesis and study findings. The finding shows functional value − price, functional value − quality and social value are the major factor that influence consumer buying behavior towards branded apparel in Norway. The result concludes emotional value, epistemic value and conditional value does not have a significant role in influencing consumer buying behavior. However, this conclusion is completely based on branded apparel context.

Keywords: branded apparel, consumer buying behavior, theory of consumption values, buying intention, Norway.

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1. INTRODUCTION

1.1 Background

"Consumer behavior is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants" (Kotler & Keller, 2012, p. 151).

The American Marketing Association explains brand as "a name, term, sign, symbol or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler & Keller, 2012, p. 241). While, "Branding is empowering products and services with the power of a brand" (Kotler & Keller, 2012, p. 243).

The influence of brands on consumer buying behavior is a very vigorous subject and is of great importance to the marketers and customers. Fashion and Apparel Industry includes clothing, footwear, jewellery and other accessories like cosmetics and even furnishing. The focus of this study is on clothing segment of the industry. The main purpose of the study is to examine the factors responsible for influencing consumer buying behavior towards branded apparel.

Like other Industries, the dynamics of apparel industry is changing dramatically that sets an apparel business a unique set of challenges; global apparel business is growing rapidly and it is expected to achieve a double digit growth by 2020 (Keller et al., 2014). The fact that apparel and fashion business depends on consumer's intention to acquire product for short or long term, it is not ignorable for any business houses to clearly understand the needs and wants of consumers. While globalization and modernization has changed the lifestyle of people around the world, people are cautious not only about product and price, they are aware of raw material used and its environmental impact. This possess significant challenges to the apparel business house, on the other hand fosters an ample opportunities.

Global apparel market constitute a trillions of dollar which is approximately 70% of global consumption and it is expected to increase to $2.6 trillion by 2025; this industry has witnessed changes in last few decades shifting from developed countries to South Asia and South-East Asia (Arora & Pargain, 2017).

The attractiveness/competitiveness of global apparel industry is driven by investment in innovation and invention (Sakharpe, 2017). Being dynamic and its increasing importance to

all business houses, entrepreneurs and consumers all around the world motivated me to choose apparel industry as an area of study.

Modern consumption patterns have changed and evolved where consumers are well aware of fashion trends and updates are easily available to consumers for all segment through different media channels (Deepali, 2016). In a prevailing market situation, not only competition is intense but also market is flooded with wide variety of products, so the challenge to the marketers is to understand the diversity of consumer behavior (Syed and Ravi, 2016). The success and failure of firm depends on how effectively they meets a diverse consumer needs and wants offering them with unique products and services that create life time value and relationship (Nair, 2014).

Studying consumer behavior possesses lots of benefit to marketers and helps develop long term relationship with its consumers (Syed and Ravi, 2016). Most studies on buying behavior are done focusing towards Asian markets and its consumers, very few studies have been done in regard to European market. My study is focused towards European market, its product and consumer behavior. Hence, from this study it will be helpful for apparel and fashion industry to have insight knowledge on major driving forces that influence consumer buying decision thus helps in strategic planning. Furthermore the importance of understanding factors/drivers responsible for influencing consumer choice decision for branded apparels; clearly tracking down the drivers might help business houses to gain competitive advantage in the market.

1.2 Research Question

In order to fill the existing gap in academic studies, there is a need of research in the field of drivers of apparel buying. In addition, it is vital to include different variables that influence consumer purchase decision. This study attempts to fill the research gap by examining the following research question:

What are the major variables that drive buying behavior towards branded apparel in Norway?

This question aims to identify variables affecting behavior of individual towards buying branded cloth. Following above research question number of hypothesis have been formulated and tested based on variables explained under Theory of Consumption values developed by Sheth et al., (1991). However, this study has been generalized towards branded clothes as a product.

1.3 Problem Statement

There are lots of researches done regarding consumers buying behavior on durable and non-durable goods. Some of the researchers tried to find the relationship between different demographic, psychological and socio-economic factors that have an impact on final decision of a consumer. Deepali Saluja (2016) studied consumer buying behavior towards fashion apparels in Indian context. The author try to address the impact of Gender, Education, Occupation and Income level on Purchasing Power of Consumer towards fashion apparels. The information collected from respondents shows the demographic factors like gender, age, occupation and monthly income don't have any impact on buying decision; while purchase intention of consumer is influenced by attitude variable. Furthermore, peer group (families, friends, celebrities) does make an impact on the decision as well as product quality, brand and comfort is seen as a major factor that influence purchase decision towards apparel in Delhi.

Namita, Subodh and Akanksha (2012) published their study report in an International Journal of Marketing Studies concerning a Gender Perspective and Attitude towards branded apparel among Indian consumers. The authors tried to figure out the level of significant difference in total expenditure on branded apparels between male and female. They presented, Due to increased awareness and consciousness among Indian customers, they are ready to spend any price for comfort and quality. They further concluded that gender does not make any significant difference in their brand awareness, shopping frequency and expenditure. Frequency of Male going for shopping with their counterparts has increased.

Lee, Kim, Pelton, Knight and Forney (2008), conducted a study report on measuring factors affecting purchase intention of Mexican college student's towards US apparel brand; the purchase intention is explained by variables taken as normative interpersonal influence, brand consciousness, perceived quality and emotional value. Their finding suggests, brand consciousness is positively related to emotional value and emotional value positively influences Mexican students purchase intention towards US brand, while their intention to purchase is negatively influenced by perceived quality (Lee et al., 2008).

Previous studies shows research work done concerning consumer buying decision covering limited factors/variables, gender perspective/attitude towards fashion apparel; online purchase behavior on electronics product as well as most research has been done in the context of Asian Market, while very few researches is done in context of Europe.

This research will focus on identifying major driver of buying behavior on apparel brands in Norway, taking into account five values influencing consumer choice under theory of consumption value as a theoretical model. The theory of consumer choice of values can contribute to the general understanding of consumer choice behavior and assists policy makers, academic researchers and practitioners in identifying what motivates specific choices (Sheth et al., 1991).

1.4   Study Context

Considering Norway and its Apparel Industry as the context of the study, the country is the second least densely populated in Europe having a population of 5,353,363 (as of 2018)[1]. The country has boosted its economy after the invention of oil sources in 1960. Similarly, Norway is the world largest oil producer in per capita outside the Middle East Region[2]. According to World Bank report 2017[3], country's GDP is $ 398.8 billion and GDP per capita growth (annual) is 0.998%. the average household net-adjusted disposable income per capita income is $ 35,739 per year; while 74% of population aged between 15 to 64 are involved in a paid job[4]. Total number of Immigrants (including Norwegian born to immigrant's parents) is 916,625, which composed of 17.3% of total population.

The value of global apparel retail market was $ 1254.1 billion (as of 2015) and is expected to reach $1652.9 billion by 2020[5]. Apparel market in Europe has been categorized as medium-priced product and high end luxury apparel products; where eastern and southern Europe dominates medium price category while western Europe (mainly Italy, UK, France and Germany) dominates high end luxury product category (Lu, 2018)

Despite having a pressure of cost competitive Asian suppliers in an apparel industry; Intra - regional trade is an important feature of Europe apparel industry. It has been noted that there is a changing trend in apparel manufacturing shifting from labor to capital – technology

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[1]http://www.worldometers.info/world-population/norway-population/

[2]http://en.wikipedia.org/country/Norway

[3]https://data.worldbank.org/indicator/NY.GDP.MKTP.CD?locations=NO

[4]http://www.oecdbetterlifeindex.org/countries/norway/

[5]https://shenglufashion.com/2017/06/06/market-size-of-the-global-textile-and-apparel-industry-2015-to-2020/

incentive in some western European countries mainly because of increase investment in automation technology (Lu, 2018)

When concerns about Norwegian consumer's, it is mixed up with group of people from different countries (Immigrants) holding different religion, income and education. As per scholars and online sources people in Norway prioritize domestic products for consumption; environmental issues are also important for them. Norwegians are also interested in new products and willing to pay for quality. Majority of people are not price sensitive and prefer to spent money on durable goods. The share of Norwegian consumption expenditure accounts for 31.2% on household, 11.8% food and non-alcoholic beverage while 5.4% on clothing and footwear in 2012 (www.ssb.no).

Competition has increased for Norwegian manufacturers after GATT agreement under WTO[6]. Norwegian market being competitive in term of quality and price as well as environmentally sensitive consumers possesses more challenges for clothing business.

Marium Durrani (2014) studied an understanding on clothing consumption choice in Oslo and tries to figure out a consumption practice among different age groups. The researcher's finding presents, purchasing clothes was described as a form of entertainment or leisure activity. Some of the informants from younger age group called shopping as a hobby. Most interesting aspect of her study is identifying whether or not the consumption pattern is carried out in sustainable (ethically and ecologically) manner. The study survey from selected respondents reveals consumers from Oslo are less aware and conscious on ethical and ecological aspects.

1.5   Objective of the study

Since, consumer buying behavior involves individual and households consumption of final goods and services. Consumer market consists of both individual and households. Consumer's preference on certain goods and services varied on the basis of income level, education, taste and their age. Some other authors mention social, cultural, personal and psychological characteristics plays a strong influential role in consumer buying decision

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[6]https://www.regjeringen.no/en/dokumenter/Business-and-industry-in-Norway---The-textile-and-ready-made-clothing-industry/id419360/

(Kotler et al., 2012). The study of Lee and Kacen (2007) mentioned, the national cultural difference plays a significant role for consumer impulse buying behavior.

This research study covers a wide range of area in regard to consumer buying decision and apparel brand. The main objective of this research study is:

- To examine the factors that drive consumer buying behavior towards apparel brands.

2 LITERATURE REVIEW

2.1 Behavioral Theories

The main objective of scientific study of marketing is to find out key insight about consumer behavior or to identify the facts regarding why consumer buy and act in a certain manner. The theories of consumer behavior address an important issues relating to how consumer purchase as individual and how they purchase in group, influence of emotion during buying decision, post-purchase behavior and the role of product utility. Such levels of understanding support marketer develop an effective campaign and strategy.

There are several theories and models explaining Individual behavior / consumer buying behavior and their decision making: Theory of Consumption Values, Hierarchy of Need Theory, Expectancy-Value Model, Stimulus-Response Model and Theory of Reasoned Action,

Hierarchy of Need Theory proposed by Abraham Maslow in 1943 tries to explain why people are driven by particular needs at particular times (Kotler & Keller, 2012). This theory states people try to fulfill their needs based on the priority and these needs are designed in an hierarchy as per the importance: Psychological, Safety, Social, Esteem and Self-Actualization. As per Maslow, people always try to fulfill their psychological needs (food, water and shelter) first and then move towards Safety till Self-Actualization in a sequential manner.

