

Linkages Between Brand Experience, Shopping Styles and Purchase Decision Involvement: An Empirical Investigation in Retail Indian Apparel

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Abstract: Consumption of apparel is very large in India by volume and the apparel retail segment is one of the largest segments after food and groceries in India. Indian retail market stands as the fifteenth largest among developing countries as per GRDI 2015. Indian markets have witnessed a dramatic change in consumer attitude and buying behavior. Increased purchasing power, cultural shifts and demographic changes have shaped the purchase decision-making. Previously scholars have studied brand experience, shopping styles and purchase decision involvement as constructs in isolation. These aspects have never been studied aggregately, especially in emerging markets like India, where retail growth has been rampant. This study aims to simultaneously understand and analyze the impact of Brand Experience (BE) and Shopping Styles (SS) on Purchase Decision Involvement (PDI) in Indian apparel retail context. Respondents in seven tier-1 cities of India were approached with structured questionnaire, located across the sub-continent. Confirmatory Factor Analysis (CFA) was performed to substantiate the reliability and validity of constructs. Hierarchical Structural Equation Modeling (SEM) was also used to ascertain the causal effect of BE and SS on PDI. The results reveals that antecedents namely BE and SS positively influences the PDI while buying an apparel brand. The findings will benefit the apparel retail firms to design their promotional strategies so as to enhance customer patronage towards their brand.

Keywords: Brand Experience, Shopping Styles, Purchase Decision Involvement, Structural Equation Modeling (SEM)

1. Introduction

Recent years have witnessed a substantial economic transformation in the emerging economies. India, in the last two decades, has been the fastest growing economy [32]. The high CAGR of Indian economy is primarily accounted by the apparel Industry [29]. There are numerous projections about the development of apparel industry in India. It is projected to soar as high as US\$ 223 billion by 2021 [38], while other conservative estimates hint at US\$141 billion by 2021 [15] and US\$ 160 by 2025 [39]. The textile sector in India contributes up to 14% of industrial production, 4 % to GDP and constitutes 13% of the country's export earnings. Even, exports in textiles and apparel from India are expected to

increase to USD 65 Billion by 2016-17 from USD 38 Billion (provisional) during 2014-15 [21]. If we compare the Indian retail market to the retail market of other countries, it stands as the fifteenth largest retail market in the world as per GRDI 2015 among developing countries [1].

As with the majority of the Indian population being young, there is a change in consumer attitude and buying behavior owing to increased purchasing power, demographic and cultural changes [19]. Recently, it was validated in a seminal study that higher mass prestige value of a brand fuels its supremacy in the Indian markets [33]. There is significant effect of brand familiarity and previous

experience on perceived risk, while there is no effect of information on perceived risk and purchase intention [31]. Other scholars have also confirmed the impact of decision-making styles on consumer buying behavior measured during a purchasing decision-making process [17]. A conceptual study in the Indian retail context reveals that coupon proneness, sales proneness, perceive brand trust and brand parity positively influence PDI [4]. It has been found that influence of social media activities of brands has a positive effect on the purchase decision process of consumers [14]. A study in the Indian apparel context reveals that value-based online shoppers are highly brand and fashion conscious [11]. Shopping Styles may be influenced by consumer decision making process which also acts as a bridge between cultural, psychographic dimensions and purchasing behavior [35].

The extant literature in this area has studied purchase decision process of consumers with reference to brand consciousness, fashion consciousness and other constructs in a fragmented manner. To the best of our knowledge, an interplay of Purchase Decision Involvement (PDI), Brand Experience (BE) and Shopping Style (SS), has never been studied in the past for Indian apparel consumers. Consequently, the objective of our research is to investigate the linkage between BE, SS and PDI in an Indian apparel retail context. Thus, this paper plugs the gap in the extant literature where a coherent study was amiss lacking. The proposed and tested conceptual framework has a bi-fold contribution to academia and practice. A strong evidence of simultaneous impact of BE and SS, in Indian apparel consumers, has been witnessed on PDI. Moreover, the analysis has buoyed some important aspects of Indian consumers e.g. price sensitivity seems insignificant. There is an indication to practitioners for an optimal exposure to promotional campaigns as a way to remain cost-effective. Accordingly, the findings will help the apparel retail brands to design their promotional strategies to enhance customer patronage towards their brand.

