Journal of Business Studies, Vol. XXXV, No. 2, August 2014

How Emotional Psychology Influences Branded Clothes Purchasing Behaviour: Empirical Evidence from Bangladesh

Shobod Deba Nath*
Abul Khayer**

Abstract: *This study examined the influence of emotional psychology on behavior in purchasing of branded clothing, particularly "Cats Eye". For the purpose of collecting primary data, total samples of 100 shoppers were selected by using mall intercept survey. The data gathered from the survey was analyzed using different statistical techniques namely frequency distribution, cross tabulation, multiple regression analysis, etc. The results of the study suggested that in case of emotions associated with Cats Eye's in-store environment, smell of the store played a significant role toward purchasing cloths from Cats Eye because it increased the duration of shopping within a store. On the other hand, most customers were not happy regarding dim lighting of the store although it produced differentiation. Other empirical finding indicated that some emotional factors (pride, pleasure, and excitement) created more motivational impact when they bought clothes from Cats Eye. Among them, "pride" was the most significant emotional factor that had formed satisfactory feelings towards purchase decision making, followed by "pleasure", "excitement". The emotion-congruency effect was not observed when participants were aware of the incidental nature of their feelings. Rather the emotion-congruency effect was mediated by the influence of feelings on participants' expectations that the product would deliver what it promised. Thus, the prime implication of this research is that brand or marketing managers can use different types of emotional appeal such as positive, negative and/or mixed emotions when they design effective communication and brand building related campaigns.*

Keywords: *Emotional Psychology, Purchasing Behaviours, Branded Clothing, Cats Eye*

1. Introduction

The field of judgment and decision making often have neglected the influence of ''hot processes'' on decision behaviour in favour of a focus on ''cold,'' deliberative, and reason-based decision making (Shafir et al., 1993). Historically, this was due at least in part to hot processes being viewed primarily as biased, leading to irrational choice

* Assistant Professor, Department of International Business, University of Dhaka
** Assistant Professor, Department of International Business, University of Dhaka

behaviour. However, over the last one decade the judgement and decision making field has turned its attention more and more to how affective feelings influence judgments and decisions. Today, emotion and affect are on the research agenda for many researchers especially in business and marketing discipline. Although prior studies have been conducted on emotion psychology related to business and marketing, there is dearth of knowledge in developing countries because most of them have focused on developed country perspective. Thus, with the growing concerns from the shoppers of developing countries, do the factors associated with emotional psychology influence purchasing behaviours of branded clothing specially Cats Eye in Bangladesh?

In 1980, Cats Eye started its journey in the form of a small shop. The mission of this store is to create a style statement that suits the discerning individual while keeping a vigilant eye on quality alongside affordable clothing. In 1983, the couple rented a floor space in Mansur Bhaban, Elephant Road. That was the official inception of Cats Eye. Until 1993, there was a vacuum in the men's fashion market for a clothing line for the executives. Thus, Cats Eye introduced a new line of products under the new brand name Monsoon Rain as a sister concern of Cats Eye. In 1998, Cats Eye launched another brand of men's wear under the name Cats Eye Unlimited in order to satisfy the stylish men's casual wear segment. Recently Cats Eye introduced Ladies wear, shoes and silver jewellery with unique style. The unique styles are created based on years of experience and keeping up with global trends that have placed our brands as the leader in the market. As a result, the company has not relied on media marketing to communicate its desired look and appeal and the brand's marketing are modified to apply the emotional strategies in all aspects of customer encounter in order to create strong and lasting relationship with customers.

One of the most important factors for strengthening the consumer-brand relationship is mystery, that is, the brand must tap consumer dreams by being iconic and having great stories associated with it (Pawle & Cooper, 2006). Most shoppers who buy clothes from this shop are motivated by emotion like adventure, and enthusiasm. Adventure and enthusiastic shopping refer to shopping for stimulation, sheer excitement, adventure, and feeling of being in another world (Arnold, and Reynolds, 2003). So, it is vital to understand the mystery behind purchasing behaviors of branded cloths through identifying and measuring the factors associated with emotion.

