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RESEARCH ARTICLE

Socio-Cultural Influences on Fashion Consumption Behaviour of University Students

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Abstract: This study aimed at investigating the social-cultural influences on fashion consumption behaviour among undergraduate university students basing on the theory of reasoned action (TRA). The population of the study was mainly the Management Science students from two universities from the South-East and South-South Zones of Nigeria. The sample size was 278 while valid response was 256. The survey was based on likert scale structured questionnaire, while the proposed model was tested with the SPSS version 21 Simple Regression Analysis (SRA). It was found that culture, opinion leadership, social class, family and ethnicity have significant influence on fashion consumption among undergraduate students. The study recommends amongst others that marketers in the fashion business should continuously scan their social-cultural environment and assess its influence on consumer's behaviour both at the personal and societal level with a view to enhancing their capacity to recognize, resist as necessary, and make international decision that will both be beneficial to them and their customers.

Keywords: Socio-Cultural Influences, Fashion Consumption Behaviour, University Students.

1. Introduction

When referring to literature, one can discover a number of interesting expressions and viewpoints on clothing and fashion by different people (Dinesha, 2014). For instance, the Egyptian, Greek and Roman civilizations explicate that, clothes must be aligned with the weather conditions and they should be able to cover the body more in cold weather and less in warm situations (Blackwell, Miniard & Engel, 2006). Also, in Nigeria, people wear cloth based on their culture, occasion, weather condition among others (Agu & Onuoha, 2016). The emergency of the fashion in the middle of the 14th century is an important historical incident in clothing history and crusade. The Pop website (2013) noted that styles remained same for centuries until Europeans started to change them every year and it developed up to national level changes in 15th century.

Further, O'Connor (2005) observed that fashion strongly influences clothing with its continuous changes of appearance and the conventional uses. Carrigan and Attalla (2001) stated that fashion is a way people use to convey the sense of beauty, color and overall interest and to express themselves to society. Other than that, people use fashion as an element to describe the cultural differences. Klepp (2005) remarked that, clothes could be used as a method of displaying the dissimilarities of norms, attracting attention and provoking reactions.

Davison, Findlay and Sparks (2006) noted that buying behaviour is the set of attitudes that characterize the patterns of consumer's choices. That is to say that the consumers' purchase



decisions and behaviour, as well as their consumption patterns are constrained and directed by a multiplicity of factors, some of which are outside the consumers' control. Apart from the essential internal factors, which are recognized as influential to buying behaviour, Lawan and Zanna, (2013) observed that there are a number of external situational contexts that affect consumer choices. For instance, in the fashion industry, Rajagopal (2011) identified that Globalization has catalyzed the growth.

As observed by Gazzola, Pavione, Pezzetti and Grechi (2020), the fashion industry is a global business of 1.3 trillion dollars, which employs more than 300 million people worldwide and represents a significant economic force and a substantial driver of global GDP. Meanwhile, notwithstanding that society's values are established and evolving characteristic to their beliefs and culture, Saravanan and Nithyaprakash (2015) noted that fashion trends come and go. That is to say, fashion is just not a striving anticipated image of a reinterpreted good old value to fulfill some function or agenda alike. Rather, it is an evocative and refreshing concept worthy enough to be portrayed for society's appreciation that makes us automatic. In the society, the individual's appearance is the ticket to transmit non-verbal communication signals such as possible cues about people's social stature, values and lifestyle (Saravanan and Nithyaprakash, 2015).

The consumer market for fashion apparel has become more diverse through fashion brands, store brands, personalization, advertising and ethnicity in the global marketplace. If manufacturers and retailers of fashion apparel can identify target consumers' preferences, they may be better able to attract and maintain their target consumer group. Among the factors affecting buying behaviour are the cultural and social factors. Cultural factors comprise of set of values and ideologies of a particular community or group of individuals. Culture is that complex whole, which includes knowledge, belief, art, law, morals, customs and any other capabilities and habits acquired by humans as members of society. In simpler words, culture is nothing but values of an individual, which decides the way they behave. For Kotler (2000), culture can be acquired from the family, from the region or from all that has been around us while we were growing up and learning the ways of the world. Again, Human beings are social animals. We need people around to talk to and discuss various issues to reach to better solutions and ideas. We all live in a society and it is really important for individuals to adhere to the laws and regulations of society.

