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The Dimensions of Involvement

- How They Relate to Fashion Buying Behavior

Abstract: Involvement with products is a topic that has been studied thoroughly during the last decades. When reviewing the literature, we found that involvement can be divided into four different dimensions: product, brand, consumption and advertising involvement. No research has been done as to how these different dimensions relate to brand category choice and other aspects of buying behavior. The purpose of our thesis was to explore these relationships, and we found that attraction to different brand categories differ depending on the level of involvement on the four dimensions. Since we also found that high involvement persons shop significantly more than low involvement persons, it is valuable for companies to get a thorough understanding of how the involvement dimensions relate to attraction to brand categories with specific perceptions regarding factors like price, quality and trendiness. We also found that people who read fashion magazines or follow fashion blogs have significantly higher involvement on all four dimensions compared to people who do not use these media. We believe that a deeper understanding of the different involvement dimensions among academics is an important step in the development of involvement research.

Keywords: Brand category choice, Buying behavior, Fashion involvement, Information search behavior, Involvement dimensions

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Thank you...

Erik Modig, for the insightful remarks and inspiring conversations

Fredrik Törn, for the methodological support during our data analysis

and

All the persons who completed our questionnaires

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

Mark Twain

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1. Introduction

1.1 Background

The field of fashion is important in many ways. Firstly, clothes are an important part of our identity. What we wear can have significant impact on how we feel and how we see ourselves – but also on how we are perceived by others in different social situations. Today, however, fashion is also big business. Globally, the amount of money spent on clothing and footwear is estimated to exceed US\$1 trillion a year, and the global luxury goods market is projected to be worth approximately US\$450 billion by 2012 (Tungate, 2008). It is also a subject that is gaining more and more academic attention, and a large number of articles are being published in the fields of fashion studies and fashion marketing.

Because of the growing interest for fashion in society, the competition is growing more and more intense. In order to attract the shoppers, it is crucial for fashion companies to have a thorough understanding of the consumers' buying behavior. Something that has been studied in relation to buying behavior is the degree of involvement a consumer has for a specific product category. Fashion involvement, i.e. the perceived risk and importance of buying fashion clothing, has been shown to affect a number of factors related to a consumer's buying behavior. In one of the first involvement studies focused on fashion products, Tigert et al. (1976) hypothesized and found that fashion involvement is related to the monetary amount of a single purchase as well as the number of purchases per year for different fashion products. After presenting his findings, Tigert (1976) concluded:

The "high" fashion involved consumer is important to monitor for the fashion industry [...].

The "high" fashion involved consumer is the fashion leader in innovativeness, early trial, and interpersonal communication of fashion information. This market segment is also a market target representing a disproportionately high buying segment of the population.

In the decade that followed Tigert's study, it was confirmed by different sources that involvement has an important role in explaining consumer behavior. As summed up by Mittal & Lee (1989), "[involvement] has been shown to mediate effects of media exposure, response to persuasion message, depth of processing advertising, extensiveness of decision-making process, and on-going product-related behaviors such as word-of-mouth

communication.” Furthermore, Vieira (2009) found that fashion clothing involvement has a significant positive relationship with consumers’ perception of fashion knowledge as well as time spent on shopping.

Much research attention has been directed to the development and refinement of the involvement measure (see e.g. Traylor & Joseph, 1984; Zaichkowsky, 1985; Bloch et al., 1986; McQuarrie & Munson, 1987; Higie & Feick, 1989; Jain & Srinivasan, 1990; Bergadaà et al., 1995). During the years, different dimensions of the involvement construct have been proposed (Zaichkowsky, 1985, 1986; Mittal & Lee, 1989; Muehling et al., 1993; O’Cass, 2000). Summarizing the previous research, O’Cass (2000) found four different involvement dimensions:

- Product involvement
- Purchase/brand decision involvement
- Consumption involvement
- Advertising involvement

O’Cass used these four dimensions as antecedents in an overall involvement construct, and showed that involvement differed with regard to age and gender. Younger people were significantly more involved than older people, and females were significantly more involved than males (O’Cass, 2000). In a subsequent study, O’Cass (2001) also found a significant positive relationship between involvement and materialism.

This short historic compilation, which includes only a small fraction of the research that has been done on the subject, shows that involvement is a construct that has been scrutinized thoroughly during the last decades. However, the four aforementioned dimensions of involvement have not been studied separately, a fact which has left the door open to new research in this area. The four dimensions could, when analyzed separately, give valuable insights to fashion companies as well as to academics. The constantly rising competition within the fashion industry makes it more important than ever to have a thorough understanding of the buying behavior of fashion consumers. We believe that an analysis of the four involvement dimensions can give some useful insights in this regard, thus being of use for practitioners within the fashion industry. Furthermore, a better understanding of the different involvement dimensions can provide a basis for new research within the involvement field.

1.2 Purpose

As mentioned above, fashion involvement has been shown to affect consumer buying behavior in a number of ways. However, little research has been done about how the different dimensions of fashion involvement affect buying behavior. Previous studies have identified four dimensions of involvement (Mittal & Lee, 1989; O’Cass, 2000, 2001), but there is a lack of advice as to how companies can use the information provided by the different dimensions. In order to gain full advantage of the involvement construct, academics and companies need a better understanding of how the different facets of involvement are associated with the actual behavior of the consumers. The reason for focusing on the fashion industry was that clothing has been identified as a product category likely to induce high involvement (Kapferer & Laurent, 1985; O’Cass, 2000; Kim, 2005).

In accordance with this, the purpose of our thesis was to find out how different dimensions of involvement are related to fashion buying behavior. More specifically, we analyzed how the different dimensions are associated with attraction to specific brand categories, ranging from budget to luxury brands. In order to do this, we first wanted to establish that the four involvement dimensions are associated with more general behavioral factors like shopping frequency and spending on fashion clothing. We also tested the four dimensions against a general psychological aspect, namely perceived fashion knowledge.

If attraction to different brand categories are associated with the fashion involvement dimensions in different ways, it becomes important to understand how the dimensions are related to the way in which consumers search for information about fashion-related subjects. In order to provide some useful insights in this regard, we also studied how the involvement dimensions are related to consumers’ information search behavior.

1.3 Delimitations

Because of the limited scope of this thesis, limitations of some kind were necessary. The most evident of these was the focus on the Swedish market. The potential findings could be even more interesting by including and comparing respondents from other countries, but practical limitations led to a focus on the Swedish market. Because of this delimitation the brands included in the study had to be familiar in Sweden. Although several of the included brands are international in origin, they are all present or well-known on the Swedish market.

Another necessary delimitation concerned the number of brands included in the study. There is a huge number of brands in the fashion industry, and a larger number of brands could have been tested in the pre-study in order to find more relevant brand groups to use in the main study. However, the 13 brands included in the pre-study were selected with the intent of receiving three to five different brand categories. These brands were shown to represent a wide spectrum with regard to factors such as perceived trendiness, price level and quality. Because of this, the relatively small number of brands was not a major setback.

The third major delimitation had to do with the number of respondents included in the study. Deeper insights could possibly be gained by increasing the sample size. Nevertheless, the 312 respondents included in our study was a large enough sample to make significant statistical inferences.

Even though we could calculate a person's total fashion involvement by summarizing the different dimensions, this thesis was focused solely on the four different involvement dimensions. We were thus not interested in creating a measure of total involvement, since our aim was to look at how the particular involvement dimensions are associated with buying behavior and information search habits.

1.4 Contribution

Previous studies have found relationships between total involvement and different aspects of buying behavior. We extended the involvement research by looking at four involvement dimensions separately, namely product, brand, consumption and advertising involvement.

We hope that we can contribute in making the relationships between the four involvement dimensions and buying behavior more clear to companies. If companies could gain a deeper understanding of different involvement dimensions, they could potentially spend their marketing resources in a more effective way. Peoples' attraction to specific brand categories were found to differ significantly depending on the level of involvement on the four dimensions, and an understanding of the relationship between the dimensions and attraction to a particular brand category will help companies in identifying factors that are perceived as important or unimportant by customers attracted to that category. High involvement consumers are an attractive target group since they shop more than consumers with low involvement (Tigert et al., 1976). However, the relationship between

involvement and spending has not been analyzed for the different dimensions of involvement. With the establishment of this relationship, it becomes valuable to know the characteristics of the brand categories to which consumers with different involvement scores are attracted. This knowledge is useful to both companies and academics, and we hope that our study will provide a good foundation for more research in this area.

1.5 Disposition

After this introductory part, the thesis will be structured as follows: Chapter two includes a review of the literature on involvement, chapter three comprises the method we have used for our study, chapter four contains the results as well as our analysis of them, and chapter five presents our final conclusions as well as managerial implications and suggestions for further research.