2. Objectives

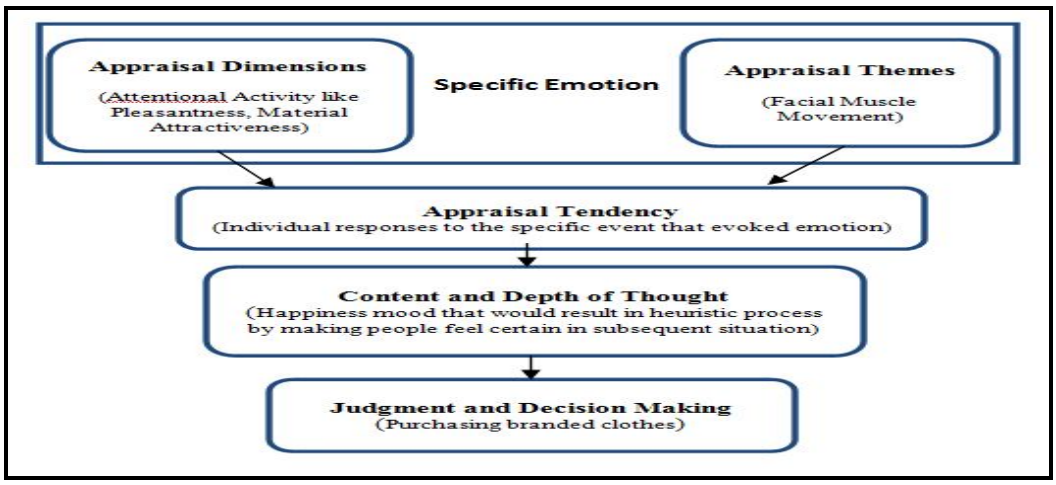
The main objective of this study is to identify the factors affecting customer emotions towards purchasing clothes from Cats Eye. The specific objectives are to:

- Measure the influence of the factors towards purchasing branded clothes.
- Measure the strength of relationships among the variables.
- Recommend a set of suitable marketing implications in order to gain competitive advantage through the use of emotional psychology.

3. Review of Literature

Emotion is be defined as a higher intensity and shorter duration object which is a direct source for its elicitation (Cohen and Areni, 1991). Lerner and Keltner (2000, 2001) proposed the Appraisal-Tendency Framework (ATF) as a basis for distinguishing the effects of specific emotions on judgment and decision making. The ATF assumes that specific emotions give rise to specific cognitive and motivational processes, which account for the effects of each emotion upon judgment and decision making (see figure 1).

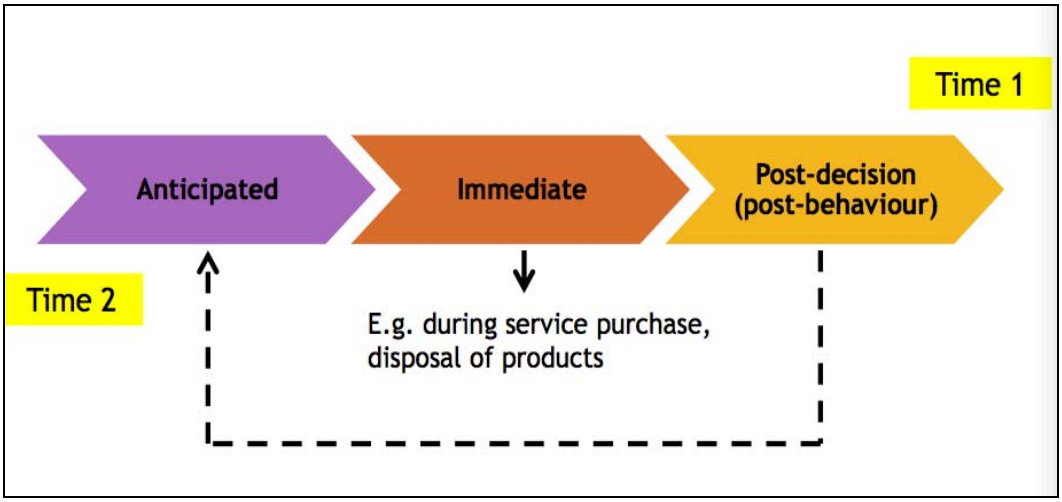
Figure 1: The Appraisal Tendency Framework
(Source: Lerner and Keltler, 2000, 2001)



The ATF distinguishes between two kinds of affective influences on judgment and choice. The first, *integral emotion* encompasses influences of subjective experiences that are normatively relevant to present judgments and choices (for a discussion, see Loewenstein & Lerner, 2003: see figure 2). For example, experienced fear and anticipated regret when evaluating a gamble have been shown to influence how much one is willing to gamble (Larrick & Boles, 1995; Loewenstein & Lerner, 2003; Loomes & Sugden, 1982; Mellers et al., 1997). The second, *incidental emotion* encompasses the