This seeks to unravel the effect of socio-cultural factors on consumer buying behaviour of fashion products among undergraduates. Socio-cultural beliefs and values are the mental images that affect a wide range of specific attitudes, which in turn influence the way a person is likely to behave in a specific situation. For instance, purchasing a cloth, the evaluation, choosing among alternatives and finally paying for a particular type of cloth is largely a function of core socio-cultural beliefs and values. Kotler (2000) believes that core beliefs and values in a society have high degree of persistence. They shape and colour more specific attitudes and behaviour found in everyday life. In this study, socio-cultural factors are made up of cultural, economic, and instrumental variables that affect consumer buying behaviour. Specifically, the socio-cultural variables considered in this study include culture, opinion leadership, social class, family, reference group and ethnicity.

1.1. Statement of the problem

Fast fashion and competitive pressures are becoming higher in recent times and global demands continue to ask for new collections rapidly. Gazzola et al (2020) noted that changing collections about every three weeks has induced consumers to act with a new behavior called "see now—buy now". Collections and new fashion items are not only seasonally brought to market, but increased during the year. The consumer market for fashion apparel has become more diverse through fashion brands, store brands, personalization, advertising and ethnicity in the global marketplace. The society's culture such as norms, convention, customs religion, festivity, class, lifestyle and other subculture

influence how individual consumers buy and use products, and helps explain how groups of consumers behave, and this assertion is well established in research (Kotler, 2000).

The knowledge of how socio-cultural factors influence fashion purchase and consumption in the context of Nigeria has not been fully appreciated in the literature. Agu and Onuoha (2017) investigated the psychological influences on fashion consumption. However, since scholars believe that culture and also social factors have the widest influence on consumer behaviour including purchase and consumption decisions, this study seeks to explore how these factors induce fashion consumption decisions. If manufacturers and retailers of fashion apparel can identify target consumers' preferences, they may be better able to attract and retain their target consumer groups. Thus, in order to construct a good value to consumers, the marketer should have a proper understanding about their preferences as well as behaviour and its differences. Hence, the challenge here is the exploration of the socio-cultural influences on consumer buying behaviour of fashion products among university undergraduates of Michael Okpara University of Agriculture Umudike and University of Uyo, Akwa Ibom State.

1.2. Objectives of the study

This study aimed at investigating the socio-cultural influences on fashion consumption among undergraduate students. The Specific objectives include to:

1. Determine whether culture has any significant influence on fashion consumption among undergraduate students.
2. Investigate the influence of opinion leadership on fashion consumption among undergraduate students.
3. Examine if social class has significant influence on fashion consumption among undergraduate students.
4. Ascertain the effect of family on fashion consumption among undergraduate students.
5. Identify the effect of reference group on fashion consumption among undergraduate students.
6. Know if ethnicity has significant influence on fashion consumption among undergraduate students.

1.3. Research hypotheses

The following hypotheses were considered for this study and they are stated in null forms.

- H₀₁: Culture has no significant influence on fashion consumption among undergraduate students.
- H₀₂: Opinion leadership has no significant influence on fashion consumption among undergraduate students.
- H₀₃: Social class has no significant influence on fashion consumption among undergraduate students.
- H₀₄: Family has no significant influence on fashion consumption among undergraduate students.
- H₀₅: Reference group has no significant influence on fashion consumption among undergraduate students.
- H₀₆: Ethnicity has no significant influence on fashion consumption among undergraduate students.

1.4. Scope of the study

The scope of this study covered undergraduate students of Management Science of Michael Okpara University of Agriculture, Umudike Abia State and University of Uyo, Akwa Ibom

State. These two universities were selected from the South-East and South-South zones. A study of this sort could cover more areas to have knowledge of what the buying behaviour of consumers is especially as it has to do with socio-cultural factors in other states and countries on fashion products purchase/consumption. Nevertheless, it is the belief of the researcher that the respondents that were selected in the area would represent the undergraduate students in other universities, states as well as countries.

2. Review of Literature Review

2.1. Conceptual Framework

Under the conceptual framework, the researcher reviewed various concepts or variables that make up the study.

2.1.1. Understanding the consumer

The word consumer is made from the word 'consume' which means 'to use'. In this way, the word consumer means a person who purchases the product or service for his own use or consumption. According to Agbonifoh, Ogwo, Nnolim, and Nkamnebe, (2007) there are two broad categories of users of a marketer's product; consumers who use the product for their own domestic purpose in order to enjoy the satisfaction which the product can offer and intermediate users who buy, not for their personal use, but for furthering their organizational or commercial goals.

In relation to the study at hand, a consumer is a person who wears a particular kind of fashion. They are a person or a group who intends to order, orders, or uses purchased fashion products primarily for personal, social, family, household and similar needs, not directly related to entrepreneurial or business activities.