2. Literature Review

2.1 The Concept of Involvement

Krugman (1965) was one of the first researchers in the marketing field who made a distinction between low and high involvement purchases (Muehling et al., 1993). Krugman discusses the involvement concept in relation to how we experience and are influenced by mass media. The level of personal involvement is, according to Krugman (1965), dependent on the personal connections that the viewer perceives to exist between his own life and the stimulus. Different levels of involvement affect attitudinal as well as behavioral effects of marketing communication (Krugman, 1965). That involvement has to do with personal relevance became a generally accepted view in the decades following Krugman's initial research (see e.g. Petty & Cacioppo, 1981; Greenwald & Leavitt, 1984; Rothschild, 1984; Zaichkowsky, 1985). This view has remained largely stable over the years. Rossiter et al. (1991) argue that involvement has to do with the perceived risk of a purchase, thus adopting the general opinion of involvement as personal relevance. O'Cass (2000) and Kim (2005) argue, based on previous research done on the subject, that involvement is the degree to which a consumer views an object as being important and meaningful in their life. Thus, the focus is on the person-object relationship, and the degree to which the object is a central part of the person's life.

Another aspect of the involvement research got divided into separate branches. When reviewing the involvement research that had been performed until the early 1990's, Muehling et al (1993) summarizes three different research streams:

- i. Involvement as a trait: Within this view, involvement is seen as a personal trait that an individual possesses due to past experiences and personal characteristics (Muehling et al., 1993). Involvement is therefore stable over time, which has led to the adoption of the term enduring involvement.
- ii. Involvement as a state: Here, involvement is regarded as a situation-specific construct, changing with the temporary factors that affect a particular situation. This type of involvement is mostly associated with advertising research (Meuhling et al., 1993).

- iii. Involvement as a process: As the name implies, involvement within this research stream is seen as some kind of process. Muehling et al. (1993) identifies two main branches of this view. The first one relates involvement to the stages an individual goes through when making a purchase decision, whereas the second associates involvement with the way people processes advertisements (Muehling et al., 1993).

When reviewing the research on the subject, we found that much of the work has concerned the view of involvement as a trait (Tigert et al., 1976; Houston & Rothschild, 1978; Bloch, 1981; Zaichkowsky, 1985; Richins & Bloch, 1986; Holbrook, 1987; Higie & Feick, 1989; Bergadaá et al, 1995; Kim, 2005). However, several researchers have suggested that involvement is enduring in nature, but that situational fluctuations might occur due to specific temporary circumstances (Zaichkowsky, 1985; Peter & Olson, 1987; Mittal & Lee, 1989; O’Cass, 2000). Mittal and Lee (1989) believe that some of the confusion related to the separate views of the concept has to do with the fact that involvement has different dimensions. The difference between these dimensions, each of which has the potential to contribute to a person’s total involvement, are said to parallel the dichotomy of enduring and situational involvement (Mittal & Lee, 1989). The different dimensions of involvement will be described in section 2.2 below. O’Cass (2000) is another researcher who takes the view of involvement as a trait, but with temporary variations. He argues that even though involvement is enduring in nature, there must be room for situational fluctuations since specific temporal factors are likely to affect a person’s perception of an object at a particular point in time (O’Cass, 2000). Involvement is thus seen as a trait, but with situational fluctuations. O’Cass (2000) explains this fact in more detail:

This is important, because it is the combination of the underlying variables that form involvement and alone they are not synonymous with involvement. For example, just because a consumer perceives a product to be suddenly important in [a] particular situation is not the same as saying that consumer is involved with the product.

It is also important to have an understanding of those factors that causes involvement for a particular product class. Mittal and Lee (1989) argue that an object must fulfill particular goals in order to be involving. These goals can be divided into three different groups: (1) functional goals which relate to the physical performance of the product; (2) image-related

goals; and (3) hedonic goals which concern factors such as sensory pleasure and pleasant experiences (Mittal & Lee, 1989).

2.2 Involvement Dimensions

According to Traylor and Joseph (1984), much of the early involvement research was focused on involvement in relation to advertising. Krugman (1965, 1966-67), for example, studied involvement in the context of advertising effects and information processing. Other researchers who have focused on involvement in relation to advertising include Wright (1973), Rothschild and Ray (1974), Swinyard and Coney (1978), and Petty and Cacioppo (1979, 1981). In order to make the concept of involvement more applicable, Traylor and Joseph (1984) focused on the consumers' involvement with products rather than how their involvement affects ad responses. However, they were not the first researchers who focused on the product dimension of involvement. Tigert (1976) tried to assess consumers' involvement with fashion products. Another early study of this kind was carried out by Bloch (1981), who developed a scale for assessing consumers' involvement with cars.

Zaichkowsky (1986), when reviewing the previous research in the involvement domain, found three different dimensions of the construct. People could be involved with advertisements, products and purchase decisions. The last type, purchase decision involvement, reflects the degree to which a consumer perceives a purchase situation as personally relevant or important. Purchase-decision involvement is connected to the concept of perceived risk (Zaichkowsky, 1985, 1986). If a customer perceives a particular purchase decision as important, he will spend more time and energy searching for information that can support him in his decision-making process (Zaichkowsky, 1986). Some authors have highlighted the distinction between product and purchase decision involvement (Peter & Olson, 1987; Mittal, 1989; Mittal & Lee, 1989). According to Mittal and Lee (1989), product involvement is the interest a consumer has in a particular product class, due to the perceived personal importance of the product class in question. Purchase involvement, on the other hand, refers to the perceived importance of the brand selection. In low purchase involvement situations, the consumer will not care about which brand he chooses. In contrast, a high purchase involvement situation implies a careful and thorough brand choice decision process (Mittal & Lee, 1989). Because of this, Mittal and Lee (1989) also assign brand-decision involvement as an appropriate name for this involvement

dimension. (We have used the abbreviation brand involvement for this involvement dimension throughout the rest of this thesis.)

O'Cass (2000) presents an extensive review of the involvement research that has been carried out during the second half of the twentieth century. He finds four different ways in which a consumer can be involved:

- With a product (product involvement)
- With the purchase decision or process of purchasing the product (purchase-decision involvement)
- With the consumption of the product (consumption involvement)
- With the ads and communication for the product (advertising involvement)

According to O'Cass (2000), it is possible to use these different involvement dimensions to create an overall profile of consumer involvement. But they can also be analyzed separately, each focusing on a particular aspect of the consumer-object context (O'Cass, 2000).

2.3 Involvement Measures

Considering the large amount of attention the involvement concept has received within the academic community, it is no surprise to find a lot of research on the subject of involvement measures. This is one of the most important areas within the field, since the concept itself would be of little practical use if it could not be measured in a satisfying way. A large number of different involvement measures have been proposed during the years, indicating a general lack of consensus among researchers with regard to the way in which involvement should be measured. The reason for the myriad of different involvement measures is, according to O'Cass (2000), that

most of the previous measures of involvement have met with significant criticism due to their underlying weakness in theory development and psychometric rigour and validation [e.g. see comments by Bloch (1981), Goldsmith et al. (1991), Jain and Srinivasan (1990), Seitz, Kappelman and Massey (1993), McQuarrie and Munson (1992), Mittal (1992a, b, 1995), Poiesz and de Bont (1995)].

Bloch (1981) created an involvement measure based on 17 scale items that capture a person's interest for a product as well as that person's perceived risk of buying the product. Using factor analysis, he could then reduce these 17 items to 6 different product

involvement factors. Another scale was developed by Traylor and Joseph (1984), who proposed a six item scale with high internal reliability (Cronbach's $\alpha = 0.92$).

An influential scale was developed by Zaichkowsky (1985), who created a bipolar adjective scale called the personal involvement inventory (PII). The intent was that the scale should be able to measure involvement in a comprehensive way, capturing the different dimensions of product, advertising, and purchase decision involvement (Zaichkowsky, 1985). After criticism on several points, she reduced the initial 20-item scale (Zaichkowsky, 1987a, 1987b) and created a measure that has been used in several subsequent involvement studies (McQuarrie & Munson, 1987; Fairhurst et al., 1989; Goldsmith et al., 1991; Foxall & Bhate, 1993; Foxall & Pallister, 1998). But Zaichkowsky's scale was also modified by other researchers (Mittal, 1989, 1992a, 1992b; McQuarrie & Munson, 1987, 1992). Mittal (1989) argues that the Zaichkowsky PII does not capture purchase involvement in a satisfying manner. To rectify this problem, he created a four item scale that measures purchase-decision involvement. Three further items were added to the scale in order to measure product importance (Mittal, 1989). Mittal, together with Lee (Mittal & Lee, 1989), also developed another involvement measure based on a scale proposed by Laurent and Kapferer (1985).

O'Cass (2000) developed a measurement instrument for the four dimensions of product, purchase-decision, consumption and advertising involvement. An initial pool of items was derived by a review of the existing involvement literature. This pool was then reduced and refined through a panel of experts on the subject as well as through pilot testing. This scale could then, using the results from the different involvement dimensions, also be used to calculate total consumer involvement (O'Cass, 2000). Items that were developed for this measure were then used in subsequent studies by O'Cass (2001, 2004).

2.4 Research Findings in Relation to Fashion and Involvement

Fashion clothing has been identified as a product category likely to induce high involvement, a fact which have made it a common study object within involvement research (see e.g. Tigert et al., 1976; Kapferer & Laurent, 1985; Bloch, 1986; Fairhurst et al., 1989; Mittal & Lee, 1989; Goldsmith & Emmert, 1991; Browne and Kaldenberg, 1997; O'Cass, 2000, 2001, 2004; Kim, 2005; Vieira, 2009). Fashion clothing involvement has been hypothesized to be

related to different personal and demographic characteristics as well as to specific aspects of buying behavior and consumption patterns. Furthermore, it has been argued that different levels of fashion involvement can affect an individual's perceived fashion knowledge and degree of materialism. Past research results with regard to these relationships will be presented in this section.