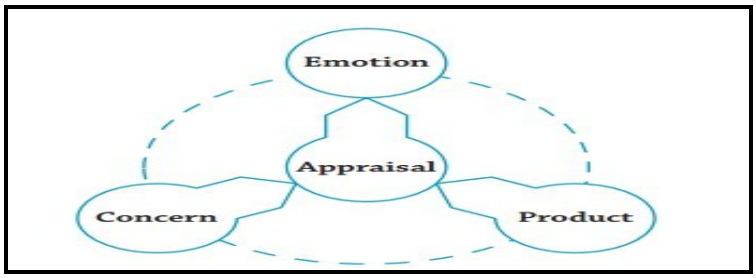
puzzling influence of subjective emotional experiences that should be normatively irrelevant to present judgments and choices. For example, emotions produced by listening to music, experiencing bad weather, or reliving stressful events have been shown to influence judgments of unrelated topics and objects (Bodenhausen et al., 1994; Schwarz & Clore, 1983). Such incidental carryover occurs even when decision makers are unaware of such influences and even when concrete economic outcomes are at stake (Lerner et al., 2004).

Figure 2: Temporal manifestation of emotions
(Source: Loewenstein and Lerner, 2003)



Many emotion theorists have argued that a range of cognitive dimensions (including, but not limited to, valence and pleasantness) usefully differentiates emotional experience. Of the many excellent appraisal theories, one by Smith and Ellsworth (1985) is particularly useful for our concerns. In an empirical examination of appraisal dimensions, Smith and Ellsworth identified six cognitive dimensions that define the underlying appraisal patterns of different emotions: certainty, pleasantness, attentional activity, control, anticipated effort, and responsibility. At a more macro level of analysis, each emotion can also be defined by core appraisal themes. Appraisal themes, first proposed by Lazarus (1991), are thought to provide a convenient summary of specific harms or benefits that arise in the individual's ongoing interaction with the social environment. Emotion-specific core appraisal themes, in turn, influence the likelihood of specific courses of action (Frijda, 1986; Lazarus, 1991; Roseman et al., 1994; Scherer, 1999, 2001). For example, anxiety is characterized by appraisals of facing uncertain existential threats (Lazarus, 1991) and, thus, accompanies the action tendencies to reduce uncertainties (Raghunathan & Pham, 1999).

Figure 3: Desmet's model of product emotion, Source: Desmet (2002)