Expectancy Value Theory is founded by Martin Fishbein in the 1970's. According to this theory, behavior is a function of the expectation one has and values of the goal towards which one is working. The behavior under taken in response to their beliefs and values are targeted towards some end. Expectancy Value theory explains that an individual is guided by their expectation, belief and evaluation (Palmgreen, 1984). This model poses three beliefs mentioned as: " i) descriptive beliefs result from direct observation of an object, ii) informational beliefs are formed by accepting information from an outside source that links certain objects and attributes, and iii) inferential beliefs are about the characteristics of objects not yet directly abserved or not directly observable" (Ruggiero, 2000, p. 10).

Stimulus-Response model defines marketing and environmental stimuli / factors when enters the consumer's consciousness and series of psychological process linked with consumer characteristics results in buying decision. According to this model, consumers are exposed to marketing stimuli (product, price, place and promotion) and marketing environment (political,

economical, cultural and tecchnological); further buyer's mental process is an indication of black box and buyer's decision is based on the observation including product choice, brand choice, purchase quantity (Kotler, 1997). This model is taken as an important dimension to understand buying behavior of consumer in the context of consumer products (Kotler, 1997).

Theory of Reasoned Action (TRA) proposed by Martin Fishbein and Icek Ajzen in 1980 is taken as one of the most influential study done in social psychology. This theory explains that, the major cause of individual behavior is their behavioral intention i.e what one intends to do or not to do; while, behavioral intention is determined by attitude and subjective norms (Ajzen and Fishbein, 1980). Further this model describes attitude as one's evaluation of the behavior or behavioral beliefs (favourable or unfavourable feelings towards specific behavior) and subjective norms as one's evaluation of what important other think one should do or normative beliefs (Trafimow, 2009; Nguyen et al., 2018). It has been mentioned that there will be a strong intention to perform certain action or behavior if there is an increase in attitude and subjective norms (Nguyen et al., 2018).

All the theories are useful in certain contexts and reflect various factors that drive individual to take specific decision with regard to consumption. However, Theory of Consumption values proposed by Jagdish N. Sheth, Bruce I. Newman and Barbara L. Gross in 1991 identified five consumption values covering wide range of factors including functional attributes, Individual Emotional aspects as well as societal factors and conditional events influencing consumer choice behavior. This theory explains why consumer choose to buy or not buy (or to use or not use) a specific product, why consumers choose one product type over another and why consumer choose one brand over another; this theory is applicable in choosing wide range of product type involving consumer durable / Non-durable, industrial goods and services (Sheth et al.,1991).

A consumer buying decision may be influenced by any or all of the five consumption values (Sheth et al., 1991). These values are clearly shown in below given diagram:
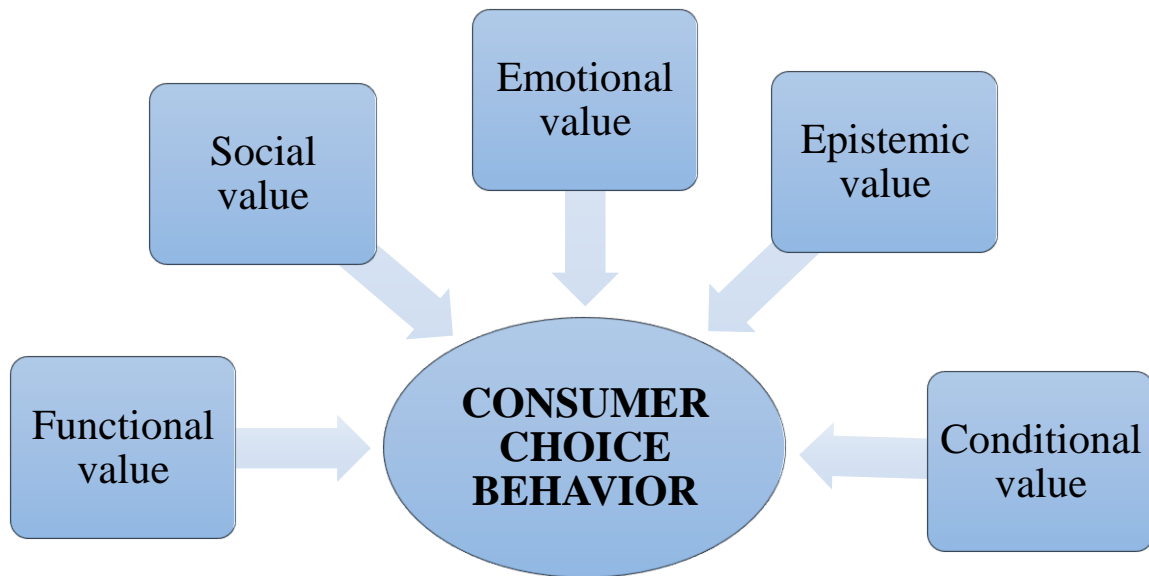
Figure 1: Five values influencing consumer choice

i. **Functional value:** It is explained as the perceived utility acquired from an alternative's capacity for functional, utilitarian or physical performance. Functional value may be derived from characteristics such as reliability, durability and price (Ferber, 1973).

ii. **Social value:** It is explained as a utility acquired from an association with one or more specific social groups. Social value is measured on a profile of choice imagery; Goods and services that are highly visible in nature are often driven by social value, as an example product and services like (clothing , jewelry, gifts, product used in entertaining) are influenced by social value (Sheth et al., 1991).

iii. **Emotional value:** The perceived utility that is associated with a specific feelings or affective states. "Emotional value is often associated with aesthetic alternatives (e.g. "Religion and causes" (Sheth et al., 1991). Some products or situation that might be food associated with childhood experience, romance aroused by candlelight dinner, fear arouse through viewing horror movie incorporates an emotional value.

iv. **Epistemic value:** The utility that is acquired from any sources that arouse curiosity, provide novelty and satisfy a desire of knowledge. A consumer may be bored of continuously using current brand (try to enjoy a new brand/product), curious (visiting a new adventure places) or might has a desire to learn (experiencing another language and culture)

v. **Conditional value:** The perceived utility that is acquired as a result of specific situation or a set of circumstances. Conditional value is measured on a profile of choice contingencies (Sheth et al., 1991).

In this study, the theory of consumption value will be applied as a theoretical basis to determine the influential factors on consumer buying behavior towards branded apparel and examines whether there is a significant relationship between consumption values and choice behavior.

During review of previous literature, it was found that most of the studies highlighted on comparative study between local and international brands, cross cultural comparison, influence of culture, fashion involvement, personality characteristics, perception towards local apparel brands, consumer's attitude, gender perspective, demographic factors influencing consumer behavior as well as influence of decision making style on apparel consumption; most of these studies incorporated cognitive affective model, functional theory of attitude, consumer style inventory approach, theory of reasoned action, expectancy value theory in their study (Cowart and Goldsmith, 2007, Kumar et al., 2008; Bian and Forsythe, 2011; Dinesha, 2014; Vazifehdoost et al., 2014; Islam et ai., 2014; Rajput et al., 2012). Very few research study has been found incorporating theory of consumption value as a conceptual model in their study.

Following table summarizes previous research work done in relation to consumer buying behavior towards branded apparel and theory of consumption values.

Table 1 : Review of previous research

Author	Theories, Approach and Study context	Sampling & Data collection	Major findings
(Wang, 2010)	Multiple perceived value (functional, social and emotional) / case of snack food.	Total 335 undergraduate students from Northern university in Taiwan took part; direct questionnaire distributed.	- Functional value (price / value for money) and emotional value directly influence purchase intention. - Brand preference positively affect purchase intention.

(Lin and Huang, 2012)	Theory of consumption values / case of green products.	Total 412 samples collected in Taiwan.	- Emotional, epistemic and conditional values positively influence consumer buying behavior. - Consumer with high environment concern supports green product.
(Cheng et al., 2007)	Theory of consumption values incorporating functional, social, emotional and epistemic / case of using internet as a retailing platform.	Total 295 survey responses collected in district of Taipei, Taiwan.	- Functional and epistemic values have strong impact on information collection and order placement. - Social value only influence individual during information collection. - Emotional value significantly impact during order placement.
(Kumar et al., 2008)	Cognitive – Affective model / Buying intention towards US brand Vs local brand.	Total 411 college students surveyed in India.	- Need for uniqueness positively influence attitude towards US brands. - Attitude positively affects perceived quality and emotional value (in case of US brand); negative affect is seen in case of local brand. - Emotional value strongly affects purchase intention towards both US and local brand.

(Rajput et al., 2012)	Demographic profile affecting purchase decision & consumer awareness / Gender perspective.	Total 320 participants taken as a sample in Delhi, India.	- No significant difference is found between male and female in regard to brand awareness, shopping expenditure and frequency of shopping. - Brand image does not play a significant role in choosing a product.

2.2 Types of Consumer buying behavior

As a customer, each has their own preferences when buying for a product to satisfy their needs. When deciding on which product or product brand to choose, they often have a standard value that they look for and which product will gives maximum satisfaction. Consumers often take different product attributes into consideration before making the choice. With or without consciousness, there are factors that determine consumer buying behavior. Most of the literature defines those factors as price, quality and brand.

The types of consumer buying behavior is determined by buyer's level of involvement during buying decision and their importance and intensity of interest towards particular product under specific situation (Sharma, 2014). Similarly, buyer's level of involvement explains why they are motivated in seeking knowledge and information about products or product brands.

There are four type of consumer buying behavior explained below (Sharma, 2014):

➢ **Routine Response / Programmed Behavior**: Under this type of buying behavior consumer enjoys purchasing low involvement goods with high frequency of purchase rate on low cost items. Similarly, in order to have a purchase decision buyer performs very little search and decision effort. Purchase of product like snack foods, milk product, soft drinks etc comes under this type of buying behavior.

➢ **Limited Decision Making**: Under this type of buying behavior consumer buys product in an occasional basis. Buyers take moderate amount of time for information collection relating to unfamiliar brand in a familiar product category.

➢ **Extensive Decision Making**: This type of consumer buying behavior is characterized by high degree of economic, performance and psychological risks. Consumer spent a lot of time seeking relevant information relating to the product and frequency of purchase is low. Similarly, this type of decision making incorporates expensive products like purchase of car, house, computers etc.

➢ **Impulse buying**: This type of buying behavior is characterized by sudden with no conscious planning. Further, this buying behavior is achieved with strong emotional response like feeling of pleasure and feeling of excitement (Sivera et al., 2008). Impulse buying is mostly done without paying any consideration to outcome of a purchase (Vazifehdoost et al., 2014).

Similarly, based on the degree of buyer's involvement and the degree of differences among brands, Armstrong et al. (2014) presented four types of buying behavior shown in below table:

	High Involvement	**Low Involvement**
Significant Differences Between Brand	Complex Buying Behavior	Variety Seeking Behavior
Few Differences Between Brand	Dissonance Reducing Behavior	Habitual Buying Behavior

Table 2: Types of Buying Behavior (Source: Armstrong et al., 2014)

Among above mentioned types of consumer buying behavior, Variety seeking behavior might be best suited for purchase of branded apparel because this type of buying behavior is characterized by low consumer involvement but significant difference in brand. Furthermore, consumer does a lot of brand switching activities for the sake of variety (Armstrong et al., 2014).

