

Exploring Consumer Behaviour

An Irish Perspective



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In Lifestyle Apparels

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Exploring Consumer Purchasing Behaviour in lifestyle Apparels

(An Irish perspective)



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for the Master Business Administration in Marketing**

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Abstract

Purpose: This dissertation evidences the influence of variables like Price, Quality, Family, Brand Personality, Social Status, Uniqueness and In-Store Stimuli has on consumer behaviour while purchasing lifestyle apparels. Consumption of lifestyle apparels is based on expression of ones activities, interest and opinions, which are susceptible to influences. Marketers seek constantly to develop a strategic fit between their market offering and changing market opportunities, but achieving this harmonious balance is easier said than done, as buying remains complex and motivations unclear. The overall aim of this study is to highlight the variables most capable of affecting the consumer behaviour. Considering the influence of these factors on consumers behaviour while designing strategies on lifestyle apparels, can nurture effective future strategic planning.

Design/methodology/approach: A questionnaire survey was administered to a non-probability sample of 106 consumers. Using the consumer behaviour as a dependable variable and Price, Quality, Family, Brand Personality, Social Status, Uniqueness and In-Store Stimuli as independent variables, correlation and regression analyses were performed in conjunction with ANOVA, F-test and t-test, so to be able to approve or disapprove if null hypothesis is true.

Findings: The results were significant at $p < .05$ suggest that the independent variables such as Price, Quality, Family, Brand Personality, Social Status, Uniqueness and In-Store Stimuli were highly correlated and were likely to significantly predict consumer behaviour while purchasing lifestyle apparels in regression, with Quality accounting for highest variance caused and family accounting for least variance caused, point out that hedonic effect are prevalent along with cause of perfectionism as consumer shopping lifestyle apparels behaviour demonstrate prestige seeking behaviour.

Originality/Value: The results of this study might interest consumer behaviour researchers and those firms involved in lifestyle apparels, as this dissertation provides in detail the importance of the personal, societal and situational factors that influence consumer buying behaviour in lifestyle apparels. Further research is needed to detail the influence of sub variables in each of the major category of independent variables.

Chapter 1

Introduction

"Good clothes open all doors."

Thomas fuller

Key Topics:

- 1.1 Overview p.2
- 1.2 Research Contribution and Objectives p.3
- 1.3 Limitations p.4
- 1.4 Structure of the Research p.5

CHAPTER 1 – INTRODUCTION

1.1. Overview

Today many lifestyle brands are striving to develop a deeper more expressive bond with its target market from merchandise only association (*Park et al., 2006*). The modern marketplace has the customers overwhelmed with so much of choice and so much of information to process, resulting in consumer having problems in elucidating all their purchasing decisions. Researchers describe this shopping decisions based on the customer ‘subconsciously decisions’ (*Soars, 2003*), it is not surprising that 85% of purchases are made without examining any competing products in store (*Clement, 2007*).

At its very basic, marketer tries to stimulate, maintain or revitalise the demand for products in market place (*Spillard, 1985: 8*), they achieve this by studying and understanding consumer’s (*Mrak & Stewart, 1951: 387*). Solomon (*2012:130*) defined consumer behaviour as the method by which individuals or groups of customer go throughout to choose, acquire, use and borrow the goods, selective services, purchasing ideas to persuade their respective needs. Marketing researchers have shown that consumer behaviour is very difficult to predict as it differs towards different products (*Noel, 2009:14*), this deviation in consumer behaviour may be caused by various factors such as personal factors (*Moutinho, 1987*) which may distinctive to the individual, societal factors (*Burnkrant & Cousineau, 1975*) relating to the people around the consumers and situational factors (*Belk, 1975*) which may be in effect at the time of making a purchase. Hoyer (1984) argues that consumer consumption choice also differ according to consumers involvement with the product, as seen for the low involvement goods such as a soft drink, consumer behaviour are somewhat made by uncomplicated purchase decision making process, however short involvement made, can also be influenced by environment, marketing & promotions (*Alvarez & Casielles 2005*), But for merchandises like clothing, consumer behaviour is complicated and decision making is long (*Applegate & Johnsen, 2007:40*) as they, in way express lifestyle choice of the consumer(*De Bruin, 2011:12*).

Clothing today has become a fashion statement rather than a basic necessity. Today’s garments have become a social status and most of the people go for the different garments purchase to showcase their respective personal image (*O’Cass, 2000*) and cloths are seen as symbols of social stratification in any society (*Blackburn, 1999*), consumers today pick clothes that are in sync with their personality and reflect who they are! (*McWilliams, 2004:163*). Many clothing companies like Columbia sportswear and the north face are selling apparels as lifestyle medium, endorsing a certain way of life(Appendix 6), by expressing

status and aspirations (*Saviolo & Marazza, 2013:60*). But with increased availability of choice consumers are finding it harder to decide what to buy? And Ireland is no exception.

1.2 Research Contribution and Objectives

This quantitative research makes an attempt to study how garments become the personal image reflectors and the motive behind customer decisions making for the different garment brands? And find the correlation between Irish customer purchasing behaviour in respect to lifestyle apparels Quality, Price, Brand Personality, Family influence, self-identity, social status, uniqueness and store ambience.

The research problem that instigated this research was “what variables influence the lifestyle garments shopping behaviour in Irish society?” Although past research has documented various contexts such as “Social groups association and identity (*Escalas, 2013; Berger & Heath, 2007*), consumer involvements (*Fournier, 1998; Laurent & Kapferer, 1985*) and the life event resulting consumer behaviour (*Mathur et al, 2003*). Previous researches has only take in account the American consumer and hence studying Irish context is importance, as consumers in different national cultures has dissimilar outlooks, which leads to selection or valuations (*Steenkamp et al, 1999*). Furthermore Krishnans (*2011*) research suggested gaps in relation to understanding consumer behaviour towards lifestyle products and store choice exhibited by customers.

Financial crisis to a larger extent is responsible in changing the attitudes of the Irish consumer, as they look for more value alongside sustaining their lifestyle (*Pasley, Mintel, 2009*). Volume of personal consumption has declined by 1.2% in 2010, largely corresponding to the decline in the disposable incomes. Clothing, footwear and textiles are down -1.9% in value (*M.I.I., 2011*). This study is further inspired by the gaps in knowledge of garment shopping behaviour in Ireland and subsequently will help retailers, manufacturers and international brands by providing better understanding of the variable at play affecting the Irish consumer behaviour and in turn help in designing effective marketing strategy for influencing customer buying decisions, Such as the right price, branding decision, trends which further helps influencing consumer behaviour and creating brand preference, but the major question is what makes it a successful lifestyle garment brand.

So the determination of this research is to understand and uncover the variables affecting the consumer behaviour towards lifestyle apparels in Irish consumer market.

The aim of this research is to investigate the following:

- If in economic downturn, which Ireland along with many other countries in Europe facing today has led to change in consumer behaviour towards lifestyle apparels?
 - So does the quality of products, which was one of the most essential parts of a purchase during “Celtic tiger” (*Passport, 2013*), still hold relevant to lifestyle apparels in these hard times?
 - Are consumers willing to pay that bit extra? Or price will influence the purchases of lifestyle apparel?

- Will the social influence hold true while purchasing lifestyle apparels?
 - Does primary reference group like families will have any influence on the consumer purchasing lifestyle apparels?
 - If the purchase of lifestyle apparels is associated to symbolic manifestation of individuals ego and his status?
 - If self-expression is an important factor while deciding on a lifestyle apparel?

- Will the situational factors influence the purchasing of lifestyle apparels?
 - Does the personality branding of the apparels, create any influence on consumer purchasing lifestyle apparels?
 - If the ambience of the store and in store stimuli subject any influence on consumer purchasing lifestyle apparels?

1.3 Limitations:

Just as with any research, this research has its limitations. Primary limitations affecting this research are both time and money. The time constraint limited the data collection period in this research, sample on which the research was conducted and the time devoted in analyses of the data. This limited the scope of the research to be narrow. Along with that the budget constraints subjected the research to be carried out in a cross section of people at a single point of time, hence severely limiting the research findings to single phenomenon. Another limitation is that it is solely concentrated on Irish consumer purchasing behaviour on lifestyle apparels. As different regional variables such as culture, socio economic conditions, attitudes of society have profound effect on shaping their needs and development

of the wants and demand (*Chaffey, 2009*). Consequently the factors which may result in purchase of lifestyle apparel in Ireland may not be applicable in other countries.

1.4 Structure of the Research

This research is structured into six main chapters which are: introduction, literature review, methodology, data analysis/findings, conclusion/recommendations and self-reflection.

Chapter 1: Introduction.

Introduction chapter is divided into three sections: (1) this is the overview, which provides an overall introduction to the lifestyle, clothing and consumer behaviour. (2) This section provides the rationale for conducting this research and what this research wants to achieve. (3) This section provides the overall structuring of the research.

Chapter 2: Literature Review.

In this chapter research will critically review the literature surrounding the consumer behaviour and identify various variables which affect the consumer behaviour. Then these variables will be discussed in detail and explanation by the use of consumer behaviour models thus will provide an insight on the consumer decision making process affecting the consumer behaviour while purchasing lifestyle apparels.

Chapter 3: Methodology.

This chapter is structured according to the Saunders research onion framework and will explore the methodology adopted in researching the phenomenon at hand. A detailed discussion will be put forward by the researcher in argument to justify the choices made over other available alternative in this research. Second section of this chapter is about the data, its collection and analysis. Sample for this research will be identified. Lastly the limitation of this methodology will be discussed along with ethical issues and ethical stance of this research.

Chapter 4: Data analysis and Findings

This chapter will statically analysis the data collected from the questionnaires, this analysis will provide insight to the various factors in study and will help to approve or disapprove of the hypothesis put forwards in this research. The chapter is divided into parts, first part provide the demographic analysis of the sample. Second part will provide the inferential analysis of the data which will be used to make inference for the wider population.

Further this chapter will be discussing the findings, based on the analysis of the data conducted. The analysis will provide a light on the various variable identified in the literature review and conclude if these are any way influential while making decision on the lifestyle apparels, further to that the discussion will be raised on the size of the impact of these identified variables, So to provide an understanding which of the variable have the most impact to the one which has the least impact while purchasing lifestyle apparels.

Chapter 5: Conclusion.

This chapter will summarise the overall findings from the discussion chapter along with the limitation associated to this research. The findings which are deemed important in this context of lifestyle apparels will be put forward in the future research section. In the end the implication of this research to the marketing professional and practitioners will be suggested.

Chapter 6: Self-Reflection.

This chapter will be used by the researcher to explain the various circumstances which the researcher had to go through in completion of this study. Researcher will explain how his learning styles help out to develop this research, while dealing with both expected and unexpected issues.

Chapter 2

Literature Review

“Life stands before me, like an eternal spring
with new and brilliant clothes.”

Carl Friedrich Gauss

Key Topics:

- 2.1 Introduction p.8
- 2.2 Garment Industry in Ireland p.10
- 2.3 Consumer Purchasing Behaviour p.12
 - 2.3.1 Sources of Influence p.12
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CHAPTER 2 – LITERATURE REVIEW

2.1 Introduction

Consumer purchase behaviour composites array of components from both psychology (Social) and economic (cognitive) in an effort to rationalise the motives and drives leading to specific purchase decisions i.e. why or why not consumer buys a particular product. During 1960s consumer behaviour evolved to a distinctive area of market research, and two main perspectives shaped the consumer behaviour research, the positivist and the non-positivist (*Moneesha, 2002*). Many arguments has been put forwards over the years to justify consumer behaviour from *Behaviourist (Foxall, 1993)* arguing importance of context and environment of purchase and consumption, to Sigmund Freud's (1856-1939) *psychoanalytic psychology* rationalisation, identifying them as *Id, the Ego and Superego* in the model of psyche (1923; *Library & Cataloguing Canada, 2011*).

Positivist or traditionalist perspective (which is still dominant today) argues consumer purchase behaviour has to be rational (*Simon, 1955; 1979*) which included steps like alternatives search to goal attainment (*Freud called this secondary process thinking*), the contemporary research on decision making has resulted in better understanding of consumer behaviour by incorporating wide range of variable manipulating consumer and accepts wide range of consumption actions.

Consumer Preference – The Rational Decision Making Process:

Consumers make decisions, but how? Buying commences much earlier before the actual acquisition of the proposition. Understanding the buying process provides better understanding of the roles buyer characteristics play at each stage of the buying process. According to Baines (2011:83) the consumer proposition acquisition process has six stages:

- **Motive Development:** its starts when buyer identifies a need or becomes aware of a problem that constitutes to the motive to satisfy or resolve it. This recognition can be a result of internal or external stimuli. E.g. buying new clothing (internal) and marketing efforts (external) can convert this need into want buy suggesting what missing and which brands to buy.
- **Information Gathering:** After identification of the issue, prospective buyer search for information and alternative way to solve the problem. So when buying clothing consumer may rely upon pervious purchase experience or search for what are the latest trends? , brands in those trends. This will involve family, peers, guides and advertisements.

- **Proposition Evaluation:** In order to make ideal choice, consumers will evaluate the proposition. The evaluation is either rational (Cost) or Irrational (Desire). *Evoked set* or *repertoire* of products/ brands are said to come into consumer mind when making decisions.
- **Purchase Selection:** After evaluation of different solutions, consumer makes the purchase selection. Generally the selection is made which is most suitable to the circumstances of the consumer. As a consumer may have searched for the price and product online; try and buy it in store.
- **Acquisition/ Purchase:** consumer makes the purchase. Sometimes consumer makes purchase fairly quickly because it may be routine purchase requiring little involvement (*Hoyer, 1984*). But if the purchase is a specialised then it might it much longer to make purchase decision.
- **Re-evaluation:** After acquisition consumer will engage in re-evaluating purchase from expected performance to perceived performance, this evaluation will either result in satisfaction or dissatisfaction of the consumer. Leon Festinger (*1957*) suggested in his theory of Cognitive dissonance that major purchases lead to discomfort, as every purchase may have some element of sacrifice. Cognitive dissonance may also occur due to guilt resultant of financial responsibility (*Burnett & Lunsford, 1994*).

On the contrary researcher like Becker (*1962*) suggested that the behaviour is not always rational and is subject to irrational choice *i.e.* preference is not ordered and do not follow logical decision making. Hirschman & Holbrook (*1982*) argued in the case where emotion, pleasure or leisure is involved the rationalisation of acquisition may be neglected for consumption satisfaction (*Freud - Thinking is secondary*). This is especially prevalent in the case of prestige seeking consumer behaviour (*Vigneron & Johnson, 1999*) where prestige value and self-consciousness is high.

Lifestyle is sometime defined as the *ways of life* an individual or group reckons appropriate and comfortable. Lifestyle choices reflect the same rationalisation from the food they eat to clothes they wear. Lifestyle clothes such as sportswear, winter jackets etc. (Appendix 6) have become popular in Ireland irrespective of their actual use, to rationalise the buy, consumer should take on skiing or

snowboarding or skeleton racing to wear these special built, synthetically insulated expensive jackets, but most do not! So are these just been worn to join in on a trend or linkage to a particular group or just for aesthetics (Hedonic effect -*Hoyer & Stokburger-Sauer, 2012*), either case the consumer purchase behaviour toward lifestyle apparels is subject to various variables affecting purchase and this dissertation will focus on the variables such as pricing, quality of product (Perfectionism effect ;*Vigneron & Johnson, 1999*), social reference groups, personality and environmental stimuli to understand their influence on consumer purchasing behaviour towards lifestyle apparels. Recent study conducted by *Pentecost & Andrews(2013)* suggested that consumer purchases significantly shift with economic downturn as trade-off are been made on between hedonic and utilitarian value (*Hirschman & Holbrook, 1982; Babin, Darden & Griffin, 1994; Wertenbroch, & Dhar, 2000*) in turn affecting the lifestyle choices consumers make.

2.2 Garment Industry in Ireland

Since 1995, Ireland garment industry has grown by 59%, today it stands on around 5 billion euros, because of the increasing import contribution and the growing fashion status of society. Irish fashion has been influenced by the European and international fashions (*Enterprise Ireland, 2000*).

The clothing industry in Ireland has started to shift towards more original, mechanically advanced and higher value laden (*Intertrade Ireland, 2005*).Therefore it has become progressively more complicated to define an “Irish Garment look”, Apart from the Multinational organisation such as North Face and the Colombia wear (Appendix 6), According to the *Enterprise Ireland* the Irish market segment is presented in *figure 2.1*.

CSOs household budget survey conducted in 2012 illustrates that average household expenditure on clothing and footwear has dropped by 6% in last five year period (*figure 2.2*).

This had resulted in apparel retailers registering a 3% decline in value sales for the 2011 and is further expected to drop at a compound annual growth rate of 2% (*Euro Monitor, 2012*). However ambiguity is

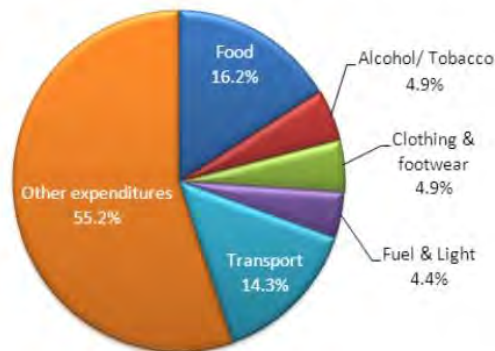
Irish Garment Industry - Segmentation



Figure 2.1 Segmentation of Irish Market. Source: *Enterprise Ireland*.

perhaps the major roadblock facing the Irelands apparel industry after recession. The monetary

Household Expenditure - 2009/2010



Household Expenditure - 2004/2005



Figure 2.2 Comparisons Irish household Expenditure. Source: CSO Survey.

situation in Europe has been influenced by the rising manufacturing costs and flat garment prices and less product innovations are the causes of decline in the industry. The hypothesis will be tested to correlate the influence of recession resulting in price consciousness to the consumer purchasing behaviour in the Irish market in the context of lifestyle apparels. Kent (1973) has documented that price is only one feature of the product stimulus provoking the consumer i.e. they also respond to the branding strategy, packaging etc. hence customer perceived value of owning a lifestyle product may be correlated in purchase of a specific brand personality trait even in financially difficult times.

Trocchia (2004) argued that consumer in developed markets make purchases under almost fixed price conditions, but some experience internal guilt as they associate the shopping experience with poor monetary consequence. So bargaining to receive a better deal in retail status quo may be common. So In the economic condition like this, there might be a stimulus of pricing and bargaining while purchasing lifestyle Apparel (such as Columbia wear and North Face) in Irish market. So from above argument, will the price be affecting consumer behaviour?

Many studies since Leavitt (1954), has proved a positive relationship between the price and perceived quality of the product and quality of a product frequently has a huge effect on demand of that product (Matsa, 2011). Outstanding quality is "Sine qua non and is vital for the high end marketer to sustain and pursue quality (Quelch, 1987; Wiedmann et al. 2007), In a recent American survey by Bradford et al. (2008), 66% of business claimed positioning themselves to compete on quality of product. During recession the willingness of costumer to pay extra for added benefits has seen a reduction, Mckinsey research (Bohlen et al. 2010) in America pointed out that 18% of consumer good bought were low priced brands and 46%

of them reported to have achieved better than expected performance. 41% reported that though they desired the finest quality brand it was not worth the money. But the switching is not proportional across the board some categories of products has seen far less switching than others, as pointed out only 12% of beer buyer switched to cheaper brands, asserting consumer still is willing to spend on its preferred lifestyle choice. With prices in focus during recession will the quality be compromised while purchasing lifestyle apparels?

2.3 Consumer purchasing behaviour

Hawkins & Mothersbaugh(2010) explained that “Knowledge about consumer behaviour can be great source of competitive advantage as it will result in marketer formulating better marketing strategies based on rigorous theory rather than on opinions and on hunches”. Survival in the competitive environment is all about providing more value to the target customers than what is provided to them by competitors. If the consumer receivers benefits from the value proposition will result in increased customer lifetime value hence more profit. The success of a product cannot be determined from the awareness of a product, but by how much of people feel that they will actually buy the product. Hence a brand's success is determined by its ability to move consumers from rational purchase behaviour.

After the Second World War, as the peace was bestowed in Europe and America, old frameworks for interpreting consumer as a rational being, were been challenged by the modern researchers like Holbrook & Hirschman (1982) argued that consumer purchasing behaviour was not purely rational and presented irrational perspective of consumer behaviour.

Brewer (1991) argued that individuals derive social identity by societal approval of needs and by being similar to others at the same time trying to be different and unique. So it is a constant rationalisation of balance between needs inclusion and differentiation in social context i.e. People may buy new coats because it protects them from the weather, but their real underlying need may be to follow the latest fashion trend. Understanding these motives that drive consumer reposes to certain needs and wants (i.e. products) becomes extremely important to marketer formulating strategies (Mahatoo, 1989).

2.3.1 Sources of influence on the consumer behaviour

Victor Middleton (1988) proposed “Stimulus – Response Model” since than it has been widely accepted and developed (Figure 2.3). Model was divided into four processes, first process covers the various alternatives which are present to choose from designed to motivate individuals. Second process is the

marketing input by the mean of direct communication through the traditional media and indirect communication by the means of Public relations, this resulted in the third process of consultation with peers and family for either reassurance or approval and fourth process resulted in purchase depending on consumer characteristics and learning resulted and was followed by post purchase evaluation of the purchase by the buyer, Middleton in his model argued that marketing stimuli are received and interpreted by consumer depending on his/her characteristics resulting in influenced buyer behaviour.

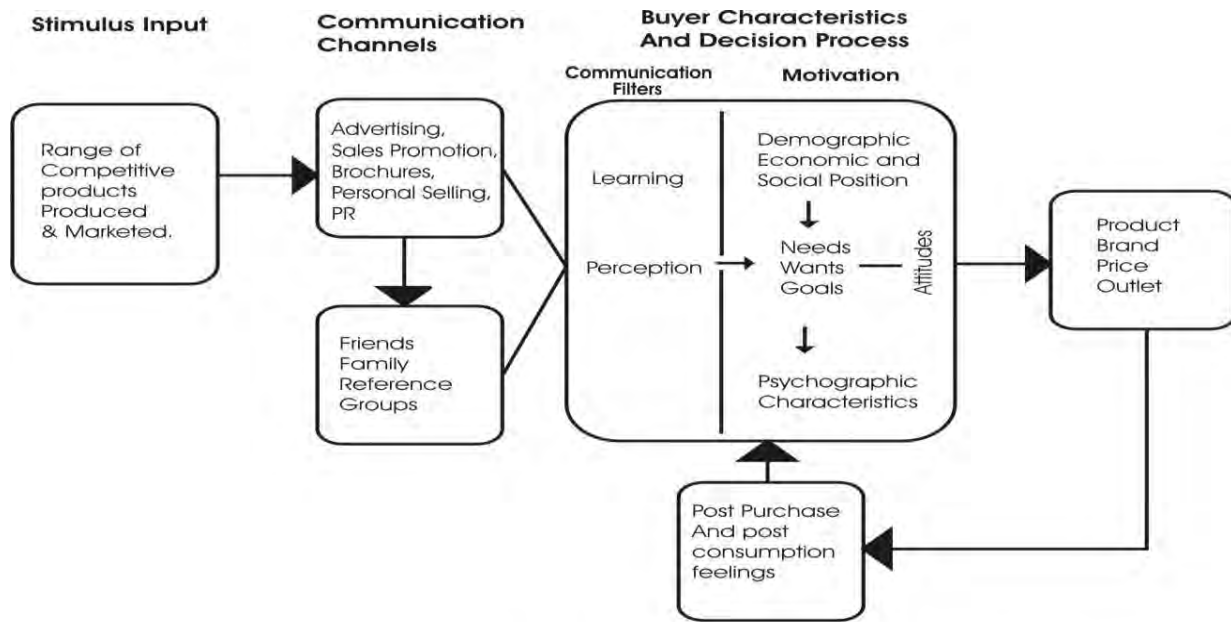


Figure 2.3 Stimulus-Response Buyer Behaviour Model, Based on: Middleton, 1988.

Philip Kotler (2011) refers to this as consumer “**Black Box** (figure2.4)” “Buying decision process initiated because of buyer characteristics”. Philip Kotler & Gary Armstrong (2011) have significant contribution in theories on buyer characteristics effecting consumer behaviour linked to specific needs.

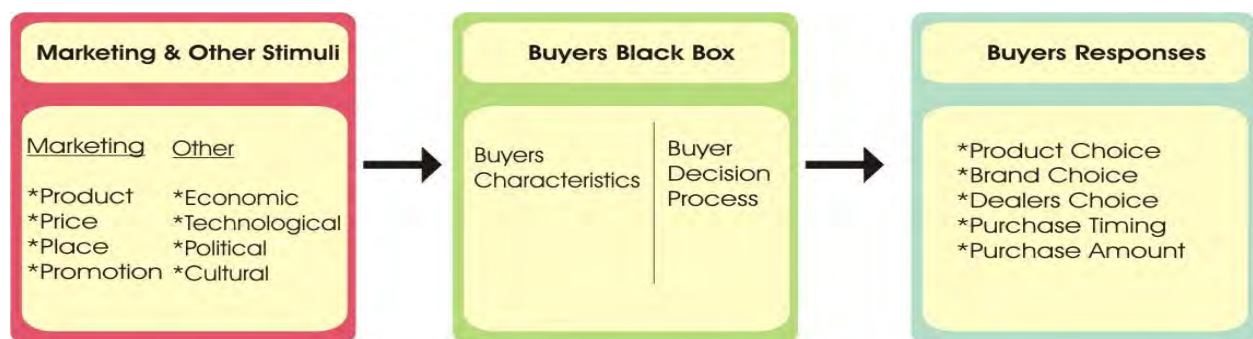


Figure 2.4. Buyer Behaviour Model. Buyer black box. Source: Phillip Kotler and Gary Armstrong 12e.

2.3.2 Consumer characteristics

It is well accepted (Kotler & Armstrong, 2011; Sheth & Parvatiyar, 1995; Howard & Sheth, 1969) that consumer purchases are strongly related to Cultural, social, personal and psychological characteristics.

- i. **Cultural Characteristics:** These are considered as the main influencer on consumer behaviour. Growing up in a society, an individual develops certain values, wants and perceptions. Cultural characteristics are further influenced with the **consumers Subculture and Social class** in the society. Thus culture become most elementary reason of an individual's needs and wants and results in selection of products, symbolising and relating to variables society approves off. As Author discussed earlier "**Optimal distinctiveness theory by Brewer (1991)** – that individual look to society for approval of their needs". Marketers pay more attention to social classing as it demonstrates similar buying behaviour as well as different social classes show liking to distinct products and brands in areas such as clothing (Coleman, 1983; Hoyer, 1984; Sirgy, 1985). The question of what to wear? and what not to wear? Confronts everyone in every ways of their daily lives, this question arises primarily because people want to conform to what is culturally accepted. So by wearing what is culturally accepted, they seek their own acceptance to be part of that society and to justify their social class (Crane, 2000:14). Just as culture differs from place to place, so does the clothing style. Clothing is also seen as contributory in acquisitioning access to upper social levels (Liu, 2011:173). Hence culture becoming major influence, but as lifestyle goes, it is a way of living and lifestyle apparel further that believe, so will the cultural factor like social class will hold any relevance while buying lifestyle apparels?

- ii. **Social Characteristics:** Consumer purchasing behaviour is also influenced by the social variables like **social groups, social status & Family**.

Group stimulus: As individual learn by social learning, consumers lifestyle patterns such as Attitudes, Interest and opinions may be considered in relation to the consumer's reference groups (Bearden & Etzel, 1982). But if the consumer feels that his independence of choice is been restricted or controlled, can result in defiant or contraire behaviour (Clee & Wicklund, 1980). Along with if an individual has a strong association with a particular group may also lead in assumption to strong association with the product. So the products associating with particular lifestyle may result in strong association with the group resultant in influenced buying behaviour. Plus message delivery is

also affected by peer group pressure i.e. through word of mouth, celebrities also attract group association hence celebrities endorsements also influence consumer behaviour (Byrne et al, 2003), as they conform to the group norms. In Euro monitor report (Passport, 2012) a Dublin girl had commented that her peers did put significant pressure on her to buy and wear a particular band of clothes.