2.4.1 Age and Gender

Several studies have identified age and gender as factors from which it would be possible to differentiate different levels of fashion clothing involvement. The most common findings is that younger people are more involved than older people, and that women are more involved than men (Tigert et al., 1976; Fairhurst et al., 1989; O'Cass, 2000, 2001, 2004). Using the concept of self-monitoring (see section 2.4.5 below), a scale that measures the importance people attach to their social surroundings that has been used to differentiate clothing attachment, Auty and Elliott (1998) found that females and younger people were more attached to branded jeans compared to males and older people. Also using the self-monitoring construct, Browne and Kaldenberg (1997) found that females were significantly more attached to clothing than males.

However, some recent research results questions the notion that females are more involved than males. Vieira (2009) found support for the hypothesis that younger people are more involved in fashion than older people, but did not find support for the hypothesis that females are more involved than males (Vieira, 2009). He argues that an explanation for his finding is that men have become more involved with fashion clothing in recent years. Drawing upon research from several other authors, Vieira explains that men spend more time and money on grooming products, fashion clothing, and fashion literature than previously. He also refers to the notion of the "metrosexual" male, stereotyped by celebrities such as David Beckham and Brad Pitt (Vieira, 2009). In accordance with this most recent finding, our first hypothesis is stated as follows:

H1: The degree of involvement will not differ between men and women on any of the four involvement dimensions.

2.4.2 Fashion Knowledge

Some researchers have examined the relationship between fashion involvement and fashion knowledge. The findings on this subject suggest that total fashion involvement is positively correlated with perceived fashion knowledge (O'Cass, 2004; Vieira, 2009). In accordance with our purpose, these findings were tested in relation to the four involvement dimensions through the following hypothesis:

H2: All the four different dimensions of involvement are positively associated with perceived fashion knowledge.

To measure fashion knowledge, both O'Cass (2004) and Vieira (2009) used the five-item measure of subjective product knowledge developed by Flynn and Goldsmith (1999). Both O'Cass (2004) and Vieira (2009) also examined the relationship between fashion involvement and confidence in making the right decision about fashion clothing. No convincing results could be found in this matter. Although O'Cass (2004) found some support for the hypothesis that fashion clothing involvement has a significant effect on consumers' confidence in making decisions about fashion clothing, the hypothesis only met one of several statistical benchmark levels. Vieira (2009) completely rejected the hypothesis that fashion clothing involvement is positively correlated with consumers' confidence in making the right decision about fashion clothing.

2.4.3 Buying Behavior

The degree of involvement has been hypothesized to be related to buying behavior in a number of ways. Tigert et al. (1976) hypothesized and found that people with higher involvement purchases more clothing items than people with lower involvement. Furthermore, they also found that persons with higher involvement spend more money per purchase on basic fashion products such as suits and dress shirts (Tigert et al., 1976). A relationship has also been identified between fashion involvement and time spent on shopping (Vieira, 2009). These findings led to the following hypotheses:

H3: The level of involvement on each of the four dimensions differs between people who shop seldom and people who shop often in stores.

H4: The level of involvement on each of the four dimensions differs between people who spend little money and people who spend much money on clothing.

2.4.4 Materialism

According to O’Cass (2001), materialism is a “concept [that] relates to an individual’s belief that possessions symbolize ones identity and to the importance attached to possessions as objects.” The authors who have analyzed the relationship between fashion involvement and materialism are roughly the same ones as those who have analyzed involvement’s relationship with fashion knowledge. Both O’Cass (2001, 2004) and Vieira (2009) found a significant positive relationship between fashion involvement and materialism. However, a causal relationship between involvement and materialism was also identified by Browne and Kaldenberg (1997). The results from the three mentioned studies imply that people who are highly involved with fashion products are more likely to devote time and energy to activities involving products and brands and that they see possessions as an important aspect of their identity. It is thus possible that higher product involvement will lead to a greater attraction to fashion brands. Since different brand categories are associated with distinct perceptions of product quality, exclusivity and trendiness (Jobber, 2009), it might also be the case that people with high product involvement are less attracted to brands that are not perceived as fashionable enough. Attraction to a brand group, that is a group of brands with similar attributes, can therefore be both lower and higher for high involvement persons compared to low involvement persons, depending on the specific characteristics of the brand group in question. In accordance with this, our hypothesis was stated as follows:

H5a: Attraction to every brand group differs between people with low product involvement and people with high product involvement.

2.4.5 Self-Monitoring

Self-monitoring is used, according to Auty and Elliott (1998), “to distinguish people who are sensitive to the social cues around them (high self-monitors) and those who are more likely to suit themselves whatever their social surroundings (low self-monitors).” A scale containing 18 true-false statements which measure self-monitoring was developed by psychology researcher Snyder (1974; revised in Snyder and Gangestad, 1986). Browne and Kaldenberg (1997) identified a significant positive relationship between self-monitoring and

fashion involvement. Their findings stand in contrast to O'Cass (2001), who could not find any relationship between self-monitoring and fashion involvement.

Auty and Elliott (1998) suggest that self-monitoring can be seen as a surrogate to involvement. In their study, they were able to show that high self-monitors regard unbranded jeans less favorably than low self-monitors. Furthermore, low self-monitors regarded the utilitarian attributes of unbranded jeans significantly more positively than high self-monitors. The results from their study indicate that high self-monitors have a negative attitude towards unbranded jeans, and that they will consider buying jeans only if the brand in question is socially acceptable (Auty & Elliott, 1998). This shows that people who attach importance to the brand as well as its social attributes score higher on Snyder's self-monitoring scale. These attributes are captured by two of the identified involvement dimensions (Mittal & Lee, 1989; O'Cass, 2000), namely brand and consumption involvement. In accordance with Auty and Elliotts' (1998) belief that self-monitoring can be seen as a surrogate to involvement, we deduced the following hypotheses:

H5b: Attraction to every brand group differs between people with low brand involvement and people with high brand involvement.

H5c: Attraction to every brand group differs between people with low consumption involvement and people with high consumption involvement.

2.4.6 Media Exposure and Information Search

Involvement studies not restricted to apparel products have identified relationships between involvement and effects of media exposure, depth of advertising processing and the extensiveness of word-of-mouth communication (Batra & Ray, 1985; Park & Mittal, 1985). It has also been found that involvement affects the degree to which people like advertising (Laurent & Kapferer, 1985). These findings, in relation to the advertising involvement dimension as well as the distinct associations to different brand categories described above, led to the following hypothesis.

H5d: Attraction to every brand group differs between people with low advertising involvement and people with high advertising involvement.

Laurent and Kapferer (1985) also state that the degree of involvement affects the way in which consumers search for information, leading to the following hypothesis:

H6: The people who read fashion-related newspaper articles as well as those who read fashion magazines have higher involvement on all four dimensions compared to the people that do not read these media.

Furthermore, involvement has been found to affect the extensiveness of the decision-making process (Laurent & Kapferer, 1985). All the relationships found by Laurent and Kapferer (1985) were particularly strong for fashion products such as bras and dresses.

3. Methodology

3.1 Theory Selection

When it comes to selecting our theoretical foundation as well as the specific theoretical material for our survey, we have tried to draw upon the large research base that exists within the involvement field. With regard to the nature of involvement, our starting point was in accordance with the most common view in current involvement research. We took on the view that involvement is enduring in nature, but we still recognized that situational fluctuations could occur due to specific temporary circumstances.

The four fashion involvement dimensions which we used in our study were the same as those proposed by O’Cass (2000), i.e. product, purchase-decision, consumption and advertising involvement. However, we also took into account the previous work done regarding different involvement dimensions (Traylor & Joseph, 1984; Zaichkowsky, 1986; Mittal & Lee, 1989), which led us to do some adjustments to the survey questions proposed by O’Cass(2000). As already described, we decided to use the name brand involvement for the purchase-decision involvement dimension. Therefore, the involvement dimensions used in our study were: (1) product involvement; (2) brand involvement; (3) consumption involvement; and (4) advertising involvement.

Several different researchers have developed survey questions for various dimensions of involvement (Traylor & Joseph, 1984; Mittal & Lee, 1989; McQuarrie & Munson, 1992; O’Cass, 2000; Meneses & Rodríguez, 2010). We believed that by combining questions from different sources, we could get a better foundation on which to fulfill the purpose of our thesis.

When choosing between survey questions, our intention was that the different involvement dimensions should provide companies with information that can be transformed into concrete actions within their business strategies. We used four questions for each of the four involvement dimensions, and a complete list of our sixteen involvement questions can be found in Table 1 below.

