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A SEARCH FOR CONSUMER RESPONSES TO THE PURCHASE OF RETAIL BRANDS VIA SELF-CONFIDENCE, PERCEIVED RISK AND SHOPPING VALUE

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ABSTRACT

The study is a focus on the ways in which consumers' attitude toward the purchase behavior to apparel retail brands is acquired by investigating the relationships among self-confidence, perceived risk, hedonic and utilitarian shopping value, and cognitive and effective responses. An integrated model in the form of structural diagram is proposed to predict, explain and change the attitude toward the purchase of retail brand that is either cognitive or affective in nature. In the model, perceived risk is changed by shoppers with different levels of self-confidence. Additionally, perceived risk influences attitude towards the buying behavior not only directly, but also indirectly by reducing shopping value. Studied on two bases of attitude, there are differences in the effects of two distinct shopping values (hedonic and utilitarian) attributable to cognition and affective responses. In the study applied to two distinct apparel retail brands, responded by either men or women, findings are in support of these hypotheses drawn from the proposed model.

Keywords: *Apparel Retail Brands, Self-Confidence, Perceived Risk, Shopping Value, Affective and Cognitive Responses.*

INTRODUCTION

Since initial appearance of retail brands in the market, retailers have tried to keep in their own brands' existence within the range of alternative brands available to consumers (Mieres et al. 2006). As competition in the retail industry is increasingly growing, a large number of apparel retailers in both the United States and Europe have carried out a successful initiative by using retail branding as their key strategy, as stated by Carpenter et al. (2005). For sustainable competitive advantage, retailer seeking more control over products, brands, market share and profit will need to find out the factors influencing consumers' response when shopping for retail brands. How consumer responses become associated with a retail that they shop at has been of great interest to industry practitioners and marketers for developing strong retail brands into apparel or clothing product categories.

In the 1970s, given all the cost-related advantages like less labor cost, accelerating process in information technology, European cotton fabric and clothing manufacturers were constrained to let the low-value added manufacturing be done elsewhere. For instance, the German Company Mustang, as early as the 1970s, decided that jeans and other denim products should be manufactured directly in low-cost countries such as Egypt, Turkey and Greece. Beginning in 2001, as the practice of outsourcing intensified, US-based VF Jeanswear opened plants in countries like Turkey, Poland and Malta. U.S. and Germany, the world's two principal importers of textiles and their lead brand owners of jeans, have played important roles in Turkey's emergence as a major denim and jean exporter with a 6.5 per cent share of the world's market (Tokatli, 2007). On the other hand, for suppliers who operate in global networks upgrade within production, it seemed to be difficult in terms of moving high value-added activities such as design, marketing, branding and retailing (Tokatli and Kızılgün, 2004). Starting from 1980, Turkey has implemented such an outward-oriented development strategy, which aimed to develop the export potential of the country by recognizing and coming to terms with global competition conditions (Tokatli and Boyaci, 1998). Out of thousands of manufacturers, only a handful in Turkey has been successful in retailing their own brands abroad (Tokatli, 2007). For example, Erak clothing was the pioneer in transforming itself into an original brand-name manufacturer and retailer, which created its own brand Mavi Jeans in1991, which is now sold in many international markets such as Vancouver, New York, Frankfurt, Berlin, and Montrea (Tokatli and Kızılgün, 2004). According to the

report of Tokatli and Kızılgün in 2004, there exists at least five other Turkish manufacturers that they have upgraded into retailing as higher value-added activities in international markets, including Orka Group's Damat-Tween collection, Sarar (men's fashion), Ipekyol (women's fashion) retails, Gürmen Goup's brand Ramsey (men's suits), Silk & Cashmere. In terms of consumers' point of view, this article has an assessment of critical success factors for a retail brand sold outside

the borders of its original-country. The knowledge has on the cautions underlying consumers' favorable attitude toward international brands can help the development of necessary strategies to succeed in foreign markets.

In the literature, so far the largest part of previous studies has put much effort into exploring individuals' behavioral effects (i.e. purchase intention) as one of the evaluative responses in the retail context, i.e. (Chen and Dubinsky, 2003; Liljandera et al. 2009; Dursun, 2011) but relatively few studies have examined cognitive and affective responses to the purchase of retail brands. Based on literature review, the study engages in a set of factors necessary to be considered in which consumers hold favorable attitude towards the purchase of an apparel retailer on the basis of positive affect and thoughts regarding it: self-confidence as a personal trait, risk perceptions involved in shopping activities and hedonic and utilitarian value perceptions to occur when shopping from the retail store. The study also empirically analyses the additional effects of hedonic and utilitarian values which relatively differ in affective and cognitive responses.