2.3   Conceptual model

Previous studies shows wide range of important determinates affecting consumer choice towards branded apparel, consumers are mainly affected by many internal factors including demographic, personality and lifestyle, and external factors like product design, quality, price, brand image and availability (Krishna, 2011). The theory of consumption values describes individual behavior as influenced by functional, social, emotional, conditional and epistemic values; this study investigates consumer consumption values and choice behavior regarding branded apparels and injects an additional effort in understanding different variables or factors affecting consumer choice.

As explained by Sheth et al. (1991) there are three fundamental propositions axiomatic to the theory of consumption values that include:

  i.   Consumer choice is a function of multiple consumption values.
  ii. Consumption values make different contribution in any given choice situation.
  iii. Consumption values are independent.

This theory has been applied to measure an individual buying decisions (smokers or non-smokers), product decisions (filtered or non-filtered cigarette) and brand decisions (Marlboro or Virginia Slim); their result indicates that emotional value is most influential in discriminating between smokers and non-smokers, functional value is influential in discriminating smokers choosing filtered with that from non-filtered cigarette, also social value is most influential in discriminating smokers choosing Marlboro compared to Virginai Slim (Sheth et al.,1991).

Lin and Huang (2011) applied this theory to identify the most influential factor on choice behavior regarding green products and examine whether there is significant differences in consumption values and choice behavior among consumers holding different environmental concerns; their result shows consumers with higher environmental concerns support green product more also shows greater readiness to choose them; they further conclude that the major functional values like price and quality does not make any influence on consumer choice decision towards green products.

Similarly, Long and Schiffman (2000) used this theory in their study to explore the relationship between business consumers to service providers incorporating a range of values based upon airlines' frequent flyer programs. Furthermore, Sweeney and Soutar (2001)

adopted this theory for use in a retail purchase in order to identify what factors drive individual's purchase attitude and behavior; they use reliability and validity test for the collected data both under per purchase and post purchase situation. In order to access customer perception towards durable commodity at brand level three values functional, social and emotional were adopted, while epistemic value and conditional value were not taken into consideration as they were seen potentially less important while considering purchase behavior towards durable commodity. This study, after considering branded apparel product characteristics adopts all five consumption values.

The following section presents a thorough review of the theory of consumption values, variables taken into consideration and develops hypothesis.

2.3.1 Functional value

Sheth et al. (1991) states a functional value as a primary driver of consumer choice. Functional value of a product is achieved from a utility acquired through a possession of functional, utilitarian or physical attributes. Physical attributes are composed of features that makes the product what it is, this includes product texture, package, content, variety, price and scent; similarly, functional attributes indicates how the product works[7]. Ferber (1973) mentioned functional value may be derived from the characteristics or attributes including reliability, durability and price. The main variable that is taken in this study under functional value is explained below:

- **Price:**

Price is the most important factor which influences consumers towards buying branded apparels (Thakur and Lamba, 2013). Consumer's perception towards price is different and has a positive and negative influence on buying decision.

A buyer of apparel might look after a familiar brand but will then choose the cheapest one but if he believes in high price better quality fundaments, and then he will opt for the expensive apparel. Five operational definitions of price are (1) fair price, (2) reservation price, (3) lowest acceptable price, (4) expected price, and (5) perceived price. Fair price presents what a product "ought to cost". The most a consumer is "willing to pay" for a product is called

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[7]https://www.kibin.com/essay-examples/the-physical-and-functional-attributes-of-products-primary-characteristics-5FSOUpQ1

reservation price. Lowest acceptable price is the lowest price level at which a consumer does not "suspect the quality of a product" and hence would pay for it. Expected price is the price a consumer thinks he will have to pay for a product "in the future". Perceived price is the current perceived or estimated price, which incorporates a combination of the price most frequently charged, last price paid, price of the brand usually bought, and the average price of similar products. As his or her perceived level of risk is very low, it is unlikely that they will pay a higher amount for more quality.

- **Quality:**

Quality of a product is defined as evaluating the level of excellence and superiority of a product (Zeithaml, 1988). Some researcher's argued that quality is objective and can be measured, while some argued quality cannot be measured; based on these arguments quality is divided into objective of quality and perception of quality (Anselmsson, ULF & Persson, 2007). Objective of quality is evaluated based on physical characteristics of a product, while perception of quality is evaluated based on the subjective notation and judgment based on product attributes.

According to Richardson (1996) quality of a product is evaluated based on consumer judgment of intrinsic attributes (taste, ingredients, nutrition value). Collins (2003) explains quality of product in association with intrinsic cue and extrinsic cue; intrinsic cue of a product is measured through physical characteristics of a product (color, size, flavor or aroma), while extrinsic cues are attributes having some relation with product (package, price, advertising and peer pressure).

The study possess following hypothesis under functional values:

H1: The perceived Functional value - Price positively affects consumer buying behavior towards branded apparel.

H2: The perceived Functional value – Quality positively affects consumer buying behavior towards branded apparel.

2.3.2 Social Value

Social value constitutes a utility acquired from an association with one or more specific positively or negatively stereotyped demographic, socioeconomic and cultural-ethnic groups (Sheth et al., 1991). The product characterized by highly visible in nature (e.g clothing, jewellery) and goods or services that are to be shared with others (e.g gifts, products used in

entertainment) are mostly driven by social values. Hyman (1942) study on reference groups suggests that an individual behavior is influenced by group membership. While, Ferber (1973) mentioned a principle medium by which a reference groups transfer their influence to the members seems to be by word-of-mouth. Study suggests that influence on individual purchase decision vary considerably depending on the product category. The main variable selected in this study under social value is explained below:

- **Reference group:**

Peers are the most important reference group influencing an individual buying decision besides family members. Cooley (1902), in his study *'Human Nature and the Social Order'* present a discussion relating to reference group theory; he states that an individual's perception of what he or she thinks other people think about them affects in some manner the way that individual perceives or feels about him or herself; this means an individual's perception, attitude, behavior and norms are consequently influenced by other person or group of person.

Dawson and Chatman (2001), in a social context, individuals are influenced by groups whom they believe are important. Similarly, individuals use certain group as a guide to insure how they should behave or act.

Previous studies shows, most of the people are influenced by peer groups, families and friends while making a purchase decision or selection of specific product/brand (Neelam, 2016).

The study possess following hypothesis under Social values:

H3: The perceived Social value positively affects consumer buying behavior towards branded apparel.

2.3.3 Emotional Value

Goods and Services are frequently connected to an emotional response of an individual that aroused because of feelings or affective states; even more, emotional value is associated with aesthetic alternatives (e.g: religion, causes) (Sheth et al., 1991). Sweeney and Soutar (2001) suggest both utilitarian and hedonistic components are included in emotional value. MacKay (1999) in her study noted that the attractiveness of a product or service is a mixture of both rational and emotional factor; emotion plays a significant role in every purchase decision.

The main variable selected in this study under emotional value is explained below:

- **Feelings or Affective state:**

Individuals are also guided by an emotional value incorporating a non-cognitive skill; these non-cognitive skills are defined as the feelings, pattern of thoughts, and behavior that are socially determined and can be developed throughout the lifetime to produce value (Borghans et al., 2008).

The study possess following hypothesis under Emotional values:

H4: The perceived Emotional value positively affects consumer buying behavior towards branded apparels.

2.3.4 Epistemic Value

The utility acquired from an alternative's capacity to raise curiosity, provide novelty or satisfy a desire for knowledge (Sheth et al., 1991). Research study on consumer behavior suggests that an individual knowledge influence all phase during a decision process. Further more, consumer knowledge about the product also plays an important role in deciding which product to adopt or reject (Laroche et al., 2001). Similarly, consumer decide to accept a new product by evaluating and comparing between the information regarding the new product and known product category (Lai,1991).

- **Knowledge and Novelty Seeking:**

Study done by Lai (1991) suggests that an individuals are most likely to adopt an innovation if he/she perceives there is an advantage of achieving a consumption needs or solving a problem. Similarly, consumer's intention to make a purchase decision depends on degree to which consumer associate product characteristics/attributes with consumption situation. Roger ans Shoemaker (1972) explained about five categories of adopters innovators, early adopters, early majority, late majority and laggards. Lai (1991) pointed that a consumer's too much knowledge about a new product may dilute the intention of adoption; more product information that is irrelevant to situational suitability may disturb in willingness towards adoption.

The basic conception underlying novelty seeking appears through some level of an individual internal drive or motivating force (Acker and McReynolds, 1967; Cattell, 1975). There are two aspect to novelty seeking that can be correlated first is 'seeking new and potentially discrepant information' and second is 'the extent to which individuals vary their choices among known stimuli' (Hirschman, 1980). An individual may find it useful to sought and

store potentially useful information and knowledge because consumption problem is inevitable meanwhile future is unexpected / unknowable and they believe information that is not useful now might provide greater importance in future.

Therefore, this study proposes the following hypothesis under Epistemic value :

H5: The perceived Epistemic value positively affects consumer buying behavior towards branded apparels.

2.3.5 Conditional value

As explained by Sheth et al. (1991) an alternative's utility often depends on the situation or a set of circumstances facing the choice maker; some product only have seasonal value (e.g New Year or Christmas card), some might be used only during emergency situations (e.g Ambulance service), product might have used once in a life (e.g wedding gown) and many product have a conditional associations (e.g popcorn during movie time, raincoat during rainfall). The presence of pre-existing physical and social contingencies provides conditional value.

Different authors have presented their study through several areas in regard conditional value. All the circumstances surrounding individuals which they respond to stimuli pertinent to their needs and wants are the situational variables (Nicholls et al., 1996). The consumer's purchase behavior may be affected when their situational variable changes (Laaksonen, 1993). Similarly, Attitude-Behavior relationship model in the form of anticipated situations and unexpected events developed by Sheth (1974) recognized that an individual behavior cannot be perfectly predicted only on the basis of attitude or intention alone.

Situation usually refers time aspect and is made up of five groups of characteristics including physical surrounding, social surrounding, temporal perspective, task definition and antecedent states (Belk, 1975).

Lai (1991) in his study try to maintain that consumer's intention to purchase depends on the degree to which the consumer associates the product characteristics with their consumption situation. Investigating two kinds of situation (General situation (temporal aspect) and Specific situation (episode, time, place and task)); taking into account two new products Lai (1991) concluded that consumption situation is influential factor in these two product adoption.

Therefore, this study proposes the following hypothesis under Conditional value :

H6: The perceived Conditional value positively affects consumer buying behavior towards branded apparels.