The term consumer differs slightly in meaning from related terms such as buyer or customer. The buyer or customer is the person who physically makes the purchase. He is the one who goes out to the shop to do the buying or shopping; in the case of mail order or internet buying, the buyer is the one who actually places the order for the product. The distinction between buyer and consumer lies in the fact that in certain instances the buyer of a product may not be the consumer. For example, parents buy toys, dresses and baby foods of which they are not consumers. In many instances, the buyer may also be the consumer.

2.1.2. Concept of consumer behavior

Consumer behavior, as a field in marketing, blends elements from psychology, sociology, social anthropology and economics. Yakup and Sabastian (2012) define consumer behavior as the study of individuals, groups, or organizations, and the processes they use to select, secure, use and dispose of products, services, experience or ideas in order to satisfy their needs and wants. In the view of Wagar (2014), consumer behavior is simply the process of searching, organizing, evaluating, using and disposing of goods with the aim of satisfying consumer needs and wants.

The study of consumer behavior is considered very important for organizations, because according to Wagar (2004), such a study reveals the needs and wants of the consumers, how consumers think, feel and select a particular brand of a product. The consumer behavior is identifying, searching, selecting and consuming products and services for satisfying their needs and wants (Solomon *et al.*, 2006). Consumer behavior determines how consumers decide to buy our product and what the various factors responsible for this area" (Bhasin, 2010). The consumer behavior study is basically the psychology of consumers, like when, how, and why people buy and use the products for satisfying their needs. From a marketing point of view, the consumer behavior is, "the psychology of how

consumers think, feel, reason and select between different alternatives like brands, products and retailers” (Perner, 2006).

The companies are always trying to build mutual relationships with their customers through delivering better value and fulfilling their commitments, but due to competitive business environment, it is becoming difficult for marketers to do so. The consumer switching behavior is there in between both, companies and customers, because the consumer switching behavior restricts both parties to make long term relationships and even it breaks the pre-developed long term relationships (Zikiene and Bakanauskas, 2006 in Ahmed, Gull & Rafiq, 2015).

2.1.3. *Factors affecting consumer behaviour*

Rani (2014) and Ahmed *et al.* (2015) noted that generally, there are four categories of factors, which highly affect the consumer behavior, cause consumers to develop product and brand preferences and play an important role in switching consumer behavior. They include: Cultural, Social, Personal and Psychological

2.1.4. *Socio-Cultural factors*

As quoted by Page and Connell (2009), Murphy (1985) noted that it is difficult to separate the two terms social and culture elements hence the term socio-culture tends to be frequently used in literature. Socio-cultural factors entail all the social and cultural factors that influence the buying behaviour of consumers. Different authors have been able to classify those factors that influence buyer behaviour. Agbonifoh, Ogwo, Nnolim, and Nkamnebe, (2007) classified these factors thus: Culture, Social class, Reference groups, the family, Opinion leadership and Ethnicity.

Okpara (2012) called them the sociological perspective to consumer behaviour and grouped them as: Culture, Group influence, Personal influence (opinion leadership) and Social class. Kotler and Armstrong (2010) identified them to include: Cultural factors (culture, sub-culture and social class) and social factors (reference groups, family and roles and statuses)

Considering these factors and their influences in consumer buying behaviour as identified and classified by different authors, the researcher adopted socio-cultural factors as outlined by Agbonifoh, Ogwo, Nnolim, and Nkamnebe, (2007).

In a nutshell, the decision of a consumer to buy a brand of an item, may have been preceded by some thoughts and evaluations, which also even continue after that purchase, to influence future purchases. This is captured in the diagram in the next page below which depicts the flow of decisions and actions before, and after a purchase. Consumers usually pass through these six phases. However, the speed with which they do this depends, among others, on the purchase situation, level of income, past experience etc.

2.1.5. *Consumer buying process*

Empirical studies have shown that consumers are normally not haphazard buyers, instead, consumers are rational buyers who undergo a series of systematic analysis before arriving at a purchase decision. In order to understand this process, the consumer buying decision model is usually adopted. As recorded in Kaur, Salome and Muthiah (2014), Engel, Blackwell and Kollat have developed in 1968 a model of consumer buying decision process in five steps: Problem/need recognition, information search, evaluation of alternatives to meet this need, purchase decision and post-purchase behavior. The model has five (5) major steps that consumer pass through in order to arrive at the final purchase decision and those steps are: problem recognition; information search; evaluation of information; purchase; and post-purchase evaluation.