The following section of this article outlines a conceptual framework for the envisaged hypotheses in search for the attitude toward the buying of retail brand by introducing the relationships among self-confidence, perceived risk, shopping value and consumer responses. Next, hypotheses are tested for two different retail brands that carry a number of clothing items and are familiar to consumers into the foreign market. We then set forth our empirical results, obtained from two groups of consumers (413 men and 468 women). Finally, we end with a discussion of our findings, their managerial implications and suggestions for future research.

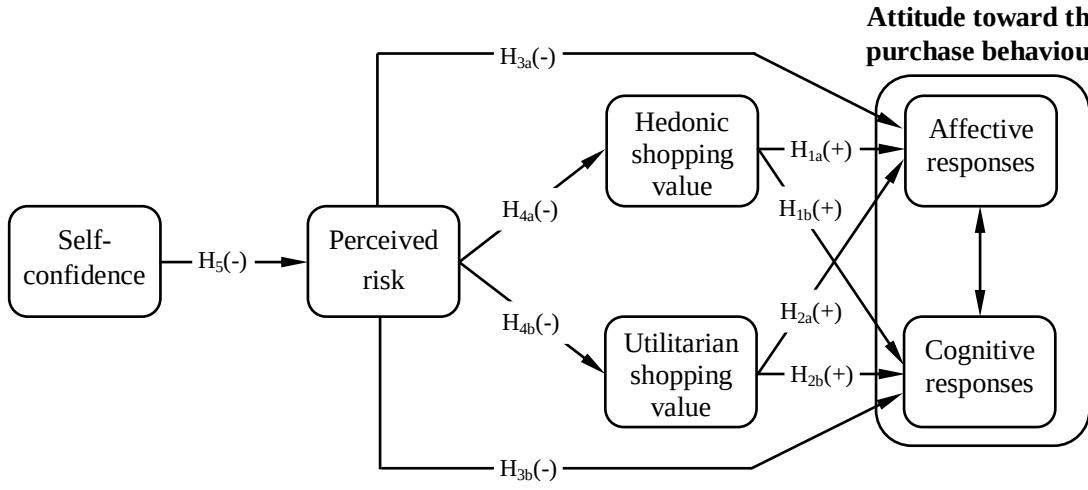
CONCEPTUAL BACKGROUND AND HYPOTHESIS

The conceptual model outlines the relationships between self-confidence, perceived risk, hedonic and utilitarian shopping value, evaluative responses (affection-based and cognition-based). It is designed in the following section on which this study is based (Figure 1).

Consumers' Attitude toward the Purchase Behavior (Cognitive and Affective Responses)

Attitude is a psychological tendency that is expressed by evaluating a particular object or act with some degree of favor or disfavor, which is formed on the basis of cognitive, affective and behavioral responses (Eagly and Shelly, 1993: 1). The attitude for cognition basis contains knowledge and beliefs associated with attributes of attitude object (entity/thing or action). The affective basis of attitude encompasses sensations and more elaborate feelings and emotions people have in relation to the attitude object (Eagly and Shelly, 1993: 10; Dube´ et al. 2003). The behavioral response refers to people's actions with respect to the attitude object (Eagly and Shelly 1993: 10]. The study attempts to provide deeper insight into the formation of consumers' evaluative responding with respect to "the purchase of a retail brand" that is identified as the attitude objective. Accordingly, attitudes towards the behavior (i.e. buying) refer to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question (Ajzen, 1991). Consumers' evaluative responding to purchase behavior is merely assessed on a cognitive and affective basis. Some researchers agree that there is a causality link between cognitive and affective responses whereas some others defend just the opposite insight of this argument (Fiore and Kim, 2007). Between the two distinct approaches, we proposed the reciprocal causality relationships exist between these components of attitude.

Figure 1. Conceptual Model



Shopping Value and Consumer Responses

Creation of value for customers is regarded as a secure way to achieve sustainable financial and market success (Sweeney et al. 1999) and its strategic importance has remained for producers and retailers since 1990's (Sweeney and Soutar, 2001). According to a cognitive or rational model of decision making (Sweeney et al. 1999; Sweeney and Soutar, 2001), from a customer's perspective (Smith and Colgate, 2007) the concept of value is defined as the consumers' overall assessment of the utility of a product (or shopping at retail) derived from perceptions of what is received (benefits) and what is given (cost or sacrifices) (Smith and Colgate, 2007; Zeithaml, 1988: 14]. This assessment is a result of subjectively-identified comparison between benefits and costs (Sweeney and Soutar, 2001). Explaining that not all consumer behavior is directed toward satisfying some functional, physical, or economic need, Babin and the others' (1994) interest is towards hedonic and utilitarian values obtained from the pervasive consumption experience of shopping. Similarly, in this study we focus on these two types of shopping value based on not only experience in product acquisitions but also all other shopping experiences such as enjoyment and fun. Also following these researchers' approach, we view hedonic and utilitarian values as independently two distinct dimensions of value, contrary to some others. According to Babin et al. (1994), hedonic shopping value reflects shopping's potential entertainment and emotional worth, thus it results more from fun and playfulness than from task completion. They clarified that utilitarian shopping value, reflecting "shopping with a work mentality", is carried out when shopping trip results in product-acquisition or another rational task.

