



Influence of Values in Buying Branded Apparels: A Comparative Study of Rural and Urban area of Bathinda

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Abstract

Influence of Values in Buying Branded Apparels: A Comparative study of Rural and Urban area of Bathinda were the subject of the research. Primary and secondary data are used in the research. We utilized questionnaires and personal interviews. Non-probability sampling was used in this investigation. This is a descriptive study in which the goal is to find out more about the subject. Describe how values influence consumer decisions when purchasing a branded apparel. The primary method of data collection in this study was questionnaires. As a result of the investigation, the following conclusions were reached: Consumers evaluate both price and quality when making purchasing decisions and values also influence the decision. This consumer group has the potential to have a positive impact on apparel and related markets. Since this group is believed to have a major impact on consumer behaviour, more information regarding youth would enable businesses to develop appropriate promotional strategies. Better understanding of this consumer group can result in more direct and effective marketing strategies. Also, a better understanding of the rural and urban youth values may aid retailers in offering more desirable apparel selections for this fashion-conscious financially-able group of young adults. This study will help the marketers to get insights about the consumer behaviour and influence of values on their buying decision.

IndexTerms: Values, Brands, Consumers, Purchasing Decision.

1. INTRODUCTION

Values in a narrow sense is that which is good, desirable, or worthwhile. The driving force underlying meaningful activity is values. They take many different shapes and are the goals for towards which we strive. Personal convictions are opinions on what is morally acceptable and unacceptable that might or might not be regarded as such. Cultural norms are those that are upheld by cultures or faiths and represent what is significant in any given circumstance. Values may prove to be one of the most powerful explanations of consumer behaviour. They can perhaps equal or surpass the contributions of other major constructs including attitudes, product attributes, degree of deliberation, product classifications and life-styles (Mintz 2018). Every day begins with a seemingly unimportant decision – the magnitude of which affects the portrayal of ourselves, as well as others' perceptions about who we are. This decision is what we decide to wear. While most individuals do not fully contemplate the message their outfit will send, the clothes we wear are highly representative of our values (Hristova 2012).

Values are beliefs about the desirable, trans situational goals, which vary in importance to serve as guiding principles (Schwartz 2006). Clothing has a value - expressive function, meaning its consumption enhances one's self - image, portrays characteristics a person would like to possess, influences levels of admiration or respect, and symbolizes who a person would like to be (Soloman 2015). In the area of marketing and consumer behaviour, value research has been heavily influenced by the theoretical and operational contributions of Milton Rokeach. According to Rokeach (1968), "to contend that an individual "possesses a value" is to imply that the individual has an abiding opinion that a certain way of behaving or final phase of life is both socially and individually superior to other ways of behaving or ultimate states of presence.

Values are beliefs and goals that transcend specific situations to motivate behaviour. Understanding what consumer's value is important because, much like personality traits and other individual differences, values have demonstrated powerful predictive ability in a number of customer experience and marketing operations (Sandy 2014).

These assumptions are usually split - second heuristics, but they have a long - term effect on perceptions. Some consumers are more aware of the messages sent by their clothing than others are, but all consumers – consciously or subconsciously – use values when choosing what they wear. An understanding of consumers' values will help predict what messages they want their clothing to symbolize, and these messages will be used to develop effective marketing strategies. Clothing is conspicuously consumed, highly representative of values, and fashion innovators are highly influential to the introduction of new fashion trends, marketers of new fashion products and styles must understand the values of fashion innovators. The purpose of this study is to understand the values of youth in order to understand their motivations and hence appeal to them more effectively via marketing communication (Baumgarten 1975).

1.1 OBJECTIVES

- To investigate about the importance of values to youth.
- To compare the influence of values on rural and urban youth while buying branded apparels.

2. REVIEW OF LITERATURE

When it comes to evaluating the persuasiveness of brand names, consumers might be subjective or objective. Consumers' purchasing decisions are influenced by retail outlets that offer the items. The overall package or aesthetic attractiveness of the retail establishment, as well as the service provided by the sales women or clerks, might influence sales (Aaker, D. J. & Joachimsthaler, E, 2000) .