2.1.6. *Schematic representation of conceptual framework*

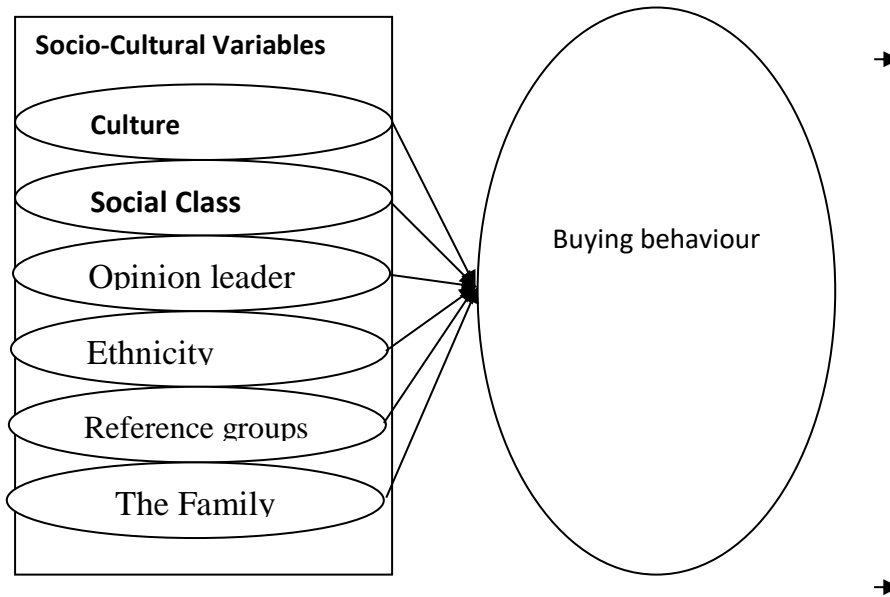


Figure 1. Influence of socio-culture on buying behaviour
Source: Researcher’s proposal, 2020

2.2. *Theoretical framework*

This research will anchor on some consumer behaviour theories amongst which could come under three major perspectives: psychological, sociological and economic. The theories that will guide this study will be the psychological theories of consumer behaviour. The perspective is of the strong view that the mind is the engine-room of all observable behaviour: that man’s actions are first hatched and handled in the mind. Therefore, to understand consumer behaviour especially buying behaviour in the market place, we may well first understand the mind, which is adjudged the incubator of these behavioural manifestations. Some of the theories that relate to this study include the theory of reasoned action (TRA), the theory of planned behaviour (TPB), the theory of acceptance model (TAM) and the theory of pleasure and reality principles. However, this study is anchored on the theory of reasoned action, as discussed below:

2.2.1. *Theory of Reasoned Action (TRA)*

In the views of Martin and Ajzen (1980), reasoned action theory was developed as an improvement over Information Integration theory. Reasoned Action helps in the process of persuasion and behavioural intentions. It is one of the three classical models of persuasion, and is used in communication discourse as a theory of understanding, which was derived from previous research that began as the theory of attitude. The theory aims to explain the relationship between attitude and behaviour within human action. It is also used to predict how individuals will behave based on their pre-existing attitudes and behavioural intentions. An individual’s decision to engage in a particular behaviour is based on the outcomes the individual expects will come as a result of performing the behaviour.

According to the theory, behaviour can largely be predicted by the individual’s attitude towards performing the behaviour in question, through the intervening effect of behavioural intention. The important attitudes in this process are those that are specific to the specific behaviour studied, if it is not sufficient to consider the individual’s attitudes more generally (Fishbein & Ajzen, 1975 and Ajzen, 1988).

Reasoned action uses two elements, attitudes and norms or the expectations of other people (in this case, socio-cultural expectations), to predict behavioural intent. That is, whenever our attitudes lead us to do one thing but the relevant norms suggest we should do something else, both factors influence our behavioural intent.

2.2.2. *Empirical Review*

The study of Lawan and Zanna (2013) assessed cultural factors influencing consumer buying behaviour of clothes in Borno state, Nigeria. It was specifically carried out to examine consumer buying decision making process and assess cultural, economic as well as personal factors influencing clothes buying behavior. Data for the study were gathered through structured questionnaire administered by the researcher with the help of two research assistants, on a sample of 192 clothes buyers, out of which, 174 were duly filled and returned. The data obtained were analyzed using descriptive statistics, chi square, Analysis of variance and multi-stage regression. Findings revealed a highly significant influence of cultural factors ($T=14.83$, $P<0.000$) on consumer buying behaviour of which the relative regression coefficient influences equivalence of societal norms (24.6%) was the highest. The findings also indicated a highly significant influence of economic factors ($T=11.89$, $P<0.000$) factor on consumer buying behaviour with the highest relative regression coefficient influence equivalence exerted by income (20%). The study further revealed that age was the sole personal (endogenous) factor variable influencing buying behaviour with the highest relative regression coefficient influence equivalence of over 65%. The study concluded that culture, either acting independently or in conjunction with economic and personal factors significantly influences buying behaviour of clothes. It was recommended that marketing managers should take cognizance of the fact that socio-cultural factors are some of the fundamental determinants of a person's want and behavior and should therefore be considered when designing clothes for their markets.