A diagram connecting variables or constructs based on relevant theory and reason to display visually the hypotheses that will be tested is a conceptual model; the arrows pointing in the framework displays the casual relationship between the variables. The framework used in this study is presented in a diagram below:
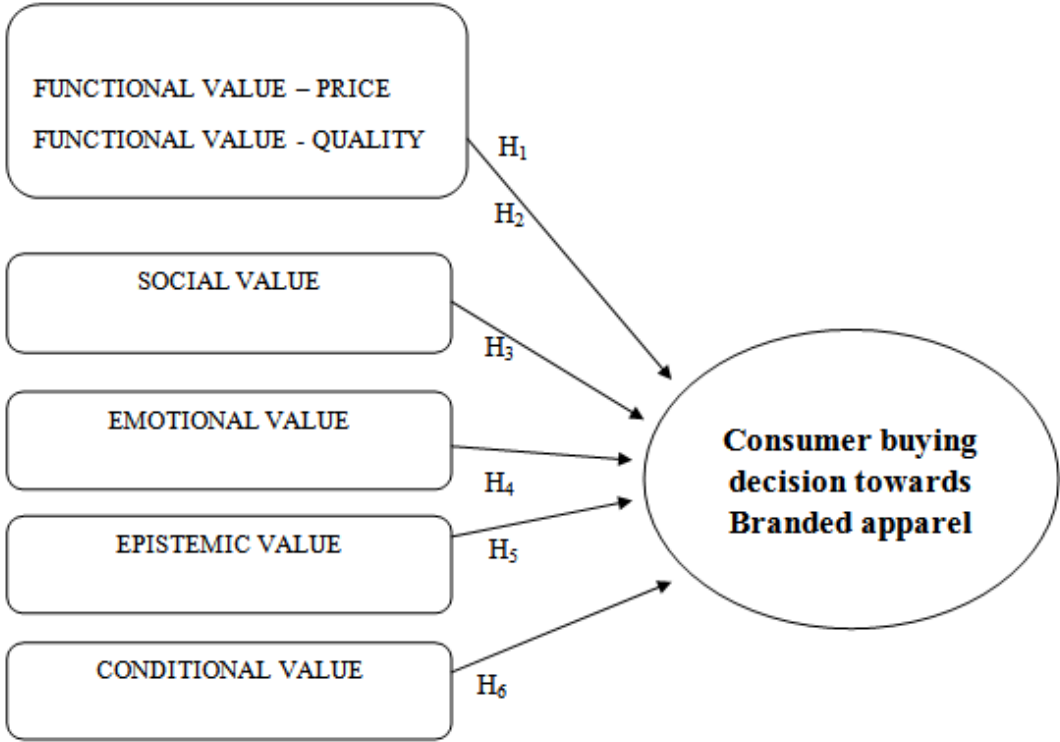
Figure 2: Research framework

2.4 Summary of hypothesis

The summary of the hypothesis formulated inorder to address the research question in this study is presented in the table 3.

H_1	The perceived Functional value - Price positively affects consumer buying behavior towards branded apparel.
H_2	The perceived Functional value – Quality positively affects consumer buying behavior towards branded apparel.
H_3	The perceived Social value positively affects consumer buying behavior towards branded apparel.
H_4	The perceived Emotional value positively affects consumer buying behavior towards branded apparels.
H_5	The perceived Epistemic value positively affects consumer buying behavior towards branded apparels.
H_6	The perceived Conditional value positively affects consumer buying behavior towards branded apparels.

Table 3: Hypothesis of the research

3   RESEARCH METHODOLOGY

Mackenzi and Knipe (2006) explained research as a systematic investigation or an inquiry whereby data are collected, analyzed and interpreted in an effort to understand, describe, predict or control an educational or psychological phenomenon or to empower individuals in such contexts; while the most common definition explains methodology as an overall approach to research connected to the paradigm or theoretical framework.

This chapter describes the methodology adopted to find answer to the research question. It includes the selection of research design, sampling method, data collection techniques, pre testing of designed questionnaire, construct choice, construct measurement, quality of research, sample description and methods of data analysis. This study will imply scientific methods of research and will be presented through the primary data.

3.1   Research design

The research design that has been adopted for this study is descriptive based on survey study. This study mainly aimed at finding the major factor influencing the buying decision towards branded apparel. The data and information collected from the survey of the consumer has been rearranged, tabulated, analyzed and interpreted according to the need of the study for attaining the stated objectives.

Different demographics of people staying in Norway are the target consumers who have been extensively surveyed to procure data and information about the variables that drive individuals towards apparel purchase decision based on five consumption values (Functional, Social, Emotional, Epistemic and Conditional).

3.2   Sampling design

As of Merriam Webster Dictionary, Sampling[8] is defined as *"the act, process, or technique of selecting a representative part of a population for the purpose of determining parameters or characteristics of the whole population"*. Population within this research consists of all groups of people staying in Norway. Since, it is almost impossible to include the whole population in the study. Taking into account the population size it is inappropriate to conduct random sample representing whole population.

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[8] https://www.merriam-webster.com/dictionary/sampling

Similarly, this research aims at testing and understanding the underlying theory, Non-Probability sampling method (Purposive sampling) has been adopted to address solution to the research question. Therefore, out of the population, only 173 respondents were taken as a sample for this study.

3.3 Sources of data and data collection

The findings of this research were based upon the primary survey. The data was collected by formulating a set of questionnaire and the questionnaire were distributed to the respondents who are the usual shoppers. The questionnaires were self-administered so the findings were totally based on the data and facts provided by the sampled respondents.

A survey questionnaire was divided into three categories: consumer profile, consumer preference and consumption utility. The consumer profile section consists basic information about respondents; age, gender, occupation, income level, education qualification and nationality. The second part of the questionnaire focused on the consumer preference when purchasing branded apparels. The purpose is to collect general information of respondents towards apparel buying. The third section is the main section incorporating consumption utility addressing its five values. The list of question includes structured questions, multiple choices and five point Likert scale employed as a measurement scale. So, to evaluate each statement in section third, participants can choose one option out of five: "1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree".

Similarly, different group of respondents were chosen to provide justice to the demography. A self-completion questionnaire was created using a tool called Google forms and the questionnaire link was distributed to apparel shoppers through social media groups and direct emails. The data collection activity was conducted for almost three weeks. During that period, 177 people responded to the questionnaire out of which 4 of the respondents information was found incomplete so ignoring those 4 respondents 173 respondents sample were finalized for further data analysis.

3.4 Pre test

Before an actual research is carried out, it is essential to know whether the questionnaire items used to measure variables are adequately accurate and stable, therefore pre-testing helps in measuring the reliability of research (Easterby-Smith et al., 2015). Pre-testing of questionnaire is done with 12 individuals who are also the representative of final sample.

After the completion of online pretesting, necessary feedback and comments were gathered relating clarity and ambiguity of questionnaire as well as comfort while answering every question. Based on their comments, some questions were changed with new set of questionnaire and some were slightly modified to fit the context better and to make sure it was logical.

3.5 Construct measurement

The research constructs were prepared through an assessment and study of existing literature in regard consumer buying behavior. Mainly five values influencing consumer choice behavior developed by Sheth et al. (1991) are the construct variables for survey statements. This study adopted three measurement item on functional value (Price), four items reflecting functional value (Quality), four statement on social value, three statement on Emotional value, three statement on epistemic value and three items indicating conditional value. Similarly, as a function of dependent variable three measurement items are presented indicating Buying intention.

These value dimensions (functional, social, emotional, epistemic and conditional) and their measurement scale are adopted after a thorough review from study proposed by Wang (2010), Lin and Huang (2011), Sheth et al., (1991), Cheng et al., (2007), Batkovic and Batkovic (2015).

i. Perceived Functional value acquired from branded apparel

This construct reflects how consumers feel and perceive functional attributes of selected apparel. In this study Product Price and Product Quality is taken as a main attribute reflecting functional value of a product. Thus following attributes were chosen to reflect the construct:

Product (Price):

- I believe the product of my choice is reasonably priced.
- The cloth I buy offers a satisfactory value for the money I pay.
- The product is most economical to me.

Product (Quality):

- I am confident that the cloth I select has an acceptable standard of quality

- I believe the materials used are genuine as mentioned in product information tag.
- The cloth of my choice has a consistent quality.

ii. *Social value acquired during a purchase decision on branded apparel*

This constructs describes how importantly an individual take a social groups (family members, friends and peer groups) during purchase decision. Further it explains, does a social group influence person decision to select branded apparel. Following statement were chosen to measure the construct of social value:

- I like to know, if I buy this product make a good impression on others.
- It is important that other like the product I select.
- It is important that the product would help me feel acceptable in a group and a social approval.
- It is important that the product would improve the way I am perceived.

iii. *Perceived Emotional value acquired from branded apparel*

This construct defines an individual affective state and arouse feelings in association with the product (Sheth et al., 1991). It combines all attributes relating to emotional response (feeling of comfort) which were reflected through following measures:

- It is important that the product would improve the way I am perceived.
- I feel excited when making a purchase decision for something of my choice.
- Most often, I use the product that I enjoy most and feel comfortable.

iv. *Perceived Epistemic value towards selected product*

This construct explain an individual level of aroused curiosity, novelty and knowledge; some time consumer is bored of using same brand over a time and want to try a new product and shows a desire to learn new things (Sheth et al., 1991). Therefore following statement defines an individual desire of epistemic value (Lin and Huang, 2011):

- Before buying a product, I usually obtain substantial information about different makes and models of product.

- High degree of product knowledge and potential information about product help me make quick decision and select a best product.
- I have a keen interest in seeking out novel information about the product.

v. *Perceived Conditional value acquired from branded apparel*

This construct reflect how an individual choice is influenced by a set of circumstances or because of specific situation (Sheth et al., 1991). Thus the following statement includes set of circumstances or conditions as (discount scheme, special events/programs/occasion):

- I often wait for discount schemes to make a purchase decision
- I am conscious about selecting my cloth when I am attending any events, occasion or programs.
- I decide to select of my choice even if I am on a tight budget.

vi. *Buying Intention of consumer*

This construct explains an individual intention to go for apparel shopping in near future. Following are the list of measurement item reflecting buyers intention construct in this study:

- The likelihood of going for shopping is high for me.
- I plan to go for shopping in near future.
- I intend to purchase cloth of my choice very soon.