2. Literature Review

2.1. Purchases Decision Involvement

A pioneering work has defined involvement as an internal state variable at individual level that indicates amount of arousal interest evoked by a particular stimulus or situation and it has two dimension, intensity and direction [25]. A later study explained PDI as the extent of interest and concern that a consumer brings to bear upon a purchase decision task and it is distinguished from product-class involvement [26, 27]. Another study had mentioned that higher PDI and higher satisfaction would yield higher level of organization commitment and subsequently higher PDI also leads to higher satisfaction [10]. It was also confirmed in a later study that pleasure and enjoyment derived from shopping is related to involvement with clothing [23]. Further evidences prove that brand switching properties are typical of highly involved

and loyal customer in apparel purchase [24]. In another study it was mentioned that the interest of product section is purchase involvement which is related to effort and deliberative nature of the choice decision process [8]. Self concept and consumption situation positively effects consumer brand choice with a moderation of product involvement [41]. It was confirmed that motivation is positively affected by individual involvement and motive, but this does affect brand evolution [30].

2.2. Shopping Style

In one of the earlier research which emphasized on SS of young consumers it was proposed that each product category consumer may have different SS [36]. Another study stated that shopping is a form of leisure and enjoyment for adult female [2]. Active fashion chaser, the rational shopper, the value buyer and the opinion seeker were identified as four distinct SS for the chines working female [37]. A similar study later proposed that the gender is a prime factor which is related with decision making style [40]. Another study reveals that consumer in two regional market have similar utilitarian SS, but different hedonic SS [42]. Shopping benefit dimensions namely utilitarian and hedonic positively influences customer loyalty and word-of-mouth communication with a mediation effect of customer satisfaction [6]. Seven SS namely quality conscious, brand conscious, novelty seeking, hedonistic confused by over-choice, habitual and brand loyal, and fashion conscious have been identified for GenY [22]. Moreover, it was established that GenY are more confused by over choice than their older counter-part.

2.3. Brand Experience

BE is understood as sensations, feeling cognitions and behavioral responses evoked by brand related stimuli that are part of brand's design and identity, packaging, communication and environments consumer satisfaction [5]. This study also claimed that loyalty directly or indirectly is affected by BE through brand personality association. Other factors such as satisfaction, trust and loyalty were also found to be affected by BE [34]. On the contrary, brand equity, value and quality had no effect on satisfaction but had an effect on trust [9]. Additionally, this study also found that satisfaction had an effect on commitment, which, in turn affected repurchase intention and loyalty. It was found that trust and perceived usefulness positively affect online BE, which lead to the online brand relationships [28].

Recent study has proposed that the combination of mass prestige (masstige) marketing strategy with a scientific marketing plan may result in obtaining a greater market share and profit in foreign markets than in home market [33]. Higher masstige value increase with time if brand uses marketing mix appropriately. In another recent study it was proposed that Asian brands are not perceived as prestigious as foreign brands in India, partially because of brand equity associated with the country of origin of brands [20].

3. Hypothesis and Conceptual Model

Based on the literature review, we have formulated the following set of hypotheses to examine the relationship between SS (SS), BE (BE) and PDI (PDI).

H1 SS (SS) would positively influence PDI (PDI).

H2 BE (BE) would positively influence PDI (PDI).

On the basis of aforesaid hypothesis, the conceptual framework of the study is represented in Figure 1.