Consumer behaviour refers to the mental and emotional processes that customers go through as well as their visible behaviour while looking for, acquiring, and using a product or service. The study of consumer behaviour includes how people shop, what they shop for, when they shop, and why they shop. It combines components from psychology, sociology, sociopsychology, anthropology, and economics. It also attempts to measure the effect of groups such as family, friends, reference groups, and society in general on the consumer. (Bhattacharya, C.B. & Sen, S., 2003)

Selective desire for a company's brand rather than a product; the degree to which people prefer one brand over another is referred to as brand preference. In order to create brand preference advertising, it must persuade a target audience to consider the benefits of a brand, which is generally accomplished by establishing the brand's reputation as a long-established and trusted name in the industry. If the advertisement is effective, the target client will prefer the brand to others in any category (Elliot, R. & Wattanasuwan, K., 1998). Brand preference is a measure of brand loyalty in which a customer will pick one brand above others while competing brands are accessible, but will accept alternatives if that brand is not available. A primary advertising/promotional goal is to create an environment in which a certain brand is seen as more attractive than its competitors. A first sale necessitates brand loyalty, whereas regular purchases necessitate brand loyalty. When a consumer selects a certain brand, but the selected brand is unavailable, the buyer will choose a competitor's brand (De Chernatony, L., 1999).

Time, memory, and attention are all finite resources. As a result, while making purchasing selections, they simplify their options. "On the shelf, there may be 30, 40 brands of shampoo or 20, 30 brands of toothpaste," said Jagdish N. Sheth, a 28-year-old marketing lecturer at Emory University's Goizueta Business School. Consumers, on the other hand, do not take the time to consider all of their options (Carman, J. M., 1978). Rather, individuals narrow down their possibilities depending on their prior experience and exposure. Organizations strive to create and present brand impressions that are driven by internal demands and goals. In his book "Differentiate or Die," Jack Trout gives facts to back up his consumer behaviour and interpretation beliefs. Despite the fact that these notions appear self-evident on the surface, corporations frequently disregard them in their everyday branding efforts (Elliot, R., & Wattanasuwan, K., 1998).

Global warming has become a major issue of discussion in recent years. Due to the state of the country, individuals may opt to utilise items that are environmentally friendly and productive. The socio-cultural variable is linked to this. People utilise eco-friendly items as a result of global warming. (Keller, K.L., 2003). Other factors that influence brand selection include gender and family size. If a family is tiny, they may pick a brand that is appropriate for them and within their budget. Males and females have varied brand preferences, which they adhere to.

Grankvist and Lekedal (2007) investigated the role of values in influencing preferences and discovered a link between the value of security and taste preference, as well as the value of a close connection and the flavour of environmentally friendly juices. Consumer views in organic food, personal values, and demographics were investigated by Lea and Worsley (2005). Roy and Goswami (2007) investigated the association between values and purchase frequency among college students in the city of Kolkatta in India. Anandan, Mohanraj, and Madhu (2006) employed values and lifestyles to create psychographic profiles of customers of three major Indian newspapers.

According to Rockeach (1973), value is a persistent perception that one method of conduct is preferable to another, as well as an abstract and sophisticated concept that may supply consumer behaviour with consistency. Others, such as Vinson, Scott, and Lamont (1977), argue that one of the most important explanations and impacts on consumer behaviour is value. The consumer is the latent variable that connects emotion and values in a consumption scenario, and the values stated in a consumption situation are the outcome of emotion that accompanies the consuming experience.

The Means and End theory (Gutman, 1982) is used in this study to discover the personal values that are important to an individual while purchasing a car. The Means and Ends theory is commonly utilised as a framework for establishing cognitive structures, sometimes known as declarative knowledge, that give meaning to product messages. The psychological Means and Ends method focus on the relationship between traits found in lower-level goods (the "means"), the attributes' implications, and human values (the "ends"). In this approach, customers learn to select items with certain characteristics in order to obtain their intended result. The Means and Ends hypothesis explain why outcomes such as personal values are significant.