Family: A family's influence on purchasing behaviour is far and beyond than to any other groups an individual associates (Kotler & Armstrong, 2011), it is the primary group that has its own processes and beliefs, family members regularly share opinions on consumed products and make decision on upcoming purchases. Such interaction within the family members has major influence on purchase behaviour within a family (Blythe, 2005; 2013:241). Everyone goes through a family life cycle (Solomon et al, 2012), so when an individual goes through his lifecycle his preferences see change and members point of view take precedence while consideration on "what to buy? Where to buy from? Which brand to buy? And when to buy?"

Alongside the buying roles within a family also change as husband might decide on specific purchases, wife and children on others. This role playing can affect the decision making process as the problem identification may come from one member, information search and evaluation of alternative from another member of the family. Post purchasing behaviour may be a result of overall reflection of the family members (Michael & Becker, 1973). Naik (1999:26) commented that In respect of family buying, the results indicate that purchasing of clothes was a joint activity of both husband and wife but was affected by the structure of the family.

Increasingly studies (Moschis, 1985; Douthitt & Fedyk, 1988; Beatty & Talpade, 1994) has documented the role of children in the family decision making process, family are spending more money kids than ever because of what some researchers call '**Pester Power**' (McDermott et al, 2006) , they might be involved in shopping as both parents work and probably more up-to-date on consumer issues. Hence these dynamics may an influence on individual buy lifestyle apparels.

Furthermore studies (Belch & Willis, 2002 ; Lee & Beatty, 2002) showed that families are changing structure in Ireland as the traditional family structure is now replaced by a nuclear family model containing unmarried couples, lone- parent or one-person household resulting is fewer shift in

purchasing roles and consequently on decision making in the families. Hence marketers need to reformulate strategies to target such model effectively.

As the post-recession consumer behaviour has been affected by the financial turmoil, family budgeting today are setting new trends in bargain purchase behaviour to achieve better value (*Sainsburys/Mintel, 2012*). Will the family influence hold valid in lifestyle apparel purchasing decision?

Status: Status is one's position in social hierarchy according to the admiration or prestige attached to them in contrast to others. Previous studies conducted have shown that there is positive correlation between status consumption of products and brands demonstrating higher status (*Eastman et al, 1999*) According to Maslow's (1987; Cited in *Solomon et al, 2012:166*) this is to do with the satisfaction of the Ego Needs of the individuals which include Prestige as well as status, so some products are just bought to signal status and buyers show willingness to pay a higher price to achieve this perceived conspicuous value (*Vigneron & Johnson,1999*). Kotler (2011) stated that consumer buying may be tied to their roles and status. Products may be bought because of different motivations such as social interactions with peers or reference groups, products properties (like Quality), hedonic values and self-expression. Lifestyle is regarded as distinctive style of living encompassing other factors including status (*Li et al., 2012*) and researchers have observed consumers tend to buy products which represent their lifestyle (*Unal et al., 2012*). So, Is the consumption of the lifestyle apparels be related to status affecting consumer buying behaviour, in a pursuit to contrast some from the others?

iii. **Personal Characteristics:** Buyers **lifestyle, personality, Age & Lifecycle and Occupation** variables also have effect on consumer decision making process.

Lifestyle: Kotler (2011) defines lifestyle as persons pattern of living in his/hers psychographics. Lifestyle concepts combine the qualities of demographics with productivity of psychological characteristics by providing an understanding of behavioural facets of people as well as their feeling, attitudes and opinions. The concept of lifestyle has been in the consumer behaviour literature since 1950, due to the works of Bell (1958), Rainwater, Coleman & Handel (1959) and Havinghurst & Feigenbaum (1959). William Lazer in 1963 introduced the relationship between lifestyle patterns and

marketing as he defined lifestyle patterns as “systems of concepts”. Further studies by wells & Tigert (1971) called this measurement approach as **AIO (Activities, Interests and Opinions)**, this measurement uses individuals 1) ways to spend time, 2) interests, 3) Opinions and 4) simple demographics to measure their lifestyles.

Plummer (1974) puts it – “*The basic premise of life cycle research is that the more you know and understand your customer the more effective you can communicate and market to them.*” Lifestyle studies are important to marketer because it relates to consumption patterns of the consumer, by forming trustworthy connection between the social, psychological and behavioural variables lifestyle research has now been relied heavily in predicting and building brand strategies. Other most used model in lifestyle classification is VALS™, developed in 1978 by *Arnold Mitchell*. This model classified individual on the basis of psychological characteristics and four demographics which correlated to the purchase behaviour. By dividing the consumer in eight groups on the basis of primary motivations and resources, primary motivator’s included “Ideals, Achievement & Self-expression”. Ideals are led by principles and knowledge, Achievements - seek product that reflect success and self-expression desire social or physical activity, variety. Then consumer in each cluster are divided into eight groups according to the resources, the *Innovators* are with high resources and motivation, whereas *Survivors* are low on resources and motivation, in between are *Thinkers, Believers, Achievers, Strivers, Experiencers and Makers*.

Personality or Traits: Everyone has a distinct personality or traits which them individuals. Kotler (2011) defines “*personality as unique psychological characteristics which generate consistent responses to the environmental stimuli*”. McCrae & Costa (1987) proposed five factor personality model which divided human traits into big five “*Extraversion (sociable & fun loving), Openness (Creative & daring), Conscientiousness (Careful & reliable), neuroticism (nervous & self-conscious) and Agreeableness (soft-hearted & forgiving)*”. This understanding of human traits is actively used by marketer to in branding to create association hence increasing loyalty or patronage to products and can be easily demonstrated by observing the wide varieties of individual variants in ways consumers can express their personality by the clothes they wear (Carducci, 2009:264). By creating **Brand personality** mixing human traits, attracted persons with same personality traits. So does the personality traits emulated by lifestyle apparels affect consumer behaviour?

The **concept of Self** is also used in personality, the Self-concept premise is that people may possess certain products to portray his/her individuality (*Kleine et al., 1995*) as they view them as extended selves (*Belk, 1988*), consumer use symbolic meaning of products and do not consume products solely for the reason physical benefits, this symbolic manifestation is used by the consumer to create concept of self and social world (*Elliot, 1997*) and consumer use these symbols to communicate messages to other individuals, furthermore Piacentini & Mailer (*2004*) argued that the clothing results in individual feeling more self-assured and accomplished. Self is part derived from the cultural characteristics and some time to fill the gaps in one's personal quality perceived lacking (*Wicklund & Gollwitzer, 1981*). So does the consumer of lifestyle clothes identify themselves with the clothes they wear?

Age, life stage & Occupation: Consumers consume products differently as go through a certain age and their circumstance in the life stage changes (*Mathur et al., 2003*). Buying of products is also shaped by the family and an individual passed through it. Alice Dragoon (*2005*) cited **RBC life stage model** which divided clients in five segments, these individual may have different preferences at different age and life stage. Occupation of a person also impacts on the products they buy and services they use. As Blue-collar worker use rugged clothes, a white-collar may more of business suits. Hence companies specialising in making a particular lifestyle product may attract a particular occupational group, hence can be correlation between lifestyle product to a particular occupational group. So does the social status hold true while purchasing lifestyle clothing?

- iv. **Psychological Characteristics:** Consumer purchasing behaviour is further influenced by his/her Psychological Characteristics like **Motives or Drives, Attitudes & Beliefs and learning.**

Motivation: Maslow's (*1987; Cited in Solomon et al, 2012:166*) hierarchy of needs stated that some of humans motive may be direct consequence of his/her needs, needs that may be physical (hunger) and psychological (recognition). **Attitudes:** Consumer attitude pay important role in behaviour studies. Attitudes consist of different variables like beliefs, feelings. Attitudes describes being's cognitive evaluation and hence tendencies towards a product (*Solomon et al. 2006*). **Learning:** Kolb's (*1984*) proposed *Experiential learning theory* that individual learn from their experiences. So consumer behaviour is shaped by their previous experience with the product, if it was positive can

reinforce the **feeling** towards the same product. Learning also leads to individual recall, leading to perceptual mapping of the products.

In 2001 Tepper *et al.* researched that motivation to differentiate from others had resulted in consumer seeking uniqueness in products. Franke & Schreier(2008) argued that **product/brand perceived uniqueness** serves consumer psychological motives and results in willingness to pay, so the uniqueness is psychological effect of possessing a product, by which consumer seeks status and peers consent (Wu *et al.* , 2012; Latter *et al.*, 2010; Chan *et al.*, 2012).

The concept of consumer need for uniqueness, started with the works conducted by “Snyder, C. R & Fromkin, Howard L.(*Abnormal psychology,1977; Desire of individualisation,1980*)” arguably the individuals want to normative hence conform, but find it undesirable to be highly alike to other individuals. Normative, is a socialisation process in which the individual conform as they desire to be liked by others (Blythe, 2013:222). This causes conflict, as they seek to be different at same time try to achieve this differentiation with little social risk of criticism. Tian *et al* (2001) suggested material expression of uniqueness is relative low risk, so were cherished by people and this phenomenon was also observed by the Hansen (2000:199) in apparels, as a sign of uniqueness individuals bought clothes which were fashionable rather than which were common, while conforming to their social status.

Uniqueness in consumers can surface in three forms; creative choice counter-conformity, unpopular choice counter-conformity and avoidance of similarity (Latter *et al.*, 2010: Tian. 2001):

- *Creative choice conformity*: This refers to behaviour resulting in consuming unique products which are socially acceptable.
- *Unpopular choice conformity*: This refers to the behaviour resulting in consuming unique products which could carry some criticism (generally low) from others.
- *Avoidance of similarity*: This refers to defiant behaviour, where consumption of unique products is done purposely, as are different to and will never be main stream.

As psychological characteristics guide’s one act to pursue satisfaction of ones individuality by keeping in check social conformity hence seeking uniqueness (Snyder & Fromkin, 1977), so will there be any correlation between perceived uniqueness of lifestyle apparel and consumer behaviour?

2.4 Situational factor, In-Store Stimuli:

Belk (1975) suggested the stimulus spurs actions from customers; external to the consumer can be a direct consequence of individual interaction with its physical environment (Batra & Kazmi, 2008).

Environment psychology plays a huge role in consumer's decision making, in **1973, Philip Kotler** stated that consumer buys product because of what he called "*total product*", the augmentation on core product building on core feature. According to him "one of the significant feature of the total product is the place where the product is purchased" referring to the atmosphere of the store, where product is bought. About 50% of purchases in store are done impulsively and spontaneously, resultant of unconscious decision making, such decision making is highly susceptible to stores environmental stimuli (Hoyer et al. 2008:245). In store stimuli can be in form of music, scents or colour affecting the consumer emotional state & in turn behaviour (Mattila & Jochen, 2001).

According to P.A.D model (Mehrabian, 1996) an Environmental stimuli create an emotional state that can be categorised in three different scopes of: pleasure, arousal and dominance. Pleasure of being in controlled environment; possible arousal towards a product; dominance by the previous motivations, learning and branding stimulus in store. Researchers later studied retail shopping behaviour with help of P.A.D framework and establish substantial connections between the positive experience in-store; amounts of time spent by customer in store (Kellaris & Altsech, 1992) likely hood of making a purchase (Milliman, 1982) to the emotional state of the consumer (Yalch & Spangenberg, 1993).

The retail environment is totally under the control of the owners and consumer can be subjected to various stimuli to make a purchase. Will the in store stimulus affect the consumer behaviour while purchasing lifestyle apparels?

2.4 Chapter Summary

Lifestyle apparels embody desires of an individual's activities, interest and opinions, aspired by the desires of the society. Consumer behaviour is a deep and complex concept and deals with various variables, as seen in the consumer black box model, various variables come into play in one's decision making process. Buyer behaviour model (Kotler & Armstrong, 2011) states the influence of marketing practices and other stimuli is substantial, which results in consumer making conscious purchase decision about a particular brand choice and product acquisition by analysing his/her personal situations. There must be significant contribution made by some variables of this model, than others affecting purchase decisions on lifestyle apparels.

As part of this dissertation eight independent variables are identified, which were believed to be significantly influential:

- 1) Price: Post-recession consumers have shown a significant shift in the buying behaviour. As the disposable income is low, so is the consumer sentiment. This has raised the question will the price effects purchase of life style apparels?
- 2) Quality: Quality is supposed to have significant influence on individual's decision making process. People are arguably willing to pay more for quality products. This has led to business prioritising quality as differentiator. Will this increased reliance on quality hold true when it comes to buying lifestyle apparels?
- 3) Family: families are argued to cause shift in purchase intensions and hence purchase decisions, they are frequently referred to as attitudes of others affecting the buying behaviour, as the lifestyle apparels address AIO of individuals relative to desire of the groups of society, will the family influence hold true while purchasing lifestyle apparels?
- 4) Societal status: Many purchases are argued to have been purchased to sustain, ascertain ones status in the society, it could be due to their occupation, education or position. So does the purchase intension of buying lifestyle clothes will have societal status as a potential motive?
- 5) Brand personality: People also relate to products that emulate a unique human trait, this personality emulation aids bonding between the consumer and the product, resulting in increased consumption. So, will consumers hold the personality traits as a significant as seen in other products?

- 6) Self-Identity: we are what we have! Signifies that people feel the products they own are extension of themselves and define who they are. So alongside of what is societally approved, individuals want to only buy those products, what they believe is extending their self and in sync with them. Does this argument will hold true in consumers while purchasing lifestyle apparels?
- 7) Uniqueness: Even though individuals have to conform to the societal pressures, they still are looking for ways by which they could be distinguished. This pursuit sometimes results in purchase of products which are supposedly hailed as unique. So, are lifestyle apparels viewed by its consumers to be unique, resultant in affecting decision making while purchasing lifestyle apparels.
- 8) In-store stimuli: Consumer are affected by the ambience of the store, so as they spend more time in store, it is more likely for them to make a purchase, although degree of influence will be different depending on the type of product to be purchased. So will the in-store stimuli have any significance while purchasing lifestyle apparels?

So the variables like economic condition and store stimuli will be analysed as to understand effects of external environmental stimuli and situational stimuli on consumer, while price, quality, product personality & family variables will be analysed to understand effects of personal and social stimuli's on consumer. By measuring the impact of these personal, social and situational stimuli will help in creating a better understanding, if these variables hold any significant amount of influence while making lifestyle apparels choice.

Chapter 3

Research Methods & Methodology

"Clothes & manners do not make man; but when he is made, they greatly improve his appearance."

Henry Ward Beecher

Key Topics:

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CHAPTER 3 – METHODOLOGY

3.1 Introduction

Research methodology is an art of scientific investigation (*Kothari, 2006*). Methodology follows series of steps to discover answers to the questions instigating the research. In any research, researcher has number of options available, selection of these options demand care and consideration, as these will not only pave the way in achieving the scope and focus of the research, but also present the perception of the researcher. Remenyi *et al.* (1998) suggested a researcher has several considerations on “what to research?” and “how to research?” the final objective of any research is to rather supplement value to already existing body of gathered knowledge. This chapter of the dissertation will provide in detail the various choices adopted by the researcher, in a belief that these choices will not only aid but also compliment the research in an effort to explain the various variable which may be at play in Irish consumer market, affecting their behaviour towards lifestyle apparels.

This chapter is designed according to the steps recommended by Saunders *et al.* (2009) in his research onion framework (Appendix 1) directing business research. The researcher will explain and justify the rationale behind selecting particular element at each stage of the research onion and methods used to collect data and any limitation associated with them (*Ghauri & Grønhaug, 2005*). The chapter starts with the research question and later proposed hypothesis for the research, followed by structure of the research methods as per the research onion covering the research structure, population sample & rational for selection, ethical stances and finishes on limitation of this research.

3.1.1 Research Designs

Research can be accomplished by two main stream research designs the “Quantitative and Qualitative” research design (*Punch, 2006*). Quantitative research designs involves testing theory, which is measured numerically by collecting numerical data and analysed by using statistical tools, resulting in an investigation of identified problem (*Black, 2005*). The assumption under quantitative research is that, reality is “out there” free from researcher disposition about the subject matter and hence can be studied impartially. Quantitative research results in researcher to describe foretell or recognise an occurrence or a phenomenon by generalising hence contributing to the theory (*Punch, 2005*).

Nonetheless qualitative researchers have mounted concerns against this design, arguing that the

quantitative design due to its structured approach lacks consideration towards the researcher values emotion and experiences, plus also treats individuals as objects resulting in neglecting their values, resulting in a quantification base on false objectivity (Cloke et al. 1991).

Whereas qualitative research design involves researcher making observation in a more natural way, hence is much unstructured, this results in researcher getting to analyse an occurrence or a phenomenon with a multiple viewpoints, enabling researcher to develop theories about the phenomenon. The assumption in qualitative research is that for any occurrence many different possibilities exist and it is researcher's responsibility to get involved and interact with those he studies to reveal theories or patterns explaining the particular occurrence (Punch, 2005). But there have been concerns about this research design as argued that there is no structural approach qualitative research, so it is subject to strong researcher bias and lacks reproducibility (Mays & Pope, 1995).

Decision on which design to be used is subject to the effectiveness of the two in addressing the research problem along with which would be more appropriate for the problem of interest.

Purpose of this research is to determine the attributes in play influencing the behaviour of most of the Irish customers by focusing on customers of lifestyle apparels brands such as "North face and Columbia Sportswear". So the research problem is directing to describe the reality or phenomenon which is "out there" related to the consumers of lifestyle apparels in a community. A cause and effect study approach with the deductive reasoning has to be used to provide generalisation on as to what affects the consumer behaviour while purchasing lifestyle apparels. As qualitative research design is characteristically geared towards theory development and quantitative research design towards theory testing (Punch, 2005). So a quantitative research design is used in this dissertation to collect the numerical data in process to test the proposed hypothesis.

The conceptual framework (figure 3.1) is used to correlate the relationship between DV and IVs of lifestyle apparels & will further help in formulating regression equation to predict effect for each relationship in the consumer. Eight different independent variable (IVs) have been identified those are "price, quality, family, status, personality, identity, uniqueness and in-store stimuli" which are thought to cause an effect on the consumer purchasing behaviour the dependable variable (DV), some of these variable are related to the consumer itself like family, status, and identity and others are related to the

product like the price, quality, personality, uniqueness and store stimuli. The survey will be used to identify AIOs (Activities, Interest and Opinions) of Irish consumer towards lifestyle apparels by surveying people consuming lifestyle brands (e.g. Appendix 6 - Columbia wear & North face). The framed questionnaire will help to identify different customer's behaviour towards the purchasing decisions of the lifestyle garments in Ireland.

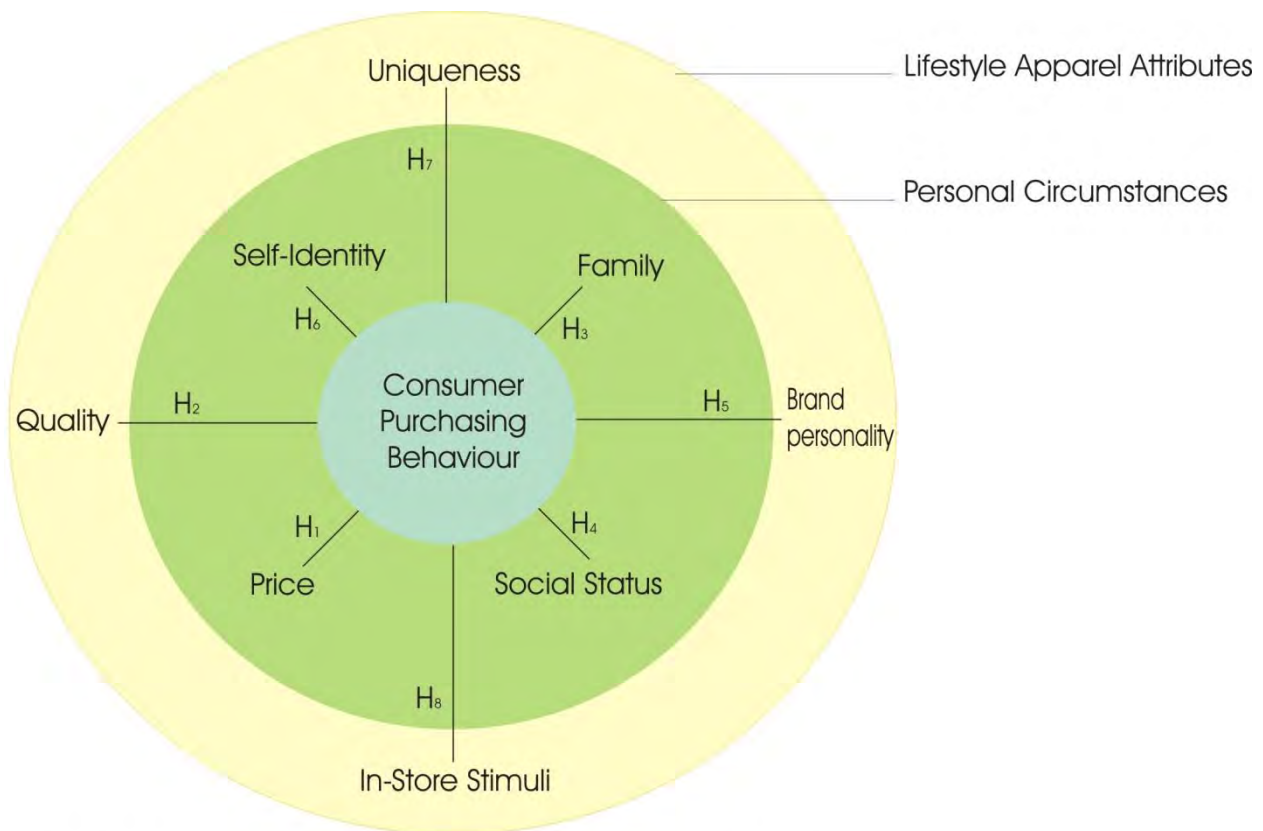


Figure 3.1 Conceptual model ; Consumer Purchasing Behaviour.
Variables affecting purchase of Lifestyle apparels

3.1.2 Research Question

Business research originates with instituting the theoretical underpinning, resulting in researcher developing a research question in an attempt to explain or predict phenomenon, to analyse a relationship, to compare and contrast or to forecast consequences in the real world. Phillips and Pugh (2005) argued that researcher should have "why questions" which needs analysis to explain, hence moving forward from simple descriptive, resulting in researcher proposing hypothesis which can then be tested to provide eventual answer to the research question.

Research question – what are the different variables which may influence the behaviour of Irish consumer towards lifestyle apparels?

Prime objective of this research is to establish relationship amongst the customer behaviour and the attributes which influence the behaviour of the Irish customers, such as the family, brand, uniqueness etc. therefore it is important to set the hypothesis to judge the outcome to the primary research:

Q1. Is there any stimulus of pricing while purchasing lifestyle Apparel (such as Columbia wear and North Face) in Irish market?

H₁: The pricing has positive effect on consumer purchasing behaviour.

H₀: The price will not be effect on consumer purchasing behaviour.

Q2. With prices in focus during recession will the quality be compromised?

H₂: Perceived quality of the lifestyle apparel will be closely related to the consumer purchasing behaviour.

H₀: Perceived quality of the lifestyle apparel will not be closely related to the consumer purchasing behaviour.

Q3. Will the family influence hold true, when purchasing lifestyle apparels?

H₃: Family have strong influence while making decisions on lifestyle apparel, hence affecting consumer purchasing behaviour.

H₀: Families have no influence in making apparel decisions.

Q4. Will, purchases made on lifestyle clothing will reflect customer status?

H₄: Lifestyle apparel has positive relevance to the societal status, effecting consumer purchasing behaviour.

H₀: Lifestyle apparel has no relevance to the societal status. Hence has no effect on consumer purchasing behaviour.

Q5. Does the personality emulated by lifestyle apparel affect consumer behaviour?

H₅: Brand personality of lifestyle apparel will influence consumer behaviour.

H₀: Brand personality lifestyle apparel will not have any influence on consumer behaviour.

Q6. Is there any relation between purchase of lifestyle apparels and expression of self-identity?

H₆: Consumption of lifestyle apparel is related to expression of consumer identity, hence affecting his purchasing behaviour.

H₀: Consumption of lifestyle apparel is not related to expression of consumer identity hence has no effect on purchasing behaviour.

Q7. Is there any correlation between the perceived uniqueness of lifestyle apparel and consumer behaviour?

H₇: Perceived Uniqueness of the lifestyle apparel will affect the purchasing behaviour.

H₀: Perceived Uniqueness of the lifestyle apparel will not positively affect the purchasing behaviour.

Q8. Does correlation exist between lifestyle store stimuli to consumer behaviour?

H₈: Consumer purchase behaviour gets influenced with the in store visual stimuli.

H₀: In-store stimuli have no effect on the consumer purchase behaviour.

Research Structure.

Research structures deals with the general plan of the research. Depending on the purpose of the research several different ways can be employed to which a research can be conducted. Research may be conceived in terms of the research philosophy adapted, the research strategy engaged and also the research instruments applied in quest of a goal (*Appendix 1 Saunders et al., 2009:108*).

This research deals with the underlying relationship between the variables to study their effect on the consumer behaviour while purchasing lifestyle apparels, so it tends to be an explanatory research (*Malhotra & Grover, 1998*). Saunders (*2009:140*) argued that description can lead to explanation (descriptive to be used as means to end than end itself), so researcher will attempt to represent reliable description of an event so part will be descriptive. A properly structured research will result in reliable and accurate results (*Kelley et al., 2003*), providing justification to the rationale of the research by answering a specific problem and developing new knowledge. The following subtopics will cover each aspect of the research structure in detail.

3.2 Research Philosophy - Positivism

Today researchers conduct research while accepting that many outlooks about research exist, each of which is supported by an academic body (*Paul, 2005:1*). Research philosophy selected part represents the expectations and perceptions of the researcher (*Saunders et. al, 2009:108*), which not only considerably impact on what is to be done but also what is to be examined, as the strategic decisions summaries the priorities given to the range of alternative by researcher (*Bryman & Bell, 2007:40*). In the end it comes down to defending the choices made in relation to the other alternative that could have been adopted.

There are four different philosophical stances one can adopt, since for a considerable time, a debate has been raging in the research academia about the superiority and validity of these different stances (Paul, 2005:1). These are Positivism, Realism, Interpretivism and pragmatism (Saunders et. al, 2009:108).

First philosophy is positivism; it seeks to study human behaviour by the application of natural science (Burrell & Morgan, 2005:26). Believe of the positivist is that reality is 'stable', so can be observed and described objectively (Levin, 1988). Positivism involves recoding people's reactions, so to predict their behaviour in an empirical manner, positivist test the theory by developing hypothesis and testing them, collection of data has to be performed in the social environment and the researcher detaches himself from topic (May, 2001:9) so the data collected is value free (Bryman & Bell, 2007:30) resulting in objective findings which are generalizable and replicable, because of very organised methodology (Gill & Johnson, 2002:10). While Burrell & Morgan (1979:255) criticised and argued that this argument is flawed as, the information collected can never be value free, as all activities posing as science can be traced back to everyday life, principle central to the philosophy of the natural science.

Second philosophical stance is of realism, realism just like positivism aims for explanation by the mean of scientific approach (May, 2001) with similarity ending there, as according to the realist the sensory reality is the truth (Saunders et. al, 2009:114). Critical realism (Bhaskar, 1998) has become quite popular in the marketing as it provides an alternative to widely used positivistic philosophy (Easton, 2010).

According to the realist the behaviour of individual get affected by knowledge they gain of their social world, so it become important to measure the inclinations to then just the source. Researcher has to explain the underlying phenomenon that lead to an action in a theoretical context rather than just recording observations.