Rajagopal (2011) examined the effectiveness of different fashion marketing strategies and analysis of consumer behavior in a cross-section of demographic settings in reference to fashion apparel retailing. The study examined the determinants of consumer behavior and their impact on purchase intentions toward fashion apparel in reference to brand image, promotions and external-market knowledge. The constructs of the study were measured using reflective indicators showing effects on the product-related, economic and cognitive variables. All variables were chosen following a focus group analysis of the potential respondents. The confirmatory factor analysis, scale reliability and regression method were used to analyze the data. The data were collected from 217 respondents within the age group of 18–45 years in reference to 35 variables on 11 fashion apparel brands in Mexico. The results reveal that socio-cultural and personality-related factors induce purchase intentions among consumers. One of the contributions that this research extends is the debate about the converging economic, cognitive and brand-related factors to induce purchase intentions. Fashion-loving consumers typically patronize multi-channel retail outlets and designer brands, and invest time and cost toward an advantageous product search. The results of the study show a positive effect of store and brand preferences on developing purchase intentions for fashion apparel among consumers.

3. Research Method

3.1. *Research Design and Scope of the Study*

The study adopted a survey research design, using structured questionnaire as the instrument of data collection. The Likert 5 five point-scale rating Strongly Agreed (5 points), Agreed (4 points), Undecided (3 Points), Disagreed (2 points) and Strongly Disagree (1 point) were used. The questionnaires were distributed and retrieved by two research assistants within one week. The population of the study was mainly the management science students of Michael Okpara University of Agriculture Umudike and

University of Uyo in Akwa Ibom State in the South-East and South-South Zones respectively. The proposed model was tested with the SPSS Version 21 Simple Regression Analysis (SRA) after test of validity and reliability of the instrument by means of Cronbach Alpha and Factor Loading. The sample size of 278 was determined using the Yaro Yamani formular for sample size determination.

4. Results and Discussion

4.1. Data Presentation

4.1.1. Analysis of demographic variables

Table 1: Sex of Respondents

Responses	Frequency	Percentage
Male	92	36.00
Female	164	64.00
Total	256	100

Table 2: Age of distribution of Respondents

Responses	Frequency	Percentage
16 – 18	76	30.00
18 – 20	96	37.00
21 – 22	60	23.00
Above 22	24	10.00
Total	256	100%

Table 3: Marital Status of Respondents

Category	Frequency	Percentage
Single	212	83.00
Married	44	17.00
Total	256	100%

Source: Field Survey 2021.

Table 4: Level of academics

Responses	Frequency	Percentage
100 level	64	25.00
200 level	136	53.00
300 level	32	13.00
400 level	24	9.00
Total	256	100%

Source: Field Survey 2021.



4.1.2. *Analysis of Major Research Questions*

Table 5: Fashion consumption behaviour

Statement	SA	A	ND	D	SD	Total
I recognize when I have a need for fashion products.	174	63	10	5	4	256
I am very careful in seeking information about how to buy fashion products	178	54	14	6	4	256
My fashion purchase decision matters to me as I evaluate every available information	145	87	15	5	4	256
I will continue to update myself with fashion products that meet my expectations.	187	54	4	5	6	256
I believe the fashion products I purchase speak volume of me	167	66	12	6	5	256
I feel satisfied when I wear the right fashion	157	72	11	9	7	256
Total	1008	396	66	36	30	1536
Average	168	66	11	6	5	256
Percentage	66	26	4	2	2	100

Table 6: Influence of culture on fashion consumption

Statement	SA	A	ND	D	SD	Total
The knowledge I have about my culture influences my choice of fashion.	162	67	17	6	4	256
The belief I have about certain styles of dressing influences my choice of fashion.	174	63	10	5	4	256
I do not jeopardize the moral standard of my people in the name of fashion.	167	66	12	6	5	256
I wear clothes that portray my cultural values.	169	64	13	7	3	256
Total	672	260	52	24	16	1024
Average	168	65	13	6	4	256
Percentage	66	25	5	2	2	100