Fashion pioneers self-identify as more comfortable, pleasant, current, formal, colourful, and egotistical than individuals who are slower to accept a new fashion trend, according to Goldsmith et al (1999). According to Goldsmith's findings, statements concerning a fashion-related self-concept will elicit favourable responses from fashion innovators. Fashion leaders were shown to be more excitable, indulgent, current, formal, colourful, and egotistical than non-fashion leaders in prior research by Goldsmith (1996). In a third research, Goldman (1991) tried to investigate women he recognised as fashion innovators based on personal and social principles using Kahle's List of Values. Fashion innovators are more likely to be younger women, according to the study's findings. Similarly, these women are more inclined to participate in sports.

The effect of ethical and materialistic values as antecedents on young customers' intents to purchase counterfeit clothes goods was investigated by Ozar and Marcketti (2011). Summers et al. (2006) discovered that customers' purchase intentions of premium alligator leather items were significantly influenced by their attitude toward doing the activity, subjective norm, social acceptance, and fashion engagement.

Yan et al. (2010) discovered that brand attitude, subjective norm, advertisement attitude, eco-fashion engagement, and environmental commitment were all major predictors of intention to purchase an ecologically friendly clothes brand. Personal moral norms (i.e. an individual's view or perspective about what is good or wrong) have received far less attention in studies utilising TRA (Theory of reasoned action) in the garment purchase setting. The current study suggests an expansion of the TRA to incorporate a measure of moral standards based on personal values as antecedents to attitude and purchase intentions, in order to fill a research vacuum. The inclusion of this concept is justified by its key position in a variety of ethical systems (Hunt and Vitell 1986; Rest 1983).

Subjective standards had a role in ethical purchase scenarios for a variety of customers (Tarkiainen and Sundqvist 2005). Numerous research have also supported the role of social referents on garment consumption behaviour, both empirically and conceptually (Summers et al. 2006; Ma et al. 2012). Subjective norms in the TRA are a type of social pressure that has been shown to compel people to act in environmentally friendly ways (Hustvedt and Dickson 2009). Moral norms vary from subjective norms in that they represent self-expectations and personal accountability for a certain conduct (Manstead 2000). The current research proposes a theoretical relationship between altruistic ideals and subjective norms. Consumers who place a high value on compassion may be more susceptible to being persuaded by others.

3. MATERIAL AND METHODS

The present examination was assumed to study influence of values in buying branded apparels. Keeping in mind the aims of the study, an appropriate methodology was adopted to conduct the study. The locale of the current study was Bathinda city. The study was conducted in Bathinda region. The study was mainly conducted to compare the values influencing rural and urban youth while buying branded apparels. So, the study was conducted in the rural and urban areas of Bathinda region. An age group for the research was limited as the research mainly focus on the youth population. A survey method was used to

collect the data from consumers to meet the objectives of the research. A questionnaire was prepared and used to collect the data using survey method.

A questionnaire was prepared for collecting the data from the customers visiting various branded stores regarding the influence of values in their buying decision. An age group for the research was limited as the research mainly focus on the youth population. A random convenience sampling method was used to select the respondents. A total 60 respondents were randomly selected in which 30 were from rural area and 30 from urban area of Bathinda region. A total of 100 questionnaires were circulated. 50 questionnaires were circulated in urban area and rest of 50 in rural area. The survey was consisted of 32 questions.

A combination of Liker-type scales and open-ended questions were used to elicit information from the participants. Demographic, income and education information was also collected. The respondents were asked to respond on a 5-point agree-disagree scale where 1 stand for strongly disagree and 5 stands for strongly agree. The prepared interview schedule was tested on non-sample of retailers. On the basis of the results, it was appropriately revised. For data collection, a final questionnaire was created. Data was obtained from retailers and customers in the months of March and April 2023, respectively. The semi-pre-coded electronic SPSS data file that was generated from the web-based survey was completely coded for analyses. Descriptive statistics and frequencies were completed to identify any problems with the data set. Missing data were addressed accordingly.