Prior studies' interest is mainly focus on the role of perceived value in relation to consumer online purchasing behavior when shopping with retailer over internet (Kim and Damhorst, 2010), willingness to pay higher price for one store over another (Ligas and Chaudhuri, 2012), purchase intention (Dursun et al. 2011) and as a moderator in E-store image and repurchase intention relationship (Chang and Tseng, 2010) and so forth. We recognize a lack of research on how perceived value from shopping at apparel retail is associated with attitude toward the buying behavior. Consumers involve not only feelings or hedonic-based benefits but also thinking or utilitarian-based benefits at the same time when considering potential sacrifices in their purchase decisions (Sweeney and Soutar, 2001; Babin et al. 1994) results in the emergence of value perceptions. Consumers' perception of the value can occur at any stage of purchase decision process- previously, during or subsequently to the purchase. Since the value is varied by consumed situation and perceiver, it is subjective in nature (**Sánchez**-Fernández and **Iniesta**-Bonillo, 2006). The "subjective" expectancy-value theory proposes that an overall judgment toward the object or the act is formed depending upon beliefs and evaluation toward the consequences or attributes linking to the object or the act. The expectancy-value judgment so formed then influences one's attitude toward the act or the object (Bagozzi, 1982). Thus,

H_{1a}: Hedonic shopping value is positively effective on affective responses.

H_{1b}: Hedonic shopping value is positively effective on cognitive responses.

H_{2a}: Utilitarian shopping value is positively effective on affective responses.

H_{2b}: Utilitarian shopping value is positively effective on cognitive responses.

Perceived Risk and Consumer Responses

Risk is defined by the researcher Mitchell (1999: 168) and Sweeney et al. (1999) as "a subjectively-determined expectation of loss or sacrifices; the greater the probability of this loss, the greater the risk thought to exist for an individual" (Mitchell, 1999). Considerable research has been related to a perceived risk of a variety of consumer behavior topics such as new product adoption, store/brand loyalty, and modes of shopping, Ross said (1975) and this interest is still increasingly on-going amongst practitioners and researchers since perceived risk seems a fruitful area of investigating. As can be attached to a purchased product or brand, perceived risk is also associated with how or where the product or brand is acquired (Hirsch, 1972), i.e. in the study of Cox (1964) risk has been related to telephone shopping (Cox and Rich, 1964).

Several empirical explorations of perceived risk's role in consumer behavior are helpful in providing a basis for the notion that perceived risk is inversely related to consumer responses to the purchase of a retail brand. Purchase behavior of consumers will produce consequences that cannot be anticipated with anything approximating certainty and as such, some of them may be unpleasant (Ross, 1975; Simcock, 2006). At the brand level perceived risk is defined by Peter and Ryan (1976) as the expectation of losses associated with purchase and as such, acts as an inhibitor to purchase. In their work, perceived risk is assessed in terms of expected negative utility from automobile brand preferences, and it was shown to be a predictor of brand preferences at least for market segments that perceive it as important. Bearden and Shimp (1982) found that extrinsic cues (warranties, manufacturer reputation, and price) acting as surrogate in predicting product performance have indirect influence, by mediated perceived risk, on affective responses to extrinsic cues (warranties, manufacturer reputation, and price) acting as surrogate in predicting product performance have indirect influence, by mediated perceived risk, on affective responses to the innovative product concepts. In two ways, this current study is different from prior studies on perceived risk in the retail context. First, the study deals with consumers' risk perceptions associated with shopping at retail rather than those associated with product sold by retail or itself. Second, the role of perceived risk is surveyed in relation to attitude toward the buying behavior, instead of having it plays a role in relation to behavioral intention (i.e. purchase intention) and actual behavior (i.e. buying, preference/choice). Perceived risk refers to expected negative consequences from shopping at retail and thus, based on the theory of expected utility above-mentioned we suggest that

H_{3a}: Perceived risk is negatively effective on affective responses.

H_{3b}: Perceived risk is negatively effective on cognitive responses.