Table 7: Influence of Opinion leadership on fashion consumption

Statement	SA	A	ND	D	SD	Total
I choose fashion outlets considering the fashion trend.	141	57	32	16	10	256
The fashion style of some celebrities influences my choice of fashion.	178	54	14	6	4	256
I would not want to wear fashion that does not suit people's expectations on me.	188	50	8	5	5	256
I wear fashion that suit the information I receive based on fashion.	157	71	14	9	5	256
Total	664	232	68	36	24	1024
Average	166	58	17	9	6	256
Percentage	65	23	7	4	2	100



Table 8: Influence of social class on fashion consumption

Statement	SA	A	ND	D	SD	Total
I choose fashion outlets based on my income level.	201	44	7	2	2	256
The prestige I portray influences my choice of fashion.	169	58	16	7	6	256
I would not want to wear fashion that does not suit my association.	192	52	4	4	4	256
I wear fashion that suit my career pursuit.	154	82	9	7	4	256
Total	716	236	36	20	16	1024
Average	179	59	9	5	4	256
Percentage	69	23	4	2	2	100

Source: Field Survey, 2021.

Table 9: Influence of family on fashion consumption

Statement	SA	A	ND	D	SD	Total
My family background influences my choice fashion.	188	54	8	4	2	256
The family prestige influences my choice of fashion.	204	40	7	2	3	256
I would not want to wear fashion that does not reflect my family.	197	47	6	3	3	256
I wear fashion that suit my family interest	155	83	11	3	4	256
Total	744	224	32	12	12	1024
Average	186	56	8	3	3	256
Percentage	73	22	3	1	1	100

Table 10: Influence of reference group on fashion consumption

Statement	SA	A	ND	D	SD	Total
I choose fashion outlets that suit my social class.	145	87	15	5	4	256
My social associations have acceptable pattern of dressing.	124	78	34	13	7	256
I would not want to wear fashion that makes me look odd among my friends.	207	42	4	2	1	256
I cannot wear fashion that does not match with my lifestyle.	176	65	7	4	4	256
Total	652	272	60	24	16	1024
Average	163	68	15	6	4	256
Percentage	64	27	6	2	2	100

Source: Field Survey, 2021.

Table 11: Influence of ethnicity on fashion consumption

Statement	SA	A	ND	D	SD	Total
I choose fashion outlets that reflect my ethnicity.	158	82	8	4	4	256
The norms of my ethnic group influence my choice of fashion.	187	54	4	5	6	256
I would not want to wear fashion that does not suit my ethnic values.	188	57	7	2	2	256
I wear fashion that suits the regulations of my ethnic group.	175	59	13	5	4	256
Total	708	252	32	16	16	1024
Average	177	63	8	4	4	256
Percentage	69	25	3	2	2	100

Source: Field Survey, 2021.

4.2. Test of hypothesis one

This hypothesis was tested using data on tables 5 and 6. The SPSS output is presented below:

Descriptive Statistics

	Mean	Std. Deviation	N
Fashion consumption	4.5117	.82596	256
Culture	4.4414	.93541	256

Correlations

		Fashion Consumption	Culture
Pearson Correlation	Fashion consumption	1.000	.965
	Culture	.965	1.000
Sig. (1-tailed)	Fashion consumption	.	.000
	Culture	.000	.
N	Fashion consumption	256	256
	Culture	256	256

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.965 ^a	.932	.932	.21617	.582

a. Predictors: (Constant), Culture

b. Dependent Variable: Fashion consumption

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	162.095	1	162.095	3468.653	.000 ^b
	Residual	11.870	254	.047		
	Total	173.965	255			

a. Dependent Variable: Fashion consumption

b. Predictors: (Constant), culture

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.726	.066		11.055	.000
	Culture	.852	.014	.965	58.895	.000

a. Dependent Variable: Fashion consumption

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.5785	4.9878	4.5117	.79729	256
Residual	-.57846	.86451	.00000	.21575	256
Std. Predicted Value	-3.679	.597	.000	1.000	256
Std. Residual	-2.676	3.999	.000	.998	256

a. Dependent Variable: Fashion consumption

4.3. Test of hypothesis two

This hypothesis was tested using data on tables 7. The SPSS output is presented below:

Descriptive Statistics

	Mean	Std. Deviation	N
Fashion consumption	4.5117	.82596	256
opinion leadership	4.5781	.78824	256

Correlations

		Fashion consumption	opinion leadership
Pearson Correlation	Fashion consumption	1.000	.953
	opinion leadership	.953	1.000
Sig. (1-tailed)	Fashion consumption	.	.000
	opinion leadership	.000	.
N	Fashion consumption	256	256
	opinion leadership	256	256