4. RESULTS AND DISCUSSION

The data related to the respondents, their opinions, challenges faced, buying behaviour and influence of values were tabulated, analysed and have been presented in this chapter.

Data in table 4.1 gives detailed about the socio personal traits of the respondents. Majority of respondents in rural area were males whereas in urban areas there was equal percentage of male and female respondents. In both the areas majority of respondents were unmarried. In urban areas majority of respondents were students and in rural areas around 93.33 percent of respondents were students followed by 6.67 percent of respondents who belonged to service class. In rural areas most of the respondents were graduates followed by 33.33 percent of respondents who were post- graduates whereas in urban areas majority of respondents were post graduates followed by 33.33 and 20 percent of respondents who were graduate and senior secondary respectively. In both urban and rural areas, majority of respondents belonged to middle class as their monthly income was 25000- 50000.

Table 4.1: Distribution of respondents on the basis of their socio-personal traits

TITLE	RURAL (N=30)		URBAN (N=30)	
	F	%	F	%
GENDER				
Male	20	66.67	15	50
Female	10	33.33	15	50
MARITAL STATUS				
Married	5	16.67	2	6.67
Unmarried	25	83.33	28	93.33
OCCUPATION				
Student	28	93.33	25	83.33
Service	2	6.67	5	16.67
QUALIFICATION				
Senior secondary	5	16.67	6	20
Graduate	15	50	10	33.33
Post graduate	10	33.33	14	46.67

MONTHLY INCOME				
LOW (less than 25000)	3	10	3	10
Middle (25000-50000)	20	66.67	25	83.33
Upper- middle (50,000- 75000)	7	23.33	2	6.67

*F= Frequency

% = Percentage

4.1 Frequency of shopping

Majority of people does shop once in a month and the percentage accounted was 52 %, 24% does shopping only for special occasions, 16% does shopping once every two weeks and the rest of 8% does shopping once a week. The major difference between the rural and urban youth was that the rural people was more conservative and relate their selves more to values and considered the values as important part in their life.