Table 4 : Measurement items

Construct	Measurement Items	References
Functional Value – Price	**FVP1:** I believe the product of my choice is reasonably priced. **FVP2:** The cloth I buy offers a satisfactory value for the money I pay. **FVP3:** The product is most economical to me.	(Sweeney and Soutar, 2001; Wang, 2010; Lin & Huang, 2011)
Functional Value – Quality	**FVQ1:** I am confident that the cloth I select has an acceptable standard of quality.	(Sweeney and Soutar, 2001; Wang, 2010; Lin & Huang, 2011)

	FVQ2: I believe the materials used are genuine as mentioned in product information tag. **FVQ3:** The cloth of my choice has a consistent quality.	
Social Value	**SV1:** I like to know, if I buy this product make a good impression on others. **SV2:** It is important that other like the product I select. **SV3:** It is important that the product would help me feel acceptable in a group and a social approval. **SV4:** It is important that the product would improve the way I am perceived.	(Wang, 2010; Lin & Huang, 2011)
Emotional Value	**EmV1:** I feel excited when making a purchase decision for something of my choice. **EmV2:** I choose the product that makes me feel relaxed and confident. **EmV3:** Most often, I use the product that I enjoy most and feel comfortable.	(Wang, 2010; Arvola et al., 2008)
Epistemic Value	**EpV1:** Before buying the product, I usually obtain substantial information about different makes and models of product. **EpV2:** High degree of product knowledge and potential information about product help me make quick decision and select a best product. **EpV3:** I have a keen interest in seeking out novel information about the product.	(Cheng et al., 2007; Lin & Huang, 2011)

Conditional Value	CV1: I often wait for discount schemes to make a purchase decision.	(Dinesha, 2014; Lin & Huang, 2011)
	CV2: I am conscious about selecting my cloth when I am attending any events, occasion or programs.	
	CV3: I decide to select for my choice even if I am on a tight budget.	
Buying Intention	BI1: The likelihood of going for shopping is high for me.	(Wang, 2010; Batkovic & Batkovic, 2015)
	BI2: I plan to go for shopping in near future.	
	BI3: I intend to purchase cloth of my choice very soon.	

3.6   Research quality

Easterby-Smith et al. (2015) pointed an understanding of philosophical issue is necessary in achieving quality result in management and business research, further they added researcher need to explore a philosophical viewpoint on research reliability and validity. This research study is based on positivist epistemology relating to theory of knowledge, scientific methods, observation and measurement facts.

In every positivist studies, the major concern is whether the selected measurement items or instruments used to measure research constructs are significantly accurate and stable Easterby-Smith et al. (2015), which is done through reliability and validity testing procedure. This research model incorporates 7 constructs and 22 measurement items representing minimum three measurement items for each construct. Thus, with an objective to maximize internal reliability of measurement items and validity of constructs different indicators were examined.

The internal consistency of a measurement items is measured by the help of calculated cronbach alpha value for each research construct. The threshold of 0.70 as prescribed by Easterby-Smith et al., (2015) is considered for measuring item reliability.

Similarly, in order to check the validity of research constructs, convergent and discriminant validity were measured using different indicators. Convergent validity were measured using a criteria of composite reliability (CR) and average variance extracted (AVE) with a threshold value proposed by Fornell and Larcker (1981). Discriminant validity of constructs were measured using a concept of correlation coefficient between constructs and value of square root of average variance extracted (AVE) proposed by Fornell and Larcker (1981).

3.7   Sample description

The total number of sample collected for this study consist of 177 out of which 173 responses were taken as valid or usable response. These responses were collected after running an online questionnaire for three weeks. Since, the demographic feature of respondents consists of large group of people residing in Norway from 26 different nations. Out of 173 usable respondents: 47 respondents from Nepal, 33 from Norway, 13 from India, 8 from Ukrainian, 7 from United Kingdom, 6 from China, 6 from Pakistan, 6 from Poland, 5 each from Bangladesh and Spain, 4 each from Australia, Italy, Nigeria and Sweden, 3 each from Japan and Vietnam, 2 each from Germany, Thailand and Sri Lanka, 1 each from France, Iran, Greece, Ireland, Malaysia, Netherland and Macedonia.

Out of total collected sample, 58.4% of the sample consists of male respondents and remaining 41.6% is female. Similarly, majority of respondents fall into age group of 20 to 40 years consisting of 87.3% of the total sample. 40.1% of the total respondents are students who are involved in part time as well as full time job. It is found only 9.2% of the total respondents are self employed. Furthermore, looking after an educational qualification, 53.2 % of total respondents are bachelor degree holders. Out of four scale of monthly income asked for the respondents majority of respondents represents (10000 to 20000 NOK) and (20000 to 30000 NOK) holding 35.7% and 25.6% respectively.

Similarly, summarizing the shopping habits, shopping preference and brand choice of respondents, out of total respondents 40.5% of respondents go for apparel shopping once a month, while 37.6% of respondents goes once in three month, 15.6% goes weekly while 6.4% goes once a year. Further looking at the most preferred way of shopping, majority of respondents enjoys visiting retail outlet while going for apparel shopping followed by visiting showroom and online order with 54.3%, 28.3% and 17.3% respectively. Similarly, 46.2% of respondents choose friends they prefer most going for shopping with, followed by going alone 32.9% and going with family members 20.8%. The result shows family members are the least

preferred group chosen while going for shopping with. Among total sample, 60.7 % of total respondents are brand conscious but they follow multiple apparel brands, 31.2 % of respondents are not a brand conscious and only 8.1 % of respondents follow single apparel brand.

The detail summary of collected sample is presented in the table below:

Table 5 : Sample characteristics

Sample description		Frequency	Percentage
Gender	Male	101	58.4
	Female	72	41.6
Age	Below 20	7	4.0
	21 - 30	100	57.8
	31 - 40	51	29.5
	Above 40	15	8.7
Occupation	Student	69	40.1
	Full time job	71	41.0
	Part time job	48	27.7
	Self-employed	16	9.2
	Unemployed	1	0.6
Qualification	High School	20	11.6
	Bachelor degree	92	53.2
	Master degree	56	32.4
	Above Master	5	2.8
Monthly Income	Below 10000 NOK	31	18.5
	10000 - 20000 NOK	60	35.7
	20000 - 30000 NOK	42	25.6
	Above 30000 NOK	34	20.2

Frequency of going for a shopping	Weekly	27	15.6
	Monthly	70	40.5
	Once in a 3 month	65	37.6
	Once in a year	11	6.4
Most preferred way of shopping	Visiting Showroom	49	28.3
	Retail outlet	94	54.3
	Online order	30	17.3
Most preferred group while going for shopping	Family members	36	20.8
	Friends	80	46.2
	Alone	57	32.9
Brand choice / consciousness	Yes, I follow only one	14	8.1
	Yes, but I follow multiple brands	105	60.7
	No, I am not brand conscious	54	31.2

3.8   Methods of data analysis

This section explains the methods adopted for quantitative data analysis in this research. From the total sample collected of 173 respondents, all the information were inputted into Statistical Product and Service Solutions (SPSS version 20) to run the data and conduct an analysis. Microsoft XL has also been used significantly during data analysis. The obtained data are presented in various tables with supporting interpretations.

Reliability testing has been done in order to measure internal consistency of measurement items. Similarly, Convergent and Discriminant validity of respective research constructs has been tested inorder to measure the validity of research. Further correlation analysis and multiple linear regression analysis is conducted in order to find relationship between the constructs and give significance to the research findings.

4   DATA ANALYSIS

The previous chapter includes introduction of the study, review of the literature along with the theoretical framework and research methodology employed in the study respectively. This chapter incorporates presentation, analysis and interpretation of the collected survey data. Every response was thoroughly checked after the final collection and the data was first recorded in MS Excel and sorted according to the homogeneous components. After that the data was imported into statistical software SPSS version 20 for further analysis.

The questionnaire was designed on the basis of multi-item scales reflecting five independent variables (consumption values) and a single dependant variable (buying intention). Thus during the first stage, research constructs has been assessed for measuring an accuracy. In order to measure the accuracy of designed research constructs Reliability and Validity testing is proceeded. The Internal consistency reliability is tested using Cronbach alpha coefficient. Similarly, in order to assess a validity of research construct Convergent validity and Discriminant validity testing is conducted (Campbell and Fiske, 1959).

In the Second stage of analysis, hypothesis testing was conducted using a linear regression analysis assessing buying intention as dependant variable and functional, Social, Emotional, Epistemic and Conditional value as independent variable. The summarized value extracted from multiple regression analysis helped the author to conclude which consumption value positively influence buying behavior of consumer towards branded apparel in Norway. The summary of testing results is presented in table 10 and appendix 6.

4.1   Measurement model analysis

Easterby-Smith et al., (2015, p. 645) explains "A measurement model is the relationship between a set of observed variables and the construct that they are intended to measure". An appropriate measurement of selected variables and constructs is done through reliability and validity testing procedure in this study.

One way of generating useful and trustworthy research findings is through adopting a novel approach to assessing the reliability and validity of the research (Roberts et al., 2006).

4.1.1 Item Reliability

Reliability is defined as:

"the extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable" (Joope 2000, as cited in Golafshani, 2003 p. 598).

Reliability testing helps in measuring the internal consistency of measurement items with regard to their respective research construct. Cronbach Alpha coefficient measures internal consistency of measurement items, a value greater than 0.70 indicates an acceptable level of reliability (Easterby-Smith et al., 2015). In this study, same threshold of 0.70 as prescribed by Easterby-Smith et al., (2015) is considered for measuring item reliability.

The Cronbach's alpha coefficient of all the research constructs is presented in the table below.

Table 6: Cronbach's alpha of constructs

Construct	Measurement Items	Cronbach alpha
Functional Value - Price (FVP)	FVP1 FVP2 FVP3	.703
Functional Value - Quality (FVQ)	FVQ1 FVQ2 FVQ3	.736
Social Value (SV)	SV1 SV2 SV3 SV4	.723
Emotional Value (EmV)	EmV1 EmV2 EmV3	.781
Epistemic Value (EpV)	EpV1 EpV2 EpV3	.751

Conditional Value (CV)	CV1	.700
	CV2	
	CV3	*If item deleted:*
		.736
Buying Intention (BI)	BI1	
	BI2	.845
	BI3	

The summary table 6 exhibit that Chronbach's alpha for all constructs varies from 0.700 to 0.845. As explained by Goforth (2015), higher the alpha coefficient, the more the measurement items holds shared covariance or correlated. Among all defined constructs, Buying Intention (BI) have a highest alpha value greater than 0.8, it means the measurement items BI1, BI2 and BI3 have a high degree of covariance or correlations.

All research constructs including FVP, FVQ, SV, EmV and EmP have a Cronbach alpha value greater than 0.70, which suggests that all the measurement items under these constructs define an acceptable level of reliability and internal consistency.

Similarly, among all seven research constructs, only one construct i.e Conditional Value (CV) have a Cronbach alpha value of 0.700 which is just equal to threshold of 0.70 presented by Easterby-Smith et al., (2015). Thoroughly looking at SPSS output of Cronbach's alpha if item deleted value from reliability item statistics summary, the removal of first measurement item i.e CV1 among three items would increase alpha value to 0.736 which is above the threshold value. However, this study includes item CV1 to measure conditional value (CV) because if CV1 is eliminated than there will be only two item (CV2 and CV3) to measure Conditional Value (CV). It has been presented in previous study that minimum availability of three measurement items under single variable/construct is taken positive (Tamang, 2014). Similarly, Researchers suggests if any study is done in the field of marketing than lower level of Cronbach's alpha can be accepted (Park and Jun, 2003).