Perceived Risk and Shopping Value

Perceived value is based on current perceptions of benefits and sacrifices (Sweeney et al. 1999), so it's also called as received value or consumption value (**Sánchez**-Fernández and **Iniesta**-Bonillo, 2006). Consumers' perception of value prior to purchase is formed according to their expectations for later purchase situation that is, what is considered the most likely to happen in the next purchase. Thus, as stated by Sweeney et al. (1999), the variable needed to be considered in any model of perceived value is 'risk perceptions' acting as a precursor in shaping future expectations of sacrifices (or potential losses). This helps to explain how perceived value is evaluated. In their study which dealt with various risk measures at product-level for a supermarket by conducting in retail setting with shoppers, all risks viewed as an expectation of a future cost is confirmed to have negative effect on a good's perceived value for money at the time of purchase. Agarwal and Teas (2001) investigated if perceived performance and financial risks mediate the relationships that perceived quality and perceived sacrifices have with perceived value. As result, they found that both perceptions of risk reduces with increase in perceived quality, then perceived value is increasing. The authors who approach to this issues in the same way as Sweneey et al. (1999), announced that consumers are likely to make inferences about future benefits and sacrifices (in turn referring to perceptions of quality and risk) contingent upon perceptions of present benefits and sacrifices (meaning of perceived value). As different from these works above-mentioned we survey consumer perceptions of shopping's value at retail and risk rather than those of retail store or product's value and risk, and suggest that

H_{4a}: Perceived risk is negatively effective on hedonic shopping value.

H_{4b}: Perceived risk is negatively effective on utilitarian shopping value.

Self-Confidence and Perceived Risk

Consumer self-confidence is defined as "the extent to which an individual feels capable and assured with respect to his or her market place decisions and behaviors" (Mieres et al. 2005: 66). Self-confidence people have pertaining to purchase or consumption is known as a personality trait. But according to some researchers it can be developed based on the interaction with external sources of information (Sheth and Parvatiyar, 1995). While some studies provide no evidence of supporting the relationship between self-confidence and perceived risk, some others found a negative relationship between them (Zikmund and Scott, 1974). In this study, we suggest that consumers with a higher level of self-confidence will perceive a lower risk associated with the buying of store brands. In general, consumers have a tendency to develop greater confidence in their own ability to judge and evaluate choices as a way of reducing risk (Sheth and Parvatiyar, 1995). In the work of Mieres et al. (2005) investigating the difference in the risk perceived by consumers when buying store or generic brands as opposed to national brands, they found self-confidence as a variable that can help to explain this difference. More specifically, Schaninger (1976) also confirmed the existence of negative relationship between the personality variable of self-confidence. In another empirical research, one's self confidence in his ability to select a good store in which to buy carpeting, draperies, or furniture is found to be related inversely to the risk perceived in store selection (Hirsch, 1972). In the light of all findings, we expect that

H_5: Consumers with a higher level self-confidence will perceive less risky at shopping from the retail brand.

In addition, the study attempts to empirically highlight the points whether dual constructs depending on the same attitude basis (*affection-based or cognition-based assessments*) are more interrelated or not. The strength of relationship between *hedonic value-affective responses* is considered to be more than that is between *utilitarian value-affective responses*. Similarly, the strength of relationship between *utilitarian value-cognitive responses* is considered to be more than that is between *hedonic value-cognitive responses*.

RESEARCH METHOD

We proposed a causal and integrated model to investigate crossover effects that signify a significant relationship among self-confidence, perceived risk, hedonic and utilitarian shopping values and consumer responses for apparel retail brands. The purpose of this study is twofold. First, the study attempts to explain the indirect and direct effects caused by these variables jointly. The second purpose is to predict possibly differential effects of two types of value on affective and cognitive responses attached to the purchase of retail brands.

Instrument and Sample

Our instrument was first translated into Turkish from the original scales in English version, and then the Turkish translation version was translated back into English by two bilingual experts to achieve the accuracy of translation. We prepared the instrument into two different formats by changing the place in questionnaire of the respective items as blocks for all constructs in order that we avoid response bias arising from the sequence or order effects in judgements. All the questionnaires were administered at random to each participant, helping provide better validity. Based on a 97% response rate, 881 questionnaires were available for analysis.

To measure self-confidence (5 items, pp.524), perceived risk (4 items, pp.489, 490, 812), hedonic shopping value (9 item, pp.576), utilitarian shopping value (3 items, pp.578), affective and cognitive responses (in turn, 3 and 4 items, pp.4, 33, 41, 62, 66, 73, 83, 84, 99), we used Bruner et al.'s marketing scales handbook (2005). Respondents were asked to indicate their level of agreement with all statements on a 5-point Likert-type scale anchored at 1 (strongly disagree) and 5 (strongly agree). In addition, participants were asked to respond to some descriptive questions including gender, age, education level, marital status, operation status, monthly income in household, and personal income.

In a pre-test with 93 women and 78 men, two retail brands in apparel product category were determined for different genders because the degree of brand familiarity could likely differ in women versus men.

The brands with high familiarity to consumers living in Istanbul in Turkey seemed to be international brands. Hence, the brands were used in order to be in accordance with the purpose of the study that is to explore the conditions necessary to be considered in which consumers hold more favorable attitude toward the buying of international brands. The survey questionnaire was designed separately for two distinct brands. The apparel retail brands presented to respondents is coded as Brand W for women and Brand M for men in reporting the results of analysis.