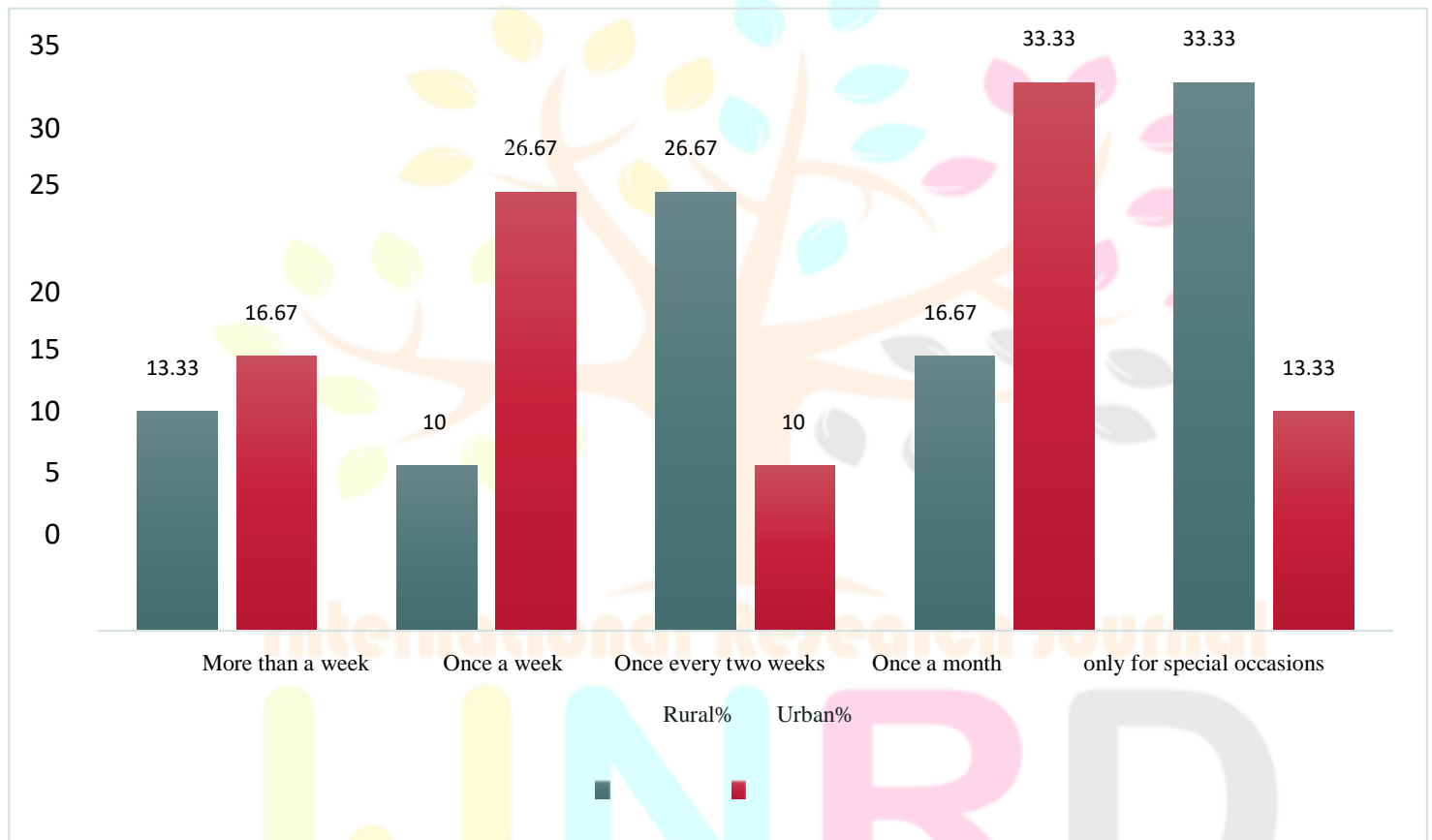


Fig 4.1. Frequency of doing shopping

4.2 Wardrobe clothing

Table.4.2 Wardrobe Clothing of respondents

(n=60)

Majority of clothing in wardrobe	Rural	Urban
Attending classes	30.7%	41.7%
Going to work & job	30.3%	29.2%
Going to club & party	12.5%	12.5%
Exercise/workout	0	6.0%
other	26.5%	10.6%

5. BUDGETPLANNING

(n=60)