Table 1: Survey Questions for the Involvement Dimensions

Product Involvement

Clothing means a lot to me

For me personally clothing is an important product

I am very interested in clothing

Clothing is important to me

Brand Involvement

Making a purchase decision for fashion clothing requires a lot of thought

When buying clothes the brand is of little significance to me

When buying clothing, I usually compare products from different brands

I think that there are large differences between different clothing brands

Consumption Involvement

When I wear a particular type of clothing, others see me the way that I want them to see me

I wear a particular type of clothing to fit into social surroundings

When buying clothes, it is important that they convey the right image to other people

I am aware of the social prestige associated with the clothing brands that I wear

Advertising Involvement

I pay a lot of attention to ads for clothing

Ads about clothing are important to me

Ads about clothing are interesting to me

I enjoy looking at ads and other clothing-related marketing activities

3.2 Research Design

We decided to use a deductive structure for our study, since it already existed a large theoretical body of research covering different aspects of the involvement construct. This implies that we deducted our hypotheses from a review of earlier research studies on involvement in general as well as from studies particularly focused on fashion involvement. The data-gathering process was then driven by the formulated hypotheses, which is in line with the recommendations from Bryman and Bell (2007).

Since we tested specific hypotheses and examined relationships between variables, our research design was conclusive in nature. The point of departure was a survey based on a large sample of respondents, and the data which we collected was subject to quantitative analysis. Furthermore, the research design was descriptive rather than casual (Malhotra, 2010). Even though it could have been highly rewarding, we never had any intention of determining cause-and-effect relationships for the analyzed variables. Rather, our intention was simply to analyze the differences and the associations between different variables related to the involvement dimensions and fashion buying behavior. The reason for this was

the fact that no research existed concerning the relationship between the involvement dimensions and different aspects of buying behavior.

Malhotra (2010) describes two basic forms of descriptive research: cross-sectional and longitudinal designs. Since the data collection from the sample was performed only once, our research design is classified as cross-sectional rather than longitudinal. Nonetheless, it should be noted that a longitudinal design could have been useful in gaining deeper insights with regard to the studied factors. When viewing involvement as a trait with situational fluctuations, it is possible that the respondent's enduring state of involvement may have been distorted for some specific reason at the time when he or she was filling out the questionnaire. As stated by O'Cass (2000), a consumer's "perception of the importance or interest of an object [can change] due to a temporary situation encountered." Therefore, it could have been interesting to hand out the same questionnaire several times over an extended time period. The reason why a longitudinal design was not employed was the fact that it would have been outside the scope of this thesis, since data would need to be collected over a longer time period in order to get any significant reduction of the situational fluctuations.

3.3 Data Collection

3.3.1 Pre-Study

Because our purpose involves studying how the different fashion involvement dimensions are associated with brand category choice, it was necessary to establish appropriate brand categories that could be used in our main study. In order to do this, we created a survey in which people had to evaluate 13 brands that are well-known in Sweden. The respondents evaluated the brands on five different factors, using a 7-point Likert scale. The five factors were:

- i. The exclusivity of the brand and its products
- ii. The level of quality associated with the brand
- iii. The degree to which the assortment of the brand is perceived as trendy
- iv. The perceived price level of the brand
- v. The degree to which the brand is viewed as a classic brand

When selecting brands for the pre-study, our intention was that the chosen brands would represent the whole spectrum from cheap high street chains to exclusive luxury labels, as well as something in between the two extremes. We chose five high street chains that sell low-priced clothes in large quantities: The Swedish chains H&M, Kappahl and Lindex, the British chain Topshop, and the Spanish chain Zara. It should be noted that there are some price variations between these chains, with Topshop and Zara having a somewhat higher price level than the three others.

We also chose four Swedish fashion brands that sell ready-to-wear collections in smaller quantities and with a higher price level than the five aforementioned chains. These four brands, Acne, Filippa K, J. Lindeberg and Tiger, sell their products through a small number of mono-brand boutiques, as well as through different multi-brand retailers and department stores. We then selected four brands that can be described as internationally renowned luxury brands, namely the French fashion labels Chanel and Louis Vuitton and the Italian fashion brands Armani and Gucci. In a global study about fashion brands performed by ACNielsen (2008), it was found that these four brands were included among the top five most coveted luxury brands in the world.

Our pre-study was distributed through an online survey, allowing for high flexibility and quick responses (Malhotra, 2010). The survey was completed by 45 respondents, ranging in age from 16 to 73. The gender distribution was slightly skewed towards women, with just over 60 percent of the respondents being female. The sample also had a broad geographic distribution, covering different parts of Sweden. Although the sample size is small, the cluster analysis that we performed resulted in the same brand groups when it was performed on random samples of 15 and 30 respondents as when it was carried out on the complete sample.

3.3.2 Main Study

Our cross-sectional research design consisted of a structured data collection based on a formal questionnaire. The aim with the survey was to study how the different dimensions of fashion involvement affect different aspects of buying behavior, in particular attraction to different brand categories. We also wanted to study how the dimensions relate to buying behavior on a more general level, in the form of shopping frequency and money spent on

fashion products. We believe that the involvement dimensions can give valuable insights about fashion consumers when analyzed separately. However, we were not only interested in how the four dimensions of fashion involvement affects buying behavior, but also if the dimensions could be useful in differentiating consumers according to the sources they use to search for fashion-related information. With deeper insights into the relation between different fashion involvement dimensions and information search behavior, it would be possible for companies to use their marketing resources in a more efficient way.

The questionnaire was divided into four different parts, each based on the questions which it contained:

- Part 1 - Involvement: Four questions for each of the four involvement dimensions. As already stated, these questions were chosen based on their ability to capture the four involvement dimensions in a distinct but satisfactory way. The questions concerning the involvement dimensions were measured on a 7-point Likert scale.
- Part 2 – Fashion Knowledge: Four questions about a person's perceived fashion knowledge, measured on a 7-point Likert scale.
- Part 3 – Brands: This part included questions about the perceived attractiveness and buying frequency of the different brand categories found in the pre-study. The perceived attractiveness of the brand categories was measured on a 7-point Likert scale, whereas the buying frequency for each category was measured on a 6-point scale ranging from once a week to never. Finally, the respondents were asked to evaluate on which of the four brand categories they currently are spending most money.
- Part 4 – Profile Questions: This part contained questions about the respondent's age and gender, as well as some questions related to his or her information search and fashion buying behavior. The former category included questions about whether or not the respondent reads fashion-related newspaper articles, fashion magazines and fashion blogs, follows fashion-related internet forums, and whether he or she visits fashion company homepages. The latter category included questions about money spent on clothing, clothing buying frequency in stores as well as online, and a general evaluation of the importance of different factors when buying clothing. The five factors evaluated were the same as those included in the pre-study.

The questions in the survey were designed with the hypotheses in mind, so that we would be able to perform regressions and t-tests on the desired variables. The complete questionnaire is attached in Appendix 1.

We used a combination of Internet and mall-intercept surveys for our data-gathering process. The reason for this combination was that we wanted to gain access to the large respondent pool accessible through the net, while still reducing the effects of the inherent weaknesses of that method. According to Malhotra (2010), internet surveys have a low degree of sample control and the response rate can be poor. To reduce the negative effects that might arise due to these methodological problems, we also used Mall-intercept surveys. With this method it is easy to control the sample, and the response rate tend to be considerably higher compared to internet surveys (Malhotra, 2010).

The survey was completed by 312 respondents, of which slightly more than two thirds filled in the online version of the survey. The age distribution was broad, covering everything from young teens to elderly people. However, this distribution was skewed towards younger people, and the median age of the respondents was 23 years. The sample consisted of roughly 40 percent men and 60 percent women, geographically spread from different parts of Sweden.

3.4 Quality of Research

To achieve a satisfying research quality, Bryman and Bell (2007) points out the importance of evaluating the reliability and validity of a research design.

3.4.1 Reliability

A high reliability ensures that the results of a study are repeatable and that the developed measures yield the same result no matter who performs the study (Bryman & Bell, 2007). But reliability does not only refer to the degree of consistency in the results over repeated measurements. Reliability also concerns the extent to which the measures are free from random errors (Malhotra, 2010). When developing our questionnaire, our intention was that the measures should have a high reliability. First of all, it should be noted that all the questions related to involvement and knowledge have been based on previous research material. We made a thorough review of earlier research in this area, during which we both selected the questions which we found most appropriate. We then discussed our personal findings, reaching an agreement over those questions that would provide the best information for fulfilling the purpose of this thesis. The reliability of most of the chosen involvement questions had already been tested by other researchers (Traylor & Joseph,

1984; Mittal & Lee, 1989; McQuarrie & Munson, 1992; O’Cass, 2000, 2004; Meneses & Rodríguez, 2010).

However, all necessary material could not be based on previous research. No research findings existed with regard to different fashion brand categories based on brands with similar perceived attributes. For that reason, we performed the pre-study mentioned above in order to ensure adequate reliability in this regard. The collection of primary data and consequent cluster analysis ensured brand categories which are consistent with consumers’ perceptions, thus creating a satisfying reliability in this matter.

To increase the reliability, the questionnaire was designed with several similar questions that showed us if the respondent had understood the question and the questionnaire. We also employed reverse coding to test whether the respondent had read and understood the questions. A small pre-test of our main survey was conducted on a small sample group before we began a large-scale data collection. This ensured that we could get feedback on the questionnaire design and correct any deficiencies prior to distributing it to a much larger sample. During the pre-test, we asked the respondents’ for their thoughts of the survey, and whether any changes to the questionnaire design could be made in order to make the survey more understandable and user-friendly. After making appropriate adjustments, we tested the survey once more before we printed the final version.