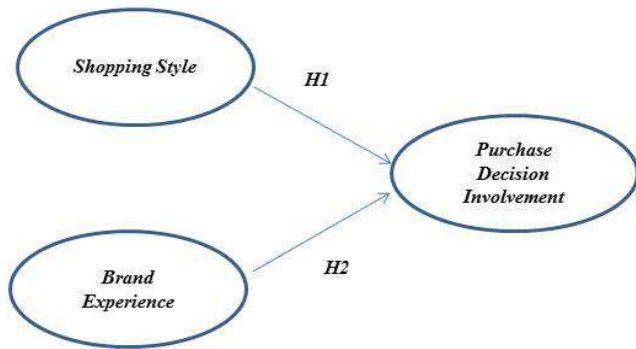


Figure 1. Conceptual framework of the study.

4. Research Method

4.1. Constructs

Rigorous review of relevant literature helped us to select the three constructs for this study. SS (Consumer Style Inventory, CSI) scale was adopted from a study and measured with a five point Likert scale: 1= strongly disagree, 5=strongly agree [36]. In SS scale some items required reverse scaling. BE (Brand Experience) scale was adopted from a study and measured with a seven point Likert scale: 1= strongly disagree, 7=strongly agree [5]. In BE scale some items required reverse scaling. PDI (Purchase Decision Involvement) scale was adopted from a study and measured with a five point bipolar phrase [26]. The content/ face validity of constructs has been done after the discussion with 15 people including 5 apparel retail owners, 5 marketing experts and 5 experience shoppers. The reliability test statistics (discussed in data analysis and result section) also confirmed the suitability of the adopted constructs in this study. See Appendix for construct details.

4.2. Sample and Data Collection

More than 7 cities which are the combination of metropolitan and non-metropolitan cities of India were identified for the study. Cities like Delhi, Pune, Patna, Rohtak, Nagpur, Ahmedabad, Varanasi, Chandigarh, and Mumbai. where used for the data collection. Different parts of India were targeted in order to understand attitudes of Indian consumers. Respondent were contacted at different periods of time over weeks to reduce sampling errors and biases. Out of 237 questionnaires, 188 were found usable for data analysis based on outliers and incompleteness.

5. Data Analysis and Results

5.1. The Sample and Descriptive Statistics

In the demographic profile of the sample, percentage of male and female are respectively 51.6% and 48.4%. In our data, 39.4% has bachelor's degree holder and master degree holder has 25.0%. 20-30 years old respondents has highest percentage (78.2%), which indicate that most of the respondents are younger. 23.9 % respondents have household income higher than INR 100000. If we see the location of respondents, 52.1% of respondents are from metropolitan area while 47.9% of respondents are from non-metropolitan area.

5.2. Findings

The proposed conceptual framework was tested by performing analysis in two stages. Analyzing the measurement model was the first stage, while, testing the structural relationship remained the second part of our analysis. This practice of segregating the analysis in two stages is the most widely practiced approach in extant literature. The idea is to conduct the test of consistency of the relationships between the constructs, sub-constructs and their corresponding indicator variables through a measurement model. The second stage intends to validate the robustness of relationships between the major constructs or objects of consideration in the study.

5.3. Measurement Model

As a part of the measurement model, Confirmatory Factor Analysis (CFA) was performed. In this study, the relationships followed a hierarchical order in their relationships and thus, a second order CFA was conducted. In total, three trials of CFA were conducted to confirm the validity and reliability of the constructs and their corresponding sub-constructs [7]. After the first run it was observed that few indicator variables [SSQ7, SSR23, SSPC26, SSI30, SSI31 & SSOC34] had very low factor loadings (<0.30) and thus challenged the validity of the measurement model. These were removed from next trial of experiments, while the indicator variables with moderately low communalities (0.4-0.5) were retained to see if there were some improvements. The multi stage analysis was performed to avoid any possible loss of information by virtue of aggressive discard of variables. After the second trial of experiment, some of the indicator variables which had communalities less than 0.50 [SSQ5, SSBC8, SSPC24, SSBL38] were discarded before the final run. Since, only one indicator variable remained with SSPC, inevitably, we had to discard this sub-construct from further analysis.