A pilot study including 95 women and 73 men was conducted for the precision and clarity of item wording. This pilot study also helped modify or eliminate some items if necessary by revaluating their appropriateness with the context of the study. The resultant survey was self-administered to gather data from a convenience sample of women (468) and men (413) students at five universities in the Istanbul city in Turkey. This sample was appropriate for the current study because members of this age group are highly interested in shopping for apparel products. All respondents in this study reported shopping at the apparel store in question. The sample was presented by means of Table I in detail.

Table I. Demographic Information about the Sample

		Women Sample (N=468)		Men Sample (N=413)				Women Sample (N=468)		Men Sample (N=413)	
		F	%	F	%			F	%	F	%
Age	18 - 22	393	83.9	308	74.7	Operating status	Have a job	58	12.4	77	18.6
	23 - 27	64	13.7	86	20.9		Have no job	401	85.7	328	79.4
	28 - 36	3	.6	11	2.6	Monthly personnel income (dollar)*	$ 278 - below	207	44.3	115	27.9
Mean; SD		21; 2		22;2			$ 279 - $ 556	135	28.8	186	45.1
Marital status	Married	6	1.3	8	1.9		$ 557 - above	34	7.7	51	11.9
	Single or divorced	454	97	400	96.9	Mean; SD		$ 348; $ 213		$ 468; $ 380	
Education	Graduated	51	10.9	62	15	Monthly household income (dollar)*	$ 279 - $ 556	36	7.5	29	6.9
	University student	398	85	329	79.7		$ 557 - $ 1115	106	22.9	112	27.4
Education years	1st year	131	28	85	8.2		$ 1116 - $ 2233	73	15.5	105	25.2
	2nd year	121	25.9	88	21.3		$ 2234 - above	100	21.3	61	14.6
	3rd year	79	16.9	86	20.8	Mean; SD		$ 1742; $ 1234		$ 1852; $ 1742	
	4th year - above	121	25.8	120	28.1						

* TL 1 equals to $1.80 (*Abbreviations*: N: The number of persons surveyed, F: Frequency, SD: Standard deviation.)

Instrument Reliability and Validity: Exploratory and Confirmatory Factor Analysis

To validate our measurement model, exploratory and confirmatory factor analyses were performed. The properties of the measurement model are summarized in Appendix A. Exploratory factor analysis (EFA) was first conducted to check whether each latent construct underlies a set of items in assessing the unidimensionality. The four underlying factors were extracted, as expected, in EFA carried out separately for self-confidence, perceived risk, hedonic shopping value, utilitarian shopping value, confirming the existence of their unidimensionality. In addition, the remainder items meant to measure the same construct clustered together when we removed three items from the construct "cognitive responses" and two items from "affective responses" through EFC in which factor matrices were rotated using Oblimin rotation.

Next, confirmatory factor analysis (CFA) was conducted to check the reliability and validity of the measurement model. Through this analysis, one item of both perceived risk and hedonic shopping value, and two items of utilitarian shopping value were eliminated since they created excessive inter-correlation with any latent factor in measurement model. Then, besides single-item factor "utilitarian shopping value", all underlying factors with multi-items involved in the measurement model: self-confidence with five items, perceived risk with three items, hedonic shopping value with eight items, affective response with three items, and cognitive response with four items. Error variance for utilitarian shopping value was set at 10% variance of the relevant measure since it's measured using

single item. The measurement model showed a moderately good fit. In the measurement model assessed at aggregated level (N=413+468). CFA indicated that the chi-square test for the overall fit was significant at the 0.00 level [x^2 (881)=868; df=238], but the chi-square statistic is too sensitive to large sample sizes and therefore one should not reject the model based on the chi-square statistic alone. For the measurement model, the goodness-of-fit index (GFI) was 0.92 and comparable fit index (CFI) was 0.94. The Bentler and Boner's (1980) normed index (NFI) (Bentler et al. 1980) was 0.91 indicating an adequate fit. All other goodness-of-fit indices were within the acceptable ranges: Root Mean Square Error of Approximation (RMSEA)= 0.055, Adjusted Goodness of Fit Index (AGFI)= 0.90, Standardized Root Mean Square Residual (SRMR)= 0.050, Incremental Fit Index (IFI) = 0.94, Non-Normed Fit Index (NNFI)= 0.93. The results indicated a parsimonious model.

