

The Bandwagon Effect and Consumption of Fashion Goods: A Case of Young Consumers of Pakistan

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Abstract

In Marketing, making a choice highly depends upon the reviews and ratings. A purchase decision can easily get affected by the rating of five stars from several reviewers. A trend regarding fashion goods is increasing in Pakistan. The present research was conducted on bandwagon and its effect on the consumption of fashion goods in Sialkot. The purpose was to know how others' perceptions influence youth in Sialkot, Pakistan. Quantitative research nature was used. While the self-administered questionnaire survey was conducted for the collection of data and distributed among sample size of 200 youth in Sialkot Pakistan. Correlation and Regression analyses were carried out in SPSS for testing hypotheses. Results indicate that bandwagon has positive and significant influence on the consumption of fashion goods. Findings will be beneficial to the fashion good companies to help them in making strategies in Sialkot Pakistan.

Keywords: bandwagon, consumption, fashion goods, reference group, latest trends

Introduction

Background of study

In today's world of socialization, we are losing our identities and influenced by the thoughts of others. Bandwagon effect refers to a situation where individuals behave the same as their reference group (Umuhire, 2013). The research was being conducted to know the reason behind people's high intention to follow others and become a part of the crowd. People are ready to spend a high amount of money to buy the fashion goods that others are buying. People are now in a race just to be better than the group of people they interact with. The topic of the article represents this present scenario and revolves around it. Now consumers prefer to purchase something that a large group of people purchases. Bandwagon is a scenario where people change consumption patterns according to their social circle to be a part of it. When reference group around people purchase something new and tells them about it, they immediately want to go and purchase so that others can see, and when other's see some of them also get influenced and visit the same place and purchase the same items, as a result, this circle goes on and on and people ends up becoming the part of the crowd. When this circle goes on the demand for that product also increases resulting in the increase in price. Even a recent university study found that people are more likely able to press the like button where they already see a bundle of likes (Johan Egebark and Mathias Ekström, 2011).

Problem Statement

Marketers can take advantage of the bandwagon effect, for example, many brands show on their website that how many people purchased the product, other people reviews about that product and dialog box displaying limited stock is left conveying a message that everyone is purchasing that product, these are the few techniques.

In Pakistan the prominent examples are clothing trends of women every year, Snapchat filters, “ripped jeans” people paying money to get ripped jeans just because everyone else is buying, and the recent example of the game “Ludo Star”. Another powerful example is the Pepsi slogan “Choice of the new generation” conveying that youth prefer Pepsi creating a bandwagon effect. Youth are unknowingly making decisions under the influence of their social group (Shafquat Rozi, 2016).

This study is important for Pakistan as a trend regarding fashion good is increasing and through this people are able to know that the sudden surge of certain brands in Pakistan was a result of this factor called bandwagon. Through this study the companies of fashion goods in Pakistan can formulate their strategies to boost their sales according to customer preference as they will get to know does the youth of Pakistan consume what others are consuming.

Literature Review

Bandwagon Effect

In the bandwagon effect, the consumer gives importance to social effects irrespective of the price of that product (Sirong, 2016). Bandwagon is a situation when an individual wants the same item that a group of people wants because to be a part of fashion ignoring personal choice (Choi, 2015). Bandwagon effect need not be only positive, but when the image about a particular brand is expressed as negative, it again is carried on by others. (Dr. B. V. Jayanthi & Dr. Rajani Chandrashekar, 2015) To fit in the social circle individual’s purchase fashionable and latest products (Jinfeng Wang, Piraphong Foosiri, 2014).

Bandwagon refers to the desire of people to fit in their reference group or differentiate themselves from undesired reference group (Yu, 2014). When we judge someone, we compare them with ourselves and when we judge ourselves we spontaneously compare us with another person (Jan Crusius and Thomas Mussweiler, 2011) Group membership (family, religious, school, peer) is strong socialization experience and people change their opinions, behaviors, and perception according to the expectation of the group. The influence of others particularly becomes important among youths (Prev, 2010).