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	158.094	1	158.094	2530.155	.000 ^b
	Residual	15.871	254	.062		
	Total	173.965	255			

a. Dependent Variable: Fashion consumption

b. Predictors: (Constant), opinion leadership

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.061	.092		4.666	.506
	opinion leadership	.999	.020	.953	50.301	.000

a. Dependent Variable: Fashion consumption



Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.9375	4.9331	4.5117	.78739	256
Residual	-.93531	.06686	.00000	.24948	256
Std. Predicted Value	-4.539	.535	.000	1.000	256
Std. Residual	-3.742	.267	.000	.998	256

a. Dependent Variable: Fashion consumption

4.4. Test of hypothesis three

This hypothesis was tested using data on tables 8. The SPSS output is presented below:

Descriptive Statistics

	Mean	Std. Deviation	N
Fashion consumption	4.5117	.82596	256
Social class	4.6367	.71185	256

Correlations

		Fashion consumption	Social class
Pearson Correlation	Fashion consumption	1.000	.918
	Social class	.918	1.000
Sig. (1-tailed)	Fashion consumption	.	.000
	Social class	.000	.
N	Fashion consumption	256	256
	Social class	256	256

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.918 ^a	.842	.842	.32878	2.311

a. Predictors: (Constant), Social class

b. Dependent Variable: Fashion consumption

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.508	1	146.508	1355.308	.000 ^b
	Residual	27.457	254	.108		
	Total	173.965	255			

a. Dependent Variable: Fashion consumption

b. Predictors: (Constant), Social class

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.426	.136		-3.136	.002
	Social class	1.065	.029	.918	36.815	.000

a. Dependent Variable: Fashion consumption



Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.6393	4.8985	4.5117	.75798	256
Residual	-.89855	.36071	.00000	.32814	256
Std. Predicted Value	-5.109	.510	.000	1.000	256
Std. Residual	-2.733	1.097	.000	.998	256

a. Dependent Variable: Fashion consumption

4.5. Test of hypothesis four

This hypothesis was tested using data on tables 9. The SPSS output is presented below:

Descriptive Statistics

	Mean	Std. Deviation	N
Fashion consumption	4.5117	.82596	256
Family	4.4844	.83534	256

Correlations

		Fashion consumption	Family
Pearson Correlation	Fashion consumption	1.000	.981
	Family	.981	1.000
Sig. (1-tailed)	Fashion consumption	.	.000
	Family	.000	.
N	Fashion consumption	256	256
	Family	256	256

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.981 ^a	.962	.962	.16175	1.584

a. Predictors: (Constant), Family

b. Dependent Variable: Fashion consumption

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	167.320	1	167.320	6395.387	.000 ^b
	Residual	6.645	254	.026		
	Total	173.965	255			

a. Dependent Variable: Fashion consumption

b. Predictors: (Constant), Family

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.163	.055		2.951	.003
	Family	.970	.012	.981	79.971	.000

a. Dependent Variable: Fashion consumption



Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.1329	5.0117	4.5117	.81003	256
Residual	-.13290	.95798	.00000	.16143	256
Std. Predicted Value	-4.171	.617	.000	1.000	256
Std. Residual	-.822	5.923	.000	.998	256

a. Dependent Variable: Fashion consumption

4.6. Test of hypothesis five

This hypothesis was tested using data on tables 9. The SPSS output is presented below:

Descriptive Statistics

	Mean	Std. Deviation	N
Fashion consumption	4.5117	.82596	256
Reference group	4.5820	.76767	256

Correlations

		Fashion consumption	Reference group
Pearson Correlation	Fashion consumption	1.000	.951
	Reference group	.951	1.000
Sig. (1-tailed)	Fashion consumption	.	.000
	Reference group	.000	.
N	Fashion consumption	256	256
	Reference group	256	256

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.951 ^a	.904	.904	.25606	2.369

a. Predictors: (Constant), Reference group

b. Dependent Variable: Fashion consumption

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	157.311	1	157.311	2399.249	.000 ^b
	Residual	16.654	254	.066		
	Total	173.965	255			

a. Dependent Variable: Fashion consumption

b. Predictors: (Constant), Reference group

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.176	.097		8.817	.000
	Reference group	1.023	.021	.951	48.982	.000

a. Dependent Variable: Fashion consumption



Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.8468	4.9394	4.5117	.78543	256
Residual	-.93936	.15318	.00000	.25556	256
Std. Predicted Value	-4.666	.544	.000	1.000	256
Std. Residual	-3.669	.598	.000	.998	256

a. Dependent Variable: Fashion consumption

4.7. Test of hypothesis six

This hypothesis was tested using data on tables 10. The SPSS output is presented below:

Descriptive Statistics

	Mean	Std. Deviation	N
Fashion consumption	4.5117	.82596	256
Ethnicity	4.5078	.84479	256

Correlations

		Fashion consumption	Ethnicity
Pearson Correlation	Fashion consumption	1.000	.992
	Ethnicity	.992	1.000
Sig. (1-tailed)	Fashion consumption	.	.000
	Ethnicity	.000	.
N	Fashion consumption	256	256
	Ethnicity	256	256

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.992 ^a	.984	.984	.10554	2.058

a. Predictors: (Constant), Ethnicity

b. Dependent Variable: Fashion consumption

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	171.135	1	171.135	15363.127	.000 ^b
	Residual	2.829	254	.011		
	Total	173.965	255			

a. Dependent Variable: Fashion consumption

b. Predictors: (Constant), Ethnicity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.140	.036		3.911	.000
	Ethnicity	.970	.008	.992	123.948	.000

a. Dependent Variable: Fashion consumption



Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.1101	4.9890	4.5117	.81922	256
Residual	-1.01928	.92019	.00000	.10534	256
Std. Predicted Value	-4.152	.583	.000	1.000	256
Std. Residual	-9.657	8.719	.000	.998	256

a. Dependent Variable: Fashion consumption

4.8. Discussion of Findings

This study was on socio-cultural influences on fashion consumption among undergraduate students. This study found out that there the six socio-cultural factors studied (culture, opinion leadership, family, social class, reference group and ethnicity) all have significant effect on the fashion consumer behaviour among the selected undergraduate students.

4.9. Summary of findings

The major findings of the study are as follows:

- 1) Culture has significant influence on fashion consumption among undergraduate students.
- 2) Opinion leadership has significant influence on fashion consumption among undergraduate students.
- 3) Social class has significant influence on fashion consumption among undergraduate students.
- 4) Family has significant influence on fashion consumption among undergraduate students.
- 5) Reference group has significant influence on fashion consumption among undergraduate students.
- 6) Ethnicity has significant influence on fashion consumption among undergraduate students.
- 7) Following the results of data analysis, the study finds that ethnicity has the deepest influence on fashion consumption, followed by family, culture, opinion leadership, reference group, and social class among the undergraduate students.

5. Conclusion and Recommendations

5.1. Conclusion

Following the findings of this study, it could be concluded that Socio-cultural factors made up of culture, opinion leadership, family, social class, reference group and ethnicity, are key factors affecting consumer buying behaviour. It is therefore concluded that socio-cultural factors, either acting independently or in conjunction with other personal or demographic factors have significant influences at each stage of consumer buying behaviour in the fashion industry.

5.2. Recommendations

Based on the findings of this study, the following recommendations are advanced:

- 1) Managers should consider the cultural makeup of their target customers while designing marketing strategy for clothes and other fashion products, as this is one of the fundamental determinants of a person's want and behavior
- 2) To ensure that consumers feel more comfortable with the product, marketers are encouraged to use socio-cultural representations especially in promotional appeals.

- 3) In order to maximize relevance and effectiveness, business and marketing programs of fashion marketer must take into account the social class which affects economic positions of their target customers.
- 4) Marketers in the fashion business should continuously scan their socio-cultural environment and assess its influence on consumers' behaviours both at the personal and societal levels with a view to enhancing their capacity to recognize, resist as necessary, and make intentional decisions that will both be beneficial to them and their customers
- 5) Managers in the fashion industry should try as much as possible to adopt market segmentation strategy and segment their markets on the bases of socio-cultural variables as identified in this study.
- 6) Marketing managers are encouraged to stimulate opinion leadership in some key members of the society by encouraging favourable word-of-mouth about their products since buyers are found to heavily rely on them for information.

5.3. Contributions to knowledge

This study investigated the effect of socio-cultural factors on consumer buying behaviour of fashion products among undergraduates. Many studies had been conducted in this area. It based on the assertion that if manufacturers and retailers of fashion apparel could identify target consumers' socio-cultural makeup, they may be better able to attract and retain their target consumer group. By socio-cultural variables, this study focused on culture, opinion leadership, social class, family, reference group and ethnicity, which affect consumer buying behaviour. Thus, no existing study had focused on this area using the undergraduate students of Michael Okpara University of Agriculture Umuhia, Abia State and University of Uyo in Akwa Ibom State, respectively.

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