The table 1 reports the final factor loadings of indicator variables with their corresponding constructs or sub-constructs. The final model has been presented in the subsequent section (Figure 2). Finally, the measurement model had indicator variables with factor loadings > 0.55 which indicates the individual constructs are reliable and the

overall measurement model is valid. This process also invites some important observations. The most important observation was that the price sensitivity as a construct was discarded from further analysis. This leads us to conclude

that the target population for our research who were primarily in the age cohorts of 20 to 30 years of age from the 7 tier-1 and tier-2 cities in India, did not consider price as an important element for their decision making.

Table 1. Final factor loading of Indicator variables and the Constructs.

CONSTRUCT and SUB-CONSTRUCTS		PDI	SSQ	SSBC	SSN	SSR	SSI	SSOC	SSBL	BES	BEA	BEBL	BEID
Indicator Variables	PDI1	0.6	0	0	0	0	0	0	0	0	0	0	0
	PDI2	0.604	0	0	0	0	0	0	0	0	0	0	0
	PDI3	0.691	0	0	0	0	0	0	0	0	0	0	0
	PDI4	0.62	0	0	0	0	0	0	0	0	0	0	0
	SSQ1	0	0.714	0	0	0	0	0	0	0	0	0	0
	SSQ2	0	0.741	0	0	0	0	0	0	0	0	0	0
	SSQ3	0	0.746	0	0	0	0	0	0	0	0	0	0
	SSQ4	0	0.754	0	0	0	0	0	0	0	0	0	0
	SSQ6	0	0.713	0	0	0	0	0	0	0	0	0	0
	SSBC9	0	0	0.782	0	0	0	0	0	0	0	0	0
	SSBC10	0	0	0.717	0	0	0	0	0	0	0	0	0
	SSBC11	0	0	0.694	0	0	0	0	0	0	0	0	0
	SSBC12	0	0	0.616	0	0	0	0	0	0	0	0	0
	SSBC13	0	0	0.77	0	0	0	0	0	0	0	0	0
	SSN14	0	0	0	0.831	0	0	0	0	0	0	0	0
	SSN15	0	0	0	0.835	0	0	0	0	0	0	0	0
	SSN16	0	0	0	0.791	0	0	0	0	0	0	0	0
	SSN17	0	0	0	0.596	0	0	0	0	0	0	0	0
	SSN18	0	0	0	0.656	0	0	0	0	0	0	0	0
	SSR19	0	0	0	0	0.597	0	0	0	0	0	0	0
	SSR20	0	0	0	0	0.786	0	0	0	0	0	0	0
	SSR21	0	0	0	0	0.601	0	0	0	0	0	0	0
	SSR22	0	0	0	0	0.777	0	0	0	0	0	0	0
	SSI27	0	0	0	0	0	0.555	0	0	0	0	0	0
	SSI28	0	0	0	0	0	0.623	0	0	0	0	0	0
	SSI29	0	0	0	0	0	0.725	0	0	0	0	0	0
	SSOC32	0	0	0	0	0	0	0.573	0	0	0	0	0
	SSOC33	0	0	0	0	0	0	0.945	0	0	0	0	0
	SSOC35	0	0	0	0	0	0	0.555	0	0	0	0	0
	SSBL36	0	0	0	0	0	0	0	0.694	0	0	0	0
	SSBL37	0	0	0	0	0	0	0	0.776	0	0	0	0
	SSBL39	0	0	0	0	0	0	0	0.613	0	0	0	0
	BES1	0	0	0	0	0	0	0	0	0.669	0	0	0
	BES2	0	0	0	0	0	0	0	0	0.735	0	0	0
	BES3	0	0	0	0	0	0	0	0	0.57	0	0	0
	BEA4	0	0	0	0	0	0	0	0	0	0.748	0	0
	BEA5	0	0	0	0	0	0	0	0	0	0.662	0	0
	BEA6	0	0	0	0	0	0	0	0	0	0.738	0	0
	BEBL7	0	0	0	0	0	0	0	0	0	0	0.731	0
	BEBL8	0	0	0	0	0	0	0	0	0	0	0.74	0
	BEBL9	0	0	0	0	0	0	0	0	0	0	0.742	0
	BEID10	0	0	0	0	0	0	0	0	0	0	0	0.779
	BEID11	0	0	0	0	0	0	0	0	0	0	0	0.55
	BEID12	0	0	0	0	0	0	0	0	0	0	0	0.801