Therefore, considering Easterby-Smith et al. (2015) criteria of acceptance, all the listed items on each construct possess a satisfactory level of internal consistency and the item reliability of this model was achieved.

4.1.2   Validity of the constructs

Validity in quantitative research is explained as:

"Validity determines whether the research truly measures that which it was intended to measure or how truthful the research results are. In other words, does the research instrument allow you to hit "the bull's eye" of your research object?" (Joope 2000, as cited in Golafshani, 2003 p. 599).

The validity of a research construct can be confirmed by the help of Convergent validity and Discriminant validity (Campbell and Fiske, 1959). This study incorporates the same concept proposed by Campbell and Fiske (1959).

4.1.2.1   Convergent validity

Convergent Validity shows the degree to which all the measurement items or indicators measures a common construct or trait (Campbell and Fiske, 1959; Carlson and Herdman, 2012).

Convergent Validity of the construct can be measured by using a criterion of Composite Reliability (CR) (Fornell and Larcker, 1981) and Average Variance Extracted (AVE). Composite Reliability (CR) with a value 0.7 or higher is acceptable (Thompson et al., 1995; Fornell and Larcker, 1981). Similarly, Average Variance Extracted (AVE) with a value above 0.50 is acceptable which measures a level of variance explained by the research construct (Hari et al., 1998; Fornell and Larcker, 1981).

Table 7: Convergent Validity

Construct	Measurement Items	Composite Reliability (CR)	Average Variance Extracted (AVE)
Functional Value–Price (FVP)	FVP1 FVP2 FVP3	0.806	0.582
Functional Value–Quality (FVQ)	FVQ1 FVQ2 FVQ3	0.816	0.596
Social Value (SV)	SV1 SV2 SV3 SV4	0.820	0.532

Emotional Value (EmV)	EmV1	0.916	0.667
	EmV2		
	EmV3		
Epistemic Value (EpV)	EpV1	0.842	0.640
	EpV2		
	EpV3		
Conditional Value (CV)	CV1	0.823	0.610
	CV2		
	CV3		
Buying Intention (BI)	BI1	0.894	0.739
	BI2		
	BI3		

Table 7 exhibits a summary of composite reliability (CR) and average variance extracted (AVE) for all research constructs. As presented in table, composite reliability of all seven constructs range between 0.806 to 0.916 which exceeds an acceptable criteria of 0.7 (Thompson et al., 1995; Fornell and Larcker, 1981).

Similarly, an average variance extracted for all constructs range between 0.532 to 0.739, having least AVE of 0.532 on Social value (SV) and highest 0.739 on Buying Intention (BI). However all constructs meet a minimum required criteria of 0.5 (Hari et al., 1998; Fornell and Larcker, 1981).

Hence, convergent validity of all research constructs is achieved based on composite reliability and average variance extracted.

4.1.2.2 Discriminant validity

Discriminant validity tests ensure that the constructs designed to have no relationship with one another do in fact does not possess any relation (Shuttleworth, 2018). Discriminant validity can be accessed through a comparison made between volume of variance captured by the construct and shared variance with other construct Fornell and Larcker (1981).

In order to find discriminant validity, the calculated value of square root of average variance extracted (AVE) for each construct must be greater than the correlation between the constructs (Fornell and Larcker, 1981).

Table 8: Discriminant Validity

Constructs	Correlation							Average Variance Extracted (AVE)	
	FVP	FVQ	SV	EmV	EpV	CV	BI	AVE	√AVE
Functional Value - Price (FVP)	1							0.582	**0.763**
Functional Value - Quality (FVQ)	0.265	1						0.596	**0.772**
Social Value (SV)	-0.041	-0.017	1					0.532	**0.729**
Emotional Value (EmV)	0.197	0.231	0.119	1				0.667	**0.817**
Epistemic Value (EpV)	0.091	0.131	0.196	0.131	1			0.640	**0.800**
Conditional Value (CV)	0.200	0.199	-0.011	0.111	0.136	1		0.610	**0.781**
Buying Intention (BI)	0.230	0.169	0.133	0.067	0.054	0.074	1	0.739	**0.860**

The above table exhibit value of correlation between the constructs and value of square root of average variance extracted. Looking into the calculated value in the table, the value of square root of AVE is found greater than the value of correlation among each construct in respective row and columns. Hence, this provides evidence that there exists discriminant validity among the constructs in this study based on Fornell and Larcker (1981) criteria.

4.2   Correlation analysis

Correlation entails the degree to which two variables are related; it does not tell about cause and effect relation nor matter about dependant variable and independent variable, it only shows the direction or strength of association between two variables in the form of positive

(+) or negative (-) (Zaid, 2015). Pearson correlation is a widely used statistical tool to measure degree of relation between variables.

The table below presents a correlation matrix between constructs / variables assessed with Pearson's coefficient.

Table 9: Correlation matrix between variables

Correlation matrix							
Constructs	**FVP**	**FVQ**	**SV**	**EmV**	**EpV**	**CV**	**BI**
Functional Value - Price (FVP)	1						
Functional Value - Quality (FVQ)	0.265**	1					
Social Value (SV)	-0.041	-0.017	1				
Emotional Value (EmV)	0.197**	0.231**	0.119	1			
Epistemic Value (EpV)	0.091	0.131	0.196**	0.131	1		
Conditional Value (CV)	0.200**	0.199**	-0.011	0.111	0.136	1	
Buying Intention (BI)	0.230**	0.169**	0.133	0.067	0.054	0.074	1

**. Correlation is significant at the 0.01 level (2-tailed)

Table 9 exhibits a correlation matrix between Functional value-price (FVP), Functional value-quality (FVQ), Social value (SV), Emotional value (EmV), Epistemic value (EpV), conditional value (CV) and buying intention (BI). As per correlation matrix table, the correlation between FVQ and FVP is 0.265 this indicates a positive relationship between

them. Similarly, the matrix data shows correlation between SV with FVP and FVQ is -0.041 and -0.017 respectively which indicates a negative relationship between these variables. The correlation between EmV with FVP, FVQ and SV shows a positive relationship having a coefficient value 0.197, 0.231 and 0.119 respectively.

Remaining all other variables possess moderate level of positive relationship except negative relationship is seen between conditional value (CV) and social value (SV) having a coefficient -0.011. Looking at the correlation between buying intention (BI) and other variables, FVP and FVQ shows strong positive correlation as compared to other variables. This indicates an individual buying intention strongly depends on price and quality and vice versa.

Hence, the correlation matrix shows number of associations between buying intention and other variables and possesses a foundation to proceed multiple regression analysis.

4.3 Multiple linear regression and hypothesis testing

Regression analysis is one of the most widely used statistical techniques which involve identifying and evaluating the relationship between dependant variable and one or more independent variables (Zaid, 2015).

A multiple linear regression analysis is performed in this study taking buying intention (BI) as dependant variable and functional value-price (FVP), functional value-quality (FVQ), social value (SV), emotional value (EmV), epistemic value (EpV) and conditional value (CV) as independent variables. The result of analysis is presented in table 10 and appendix 6.

As presented by Sheth et al.,(1991), one of the propositions in theory of consumption value is that all consumption values are independent of each other. Multi-collinearity between the variables can lead towards generating complexity in study result and enhance difficulty in interpretation (Kraha et al., 2012). Further "*Multi-collinearity poses a real problem for the researcher using multiple regression*" (Stevens, 2009, p.79)

Hence, Multi-collinearity complexity issues were checked looking at the value of Variance inflation factor (VIF) which is presented in table 10 and appendix 5. The most commonly accepted rule of thumb associated with VIF is 10, when its value is above 10 then it is a situation of multi collinearity problem in the model (O'brien, 2007). Since, Variance inflation factor (VIF) for all the independent variables range between 1.060 to 1.148 which is far below

the threshold value 10 (O'brien, 2007). Hence, it is confirmed there is no multi-collinearity issues associated in this model.

Similarly, looking at the model summary in Appendix 6, the value of adjusted R^2 is 0.054, which indicates that 5.4% of the total variability in independent variable (BI) is explained by independent variables (FVP, FVQ, SV, EmV, EpV, CV). Furthermore, checking the explanatory power of the model in ANOVA table the significance value (P-value is 0.018) which is less than 0.05 confirms that the proposed model has an explanatory power.

Table 10: Multiple linear regression analysis and variance inflation factor (VIF)

Coefficients							
Model		**Unstandardized Coefficients**		**Standardized Coefficients**		**(P)**	**Variance Inflation Factor (VIF)**
		B	**Std. Error**	**Beta**	**t**	**Sig.**	
1	(Constant)	1.245	.640		1.946	.053	1.128
	FVP	.294	.113	.206	2.616	.010	1.128
	FVQ	.256	.107	.194	2.138	.016	1.148
	SV	.190	.098	.148	1.936	.039	1.060
	EmV	-.022	.091	-.019	-.242	.809	1.106
	EpV	-.010	.094	-.008	-.109	.913	1.083
	CV	.014	.079	.014	.178	.859	1.081

a. *Predictors: (Constant), CV, SV, EmV, EpV, FVP, FVQ*

b. *Dependent Variable: BI*

The result for the hypothesis testing has been concluded based on summary output generated from multiple regression analysis.

Hypothesis 1 (H1):

H1 stated that perceived Functional value – Price (FVP) positively affects consumer buying behavior towards branded apparel. Based on the result of multiple linear regression output for Functional Value–Price (FVP), its standardized coefficient beta is 0.206 (which is positive), t-value is 2.616 and its p-value is 0.010 (which is less than 0.05; P-value < 0.05). This proved

that FVP has a positive and significant impact on individual buying behavior. Hence, H1 is **accepted.**

Hypothesis 2 (H2):

H2 stated that perceived Functional value – Quality (FVQ) positively affects consumer buying behavior towards branded apparel. Based on the result obtained from multiple linear regression output for Functional Value–Quality (FVQ), its standardized coefficient value is 0.194 (which is positive), t-value = 2.138 and its p-value is 0.016 (which is less than 0.05; P-value < 0.05). This proved that FVQ has a positive and significant impact on individual buying behavior and FVQ is regarded statistically significant in explaining an individual buying behavior or intention. Hence, the proposed hypothesis H2 is **accepted.**

Hypothesis 3 (H3):

H3 stated that perceived Social value (SV) positively affects consumer buying behavior towards branded apparel. Based on the multiple regerssion obtained value (p = 0.039 < 0.05 and t = 1.936), it can be concluded that the relationship between social value (SV) and buying intention (BI) is significant at 0.05 level of significance. Similarly, its standardized cofficient beta value is 0.148 shows positive relationship between buying intention and social value. Hence, the proposed hypothesis H3 is **accepted.**

Hypothesis 4 (H4):

H4 stated that perceived Emotional value (EmV) positively affects consumer buying behavior towards branded apparel. Based on the result obtained from multiple linear regression output for Emotional Value (EmV), standardized coefficient value is -0.019 (which is negative) and its p-value is 0.809 (which is greater than 0.05; P-value > 0.05). This concludes that an individual perceived Emotional value is not statistically significant in explaining an individual buying behavior or intention. Hence, the proposed hypothesis (H4) is **rejected.**

The value of standardized coefficient (B) is -0.019, interpreted as the relationship between an individual perceived emotional value and buying intention is negative but this might be the case in regard to purchase decision taken on apparels only and in Norwegian context.