3.4.2 Validity

Validity has to do with the degree to which instruments actually measure the constructs that they are supposed to measure. According to Malhotra (2010), using several different sources in the data collection process can increase the validity of a survey design. As described above, we have collected data from a broad base of sources and derived important survey questions through a review of numerous prior studies on the subject. The questionnaire was designed to fit the areas that were covered by our hypotheses, and it has already been established that many of the involvement-related questions we have used actually measure the dimensions which they are supposed to measure (Mittal & Lee, 1989; O’Cass 2000, 2004).

Validity also concerns the question of whether the results of a study can be generalized beyond the specific research situation. According to Bryman and Bell (2007), the results of a

quantitative method are normally easier to generalize than the results of a qualitative method. An important reason for this is the generally much larger respondent pool of quantitative studies. Our sample size of 312 respondents is large enough to make the results fairly generalizable, thus contributing to a satisfactory validity.

However, something that is important to keep in mind is that our sample might not be perfectly representative of the population. When studying such a small sample of the total population, there is always a risk that some specific groups or opinions are over- or underrepresented. Although we believe that we have gathered a relatively wide spectrum of respondents, the results may not be perfectly generalizable on the target population.

4. Results and Analysis

4.1 Pre-Study

The pre-study was performed in order to find appropriate brand categories to use in the main study. We calculated the mean values on the five different brand attributes for each of the 13 brands and then performed a Ward's linkage cluster analysis on these mean values. The agglomeration coefficient clearly indicated that a four-cluster solution was the most appropriate, a solution that was further strengthened by the easy interpretability of the four brand categories:

- Brand Group 1: H&M, Topshop, Zara
- Brand Group 2: Armani, Chanel, Gucci, Louis Vuitton
- Brand Group 3: Kappahl, Lindex
- Brand Group 4: Acne, Filippa K, J. Lindeberg, Tiger

The complete agglomeration schedule can be found in Appendix 2. Table 2 shows how the different brand groups scored on the five different factors. Mean values below 3.0 were defined as low, values between 3.0 and 5.0 as medium, and values above 5.0 as high. (The exact mean values are presented in Appendix 2.) We then defined the groups based on their scores on the five attributes. The names of the four groups are shown in Table 2, and they will be employed throughout the rest of this thesis.

Table 2: Brand Group Scores

	Exclusivity	Quality	Trendiness	Price	Classic
Brand Group 1: Trendy budget brands	Low	Low	Medium	Low	Low
Brand Group 2: International luxury brands	High	High	High	High	High
Brand Group 3: Budget brands	Low	Low	Low	Low	Low
Brand Group 4: Swedish premium brands	Medium	Medium	Medium	Medium	Medium

A one-way ANOVA showed that there was a significant difference on the five attributes between the groups, and a Scheffe multiple comparison post-hoc test showed that the differences were significant for almost all of the attributes and brand categories ($p < 0.05$). A few attributes did not differ significantly between specific groups, but these exceptions were easily interpretable. For example, the attribute "Classic" did not significantly differ between Brand Group 1 and Brand Group 3, something which is intuitively understandable given the brands included in the two groups.

4.2 Main Study

In order to be able to analyze the hypotheses in a satisfactory way, we first needed to make sure that each of the four involvement dimensions really captured specific underlying characteristics. We therefore performed a factor analysis in order to evaluate the different involvement dimensions. The KMO measure of sampling adequacy equaled 0.897, which was a strong indication that a factor analysis could be carried out. Bartlett's test of sphericity had a p-value of 0.000, indicating that the strength of the relationship among variables was strong. The factor analysis showed that the first question about brand involvement was unsatisfactory (extraction value = 0.349), and therefore this question was excluded from the subsequent analysis. After this exclusion, the factor analysis showed clear support for the four involvement dimensions. All communalities shown in Table 3 below are high, implying that a large proportion of the variance is explained by the common factors.

Table 3: Factor Analysis Rotated Component Matrix

	Component			
	1	2	3	4
Product involvement 1: Clothing means a lot to me	.880			
Product involvement 2: For me personally clothing is an important product	.871			
Product involvement 3: I am very interested in clothing	.807			
Product involvement 4: Clothing is important to me	.875			
Brand involvement 2: When buying clothes the brand is of little significance to me				.824
Brand involvement 3: When buying clothing, I usually compare products from different brands				.739
Brand involvement 4: I think that there are large differences between different clothing brands				.680
Consumption involvement 1: When I wear a particular type of clothing, others see me the way that I want them to see me			.736	
Consumption involvement 2: I wear a particular type of clothing to fit into social surroundings			.855	
Consumption involvement 3: When buying clothes, it is important that they convey the right image to other people			.836	
Consumption involvement 4: I am aware of the social prestige associated with the clothing brands that I wear			.590	
Advertising involvement 1: I pay a lot of attention to ads for clothing		.842		
Advertising involvement 2: Ads about clothing are important to me		.899		
Advertising involvement 3: Ads about clothing are interesting to me		.895		
Advertising involvement 4: I enjoy looking at ads and other clothing-related marketing activities		.791		
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				

4.2.1 Gender

H1: The degree of involvement will not differ between men and women on any of the four involvement dimensions.

Independent samples t-tests were carried out in order to test this hypothesis. The results are presented in Table 4 below, showing that brand and consumption involvement did not differ significantly between men and women. However, hypothesis H1 was rejected since product and advertising involvement differed significantly between the genders. This is interesting, because it indicates that men are as involved as women when it comes to brands and social aspects of consumption. However, men do not seem to care as much as women about the product itself or the advertising that surrounds it. One thing that could be noted at this stage was that the mean values for advertising involvement were considerably lower compared to the mean values on the other three involvement dimensions. The reason for this might be a negative attitude towards advertising in general, and a difficulty in assessing the impact that advertising has on the own buying behavior. That the advertising dimension had a lower mean value does not necessarily mean that advertising has less impact compared to the product, brand or social aspects of involvement, but this discrepancy had to be considered throughout the rest of the analysis. It could also be noted that product involvement had a somewhat higher mean value than the brand and consumption involvement dimensions. Something else that should be noted was that a p-value below 0.05 has been regarded as significant throughout the analysis.

Table 4: T-test on Gender and Involvement

	Prod. Inv. (mean v.)	p-val.	Brand Inv. (mean v.)	p-val.	Cons. Inv. (mean v.)	p-val.	Adv. Inv. (mean v.)	p-val.
Men	4.56	0.000	4.59	0.235	4.28	0.982	2.15	0.000
Women	5.37		4.40		4.27		3.33	

4.2.2 Fashion Knowledge

H2: All the four different dimensions of involvement are positively associated with perceived fashion knowledge.

We performed a regression analysis to see if the involvement dimensions were positively associated with fashion knowledge. The results from this analysis are presented in Table 5,

which shows that three of the four involvement dimensions were positively associated with perceived fashion knowledge. Product involvement was the factor that had the strongest association with knowledge ($\beta = 0.631$), followed by advertising involvement ($\beta = 0.358$) and brand involvement ($\beta = 0.145$). According to the regression analysis, consumption involvement was not significantly associated with perceived fashion knowledge. The regression line had a good fit to the data (R Square = 0.594), and the model was successfully checked for serial correlation, multicollinearity and heteroscedasticity.

The results from the regression analysis provided support for hypothesis H2 with regard to product, brand and advertising involvement. A significant positive relationship between consumption involvement and fashion knowledge could not be confirmed however, and hypothesis H2 was therefore rejected.

Table 5: Regression on Fashion Knowledge and Involvement

	Beta				R Square	Durbin-Watson
	Product Involvement	Brand Involvement	Consumption Involvement	Advertising Involvement		
Fashion Knowledge	0.631	0.145	*	0.358	0.594	1.962

* Insignificant variable at the 0.05 threshold level

4.2.3 Spending and Shopping Frequency

H3: The level of involvement on each of the four dimensions differs between people who shop seldom and people who shop often in stores.

H4: The level of involvement on each of the four dimensions differs between people who spend little money and people who spend much money on clothing.

We performed independent samples t-tests to see if there was a significant difference in involvement depending on shopping frequency and spending. The respondents were divided into two groups on both these variables. Those who shops for clothes at least once a month were defined as high frequency shoppers, while those who buys clothes for more than 1 250 SEK per month were seen as high spenders.

As seen in Table 6, those who shop often in stores were significantly more involved on all four dimensions compared to those who shop seldom in stores. With regard to spending, the mean scores on all four involvement dimensions differed significantly between those

who spend little and those who spend a lot on clothing. Because of these results, hypotheses H3 and H4 were supported.