Consumption of Fashion Goods

Consumption is of four types, private necessity (such as Toothpaste), private luxury (such as Home Theater) public necessity (such as Sunglasses), and public luxury (such as Sports Car). Even if it is a necessity or luxury, Public consumption always has higher attention than private consumption (Ning Mao, Michael McAleer, and Shuyu Bai, 2017). Internal and external motivations are the two basic reasons for the consumption of fashion goods. External motivation means people buy to show off their wealth and status whereas internal motivation comes from inner satisfaction (Sheetal Jain, Mohammed Naved Khan, and Sita Mishra, 2017).

(Minas N. Kastanakis, George Balabanis, 2014) presents that Veblen (1899) demonstrated the increase in the wealth of an individual tends toward an increase in consumption. Veblen discusses the consumption can be of two motives; (i) invidious comparison (ii) pecuniary emulation. Invidious comparison means an individual of the upper class engage in more consumption to exclude him to be a part of low class whereas pecuniary emulation means an individual of the low class engages in more consumption to include him in the upper class.

Fashion goods are those goods by using them the owner of the goods feels satisfied ignoring their functionality (Bopeng Zhang and Jung-Hwan Kim, 2013). Fashion is a display of a specific lifestyle for some time period. It shows people's preference toward a specific subject. Firstly it is followed by a small group of people than the trend is formed and more people follow it until it becomes outdated (Fang Ma, Huijing Shi, Lihua Chen & Yiping Luo, 2012).

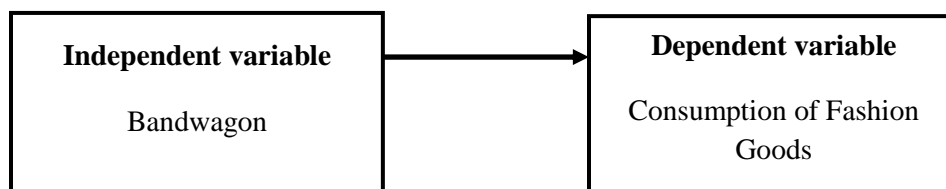
Relationship between Bandwagon and Consumption of fashion goods

(Sonyel Oflazoğlu and Özlem Aydın, 2016) presents a scenario about a lady, who wants to purchase an iPhone but as iPhone is expensive she was looking for alternatives but when she sees her friend buys an iPhone, she quickly purchases as well. Others treat us by looking upon our appearance and visible possessions therefore we engage in the purchase of items that others have in order to obtain good treatment from them (Le, 2015).

The consumer behavior literature highlights that people purchase items not only to consume but also for other reasons such as to show off their wealth and enjoy social status (Akturan, Ulun; Bozbay and Zehra, 2014). People compare themselves to their reference group and increase their consumption on the basis of the consumption pattern of that group. Therefore, the Influence of reference group has a positive effect on consumption (Kostas Kaminakis and Achilleas Boukis, 2014).

Today, you are not what you wear but who you wear therefore people purchase high price products to impress others and willing to pay for them (Peshkova, 2013). People purchase and consume the same product as purchased and consumed by the relevant reference group for the sake of his acceptance in a particular group (Fernández Moya, María Eugenia, 2012).

Conceptual Framework



Hypothesis

- H0: Consumption of fashion goods is significantly positively influenced by bandwagon in Sialkot.
- H1: Consumption of fashion goods is significantly negatively influenced by bandwagon in Sialkot.

The model developed by Kastanakis and Balabanis to examine the consumption, contains three levels: 1) Status seeking and self-concept (independence and interdependence) as roots, 2) consumer need for uniqueness and social influence of consumer as intermediaries, 3) bandwagon luxury consumption as a dependent variable. Independent self-concept basically refers to individuals having a separate identity from others and this concept is in individualistic culture therefore results in consumer need for uniqueness. Whereas interdependent self-concept refers to individual belongingness to their reference groups and this concept is in collectivistic culture therefore results in consumer susceptibility to normative influence. An individual can have both self-concepts whereas the degree of strength can differ (Kermani, 2017).

Kastanakis and Balabanis developed a bandwagon consumption model from the consumer perspective that focuses on personality factors leading to the bandwagon effect. Further, it shows that bandwagon

consumption is encouraged by the interdependent concept which is supported by social influence and status consumption (Charne Leigh van Schalkwyk, 2014).

The model represents the psychological attached with the bandwagon effect. The researcher concluded that interdependent personality moves forward to the bandwagon effect and the relation of both is influenced by status consumption, normative influence, and consumer uniqueness (Mdlekeza, 2014).