Hypothesis 5 (H5):

H5 stated that perceived Epistemic value (EpV) positively affects consumer buying behavior towards branded apparel. Based on the result obtained from multiple linear regression for

Epistemic Value (EpV), its standardized coefficient value is -0.008 (which is negative) and its (t-value = -0.109 and p-value = 0.913). Since, P-value > 0.05, it can be concluded that an individual perceived Epistemic value is not statistically significant in explaining an individual buying behavior or intention at 0.05 level of significance. Hence, the proposed hypothesis (H5) is **rejected.**

Hypothesis 6 (H6):

H6 stated that perceived Conditional value (CV) positively affects consumer buying behavior towards branded apparel. Based on the result obtained from multiple linear regression for Conditional Value (CV), its standardized coefficient beta value is 0.014 (which is positive) and its (t-value = 0.178 and p-value = 0.859). Despite positive relationship between an individual perceived conditional value (CV) and buying intention (BI) confirmed by standardized coefficient beta value 0.014, the analysis P-value > 0.05 concludes that the perceived conditional value does not have a predictive ability over buying intention and it is not statistically significant at 0.05 level of significance. Hence, the proposed hypothesis (H6) is **rejected.**

4.4   Summary of hypothesis

Incorporating functional value - price (FVP), functional value - quality (FVQ), social value (SV), emotional value (EmV), epistemic value (EpV) and conditional value (CV) under an independent variable and buying intention (BI) indicating individual buying behavior as dependant variable six different hypothesis has been formulated and it's level of significance is tested by multiple linear regression analysis using statistical package tool SPSS version 20. Following table shows a summary of hypothesis findings:

Table 11: Summary of hypothesis findings

Proposed hypothesis	Hypothesized effect	Findings
H1: The perceived Functional value - Price positively affects consumer buying behavior towards branded apparel.	Positive (+)	Accepted
H2: The perceived Functional value – Quality positively affects consumer buying behavior towards branded apparel.	Positive (+)	Accepted

H3: The perceived Social value positively affects consumer buying behavior towards branded apparel.	Positive (+)	Accepted
H4: The perceived Emotional value positively affects consumer buying behavior towards branded apparels.	Negative (-)	Rejected
H5: The perceived Epistemic value positively affects consumer buying behavior towards branded apparels.	Negative (-)	Rejected
H6: The perceived Conditional value positively affects consumer buying behavior towards branded apparels.	Positive (+)	Rejected

5   DISCUSSION AND CONCLUSION

The main objective of this study is to identify the major variables that drive an individual buying behavior towards branded apparel (especially branded cloth) in context of Norway. Since, lots of research has been conducted in the field of consumer buying behavior with regard to variety in context and theoretical understanding. Prior studies has been done taking into account mostly theory of planned behavior, theory of reasoned action and stimulus-response model. Very few studies has incorporated theory of consumption value as a theoretical base and research model. This research model is completely designed on the basis of fundamental premise of theory of consumption value proposed by Sheth et al., (1991). It implied that consumer choice behavior is influenced by any or all of the five consumption values. More specifically, this study has empirically tested the influence of consumer perceived functional-price, functional-quality, social, emotional, epistemic and conditional values towards branded apparels for this purpose six hypothesis reflecting the relationship between the constructs is formulated.

An online questionnaire was designed reflecting consumer profile / demographics, consumer preference and consumption values. The result of collected data indicates an existence of higher level of internal consistency among the measurement items as well as acceptable level of convergent and discriminant validity of all research constructs. Similarly, Correlation analysis and multiple linear regression analysis were done for the purpose of identifying a relationship between variables, hypothesis testing and verification. Buying intention (BI) reflecting individual buying behavior was dependant variable and functional value-price (FVP), functional value-quality (FVQ), social value (SV), emotional value (EmV), epistemic value (EpV) and conditional value (CV) were independent variable. Following points were highlighted based on quantitative analysis:

First, the result of multiple linear regression analysis concluded that out of six proposed hypothesis only three of them were accepted. The analysis confirms that not all of the consumption values (Functional, social, emotional, epistemic and conditional) are factors influencing buying behavior towards apparels. The result indicates, consumer perceived functional value-price (FVP), functional value-quality (FVQ) and social value (SV) are the major factors that drive consumer buying behavior towards branded apparel. Hence, the fundamental preposition of the adopted theory i.e *"consumer choice is a function of multiple consumption values and decision may be influenced by any or all of the five consumption*

values" (Sheth et al., 1991, p.160) is supported by the result of this study. Further, this study conclusion is partially supported by Wang (2010) study findings stating that functional value – price is a strong predictor of buying intention. However, this study result fully contradict with Lin & Huang (2011) study findings showing functional value – price & quality and social value does not have significant impact on individual choice behavior.

Second, the finding reveals that the perceived emotional value (EmV) and epistemic value (EpV) does not contribute to have positive impact on consumer buying behavior towards branded apparel. This result contradict with the prior study result stated as being emotional value a strong influential factor of buying intention (Wang, 2010) and also with research study undertaken by Lin & Huang (2011) which states epistemic value has a significant positive impact on individual buying behavior.

Third, considering prior research finding suggests a strong positive relationship between perceived conditional value (CV) and consumer buying behavior buying (Lin & Huang, 2011), this study concludes that very low level of positive relationship is seen between conditional value (CV) and buying intention (BI), however the analysis P-value for conditional value > 0.05 concluding that the perceived conditional value does not have a predictive ability over buying intention hence the relationship is insignificant. This finding also contradicts with the conclusion drawn by (Lin & Huang, 2011) study.

Based on above discussion and comparison with other similar study report following conclusion can be drawn:

- Among five consumption values presented in the model only functional and social values seems to have a significant impact on consumer buying behavior.
- As mentioned in previous literature, traditionally functional value is assumed to be the primary factor influencing buyer's choice (Sheth et al., 1991) but this study result supports that functional value (price and quality) continue to hold a dominating role to influence buyers decision at current modern world.
- The perceived emotional, epistemic and conditional values were not found a strong driver of consumer buying behavior towards branded apparel.

6 CONTRIBUTION AND IMPLEMENTATION

As stated in marketing, an organization should always try to satisfy customer needs and wants with an objective to generate higher profit; inorder to gain competitive advantage in the market, an understanding of consumer behavior is crucial since it helps marketiers develop short and long term strategy (Peter and Olson, 1990). Thus, it is critical for managers to analyze and understand consumer behavior. A number of researches have been done in the field of consumer attitude, branding, brand equity, service quality, consumer loyalty and customer satisfaction considering different theories and models. However, analysis of major driver of consumer buying behavior incorporating theory of consumption of values as a research model is not common. Therefore, this study contributes to the area of marketing and strategic planning in apparel manufacturing industry. By deeply analyzing and identifying major consumption values affecting consumer buying behavior, a branded apparel manager can develop an effective marketing communication strategy that address the need and attract consumers to select branded apparel.

Similarly, the study finding reveals that consumer perceived functional value – price and quality (FVP and FVQ) and social value (SV) are the major drivers of consumer buying behavior especially towards branded apparel. Therefore, as an apparel manufacturer and supplier, it is important to adopt product pricing as a serious matter of concern. They need to adopt cost effective pricing strategy to sustain in the market along with the competitors. Similarly, as compared to price factor, consumers do take product quality as an important driving force influencing their choice decision. As explained by Garvin (1988), product reliability, durability, performance and perceived quality can be a source of competitive advantage. Manufacturers of apparel product should always try to maintain quality consistency in their production and maximize consumer benefits. Similarly, Managers and Marketers should always consider their marketing plan focusing and representing a group of individuals because each member in a group influences other members while buying apparel and the study findings shows a perceived social value as a strong factor affecting consumer buying behavior.

Since, apparel price, quality and social factors is seen to have strong influencing factor on consumer buying behavior. Therefore, the apparel manager can use it to gain competitive advantage in the market and enhance sales by emphasizing on supplying consistent quality product. This will help to develop a trustworthy relationship between supplier and consumers.

Similarly, consumers do take price factor seriously before taking a buying decision hence, branded apparel manager must adopt appropriate pricing strategy and cost cutting techniques taking a serious consideration about competitor's price. This will definitely help increase sales volume. Besides price and quality, it has been found that all the members of our society (family, friends, peer groups) do influence consumer buying decision. Hence, branded apparel marketing campaign should be focused towards addressing and capturing the need and interest of groups rather than individual.

7 LIMITATION AND FUTURE RESEARCH

This research possesses some limitations which might weaken the objective of the study. Following are the limitations observed in this study:

- The sample size taken in this study is very small in comparison with total population of the study, which might not provide a clear picture.
- This study adopted non-probability purposive sampling procedure for data collection which does not ensure the generalizability of the study. As recommended it would be better to use probability random sampling in order to generalize the findings.
- The study findings cannot be generalized to all the Norwegians because different nationalities of people staying in Norway are also taken as target respondents.

Although this study result provides an additional significance into the related field of study, it also gives a space to the researchers for further research in other categories. Possible future research could include the following: First, this study is completely based on research done on branded apparel product hence, future studies need to be conducted considering other different product categories to strengthen its validation. However, it is expected that there is a high possibility of having this study findings replicated in other categories of study.

Second, this study only incorporates five consumption values proposed by Sheth et al., (1991) as a research construct with limited measuring items, further research can be done adding up a new research constructs that could give significant contribution to the theory and its findings, the new research construct could be related to environmental and health concerns as these issues are relatively taken with upmost important these days.

Third, this research incorporates consumption values as a research model, future research can be done as a comparative study between two or three models on buying behavior under a specific product category.