The fit of the measurement model is analyzed using three distinct set of performance evaluation metrics: the absolute fit metrics, the relative fit metrics and third, the parsimonious fit measure. The protocol of such evaluation is adopted from the extant literature, primarily grounded on a study [12]. The chi-square goodness of fit had a lower p-value which indicates towards a poor fit of the measurement model. Nevertheless, chi-square measure of absolute fit suffers from a series of limitations when it comes to its applicability [13]. Foremost, there is a severe assumption of multivariate normality with this test statistic. Second, there is an effect of

both small and large sample sizes on the test statistic. In case of large samples, Chi-Square statistic nearly always rejects the model, while, for small samples, this statistic lacks power [3, 16, 18]. The above cited reasons shift our focus to other important evaluation metrics which do not suffer from practical limitations.

Consequently, the above discussion impels us to analyze the other set of evaluation metrics. Root Mean Square Error of Approximation (RMSEA) is the most popular accuracy metric to evaluate the measurement model. An acceptable model should have $RMSEA < 0.08$. In this study, our

measurement model has a much lower RMSEA value = 0.06 which indicates a considerably good fit for the model. Simultaneously, another widely accepted measure, Standardized Root Mean Square Residual (SRMR) also indicates a good fit with a value of 0.066 which is far lower than the acceptable threshold [13]. The incremental or relative measures of fit indicate a moderate fit for the model as the Comparative Fit Index (CFI=0.855) and Tucker-Lewis Index (TLI=0.836) are slightly below the acceptable threshold of 0.90. The overall interpretation is that the indicator variables explain what the corresponding construct were intended to, while maintaining a considerable distinctiveness between the individual constructs.

For the parsimonious measure of the models, Akaike Information Criterion (AIC) and Bayesian information Criterion (BIC) are the two most adopted metrics. Since these metrics do not have a clear threshold, it is used to compare different forms of models considered by the researcher and the model with lower AIC and BIC values should be selected [12, 13]. In our case, the third trial of experiment witnesses the most reduced values of AIC and BIC. This finding

validates our decision to discard the indicator variables identified after first and second trials of CFA. Consequently, it supports our finding that the construct dealing with price sensitivity of consumers did not find its place in the current scope of this study.

5.4. Structural Model

After the constructs and sub-constructs were screened in the third trial, the final hypothesis test was performed through a structural model. The parameter estimates for each of the exogenous variables and their corresponding standard errors are reported below in Figure 3. The lower p-values suggest that the exogenous variables have a significant effect on the dependent variable. In this study, we thus conclude that SS (SS) and BE (BE), simultaneously have a positive impact on the PDI (PDI) of consumers. Moreover, the individual strength of relationship is also significant at 90% confidence level which is in favor of our initial hypotheses of positive influence of SS and BE on PDI. The other evaluation metrics are detailed in the subsequent paragraph which again is in support of our hypotheses.