An Individual's personality variable affects the consumption of people. The model shows that interdependent self-concept has positive impact on the bandwagon consumption whereas independent self-concept is negatively associated with the bandwagon consumption behavior (Minas Kastanakis and George Balabanis, 2012). Findings on the model show that inter-dependence has a positive influence on bandwagon consumption. Managers that want to boost the sale of their products should focus on popularity messages and avoid similarity messages.

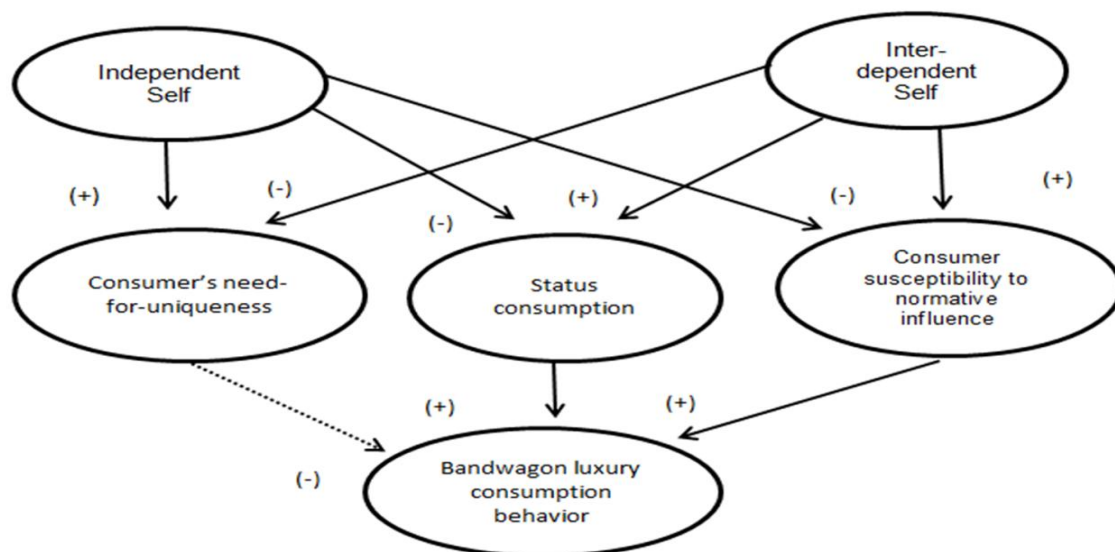


Figure 1: Model of bandwagon consumption (Kastanakis & Balabanis, 2012).

Research Methodology

Research Philosophy

Basic and applied researches are two types of research. The aim of pure research is to contribute to theory and concerned with generalization whereas in applied research the aim is to solve the problem (P. Sam Daniel and Aroma G Sam, 2011). As this research was conducted to discover a solution, therefore, applied research was used.

Research Approach & Nature

The deductive research approach was used in this study. As we have first developed theory and hypothesis and then data is collected for testing the hypothesis. The natures of research are exploratory, descriptive, and explanatory. Exploratory is about to seek new insights, descriptive present an accurate profile of situation or event, and explanatory emphasis on explaining the relationship between the variables (Mark saunders, 2009) This study was explanatory because this study is to find the relationship between variables.

Research Strategy

The two sources of collection of data are secondary and the other one is primary. Primary data is original data collected firsthand rather than found in books or libraries (Driscoll, 2011) whereas the data that is

second hand and reused for the research is secondary(Johnston, 2014) Primary source of data collection was used for this study as data is collected using the questionnaire survey. The process in which data is collected and analyzed was the Quantitative research method. In quantitative the collected data was represented in the statistical form(Langos, 2014).

Sampling Technique

Non-probability sampling was used for this study. In probability sampling, every person's chance of selection are unequal and unknown. Through using a convenience sampling technique, the respondents were given a questionnaire.

Questionnaire Survey

This method of data collection was used because it has been used successfully in similar studies in the past. (Qin Bian, 2012). The questionnaire used for the purpose of this study was adapted as it was adopted from the study of "Charne Leigh Van Schalkwyk, 2014" and minor changes were made in it. The Self-administered questionnaire was used. It was hand over to each respondent and then collected later and few of them were filled online using the internet.