Third philosophical stance is of Interpretivism, it argues the role of humans as "social actors" adding meaning to the interactions and generating symbolic significance (Bryman & Bell, 2007:20). To be an effective in this stance researcher has to get involved with the people and see world form the point of view of the people been researched (Saunders et. al, 2009:116). This philosophy seeks to generate information about a context by within the realm of individual experience and perceptual insight (Burrell & Morgan, 2005:28). The Pragmatic stance argues that the research problem should lead the research philosophy, as one could be better suited than other for the job (Saunders et. al, 2009:109).

Why research? (Remenyi et al .1998) Requires a philosophical stance, hence researcher making sequence of assumption on the nature of social world and ways to investigate (Burrell & Morgan,1979:xii). Choosing

a philosophy as profound effect on what to research? Positivism is the most appropriate while understanding people in social context, as it is not only data driven and further to basis of successive hypothesis testing, characterised by tag line “*facts speak for themselves*” (Bulmer, 1984). But also covers the economic, behavioural, cognitive, motivational/trait/attitudinal, and situational perspectives (Pachauri, 2001), elements central to this research.

Other philosophies like realism would not be appropriate due to the time constraint as it requires to create understanding of the underlying motivation that guide people actions, realism is suited for the case study based research (Easton, 2010).

3.3 Research Approach – Deductive

Theories provide the necessary understanding to aid every day decisions, these theories are either derived from the common sense or generated through research (Gill & Johnson, 2002:34) and in research it is crucial to adopt a research approach that will be best suited for the nature of the research, as it will support the methodology and helps in selection of tools to make more informed decision and will provide good answer to the research problem. There are two types of research approaches that could be utilised the “deductive and inductive” (Saunders et al, 2009:124).

Deductive reasoning is done to reach specific from general, it is dominant research approach in natural sciences. It starts from reviewing previous literature which has dealt with the related issue and gained knowledge is applied to the new study, independent to the data collected (Cargan, 2007:32), Zikmund et al. (2009:44) stated that it is the process of reaching conclusions from a general premise, where the researcher deduces hypothesis from relationship of two concepts in the theory and subjects them to rigorous testing in expectation of an occurrence. Deductive methods are used in empirical or scientific research (Saunders et al, 2009:124) i.e. first to understand the relationship of the two variables and develop hypothesis and later collect quantitative data by survey to test the hypotheses, answering the research question.

Alternative of deductive approach is induction, inductive study is the absolute reverse of the deductive approach, in which researcher collects the data first and then generate theories from the data analysis, and in short it is “data to theory” (Cargan, 2007:31). Inductivist argue that the deductive approach lack the contact to the subjective dimension and hence reject the stimulus – response model of human behaviour (Gill & Johnson, 2002:42).

So this research has adopted the deductive approach, as deduction enjoys characteristics such as, it allows testing of hypothesis and as the premise of this research is also based on testing hypothesis developed by the researcher to explain the underlying phenomenon of consumer behaviour, deductive approach suits best. Furthermore as the researcher has adopted the quantitative paradigm with positivism philosophy the logical approach as suggested by Saunders (2009:124) would be deductive and finally the Inductivist rejects the stimulus – response model of human behaviour which is has been used as part of this research for the theory development, hence render the inductive approach unusable.

Lastly this dissertation seeks to understand the correlation between the different variables such as price, quality status, personality, family, uniqueness and store stimulus that cause change in the consumer behaviour, one characteristics of deduction is to allow for the search and explanation of casual relationship between variables (Scott & Morrison, 2006:129). Deductive approach also facilitates replication because of its structured methodology, which is crucial in confirming reliability and generalizability (Gill & Johnson, 2002:36).

3.4 Research Strategy – Survey

As part of research strategy survey research has been adopted, as survey research is closely related with deductive approach (Saunders et al, 2009:144). Survey design has been widely used in consumer research (Rindfleisch et al. 2008,) as it allows examining consumer attitude in real time (Hayes, 2008:81). One of the reasons for it being so popular is because surveys permit gathering of enormous amount of quantitative data for statistical analysis from a good-sized sample group in an economical way. Data collected from surveys can be used to explain the relationships between variables, which is what this dissertation aiming for and can help in producing outcomes representative of whole population, without collecting data from entire population (Gill & Johnson, 2002:97).

Administration of Surveys can be conducted by various modes i.e. Surveys can be administered as by interviewer with structured questions or by letting respondents complete the questionnaire which can be either administered by email, post or by telephone, when a combination of these applied in process of collecting data it is known as mix-mode survey (Zikmund et al., 2009:231). The potential limitation of surveys is with the type of questions been put forward, as these will determine the significance of the data acquired and accuracy of the analysis in providing answers on the phenomenon for which the

survey has been carried out (*Saunders et al, 2009:144*). As this dissertation take individuals as unit of analysis, explanation generated from surveys is limited to individual level and their opinion, attitude & behaviour and cannot provide analyses on the matter of development of social associations, limitation of surveys are not only confined to capacity of researcher to it badly, but also there are logistical and cost limitations as well (*Klandermans & Staggenborg, 2002:26*).

Alternatives to the surveys the researcher could adopt research strategies like Experiments, Case study, Action research, grounded theory, ethnography and archival research (*Saunders et al, 2009*).

Experiments originates from the natural or life sciences and have been become popular in marketing in which causal relationship between two variables is tested specifically to understand what change one variable will bring in other (*Patzer, 1996*). There are significant limitation to this research strategy as there is serious ethical constraints while conducting experiments with individual, along with its slow and expensive (*Gupta, 2007:52*), hence cannot be adopted.

Case study aims to generate theories of the observation made and so it is inductive, hence is feasible with qualitative research design (*Beiske, 2002*). As this research adopted quantitative research design, so this strategy cannot be adopted. The purpose of Action research is to observe and describe individual action to provide understanding how they behave and as it rejects the positivistic logic (*Koshy, 2005:24*) this research strategy cannot adopted either.

Grounded theory is called grounded theory because of its strong association with reality, this allows for theory generation (*Steinberg & Steinberg, 2006:78*) and hence is inductive in nature. As this research adopted deductive approach, this strategy cannot be adopted. Ethnography evolves from the area of anthropology and is decisively embedded in inductive approach and is extremely time consuming process (*Saunders et al, 2009:149*), so this strategy in not adopted. Final strategy to be considered is Archival research; this research strategy refers to the usage of the data which research has not contributed collecting, as this research primarily used for non-scientific research (*McBurney & White, 2009:228*) with limitations relating to the amount and quality of data available. As this research is scientific in nature and because of the time constraints, Ethnography strategy is not adopted.

There is no good or bad research strategy (*Saunders et al, 2009:141*), the selection depends not only on the variables like cost & time, but also on how well it will be in sync with the philosophical stance of the research and with the type of data researcher wants to accumulate, by which providing harmony to the overall structure of the research and consequently resulting in findings that are significant and reliable (*Nykiel, 2007:99*). This dissertation seeks to unravel relationships of different variables which may be causing variations in consumer behaviour, required a quantitative research design with positivist philosophy and deductive reasoning, so surveys strategy is the best fit.

3.5 Research choice- Mono Method

Data collected is of significance, as it leads to reliable and accurate findings (*Nykiel, 2007:99*). So in the course of producing a coherent and focused research, researchers have to make choices on the ways the data is collected and analysed (*Mason, 2006*) aligned to the paradigm of the research (*Collins, 2010:49*). Research paradigm consists of philosophies, principles and conventions that researcher within a community hold in common in relation to the nature of the research (*Kuhn, 1977:294*).

The debate on the ways paradigms should be used in a research, has the research community split into “purist” (*Monsen, 2008:66*) who argue that paradigms should not be mixed and endorsed mono-method studies *i.e.* usage of one paradigm of research design, either the quantitative or qualitative (*Beck, 2013:350*) requiring single data gathering instrument with single data examination technique (*Saunders et al, 2009:152*) and “pragmatist” arguing to combine different methods in a single research (*Onwuegbuzie et al., 2004:135*). Pragmatist have further division named “multi method & mixed method” in multi method more than one data gathering instruments can be used with subsequent data examinations techniques, but is either quantitative or qualitative. In mixed methods the research can use both quantitative and qualitative data collection instruments and data examination techniques (*Saunders et al, 2009:152*).

This research will use quantitative mono method. The surveys will be used to administer the Questionnaire (*Appendix 2, Questionnaire*) and analysis will be performed by statistical methods on SPSS. The mono method for research choice is appropriate, because of benefits like in mono-methods the objects properties can be measured with near perfect reliability (*Onwuegbuzie et al., 2004:136*) further benefits of using quantitative mono methods are that research finding can be generalised, data collection is quick , allows for a construct that eliminates the influence of other variables and hence better access to cause and effect relationships and data analysis is less time consuming, results are

independent of researcher and final benefit is that its effective in researching large no. of people (*Johnson & Onwuegbuzie, 2004*). Furthermore not taking on multiple methods approach is because the prime rationale behind conducting multi methods is if researcher desires to add more gravity and scale to their research (*Mason, 2006*), but inherently as each of the paradigms are subject to their advantages and limitations (*Johnson & Onwuegbuzie, 2004*) and if not done suitably, can produce disjoint and unfocused research (*Mason, 2006*). Multi methods tend to require more time intensive, costly and additionally can be problematic if a single researcher has to carry out both quantitative and qualitative research as they require expertise in both fields (*Johnson & Onwuegbuzie, 2004*).

3.6 Research time horizon – Cross Sectional

Another decision pivotal to research is deciding on the amount of time to be taken into account while collecting data for the research. The decisions on the time horizon will shape the research either to be a snapshot at a point of time called cross sectional or longitudinal research (*Babbie, 2007:101*) placing severe limitations to research findings (*Blaikie, 2009:202*) and hence on the scope of the generalisation of those finding *i.e.* will the research finding will only be limited to represent phenomenon in present? or will be able to represent past or phenomenon that might occur in future? (*Babbie, 2007:102*).

Cross sectional research involves studying a sample at the same time, the information for a phenomenon is only collected once; subsequently generating an immediate, but still image of the effect recorded (*Ruspini, 2002:28*). The advantages of cross sectional research are in the speed by which the finding can be generated and studied, especially in the case where large sample is used (*Ary et al., 2010:378*). But present limitation while researcher is trying to understand a phenomenon occurring over a period of time, as finding generated will only be representative of observation made at a single point of time (*Babbie, 2007:102*).

In Longitudinal research the subjects are observed for a long period of time (*Daymon & Holloway, 2011*) as research could span from few months to years (*Jackson, 2009*). Advantage of the longitudinal studies is that they can provide findings explaining the social change over time (*Ruspini, 2002:xviii*). But present problems with large scale sample (*Babbie, 2007:103*).

Cross-sectional survey are frequently used in marketing researchers (*Rindfleisch et al. 2008*), as they seek to describe the relationship or commonness of an occurrence. Characteristic of cross sectional approach

such as utilisation of various clusters of individuals, who may have different interests, but share common characteristics in a single study, benefits this dissertation, as this will help in identifying and isolating the variation caused the variables in relation to others on consumer with similar characteristics, Further reasons for adoption of cross sectional approach are “lack of funds and time” essential requirement for longitudinal research.

3.7 Data Collection

Testing hypothesis involves extracting empirical facts from the data collected, so data is critical in any study, in statistical research it refers to quantitative data, quantitative data contains information about the phenomenon under research, which can be expressed numerically (*Jain & Aggarwal, 2009:14*) and if the data collected is not irrelevant to the research, will render the research findings invalid and invalidate the research (*Chatters, 2011:299*) but if used in proper way can produce findings which are both new and exciting (*Olsen, W., 2012:3*).

The data can be obtained in two forms in a research *i.e.* if primarily collected by the researcher for a specific phenomenon at hand it is known as primary data or if mined from databases where the data had been pre-existing, known as secondary data (*Churchill & Iacobucci, 2010:142*). In Primary research three frequently used data collection techniques are questionnaires, interviews and observations (*Powell, 2004:89*), but not all the collection techniques can be implemented in data collection process, hence it is vital that a carefully deliberated collection techniques is implemented, which will gather reliable and valid data in pursuit of findings to a specific research problem (*Grinnell & Unrau, 2011:417*). This section of data collection is divided in two subsections, the primary and secondary data collection.

3.7.1 Secondary Data

Secondary data is the data that already exist and which may have been gathered for some other purposes (*Kotler & Armstrong, 2011:104*). It is a good starting point, as they hold advantage in terms of providing quick data for the research problem (*Parasuraman et al., 2007*), which may help in developing the backgrounds for the research, plus a better and precise survey for primary data collection, saving time and money (*Churchill & Iacobucci, 2010:143*). The potential limitations of the secondary data is that this data as collected for other purposes may lack relevance, accuracy, may not be contemporary and could be biased (lacking objectivity) (*Kumar, 2008*). Secondary data is collected from pervious journals like from journal of marketing, marketing psychology, marketing research, along with the periodical

articles and books. Database like Mintel Ireland, Emerald, Enterprise Ireland, Intertrade Ireland, MII consumer market monitor, Euro Monitor international and CSO statistics, were mined to gather statistical data from previous researches. Previous researches conducted by Krishnan (2011) & Furajji *et al.* (2012) in “lifestyle and buyer behaviour” provided the necessary gaps that were used to identify variables for this research.

3.7.2 Primary Quantitative Data

Primary data refers to the data which is gathered from primary source of origin for first time to explain or investigate a particular phenomenon (*Kurtz, 2009:253*) related to the research, As this dissertation is empirically investigating the variables effecting the consumer behaviour towards lifestyle apparels, as empirical reasoning dictates that the investigation has to be based on observation and measurement rather than on theoretical reasoning (*Gratton & Jones, 2010:8*), the questionnaire based data collection method has been utilised to collect the quantitative data (*Remenyi, 2013*). Questionnaires can be administered to public by several different ways, such as by Mail, Telephone, in person (*Cargan, 2007*) or via online through emails and internet surveys (*Denscombe, 2007:9*). The main approach selected were face to face contact method for the self-administering questionnaire. Although arguably face to face questionnaire are three to four times more expensive than to telephone questionnaires (*Kotler & Armstrong, 2011:111*), but this research is based in Dublin city of Ireland, hence cost related to dispersion of questionnaire do not amount to much (*Vaus, 2002:131*). Further the advantages of face to face like ability to provide a personal touch (relinquishing the sterile experience of receiving the questionnaire through the mail), ability to correct any misunderstanding arising from the questions and enabling researcher to explain difficult question of the questionnaire, may result in better data collection than to any other method (*Dantzker & Hunter, 2006 :147*).

3.7.2.1 Questionnaire Design

Researchers need to ask questions, so that they could generate findings in an effort to explain, understand or forecast a phenomenon. In survey research, questionnaires have become the most popularly employed data gathering instrument to put forward those questions (*Hussmanns et al., 1992:247*). Malhotra (*2006:176*); Rugg & Petre (*2007:114*) argued that questionnaires are very practical method of collecting quantitative data about individuals in a standardised format.

There are two kinds of errors associated with survey research, the sampling error and non-sampling errors, which can jeopardise the research (*Brace, 2008:1*). Sampling error is related to the sample, which

may cause variation to the surveys and can be reduced by increasing the sample size hence reducing the variance observed (*Husmanns et al., 1992:323*). In non-sampling errors are related to the coding, data entry and questions of the questionnaire, The data entry and coding errors can be rectified by checking the outliers to the questionnaire (*Taylor et al., 2006:258*), But the errors due to questions of the questionnaire can be severely problematic and hence should be avoided (*Brace, 2008:1*). One way of achieving this is by accurately phrasing the questions which will lift the ambiguity and respondents providing accurate response, resulting in accurate findings (*Malhotra, 2006:179; Bradburn et al., 2004:3*).

There are other concerns to the survey questionnaires designs which relate to the respondents errors which include response bias (*Robinson et al., 1991:17*). Response is said to be biased when respondents tend to answers questions in a way that consciously or unconsciously results in distorting the facts. Zikmund & Babin (*2010:192*) Response bias can be of four kinds “Acquiescence bias” (where respondent is extremely favourable or unfavourable to the questions), “Extremity bias” (where respondents avoids extreme positions), “Interviewer bias” (respondent intimidated by the interviewer by various reasons such as intelligence, age, sex etc.) and “Social Desirability bias” (where responds tries to answer so be more socially normal).

As the research instrument specific to Dublin Ireland. The questionnaire will have 22 questions which are simply put and are easy to understand, any use of double barrel question has been avoided (*Malhotra, 2006:197; Babbie, 2007:256*) which will lift ambiguity. The questionnaire is articulated around three main sections (1) part is Interviewees profile - which includes question like the gender, age and educational background (2) part of the questionnaire try to gather data on the consumer buying behaviour (dependable variable) (3) part of the questionnaire is to gather data on the identified Independent variables. Some of the variables have two or more question to identify the latent variable. Computation analysis will be used to sum up the small variables which are collinear into major variable (*Field, 2009:628*), so statistical analysis like correlation and regression can be carried out.

This structuring of the questionnaire will provide logical flow to the questionnaire, so should encourage response (*Malhotra, 2006:182; Richards & Munsters, 2010:18*) which is essential part of questionnaire construct and although there’s a logical flow in the questionnaire in terms to the systematic approach to the type of questions being asked, resulting in ease to the answering the questions, but question

pertaining to each variable are mixed up to stimulate thinking and will create interest and focus (Lancaster, 2005:146).

Highly sensitive questions have been avoided while designing the questionnaire (Malhotra, 2006:197; Bethlehem, 2009: 49), The structured questionnaire design is been used with response scale of Likert – Type scale (Albaum, 1997) of 5 point, with questions scaled on 1 to 5 (5 = strongly agree, 4=agree, 3=neutral, 2=disagree and 1 = strongly disagree). The respondents will be requested to tick the appropriate degree of agreement with the question. There 7 point Likert could have been used by adding very strongly agree or very strongly disagree, but as argued by Goodwin (2010:477) & Lissitz & Green (1975) there is no clear advantage in that by adding extra refinement, but on the contrary increases the time used by the respondent. The Likert scale was left to be a balanced as to obtain impartial data (Grover & Vriens, 2006:88), as this researcher believes that questions designed will avoid the responses obtained to be skewed. As this researcher expect some respondent may be reluctant to answer any of the questions, so the questionnaire used the 5 point Likert scale with an odd scale with central neutral position.

This scale of structured questions will provide the scaled quantitative data (Weinberg & Abramowitz, 2002:9). In the process to avoid the response bias the questionnaire will be conduct in different time of the day and at different places (Rogers et al. 2011:225), places of choice are Grafton street, city centre and Stillorgan Shopping centre, Dublin to conduct face to face questionnaire, which will be administered at afternoons and evenings, the timing will be recorded on the questionnaire along with the location where the questionnaire was filled.

3.7.2.2 Pilot Study

Before the final administration of the questionnaire to collect data for the research, a pre-test of the questionnaire was conducted. Pilot study of the draft questionnaire is vital (Struwig et al. 2001:89) as it provides an opportunity to the research to make any last changes, hence fine tuning the questionnaire for optimal response.

In the pilot testing the questionnaire was administered on two separate locations in Dublin city area with a small sample of 17 individuals. They were also requested to comment on the questionnaire so to indicate any problems with the construct, specifically in relation questions wording, appropriateness, length, sequence, ease of answering and ambiguity in instructions (Baker et al., 2011). During the pilot,

some respondents raised questions while answering so the questions were rephrased (*Appendix 2 (part 2) & Appendix 2 (part 3)*).

3.7.2.3 Reliability and Validity

Reliability

Along with incorporating the feedback from the small survey, internal consistency test of the questionnaire was conducted with the help of the Cronbach's α alpha (*Cronbach, 1951*) to prove the reliability of the construct, conducting the reliability analysis is important as it determines how well the construct is been understood constantly in different circumstances (*Field, 2009:11*).

$$\alpha = \frac{N^2 \overline{Cov}}{\sum S^2 + \sum Cov_{(Item)}}$$

Source: [Cronbach, L.J. (1951)]

This coefficient measures the covariance between the two items in a questionnaire, in other words how well the set of variables measure a single, one-dimensional latent build (*Andrew et al., 2011:202*). The Cronbach measure from 0 to 1 and for the survey $\alpha = 0.7$ or above is sufficient (*Kline, 2011:70*) to prove internal consistency, another reason of conducting the reliability of the construct is to find out which of the variables deviate from the measurement, hence providing an opportunity to the researcher in removing those variable, resulting in higher reliability of the construct with resultant higher α . Table 3.1 shows pilot questionnaire has the $\alpha = .658$ of the pilot questionnaire, lower than the acceptable level but the lower α was resultant to the two variable in the construct (7 & 13) which reduced the reliability of the construct. The table 3.2 show the increase in the coefficient by significant amount to $\alpha = .713$ which is at acceptable level after the two of the identified variables were removed. Hence the construct has adequate reliably to it.

Table 3.1 - Reliability - Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	17	100.0
	Excluded	0	.0
	Total	17	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.658	29

Item-Total Statistics					
		Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	Age of Participant	83.47	81.265	.213	.649
2	Sex of Participant	84.35	86.618	-.041	.662
3	Marital Status	84.41	86.257	-.004	.661
4	No. of children in Family	85.18	82.779	.137	.655
5	Education of Participant	81.35	83.618	.277	.649
6	Occupation Participant	83.59	83.132	.118	.657
7	Preference towards branded clothes	84.65	87.493	-.147	.665
8	Frequency of purchase	82.71	73.346	.437	.621
9	Preferred Brand	83.82	84.404	.092	.658
10	Type of clothes purchased	83.24	83.191	.113	.657
11	Confidence boost with lifestyle clothes	81.76	82.816	.188	.651
12	Peer appreciation of clothes	82.29	83.346	.150	.654
13	Preferred media communication	83.24	95.316	-.463	.707
14	Known Brand	83.47	66.265	.370	.633
15	Time spent in shop per Visit	83.24	61.816	.757	.562
16	Money spent per Visit	83.41	84.382	.041	.665
17	Clothing to Identity in the Society	82.71	77.721	.402	.631
18	Association to a Group	83.06	80.309	.242	.646
19	Status in Society	82.47	88.015	-.165	.670
20	Uniqueness of product	82.59	78.382	.329	.637
21	Families Influence	83.00	83.250	.088	.661
22	Purchased because of brand personality	82.12	80.610	.456	.637
23	Impact of the Brand	82.41	82.257	.247	.647
24	Quality influencing purchase of product	81.82	79.154	.588	.629
25	Price influencing purchase of product	82.35	86.493	-.034	.663
26	Clothing providing sense of accomplishment	82.24	84.316	.076	.659
27	Good atmosphere resulting in more time spent in store	81.65	81.368	.390	.640
28	New products creating purchase Excitement	82.47	77.515	.418	.630
29	Store Ambience effecting perception of clothes	81.65	81.243	.401	.640

Table 3.2- Reliability – Scale Adjusted : ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	17	100.0
	Excluded	0	.0
	Total	17	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.713	27

The observation will help to remove questions that cause the score (Cronbach) to fall hence confidently proving that questionnaire was well structured. This revised questionnaire (Appendix 2 (*part3*)) will then be distributed among the sample for data collection.

Validity

Validity of a questionnaire refers to its ability to measure what its designed to measure (*Rust & Golombok, 1999:215*) i.e. a good questionnaire should be able to generate significant findings for the research problem. Validity of a questionnaire can take many forms:

Face validity: This refers to the face value of the designed questionnaire in the eyes of the respondents; the idea behind face validity is that the questions put in the questionnaire should be flawless, clear-cut, unambiguous and easily interpreted by the respondents (*Block, 2006: 126*), so to ascertain face validity on this questionnaire, researcher observed respondents to find out the length of the time used by respondents to complete the survey in the pilot (which was between 5-8 min) and collected feedback from the respondents in relation to the relevance questions to the topic and none of the 17 respondents had any issue with the relevance questions. **Content validity:** The questionnaire was also shown to the dissertation supervisor and the changes were made as per the expert suggested (*Stevens et al. 2013:104*).

Construct validity: The construct validity refers to the ability of the questionnaire to generate the measurement for fundamental theoretical dimension which it set out measure (*Lang, & Secic, 2006:246*). So to have construct validity the questionnaire has to produce findings in the area of the research; construct validity can be achieved if the questionnaire data provides evidence to the theory from which the hypothesis are formulated and can be operationalized with correlation approach Pearson's correlation coefficient (r) to measure how well the results from pilot fit the theory (*Glynn & Woodside, 2009:75*). To have construct validity, variables should correlates to the criteria. To prove this R-matrix of the data from the pilot was generated through SPSS (Appendix 7). From the Matrix it can be concluded that the data gathered from the pilot provides good match between the test specification and the task specification (*Rust & Golombok, 1999:215*).

3.7.3 Data Analysis.

Data analysis is at the heart of the research (Johnson, 2002:160), data contains information which needs to be analysed and researcher should proceed with a systematic data analytic approach to reveal the facts hidden in the figures (Weinberg & Abramowitz, 2002: xiii). As this dissertation take the quantitative approach to research design the questions will be closed ended to generate numerical data (Rubin & Babbie, 2013:114). Once the data is collected the statistical method will be utilised to analyse the collected data.

The data collected will be coded on to IBM-SPSS (Statistical Package for the Social Sciences) software application. Initially descriptive statistics of the sample will be carried out in order to provide a better understanding of the characteristics of the sample surveyed (Lee et al., 2000:4). Statistics is science of inference (Asadoorian & Kantarelis, 2005:1), So after the descriptive stats, the inferential statistics will be carried out on the data collected in order to draw conclusions about the large population (Asadoorian & Kantarelis, 2005:2) by either confirming or rejecting the predictions put forward in the research, different probability models of statistics will be used to fit the data *i.e.* by which variance in the variables can be explained, this will provide if test statistic obtained is significant (*i.e.* if the probability of obtaining that result is less than .05 or expressed as $p < .05$) or not, resulting in researcher either gaining confidence on the alternative hypothesis by failing to accept the null hypothesis or by losing confidence on the alternative hypothesis by failing to reject the null hypothesis. The models which will be used in the research will based on the assumption that the data collected is parametric and hence normally distributed. To uphold the assumptions of parametric, Q-Q plot graphical test will be conducted (Field, 2009:134). If the assumptions hold true test like Pearson correlation ($r \pm 1$; Rodgers & Nicewander, 1988) will be carried out to explain the covariance between the two variables. Coefficient of determination (R^2) will be used to explain the effect of each variable to amount of variance observed, hence allowing to substantive the effect (Jackson, 2009:243), along with Regression Analysis will be conducted to predict the outcome variable from one predictor variable (Field, 2009:198 *i.e.* $outcome_i = (model) + error_i$). ANOVA will be carried out to substantiate the significance of model with the help of *F*- ratio and genuinely of the effect will be carried out with the help of *t*-test (Field, 2009:208) to approve or disapprove null hypothesis.

3.8 Sample

As mentioned earlier, crudely put “Statistics is the science of inference” (*Asadoorian & Kantarelis, 2005:1*) and what actually interest inferential statistics is population (*Weinberg & Abramowitz, 2002: 231*) as population holds all probable outcomes a researcher is interested in exploring (*Asadoorian & Kantarelis, 2005:3*), so it makes it sense when researcher argue to conduct survey of entire population known as census (*ACRP, 2009:28*), as this will provide accurate & concrete finding resulting in proper explanation of an occurrence. But as it takes a lot of man power and years to conduct census of entire population (*Srivastava & Rego, 2011:4.23*), conducting census neither is quick nor cheap. To avoid limitations associated with census such as monetary, time delay and arguably the quality of data (*Deming, 1960:27*) researchers developed technique of sampling, which a small group is selected representing the population (sampling frame) to draw conclusions for that entire population (*Zikmund et al., 2009:68*).