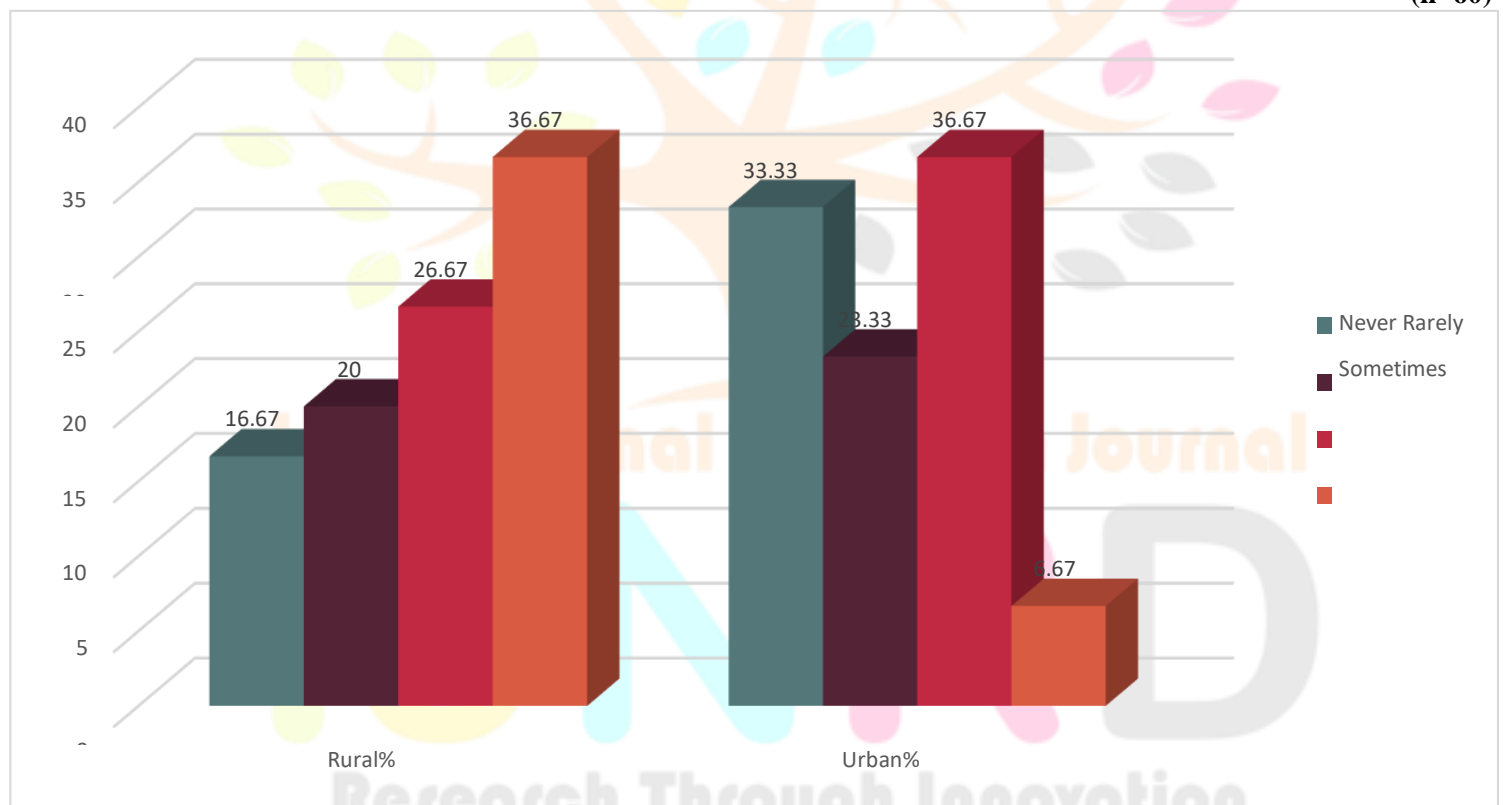


Fig 5.1 Budget planning for shopping

6. IMPORTANT ELEMENT

(n=60)