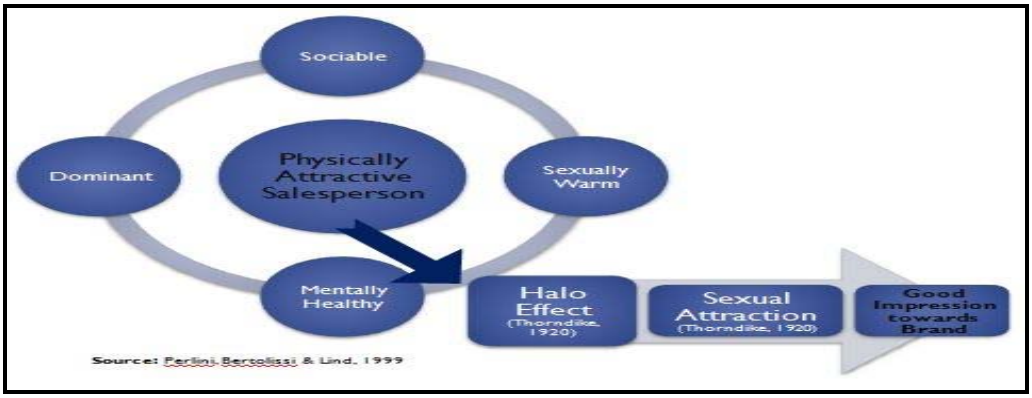


The ATF predicts that each emotion carries with it motivational properties that fuel carryover to subsequent judgments and decisions. The particular form of that carryover takes shape through cognitive appraisal patterns and appraisal themes of specific emotions (see figure 3). Although the original statement of the ATF (Lerner & Keltner, 2000, 2001) addressed that emotion effects only the content of thought, Lerner and Tiedens (2006) introduced new concepts in the framework, specifying that emotion effects depth of thought as well. To illustrate how appraisal dimensions drive depth of thought, consider the effects of certain emotions and uncertain emotions on the use of simple, heuristic judgment cues such as the expertise of the source. In a clever series of studies, Tiedens and Linton (2001) predicted that incidental emotions associated with certainty appraisals (such as anger and happiness) would result in heuristic (i.e., simple, shallow) processing by making people feel certain in subsequent situations, whereas emotions associated with uncertainty appraisals (such as fear and hope) would result in systematic (i.e., complex, deep) processing by making people feel uncertain in subsequent situations. Finally, the ATF predicts domain specificity for the effects of distinct emotions upon judgment and choice. The influence of emotion is limited to spheres of judgment related to the emotion's appraisals. That is, carryover is constrained by a match between the core appraisal dimensions or appraisal themes of the emotion and the salient cognitive dimensions of the judgment and choice at hand.

Moreover, in the retail atmosphere, the salesperson plays an influential role in consumers' decision making because the set of principles of attraction in first encounters is the most favourable factor (Berscheid and Reis, 1998). Besides, a store image and ability to build loyalty can heavily depend on the ability and characteristics of the salesperson (Engel, at al 1995). Wilkie (1994) reported that an industrial firm considered the salesperson's function five times more important than advertising in their marketing mix rates. Supporting the importance of the salesperson, Woodside and Davenport (1974) explained that a salesperson's power plays an important role when the consumer likes the salesperson. People perceive physically attractive people in a more positive fashion than they do physically unattractive people (Dion, Berscheid, &Walster; 1972). Feingold

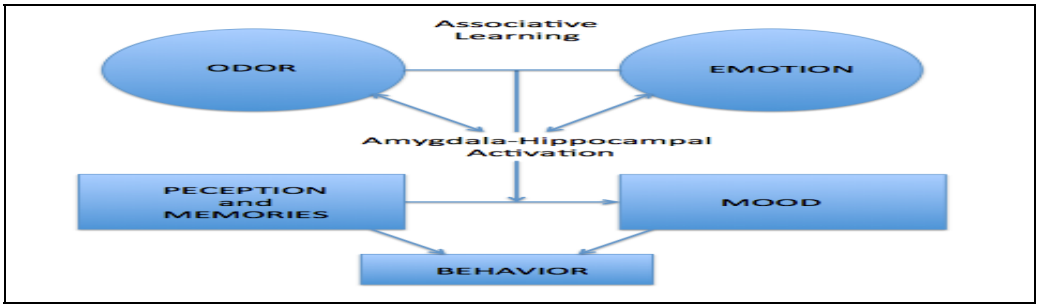
(1992) found that there are few dispositional differences between physically attractive and physically unattractive people. However, those deemed attractive are generally perceived more sociable, dominant, sexually warm, mentally healthy and socially skilled than physically unattractive people (Perlini, et al., 1999). This has been referred to as the 'what is beautiful is good stereotype' (Dion et al., 1972). This stereotype is associated with the halo effect, where the positive affect generated by a positive trait (such as physical attractiveness) creates a context where other positive qualities are associated with the trait (Thorndike, 1920). It can be clearer from the following figure suggested by Perlini et al. (1999).

Figure 4: What is beautiful is good stereotype
(Dion et al., 1972 cited in Perlini et al., 1999)



In addition with external environment, emotion associated indoor environment like smell and lighting of any particular store creates "Amygdale-Hippocampal" activation which, in turn, forms positive and/or negative memories, mood & perceptions towards purchasing behaviors (Krishna, 2010: see figure 5).

Figure 5: "Emotion and a Novel odor are Experienced Together"
(Source: Krishna, 2010)

