The Effect of Affective Component of Attitude on Buying Intension of Brand-Name Apparel

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I . Introduction

An analysis of consumer attitude can yield both diagnostic and predictive benefits. Identifying receptive market segments evaluating current and potential marketing activities forecasting future behaviors are some of the main ways in which attitude can assist marketing decision making(Engel, Blackwell, and Miniard, 1995).

Attitudes are defined as an overall evaluation and consist of three components: cognitive, affective, and connative. Cognitive component(beliefs) and the affective component(feelings) are conceptualized as determinants of attitudes. In other words, a person's overall evaluation of an attitude object is seen as being determined by the person's beliefs and/or feelings about the attitude object. Unlike the cognitive and affective components the connative component is not seen as a determinant of attitudes. Instead, attitudes are viewed as determining the connative component. That is person's behavioral intentions will depend on her/his attitudes. Consequently consumer's intention to perform some behavior(such as purchasing a product) should be increased as their attitudes become more favorable(Engel, Blackwell, and Miniard, 1995).

More than three decades of multi-attribute modeling has established that attitudes does a good job of mediating the influence of product-feature knowledge or so-called utilitarian beliefs in the causal sequence to behavior. Whether same can be said for emotional experience is simply not known (Holbrook and Hirschman, 1982).

However current thinking in marketing the practitioner literature suggests that overlooking emotional response in favor of cognitive beliefs and evaluations can impede managers' insight about consumers' preferences(Allen, Machleit and Kleine, 1992).

Accordingly, this article focuses on the relationship of affective component and connative component. Specifically, the purpose of this article was 1) to identify the feelings consumer experiences during consumption of brand-name apparel and 2) whether these feelings influence consumer's buying intention of brand-name apparel. The result of this study will extend the body of knowledge on attitude and also can suggest appropriate marketing strategies.

II. Method

1. Measurements

1) Consumer Intention

Consumer intention to buy brand-name apparel was measured by asking the question, "Indicate the probability that you will buy brand-name apparel within the next three months." This self-reported behavioral intention was used to identify the two groups: those who have high-intention to buy brand-name and those who have low-intention to buy brand-name apparel.

2) Feelings

In order to identify possible feelings to be used in the construction of main test instrument, an open-ended questions to a preliminary group of 46 students in fashion design department were performed. Students were asked to report as many as feelings they have experienced while they were wearing brand-name apparel. The 19 feelings most frequently mentioned were used in the main test(table 1).

2. Data Collection

Data were collected via self-administered questionnaire from convenient sample of 325 female college students of Duksung Women's University. A majority of respondents were from college of Art and Design(52%), junior and senior students(76%) and 58% of respondents had household income of 3 million won or higher a month.

3. Statical Analysis

Factor analysis, t-test and multiple regression analysis were performed is analyzing data.

III. Results and Conclusion

The results of analyzing data were as follows:
1. Among college students investigated, 64% of the 352 respondents were identified as having higher intention to buy brand-name apparel and 34% as having low intention to buy brand-name apparel.
2. 19 feelings consumers most often feel while wearing brand-name apparel were identified in Table 1. These feelings could be used in product positioning, sales presentations and advertising. There 19 feelings were categorized into more manageable three basic dimensions of confidence/joyous, active/strut and regretful/angry. These three dimensions are similar to the Holbrook and Batra's three categorizations of pleasure, arousal and domi-

nance(1987), and Edell and Burk's three types of upbeat, warm and negative feelings (1987).

<Table 1> Factor Analysis : Feelings

Factor	Factor Loadings	Variance (%)
Factor I : Confident/Joyous		
confident	.84	41.7
joyous	.76	
satisfied	.75	
pleased	.75	
elevated	.71	
dignified	.68	
attractive	.67	
proud	.66	
high-class	.61	
superior	.56	
Factor II : Active/strut		
active	.76	10.8
center of the interest	.69	
comfortable	.65	
strut	.56	
elegant	.55	
calm	.55	
Factor III : Regretful/Angry		
regretful	.68	6.3
angry	.65	
burdensome	.65	

3. Significant differences were found between two groups. Those who had high-intention to purchase brand-name apparel had high scores on feelings of pleased, joyous, confident, satisfied, comfortable, dignified, attractive, active, elegant, high-class and had lower scores on regretful, burdensome and angry than those who had low-intention to purchase brand -name apparel. Also, t-test by factors showed that all three factors were significantly different between two groups. Those who had high-intention has higher scores on confident /joyous ($p < .001$) and active/strut($p < .01$) but had lower scores on regretful/angry($p < .001$).

This results mean that there was a good relationship between feeling(affective component) and buying intention(connative component).

4. Regression analysis showed that purchasing intentions were significantly related to the consumption feelings with respect to purchasing brand-name apparel. The most powerful predictor variable was confident/joyous feelings and the next being the regretful/angry.

In conclusion, this study demonstrated the importance of feelings in predicting consumer buying intention, and that this variable should be used along with cognitive component of attitude in predicting buying intention of brand-name apparel.