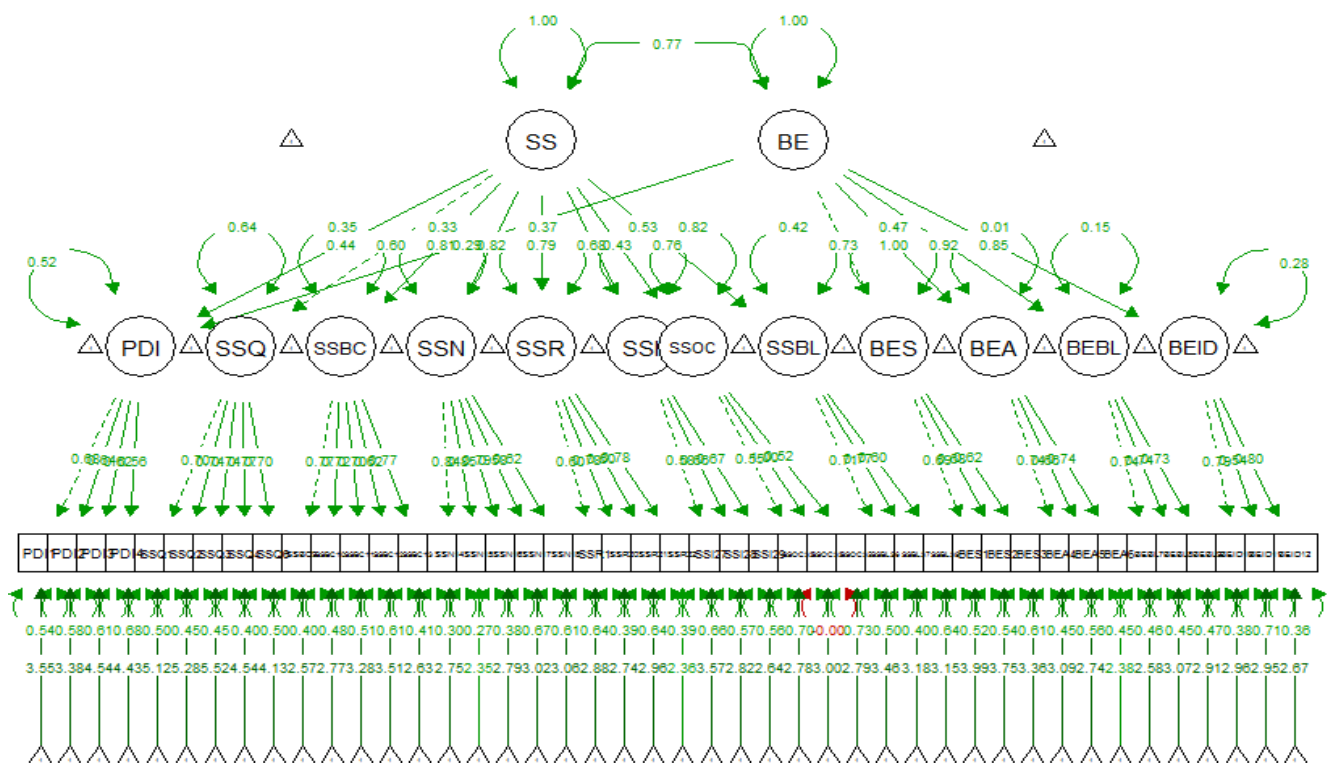


Figure 2. Final Structural Model.

Regressions:				
	Estimate	Std. Err	z-value	P(> z)
PDI ~				
SS	0.914	0.343	2.660	0.008*
BE	0.322	0.172	1.868	0.062**

*significant at 99% confidence level **significant at 90% confidence level

Figure 3. The parameter estimates of the exogenous variables.

The overall model fit is also found to be satisfactory. The CFI and TLI for the structural model are 0.872 and 0.863, respectively. Since they are slightly lower than the acceptable threshold of 0.90, the model fit can be considered as moderate. Moreover, the RMSEA and SRMR have witnessed further reduction thus indicating a better fit. The corresponding values are RMSEA = 0.048 and SRMR = 0.060. The structural model shows promising results in terms of Goodness of fit index (GFI) which was found to be 0.926. Moreover, the adjusted GFI was also noted to be 0.914, while the parsimonious GFI stood at 0.8 approximately (0.795).