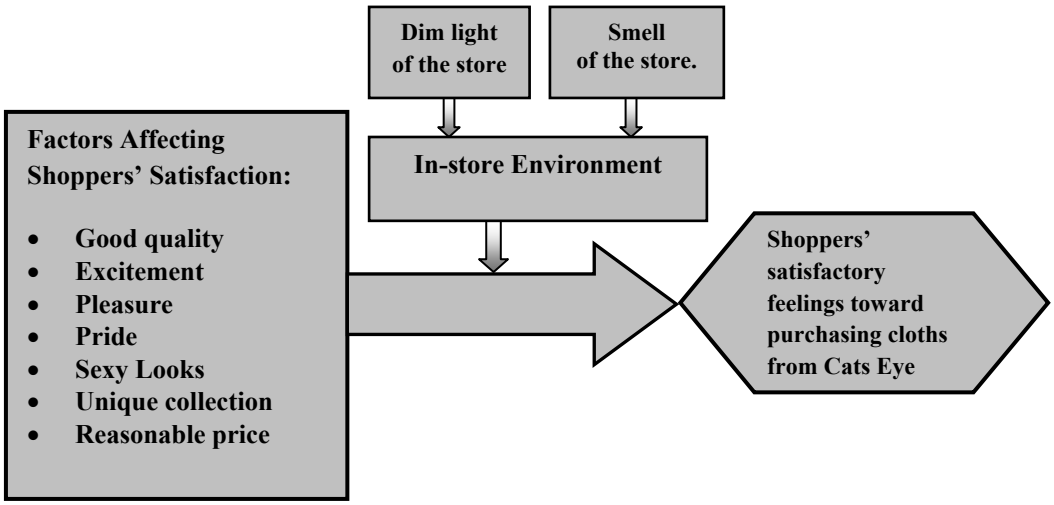


In case of customer-brand relationships, emotion is the first aspect to identify an overt connection between feelings and brand relationships that sees brand relationships as analogous to relationships between people (Heath et al., 2006). The relationships that consumers have with brands are much more heavily influenced by emotional factors. Now it is time for brands to evolve into "Lovemarks" which are the next evolution in brand. Lovemarks are about building and strengthening emotional bonds between brands and consumers (Pawle & Cooper, 2006). Indeed, "feelings" work as information theory and consumers use their current "feelings" as a source of information in evaluating target objects (Schwarz & Clore, 1983). Moreover, consumers evaluate a product more favorably when their own feelings match rather than mismatch the product's emotional claims (Kim et al., 2009).

In a nutshell, there are still issues and varying opinions about the diverse range of emotional psychological factors that influence purchasing behaviours. Hence, there is still a need for fundamental research to determine the appropriate factors associated with emotion, bearing in mind the contextual circumstances such as fashion clothing industry in Bangladesh.

Conceptual Framework and Hypotheses Development: Therefore, to carry out this particular study in order to fill in the gap, the researchers developed a conceptual framework as well as intended to test two important hypotheses for the purpose of investigating the effect of emotion on the purchasing behavior of branded clothes in Bangladesh in a small scale. The conceptual framework and research hypotheses associated with emotions are given below:

Figure 6 : (Source: Constructed by Authors)



Hypothesis 1: Emotions associated with in-store environment (smell and dim light) of the retail store can positively influence decision making and judgements towards purchasing branded clothes.

Hypothesis 2: Factors associated with emotional psychology during the purchase of branded clothes from Cats Eye store can directly influence shoppers' satisfaction.

4. Methodology

4.1 Type of Research Design and Data Collection Methods: The type of research design was descriptive in nature. This study was consisted of a two-stage procedure. At the first stage, the identification of variables was done based on exploratory research methods such as secondary data analysis, literature review, etc. At the second stage, the study was carried out following the descriptive research design to test relative significance of each of the factors affecting purchasing decision making from Cats Eye Store. For that purpose, primary data were collected through using mall intercept survey.

4.2 Sampling Technique and Sample Size: A total number of 100 respondents were selected for samples by using non-probability sampling technique, which is convenience sampling. All clothing stores of Cats Eye were considered sampling units. Consumers who visited and bought clothes from this branded stores just immediately before the research period were considered sampling elements.

4.3 Measuring Instrument and Variable Specifications: A measuring instrument i.e. structured survey questionnaire was administered through personal interview and the information needed for this research was related to the factors that a shopper considered before selecting a clothes from a particular clothing store. A draft questionnaire was prepared for data collection on basis of variable specified in this study. Since there was absence such related study in the context of branded fashion clothing in Bangladesh, the authors considered all dependent and independent variables based on previous research from developed country perspective. There were a total of eleven variables including 9 independent variables (dim light, smell, quality, price, collection, pleasure, pride, excitement, sexy look) and 2 dependent variables ("feelings toward in-store environment" & "satisfaction"). For measurement purposes, a 5-point Likert-type interval scale with 1= highly disagree and 5= highly agree was used. The items used in questionnaire were adopted from previous studies (Heath et al., 2006; Krishna,, 2010; Pawle and Cooper, 2006).