Table 6: T-tests on Shopping Frequency, Spending and Involvement

	Product Involvement (mean v.)	p-val.	Brand Involvement (mean v.)	p-val.	Consumption Involvement (mean v.)	p-val.	Advertising Involvement (mean v.)	p-val.
Shop seldom in store	4.14	0.000	4.21	0.033	3.94	0.015	1.99	0.000
Shop often in store	5.39		4.58		4.41		3.20	
Low spending	4.76	0.000	4.32	0.000	4.07	0.000	2.68	0.000
High spending	5.89		4.89		4.83		3.48	

We also performed logistic regressions to see which of the involvement dimensions that were associated with shopping frequency and spending if all four dimensions were taken into account at the same time. The regressions were performed on the same binary groups that were used in the t-tests found in Table 6. The results are presented in Table 7 below, which shows that not all involvement dimensions had a significant association with shopping frequency and spending when they were analyzed simultaneously. Product and advertising involvement were significantly positively associated with shopping frequency in stores, whereas product and brand involvement were positively associated with money spent on fashion products. Advertising involvement was the dimensions most strongly associated with shopping frequency, something that shows that those who are highly involved with advertising visit stores more often than those who are not equally attached to advertising. An explanation for this might be that the persons who score high on advertising involvement are more susceptible to advertisements, but this possible relationship needs to be verified by future research in the involvement area. The fact that brand involvement was significantly associated with spending but not with shopping frequency is rather logical, since those who care much about brands are likely to buy more expensive products from high-profile brands.

Table 7: Logistic Regressions on Shopping Frequency, Spending and Involvement

	Exp(B)				Nagelkerke R Square	Hosmer and Lemeshow Chi-square sig.
	Product Involvement	Brand Involvement	Consumption Involvement	Advertising Involvement		
Store frequency	1.584	*	*	1.649	0.258	0.698
Spending	2.852	1.720	*	*	0.347	0.412

* Insignificant variable at the 0.05 threshold level

4.2.4 Brand Attraction

We examined the relationships between the different involvement dimensions and attraction to the four brand categories. We had four hypotheses concerning these relationships (H5a, H5b, H5c, H5d), and the findings in relation to these hypotheses is presented below.

To test these four hypotheses, we divided the data into three equal groups for each of the four involvement dimensions. We thus created one new variable for each involvement dimension, with three values representing low, medium and high involvement on that dimension. Independent samples t-tests were performed to see whether the groups with low and high involvement significantly differ in their attraction to different brand categories. The reason for leaving out the persons with medium involvement was that we wanted to study two groups with clear differences in involvement. By only taking the lowest and highest scoring groups of the population into account, we could get more clear results with regard to the H5 hypotheses. The results from the t-tests are presented in Table 8 below.

Table 8: T-tests on Attraction and Involvement

	Attraction Brand Gr. 1 (mean v.)	p-val.	Attraction Brand Gr. 2 (mean v.)	p-val.	Attraction Brand Gr. 3 (mean v.)	p-val.	Attraction Brand Gr. 4 (mean v.)	p-val.
Low product involvement	4.01	0.000	2.87	0.000	2.85	0.118 (Neg.)*	3.72	0.000
High product involvement	5.33		4.77		2.52		5.34	
Low brand involvement	4.91	0.155 (Neg.)*	3.29	0.001	2.93	0.006 (Neg.)*	3.98	0.000
High brand involvement	4.52		4.23		2.35		5.14	
Low consumption involvement	4.27	0.015	2.88	0.000	2.66	0.037 (Neg.)*	3.50	0.000
High consumption involvement	4.95		4.91		2.26		5.48	
Low advertising involvement	3.67	0.000	2.84	0.000	2.25	0.075	3.70	0.000
High advertising involvement	5.49		4.55		2.64		5.36	

* The low involvement category has a higher attraction score than the high involvement category.

H5a: Attraction to every brand group differs between people with low product involvement and people with high product involvement.

As seen in Table 8, attraction to three of the four brand categories differed significantly between the low and high product involvement groups. These relationships were positive for all these three groups, implying that the group with high product involvement persons was more attracted to Brand Group 1, Brand Group 2 and Brand Group 4 compared to the group with low product involvement persons. The only brand category that did not show a significant difference with regard to this relationship is Brand Group 3, which included the Swedish budget brands Kappahl and Lindex. People with high product involvement were less attracted to this group compared to people with low product involvement. However, this difference was not significant.

The data supported hypothesis H5a for three of the four brand groups. Nonetheless, the hypothesis was rejected since attraction to the budget brand group did not differ depending on the level of product involvement.

H5b: Attraction to every brand group differs between people with low brand involvement and people with high brand involvement.

With regard to brand involvement, people with high involvement were significantly more attracted to Brand Group 2 and Brand Group 4 compared to people with low involvement. These two groups represented the international as well as the Swedish premium brands, indicating that people who attach importance to the brand are attracted to these groups. On the other hand, people with high brand involvement were less attracted to Brand Group 1 and Brand Group 3 than people with low brand involvement. However, this difference in attraction between the low and high involvement groups was only significant for Brand Group 3. This implies that people with higher brand involvement were less attracted to Brand Group 3, the budget brands, compared to people with low brand involvement. Brand Group 1 included the trendy budget brands H&M, Topshop and Zara, whereas Brand Group 3 consisted of the budget brands Kappahl and Lindex. The results indicated that people who perceives the brand as important, as compared to those who does not, are less attracted to brands that sell clothes at a low price level.

Since people with high brand involvement did not show a significantly different attraction to all four brand groups compared to people with low brand involvement, hypothesis H5b was rejected.

H5c: Attraction to every brand group differs between people with low consumption involvement and people with high consumption involvement.

Attraction differed significantly for all brand groups depending on the level of consumption involvement. H5c was thus supported for all brand categories. People with high consumption involvement were significantly more attracted to Brand Group 1, Brand Group 2 and Brand Group 4 compared people with low consumption involvement, which indicates that people who are more sensitive to social cues are more interested in these brand categories. These brands groups included the luxury and premium brands as well as the trendy budget brands, which all scored rather high on the trendiness factor. Therefore, people with high consumption involvement were attracted to brands that are perceived as trendy. In accordance with this, people with high brand involvement were significantly less attracted to Brand Group 3 compared to people with low brand involvement.

H5d: Attraction to every brand group differs between people with low advertising involvement and people with high advertising involvement.

People with high advertising involvement were significantly more attracted to Brand Group 1, Brand Group 2 and Brand Group 4 compared to people with low advertising involvement, mirroring the results found with regard to consumption involvement. Given the brands included in these groups (the luxury and premium brands as well as the trendy budget brands), it is likely that trendy brands are perceived as more attractive by people with high advertising involvement compared to how they are perceived by people with low advertising involvement. No significant difference in attraction to Brand Group 3 was found between the low and the high advertising involvement groups. Therefore, hypothesis H5d was rejected.

Several interesting observations could also be made when looking at the mean attraction values for the different brand groups. Brand Group 1, the trendy budget brands, had very high attraction values overall. It was the most attractive group to people with low scores on

the involvement dimensions, but it was also highly attractive to the people in the high involvement groups. The trendy budget brands scored particularly high for the high involvement groups on the product and advertising dimensions. This stands in strong contrast to the attractiveness results of Brand Group 3, which consisted of those budget brands that achieved a lower score on the trendiness factor. This brand group had considerably lower attractiveness scores than the other three brand groups for all involvement dimensions, both for the low and the high involvement groups.

Another notable observation regarding the mean values was the fact that Brand Group 4, the Swedish premium brands, scored higher than the international luxury brands on all four involvement dimensions, both for the low and the high involvement groups. This might have something to do with the general skepticism Swedish people have toward luxury brands (ACNielsen, 2008). The Swedish premium brands have a much lower price level than the international luxury brands, and might therefore not be equally affected by the negative attitude towards luxury labels. One more aspect that might have been a result of the negative perceptions towards luxury brands was the fact that the premium and luxury brand groups exhibited the largest difference in mean involvement values between the low and high involvement groups. This showed that there are two extremes with regard to peoples' attraction to these brand groups.

4.2.5 Information Search

H6: The people who read fashion-related newspaper articles as well as those who read fashion magazines have higher involvement on all four dimensions compared to the people that do not read these media.

To test hypothesis H6, we performed independent samples t-tests to see if the level of involvement differs significantly depending on whether or not the consumer reads fashion-related newspaper articles or fashion magazines. The result of these tests, as well as similar tests for some other information sources, are shown in Table 9. As seen in the table, there was a significant difference in involvement on all four dimensions between those who read and those who do not read fashion-related articles in newspapers. The results were the same for fashion magazines, and these results therefore support hypothesis H6. A higher involvement could also be observed for those who read fashion blogs and visit fashion

company homepages. With regard to fashion-related forums, there was no significant difference in brand and consumption involvement between those who follow forums and those who do not follow forums. This indicates that people who follow forums are more involved with the product as well as with advertising. Brand and social aspects do not seem to be of equal importance to these persons in a relative comparison.