6. Conclusion

This paper is an attempt to converge constructs which were earlier studied in isolation. The interplay of PDI, BE and SS constructs has never been studied together in the past for Indian apparel consumers, is suggested and derived in our study.

The study concludes that the PDI of Indian retail consumers in selecting an apparel brand is positively influenced by SS of a customer, specifically on the occasions of buying expensive apparel brands, purchasing fashionable and attractive styles of apparels. It has also been observed that a customer does not always give much attention to aggressive promotions while involved in selecting apparel brand. This implies that the Indian retail brand owners need to judiciously plan their promotional strategies to avoid over exposure of the apparel brand, although, future investigation is required on these outcomes. A relevant observation of our study is that the BE which includes feelings, sentiments, curiosity and problem-solving approach positively influences the purchase involvement in selecting an apparel brand.

Another important outcome of our study is that the ability of the Indian consumer to differentiate among apparel brands is positively influenced by pleasant perception of the brand along with the brands capability to meet their expectations. Purchase involvement has been low during the situations when customers spend less time in rationally comparing apparel brands. The brands that have strong sensory appeal positively influence the customer ability to differentiate among apparel brands. BE is more important as a perceptual process, so is SS. Since promotions play a minor role in purchase decisions, the role of the aesthetic and cognitive

functions of apparels may be used to drive differentiation and appeal. This will help customer engagement.

Perception of customer regarding their decision of making a right choice among brands is positively linked with the quality of apparel brand. The outcome of selecting an appropriate apparel brand is positively influenced by the customer's preference among the apparel brands and the brands that meet their expectations. In this study, it is also found that price sensitivity of consumers does not qualify as an explanatory factor for SS of consumers.

7. Practical Implications

This study has significant contributions for the management of apparel firms. Practitioners spend heavily on promotional campaigns to lure their customers. However, our study unravels that there should be an optimal spending on promotional campaign, as over exposure does not necessarily lead to the marginal utility of firms. Further, this would also help firms to remain cost-effective. Moreover, this research indicates that customer engagement is a necessary aspect to increase purchase basket, however, engagement should not only be through promotions. This study validates that BE has an impact on purchase decision of customers, hence, recurrent brand audit must be conducted. Regular assessment of brand perceptions may lead to accurate estimation of customer life-time value, a step towards personalized loyalty measures.

8. Limitations and Recommendations for Future Research

This study was focused on observing the influence of SS and BE on PDI in the context of Indian retail apparel market and covered seven tier-1 cities, representative of Indian perception. Similar study can be done to further generalize the findings in coming years by extending the sample to tier-2 and tier-3 Indian cities, where the cultural shifts are feeble. Although, our study had majorly focused on SS and BE as antecedents, other constructs may further be explored to test their influence on PDI. Apart from apparel, researchers may examine the proposed framework in other markets in Indian context. Further, similar study can be conducted for similar emerging economies.

Appendix

Constructs

Table 2. Detail of the Constructs and Sub-constructs.

I. PDI (Mittal and Lee 1989) – Five point bipolar scale		
1	PDI1	In selecting apparel brand from many types and brands of preferred category, available in the market, would you say that
2	PDI2	Do you think that the various types and brands of apparel available in the market are all very alike or are all very different?
3	PDI3	How important would it be to you to make a right choice of this apparel product?
4	PDI4	In making your selection of apparel brand, how concerned would you be about the outcome of your choice?
II. SS (Sproles and Kendall 1986; Sproles and Sproles 1990) – 5 Point Likert type scales from strongly disagree to strongly agree, * denotes reverse scored		