4.4 Reliability and Validity: The authors had been checked the reliability and validity of this questionnaire using various theories such as Nunnally's (1967) threshold of 0.70 and above, and pre-testing on a small sample. As the scale items had already used in previous surveys, pre-testing of the questionnaire was limited to only few sample respondents to ensure the precision, conciseness, objectivity, and understandability of the questions. Multicollinearity problem had been checked by calculating the value of VIF and TL. The model will be free from multicollinearity problem if it meets two conditions (VIF<10 and Tolerance level >.10).

4.5 Fieldwork: A total of four fieldworkers participated in the data collection activity. The author is responsible for the control of the fieldwork conducted. Moreover, the survey had been conducted in Dhaka in the period 01-15 December, 2013.

4.6 Data Analysis: The collected data were tabulated on the computer and the final analysis was performed by using different statistical techniques namely frequency distribution, cross tabulation, regression analysis, etc via SPSS 20.0 package program. Since there are more than two independent variables in this study, an ideal quantitative technique particularly "multiple regression analysis" was carried out. This is a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and an interval-scaled dependent variable. The purpose of this analysis was to measure the relative influence of each independent variable on the dependent variable. The regression models used were as follows:

$\mathbf{Y = \beta 0 + \beta 1DL + \beta 2S + ei}$ (Where, Y= Feelings toward in-store environment; β0 = Constant; DL = Dim Light of the store; S = Smell of the store; ei = Error)

$\mathbf{Y = \beta 0 + \beta 1GQ + \beta 2RP + \beta 3UC + \beta 4PL + \beta 5P + \beta\ 6E + \beta\ 7SL + ei}$ (Where, Y= Satisfactory feelings toward purchasing; GQ = Good quality; E = Excitement; PL = Pleasure; P= Pride; S = Sexy Looks, U = Unique collection, RP = Reasonable price)

The coefficients associated with each of the independent variables are denoted by β. This coefficient denotes how much relationship exists between that particular independent variable and the dependent variable. The β values of each independent variable has considered as group parameter. If the β of all independent variable is same that it means the independent variables have no effect on the dependent variable, that means, the null hypothesis is accepted. But if the β of all the independent variables are not same then it can be said that the null hypothesis is rejected and automatically the alternative

hypothesis would be accepted. This study also used the R2 Value to test hypothesis. If this value is 0, then it can be said that there is no relationship among the dependent and independent variables. If not, then there are some relationships among the variables, which mean it can reject the null hypothesis and accept alternative hypothesis.

4.7 Limitation of the Study: This study had few shortcomings. The sample size and geographical extent used to collect data were very narrow (only one city). Psychographic variables are not captured in the model (e.g. personality features, use of coping mechanisms, cultural differences).

5. Results, Interpretations and Findings:

Table 1: Model Summary[b] of First Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Sig. F Change
1	.412[a]	.169	.134	.820	.169	4.791	**.013**

a. Predictors: (Constant), Dim light of the store, Smell of the store

b. Dependent Variable: Feelings toward Cats Eye in-store environment

Here, the table 1 shows the value of correlation coefficient, r = 0.412; which implies that there exists a high degree of positive relationship between dependent variable (Customer feelings toward Cats Eye's in-store environment) and independent variables (Dim light of the store, Smell of the store). Here, R2 = .169; which implies that 16.9% of the total variation of customer feelings toward Cats Eye's in-store environment can be explained by the regression model (by the variation in factors influencing customer feelings). Thus, fitness of the model is 16.9%. Based on the statistical representation seen above table 1, it can be also concluded that hypothesis 1 has been accepted at 5% significant level since the value of significance is less than 0.05 (p =.013). In addition, the model results are correct because there is no multicollinearity problem since the value of VIF is less than 10 & the level of tolerance is greater than .10 (i.e., VIF<10 and Tolerance level >.10).

Table 2: The impact of Factors that Influence Feelings towards in-store Environment (Coefficients [a])

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	**Std. Error**	**Beta**		
1	(Constant)	3.445	.558		6.178	.000
	Dim light of the store	-.117	.109	-.144	-1.076	.288
	Smell of the store	.244	.088	.373	2.790	**.008**

a. Dependent Variable: Feelings toward Cats Eye in-store environment

According to the Table 2, smell of the store has significant influence on creating good consumer feelings toward Cat's Eye store because the value p is less than 5% significant level (p =.008). On the other hand, most of customers are not happy with dim or dark lighting of the store although it produces differentiation (p=.288). A consumer's statement proved this evidence "*although it is difficult to recognize the color of clothes, I like Cat's Eye because it is the only clothes store using dark light. So it's so special to me*".