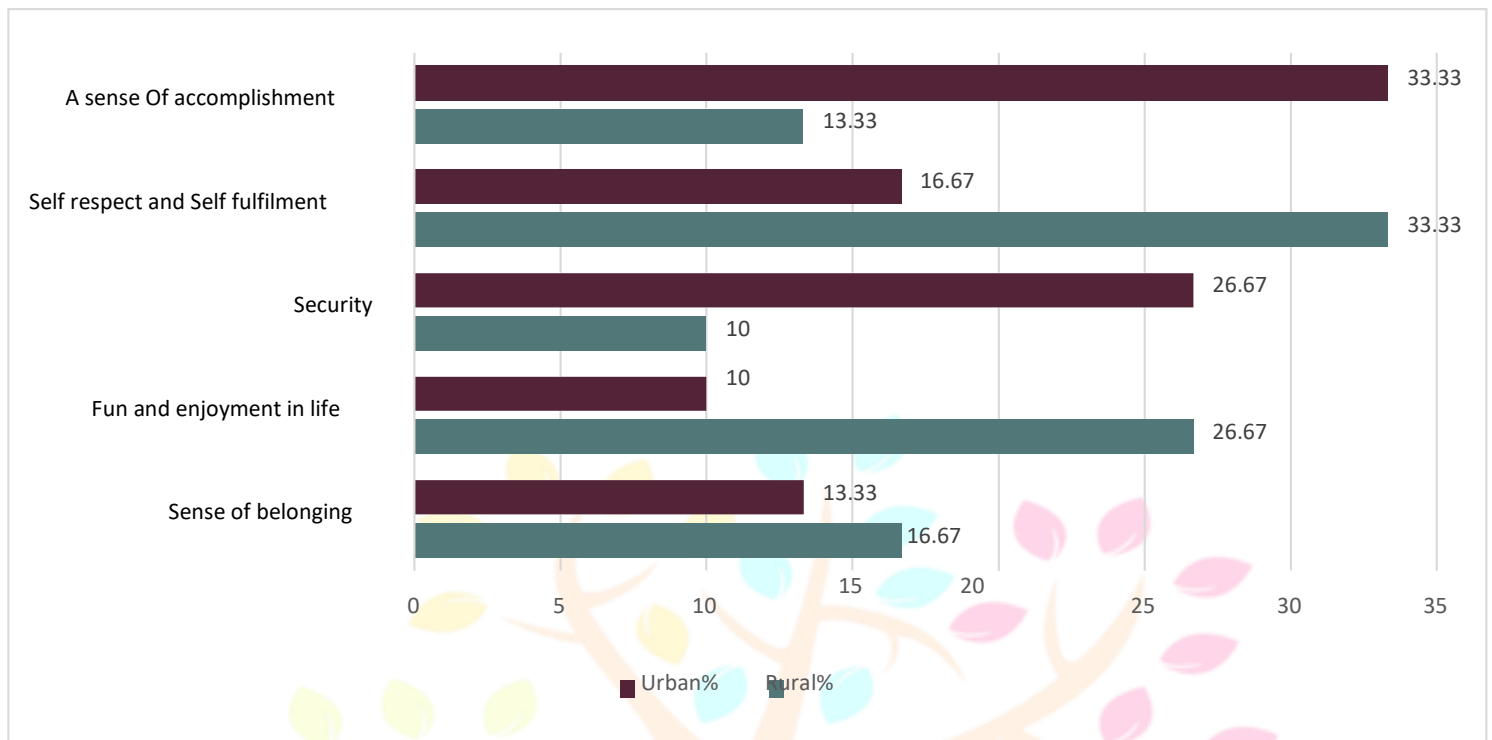


Fig 6.1. Important element while buying Apparel

7. SOCIALVALUES

The results indicate a large number of differences relative to different values. According to the table 7.1, the rural youth seem to be more conservative in outlook and dependent on other point of view. Besides this, urban youth seem to embrace more liberal and freedom while doing shopping. The urban youth don't care much about the society as they always preferred to buy what they like not others. The result proves our objective of the research that product specific values and rural and urban consumer attitudes towards them are related. A number of values are common to the facts measuring rural and urban consumer behavior. Economic value is common to both rural and urban youth.

Table 7.1. Influence of social values on buying decision

(n=60)

SOCIAL VALUES	Rural		Urban	
	F	%	F	%
Strongly agree	10	33.33		
Agree	6	20.00	5	16.67
Neutral	6	20.00	5	16.67
Disagree	8	26.67	10	33.33
Strongly disagree			10	33.33

8. PERSONAL VALUES

Self-respect value indicates about social participation, media exposure, opinion leadership variable and sign value and it is more common to rural youth. Family value is more common to rural youth rather than urban.

Table 8.1 Influence of Personal values on buying decision

(n=60)

PERSONALVALUES	Rural		Urban	
	F	%	F	%
Strongly agree	5	16.67	8	26.67
Agree	5	16.67	8	26.67
Neutral	8	26.67	4	13.33
Disagree	10	33.33	5	16.67
Strongly disagree	2	6.67	5	16.67

9. SECURITY VALUES

Safety value predicting both risk probability and sign value. Society value shows negative correlation to opinion leadership variable, pleasure value positively correlating with personal importance and negatively with risk probability.