3.8.1 Target Population

The target population is age group between 25-59 years old individuals in republic of Irelands (*Appendix 3.CSO, 2011*), July 2013, According to CSO, 2011 this particular age group on an average scored much more annual earning than to individual who were over 60s and under 24s, which will result that this age group will have more disposable income, which could be used to purchase lifestyle clothing (*Appendix 4*). Further to that according to CSO 2006 this age group participated far more in sports and physical activities than to other age groups (*Appendix 5*), as their inclination is to keep healthy this may also result in purchasing lifestyle apparels. This age group will be contacted through face to face self-administered questionnaire at two locations in Dublin, July 2013 (city centre, Grafton Street and Dundrum shopping centre).

3.8.2 Sampling techniques

Sampling technique employed is generally based on the knowledge a researcher has about the probability of the sample being representative of the whole population, if researcher has a fair idea it, it is called a probability sampling approach (*Denscombe, 2007:17*) in which every person of the population has equal random chance of being selected (*Butcher, 1973:4*), if a sampling is conducted without this knowledge, it is called non-probability approach (*Denscombe, 2007:17*). This style of non-probability sampling is quiet popular in marketing research, as probability sampling tend to be both time consuming and expensive (*Murthy & Bhojanna, 2008:151*).

3.8.2.1 Non-probability, Convenience sampling

Convenience sampling is most commonly used in behavioural sciences (*Gravetter & Forzano, 2012:151*) because of the reason that random sampling necessitates that all of the observation in the population should be listed, but such listing seldom exist (*Kline, 2009:68*) i.e. it requires that the researcher should have knowledge and access to whole of the population. For this research to generate finding about consumer behaviour on lifestyle apparels in a mass population, a non-probability, convenience sampling is selected to reach sample of 100 individual respondents. This absolute size will provide the research with a normal distribution (*Central limit theorem - Field, 2009:42*) to conduct parametric test on the data collected. Convenience sampling involves selecting samples that are appropriate and willing to participate in the research, with an opportunity to reach members of population which are hard to identify (*Zikmund et al., 2009:392*). The argued limitations of convenience sampling are that the researcher might get biased sample (*Gravetter & Forzano, 2012:151*), as the sample is not controlled. Furthermore causes issues with generalizability of the study (*Laursen et al. 2012:158*). But despite this convenience sampling is popular sampling technique as its easier, inexpensive and less time consuming (*Gravetter & Forzano, 2012:151*) could be specially beneficial when a single researcher is conducting the research, in addition as this research primarily interested in internal validity, to test the hypothesis suggested, hence this sampling technique is appropriate (*Zikmund & Babin, 2010:321*).

3.9 Ethics

Ethics in marketing research play a vital role. Schmidt (2010) raised ethical interrogations in regards to dishonest interviewers, use of leading questions, employing a sampling frame that over represents subjects with supportive responses, to achieve on purpose constructive results.

Issues of ethics in marketing research arise when researchers pursue self-interested concerns that may clash with the needs of those (a) undergoing or (b) sponsoring the investigations in question. Here, we encounter the needs (a) to protect customers or competitors against untoward research practices and (b) to preserve the integrity of findings intended to offer growth in knowledge, helpful inputs into managerial decisions, or valid guidance on social issues (Holbrook, 1994).

A researcher has different stances options he could choose from while conducting a research (*Bryman, 2012:133*) which are: "Universalism" (*Bulmer, 1982*) in which researcher believes that ethical norms should never be broken, but in the real world a researcher may have to hide some aspects of himself or of his study, in order to gather genuine response and limit response bias, but with the strict norms of

this stance to not permit that, hence researcher do not take universalism stance. In “Situational ethics” (*Punch, 1994*) researcher assumes that a case by case consideration has to be given to the ethical bounds *i.e.* the end justifies the means, some ethics has to be broken to gather useful information. To “Anything goes”.

In this research researcher has selected situational stance in the interest of the study. The situational ethics is best fit as ethical morality is maintained, without compromising the research. Even Universalist like Erikson 1967 recognised that “it would be absurd to insist as appoint of ethics, that a sociologist should always introduce himself as an investigator (*Cited in Bryman 2012:133*). So in the research process all the first-hand information will only be used for academic purpose and will focus on the authentic research, the questionnaire design will avoid any questions those are leading in any way.

Neutral samples will be requested to contribute to the research, the data accumulated either by conventional method or by web will be kept confidential and only the data which may be essential for future study will be suggested as useful if consent is provide (*O'Donoghue, 2009:113*). Once academic research is finished the accumulated information will be disposed properly.

3.10 Limitations

Limitations to research methodology are primarily related to the research design choices, made by the researcher on every steps of the way as research proceeds (*Creswell, 1994:18*) though the research onion. Primary limitation of this research is that, it is solely concentrated on Irish consumer purchasing behaviour on lifestyle apparels. As different regional variables such as culture, socio economic conditions, attitudes of society have profound effect on shaping their needs and development of the wants and demand (*Chaffey, 2009*). Consequently the factors which may result in purchase of lifestyle apparel in Ireland may not be applicable in other countries.

The research philosophy positivism is argued to be very objective and hence can omit the information useful for the study and hence limiting the study to only deducing the data (*Swain et al. ,2007:31*). The data collected by the survey strategy is unlikely to be as wide-ranging as those collected by other research strategies. For example, there is a limit to the number of questions that any questionnaire can contain. Although researcher has taken situational ethical stance for this study to avoid to the response bias but surveys to some extent could be prone to respondent’s bias as has been argued by *Kotler &*

Armstrong, 2011 that respondents may either try to give answers to appear clever or well educated, or just help interviewer by providing agreeable answers. Furthermore the mono method approach employed usually remains a tacit assumption (*Martin, 1981*).

The questionnaire takes into account for demographic factors such as marital status, age and occupation. The scales to which measurement of personality, opinions and attitudes (*Kothari, 2006:76*) are developed specifically for this study, may be prone to some measurement problems, though reverse coding of some question is suggested during data analysis in SPSS, may not be enough. The conventional collection method limits the sample to be surveyed in Dublin area only. As the individuals frame of mind is constantly shifting because of internal and external stimuli, to improve the validity of the results the research has to be done multiple times (*Reliability Coefficient-Webb, 2006*) which is not possible because of the time constraints.

All the choices available throughout the research methodology, inherently have both advantage and limitation associated with them (*Mann, 2005: 262*) and this researcher acknowledges them, but for research to proceed in a meaningful manner some were chosen over others with a belief that they would provide more meaning and scope to this research.

3.11 Assumptions

The Assumption of lifestyle apparels having positive correlation with consumer purchasing behaviour with influence of variable like social status, family, brand, quality and uniqueness. Human cognitive behaviour in relation to value perspective and emotional perspective can cause complications, especially from a Butterfly consumer relationship (*Reinartz & Kumar, 2002*). While using statistical test on small sample the type II errors can generate i.e. the null hypothesis can't be rejected and assumptions is made on the contrary (*Joreskog, 1969*). Further assumption of self believe that the response collected always hold true without any supplementary validation.

3.12 Chapter Summary

In the Introduction noted that objectivity, along with generalization and explanation, were considered as fundamental characteristics of a science. After all, this researcher hold to the view that social science research offers us knowledge about the social world which is not necessarily available by other means. Selection made on every step of the research thus becomes a reflection of researcher sentiments and prejudgments: as it validates contests, classifies or creates principles (*May, 1997*).

In this research, researcher has selected a quantitative research design to conduct this research, the assumption under quantitative research is that, reality is “out there” free from researcher disposition about the subject matter and hence can be studied impartially. The motive of this research is to identify the variables affecting the consumer behaviour, hence dictates gathering data from a large sample which can be best studied with quantifiable means. Although limited in depth, quantitative design results in researcher to describe foretell or recognise an occurrence or a phenomenon by generalising hence contributing to the theory (*Punch, 2005*).

The research philosophy is positivism, as the it is the most appropriate way while understanding people in social context, as it is data driven will further the basis of hypothesis testing. As put by Bulmer (*1984*) facts speak for themselves. Research approach is deductive as it supports the empirical reasoning of hypothesis testing and subjecting the concepts deducted from the theory to rigors of testing.

Because of the both time and cost constraints the cross sectional surveys were selected as the research strategy as they support the quantifiable approach via statistical hypothesis testing and so are closely related to the deductive approach (*Saunders et al, 2009:144*), providing harmony to the overall structure of the research, hence improving the effectiveness of the research. Self-administered questionnaires will be used to conduct the survey by face to face contact on a convenient sample. Questionnaires will be subjected to pilot study to test the reliability and validity of the construct, prior to the main data collection. Although limitation regarding to the distribution of questionnaire along with the response has been identified to overcome these limitation the online survey methods will be used to cover more geographical area and personal contact will be kept to the minimum so to more accurate and unbiased data could be gathered.

The gathered data will be coded on to the IBM-SPSS (Statistical Package for the Social Sciences) to statistical analysis. Initially descriptive statistics will be performed to understand the characteristics of the sample and then inferential statistics will be performed with the application of various model to explain the variance, the models tested will be based on the assumption that the data gathered is parametric and hence normally distributed. The correlation analysis will with Pearson correlation coefficient will explain the significance of the variability between the two variables and further will be subjected to regression analysis to compare the linear relationship along with Regression Analysis will be conducted to predict the outcome variable from one predictor variable (*Field, 2009:198 i.e. outcome_i = (model) + error_i*). ANOVA will be carried out to substantiate the significance with the help of *F*- ratio to provide if the model applied have improved the prediction of outcome to be significant at $p < .05$. Finally the genuinely of the effect will be carried out with the help of *t*-test (*Field, 2009:208*) to approve or disapprove null hypothesis.

Chapter 4

Data Analysis & Findings

“Conducting data analysis is like drinking a fine wine.
It is important to swirl & sniff the wine, to unpack
the complex bouquet and to appreciate the experience.
Gulping the wine doesn’t work.”

Daniel B. Wright

Key Topics:

- 4.1 Introduction p.50
- 4.2. Reliability and Validity test p.50
- 4.3 Descriptive Statistics of the sample(N=106) p.51
- 4.4 Inferential Statistics of the sample(N=106) p.59
 - 4.4.1 Scatter plot p.59
 - 4.4.2 Assumptions of Statistical models p.62
 - 4.4.3 Bivariate correlation Analysis p.65
 - 4.4.4 Linear Regression Analysis p.73

CHAPTER 4 – DATA ANALYSIS/FINDINGS

4.1 Introduction

The data collected from survey will be statistically analysed on three levels, firstly the basic descriptive statistics will be applied to summarise and tabulate the collected data providing understanding on the frequency of distribution and central tendency among the collected data (Field, 2009:18). Secondly the bivariate correlations statistics model will be used to identify relationship between the dependable variable the “consumer behaviour” with the independent variables such as “Price, Quality, Family, Societal Status, Brand Personality, Self-Identity, uniqueness of the Lifestyle apparels and in-store stimuli”, the Pearson correlation coefficient will be used to check the significance of the relationship between the variable, thus approving or disapproving the hypothesis (Field, 2009:175). Finally the regression statistical model will be applied to quantify the amount of variance caused in dependent variable by independent variable. The regression will use the ANOVA with F-ratio to check the effectiveness of the model and *t*-statistic to check the variance in dependent which will further support the approval or rejection of predicted hypothesis (Field, 2009:198). Further to that regression equation developed and will be used to predict the amount of variance that will be observed if a change is observed in the independent variable (Field, 2009:209).

4.2 Reliability of the Variables

The Cronbach Alpha for the collected data is at .769, as Cronbach measure from 0 to 1 and for the survey $\alpha = 0.7$ or above is sufficient (Kline, 2011:70), so the variance and covariance calculated in the variables from the data used for the analysis is reliable.

Reliability Statistics	
Cronbach's Alpha	N of Items
.769	18

Reliability

Case Processing Summary			
		N	%
Cases	Valid	106	100.0
	Excluded ^a	0	.0
	Total	106	100.0

- a. Listwise deletion based on all variables in the procedure.

4.3 Descriptive Statistics

Descriptive statistics helps in summarising the data, hence enabling to present the large accumulations in a meaningful way, which results in better understanding of the phenomenon at hand. To describe the data collected in this research, researcher has used compare mean model to compare and contrast the sentiments of the respondents. The mean is good way to check the central tendency among the data collected by comparing the two variables.

4.3.1 Compared Means – Location

The survey was administered at two locations in Dublin, the City Centre and Stillorgan. 53 respondents filled the survey in each location. From the compare means central tendency of two groups was observed (table 4.1).

TABLE – 4.1 (Compare Means- Location)

Location		Report					
		Frequency	Time	Money	Purchases	Price	Quality
Stillorgan N=53	Mean	2.70	2.77	2.94	3.60	3.5472	3.57
City Center N=53	Mean	2.74	3.17	3.36	3.70	3.4906	3.77
Total N=106	Mean	2.72	2.97	3.15	3.65	3.5189	3.67

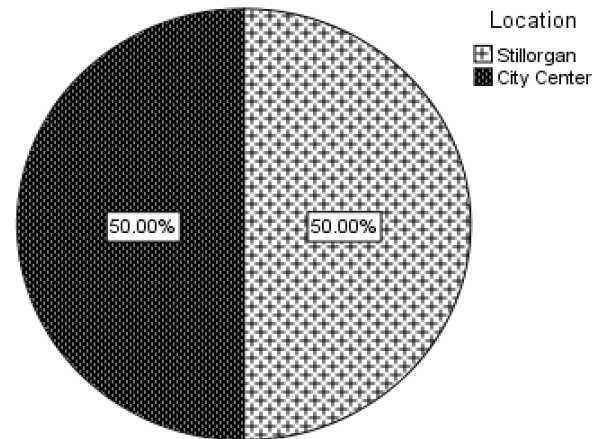
Location		Report			
		Family	Societal Status	Brand Personality	Identity
Stillorgan	Mean	3.32	3.2358	3.47	3.3019
City Center	Mean	3.87	3.3491	3.66	3.3585
Total	Mean	3.59	3.2925	3.57	3.3302

Location		Report	
		Uniqueness	store
Stillorgan	Mean	3.3019	3.7358
City Center	Mean	3.3019	3.6226
Total	Mean	3.3019	3.6792

Respondents in Stillorgan purchased lifestyle clothes more than 1-2 times in a year ($\bar{X} = 2.70$) similar to respondents in city centre ($\bar{X}=2.74$). while respondents in Stillorgan used around 30mins ($\bar{X}=2.77$), respondents in city centre suggested to have used more than 40min to buy lifestyle clothes in a typical visit, this central tendency could due to the probability of them coming specifically to shop to city centre

hence they even spent more money per visit (€75, \bar{X} =3.36) compared to the respondents in Stillorgan (€50, \bar{X} =2.94).

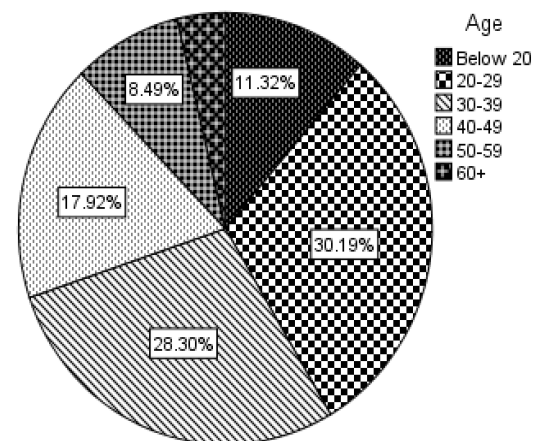
Both the groups suggested to agree on the matter of product quality (Stillorgan \bar{X} =3.57, City Centre \bar{X} = 3.77), Family influence (Stillorgan \bar{X} =3.32, City Centre \bar{X} =3.87), Clothing as status symbol (Stillorgan \bar{X} =3.24, City Centre \bar{X} = 3.34), brand personality (Stillorgan \bar{X} =3.47, City Centre \bar{X} = 3.66), Identify with lifestyle clothing (Stillorgan \bar{X} =3.31, City Centre \bar{X} = 3.36), influence of store stimuli (Stillorgan \bar{X} =3.73, City Centre \bar{X} = 3.63) and Uniqueness of lifestyle products resulting in its purchase (Stillorgan \bar{X} =3.31, City Centre \bar{X} = 3.31).



4.3.2 Compared Means – Age

The survey consisted of 106 respondents out which 12 respondents were below the age of 20, making up of 11.3% of overall people surveyed, 30.2% or 32 people were within the age group of 20-29, 28.3% or 30 people were within the age group of 30-39, 17.9% or 19 people were within the age group of 40-49, while age group of 50-59 (9no) and 60+(4no) made up for 12.3% of the overall people surveyed (Table 4.2).

Comparing means suggested that people above 60 years and under 20years were less frequently purchasing lifestyle clothes 1-2 times a year (\bar{X} =2.00 & \bar{X} =2.33 respectively) along with using less time in store around 30min (\bar{X} =2.00 & \bar{X} =2.83 respectively) and under 20s were also spending less money (\bar{X} =2.00) because of most of them were student or part time employee (\bar{X} =1.17 , compared mean between age and occupation) above 60+ suggested to have spent the most money, above €75-€99 (\bar{X} =4.35) compared to the all other age groups and were most influenced by family than any other age group (\bar{X} =4.00). Another interesting finding was that the age group of below 20 was highly influenced by the store stimuli (\bar{X} =3.71), sharing same mean as of the age group (40-49) than to the rest of the age groups.



The rest of the age groups suggested an inclination to agree on the matter of product quality (20-29 \bar{X} = 3.42^b, 30-39 \bar{X} = 3.59, 40-49 \bar{X} = 3.77 & 50-59 \bar{X} = 3.74), Family influence (20-29 \bar{X} = 3.63, 30-39 \bar{X} = 3.37^b, 40-49 \bar{X} = 3.79^a & 50-59 \bar{X} = 3.56), Clothing as status symbol (20-29 \bar{X} = 3.13, 30-39 \bar{X} = 3.30, 40-49 \bar{X} = 3.40 & 50-59 \bar{X} = 3.95^a), brand personality (20-29 \bar{X} = 3.50, 30-39 \bar{X} = 3.50, 40-49 \bar{X} = 3.95^a & 50-59 \bar{X} = 3.78), Identify with lifestyle clothing (20-29 \bar{X} = 3.08^b, 30-39 \bar{X} = 3.47, 40-49 \bar{X} = 3.43 & 50-59 \bar{X} = 3.56^a), influence of store stimuli (20-29 \bar{X} = 3.69, 30-39 \bar{X} = 3.75^a, 40-49 \bar{X} = 3.71 & 50-59 \bar{X} = 3.39^b) and Uniqueness of lifestyle products resulting in its purchase (20-29 \bar{X} = 3.01^b, 30-39 \bar{X} = 3.44, 40-49 \bar{X} = 3.43 & 50-59 \bar{X} = 3.56^a).

^a Highest in the group. ^b Lowest in the group.

TABLE – 4.2 (Compare Means- Age)

Age		Report					
		Frequency	Time	Money	Purchases	Price	Quality
Below 20 N=12	Mean	2.33	2.83	2.00	3.67	3.3750	3.42
20-29 N=32	Mean	2.69	3.03	3.16	3.72	3.5625	3.59
30-39 N=30	Mean	2.93	3.03	3.40	3.77	3.6500	3.77
40-49 N=19	Mean	2.79	2.89	3.37	3.53	3.3947	3.74
50-59 N=9	Mean	2.78	3.33	2.89	3.44	3.5556	3.89
60+	Mean	2.00	2.00	4.25	3.25	3.1250	3.50
Total	Mean	2.72	2.97	3.15	3.65	3.5189	3.67

Age		Report			
		Family	Societal Status	Brand Personality	Identity
Below 20	Mean	3.67	3.0000	3.17	3.2917
20-29	Mean	3.63	3.1250	3.50	3.0781
30-39	Mean	3.37	3.3000	3.50	3.4667
40-49	Mean	3.79	3.3947	3.95	3.4211
50-59	Mean	3.56	3.9444	3.78	3.5556
60+	Mean	4.00	3.5000	3.50	3.5000
Total	Mean	3.59	3.2925	3.57	3.3302

Age		Report	
		Uniqueness	store
Below 20	Mean	3.2917	3.7083
20-29	Mean	3.0156	3.6875
30-39	Mean	3.4333	3.7500
40-49	Mean	3.4211	3.7105
50-59	Mean	3.5556	3.3889
60+	Mean	3.5000	3.5000
Total	Mean	3.3019	3.6792

4.3.3 Compared Means – Sex.

Survey consisted of 51 female (48.1%) and 55 males (51.9%) respondents. Analysing the central tendency of the males and females surveyed (Table 4.3) suggested that males more frequently purchased lifestyle apparels than the females (Males \bar{X} =2.85, Females \bar{X} = 2.57) hence spent more

TABLE – 4.3 (Compare Means- Sex)

Sex		Report					
		Frequency	Time	Money	Purchases	Price	Quality
Female N=51	Mean	2.57	3.08	2.92	3.53	3.4706	3.39
Male N=55	Mean	2.85	2.87	3.36	3.76	3.5636	3.93
Total N=106	Mean	2.72	2.97	3.15	3.65	3.5189	3.67

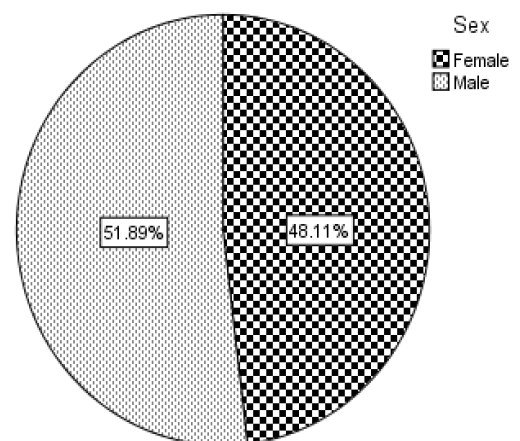
Sex		Report				
		Family	Societal Status	Brand Personality	Identity	Uniqueness
Female	Mean	3.59	3.1569	3.45	3.2745	3.2353
Male	Mean	3.60	3.4182	3.67	3.3818	3.3636
Total	Mean	3.59	3.2925	3.57	3.3302	3.3019

Sex		Store
Female	Mean	3.5882
Male	Mean	3.7636
Total	Mean	3.6792

money €50-€74 compared to the female respondents €25-€49 (Males \bar{X} =3.36, Females \bar{X} = 2.87).

Though females suggested used more time 30-44min (\bar{X} =3.36) in store purchasing than to the males 15-29min (\bar{X} =2.92).

Both the groups suggested inclination to agree on the matter of product quality (Males \bar{X} =3.93, Females \bar{X} = 3.39), Family influence (Males \bar{X} =3.60, Females \bar{X} = 3.59), Clothing as status symbol (Males \bar{X} =3.41, Females \bar{X} = 3.15), brand personality(Males \bar{X} =3.67, Females \bar{X} = 3.45), Identify with lifestyle clothing (Males \bar{X} =3.38, Females \bar{X} =3.28), influence of store stimuli (Males \bar{X} =3.76, Females \bar{X} =3.58) and Uniqueness of lifestyle products resulting in its purchase(Males \bar{X} =3.37, Females \bar{X} = 3.24).



4.3.4 Compared Means – Marital Status.

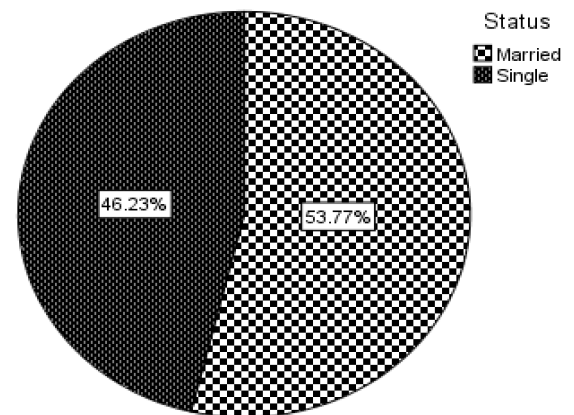
Survey constituted of 57 married (53.8%) and 49 single (46.2%) individuals (Table 4.4). Analysing the central tendency of the two groups revealed that singles (\bar{X} =3.67) were more price conscious than who were married (\bar{X} =3.37). Hence can be seen that married people spent more money per visit around €74 (\bar{X} =3.30) compared to singles which was around €50 (\bar{X} =2.98) and bought lifestyle apparels slightly more frequently (Married \bar{X} =2.74, Single \bar{X} =2.69).

TABLE – 4.4 (Compare Means- Status)

Status		Report					
		Frequency	Time	Money	Purchases	Price	Quality
Married N=57	Mean	2.74	2.88	3.30	3.58	3.4825	3.74
Single N=49	Mean	2.69	3.08	2.98	3.73	3.5612	3.59
Total	Mean	2.72	2.97	3.15	3.65	3.5189	3.67

Status		Report					
		Family	Societal Status	Brand Personality	Identity	Uniqueness	Store
Married	Mean	3.53	3.4386	3.58	3.4474	3.4298	3.7193
Single	Mean	3.67	3.1224	3.55	3.1939	3.1531	3.6327
Total	Mean	3.59	3.2925	3.57	3.3302	3.3019	3.6792

Both the groups suggested inclination to agree on the matter of product quality (Married \bar{X} =3.74, Singles \bar{X} = 3.59), Family influence (Married \bar{X} =3.53, Singles \bar{X} = 3.67), Clothing as status symbol (Married \bar{X} =3.43, Singles \bar{X} = 3.12), brand personality (Married \bar{X} =3.58, Singles \bar{X} = 3.55), Identify with lifestyle clothing (Married \bar{X} =3.44, Singles \bar{X} = 3.19), influence of store stimuli (Married \bar{X} =3.71, Singles \bar{X} = 3.63) and Uniqueness of lifestyle products resulting in its purchase (Married \bar{X} =3.42, Singles \bar{X} = 3.15).



4.3.5 Compared Means – Education.

Surveyed respondents were divided on the basis of educational background to identify, if there were any significant differences arising in purchased due to different educational backgrounds. The

respondents in the survey consisted of Lower Secondary (13no, 12.3%), Higher Secondary (36no, 34.4%), Post – Leaving cert. (23no, 21.7%) and Third or Higher education (34no, 32.1%)(Table 4.5).

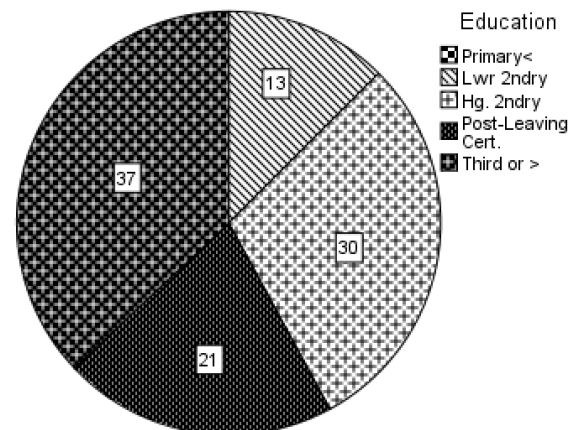
TABLE – 4.5 (Compare Means- Education)

		Report				
Education		Frequency	Time	Money	Purchases	Price
Lwr 2ndry N=13	Mean	2.69	3.00	2.23	3.23	3.3462
Hg. 2ndry N=36	Mean	2.56	3.22	3.33	3.69	3.3889
Post-Leaving Cert. N=23	Mean	2.91	3.22	3.35	3.83	3.6957
Third or > N=34	Mean	2.76	2.53	3.18	3.65	3.6029
Total N=106	Mean	2.72	2.97	3.15	3.65	3.5189

		Report				
Education		Quality	Family	Societal Status	Brand Personality	Identity
Lwr 2ndry	Mean	3.31	3.46	3.3462	3.69	3.6154
Hg. 2ndry	Mean	3.72	3.67	3.1111	3.28	3.3194
Post-Leaving Cert.	Mean	3.96	3.78	3.8478	3.83	3.5000
Third or >	Mean	3.56	3.44	3.0882	3.65	3.1176
Total	Mean	3.67	3.59	3.2925	3.57	3.3302

		Report	
Education		Uniqueness	store
Lwr 2ndry	Mean	3.6154	3.6154
Hg. 2ndry	Mean	3.2639	3.7639
Post-Leaving Cert.	Mean	3.5000	3.5000
Total	Mean	3.3019	3.6792

By compare means it was noticed that the individuals with post leaving cert. tend to purchase more frequently almost 3-4 times a year (\bar{X} = 2.91), resulting in using more time 30-44 min (\bar{X} = 3.22) and spending more money €75-€99 (\bar{X} = 3.35)per visit to the store compare to the rest of the groups. They were also price conscious (\bar{X} = 3.69) and bought lifestyle apparels due to the higher quality (\bar{X} = 3.83), they suggested to be family sensitive and believed that the clothing harmonised with their personality (\bar{X} = 3.83)and highly regarded lifestyle clothes as



representative of their status ($\bar{X}=3.83$), Next closest to the post leaving cert. profile were the individuals with Hg. 2ndry also used same amount of time($\bar{X}= 3.22$) and almost spent equal amount of money ($\bar{X}= 3.33$), But they were less conscious about price ($\bar{X}= 3.39$) than to the leaving cert group and were also influenced by the store stimuli ($\bar{X}= 3.77$).