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APPENDICES

Appendix 1: Cronbach's alpha

Construct	Measurement Items	Cronbach alpha
Functional Value – Price (FVP)	FVP1: I believe the product of my choice is reasonably priced. FVP2: The cloth I buy offers a satisfactory value for the money I pay. FVP3: The product is most economical to me.	.703
Functional Value – Quality (FVQ)	FVQ1: I am confident that the cloth I select has an acceptable standard of quality. FVQ2: I believe the materials used are genuine as mentioned in product information tag. FVQ3: The cloth of my choice has a consistent quality.	.736
Social Value (SV)	SV1: I like to know, if I buy this product make a good impression on others. SV2: It is important that other like the product I select. SV3: It is important that the product would help me feel acceptable in a group and a social approval SV4: It is important that the product would improve the way I am perceived.	.723
Emotional Value (EmV)	EmV1: I feel excited when making a purchase decision for something of my choice. EmV2: I choose the product that makes me feel relaxed and confident. EmV3: Most often, I use the product that I enjoy most and feel comfortable.	.781

Epistemic Value (EpV)	EpV1: Before buying the product, I usually obtain substantial information about different makes and models of product.	.751
	EpV2: High degree of product knowledge and potential information about product help me make quick decision and select a best product.	
	EpV3: I have a keen interest in seeking out novel information about the product.	
Conditional Value (CV)	CV1: I often wait for discount schemes to make a purchase decision.	.700
	CV2: I am conscious about selecting my cloth when I am attending any events, occasion or programs.	*If item (CV1) deleted:*
	CV3: I decide to select for my choice even if I am on a tight budget.	*.736*
Buying Intention (BI)	BI1: The likelihood of going for shopping is high for me.	.845
	BI2: I plan to go for shopping in near future.	
	BI3: I intend to purchase cloth of my choice very soon.	

Appendix 2: Composite Reliability (CI) and Average Variance Extracted (AVE)

Construct	Measurement Items	λ	λ^2	Error Variance = $(1-\lambda^2)$	Composite Reliability (CR)	Average Variance Extracted (AVE)
Functional Value – Price (FVP)	FVP1	0.832	0.692	0.308	0.806	0.582
	FVP2	0.754	0.568	0.432		
	FVP3	0.696	0.485	0.515		
Sum total:		**2.282**	**1.745**	**1.255**		
Functional Value – Quality (FVQ)	FVQ1	0.794	0.630	0.370	0.816	0.596
	FVQ2	0.770	0.592	0.408		
	FVQ3	0.752	0.566	0.434		
Sum total:		**2.316**	**1.789**	**1.211**		
Social Value (SV)	SV1	0.759	0.576	0.424	0.820	0.532
	SV2	0.736	0.542	0.458		
	SV3	0.720	0.518	0.482		
	SV4	0.702	0.492	0.508		
Sum total:		**2.916**	**2.128**	**1.872**		
Emotional Value (EmV)	EmV1	0.828	0.686	0.314	0.916	0.667
	EmV2	0.824	0.678	0.322		
	EmV3	0.799	0.638	0.362		
Sum total:		**2.450**	**2.002**	**0.998**		

Epistemic Value (EpV)	EpV1	0.820	0.672	0.328	0.842	0.640
	EpV2	0.794	0.631	0.369		
	EpV3	0.786	0.617	0.383		
Sum total:		**2.399**	**1.919**	**1.081**		
Conditional Value (CV)	CV1	0.872	0.761	0.239	0.823	0.610
	CV2	0.765	0.585	0.415		
	CV3	0.696	0.484	0.516		
Sum total:		**2.333**	**1.830**	**1.170**		
Buying Intention (BI)	BI1	0.903	0.815	0.185	0.894	0.739
	BI2	0.860	0.739	0.261		
	BI3	0.814	0.662	0.338		
Sum total:		**2.577**	**2.217**	**0.783**		

Appendix 3: Discriminant Validity

Constructs	Correlation							Average Variance Extracted (AVE)	
	FVP	FVQ	SV	EmV	EpV	CV	BI	AVE	√AVE
Functional Value - Price (FVP)	1							0.582	**0.763**
Functional Value - Quality (FVQ)	0.265	1						0.596	**0.772**
Social Value (SV)	-0.041	-0.017	1					0.532	**0.729**
Emotional Value (EmV)	0.197	0.231	0.119	1				0.667	**0.817**
Epistemic Value (EpV)	0.091	0.131	0.196	0.131	1			0.640	**0.800**
Conditional Value (CV)	0.200	0.199	-0.011	0.111	0.136	1		0.610	**0.781**
Buying Intention (BI)	0.230	0.169	0.133	0.067	0.054	0.074	1	0.739	**0.860**

Appendix 4: Correlation Matrix

		FVP	FVQ	SV	EmV	EpV	CV	BI
FVP	Pearson Correlation	1	.265**	-.041	.197**	.091	.200**	.230**
	Sig. (2-tailed)		.000	.590	.009	.236	.008	.002
	N	173	173	173	173	173	173	173
FVQ	Pearson Correlation	.265**	1	-.017	.231**	.131	.199**	.169**
	Sig. (2-tailed)	.000		.826	.002	.086	.009	.010
	N	173	173	173	173	173	173	173
SV	Pearson Correlation	-.041	-.017	1	.119	.196**	-.011	.133
	Sig. (2-tailed)	.590	.826		.118	.010	.881	.080
	N	173	173	173	173	173	173	173
EmV	Pearson Correlation	.197**	.231**	.119	1	.131	.111	.067
	Sig. (2-tailed)	.009	.002	.118		.085	.147	.378
	N	173	173	173	173	173	173	173
EpV	Pearson Correlation	.091	.131	.196**	.131	1	.136	.054
	Sig. (2-tailed)	.236	.086	.010	.085		.074	.477
	N	173	173	173	173	173	173	173
CV	Pearson Correlation	.200**	.199**	-.011	.111	.136	1	.074
	Sig. (2-tailed)	.008	.009	.881	.147	.074		.334
	N	173	173	173	173	173	173	173
BI	Pearson Correlation	.230**	.169**	.133	.067	.054	.074	1
	Sig. (2-tailed)	.002	.010	.080	.378	.477	.334	
	N	173	173	173	173	173	173	173

*Note: ** Correlation is significant at the 0.01 level (2-tailed)*

Appendix 5: Collinearity Statistics (Variance Inflation Factor (VIF))

Collinearity Statistics			
Model		**Tolerance**	**VIF**
1	Functional Value - Price (FVP)	0.886	1.128
	Functional Value - Quality (FVQ)	0.871	1.148
	Social Value (SV)	0.943	1.060
	Emotional Value (EmV)	0.904	1.106
	Epistemic Value (EpV)	0.924	1.083
	Conditional Value (CV)	0.925	1.081
a. Dependent Variable: Buying Intention (BI)			

Appendix 6: Multiple linear regression

i.	**Variables Entered / Removed**		
Model	Variables Entered	Variables Removed	Method
1	CV, SV, EmV, EpV, FVP, FVQ[a]	.	Enter

ii.	**Model Summary**			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.295[a]	.087	.054	1.029

iii.			ANOVA			
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.700	6	2.783	2.628	.018
	Residual	175.809	166	1.059		
	Total	192.509	172			

iv.	Coefficients					
		Unstandardized Coefficients		Standardized Coefficients	t	(P) Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.245	.640		1.946	.053
	FVP	.294	.113	.206	2.616	.010
	FVQ	.256	.107	.194	2.138	.016
	SV	.190	.098	.148	1.936	.039
	EmV	-.022	.091	-.019	-.242	.809
	EpV	-.010	.094	-.008	-.109	.913
	CV	.014	.079	.014	.178	.859

Note: Predictors: (Constant), Functional Value-Price (FVP); Functional Value-Quality (FVQ); Social Value (SV); Emotional Value (EmV); Epistemic Value (EpV); Conditional Value (CV)

Dependent Variable: Buying Intention (BI)

Appendix 7: Survey questionnaire

Buying behavior of Consumer towards branded apparel in Norway

This survey is undertaken as part of mandatory work I am conducting to complete my M.Sc. degree in Business at Nord University. The main purpose of this survey to find out major variables that drive an individual buying behavior towards branded apparel.
All information provided will be treated with upmost confidentiality and will be used only for research purpose.

This survey will take less than 5 minute.

Thank you for your cooperation...!

In this survey the term "APPAREL" include only clothing.

Required

1. Please indicate your gender *
Mark only one oval.

⬭ Male

⬭ Female

2. Age *
Mark only one oval.

⬭ Below 20

⬭ 20 - 30

⬭ 31 - 40

⬭ Above 40

3. Educational Qualification *
Mark only one oval.

⬭ High School

⬭ Bachelor Degree

⬭ Master Degree

⬭ Above Master

4. Please indicate your current occupation *
Check all that apply.

☐ Student

☐ Full time Job

☐ Part time Job

☐ Self - Employed

☐ Unemployed

5. Please indicate your current monthly income (In NOK)

Mark only one oval.

○ Below 10000

○ 10000 - 20000

○ 20000 - 30000

○ Above 30000

6. Nationality *

_____

Skip to question 7.

Part B: CONSUMER PREFERENCE

7. How often do you go for apparel shopping?

Mark only one oval.

○ Weekly

○ Monthly

○ Once in a 3 month

○ Once in a Year

8. What is your most preferred way of shopping?

Mark only one oval.

○ Visiting showroom

○ Retail outlet

○ Online order

9. Whom do you prefer most going for a shopping with?

Mark only one oval.

○ Family members

○ Friends

○ Alone

10. Do you follow any specific brand of your choice while buying apparel?

Mark only one oval.

○ Yes, I follow only one

○ Yes but I follow multiple brands

○ No, I am not brand conscious

Part C: Consumption Values / Buying Intention

Please indicate your level of agreement with each statement on a scale of 1 (Strongly Disagree) to 5 (Strongly Agree).

Following are the values assigned for each choice.

Strongly disagree   4. Agree
Disagree   5. Strongly agree
Neutral

please mark only one choice.

11. I believe the product of my choice is reasonably priced. *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

12. The cloth I buy offers a satisfactory value for the money I pay. *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

13. The product is most economical to me. *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

14. I am confident that the cloth I select has an acceptable standard of quality. *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

15. The likelihood of going for shopping is high for me. *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

16. I believe the materials used are genuine as mentioned in product information tag. *
Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

17. I plan to go for a shopping in near future. *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

18. The cloth of my choice has a consistent quality. *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

19. I intend to purchase cloth of my choice very soon. *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

20. I like to know, if I buy this product make a good impression on others. *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

21. It is important that other like the product i select. *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

22. It is important that the product would help me feel acceptable in a group and a social approval. *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

23. It is important that the product would improve the way i am perceived. *

24. I feel excited in making a purchase decision for something of my choice. *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

25. I choose the product that makes me feel relaxed and confident. *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

26. Most often, I choose the product that I enjoy most and feel comfortable. *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

27. Before buying a product, I usually obtain substantial information about different makes and models of product. *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

28. High degree of product knowledge and potential information about product help me make quick decision and select a best product. *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

29. I have a keen interest in seeking out novel information about the product. *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

30. I often wait for discount schemes to make a purchase decision. *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

31. I am conscious about selectingmy cloth when i am attending any events, program or occasions.*

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

32.I decide to select for my choice even if i am on a tight budget.*

Mark only oneoval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

Any comment /suggestions?

_____

_____

_____

_____

_____