Table 9.1 Influence of Security values on buying decision

(n=60)

SECURITYVALUES	Rural		Urban	
	F	%	F	%
Strongly agree	8	26.67	5	16.67
Agree	5	16.67	5	16.67
Neutral	8	26.67	3	10.00
Disagree	4	13.33	2	6.67
Strongly disagree	9	30	10	33.33

10. COMFORT AND ENVIRONMENT VALUE

Comfort value is positively impacting personal relevance to the product and negatively impacting risk probability. Environmental value impacting heavy user, media exposure and risk importance variable. Socio economic value is negatively correlated with sign value attitude of an individual. Rural and urban youth on the other hand is largely influenced by values from the product itself with utility values playing a larger influential role, however marketer need be concerned about emotions triggered by the product.

Table 10.1 Influence of comfort and environment values on buying decision

(n=60)

COMFORT AND ENVIRONMENT VALUES	Rural		Urban	
	F	%	F	%
Strongly agree	2	6.67	8	26.67
Agree	5	16.67	6	20.00
Neutral	8	26.67	6	20.00
Disagree	8	26.67	5	16.67
Strongly disagree	7	23.33	5	16.67

Table 10.2 Comparison of rural and urban youth

(n=60)

Values	Rural (%)	Urban(%)
Personal	45.3	54.7
Social	70.7	29.3
Security	57.0	43.0
Comfort and environment	50.0	50.0

So, it was clear from the table 10.2 that rural youth were more related with social and security value. They also gave the importance to personal values as from data we find that most of rural youth were getting open minded and giving much importance to modernization rather than thinking about pervious beliefs. As it is proved that with time everyone gets changed according to modernization and technology innovation as on other side. We found that urban youth were more related with personal and security value. From the data, it was clearly found that urban youth buy the apparels what they like as they don't care much about the society and other peoples view point. Both give equal importance to comfort and environment value as much of youth is educated and they were well aware about the fact that nature is precious and we have to save it. So most of the population now a days preferring more sustainable products that cause less pollution and was good for environment health.

11. CONCLUSION

The development of an instrument was necessary to determine the importance, usefulness, benefits, origin, and interest of values. The participants tended to evaluate application of values lower than the importance of values. This study also supports the need for further research about this theme and presents an instrument that assembles multiple responses in order to know

better the relationship among values, youth generation and the influences of these values. A multiplicity of variables is identified, which helps to better understand the usefulness, benefits, importance, application, needs, and origin of values, and the interaction and relationship among them. The study offers the opportunity to clarify differences among a whole variety of values. This research intends to make individuals aware of the importance of the application of values in work, education, family, society, and in the world. Knowledge, application, and practical benefits of values should be emphasized in the society.

12. RECOMMENDATIONS FOR FURTHER RESEARCH

Values form an important part of the life of youth, many times without conscientiously knowing they are applying them in their different aspects and activities of life. When people are constantly learning the relevance and usefulness of values application, they are able to help people and themselves more to know and to understand better their continuous improvement.

1. Similar research should be conducted and applied to teachers, principals, professors, and boards of education.
2. Additionally, this new research could be applied to college students from different universities nationally and internationally.
3. Further research is suggested interacting directly through interviews and other procedures with the participants and not only from data provided by questionnaires.
4. In the same manner, research should be applied to other groups, such as professionals, different types of employee, and the general population.
5. Nevertheless, the need for a better understanding of the meaning of values, their importance, their benefits, their application, and the usefulness that they offer to individuals, families, and society is still obscure to most people. People have heard about values but do not understand its actual meaning, relevance, and consequences. This supports the urgent need for additional research, especially with all persons who, directly or indirectly, will be influencing society in their different fields of competence in the near and foreseeable future.

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