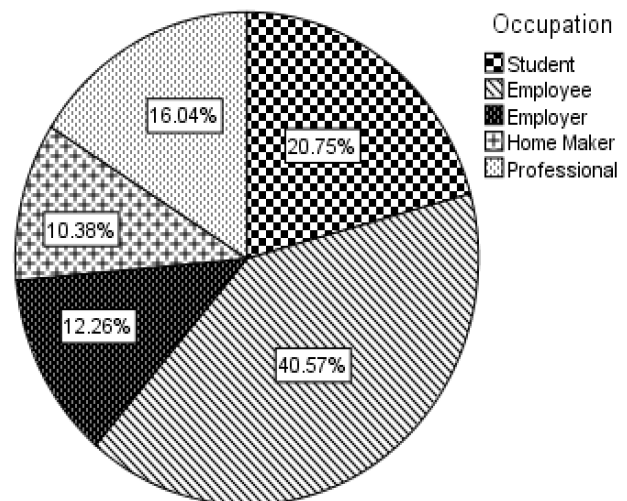
The other two groups also suggested inclination, but as not sharp as the previous two groups ,they agreed on the matter of product quality (Lwr. 2ndry $\bar{X}=3.31^b$, Third level $\bar{X}= 3.56$), Family influence(Lwr. 2ndry $\bar{X}=3.46$, Third level $\bar{X}= 3.44$), Clothing as status symbol (Lwr. 2ndry $\bar{X}=3.34$, Third level $\bar{X}= 3.08^b$), brand personality (Lwr. 2ndry $\bar{X}=3.69$, Third level $\bar{X}= 3.65$), Identify with lifestyle clothing (Lwr. 2ndry $\bar{X}=3.62$, Third level $\bar{X}= 3.11^b$), influence of store stimuli (Lwr. 2ndry $\bar{X}=3.62$, Third level $\bar{X}= 3.74$) and Uniqueness of lifestyle products resulting in its purchase(Lwr. 2ndry $\bar{X}=3.62$, Third level $\bar{X}= 3.08^b$).

^a Highest in the group. ^b Lowest in the group

4.3.6 Compared Means – Occupation.

Finally the central tendency of the respondents to purchase lifestyle apparels was compared on the basis of the occupation they were in. The collected survey of 106 people had students count at 22 (20.8%), Employees 43 (40.6%), Employers 13 (12.3%), Home maker 11 (10.4%) and Professionals 17 (16%) of entire people surveyed.

By comparing the means, it was identified that the professional of all the occupations were buying lifestyle apparels most frequently at 3-4 times a year ($\bar{X}=3.00$), hence they were using more time to buy 30-44min ($\bar{X}=3.00$) and spending the most amount of money around €75 ($\bar{X}=3.76$)in the store per visit. They were the upfront to agree being price conscious ($\bar{X}=4.00$) and choose lifestyle apparels to match their personality ($\bar{X}=3.71$) and agreed to be influenced by their families ($\bar{X}=3.71$) and also bought the lifestyle clothes because they were high in quality ($\bar{X}=4.00$).



The rest of the age groups suggested an inclination to agree on the matter of product quality (students $\bar{x}=3.27^b$, employees $\bar{x}= 3.86$, Employers $\bar{x}= 3.38$ & home makers $\bar{x}= 3.55$), Family influence (students

$\bar{X}=3.50^b$, employees $\bar{X}= 3.56$, Employers $\bar{X}= 3.77$ & home makers $\bar{X}= 3.55$), Clothing as status symbol (students $\bar{X}=2.95^b$, employees $\bar{X}= 3.18$, Employers $\bar{X}= 3.69$ & home makers $\bar{X}= 3.64$), brand personality (students $\bar{X}=3.14^b$, employees $\bar{X}= 3.53$, Employers $\bar{X}= 3.77$ & home makers $\bar{X}= 4.09^a$), Identify with lifestyle clothing(students $\bar{X}=3.06^b$, employees $\bar{X}=3.32$, Employers $\bar{X}=3.46$ & home makers $\bar{X}=3.71^a$), influence of store stimuli (students $\bar{X}=3.77$, employees $\bar{X}= 3.59^b$, Employers $\bar{X}= 3.88^a$ & home makers $\bar{X}=3.67$) and Uniqueness of lifestyle products resulting in its purchase (students $\bar{X}=2.98^b$, employees $\bar{X}=3.29$, Employers $\bar{X}=3.47$ & home makers $\bar{X}=3.73^a$).

^a Highest in the group. ^b Lowest in the group

TABLE – 4.6 (Compare Means- Occupation)

		Report					
Occupation		Frequency	Time	Money	Purchases	Price	Quality
Student N=22	Mean	2.45	3.05	2.45	3.64	3.4545	3.27
Employee N=43	Mean	2.70	2.88	3.00	3.60	3.5000	3.86
Employer N=13	Mean	2.62	2.69	3.54	3.54	3.4231	3.38
Home Maker N=11	Mean	3.00	3.45	3.73	3.64	3.5455	3.55
Professional N=17	Mean	3.00	3.00	3.76	3.88	3.7059	4.00
Total	Mean	2.72	2.97	3.15	3.65	3.5189	3.67

		Report			
Occupation		Family	Societal Status	Brand Personality	Identity
Student	Mean	3.50	2.9545	3.14	3.0682
Employee	Mean	3.56	3.1860	3.53	3.3140
Employer	Mean	3.77	3.6923	3.77	3.4615
Home Maker	Mean	3.55	3.6364	4.09	3.7273
Professional	Mean	3.71	3.4706	3.71	3.3529
Total	Mean	3.59	3.2925	3.57	3.3302

		Report	
Occupation		Uniqueness	store
Student	Mean	2.9773	3.7727
Employee	Mean	3.2907	3.5930
Employer	Mean	3.4615	3.8846
Home Maker	Mean	3.7273	3.4091
Professional	Mean	3.3529	3.7941
Total	Mean	3.3019	3.6792

4.4 Inferential Statistical Analysis

It was observed in the descriptive analysis that the central tendency of the respondents surveyed was positive towards the variables identified, which were to be affecting consumer behaviour while purchasing lifestyle apparels. But descriptive analyses can obscure patterns (*Korgen, 2008:145*) of relationships and trend in the data. Another way to check if any patterns of relationships exist between the two variables is by looking graphically and sometimes important before conducting any statistical analysis (*Field, 2009:167*).

4.4.1 Scatter plot (*Figure 4.1*)

Scatterplots are the best way of identifying relationships. It simply plots the one variable score with the another and by adding linear regression line can point out if the relationship is positive or negative or if at all any relationship exist. The regression also provides the intercept b_0 and when used with the gradient b_1 can produce regression equation to predict the variance caused by predictor or independent variable in outcome or dependable variable which later will be used to conduct linear regression. The scale explains the strengths of the linear gradient in comparison to the bins, plotted on the graph hence explains the residuals between the line and actual data.

Consumer behaviour comprises of whether, why, when, where, how, how much people are willing to spend on an offering (*Hoyer & MacInnis, 2008:5*). So the questions about the amount of time and money spent along with the willingness in purchasing lifestyle apparels were computed on mean to be consolidated into one dependable variable of consumer behaviour.

4.4.1.1 Scatter plot of consumer behaviour and price

Eyeballing the scatter plots (1) provides few details about the relation between consumer behaviour and price variable. The linear regression line in the scatter plots points out that the relationship between the two variables is a positive as the gradient of the line is moving upwards with increase in price. Thus, this points out that the price has positive relationship with the consumer behaviour. This will further the motive of conducting a correlation between the two variables. The R squared which is also provided by the linear plot $R^2 = .079$ which identifies positive relationship of the two.

Figure 4.1 Scatter plots

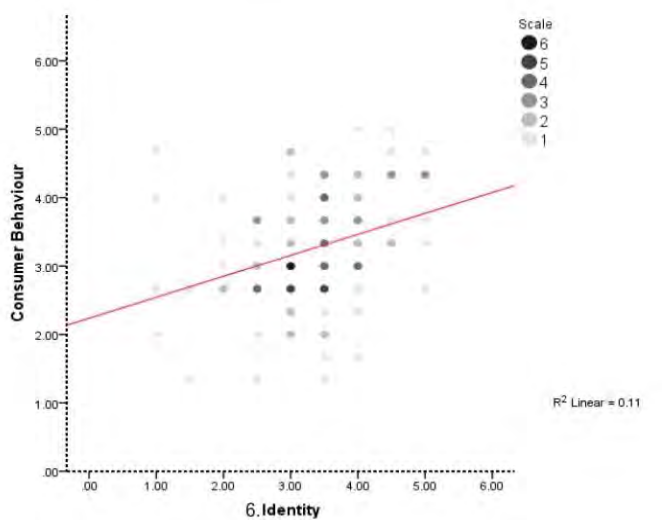
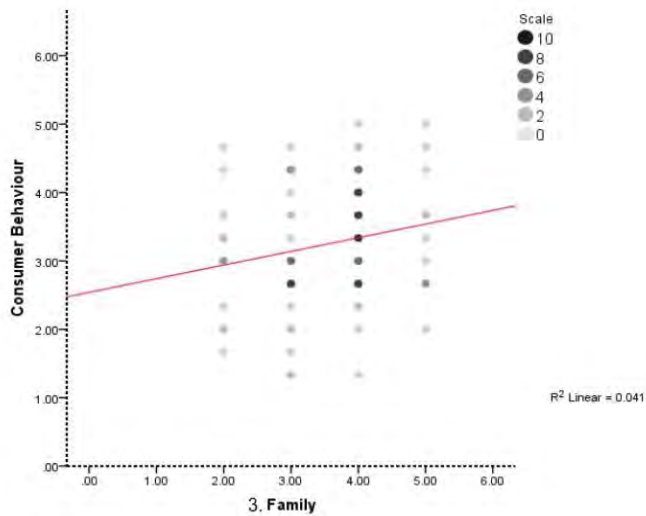
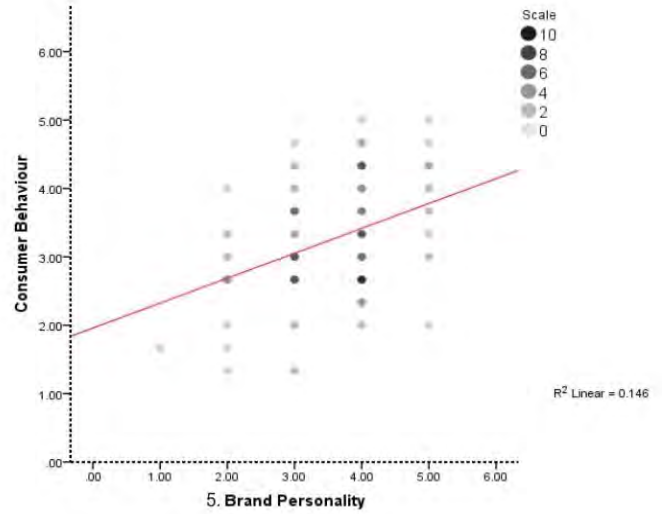
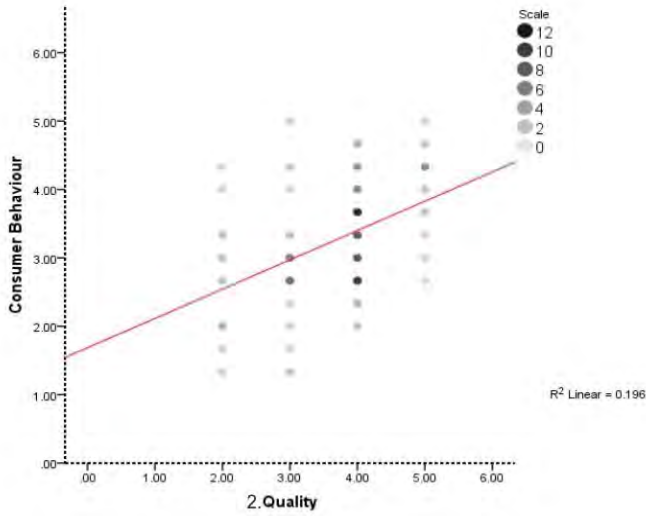
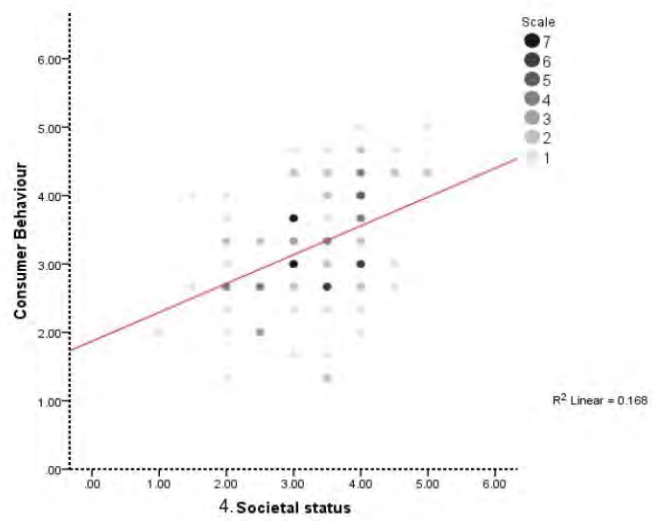
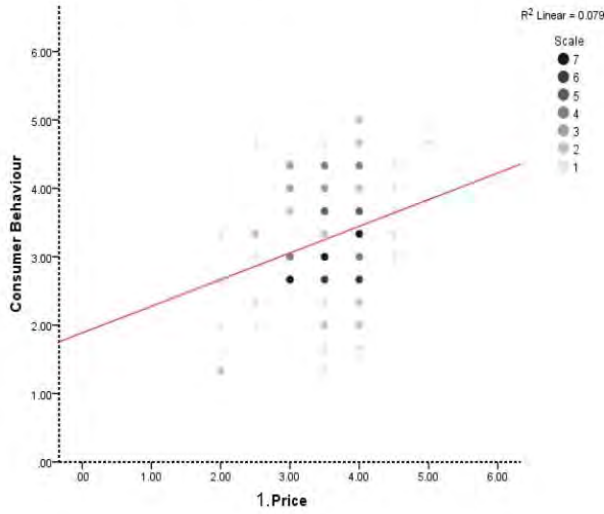
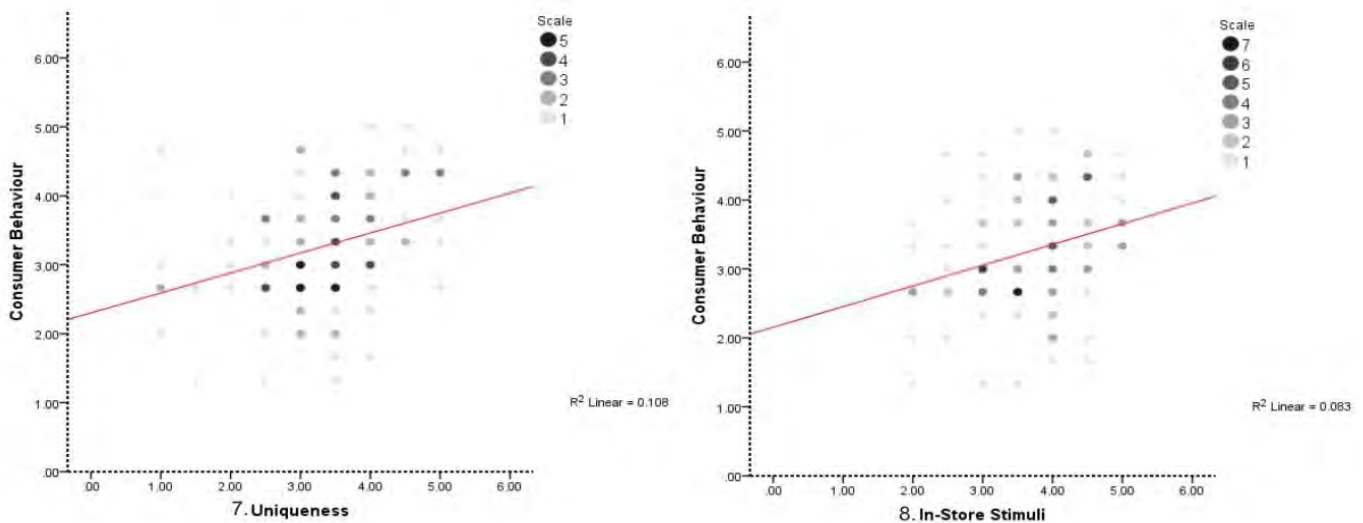


Figure 4.1 Scatter plots



4.4.1.2 Scatter plot of consumer behaviour and Quality

Looking at the scatter plot (2) between the consumer behaviour and Quality, also points out towards the positive relationship where $R^2 = 0.196$ and the gradient of the regression line is upwards. Hence the quality of the lifestyle apparels will result in consumer purchasing the lifestyle products and if products quality exceeds the expectation of the consumer will result in delight resulting in increased purchases.

4.4.1.3 Scatter plot of consumer behaviour and family

Observing the scatter plot (3) between the consumer behaviour and family also show the same positive upwards gradient with $R^2 = .041$, hence suggests that family influence the purchasing behaviour. So, if the family persuasion increase will result in increase of the purchasing of lifestyle apparels.

4.4.1.4 Scatter plot of consumer behaviour and societal status.

Looking at the scatter plot (4), it is clear that a positive relationship between the two exists and with the increase the status people increased the consumer buying behaviour. With $R^2 = 0.168$.

4.4.1.5 Scatter plot of consumer behaviour and Brand personality

Observing the scatter plot (5), it is clear that a positive relationship exist between the two variables with $R^2 = .146$, so if the person feels he/she matches the personality emulated by the lifestyle apparel will see an increase in purchase of that lifestyle apparel.

4.4.1.6 Scatter plot of consumer behaviour and Self-Identity.

Eyeballing the scatterplot (6), it's clear a positive relationships exists, with $R^2 = .11$. This points out that if there is increase in the people identifying themselves by wearing lifestyle cloths will see increase in the purchase of the lifestyle apparels.

4.4.1.7 Scatter plot of consumer behaviour and Uniqueness.

Looking at the scatter plot (7) it's clear that a positive relationship exist between the two variables, with $R^2 = .108$, so as the lifestyle become more unique will result in people increasing the purchasing of the lifestyle apparels.

4.4.1.8 Scatter plot of consumer behaviour and In-store Stimuli.

Observing the scatter plot (8) with its regression line gradient upwards, indicates a positive relationship between the two variables, with $R^2 = .083$. So as the in-store stimuli increases, an increase in the purchasing will occur.

4.4.2 Assumptions in statistical models.

In the process of conducting parametric tests such as Pearson correlation , *t*-test statistic (*Field, 2009:177; Coolican, 2013:438*) some assumptions have to be met, so to prove the data collected in parametric and hence the results obtained are accurate.

First assumption is of having interval data, that is the data should be at least at the interval level. The Likert scale was used to collect data, as the Likert is an interval scale hence the data collected is also interval (*Weinberg & Abramowitz, 2002:9; McNabb, 2013:159*).

Second assumption is of having normally distributed data, for this SPSS was used to produce Q-Q plot graphs to check normality. As can be seen in the Q-Q Plots (figure 4.2) the expected normality straight line is followed closely by the observed scores, so it can be safely stated that the data is normally distributed.

Figure 4.2 Q-Qplots

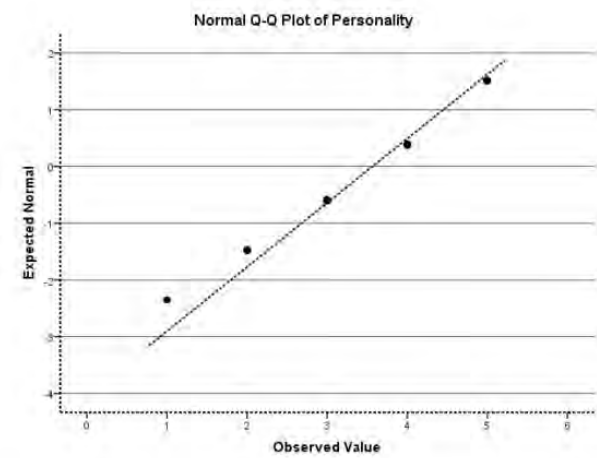
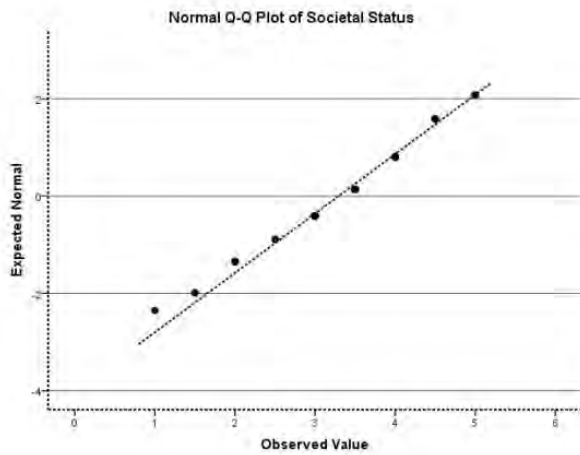
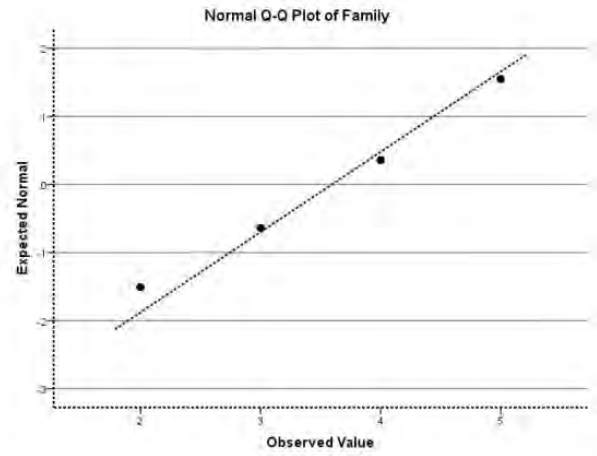
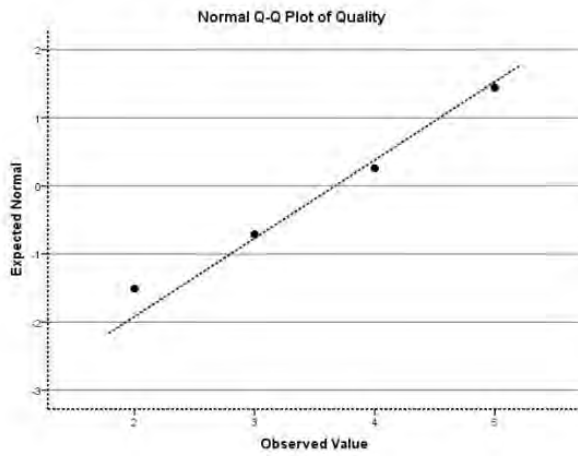
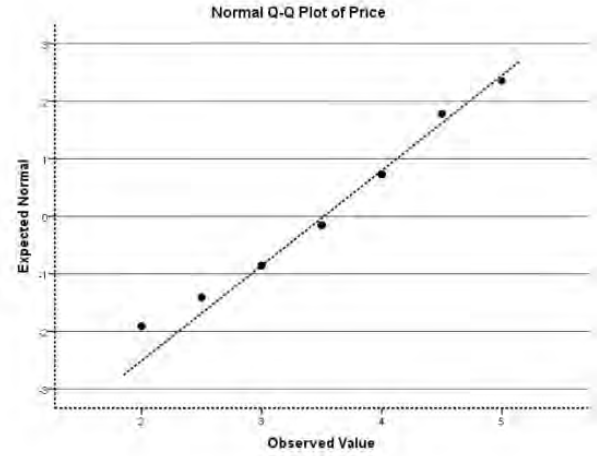
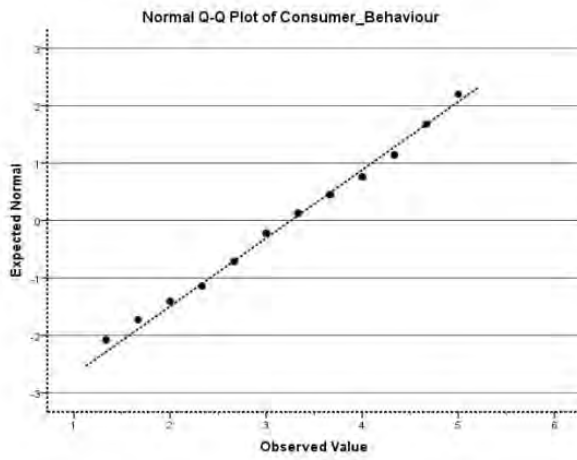
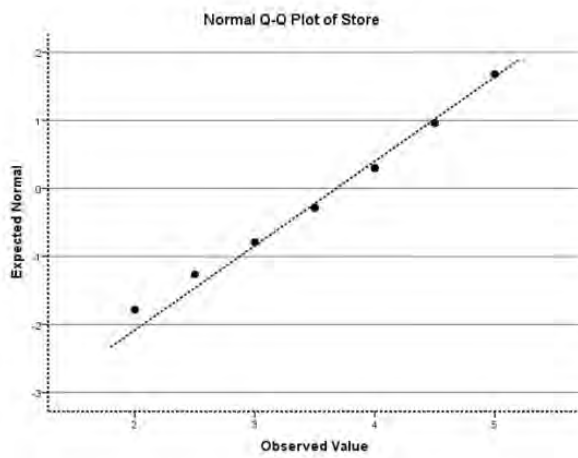
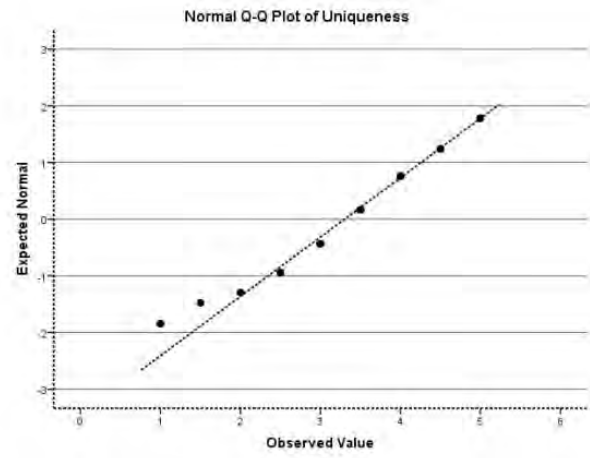
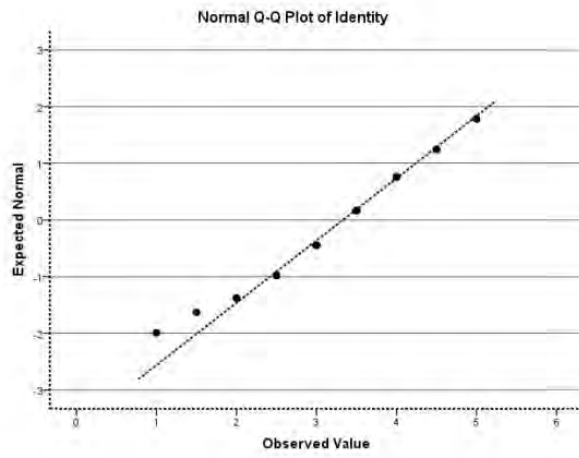


Figure 4.2 Q-Qplots



4.4.3 Bivariate Correlation : Testing Hypothesis

4.4.3.1 Hypothesis 1

H₁: The pricing has positive effect on consumer purchasing behaviour.