A <i>Perfectionist/High Quality Conscious</i>		
1	SS1	Getting very good quality of apparel is very important to me.
2	SS2	When it comes to purchasing apparel, I try to get the very best or perfect choice.
3	SS3	In general, I usually try to buy the best overall quality of apparel.
4	SS4	I make a special effort to choose the very best quality apparels.
5	SS5	I really don't give my purchases much thought or care regarding apparel.*
6	SS6	My standards and expectations for apparels I buy are very high.
7	SS7	I shop quickly, buying the first apparel product or brand I find that seems good enough.*
B <i>Brand Consciousness/Price Equals Quality</i>		
1	SS8	The well-known national apparel brands are for me.
2	SS9	The more expensive apparels brands are usually my choices.
3	SS10	The higher the price of the apparel, the better the quality.
4	SS11	Nice department and specialty stores offer me the best apparels.
5	SS12	I prefer buying the best-selling apparels brands.
6	SS13	The most advertised apparels brands are usually very good choices.
C <i>Novelty and Fashion Conscious</i>		
1	SS14	I usually have one or more outfits of the very newest style of apparels.
2	SS15	I keep my wardrobe up-to-date with the changing fashions of apparels.
3	SS16	Fashionable, attractive styling of apparel is very important to me.
4	SS17	To get variety of apparels, I shop different stores and choose different brands.
5	SS18	It's fun to buy something new and exciting apparel products.
D <i>Recreational and Shopping Conscious</i>		
1	SS19	Shopping apparel is not a pleasant activity to me.*
2	SS20	Going shopping for apparel is one of the enjoyable activities of my life.
3	SS21	Shopping the apparel stores wastes my time.*
4	SS22	I enjoy shopping apparels just for the fun of it.
5	SS23	I make shopping of apparels trips fast.*
E <i>Price Conscious/Value for the money</i>		
1	SS24	I buy apparels as much as possible at sale prices.
2	SS25	The lowest price of apparels are usually my choice.
3	SS26	I look carefully types of apparels to find the best value for the money
F <i>Impulsivness/Careless</i>		
1	SS27	I should plan my shopping of apparels more carefully than I do.
2	SS28	I am impulsive when purchasing apparels.
3	SS29	Often I make careless purchases of apparels I later wish I had not.
4	SS30	I take the time to shop apparels carefully for best buys.*
5	SS31	I carefully watch how much I spend on apparels.*
G <i>Confused by overchoice</i>		
1	SS32	There are so many brands of apparels to choose from that I often feel confused.
2	SS33	Sometimes it's hard to choose which stores of apparel to shop.
3	SS34	The more I learn about apparels, the better it seems to choose the best.
4	SS35	All the information I get on different apparel products confuses me.
H <i>Habitual/Brand Loyal</i>		
1	SS36	I have favorite brands of apparels I buy over and over.
2	SS37	Once I find a product or brand of apparels I like, I stick with it.
3	SS38	I go to the same stores of apparel each time I shop.
4	SS39	I change brands of apparels I buy regularly.*
III. BE Scale (Brakus, Schmitt, and Zarantello 2009), 7 Point Likert type scales from strongly disagree to strongly agree, * denotes reverse scored		
A <i>Sensory Dimension</i>		
1	BE1	The brand of apparel of my choice, makes a strong impression on my visual senses or other senses.
2	BE2	I feel the apparel brand of my choice is interesting in a sensory way.
3	BE3	The brand of apparel of my choice does not appeal to my senses.*
B <i>Affective Dimension</i>		
1	BE4	The brand of apparel of my choice, induces feelings and sentiments.
2	BE5	I do not have strong emotions for the brand of apparel of my choice.*
3	BE6	The brand of apparel of my choice is an emotional brand.
C <i>Behavioral Dimension</i>		
1	BE7	I engage in physical actions and behaviors when I use The brand of apparel of my choice.
2	BE8	The brand of apparel of my choice results in bodily experiences.
3	BE9	The brand of apparel of my choice is not action oriented.*
D <i>Intellectual Dimension</i>		
1	BE10	I engage in a lot of thinking when I encounter the brand of apparel of my choice.
2	BE11	The brand of apparel of my choice does not make me think.*
3	BE12	The brand of apparel of my choice stimulates my curiosity and problem solving.

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