Table 9: T-tests on Fashion-Related Information Search Habits and Involvement

	Product Involvement (mean v.)	p-val.	Brand Involvement (mean v.)	p-val.	Consumption Involvement (mean v.)	p-val.	Advertising Involvement (mean v.)	p-val.
Do not read newspaper	4.39	0.000	4.26	0.003	3.98	0.000	2.06	0.000
Read newspaper	5.71		4.71		4.59		3.64	
Do not read magazine	4.37	0.000	4.15	0.000	3.94	0.000	2.23	0.000
Read magazine	5.80		4.81		4.65		3.63	
Do not follow blog	4.69	0.000	4.39	0.011	4.09	0.000	2.45	0.000
Follow blog	6.03		4.76		4.80		3.98	
Do not follow forum	4.91	0.000	4.49	0.710	4.24	0.153	2.68	0.000
Follow forum	6.23		4.57		4.59		4.29	
Do not visit homepage	4.58	0.000	4.33	0.003	4.05	0.000	2.32	0.000
Visit homepage	5.90		4.75		4.69		3.83	

5. Conclusions and Discussion

5.1 Conclusions

The purpose with our study was to find out how different dimensions of fashion involvement are related to fashion buying behavior. In order to gain meaningful insights, it was important to find research questions that in a good way covered the unique aspects of each involvement dimension. The results from our study provide support to the idea that the four dimensions of product, brand, consumption and advertising involvement capture different aspects of the involvement construct. In order to study the four dimensions on the more specific brand category level, we also needed to analyze whether the dimensions were related to more general factors of buying behavior like shopping frequency and spending. We found that the four dimensions differ in the way in which they are associated with gender, perceived fashion knowledge, information search and different aspects of buying behavior. Table 10 provides a summary of our findings, indicating which hypotheses that

Table 10: Summary of Our Findings

	Hypothesis Supported	Hypothesis Supported for the Following Dimension(s)			
		Prod. Inv.	Brand Inv.	Cons. Inv.	Ad Inv.
H1: The degree of involvement will not differ between men and women on any of the four involvement dimensions.	No		x	x	
H2: All the four different dimensions of involvement are positively associated with perceived fashion knowledge.	No	x	x		x
H3: The level of involvement on each of the four dimensions differs between people who shop seldom and people who shop often in stores.	Yes	x	x	x	x
H4: The level of involvement on each of the four dimensions differs between people who spend little money and people who spend much money on clothing.	Yes	x	x	x	x
H6: The people who read fashion-related newspaper articles as well as those who read fashion magazines have higher involvement on all four dimensions compared to the people that do not read these media.	Yes	x	x	x	x
	Hypothesis Supported	Hypothesis Supported for the Following Brand Group(s)			
		Brand Gr.1	Brand Gr.2	Brand Gr.3	Brand Gr.4
H5a: Attraction to every brand group differs between people with low product involvement and people with high product involvement.	No	x	x		x
H5b: Attraction to every brand group differs between people with low brand involvement and people with high brand involvement.	No		x	x	x
H5c: Attraction to every brand group differs between people with low consumption involvement and people with high consumption involvement.	Yes	x	x	x	x
H5d: Attraction to every brand group differs between people with low advertising involvement and people with high advertising involvement.	No	x	x		x

x Significant variable at the 0.05 threshold level

were supported as well as which involvement dimensions or brand groups that provided significant support for the hypothesis in question.

With regard to gender, we found that men do care as much as women about brands and social aspects of fashion, captured by the two dimensions of brand and consumption involvement. But men were not as involved as women when it comes to the clothes themselves or the ads that promote them. When it comes to knowledge about fashion, we found a strong association between the involvement dimensions and perceived fashion knowledge. However, the consumption involvement dimension was not significantly associated with knowledge, leading to a rejection of hypothesis H2. This finding is interesting, since it indicates that social aspects and importance of group belonging, as captured by the consumption involvement dimension, are not associated with perceived fashion knowledge. However, people who were involved with product and ads regarded themselves as relatively more knowledgeable with regard to fashion. An association also existed between brand involvement and perceived knowledge, though this relationship is not as strong as the one for product and advertising involvement. It is our belief that perceived fashion knowledge is highly correlated with the interest a person has for fashion, and the results therefore indicates that product involvement is the dimension most strongly associated with an interest for fashion.

We found that people who shop frequently were more involved than those who shop less frequently, and that people who spend much money on clothes were more involved than those who spend little money. A higher involvement for those who spend much money as well as for those who shop often was found on all four involvement dimension. These results provided ample support to the idea that the different involvement dimensions are associated with fashion buying behavior on a more general level. Our study also showed that involvement has a significant influence on fashion-related information search behavior. People who read fashion-related newspaper articles were found to score significantly higher on all four involvement dimensions compared to people who do not read such articles. The same results were shown for fashion magazines, blogs and fashion company homepages. An interesting finding occurred with regard to fashion-related forums, that differed from the other information sources in that the scores between those who follow and those who do not follow forums differed significantly for only two of the four involvement dimensions.

The difference in involvement was significant only for the product and advertising dimensions, implying that an attachment to the clothes and the advertising that surrounds them is key for those who follow fashion-related forums. Taking into account the results on fashion knowledge, the forum visitors seem to be particularly fashion-interested individuals with a high perceived knowledge about fashion.

Several interesting findings could be noted with regard to the four different brand groups. Attraction to Brand Group 1, the trendy budget brands, was found to differ significantly depending on the level of product, consumption and advertising involvement. No significant difference in attraction was found for brand involvement, which seems plausible since the brands in this group sell clothes at a low price level without displaying the brand on the products. Overall, Brand Group 1 had the highest mean attraction values of all the brand groups, implying that it is possible for budget brands to be highly attractive for people with a high fashion involvement. Taking into account the much lower attraction scores for Brand Group 3, the other budget brand group, our results show that a high perceived trendiness is the most important factor in attracting highly involved persons to budget brands. The mean trendiness values according to our pre-study were 4.0 for Brand Group 1 and 2.2 for Brand Group 3.

As described above, Brand Group 3 had the lowest mean attraction values of the four brand groups. Furthermore, people who scored low on brand and consumption involvement were significantly more attracted to this group compared to those who scored high on these involvement dimensions. This result for brand involvement strengthens the thesis that those who attach importance to the brand are not particularly attracted to budget brands. With regard to consumption involvement, it seems that budget brands which score low on the trendiness factor are unattractive for people who see the social aspects of fashion clothing as important.

With regard to Brand Group 2 and Brand Group 4, the international luxury brands and the Swedish premium brands, higher involvement was associated with significantly higher attraction irrespective of which of the four dimensions that was analyzed. This showed that people with high involvement are more attracted to luxury and premium brands compared to people with low involvement. A large difference in attraction between the low and high

involvement groups was also evident when looking at the mean values, with large differences in attraction between those with low and those with high involvement scores. The attraction to these brand groups was particularly strong among the high consumption involvement group, indicating that these brands are particularly attractive for people who perceive the social aspects of fashion as important.

5.2 Managerial Implications

The results of our study provide several useful insights for companies in the fashion industry. Involvement was found to consist of four dimensions, i.e. product, brand, consumption and advertising involvement, and these were found to be related to shopping frequency, spending on fashion clothing and perceived fashion knowledge.

Companies can reach out to their customers in a better way if they understand how the different involvement dimensions affect brand category choice. A deeper understanding in this regard is important, since persons with high involvement were found to shop significantly more compared to persons with low involvement. The high involvement persons both shop more frequently and spend more money on fashion-related products, and therefore constitute the most attractive fashion shoppers in the population. Since the level of involvement on all the four dimensions was found to differ significantly between those who spend little and those who spend much money on clothing, it becomes relevant for fashion companies to gain an understanding of how a person's level of involvement on the four dimensions relates to brand category choice. We found that the perceived attractiveness of different brand categories differed depending on a person's level of involvement on the four dimensions. For example, a high attraction to trendy budget brands was connected to high scores on product, consumption and advertising involvement. For budget brands which scored low on trendiness, attraction was negatively associated with brand and consumption involvement.

We also performed the analysis on Swedish premium brands as well as international luxury brands. People with high involvement were significantly more attracted to the premium and luxury brands compared to people with low involvement. This relation was true for all four involvement dimensions. Both these brand groups scored high on the trendiness factor, and taking into account the results for the budget brands our study shows that people with high

involvement scores reject brands that are not perceived as trendy. Companies who want to position themselves in or close to a distinct brand group can use the results for the different involvement dimensions when they make strategic decisions about different aspects of their offering.

We have also found that involvement is associated to the way in which consumers search for information about fashion-related subjects. Those who read fashion-related newspaper articles and fashion magazines, follow fashion blogs and visit fashion company homepages had significantly higher involvement on all four dimensions compared to those who do not use these media. For companies who wants to target the highly involved fashion shopper, who shops more frequently as well as spends more money on clothing, this shows the importance of being present on a broad range of media. An interesting finding was made with regard to fashion-related forums, which were found to differ from the rest of the information sources. People who follow such forums were found to be significantly more involved on the product and advertising dimensions, but not on the brand and consumption dimensions. Taking into account the high mean values on product and advertising involvement for those who follow forums, this group seem to be highly interested in both the advertising and the clothes themselves. This can be useful information for companies, considering the growing importance of social media in today's informational landscape.

Lastly, we made some interesting discoveries with regard to gender and involvement. These findings provided new information to the discussion about whether there is a difference in involvement between men and women. A common belief is that women are more involved with fashion compared to their male counterparts. Our results suggest that involvement needs to be broken up in the four different dimensions in order to gain useful insights into this question. Women were found to be significantly more involved than men on the product and advertising dimensions, but not on the brand and consumption dimensions. This indicates that a focus on the product itself is more important when marketing clothes to women, whereas no difference between the genders existed when it comes to brand-related and social aspects of consumption.

To sum up, we found that the involvement dimensions are related to several different aspects of buying behavior. The different dimensions proved useful in gaining deeper

insights about the involvement construct, since the break-up enabled more detailed inferences compared to what would have been possible if we only had used a measure of total involvement.