H₀: The price will not be effect on consumer purchasing behaviour.

Table: 4.7 Price

Correlations			
		Consumer Behaviour	Price
Consumer Behaviour	Pearson Correlation	1	.280**
	Sig. (2-tailed)		.004
	N	106	106
Price	Pearson Correlation	.280**	1
	Sig. (2-tailed)	.004	
	N	106	106

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

Table 4.7 represents the correlation between the consumer behaviour and the price. It can be seen that the two variable are positively correlated with Pearson $r = .280$, which is significant at the level of $.01$ i.e. $p(\text{two tailed}) < .01$ or in other word the probability of achieving this result in a sample of 106 people if the null hypothesis were true is very low, in fact only 1%. General criterion for significance is $.05$ (Ronald A. Fisher; cited in Field, 2009:50). Hence confidence is gained on alternative hypothesis.

With the value of r is $.280$ which is close to $.30$ hence it is a medium to effect (Cohen, 1988:83). This effect accounts for 7.88 % of the total variance in the consumer behaviour as coefficient of determination stand at $R^2 = .0784$.

In conclusion it can be said the price play very important role while deciding on lifestyle apparels.

4.4.3.2 Hypothesis 2

H₂: Perceived quality of the lifestyle apparel will be closely related to the consumer purchasing behaviour.

H₀: Perceived quality of the lifestyle apparel will not be closely related to the consumer purchasing behaviour.

Table: 4.8 Quality

Correlations			
		Consumer Behaviour	Quality
Consumer Behaviour	Pearson Correlation	1	.443**
	Sig. (2-tailed)		.000
	N	106	106
Quality	Pearson Correlation	.443**	1
	Sig. (2-tailed)	.000	
	N	106	106

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

Table 4.8 represents the correlation between the consumer behaviour and the Quality of the lifestyle apparels. It can be seen that the two variable are positively correlated with Pearson $r = .443$, which is significant at the level of .01 i.e. $p(\text{two tailed}) < .01$ or in other word the probability of achieving this result in a sample of 106 people if the null hypothesis were true is very low, in fact zero. General criterion for significance is .05 (Ronald A. Fisher; cited in Field, 2009:50). Hence confidence is gained on alternative hypothesis.

With the value of r is .443 hence it is a medium to large effect (Cohen, 1988:83). This effect accounts for 19.6 % of the total variance in the consumer behaviour as coefficient of determination stands at $R^2 = .0784$.

In conclusion it can be stated that the quality is vital and important factor while deciding and purchasing lifestyle apparels.

4.4.3.3 Hypothesis 3

H₃: Family have strong influence while making decisions on lifestyle apparel, hence affecting consumer purchasing behaviour.

H₀: Families have no influence in making apparel decisions.

Table: 4.9 Family

Correlations			
		Consumer Behaviour	Family
Consumer Behaviour	Pearson Correlation	1	.201*
	Sig. (2-tailed)		.038
	N	106	106
Family	Pearson Correlation	.201*	1
	Sig. (2-tailed)	.038	
	N	106	106

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.9 represents the correlation between the consumer behaviour and family while making decisions on the lifestyle apparels. It can be seen that the two variable are positively correlated with Pearson $r = .201$, which is significant at the level of $.05$ i.e. $p(\text{two tailed}) < .05$ or in other word the probability of achieving this result in a sample of 106 people if the null hypothesis were true is very low, in fact only 5%. General criterion for significance is $.05$ (Ronald A. Fisher; cited in Field, 2009:50). Hence confidence is gained on alternative hypothesis.

With the value of r is $.201$ hence it is a small to medium effect (Cohen, 1988:83). This effect accounts for 4.04 % of the total variance in the consumer behaviour as coefficient of determination stands at $R^2 = .040$.

So buyers were likely to consult with their families while deciding on lifestyle apparels. Hence it is important to factor in family influence while developing marketing strategies for lifestyle apparels.

4.4.3.4 Hypothesis 4

H₄: Lifestyle apparel has positive relevance to the societal status, effecting consumer purchasing behaviour.

H₀: Lifestyle apparel has no relevance to the societal status. Hence has no effect on consumer purchasing behaviour.

Table: 4.10 Societal Status

Correlations			
		Consumer Behaviour	Societal Status
Consumer Behaviour	Pearson Correlation	1	.410**
	Sig. (2-tailed)		.000
	N	106	106
Societal Status	Pearson Correlation	.410**	1
	Sig. (2-tailed)	.000	
	N	106	106

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

Table 4.10 represents the correlation between the consumer behaviour and societal status while making decisions on the lifestyle apparels. It can be seen that the two variable are positively correlated with Pearson $r = .410$, which is significant at the level of $.01$ i.e. $p(\text{two tailed}) < .01$ or in other word the probability of achieving this result in a sample of 106 people if the null hypothesis were true is very low, in fact zero. General criterion for significance is $.05$ (Ronald A. Fisher; cited in Field, 2009:50). Hence confidence is gained on alternative hypothesis.

With the value of r is $.410$ hence it is a medium – large effect (Cohen, 1988:83). This effect accounts for 16.81% of the total variance in the consumer behaviour as coefficient of determination stands at $R^2 = .1681$.

People bought lifestyle apparels as a social status symbol and with a large effect on the consumer buying behaviour it should be factored in while developing marketing strategies for lifestyle apparels.

4.4.3.5 Hypothesis 5

H₅: Brand personality of lifestyle apparel will influence consumer behaviour.

H₀: Brand personality of lifestyle apparel will not have any influence on consumer behaviour.

Table: 4.11 Brand personality

Correlations			
		Consumer Behaviour	Brand Personality
Consumer Behaviour	Pearson Correlation	1	.383**
	Sig. (2-tailed)		.000
	N	106	106
Brand Personality	Pearson Correlation	.383**	1
	Sig. (2-tailed)	.000	
	N	106	106

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

Table 4.11 represents the correlation between the consumer behaviour and Brand personality while making decisions on the lifestyle apparels. It can be seen that the two variable are positively correlated with Pearson $r = .383$, which is significant at the level of $.01$ i.e. $p(\text{two tailed}) < .01$ or in other word the probability of achieving this result in a sample of 106 people if the null hypothesis were true is very low, in fact zero. General criterion for significance is $.05$ (Ronald A. Fisher; cited in Field, 2009:50). Hence confidence is gained on alternative hypothesis.

With the value of r is $.383$ hence it is a medium effect (Cohen, 1988:83). This effect accounts for 14.66% of the total variance in the consumer behaviour as coefficient of determination stands at $R^2 = .1466$.

People bought lifestyle apparels because they identified their personality to be in sync with the personality emulated by the lifestyle clothes, brand personality played important role on influencing consumer in buying lifestyle apparel and should be held constant.

4.4.3.6 Hypothesis 6

H₆: Consumption of lifestyle apparel is related to expression of consumer identity, hence affecting his purchasing behaviour.

H₀: Consumption of lifestyle apparel is not related to expression of consumer identity hence has no effect on purchasing behaviour.

Table: 4.12 Self-Identity

Correlations			
		Consumer Behaviour	Identity
Consumer Behaviour	Pearson Correlation	1	.332**
	Sig. (2-tailed)		.001
	N	106	106
Identity	Pearson Correlation	.332**	1
	Sig. (2-tailed)	.001	
	N	106	106

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

Table 4.12 represents the correlation between the consumer behaviour and Self-Identity while making decisions on the lifestyle apparels. It can be seen that the two variable are positively correlated with Pearson $r = .332$, which is significant at the level of $.01$ i.e. $p(\text{two tailed}) < .01$ or in other word the probability of achieving this result in a sample of 106 people if the null hypothesis were true is very low, in fact close to zero. General criterion for significance is $.05$ (Ronald A. Fisher; cited in Field, 2009:50). Hence confidence is gained on alternative hypothesis.

With the value of r is $.332$ hence it is a medium effect (Cohen, 1988:83). This effect accounts for 11.02% of the total variance in the consumer behaviour as coefficient of determination stands at $R^2 = .1102$.

People bought lifestyle apparels because they identified their clothes as an extension of themselves with medium effect on the consumer buying behaviour, self-identity played important role on influencing consumer in buying lifestyle apparel.

4.4.3.7 Hypothesis 7

H₇: Perceived Uniqueness of the lifestyle apparel will affect the purchasing behaviour.

H₀: Perceived Uniqueness of the lifestyle apparel will not positively affect the purchasing behaviour.

Table: 4.13 Uniqueness

Correlations			
		Consumer Behaviour	Uniqueness
Consumer Behaviour	Pearson Correlation	1	.329**
	Sig. (2-tailed)		.001
	N	106	106
Uniqueness	Pearson Correlation	.329**	1
	Sig. (2-tailed)	.001	
	N	106	106

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

Table 4.13 represents the correlation between the consumer behaviour and Uniqueness of the lifestyle apparels while making decisions on buying lifestyle apparels. It can be seen that the two variable are positively correlated with Pearson $r = .329$, which is significant at the level of .01 i.e. $p(\text{two tailed}) < .01$ or in other word the probability of achieving this result in a sample of 106 people if the null hypothesis were true is very low, in fact close to zero. General criterion for significance is .05 (Ronald A. Fisher; cited in Field, 2009:50). Hence confidence is gained on alternative hypothesis.

With the value of r is .329 hence it is a medium effect (Cohen, 1988:83). This effect accounts for 10.80% of the total variance in the consumer behaviour as coefficient of determination stands at $R^2 = .1082$.

People bought lifestyle apparels because they believed those apparels were unique and perpetuated the ego centric need of the individual to be different while conforming to the norms of the society.

4.4.3.8 Hypothesis 8

H₈: Consumer purchase behaviour gets influenced with the in store visual stimuli.

H₀: In-store stimuli have no effect on the consumer purchase behaviour.

Table: 4.14 In-Store Stimuli

Correlations			
		Consumer Behaviour	Store
Consumer Behaviour	Pearson Correlation	1	.287**
	Sig. (2-tailed)		.003
	N	106	106
Store	Pearson Correlation	.287**	1
	Sig. (2-tailed)	.003	
	N	106	106

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

Table 4.14 represents the correlation between the consumer behaviour and In-Store stimuli while making decisions on buying lifestyle apparels. It can be seen that the two variable are positively correlated with Pearson $r = .287$, which is significant at the level of $.01$ i.e. $p(\text{two tailed}) < .01$ or in other word the probability of achieving this result in a sample of 106 people if the null hypothesis were true is very low, in fact close to zero. General criterion for significance is $.05$ (Ronald A. Fisher; cited in Field, 2009:50). Hence confidence is gained on alternative hypothesis.

With the value of r is $.287$ which is very close to $.30$, hence it is medium effect (Cohen, 1988:83). This effect accounts for 8.23% of the total variance in the consumer behaviour as coefficient of determination stands at $R^2 = .0823$.

So the in-store stimuli like the atmosphere, lighting and sounds had profound effect on the consumer while purchasing lifestyle apparels. This may result in the stores with better application of these factors to generate better sales than to those do not.

4.4.4 Regression Analysis : Testing Hypothesis

Generating linear regression equation helps to identify and predict relationship between independent and dependable variable, as was seen in the scatter plot graphs. The Linear regression is an extension to the Pearson correlation model and can be used to test hypothesis. The significance of F-value will help in deciding if the linear regression of independent variable is best fit to significantly predict the consumer behaviour by ANOVA and *t*-test will prove or disapprove that if Independent variables is significantly predicting consumer behaviour *i.e.* $b \neq 0$ (b is the regression coefficient that represents the change in consumer behaviour from unit change in independent variable).

To conduct linear regression analysis on the data collected the abbreviations of the variables were used. So they become as:

Independent Variables		
Price = p	Quality = q	Family = f
Societal Status = S	Brand personality = bp	Self-Identity = id
Uniqueness = u	In-Store Stimuli = ss	

Dependent Variable
Consumer Behaviour = cb

4.4.4.1 Hypothesis 1

H_1 : The pricing has positive effect on consumer purchasing behaviour.

H_0 : The price will not be effect on consumer purchasing behaviour.

The model summary in table 4.15 provides the R (.280) which the Pearson r , R squared (.079) is the coefficient of determination (R^2) analysed previously in correlation analysis.

The ANOVA Provides the F – Value of 8.870 which is large as $f > 1$ and significant at $p < .004$, so can be summarised as “F (1,104) = 8.870, $p=0.004$ ”. So price is a good predictor of the consumer behaviour.

Finally the Coefficients table in table 4.15 provides the *t*-test value & its significance, along with the $b = .390$ and $\beta = .280$ (B and Beta in SPSS) coefficients to create regression unstandardised and standardised equations, as null hypothesis is always $b = 0$ (so $b_{expected} = 0$) (Field, 2009:208) as b value is significantly

different from zero ($b \neq 0$) with the $t = 2.978$ which is significant with p value of .004 which is less than .05, results in further confidence to be gained on the alternative hypothesis and failure to accept the null hypothesis. So improvement in price will see improvement in consumer behaviour in positive way. The b value of .390 represents that if 1 unit of improvement is made in price a .390 unit of change will be observed in the consumer behaviour.

So the general regression equation " $Y_i = (b_0 + b_1X_i) + \epsilon_i$ " becomes " $cb = 1.887 + 0.390x p_i + \epsilon_i$ "

Table: 4.15 Price

Variables Entered/Removed ^b				
Model		Variables Entered	Variables Removed	Method
-	1	Price ^a		Enter
a. All requested variables entered.				
b. Dependent Variable: Consumer Behaviour				

Model Summary					
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
-	1	.280 ^a	.079	.070	.81126
a. Predictors: (Constant), Price					

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.838	1	5.838	8.870	.004 ^a
	Residual	68.447	104	.658		
	Total	74.285	105			
a. Predictors: (Constant), Price						
b. Dependent Variable: Consumer Behaviour						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.887	.467		4.041	.000
	Price	.390	.131	.280	2.978	.004
a. Dependent Variable: Consumer Behaviour						

4.4.4.2 Hypothesis 2

H₂: Perceived quality of the lifestyle apparel will be closely related to the consumer purchasing behaviour.

H₀: Perceived quality of the lifestyle apparel will not be closely related to the consumer purchasing behaviour.

Table: 4.16 Quality

Variables Entered/Removed ^b			
Model	Variables Entered	Variables Removed	Method
1	Quality ^a		Enter
a. All requested variables entered.			
b. Dependent Variable: Consumer Behaviour			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.443 ^a	.196	.188	.75773
a. Predictors: (Constant), Quality				

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.573	1	14.573	25.381	.000 ^a
	Residual	59.712	104	.574		
	Total	74.285	105			
a. Predictors: (Constant), Quality						
b. Dependent Variable: Consumer Behaviour						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.686	.321		5.260	.000
	Quality	.428	.085	.443	5.038	.000
a. Dependent Variable: Consumer Behaviour						

The model summary in table 4.16 provides the R (.443) which the Pearson r, R squared (.196) is the coefficient of determination (R^2) analysed previously in correlation analysis.

The ANOVA Provides the F – Value of 25.381 which is large as $f > 1$ and significant at $p < .001$, so can be summarised as “F (1,104) = 8.870, $p=0.001$ ”. So quality is a good predictor of the consumer behaviour.

Finally the Coefficients table in table 4.16 provides the t -test value & its significance, along with the $b = .428$ and $\beta = .443$ (B and Beta in SPSS) coefficients to create regression unstandardised and standardised equations, as null hypothesis is always $b = 0$ (so $b_{expected} = 0$) (Field, 2009:208) as b value is significantly different from zero ($b \neq 0$) with the $t = 5.038$ which is significant with p value of .001 which is less than .05, results in further confidence to be gained on the alternative hypothesis and failure to accept the null hypothesis. So improvement in quality will see improvement in consumer behaviour in positive way. The b value of .428 represents that if 1 unit of improvement is made in quality of the lifestyle apparels will see a .428 units of change in the consumer behaviour.

So the general regression equation “ $Y_i = (b_0 + b_1X_i) + \epsilon_i$ ” becomes “ $cb = 1.686 + 0.428xq_i + \epsilon_i$ ”

4.4.4.3 Hypothesis 3

H_3 : Family have strong influence while making decisions on lifestyle apparel, hence affecting consumer purchasing behaviour.

H_0 : Families have no influence in making apparel decisions.

The model summary in table 4.17 provides the R (.201) which the Pearson r, R squared (.041) is the coefficient of determination (R^2) analysed previously in correlation analysis.

The ANOVA Provides the F – Value of 4.397 which is large as $f > 1$ and significant at $p < .038$, so can be summarised as “F (1,104) = 4.397, $p=0.038$ ”. So family is a good predictor of the consumer behaviour.

Finally the Coefficients table in table 4.17 provides the t -test value & its significance, along with the $b = .200$ and $\beta = .201$ (B and Beta in SPSS) coefficients to create regression unstandardised and standardised equations, as null hypothesis is always $b = 0$ (so $b_{expected} = 0$) (Field, 2009:208) as b value is significantly different from zero ($b \neq 0$) with the $t = 2.097$ which is significant with p value of .038 which is less than .05, results in further confidence to be gained on the alternative hypothesis and failure to accept the

null hypothesis. So increase in family influence will see improvement in consumer behaviour in positive way. The b value of .200 represents that if 1unit of increase is observed in family influence will result in increase of .200units in consumer behaviour.

So the general regression equation " $Y_i = (b_0 + b_1X_i) + \epsilon_i$ " becomes " $cb = 2.540 + 0.200xf_i + \epsilon_i$ "

Table: 4.17 Family

Variables Entered/Removed ^b			
Model	Variables Entered	Variables Removed	Method
1	Family ^a		Enter
a. All requested variables entered.			
b. Dependent Variable: Consumer Behaviour			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.201 ^a	.041	.031	.82783
a. Predictors: (Constant), Family				

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.013	1	3.013	4.397	.038 ^a
	Residual	71.272	104	.685		
	Total	74.285	105			
a. Predictors: (Constant), Family						
b. Dependent Variable: Consumer Behaviour						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.540	.352		7.224	.000
	Family	.200	.095	.201	2.097	.038
a. Dependent Variable: Consumer Behaviour						

4.4.4.4 Hypothesis 4

H₄: Lifestyle apparel has positive relevance to the societal status, effecting consumer purchasing behaviour.

H₀: Lifestyle apparel has no relevance to the societal status. Hence has no effect on consumer purchasing behaviour.

Table: 4.18 Societal Status

Variables Entered/Removed ^b			
Model	Variables Entered	Variables Removed	Method
1	Societal Status ^a	.	Enter
a. All requested variables entered.			
b. Dependent Variable: Consumer Behaviour			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.410 ^a	.168	.160	.77077
a. Predictors: (Constant), Societal Status				

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.501	1	12.501	21.042	.000 ^a
	Residual	61.784	104	.594		
	Total	74.285	105			
a. Predictors: (Constant), Societal Status						
b. Dependent Variable: Consumer Behaviour						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.871	.312		6.006	.000
	Societal Status	.421	.092	.410	4.587	.000
a. Dependent Variable: Consumer Behaviour						

The model summary in table 4.18 provides the R (.410) which the Pearson r, R squared (.168) is the coefficient of determination (R^2) analysed previously in correlation analysis.

The ANOVA Provides the F – Value of 21.042 which is large as $f > 1$ and significant at $p < .001$, so can be summarised as “F (1,104) = 21.042, $p=0.001$ ”. So societal status is a good predictor of consumer behaviour.

Finally the Coefficients table in table 4.18 provides the t -test value & its significance, along with the $b = .421$ and $\beta = .410$ (B and Beta in SPSS) coefficients to create regression unstandardised and standardised equations, as null hypothesis is always $b = 0$ (so $b_{expected} = 0$) (Field, 2009:208) as b value is significantly different from zero ($b \neq 0$) with the $t = 4.587$ which is significant with p value of .001 which is less than .05, results in further confidence to be gained on the alternative hypothesis and failure to accept the null hypothesis. So increase in lifestyle clothes as status symbol will result increase in consumer behaviour in positive way. The b value of .421 represents that if 1unit of improvement is made in social status appeal of the lifestyle apparels in result in a .421units increase in the consumer behaviour.

So the general regression equation “ $Y_i = (b_0 + b_1X_i) + \epsilon_i$ ” becomes “ $cb = 1.871 + 0.421xS_i + \epsilon_i$ ”

4.4.4.5 Hypothesis 5

H_5 : Brand personality of lifestyle apparel will influence consumer behaviour.

H_0 : Brand personality lifestyle apparel will not have any influence on consumer behaviour.

The model summary in table 4.19 provides the R (.383) which the Pearson r, R squared (.146) is the coefficient of determination (R^2) analysed previously in correlation analysis.

The ANOVA Provides the F – Value of 17.826 which is large as $f > 1$ and significant at $p < .001$, so can be summarised as “F (1,104) = 17.826, $p=0.001$ ”. So brand personality is a good predictor of the consumer behaviour.

Finally the Coefficients table in table 4.19 provides the t -test value & its significance, along with the $b = .364$ and $\beta = .383$ (B and Beta in SPSS) coefficients to create regression unstandardised and standardised equations, as null hypothesis is always $b = 0$ (so $b_{expected} = 0$) (Field, 2009:208) as b value is significantly

different from zero ($b \neq 0$) with the $t = 4.222$ which is significant with p value of .001 which is less than .05, results in further confidence to be gained on the alternative hypothesis and failure to accept the null hypothesis. So there Increase in personality branding will result increase in consumer behaviour in positive way. The b value of .364 represents, if 1unit of increase in the relationship of the brand personality is observed, will result in a .364 units increase in the consumer behaviour.

So the general regression equation " $Y_i = (b_0 + b_1X_i) + \epsilon_i$ " becomes " $cb = 1.960 + 0.364 \times bp_i + \epsilon_i$ "

Table: 4.19 Brand Personality

Variables Entered/Removed ^b			
Model	Variables Entered	Variables Removed	Method
1	Brand Personality ^a		Enter
a. All requested variables entered.			
b. Dependent Variable: Consumer Behaviour			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.383 ^a	.146	.138	.78087
a. Predictors: (Constant), Brand Personality				

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.870	1	10.870	17.826	.000 ^a
	Residual	63.416	104	.610		
	Total	74.285	105			
a. Predictors: (Constant), Brand Personality						
b. Dependent Variable: Consumer Behaviour						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.960	.317		6.189	.000
	Brand Personality	.364	.086	.383	4.222	.000
a. Dependent Variable: Consumer Behaviour						

4.4.4.6 Hypothesis 6

H₆: Consumption of lifestyle apparel is related to expression of consumer identity, hence affecting his purchasing behaviour.

H₀: Consumption of lifestyle apparel is not related to expression of consumer identity hence has no effect on purchasing behaviour.

Table: 4.20 Self-Identity

Variables Entered/Removed ^b			
Model	Variables Entered	Variables Removed	Method
1	Identity ^a	.	Enter
a. All requested variables entered.			
b. Dependent Variable: Consumer Behaviour			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.332 ^a	.110	.101	.79736
a. Predictors: (Constant), Identity				

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.164	1	8.164	12.840	.001 ^a
	Residual	66.122	104	.636		
	Total	74.285	105			
a. Predictors: (Constant), Identity						
b. Dependent Variable: Consumer Behaviour						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.237	.295		7.581	.000
	Identity	.306	.086	.332	3.583	.001
a. Dependent Variable: Consumer Behaviour						

The model summary in table 4.20 provides the R (.332) which the Pearson r, R squared (.110) is the coefficient of determination (R^2) analysed previously in correlation analysis.

The ANOVA Provides the F – Value of 12.840 which is large as $f > 1$ and significant at $p < .001$, so can be summarised as “F (1,104) = 12.840, $p=0.001$ ”. So Self-Identity is a good predictor of the consumer behaviour.

Finally the Coefficients table in table 4.20 provides the t -test value & its significance, along with the $b = .306$ and $\beta = .332$ (B and Beta in SPSS) coefficients to create regression unstandardised and standardised equations, as null hypothesis is always $b = 0$ (so $b_{expected} = 0$) (Field, 2009:208) as b value is significantly different from zero ($b \neq 0$) with the $t = 3.583$ which is significant with p value of .001 which is less than .05, results in further confidence to be gained on the alternative hypothesis and failure to accept the null hypothesis. So increase in lifestyle clothes as representative of self-Identity will result increase in consumer behaviour in positive way. The b value of .306 represents, if 1unit of increase in the representativeness of self-Identity is observed, will result in a .306 units increase in the consumer behaviour.

So the general regression equation “ $Y_i = (b_0 + b_1X_i) + \epsilon_i$ ” becomes “ **$cb = 2.237 + 0.306 \times id_i + \epsilon_i$** ”

4.4.4.7 Hypothesis 7

H₇: Perceived Uniqueness of the lifestyle apparel will affect the purchasing behaviour.

H₀: Perceived Uniqueness of the lifestyle apparel will not positively affect the purchasing behaviour.

The model summary in table 4.21 provides the R (.329) which the Pearson r, R squared (.108) is the coefficient of determination (R^2) analysed previously in correlation analysis.

The ANOVA Provides the F – Value of 12.612 which is large as $f > 1$ and significant at $p < .001$, so can be summarised as “F (1,104) = 12.612 $p=0.001$ ”. So Uniqueness is a good predictor of the consumer behaviour.

Finally the Coefficients table in table 4.21 provides the t -test value & its significance, along with the $b = .290$ and $\beta = .329$ (B and Beta in SPSS) coefficients to create regression unstandardised and standardised equations, as null hypothesis is always $b = 0$ (so $b_{expected} = 0$) (Field, 2009:208) as b value is significantly

different from zero ($b \neq 0$) with the $t = 3.551$ which is significant with p value of .001 which is less than .05, results in further confidence to be gained on the alternative hypothesis and failure to accept the null hypothesis. So increase in uniqueness of the lifestyle clothes will result increase in consumer behaviour in positive way. The b value of .290 represents, if 1 unit of increase in the uniqueness of lifestyle is observed, will result in a .290 units increase in the consumer behaviour.

So the general regression equation " $Y_i = (b_0 + b_1X_i) + \epsilon_i$ " becomes " $cb = 2.302 + 0.290 \times u_i + \epsilon_i$ "

Table: 4.21 Uniqueness

Variables Entered/Removed ^b			
Model	Variables Entered	Variables Removed	Method
1	Uniqueness ^a		Enter
a. All requested variables entered.			
b. Dependent Variable: Consumer Behaviour			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.329 ^a	.108	.100	.79814
a. Predictors: (Constant), Uniqueness				

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.034	1	8.034	12.612	.001 ^a
	Residual	66.251	104	.637		
	Total	74.285	105			
a. Predictors: (Constant), Uniqueness						
b. Dependent Variable: Consumer Behaviour						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.302	.280		8.217	.000
	Uniqueness	.290	.082	.329	3.551	.001
a. Dependent Variable: Consumer Behaviour						

4.4.4.8 Hypothesis 8

H₈: Consumer purchase behaviour gets influenced with the in store visual stimuli.

H₀: In-store stimuli have no effect on the consumer purchase behaviour.