For each latent construct with multi items, construct validity (including Cronbach alpha), convergent validity, and discriminant validity were assessed. Cronbach's alpha coefficients for all constructs were greater than 0.7, as suggested by Nunnally (1978), indicating a high internal consistency between measurement items belonging to the same construct. The construct validity is also tested for convergent and discriminant validity. We assessed convergent validity by reviewing the t tests for the factor loadings and by examining composite reliability and average variance extracted from the measures (Hair, 1998). Factor loading (lambda's) for each item to its respective construct was significant and high, satisfying the criteria for convergent validity. All factor loadings range from 0.60 to 0.84. Bagozzi and Yi (1988) suggested that composite reliability should be greater than or equal to 0.60 and variance extracted should be greater than or equal to 0.50. All of the constructs met that criteria. Discriminant validity was assessed using Fornell and Larcker's (1981) criteria: the average variance extracted estimate for each construct is greater than the square of the correlation estimate involving the construct. All five latent constructs with multi items satisfied that criteria, except for self-confidence. However, an average variance extracted for self- confidence was seen as acceptable since it's very close to threshold value of 0.50 (self-confidence's AVE=.49). Additionally, the correlations between the latent constructs and descriptive statistics for both of the studied brands were depicted in the above Table II and III.

Table II. Descriptive Statistics for the Scale and Construct Correlations for Brand W

				Construct correlations					
Constructs	Mean	S.D.	N	AFC	COG	UTI	HEDO	RSK	SELF
Affective responses (AFC)	3.11	.78	468	1	.54**	.02	.56**	-.41**	.13**
Cognitive responses (COG)	3.34	.78	468	.54**	1	.11*	.42**	-.52**	.13**
Utilitarian shopping value (UTI)	2.48	1.12	466	.07	.13*	1	-.05	-.10*	.04
Hedonic shopping value (HEDO)	2.92	.85	468	.57**	.42**	.04	1	-.42**	.11*
Perceived risk (RSK)	2.19	.79	468	-.41**	-.52**	-.10*	-.42**	1	-.16**
Self-confidence (SELF)	4.10	.69	468	.07	.08	.02	.07	-.16**	1

*Correlation is significant at the 0.05 level, **Correlation is significant at the 0.01 level. (*Abbreviations*: N: Full Sample Estimates. SD: Standard deviation;
Note: The latent factor correlations obtained from the measurement model referred to the figures above the diagonal; The correlations across the aggregated scales used as input in the path analyses referred to the figures below the diagonal.)

Table III. Descriptive Statistics for the Scale and Construct Correlations for Brand M

				Construct correlations					
Constructs	Mean	SD	N	AFC	COG	UTI	HEDO	RSK	SELF
Affective responses (AFC)	2.84	.82	413	1	.44**	.07	.44**	-.32**	.03
Cognitive responses (COG)	3.66	.78	413	.44**	1	.01	.22**	-.32**	.14**
Utilitarian shopping value (UTI)	2.64	1.19	413	.09	.02	1	-.02	-.07	-.05
Hedonic shopping value (HEDO)	2.28	.73	413	.44**	.22**	.02	1	-.30**	.13**
Perceived risk (RSK)	2.44	.83	413	-.32**	-.32**	-.07	-.30**	1	-.11*
Self-confidence (SELF)	3.81	.76	413	.04	.04	.01	.03	-.11*	1

*Correlation is significant at the 0.05 level, **Correlation is significant at the 0.01 level. (*Abbreviations*: N: Full Sample Estimates. SD: Standard deviation;
Note: The latent factor correlations obtained from the measurement model referred to the figures above the diagonal; The correlations across the aggregated scales used as input in the path analyses referred to the figures below the diagonal.)

Test of Hypotheses: Structural Equation Model

The maximum likelihood estimation method was applied in Lisrel 8.51 for estimating the structural equation model encompassing a series of estimated paths across the survey variables. Analysis were performed at two distinct brands that were responded by either women or men consumers. The proposed model involving hypothesized structural relationships is in accord with the model observed in the respective sample for both brands based on the good of fit criteria, hence the structural model was deemed acceptable [x^2 (468)=8.69; df=5; p=.12 for Brand W and x^2 (413)=13.54; df=5; p=.02 for Brand M]. The ratio of chi-square to degrees of freedom was 1.74 and 2.71 for two brands, respectively. The resulting goodness-of-fit statistics showed that the comparative fit index (CFI) was greater than 0.95, the normed fit index (NFI), the goodness of fit index (GFI) and the adjusted goodness of fit index (AGFI) were all above 0.90. The standardized root mean square residual (SRMR) and the root mean square error of approximation (RMSEA) were well below the suggested threshold value of 0.08. All of these fit indices for both of studied brands were acceptable, suggesting that the overall structural model provides a good fit with the data. Fit indices of estimating the structural model were presented above in Table IV for two brands.