Table 3: Model Summary[b] of Second Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Sig. F Change
1	.596[a]	.355	.248	.644	.355	3.306	.007

a. Predictors: (Constant), sexy looks, unique collection, reasonable price, Good quality, Excitement, pleasure, pride

b. Dependent Variable: Satisfactory Feeling toward purchasing

Here, the table 3 shows the value of correlation coefficient, r = 0.596; which implies that there exists a high degree of positive relationship between dependent variable (satisfactory feeling toward purchasing behavior) and independent variables (sexy looks, unique collection, reasonable price, good quality, excitement, pleasure, pride). Here, R2 = .355; which implies that 35.5% of the total variation in forming customer satisfactory feelings towards purchasing cloths from Cats Eye retail store can be explained by the regression model (by the variation in factors influencing customer satisfactory feelings). Thus, fitness of the model is 35.5% which moderate good. Besides, the model results are correct because there is no multicollinearity problem (VIF<10 and Tolerance level >.10). Based on the statistical representation seen above table 4, it can be concluded that hypothesis 2 has been accepted at 5% significant level since the value of significance is less than 0.05 (p =.007).

Table 4: The impact of Decision making Factors that Influence Satisfactory feelings toward Purchasing Behaviours from Cat's Eye Store, Coefficients[a]

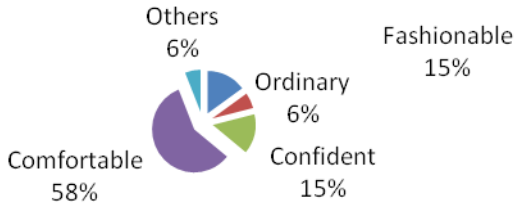
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.858	.574		4.980	.000
	Good quality of the product	.229	.116	.268	1.972	**.045**
	Reasonable price	.085	.073	.159	1.166	.250
	Unique collection	.076	.129	.102	.591	.558
	The brand provides pleasure	-.293	.112	-.423	-2.621	**.012**
	It gives me pride	.332	.115	.512	2.888	**.006**
	I feel excited when I wear clothes from Cats Eye	-.174	.102	-.262	-1.699	**.047**
	It makes me look sexy	.054	.086	.102	.628	.534

a. Dependent Variable: Satisfactory Feeling toward purchasing

From the table 4, since the value of p is less than .05 for the emotional factors (pride, pleasure, and excitement) create more motivational impact when they buy clothes from Cats Eye. In addition, there is only one rational factor (good quality) that significantly influences the satisfactory feelings toward purchasing cloths from Cats Eye store. Among them, emotional factor i.e., "pride" has most influence the satisfactory feelings towards purchase decision making from Cats Eye store, followed by "pleasure", "excitement" and "good quality".

Figure 7 : Which Word will You Use when You Describe "Cat's Eye" Brand?

Figure 8 : How do You Feel When You Wear Clothes from Cat's Eye?



According to some other findings from this empirical study, the use of cognitive emotions during different stages of marketing and branding decisions had been observed whereas emotions were elicited by evaluations (appraisals) of events and situations. These findings also indicated the application of emotional psychology in products such as cozy style, small and fit size, among early teens to mid-twenties.

A product from Cats Eye had treated as "object" which also appealed to consumers as good quality and comfort along with "CAL" style. It can be clear from the consumers' viewpoint "The material, patterns and detail play a big role in my eyes because you get what you pay for and Cats Eye clothing is always comfortable and brilliantly made". Besides, a product from Cats Eye have treated as "agent" through offering two sizes smaller than standard design along with confident & indignant attitude. According to consumer statement, "It creates clientele perceptions of good bodied young things. Make sure you get the correct size!". Moreover, a product from Cats Eye had considered as "event" whereas the company has established itself as an expensive and fashionable. This was mainly due to the consumer direct quotation, "It's not really the clothes, it's a name connected with a price".

5. Future Research Directions

Future research must extend to diversified samples in terms of other demographics (occupation, and income) in order to ensure this model's full applicability to other settings. Hence, more antecedent variables (psychological factors) could be tested within this modelling framework in an attempt to improve the predictive accuracy of the model.