Table: 4.22 In-Store Stimuli

Variables Entered/Removed ^b			
Model	Variables Entered	Variables Removed	Method
1	Store ^a	.	Enter
a. All requested variables entered.			
b. Dependent Variable: Consumer Behaviour			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.287 ^a	.083	.074	.80952
a. Predictors: (Constant), store				

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.132	1	6.132	9.357	.003 ^a
	Residual	68.153	104	.655		
	Total	74.285	105			
a. Predictors: (Constant), store						
b. Dependent Variable: Consumer Behaviour						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.154	.369		5.830	.000
	store	.300	.098	.287	3.059	.003
a. Dependent Variable: Consumer Behaviour						

The model summary in table 4.22 provides the R (.287) which the Pearson r, R squared (.083) is the coefficient of determination (R²) analysed previously in correlation analysis.

The ANOVA Provides the F – Value of 9.357 which is large as $f > 1$ and significant at $p < .003$, so can be summarised as “ $F(1,104) = 9.357$ $p=0.003$ ”. So in-store stimuli is a good predictor of the consumer behaviour.

Finally the Coefficients table in table 4.21 provides the t -test value & its significance, along with the $b = .300$ and $\beta = .287$ (B and Beta in SPSS) coefficients to create regression unstandardised and standardised equations, as null hypothesis is always $b = 0$ (so $b_{expected} = 0$) (Field, 2009:208) as b value is significantly different from zero ($b \neq 0$) with the $t = 3.059$ which is significant with p value of .003 which is less than .05, results in further confidence to be gained on the alternative hypothesis and failure to accept the null hypothesis. So increase in In-store stimuli will result increase in consumer behaviour in positive way. The b value of .300 represents, if 1unit of increase in the in-store stimuli is observed, will result in a .300 units increase in the consumer behaviour.

So the general regression equation “ $Y_i = (b_0 + b_1X_i) + \epsilon_i$ ” becomes “ $cb = 2.154 + 0.300 \times ss_i + \epsilon_i$ ”

Chapter 5

Conclusion

& Recommendations

“Throw off your worries
when you throw off your clothes at night.”

Napoleon Bonaparte

Key Topics:

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CHAPTER 5 – CONCLUSION & RECOMMENDATIONS

5.1 Introduction

In conclusion, vindicating, Intervention and performance of proposed predictor variables of the research is only possible if the data analysed can be used as a credible evidence. A statistically significant outcome does not imply its crucial, just that it's not accidental. As primary goal of this research is to investigate the variables that effect the Irish consumer while purchasing lifestyle apparels. Quantitative statistical methods were used to check and contextualise effect of these variables.

5.2 Findings and significance

During the literature review Victor Middleton's Stimulus-Response model (1988) and subsequent improved "Consumer Black Box model" from Philip Kotler & Gary Armstrong(2008) aided in identifying variables that seemed crucial enough to sway individuals while purchasing lifestyle apparels. These variables were Price, Quality, Family, Societal Status, Brand Personality, Self-Identity, Uniqueness and In-Store stimuli. The following will help to describe the effect of the findings in respect to each of the identified variables.

5.2.1 Conclusion of hypothesis testing

Testing the variables with the help of the statistical methods aided in concluding the significance of the relationship between the variables, which then will help to evaluate the significance of each of the variables identified during the literature review. The testing of hypothesis was carried out by using two statistical models, the correlation and regression. The testing resulted in acceptance of the entire alternative hypotheses, with the following results:

H₁: The pricing has positive effect on consumer purchasing behaviour. (Accepted)

H₀: The price will not be effect on consumer purchasing behaviour. (Failed to accept)

A Pearson correlation coefficient of .280 was observed during correlation analysis which was significant at $p(\text{two tailed}) < .005$, hence failed to accept the null hypothesis. Extending the analysis by using regression it was observed that the predictor contributed significantly at .390 with t -value at 4.401 with

significance of .001. Proving that consumer behaviour was $\neq 0$ and significantly predicted by the price, further resulting in failure to accept the null hypothesis.

This resulted in regression equation for making predictions as: $cb = 1.887 + 0.390x p_i + \epsilon_i$

H₂: Perceived quality of the lifestyle apparel will be closely related to the consumer purchasing behaviour. (Accepted)

H₀: Perceived quality of the lifestyle apparel will not be closely related to the consumer purchasing behaviour. (Failed to accept)

A Pearson correlation coefficient of .443 was observed during correlation analysis which was significant at $p(\text{two tailed}) < .001$, hence failed to accept the null hypothesis. Extending the analysis by using regression it was observed that the predictor contributed significantly at .428 with t -value at 5.038 with significance of .001. Proving that consumer behaviour was $\neq 0$ and was significantly predicted by the quality, further resulting in failure to accept the null hypothesis.

This resulted in regression equation for making predictions as: $cb = 1.686 + 0.428x q_i + \epsilon_i$

H₃: Family have strong influence while making decisions on lifestyle apparel, hence affecting consumer purchasing behaviour. (Accepted)

H₀: Families have no influence in making apparel decisions. (Failed to accept)

A Pearson correlation coefficient of .201 was observed during correlation analysis which was significant at $p(\text{two tailed}) < .038$, hence failed to accept the null hypothesis. Extending the analysis by using regression it was observed that the predictor contributed significantly at .200 with t -value at 2.097 with significance of .038. Proving that b was $\neq 0$ and was significantly predicted by the family influence, further resulting in failure to accept the null hypothesis.

This resulted in regression equation for making predictions as: $cb = 2.540 + 0.200x f_i + \epsilon_i$

H₄: Lifestyle apparel has positive relevance to the societal status, effecting consumer purchasing behaviour. (Accepted)

H₀: Lifestyle apparel has no relevance to the societal status. Hence has no effect on consumer purchasing behaviour. (Failed to accept)

A Pearson correlation coefficient of .410 was observed during correlation analysis which was significant at $p(\text{two tailed}) < .001$, hence failed to accept the null hypothesis. Extending the analysis by using regression it was observed that the predictor contributed significantly at .421 with t -value at 4.587 with significance of .001. Proving that consumer behaviour was $\neq 0$ and was significantly predicted by the societal status, further resulting in failure to accept the null hypothesis.

This resulted in regression equation for making predictions as: $cb = 1.871 + 0.421xS_i + \epsilon_i$

H₅: Brand personality of lifestyle apparel will influence consumer behaviour. (Accepted)

H₀: Brand personality lifestyle apparel will not have any influence on consumer behaviour. (Failed to accept)

A Pearson correlation coefficient of .383 was observed during correlation analysis which was significant at $p(\text{two tailed}) < .001$, hence failed to accept the null hypothesis. Extending the analysis by using regression it was observed that the predictor contributed significantly at .364 with t -value at 4.222 with significance of .001. Proving that consumer behaviour was $\neq 0$ and was significantly predicted by the brand personality, further resulting in failure to accept the null hypothesis.

This resulted in regression equation for making predictions as: $cb = 1.960 + 0.364 x bp_i + \epsilon_i$

H₆: Consumption of lifestyle apparel is related to expression of consumer identity, hence affecting his purchasing behaviour. (Accepted)

H₀: Consumption of lifestyle apparel is not related to expression of consumer identity hence has no effect on purchasing behaviour. (Failed to accept)

A Pearson correlation coefficient of .332 was observed during correlation analysis which was significant at $p(\text{two tailed}) < .001$, hence failed to accept the null hypothesis. Extending the analysis by using

regression it was observed that the predictor contributed significantly at .306 with t -value at 3.583 with significance of .001. Proving that consumer behaviour was $\neq 0$ and was significantly predicted by the self-identity, further resulting in failure to accept the null hypothesis.

This resulted in regression equation for making predictions as: $cb = 2.237 + 0.306 \times id_i + \epsilon_i$

H₇: Perceived Uniqueness of the lifestyle apparel will affect the purchasing behaviour. (Accepted)

H₀: Perceived Uniqueness of the lifestyle apparel will not positively affect the purchasing behaviour. (Failed to accept)

A Pearson correlation coefficient of .329 was observed during correlation analysis which was significant at $p(\text{two tailed}) < .001$, hence failed to accept the null hypothesis. Extending the analysis by using regression it was observed that the predictor contributed significantly at .290 with t -value at 3.551 with significance of .001. Proving that consumer behaviour was $\neq 0$ and was significantly predicted by the Uniqueness of the lifestyle apparels, further resulting in failure to accept the null hypothesis.

This resulted in regression equation for making predictions as: $cb = 2.302 + 0.290 \times u_i + \epsilon_i$

H₈: Consumer purchase behaviour gets influenced with the in store visual stimuli. (Accepted)

H₀: In-store stimuli have no effect on the consumer purchase behaviour. (Failed to accept)

A Pearson correlation coefficient of .287 was observed during correlation analysis which was significant at $p(\text{two tailed}) < .003$, hence failed to accept the null hypothesis. Extending the analysis by using regression it was observed that the predictor contributed significantly at .300 with t -value at 3.059 with significance of .003. Proving that consumer behaviour was $\neq 0$ and was significantly predicted by the In-Store Stimuli, further resulting in failure to accept the null hypothesis.

This resulted in regression equation for making predictions as: $cb = 2.154 + 0.300 \times ss_i + \epsilon_i$

5.2.2 Significance of Identified variables

- **Significance of Price**

Ireland, a country undergoing financial reform, with unemployment rate of 15%, 7th highest in Europe (*Eurostat, 2013*), household incomes severely reduced due to pay cuts and layoffs, all the aftermath of major financial crises. M.I.I. (2011) stats suggested a decline in the clothing and textile by 1.9%, arguably due to decrease in the disposable income. So understanding attitudes of people in relation to the price they paid and how price influenced purchase, has clearly become important, i.e. just when is a price expensive and when it's not? (*Baines et al., 2011:330*).

The research conducted on 106 people suggested that majority of them, 39% people agreed and 16% of people strongly agreed to be price conscious, but 85% of them were willing to pay more for quality lifestyle clothes. The correlation of the price variable to the consumer buyer behaviour ($r=.280$) suggested that a significant correlation existed between the two as price accounted for almost of 8% of variance occurring in the consumer behaviour. Regression analysis also pointed to the price as a significant predictor of consumer behaviour in terms of time used, Money spent and willingness to purchase lifestyle apparels. ($b=.390$) even in the difficult economic environment.

The significance of these findings suggests that price does affect consumer behaviour positively and improvements in price will result improvements in the consumer behaviour. Consumers' willingness to pay more for better quality even in economic downturn suggest prevalent hedonic effect, as they seek perfectionism, so even with the realisation of been price conscious, choosing to pay more further suggest an irrational choice with illogical decision making (*Hirschman & Holbrook, 1982*). So consumers of lifestyle apparels are looking for more value, alongside sustaining their lifestyle preferences. But price does not guarantee and reflect quality (*McWilliams, 2004:99*).

- **Significance of Quality**

Quality has always been always an important aspect and has influenced the purchase decisions from the beginning of times. Buyers like to purchase products with consistent quality at lowest possible price (*Havaldar, 2005:35*). Most common assumption is if price falls, so does the quality (*Baines et al., 2011:330*).

This relationship is certainly true in lifestyle apparels, as almost 70% of the sample believed that lifestyle clothes were high in quality coupled with 85% seen earlier willing to pay for higher quality in lifestyle

clothes. The correlation proves the importance of actual product like quality in the surveyed sample with $r=.443$, which represents a medium to large effect with explaining 19.6% of total variance observed in the consumer behaviour. Regression supplemented the earlier findings ($b=.428$), suggesting that people bought lifestyle products for their quality.

The above findings suggest a high prestige value assumed, as consumer behaviour demonstrates perfectionism effect as perceived value from quality is high, so it is important for marketers to maintain and develop leadership in quality as put by “*Vigneron & Johnson, 1999* : Excellent quality is Sine qua non”. The socio-cultural environment affect can be seen as very strong here with valuing good quality, so good quality never goes out of style. So you don’t need a lot of clothes, just buy very well made clothes that are simple and very good quality- Fernando Sanchez (*McWilliams, T., 2004:99*).

- **Significance of Family**

Sometimes consumer behaviour gets affected by not only the external factors, but by the factors acting rather close to them like family, as consumers can change their buying decisions according to the psychological needs of the family members (*Havaldar, 2005:5*).

During the survey 61% of the people surveyed agreed to be affected by the family while making decision on the lifestyle apparels. The correlation analysis supported the notion of family’s effect with $r= .201$, hence registering small to medium effect accounting for almost 4% of the variance in the consumer behaviour seen while purchasing lifestyle apparels. The regression also demonstrate the same ($b=.200$) with significance of .038.

As seen the results suggested a significant social effect of family as primary reference group on consumer behaviour while purchasing lifestyle apparels, as they were likely to share opinions. But the effect was very small compared to the quality and price.

- **Significance of Societal Status.**

Societal status is linked with the people roles and position of a person in the society (*Kotler & Armstrong, 2008:139*). The marketer base their assumption that the consumer purchase behaviour is affected by prestige and status reflected by the products they purchase (*Batra & Kazmi, 2008: 286*).

Results from the sample surveyed suggested that the consumer behaviour is positively affected by societal status, as only 26% disagreed from buying lifestyle clothes due to their position in the society and 18% disagreed peers appreciation of lifestyle clothes. The correlation proved the significance to be true with $r=.410$ with large effect on consumer behaviour with accounting for 17% of variance caused by societal status. Regression ($b=.421$) further supplemented to approve the significance of the societal status while purchasing the lifestyle apparels in Irish market.

The above findings suggest that lifestyle clothes are seen by many as the status symbol, which affectively become one of the reasons to purchase these types of clothes and hence consumption of lifestyle apparels is likely to be related to consumer optimal distinctiveness (*Brewer, 1991*) as they assume to have to reflect one's position in society.

- **Significance of brand personality.**

As discussed, brand personality is an intangible extrinsic attribute of the core product, which creates emotional associations with the buyers by emulating certain human traits (*Baines et al., 2011:313*). The buying behaviour changes as the emotional bond grows stronger.

The survey suggested that brand personality holds significant influence while purchasing lifestyle apparels, as only 12% held brand personality was not the reason for them to purchase lifestyle clothes. The correlation analysis proved ($r=.383$) a significant medium size effect of brand personality on the consumer purchasing behaviour and accounting for 15% of the total variance caused in consumer behaviour while purchasing lifestyle apparels. The regression analysis ($b=.363$) further demonstrated the significance of the brand personality on consumer behaviour.

So the lifestyle clothes do trigger associations with the minds of the consumers, which are other than on a utilitarian or functional approach.

- **Significance of Self-Identity.**

Self-identity concept relates to the symbolic manifestation of the product possession, by which the people identify themselves in their environment (*Batra & Kazmi, 2008: 92*). This means the consumers tend to identify themselves by the products they possess (*Belk, 1988*). So the consumption of products and material possession is a desperate bid by the consumer to create a distinct self (*Tian et al., 2001*).

In the survey almost 62% of the people agreed to have left confident after wearing the lifestyle apparels, with almost 60% of them bought the lifestyle clothes to identify themselves. The correlations analysis confirmed the relationship with $r = .332$ conveying a medium effect, which accounted for 11% of the variance caused in the consumer behaviour while purchasing lifestyle apparels. The regression analysis supplemented to the proof of the effect with $b = .306$.

The results show a high and significant relationship between the consumer buying behaviour and the self-identity, the lifestyle apparels aid to demonstrate a high self-identity resulting in there purchase. So the findings provide support to the notion that consumer of lifestyle apparels are attracted to them because they consistently enable them to endorse the various social identities which make up their sense of self.

- **Significance of Uniqueness**

To be seen as an independent can be a sign of robust character, autonomous and resilient, which may results in positive appraisal of the individuals displaying such behaviour (*Simonson & Nowlis, 2000*). This pleasure pursuit can result in people purchasing products that are seen as unique, differentiating themselves from the commonalities and creating a sense of specialness distinguishing them from others (*Snyder, 1992*).

In the survey only 26% said they do not wait for lifestyle apparels if not available in the market and only 19% disagreed to have purchase excitement for new lifestyle clothes. Correlation analysis confirmed the above as r stood at $.329$ with a medium effect on consumers and accounting a 10% of the variance caused by it in consumer purchasing of lifestyle apparels. Regression analysis further substantiated the same strength of this relationship with b equalling to $.290$, significant in the group surveyed.

Costumers typically don't wait for products and if are willing to wait then the products must be exclusive (*Govil & Proth, 2002: 57*) hence unique (*Swamidass, 2000: 448*), providing them with internal satisfaction because of their need for individuality. Hence the lifestyle apparels are seen as source of individuality and that what is the motivation behind buying lifestyle apparels in the Irish market.

- **Significance of In-store stimuli**

Store stimuli can affect the emotional state and cognition of the consumer. The effect on the emotional state can result in the arousal, pleasure resulting in purchase of the products (*Mehrabian, 1996; Sherman et al., 1997*). Kotler in 1973 used the term "total product" referring to the augmentation of product

extending to even where it's placed for sale, resulting in a profound effect on the decision making of the consumer for that product.

When asked about the good atmosphere of store extending their stay in store resulting in a purchase, almost 70% of people surveyed agreed to have been positively affected while purchasing lifestyle apparels. When asked about the alternation in perception (cognitive change) due to store stimuli like music, decoration, and lighting; only 10.4% of people surveyed left unaffected by them. Correlation analysis confirmed the relationship with $r=.287$ a medium effect, accounting for 8% of total variance in consumer behaviour while purchasing lifestyle apparels. Regression analysis demonstrated the same as $b=.300$.

So there is substantial connections between the positive experience in-store; amounts of time spent by customer in store (*Kellaris & Altsech , 1992*) likely hood of making a purchase of lifestyle apparel (*Milliman, 1982*) to the emotional state of the consumer (*Yalch & Spangenberg , 1993*).

5.3 Limitations

In spite of researcher taking utmost care in preparing this research, it's inevitable not to have any limitations or shortcomings. People are interested in lifestyle clothes because they match their beliefs and with which they can identify themselves. The research has tried to explain the consumer behaviour in relation to the eight identified variables. Though the variables have significant effect while purchasing lifestyle apparels, yet there contribution only provides partial explanation (overall R^2 of the model is .366 i.e. 36.6%) to the overall variance observed during purchasing lifestyle apparels. so there are other variables which are needed to be identified and analysed to appropriately explain consumer behaviour while purchasing lifestyle apparels and avoid misconceptions.

Almost 69% of respondents surveyed in this research are representative of generation Y, which were born in-between 1977-1994. This can cause the finding to be biased as over representing one generation. Different generations relate differently to marketing and product offering, as they have different opinions, choices and exert different behaviour. Hence the finding can be constrained and the generation dynamics should be taken into account while drawing inferences form this research. Furthermore a non-probability sampling was used therefore the sample are also venerable to selection bias.

Because of the time constraint the in this study a sample of the 106 people was used. This limited the usage of regression analysis to simple regression. To obtain a better assessment of the model a large sample of 200 people or more can be the helpful to generate more reliable findings with overall model significance and can also present lower risk for external validity.

5.4 Future Research Recommendations

This research has focused on overall impact of the variables in affecting consumer behaviour while purchasing lifestyle apparels. But while researching it was identified that some of variables can be made up of several sub variables and there is a possibility of one sub variable having to contribute more significantly than others in that variable, affecting the overall contribution of the variable in elucidating the variance in consumer behaviour while purchasing lifestyle apparels.

Price overall has a significant contributions, but a comparative study can be conducted on the pricing strategy like how people will react if the prices are very low or very high or if deals are permitted on life style clothes will lead to change in the perception and motivation to purchase lifestyle apparels and further a comparative of quality and price can be conducted in detail explaining how much more people are willing to pay for the quality in lifestyle apparels.

Individual go through different life cycle and with age their role in family changes. As this research has proved the overall significance of family on purchasing lifestyle apparels, a narrower research can be conducted with people in a particular family stage (single, married, with kids, no. of kids , divorced etc.) this can help to draw inferences on which level consumers are willing to buy more of the lifestyle apparels and which of the family stage is most appropriate for the lifestyle clothing. Plus significance of kids can also be proved while purchasing lifestyle apparels.

Finally this researcher recommends that a more in depth research can be conduct on the different aspects of the in-store stimuli to ascertain which of the sub variables like lighting and its level, music and type of music or decor have more significant influence on consumers while purchasing lifestyle apparels.

5.5 Managerial Implications

It's essential for businesses to have a complete understanding of the consumer, so they seldom loose an opportunities to improve on this existing knowledge. This development will not only increase businesses

ability to more precisely anticipate change in the market place and to grow profits regularly by formulating better strategies, but also help in avoiding the pitfalls arising from just making assumptions about their market place.

Although a greater more in depth researches are required to find out precisely the specific latent factors in each variable affecting the consumer behaviour, a general sentiment of Irish consumer toward lifestyle apparels has been identified by this research. This research used eight different variables and found that the Quality of the lifestyle products is most important factor (19.6%) while making purchase decisions, so it is vital for the lifestyle apparels to have superior quality and when coupled with price (7.9%) it is likely lifestyle products can be prone to post purchase cognitive dissonance, as the people are watching every cent they spend, a complex buying behaviour is emerging, so although costumers are willing to purchase lifestyle apparels on the basis of quality to satisfy their lifestyle self-expressive needs(Personality 14.6%, Identity 11% & social status 10%) in hard economic times they might be also evaluating utilising generic goods offered at much cheaper price. So although quality in lifestyle apparels is vital, strategic decisions on price are crucial to reflect the sentiment of consumer, as they may affect the purchase intensions and eventually purchase decisions. This needs to be addressed to by marketing managers while formulating strategies on lifestyle apparels.

Other significant finding was the influence of family (4.1%), although comparatively was less than other variables, but nevertheless was quite significant. So attitudes of the families should be taken into account while developing marketing strategies, as their influence is can enhance or reduce the chances of lifestyle apparels to be bought. Finally the store stimulus (8.3%) very important as been deduced from the research, consumers are significantly affected by the in music, lighting and décor, this even positively affects the perception of the products placed in such environment, so utmost care must be taken to present lifestyle in proper controlled environment as this will accelerate the sales of the lifestyle clothes.

Marketing is about creating lasting relationships with customers, so what influences consumer decision becomes strategically more important. These above identified variables are contributing significantly, affecting consumer behaviour; hence assimilating their influence can nurture an improved future strategic planning.

Chapter 6

Self-Reflection

On Own Learning & Performance

“Motivation is when
your dreams put on work clothes.”

Benjamin Franklin

CHAPTER 6 – SELF-REFLECTION

Now I am at that stage of my dissertation where I believe, I can stop, take a breath and look back on the journey and relish what I have just accomplished, both intellectually and emotionally. A journey which began almost six months ago with the writing of my proposal for this dissertation and a journey in which the end felt ever farther. One thing for a start which stands out is writing in active voice using “I” as it feels rather awkward, especially after writing almost 90 pages of dissertation in passive voice. I will attempt to explain and summarise in what follows the rationale behind choosing consumer behaviour research, the content of my research and the overall writing, with abstracts to reflect on times of when I felt rejuvenated and was encouraged and on times when I felt like something a bull left behind. I will also try to summarise the learning I developed while writing my dissertation and subsequently how transferable is this learning to ensue development in my future life as a professional and as a human being.

Choosing a topic for the research is hailed to be as one of the most important decision anyone ever makes in his academic period. As the principal of the dissertation, this will not only define my research by which I will be identified, but also will be a forerunner in my professional career by which I will be scrutinised. So, perhaps it wasn't surprising, when I couldn't sleep properly and looked pathetic, as I felt tremendous weight of choosing a topic weighting down on my shoulders, during early weeks of writing the proposal for this dissertation.

Well I choose “consumer behaviour”, consumer behaviour is a complex, multi-faceted phenomenon of purchasing patterns and habits of the people and what intrigued me to choose consumer behaviour?, it was the aspect of economic psychology, which is ever shifting and highly influential on consumer psychology. Being in the mist of economic crises, soaring unemployment and tough budgets after budgets, it seemed inevitable for me as being a marketing student, to find out what was the sentiment of Irish consumer in today's circumstances. There is substantial difference in consumer behaviour when it comes down to spending money on given type of clothing, coupled with the economic circumstances made it quite interesting for me to research it and what could be better than finding out how they felt about purchasing lifestyle apparels, which are symbolically used by people in expressing their activities, interest and opinions.

Though this seemed interesting, I soon realised that consumer behaviour is not as straight forward as seemed before. Especially after reading a very interesting book by “Philip Graves titled Consumer. Ology”, quoting “Henry Ford – if I’d asked people what they wanted, they would have said a faster horse”. This book depicted consumer behaviour as puzzling (by using several real life examples of course) with no set patterns or a logical flow in buying decision making process. Confused, I read more books on consumer behaviour from different authors like “Philip Kotler & Gary Armstrong (2011), Jim Blythe (2005; 2013), Solomon et al, (2012) and Paul Baines et al. (2011)” to name a few, along with many journals to get a sense of this chaotic world of consumer behaviour, eventually, I realised although it is very chaotic with every individual behaving differently at first glance, looking closely, pattern were emerging in consumer decision making process. This provided confidence in the research I was about to commence.

After a lengthy period (much longer than I had anticipated – frustrated at time I thought that I could have been spending this time doing something more entertaining – a nice novel, a trip to cinema etc.) I finished my literature review and identified eight variables that could have been directly influencing consumer behaviour while shopping for lifestyle apparels. Writing a literature review to me was like birds building a nest by slender twigs and straws, meaning less in itself, when woven intricately produces a nest that will not only protect and provide warmth, but also will be a work of art.

This brought me to the research methodology of the dissertation. Skills are required to be able to choose a right theory in right situation and then finding the most effective tool that will actually lead to the findings required to analyse behaviour change. As for this dissertation I choose to use quantitative research with the large scale survey method. I strongly believe that a researcher should be impartial and should only document observations made and draw conclusion from those findings. This led me to the most demanding part of my dissertation journey, which in a way crept up on me, the “SPSS and Statistics”. Statistics was not that alien to me as I have had first-hand experience with it during my school days (I have to mention, that it was many years ago), but SPSS was a new obstacle altogether. Well I did not give up hope (well honestly, truth to be told, at times I found myself completed devoid of motivation, inspiration and wanted to repeatedly head-butt my computer screaming, please let me out of here! I want to feel the cold breeze on palms of my hands again.) I bought book written by “Andy field, titled Discovering Statistics Using SPSS” the book was very helpful, as it walked me right through the basic to advanced level concepts of statistics, while grounding all the knowledge through the use of SPSS and it took me almost a month of practise, to come up to speed with the statistics on SPSS package

(better late than never). But now I feel much more confident in statistics and probability of it being my companion for rest of my life is $p < .001$.

Now most fascinating part of dissertation was just around the corner for me “the surveys”, going out meeting people, requesting them to fill out my survey! How difficult could that be? As being a restaurant manager I interact with strangers all the time (well at least that’s what I reckoned). As part of dissertation I had to at least collect 100 surveys, so I designed the questionnaire (with great deal of help from my supervisor ‘Gary’) and off I went, collecting the survey in the old fashioned way. I stood on Grafton Street with a big smile and a clip board in my hands (on that warm, sunny July afternoon) “excuse me sir /madam – can you please take out two minutes off your time to fill out my survey!” most people were very nice, they understood my plight, as a student this was important to me, so happily they filled my survey. But interestingly as I approached a number of people, they did whatever they could just to pretend not to notice me. They adjusted headphones of their MP3 player as way of advertising that they couldn’t hear anything lower than the sound of an airplane engine or pulled the celebrity trick – holding a cell phone up to one ear, even though they were not really on call and some even made a desperate attempt of ‘not making an eye contact’ (Given all this, I was reminded of this scene, where Scarlett pleaded Rhett Butler in the movie “Gone With The Wind”, “Scarlett: Rhett, Rhett... Rhett, if you go, where shall I go? What shall I do?; Rhett Butler: Frankly, my dear, I don't give a damn.).

So after a week (of people treating me like a street charity canvassers - aggressive, invasive) I got my target survey filled at two locations in Dublin. With that rest was straight forward, as I had already practised to use SPSS. Some of the findings were surprising, as I never thought that family would be least influential while purchasing lifestyle apparels (as with a Indian background, where families influence is very high, to an extent where parent even decide who should you even marry).