Table IV. Parameter Estimates

	Apparel Store Brand W (N=468)			Apparel Store Brand M (N=413)		
Hypothesized path	Non-standardized parameter estimate	Standardized parameter estimate	t-value	Non-standardized parameter estimate	Standardized parameter estimate	t-value
H_{1a}: Hedonic shopping value → Affective responses	.44	.48***	11.64	.42	.38***	8.37
H_{1b}: Hedonic shopping value → Cognitive responses	.23	.25***	5.98	.14	.14***	2.80
H_{2a}: Utilitarian shopping value → Affective responses	.02	.03	.68	.05	.07*	1.52
H_{2b}: Utilitarian shopping value → Cognitive responses	.06	.08**	2.15	-.00	-.00	-.07
H_{3a}: Perceived risk → Affective responses	-.21	-.21***	-5.10	-.20	-.21***	-4.53
H_{3b}: Perceived risk → Cognitive responses	-.41	-.41***	-9.76	-.26	-.28***	-5.74
H_{4a}: Perceived risk → Hedonic shopping value	-.45	-.42***	-9.97	-.27	-.30***	-6.44
H_{4b}: Perceived risk → Utilitarian shopping value	-.14	-.10**	-2.16	-.10	-.07*	-1.44
H_5: Self-confidence → Perceived risk	-.18	-.16***	-3.46	-.12	-.11**	-2.24
Fit indices of structural model	x^2/ df (8.69/5)=1.74; p-value= .12, CFI=.99, GFI=.99, AGFI=.97, NFI=.98, SRMR=.032, RMSEA=.040			x^2/df (13.54/5)=2.71; p-value= .02, CFI=.97, GFI=.99, AGFI=.95, NFI=.95, SRMR=.035, RMSEA=.064		

*p<.10 **p<.05 ***p<.01 (one-tailed tests)

In the case of Brand W, the structural equation model accounted for 36% of the variance in affective responses, 33% of the variance in cognitive responses, 18% of the variance in hedonic shopping value, 1% of the variance in utilitarian shopping value and 3% of the variance in perceived risk. Explained by the model, the portion of the variance in affective responses, cognitive responses, hedonic shopping value, utilitarian shopping value, and perceived risk were, in turn, 24%, 12%, 9%, 1% and 1% in the case of Brand M. The covariance shared between affective responses and cognitive responses was significant at the 0.01 level (0.22 for Brand W and 0.29 for Brand M). The results basically supported all of our hypotheses. All except two path parameters between the variables were significant. Estimates of the supported hypotheses were as follows: 0.48 (H_{1a}), 0.25 (H_{1b}), 0.08 (H_{2b}), -0.21 (H_{3a}), -0.41 (H_{3b}), -0.42 (H_{4a}), -0.10 (H_{4b}), -0.16 (H_5) in the case of Brand W and 0.38 (H_{1a}), 0.14 (H_{1b}), 0.07 (H_{2a}), -0.21 (H_{3a}), -0.28 (H_{3b}), -0.30 (H_{4a}), -0.07 (H_{4b}), -0.11 (H_5) in the case of Brand M.

However, the direct paths linking utilitarian shopping value to affective responses (H_{2a}, Brand W) and cognitive responses (H_{2b}, Brand M) were not significant. In addition, as expected, hedonic shopping value was found for both brands to have different influences on each of evaluating responding that are affective and cognitive responses.

DISCUSSION AND CONCLUSIONS

The current study has an assessment about the apparel retailers, which has moved their own brand to international markets, in terms of the point of view of consumers. The study has tested a model that integrates a series of variables relating to the purchase of retailer brands (namely perceived risk, hedonic and utilitarian value), as well as self-confidence as a personal trait, in which the variance in the consumer responses (affective-based and cognitive-based assessments) is explained. Responses shown by consumers to the shopping at these retail stores is viewed as a critical success factor for the owners of the retail brand in foreign markets as well as domestic markets. Thus, this study attempts to explore the factors that play a role in the formation of consumers' evaluative responding with respect to the purchase of a retail brand, which is aiming to provide useful knowledge for international apparel retailers in developing brand strategies that create and sustain competitive advantages. On the basis of the data received from two different samples, the analysis of the model above-mentioned leads to the following conclusions.

First, in clothing context, perceived risk is a major strategic asset for the retailers in its struggle for shaping consumers attitude toward the purchase of retail brands, regardless of evaluating response are either affection-based or cognition based. As the results revealed, it has direct and indirect effect on consumers' evaluating responses. For the direct effect, the risk associated with the purchase of the apparel retail brand is negatively effective on consumer responses. The effect of the risk in cognitive responses is found to be relatively higher than in affective responses. For the indirect effect, the risk influences both hedonic and utilitarian value perceived in shopping at this retail, which in turn influences consumer responses. As understood from the results, retailers can deliver more shopping value to consumer through reducing the risk associated with the buying of clothing under its own brand name. Then, when the value of retail brands it carries is perceived at higher level, consumers will show more favorable responses to the purchase of the brand. Almost all the results show the consistency between two groups of sample and/or two distinct retail brands with some exceptions. At this juncture, we also need to draw your attention the results varying between different samples in terms of the effect of utilitarian shopping value on evaluating responses. The utilitarian value is found to have an influence on women's affective responses while it has an influence on men's cognitive responses. However, the effect of utilitarian value perceived at shopping is not significant when evaluating responses is cognitive in nature for the sample of women and affective in nature for the sample of men. This is possibly due to the fact that the measure of utilitarian value is perceived by two groups of sample in different way. Another possible reason why such a difference exists is that distinct retail brands are offered to respond samples. As such, brand-specific perceptions of consumers might lead to the difference in the effect of utilitarian shopping value on their affection-based and cognition-based responses. Overall, successfully managing the risk perceived during shopping is necessary not only for achieving the creation of the high level of shopping value but also for enabling consumers to respond more favorably to a retail store at which they shop.