6. Conclusions

Emotions can directly influence intentions and behaviour. Also, emotions influence a range of cognitive functions e.g. perception, attention, and memory which have used in marketing communications. Emotions with same valence lead to different appraisals and attitudes related behaviour. Consumers use emotions to change the interpretation of the stimuli as well as their emotional reactions and behaviour. Thus, one of the recommendations for marketing managers during designing communication and brand related strategies is that some consumers may differ in their likelihood of using emotion psychology towards judgments and decision making because of the gap between customers' emotion and their final consumption behavior. Besides, consumers' decision making process is not always sequential. Another recommendations is that marketers can facilitate the impression that the product will deliver on its promises by displaying it in contexts in which consumers' pre-existing feelings are likely to match the product's claims. In this study, the emotion-congruency effect was not observed when participants were aware of the incidental nature of their feelings and was mediated by the influence of feelings on participants' expectations that the product would deliver what it promised. In addition, marketing manager can use different types of emotional appeal such as positive, negative and/or mixed emotions when they design effective communication campaign. Moreover, emotions can be used to segment the target consumers along with other cognitive variables. Nevertheless, promotional strategies will be futile when consumers

become aware that their feelings may be incidental and/or may not be elicited by the product itself. Furthermore, marketing communcation campaign can induce emotions connected with the product's claims through the appropriate verbal tone, music, favourable smell, and visuals attractiveness which, in turn, may facilitate the impression of a particular branded clothing store like Cats Eye.

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Appendix

Table: Different constructs of emotion used in previous literature.

Mehrabian (1996) Retail environ.	Izard (1977) Human emotions		Richins (1997) Consumption emotions set	
Pleasure	Joy	Shame	Anger	Loneliness
Arousal	Sadness	Disgust	Discontent	Romantic love
Dominance	Interest	Contempt	Worry	Love
	Anger	Surprise	Sadness	Peacefulness
	Guilt	Fear	Fear	Contentment
			Shame	Optimism
			Envy	

Figure: The Pathways to Brand Relationship Model, Source: Pawle and Cooper (2006)

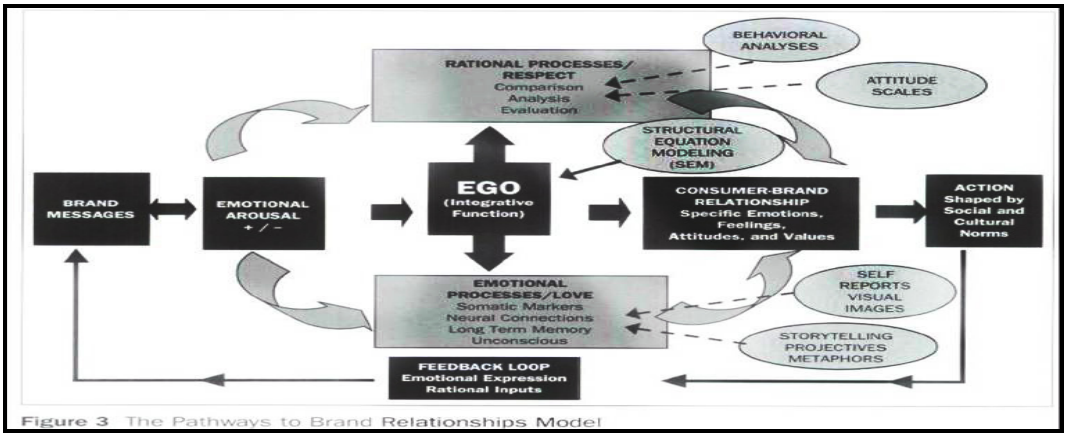

Figure 3 The Pathways to Brand Relationships Model
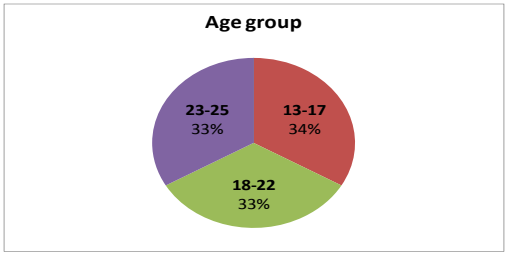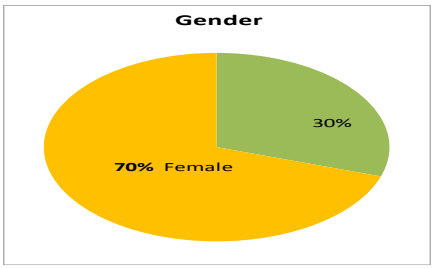
Figure: Demographical Profile of the Shoppers