The three types of data can be collected through a questionnaire that is an attribute, opinion, and behavior. In this study, the questionnaire was used to collect data about behavior because it records what respondents do.

Results and Discussion

Response summary

The survey was conducted through questionnaire and from the total of 230 responses, the 212 responses were valid and complete and from those 200 were selected as a sample size; the detail is given below in the table:

Responses	Total
Distributed Questionnaire	220
Qualified Questionnaire	202
Incomplete Questionnaire	18

Background Information

The information that was obtained from respondents includes gender of respondents and the number of brands of fashion goods available in Sialkot. The data obtained was shown below:

Figure 1: Gender of Respondents

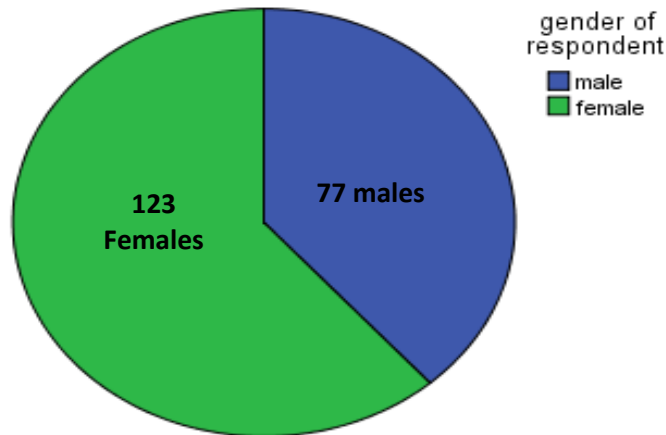


Figure 1 shows the gender of respondents. Female was more than male.

Figure 2: No. of brands of fashion goods available

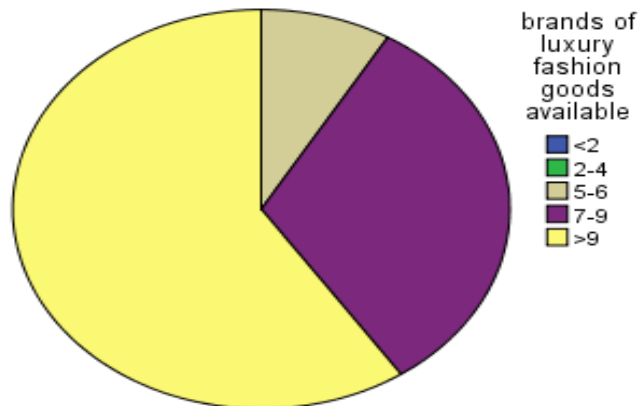


Figure 2 shows the majority of people agree that there are more than 9 brands of fashion goods in Sialkot.

Data Reliability and Validity

As explained in methodology, Reliability, and validity for data were tested using Cronbach’s Alpha. (Hair JR, Wolfinbarger Celsi, H.Money, Samouel, & J.page, 2011) demonstrates the rule of thumb of Cronbach’s Alpha as below:

Table 1: Results and rule for Cronbach’s Alpha

Variables	Cronbach’s Alpha	Rule of thumb
Consumption of fashion goods	.798	It should be higher than 0.7 to be acceptable and value of 0.9 means excellent.
Bandwagon	.897	

The values for both variables were more than 0.07 as shown in the table, the results demonstrate the strong internal consistency and reliability of data.

KMO and Bartlett’s test of sphericity

Table 2: KMO and Bartlett’s test Result

Criteria	Bandwagon	Consumption of fashion goods
KMO	.910	.709
Bartlett's	.000	.000

(Sara Mehrabi and Roxana Zahedi, 2016), KMO statistic is sampling Adequacy measurement. The KMO shows how small the partial correlations are and explains some rule of thumbs:

Table 3: Rule of thumb of KMO & Bartlett’s test

Criteria	Rule of thumb
KMO	<ul style="list-style-type: none"> ▪ KMO value more than 0.8 is considered good which shows that the component for factor analysis is useful for variables ▪ KMO value less than 0.6 would need remedial actions
Bartlett’s Test	<ul style="list-style-type: none"> ▪ Value of Sig must be so close to 0 to prove the value of Chi-square parameter is significant

As in this study, the value of KMO is $0.709 > 0.06$ for the independent variable and $0.910 > 0.06$ (shown in a table below) for the dependent variable and the sig value for Bartlett’s test of sphericity is 0.000 for both variables, the results demonstrate factor analysis is an appropriate technique.