In conclusion, I have realised that MBA is a substantial investment both financially and time wise. But the experience how so ever hard, is very rewarding; especially the sense of achievement once you are done and the journey one takes to complete his/her dissertation. In my case this journey was some experience, how I was encouraged by the highs and overwhelmed by the lows. This journey taught me, if one is resilient, pragmatic, strong willed and very (very) patient, the writing, researching ,rewriting, more researching, more writing, reading, thinking, talking are not that difficult at all.

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“Clothes make the man.
Naked people have little or no
influence on society.”

Mark Twain

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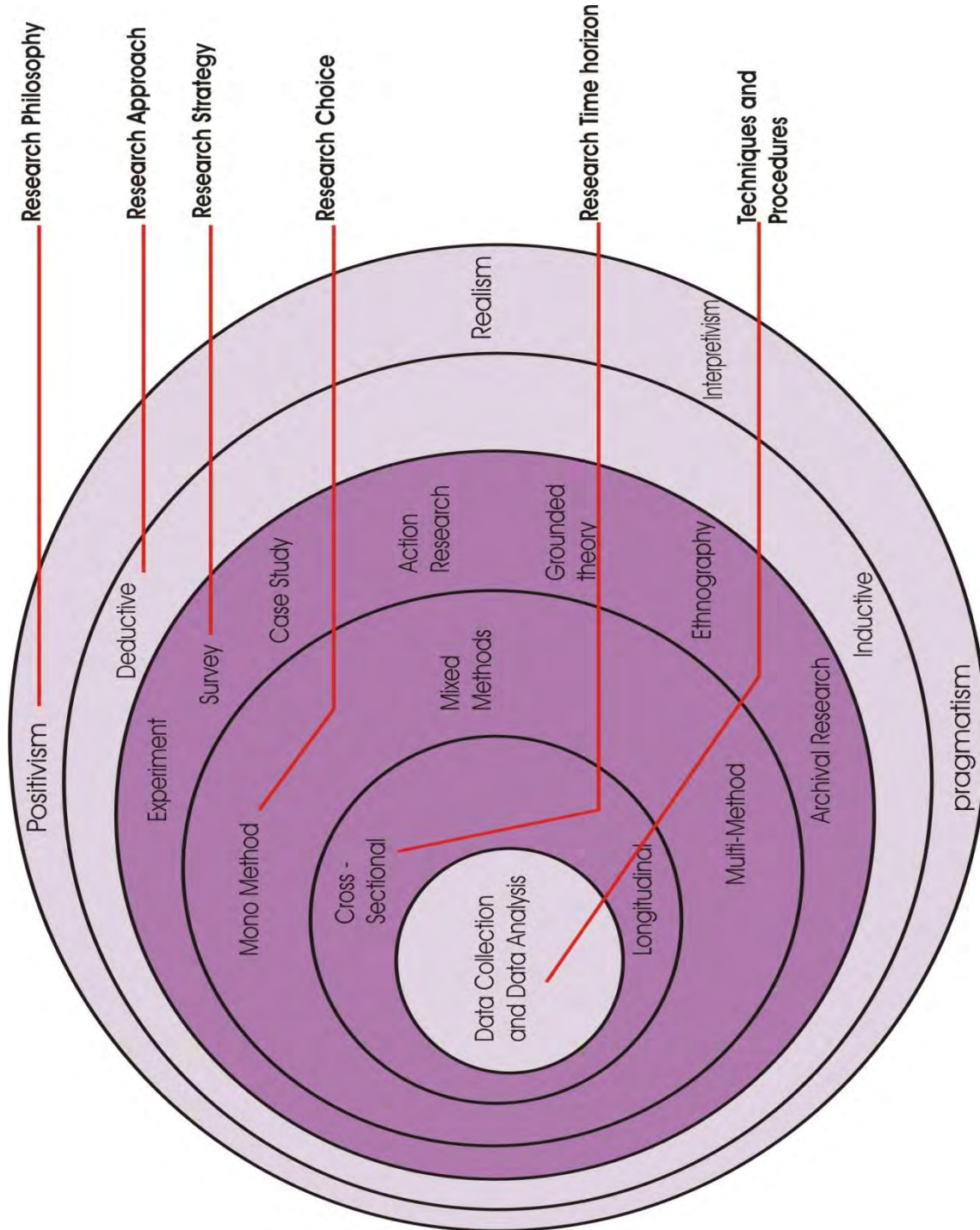
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Appendices

“There is no such thing as bad weather,
only inappropriate clothing.”

Rannulph Fiennes

Appendix – 1 Research Structure.



The Research Onion,
Source: Mark Saunders, Philip Lewis and Adrian Thornhill 2006.

Appendix – 2 (Part 1) Questionnaire

Dear participant,

my name is Arun Kumar Jaryal; I am final year MBA student of Dublin Business School, currently conducting market research on “Consumer Buying behaviour towards Lifestyle Apparels” in Ireland.

Aim of the research to find out various factors that influence decision while purchasing lifestyle apparels. This research is being conducted as part of my dissertation project.

This research will reach out to approximately 100 people to complete the survey questionnaire and will only take more than 10 minutes of your time. Your participation in this study is completely voluntary and anonymous. There are no risks associated with this project. However, if you feel uncomfortable answering any questions, you can withdraw from the survey at any point.

Your details will be kept strictly confidential and data from this research will only be used by me. Once the dissertation is complete the collected data will be disposed off in a safe and secure manner.

Thank you again for your participations and If you have questions at any time about the survey or the procedures, you may contact Arun Kumar Jaryal (researcher) at 1679960@mydbs.ie.

Thank you very much for your time and support.

Appendix – 2 (Part 2) Pilot Questionnaire

S.No.:

Questionnaire -

Arun Jaryal - 1679960

Lifestyle clothing - Consumer Behaviour

Dear participant,

Time:

Location:

This research is being conducted as part of my dissertation project. Aim of the research to find out various factors that influence decision while purchasing lifestyle apparels.

Your details will be kept strictly confidential and data from this research will only be used by me. Once the dissertation is complete the collected data will be disposed off in a safe and secure manner.

Please tick appropriate

Age: 20 or below 20-29 30-39 40-49 50-59 60+

Sex : Male Female

Status : Married Single **No. Of Children in family:** _____

Education: Primary < Lwr. 2ndry Hg. 2ndry Post -Leaving Cert 3rd Level or Above

Occupation : Student Employee Employer Home Maker Professional

Please tick appropriate

1. Do you prefer buying branded clothes? Yes No

2. How often you prefer shopping for branded clothes?

Weekly fortnightly monthly Once Every 2 Months Once Every 4 Months Once a year

3. Which of the brand you prefer to buy

North Face Columbia Wear Others

4. Which type of clothes you prefer to buy from a branded outlet?

Formal wear Casual wear Winter Wear Sports wear

5. On the scale on 1-5, How confident you feel after wearing lifestyle clothes? Low 1 2 3 4 5 High

6. On the scale on 1-5, How much your peers appreciate the cloth you wear? Low 1 2 3 4 5 High

7. Which form of promotion do you think is most effective?

Print T.V Radio Internet

8. Which of these outlets advertisement you have seen or heard?

North Face Columbia Wear Others

9. How much time do you spend in the lifestyle retail shop on every visit?

0-30 Minutes 30-60 Minutes 1-2 Hours 2-3Hours

3-4 Hours 4-5 Hours 5 Hours or +

10. Your monthly spending on lifestyle clothes?

€50- €70 €70 - €90 €90 - €120 €120 - €150 €150 +

Please tick appropriate

Arun Jaryal - 1679960

Strongly Disagree = SD Disagree = D Indifferent = ID Agree = A Strongly Agree = SA

11. Your purchasing decision on lifestyle clothes give you a unique identity in the society.
 SD D ID A SA
12. Your purchasing decision on lifestyle clothes give you a sense of association to one group.
 SD D ID A SA
13. Your purchasing decision on lifestyle clothes has positive relevance to your societal status.
 SD D ID A SA
14. If not available in the market, you will wait for the lifestyle product (Uniqueness).
 SD D ID A SA
15. Do you think you are influenced by your family while buying lifestyle clothes?
 SD D ID A SA
- 16 Your purchase decisions are based on the personality emulated by the lifestyle clothes.
 SD D ID A SA
17. Wide branding method has an impact on you resulting in a purchase of lifestyle clothes.
 SD D ID A SA

Please tick appropriate

18. Quality of lifestyle clothes has direct impact on your purchase decisions of these products.
 SD D ID A SA
19. Price of the lifestyle clothes is important factor while deciding upon purchasing lifestyle clothes
 SD D ID A SA
20. Purchasing lifestyle clothes from branded store gives you a sense of accomplishment.
 SD D ID A SA
21. Good atmosphere of store result you spend more time in the store hence make a purchase.
 SD D ID A SA
22. New products launch of lifestyle clothes create an purchasing excitement for you?
 SD D ID A SA
23. Does store ambience affect your perception towards lifestyle clothes?
 SD D ID A SA

Thank you for taking the time to fill out this questionnaire

Appendix – 2 (Part 3) Administered Questionnaire

MODIFIED

Questionnaire - Lifestyle clothing - Consumer Behaviour

Arun Jaryal - 1679960

S.No.:

Time: Location:

Dear participant,

This research is being conducted as part of my dissertation project. Aim of the research to find out various factors that influence decision while purchasing lifestyle apparels.

Your details will be kept strictly confidential and data from this research will only be used by me. Once the dissertation is complete the collected data will be disposed off in a safe and secure manner.

Please tick appropriate

Age: Below 20 20-29 30-39 40-49 50-59 60+

Sex : Male Female

Status : Married Single

Education: Primary < Lwr. 2ndry Hg. 2ndry Post -Leaving Cert 3rd Level or Above

Occupation : Student Employee Employer Home Maker Professional

Please tick appropriate

1. In a typical year, how often do you buy lifestyle clothes?

Less than once 1-2 times 3-4 times More than four times

2. In a typical visit to lifestyle clothing store, How much time do you spend?

Less than 15min 15-29min 30-44min 45-59min More than 59 min

3. In a typical visit to lifestyle clothing store, How much money do you spend?

Less than €25 €25-49 €50-€74 €75-€99 More than €99

Please tick appropriate

Strongly Disagree = SD Disagree = D Indifferent = ID Agree = A Strongly Agree = SA

4. Do you Like to purchase lifestyle apparels?

SD **D** **ID** **A** **SA**

Price

5. I am price conscious while purchasing lifestyle clothes.

SD **D** **ID** **A** **SA**

6. I am willing to pay more for quality lifestyle clothes.

SD **D** **ID** **A** **SA**

Strongly Disagree = SD Disagree = D Indifferent = ID Agree = A Strongly Agree = SA

Quality

Please tick appropriate

7.I buy lifestyle clothes because they offer better quality

SD D ID A SA

Family

Please tick appropriate

8.I take help of my family while deciding on lifestyle clothes

SD D ID A SA

Status

Please tick appropriate

9.I buy lifestyle clothes because of my position in society

SD D ID A SA

10.My peers appreciate the clothes I wear

SD D ID A SA

Brand Personality

Please tick appropriate

11.I buy lifestyle clothes because they match my personality

SD D ID A SA

Self-Identity

Please tick appropriate

12.I feel confident after wearing lifestyle clothes

SD D ID A SA

13.I identify myself with types of clothes I wear

SD D ID A SA

Uniqueness

Please tick appropriate

14.If not available I can wait for lifestyle clothes

SD D ID A SA

15.New product launch of lifestyle clothes, create purchase excitement in you.

SD D ID A SA

In-Store Stimuli

Please tick appropriate

16.Good atmosphere of store results in spend more time in store hence making a purchase

SD D ID A SA

17.Does store ambience affect your perception towards lifestyle clothes?

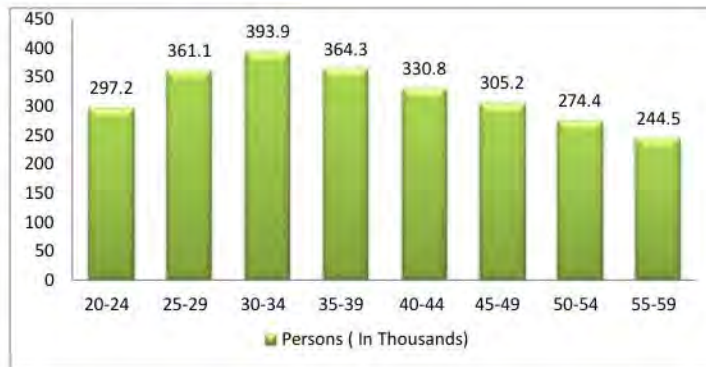
SD D ID A SA

Thank you for taking the time to fill out this questionnaire

Appendix – 3 CSO: Population by age group for Census year 2011

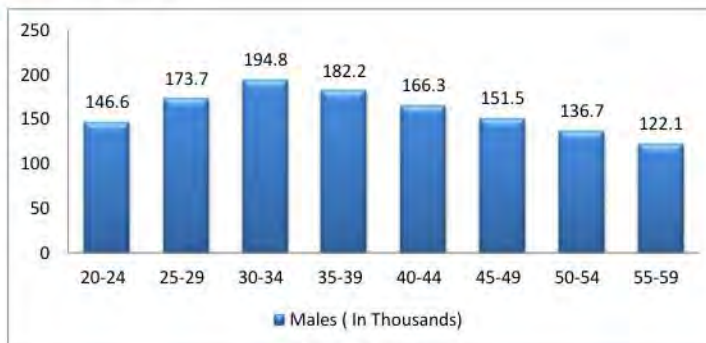
Population by age group for census year 2011

1) Overall Population Table 1



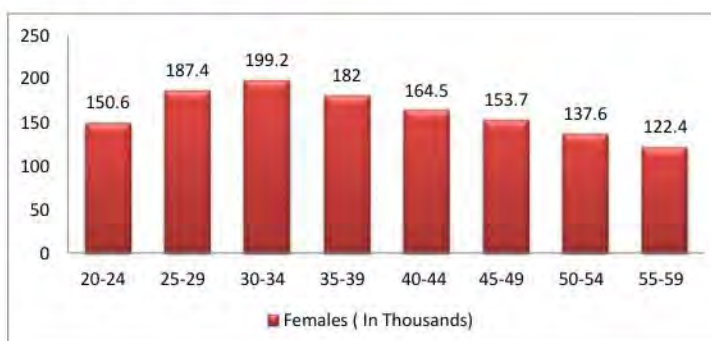
Age Group (years)	Persons (In Thousands)
20-24	297.2
25-29	361.1
30-34	393.9
35-39	364.3
40-44	330.8
45-49	305.2
50-54	274.4
55-59	244.5
20-59	2571.4

2) Males Table 2



Age Group (years)	Males (In Thousands)
20-24	146.6
25-29	173.7
30-34	194.8
35-39	182.2
40-44	166.3
45-49	151.5
50-54	136.7
55-59	122.1
20-59	1273.9

3) Females Table 3



Age Group (years)	Females (In Thousands)
20-24	150.6
25-29	187.4
30-34	199.2
35-39	182
40-44	164.5
45-49	153.7
50-54	137.6
55-59	122.4
20-59	1297.4

Source: CSO Statistical Yearbook of Ireland (2012)

<http://www.cso.ie/en/media/csoie/releasespublications/documents/statisticalyearbook/2012/fullbook.pdf>

Appendix – 4 Annual Earning by Age Group

Earnings

Table 17.10 Annual earnings by educational attainment

€

Educational attainment	2008		2009	
	Total annual earnings	of which: irregular annual earnings	Total annual earnings	of which: irregular annual earnings
Primary or lower secondary	31,032	882	30,131	925
Higher secondary	34,751	1,697	33,933	1,444
Post leaving certificate	37,316	1,462	35,795	1,502
Third level non degree	41,808	2,532	39,397	1,989
Third level degree or above	55,387	4,406	55,813	3,611
Total	40,775	2,347	40,379	2,042

Source: CSO

Table 17.11 Annual earnings by age group

€

Age group	2008		2009	
	Total annual earnings	of which: irregular annual earnings	Total annual earnings	of which: irregular annual earnings
15-24	23,358	842	22,441	749
25-29	34,442	1,681	34,063	1,564
30-39	43,881	2,852	43,086	2,424
40-49	46,376	3,059	46,049	2,669
50-59	44,834	2,202	44,816	1,897
60 and over	34,706	1,374	36,078	1,180
Total	40,775	2,347	40,379	2,042

Source: CSO

Table 17.12 Annual earnings by residence

€

Residence	2008		2009	
	Total annual earnings	of which: irregular annual earnings	Total annual earnings	of which: irregular annual earnings
Connaught	36,744	1,399	36,477	1,477
Dublin	47,040	3,696	42,993	2,543
Munster	37,192	1,623	38,078	1,545
Rest of Leinster	41,228	2,459	39,291	1,765
Ulster	34,220	1,199	33,461	970
Total	40,775	2,347	40,379	2,042

Source: CSO

Appendix – 5 Age Group and sports CSO - 2006

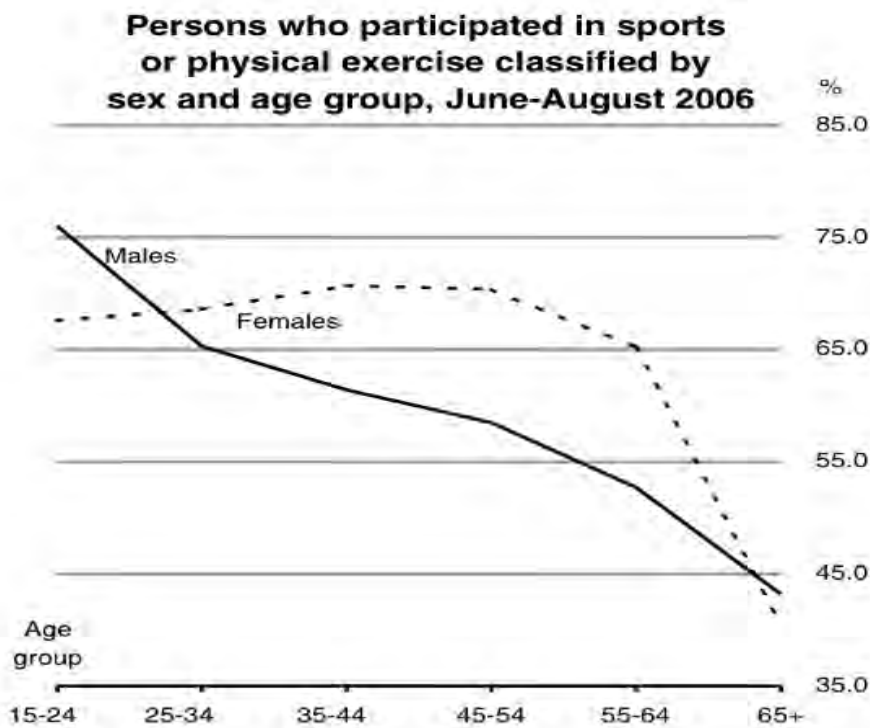


Table 1 Profile of population and persons aged 15 years and over who participated in sport or physical exercise in the previous 12 months, June-August 2006

	Population			Active persons					
	All persons	Male	Female	All persons		Male		Female	
	'000	'000	'000	'000	%	'000	%	'000	%
State	3,398.4	1,686.5	1,711.9	2,135.8	62.8	1,034.0	61.3	1,101.8	64.4
Region									
Border	369.4	185.6	183.8	210.0	56.8	101.1	54.5	108.8	59.2
Midland	198.0	100.9	97.0	118.1	59.7	56.6	56.0	61.6	63.5
West	336.4	167.9	168.5	204.8	60.9	92.3	54.9	112.6	66.8
Dublin	969.7	469.5	500.2	640.6	66.1	321.8	68.5	318.8	63.7
Mid-East	365.6	182.5	183.1	243.3	66.5	117.2	64.2	126.1	68.9
Mid-West	287.4	144.6	142.8	179.8	62.5	86.0	59.5	93.7	65.6
South-East	369.3	185.6	183.7	228.0	61.7	111.9	60.3	116.1	63.2
South-West	502.6	249.8	252.8	311.2	61.9	147.1	58.9	164.1	64.9
Urban or rural location									
Urban areas	2,074.1	1,007.3	1,066.8	1,342.8	64.7	662.6	65.8	680.1	63.8
Rural areas	1,324.4	679.2	645.2	793.0	59.9	371.4	54.7	421.6	65.3
Age group									
15-24	642.2	325.8	316.3	461.6	71.9	247.7	76.0	213.9	67.6
25-34	732.7	372.6	360.1	490.4	66.9	243.5	65.3	247.0	68.6
35-44	616.0	310.2	305.8	406.7	66.0	190.4	61.4	216.3	70.7
45-54	521.7	261.1	260.6	336.2	64.4	152.6	58.5	183.6	70.4
55-64	412.3	207.2	205.1	242.9	58.9	109.1	52.7	133.8	65.2
65+	473.6	209.6	264.0	197.9	41.8	90.6	43.2	107.3	40.6

Appendix – 6 Types of Lifestyle Apparels

1) The North face :



VF Corp. is a branded lifestyle apparel company with more than 30 brands. Its top six brands are *The North Face*, *Wrangler*, *Timberland*, *Vans*, *Lee* and *Nautica*. It is headquartered in Greensboro, North Carolina and has a market cap of \$15.3 billion.

Its largest division, Outdoor & Action Sports, saw organic revenue growth of 22% driven by strong gains in its The North Face and Vans brands (*Forbes*, 2011)¹.

Strategy of sponsoring events like, “*The North Face Trans Gran Canaria (Running)*”, *Swatch Freeride World Tour Fieberbrunn Pillerseetal 2013 by The North Face (Skiing)* & *The North Face Kalymnos Climbing Festival 2013(Climbing)*”, has led The North face to be an epic brand that has well established itself as a synonym for outdoorsy and rugged lifestyle. The North face brand has enjoyed its reputation of superior quality resulting in performance and originality and has been the brand of choice for many thrill seekers.

In Ireland, North face has around 16 store selling North face apparels, all result of expansion into the casual apparel industry by introducing “summit shops”.



2) The Columbia Sportswear:

Today Columbia sportswear is the largest manufacturer of outerwear. Columbia sportswear started in 1938 as *Columbia Hat Company*, with continuous marketing efforts, alongside maintaining quality of the apparels for utmost performance, has established its self as global leader for outdoor & sports apparels conjointly supporting an unique lifestyle.



According to Columbia Sportswear; Outdoor Active Authentic American Value is that “*The outdoors isn't all about remote expeditions or climbing the world's highest mountains. Anyone can enjoy the outdoors. It's easy. Just open the door and go outside. From the mountain peak to the neighbourhood park, from the glacier to the garden, and from the Tour de France to training wheels, Columbia helps you enjoy your outdoors*”. *Forbes* (2012)² named Columbia wear as to most trustworthy company and Apparel magazine names them as top innovators (*Columbia*)³.



Both of above brand have one thing in common that they have positioned themselves really well as a lifestyle Apparel brand, consumers view them as an authentic and reliable source of affiliation, in representation of their own uniqueness, personality and association to a particular group. So surveying the consumer who own or purchase such branded apparels can shed a light on consumer purchasing behaviour towards lifestyle apparels.

¹ Columbia's History , [Online], Available: http://www.columbia.com/history/About_Us_History.default.pg.html [3 April 2013].

² Jacquelyn Smith (2012) *America's Most Trustworthy Companies*, 20 March, [Online], Available: <http://www.forbes.com/sites/jacquelynsmith/2012/03/20/americas-most-trustworthy-companies/2/> [3 April 2013].

³ Columbia's History , [Online], Available: http://www.columbia.com/history/About_Us_History.default.pg.html [3 April 2013].

Appendix – 7 R-Matrix

Correlations Matrix / R-Matrix

	D6	q2	q3	q4	q5	q6	q8	q9	q10	q11	q12	q13	q14	q15	q16	q17	q18	q19	q20	q21	q22	q23
D6	1	-.239	.051	-.070	-.180	.073	.297	-.008	-.550*	-.105	.099	.284	.130	.440	.286	-.176	.517*	.321	-.207	-.286	-.116	-.196
q2	-.239	1	.300	.002	.330	.354	-.040	.545*	.590*	.296	.095	-.223	.188	-.133	.302	.564*	.118	.096	.231	.596*	.271	.404
q3	.051	.300	1	.097	-.099	.123	-.265	.099	.237	-.153	.079	-.417	.307	.008	.368	.050	.337	.420	-.296	-.141	-.029	-.482
q4	-.070	.002	.097	1	.118	-.304	.012	.095	.201	.003	-.055	-.242	.141	-.036	-.215	.283	.121	-.362	.056	.304	.193	.215
q5	-.180	.330	-.099	.118	1	.655**	.127	.190	.263	.383	.023	-.097	-.163	-.548*	-.278	.370	-.013	-.357	.290	.278	.218	.168
q6	.073	.354	.123	-.304	.655**	1	.056	.300	.338	.216	-.015	.335	-.182	-.297	-.070	.116	.045	.081	.118	-.038	-.075	-.146
q8	.297	-.040	-.265	.012	.127	.056	1	.528*	-.192	.140	.167	.216	-.091	.018	.261	.088	.458	-.029	.405	-.143	.101	.249
q9	-.008	.545*	.099	.095	.190	.300	.528*	1	.303	.519*	.274	-.086	.202	.247	.344	.209	.440	-.101	.219	.335	.374	.440
q10	-.550*	.590*	.237	.201	.263	.338	-.192	.303	1	-.125	-.471	-.116	.079	-.336	-.177	.294	-.040	-.021	.347	.428	.141	.094
q11	-.105	.296	-.153	.003	.383	.216	.140	.519*	-.125	1	.593*	-.210	.307	.267	-.026	-.103	-.016	-.241	.004	.376	.534**	.551**
q12	.099	.095	.079	-.055	.023	-.015	.167	.274	-.471	.593*	1	-.068	.137	.078	.357	.028	.099	-.213	-.478	-.024	.012	.225
q13	.284	-.223	-.417	-.242	-.097	.335	.216	-.086	-.116	-.210	-.068	1	-.179	.071	-.054	-.164	-.217	.048	.051	-.251	-.274	-.098
q14	.130	.188	.307	.141	-.163	-.182	-.091	.202	.079	.307	.137	-.179	1	.535*	.258	-.293	.221	.203	-.187	.472	.757**	.148
q15	.440	-.133	.008	-.036	-.548*	-.297	.018	.247	-.336	.267	.078	.071	.535*	1	.285	-.540*	.172	.263	-.213	.119	.344	.119
q16	.286	.302	.368	-.215	-.278	-.070	.261	.344	-.177	-.026	.357	-.054	.258	.285	1	.221	.462	.470	-.244	.133	.057	-.008
q17	-.176	.564*	.050	.283	.370	.116	.088	.209	.294	-.103	.028	-.164	-.293	-.540*	.221	1	.181	-.155	.237	.367	-.022	.367
q18	.517*	.118	.337	.121	-.013	.045	.458	.440	-.040	-.016	.099	-.217	.221	.172	.462	.181	1	.072	.036	-.034	.052	-.034
q19	.321	.096	.420	-.362	-.357	.081	-.029	-.101	-.021	-.241	-.213	.048	.203	.263	.470	-.155	.072	1	.019	-.168	.028	-.319
q20	-.207	.231	-.296	.056	.290	.118	.405	.219	.347	.004	-.478	.051	-.187	-.213	-.244	.237	.036	.019	1	.042	.219	.143
q21	-.286	.596*	-.141	.304	.278	-.038	-.143	.335	.428	.376	-.024	-.251	.472	.119	.133	.367	-.034	-.168	.042	1	.650**	.717**
q22	-.116	.271	-.029	.193	.218	-.075	.101	.374	.141	.534*	.012	-.274	.757**	.344	.057	-.022	.052	.028	.219	.650**	1	.473
q23	-.196	.404	-.482	.215	.168	-.146	.249	.440	.094	.551*	.225	-.098	.148	.119	-.008	.367	-.034	-.319	.143	.717**	.473	1

*. Correlation is significant at the 0.05 level (2-tailed).

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