5.3 Limitations and Suggestions for Further Research

Although we tried to reach a broad sample of respondents with regard to age and gender, the age distribution of our sample was skewed towards younger people. This probably had an impact on the results of our study, since younger people might not favor the same fashion brand categories as older people. Some brand categories might have received somewhat different mean attraction scores if the age distribution had been more representative of the population. However, when it comes to involvement it is important to remember that younger people have been found to have a higher involvement than older people. Since persons with high involvement shop more compared to persons with low involvement, in general younger people are a more attractive target group for fashion companies. However, all people need to shop for clothes, and there is of course room for fashion companies to profitably target different age groups. Further studies could be made to deeper analyze which brand categories are most attractive to different age groups as well as how this attraction relates to the different involvement dimensions.

Something else that might have had an impact on the results in relation to brand category choice was the fact that we did not make a distinction between the genders in our analysis. The perceptions of some brands were found to differ between men and women, and to study the genders separately could be a better approach in future studies about the relationship between involvement and brand category choice. One more factor that might have a slight distorting impact on the study results was the fact that not all respondents bought anything from the brand categories included in our study. For example, we had a respondent who only was interested in clothes from sports brands. Such respondents might have scored high on the different involvement dimensions but low on attractiveness for all four brand categories, since they were attracted to brand categories not included in the study.

This is the first research study that in a thorough way tests the four involvement dimensions against different buying behavior factors. Further studies could be made to validate the

results from our study, as well as extend the research about the involvement dimensions to new behavioral factors. Furthermore, we only analyzed a few brand categories in an industry which has a huge amount of brands with distinct associations regarding quality, price, trendiness, exclusivity and other factors. We are certain that several new brand categories could be found in future studies, and that they could be employed to gain even more insightful knowledge about how brand categories are related to the different involvement dimensions.

Another thing that could be studied in more detail is the strength of the relationships between the different involvement dimensions and attraction to and buying frequency of different brand categories. Regression analyses could be used to study the strength of association between these variables, which might lead to a deeper understanding of the relationship between the involvement dimensions and attraction to different brand categories. For example, attraction to the premium and luxury brands was found to be higher for highly involved persons than for persons with low involvement. The higher attraction for these brand groups was observed for all four involvement dimensions. Regression analyses on these relationships could show which factors that are most strongly associated with attraction to these brand groups, allowing a deeper understanding about which involvement aspects are most important for peoples' attraction to these groups. We did not conduct these regressions because of the limited research that has been done this far regarding the relationship between the involvement dimensions and brand category choice. T-tests were regarded as appropriate for establishing basic directions in the relationships between the variables.

Online shopping is another factor that could be studied in relation to the different involvement dimensions. In our survey we included one question about how often a person shops for clothes on the internet, but no interesting findings could be made in this regard. However, the increasing importance of online shopping might lead to new insights if this question is analyzed further in the years to come.

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Appendix 1 – Main Study Questionnaire

Denna enkät utgör grunden för ett examensarbete om köpbeteende och mode. Enkäten tar normalt 6-10 minuter, och alla svar är helt anonyma.

Del 1 – Engagemang

1. Besvara följande påståenden:	Stämmer inte alls					Stämmer helt och hållet	
	1	2	3	4	5	6	7
Kläder betyder mycket för mig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
För mig personligen är kläder en viktig produkt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jag är väldigt intresserad av kläder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kläder är viktigt för mig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Att fatta klädrelaterade köpbeslut kräver stor omtanke	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
När jag köper kläder har varumärket väldigt liten betydelse för mig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
När jag köper kläder jämför jag produkter från olika varumärken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jag tycker att skillnaden är stor mellan olika klädmärken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
När jag använder en viss typ av kläder, ses jag av andra på det sätt som jag önskar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jag bär en viss typ av kläder för att smälta in i sociala sammanhang	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
När jag köper kläder är det viktigt att de utstrålar rätt image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
När jag bär kläder, är jag medveten om den sociala prestige i varumärkets namn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jag ägnar mycket uppmärksamhet åt reklam för kläder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Klädrelaterad reklam är viktig för mig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Klädrelaterad reklam är intressant för mig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jag tycker om att titta på klädannonser och andra klädrelaterade marknadsföringsaktiviteter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Del 2 – Modekunskap

2. Besvara följande påståenden:	Håller inte alls med							Håller med helt och hållet	
	1	2	3	4	5	6	7		
Jag har stor kunskap om mode	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Jag känner till de senaste modetrenderna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Jag vet mer om mode än de flesta personer i min omgivning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Jag anser mig inte ha stor kunskap om mode	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Del 3 – Varumärken

3. Hur tilltalande är följande varumärkesgrupper för dig:	Inte alls tilltalande							Mycket tilltalande
	1	2	3	4	5	6	7	
Grupp 1 (H&M, Topshop, Zara)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Grupp 2 (Armani, Chanel, Gucci, Louis Vuitton)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Grupp 3 (Kappahl, Lindex)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Grupp 4 (Acne, Filippa K, J. Lindeberg, Tiger)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Hur ofta köper du något från följande varumärkesgrupper?	En gång per vecka	Varannan vecka	En gång per månad	En gång per halvår	En gång per år	Aldrig		
Grupp 1 (H&M, Topshop, Zara)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Grupp 2 (Armani, Chanel, Gucci, Louis Vuitton)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Grupp 3 (Kappahl, Lindex)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Grupp 4 (Acne, Filippa K, J. Lindeberg, Tiger)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
5. I antal kronor, vilken varumärkesgrupp köper du mest av idag?	<input type="checkbox"/> Grupp 1 (H&M, Topshop, Zara)							
	<input type="checkbox"/> Grupp 2 (Armani, Chanel, Gucci, Louis Vuitton)							
	<input type="checkbox"/> Grupp 3 (Kappahl, Lindex)							
	<input type="checkbox"/> Grupp 4 (Acne, Filippa K, J. Lindeberg, Tiger)							

Del 4 – Allmänna frågor

6. Kön:	<input type="checkbox"/> Man	<input type="checkbox"/> Kvinna					
7. Ålder (var god ange):	_____						
8. Hur mycket pengar spenderar du i genomsnitt per månad på kläder, skor och accessoarer?	<input type="checkbox"/> Mindre än 250 SEK <input type="checkbox"/> 251 - 750 SEK <input type="checkbox"/> 751 - 1 250 SEK <input type="checkbox"/> 1 251 - 2 000 SEK	<input type="checkbox"/> 2 001 - 3 000 SEK <input type="checkbox"/> 3 001 - 5 000 SEK <input type="checkbox"/> 5 001 - 7 500 SEK <input type="checkbox"/> Mer än 7 500 SEK					
9. Läser du moderrelaterade artiklar i dagspressen?	<input type="checkbox"/> Ja	<input type="checkbox"/> Nej					
10. Läser du någon av följande modetidningar i pappersform eller på nätet? Flera alternativ möjliga.	<input type="checkbox"/> Café <input type="checkbox"/> Cosmopolitan <input type="checkbox"/> Damernas Värld <input type="checkbox"/> Elle <input type="checkbox"/> Esquire <input type="checkbox"/> Glamour <input type="checkbox"/> GQ	<input type="checkbox"/> Harper's Bazaar <input type="checkbox"/> King <input type="checkbox"/> Numéro <input type="checkbox"/> Vanity Fair <input type="checkbox"/> V Magazine <input type="checkbox"/> Vogue <input type="checkbox"/> Läser ingen modetidning					
11. Följer du någon modeblogg?	<input type="checkbox"/> Ja	<input type="checkbox"/> Nej					
12. Följer du något moderrelaterat forum på internet?	<input type="checkbox"/> Ja	<input type="checkbox"/> Nej					
13. Besöker du ofta ett eller flera modemärkens hemsidor?	<input type="checkbox"/> Ja	<input type="checkbox"/> Nej					
14. Hur ofta handlar du kläder:	En gång per vecka	Varannan vecka	En gång per månad	En gång per halvår	Mer sällan		
i butik	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
via Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
15. Hur viktiga är följande faktorer när du köper kläder	Inte alls viktigt						Mycket viktigt
	1	2	3	4	5	6	7
Exklusivitet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hög modegrad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Klassiskt märke	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kvalitet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lågt pris	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix 2 – Pre-Study Data Analysis

Table i: Agglomeration Schedule for Cluster Analysis on Brand Categories

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	4	11	.044	0	0	7
2	3	10	.123	0	0	6
3	2	5	.231	0	0	6
4	8	9	.423	0	0	10
5	12	13	.736	0	0	8
6	2	3	1.060	3	2	11
7	4	7	1.445	1	0	9
8	6	12	1.995	0	5	10
9	1	4	2.596	0	7	11
10	6	8	7.484	8	4	12
11	1	2	16.751	9	6	12
12	1	6	60.000	11	10	0

Table ii: Mean Values for the Different Brand Groups

	Exclusivity	Quality	Trendiness	Price	Classic
Brand Group 1: Trendy budget brands	1.9	2.7	4.0	2.4	1.8
Brand Group 2: International luxury brands	6.3	5.9	5.4	6.8	6.3
Brand Group 3: Budget brands	1.6	2.8	2.2	1.9	2.1
Brand Group 4: Swedish premium brands	4.2	4.6	4.9	4.9	3.4