Principal Component Analysis

PCA was performed on both variables in order to summarize related constructs into a smaller set of factors. Consumption of fashion goods contains three components out of which one component was accounted for the measure of 71.428% variance in the total sample, which was the principal component of the consumption of fashion goods. Whereas bandwagon contains twelve components out of which one component was accounted for the maximum variance of 47.091% in the total sample, this was the principal component of the bandwagon.

Table 4: Results of PCA

Variables	Eigenvalues		
	Total	Variance%	Cumulative %
CFG	2.143	71.428	71.428
B	5.651	47.091	47.091

Correlation Analysis

As explained in methodology, values of correlation are always between -1 and +1. Higher value shows a higher strength between the variables. The results of Pearson's correlation analysis are shown in the table below demonstrates that the relationship between bandwagon and consumption of fashion goods exists as the movement in one variable causes movement in another. And .700 indicates that high association exists between both variables.

Table 5- Results of Pearson's Correlation

Variables	Bandwagon
Bandwagon	1
Consumption of fashion goods	.700

Regression Analysis:

Table 6: Results of Simple linear regression

Variables	Beta1	R. square	Adj. R square	T- value	P-value
Bandwagon & Consumption of fashion goods	.700	.489	.487	13.776	.000

R-square is the explained degree of variation in the data set by the model. (Hair et al., 2011) explain standard for R square as shown below:

Table 7: Rule for R square

Criteria	Rule of thumb
R. square	R. square of: <ul style="list-style-type: none"> ▪ 0.75 is strong ▪ 0.50 are average ▪ 0.25 are weak

The value of R. square is 0.489 that is a moderate value. It means 48.9% proportion of the total variation in the consumption of fashion goods can be explained by the relationship with Bandwagon. Adjusted R. square is modified R. square after some errors, there was not much change in it. The beta value shows bandwagon influences the consumption pattern up to 70%. P-value is less than 0.05 which represents the model fitness.

Conclusion

The basic idea of conducted research was to understand the role of bandwagon in the consumption of fashion goods. The purpose was to know do people get influenced by the perception of others and then change their consumption habits. The research was based on a problem that youth is now unknowingly making decisions under the influence of their reference group. The findings show that data was reliable and valid and there was a positive relationship between bandwagon and consumption of fashion goods. It means findings research supports the alternative hypothesis of the study that was consumption is significantly positively influenced by bandwagon in Sialkot, therefore, rejects the null hypothesis.

(Gillani, 2012) Conducted research on peer pressure impact on purchase intention on youth in Pakistan concluded that both influence the purchasing decisions of youth. Because of peer pressure, the purchase intention of youth in Pakistan is affected. Other researchers of Pakistan (Wjiha Mahmood, Sultan Shujja and Mohsin Atta, 2013) conducted research on reference group pressure for Pakistani youth concluded that both girls and boys are equally get influenced by peer pressure. (Sobia Nizami, 2011) Conducted research on the social influence that causes smoking habits and finds out youth is influenced by social pressure.

All the above research was conducted in Pakistan on youth depicts that the youth of Pakistan get influenced by their reference group and take decisions by their preference. The findings of this study also show that under the influence of bandwagon youth of Sialkot consume items. They purchase that product which everyone else around them is purchasing so that they will get social value. So it is concluded from the findings of this research youth of Pakistan purchase things by keeping others review of that product in their mind. They do not purchase something that failed to impress their reference group

Limitations and Directions for Future Research

This study was conducted in Sialkot Pakistan so limited to the only one city of Pakistan; it can be conducted within other cities. It can also be conducted on cross-cultural basic. Money and income level of respondents are not taken into consideration for the consumption of fashion goods in this study, which can be taken into consideration for future study. The sample size of 200 was considered in this study due to the time frame, further studies should be carried on using a larger sample size than this study. The study includes only one dependent variable that is influenced by bandwagon. The future researcher can include more than one dependent for example consumer's personality, purchase decisions, etc. that this study has not included. Further, it is limited to the consumption of fashion goods only, consideration of consumer goods can be taken into account.

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