Next, we have witnessed that the relationship between hedonic shopping value and affective responses is stronger when compared with the relationship between hedonic shopping value and cognitive responses. The result consistent with our expectations is observed in both retail brands and/or samples. This provides deeper knowledge for us in regarding how to arouse emotions or affects in the buyers in ways that favor retailers. On the other hand, we cannot explain if there exists a difference in the effects of utilitarian shopping value attached to cognition-based and affective-based responses on account of non-significant relationships between them above-mentioned. Finally, in the present survey, consumers with low self-confidence (high self-confidence) are considered to perceive a greater purchasing risk (a lower purchasing risk) associated with the shopping at the retail store. The results are in accordance with this notion for two different brands and/or samples. Accordingly, retail strategists should take into account of the perceptions of consumer has about their own ability to shopping from the store before deciding on an appropriate marketing strategy for managing perceived risk at shopping.

The generalization of the results is limited since only a sample of university students and retail brands in clothing industry were used in the study. As the way to improve the generalizability of the results, future research is supposed to expand the sampling base of participants and the variety of industry. In addition, further research is required to develop measures of utilitarian shopping value consistent with this framework.

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Appendix A. Summary of the -8 Measurement Model

Measurement variables for latent factors	λ	α	AVE	r^2_{max}	CR
Affective responses (AFC): How do you feel about shopping at the retail store?		.79	.55	.27	.79
AFC1: Entertaining	.80				
AFC2: Pleasant	.70				
AFC3: Appealing	.73				
AFC4: Attractive	Extracted				
AFC5: Nice	Extracted				
Cognitive responses (COG): What do you think about shopping at the retail store?		.85	.59	.20	.83
COG1: Reliable	.84				
COG2: High-quality	.74				
COG3: Practical	.74				
COG4: Satisfactory	.75				
COG5: Competent	Extracted				
COG6: Needed	Extracted				
COG7: Value for money	Extracted				
Utilitarian shopping value (UTI)		N.A.	N.A.	N.A.	N.A.
UTI1: I never have to go to another store for the product that I wanted which I could not find in this store.	Extracted				
UTI2: I can find products I'm looking for in this store.	Extracted				
UTI3: There have been times that I left this store without buying things that I need. (reverse)	1.00				
Hedonic shopping value (HEDO)		.90	.52	.27	.90
HEDO1: I enjoy being immersed in exciting new products in this store.	.71				
HEDO2: Rather than other things I do, I truly enjoy spending more at this store.	.60				
HEDO3: Shopping at this store is truly enjoyable time.	.75				
HEDO4: While shopping at this store, I'm able to forget my problems.	.64				
HEDO5: While shopping at this store, I've a good time because I'm able to make a decision without having to think at all.	Extracted				
HEDO6: While shopping at this store, I'm really having fun.	.78				
HEDO7: I don't want to stop when start to shop at this store, not because I have to, but because I want to do so.	.68				
HEDO8: To spend the time on shopping at this store is enjoyable for me.	.82				
HEDO9: I enjoy shopping at this store, not only I want to buy something but also I feel good about myself.	.79				
Perceived risk (RSK)		.75	.51	.15	.76
RSK1: Purchasing clothing from this store is risky.	.70				
RSK2: Purchase of clothing from this store may cause some problems.	Extracted				
RSK3: The idea of purchase of clothing from this store worries me.	.70				
RSK4: Purchase of clothing from this store seems to be a wrong decision.	.74				
Self-confidence (SELF)		.83	.49	.03	.83
SELF1: When I am shopping, I feel confident in choosing compatible clothing.	.74				
SELF2: I can choose the right and fitted clothes for myself.	.65				
SELF3: I don't think I am a shopper who can choose the right clothing. (reverse)	.61				
SELF4: I'm not good at choosing clothing. (reverse)	.69				
SELF5: My self-confidence is high in selecting clothing.	.80				
Fit Indices					
Chi-square (881)=867.98, df=238, RMSEA=.055, CFI=.94, GFI=.92, NFI=.91, RMSEA=.055, AGFI= .90, SRMR= .050, IFI = .94, NNFI=.93.					

Note: N.A.: Not available: It's due to the construct was added to the model as single-measure.
Abbreviations: λ: Standardized factor loading; AVE: Average variance extracted; CR: Composite reliability