

The Research of Effecting Model of Brand Culture on Home Textile Consuming Behavior

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Abstract

In order to establish a reasonable influential relationship between brand culture and home textile consuming behavior, we try to extract the influencing factors of brand culture on home textile consuming behavior. Using SPSS, AMOS, we could do the factor screening and model building, in order to strongly support the enterprise development with era and beneficial brand culture, to improve brand taste and brand value, to maintain and expand market share.

Keywords: brand culture, home textile, consuming behavior, structural equation

1. Introduction

The implementation of the strategy of brand culture can effectively enhance the added value, improve brand reputation and loyalty of the brand. The current theoretical researches focus more on the function of brand culture. Household textiles, clothing textiles, industrial textiles make up for the big three textiles, and the household textiles only account for 20% of the total textiles consumption in China, but do 40% in developed countries, especially USA and Japan, do 35~38% in UK and France, which has become the largest consumption exceeding clothing[1]. Therefore, analyzing the influence of brand culture on consuming behavior in home textile consumption field becomes the focus of this article.

2. Related Literature Review and Hypothesis

2.1 The Theoretical Analysis of Brand Culture Connotation

First of all, 50-70s of the 20th century is enlightening stage of cultural studies. In 80~90s, Hofstede concluded that "culture" construct as well as Levitt proposed "consumer diversity". From 1990 to 1995, in the international journal of marketing the top 25% of the international marketing were about cultural studies with cultural evolution to static dynamic, cross-cultural marketing, global marketing becoming the hot spot[2]. In the 21st century, "cultural infiltration type" marketing was opened. Hong proposed the "the dynamic model of culture"[3]; Marshall. Sahlins put the totem worship for consumption analysis; Wang Jianguo advocated the cultural communication for enterprise marketing creates; Holt, put forward the conception of iconic brands.

Brand culture is generally divided into material layer, behavior layer and spirit layer, including brand name, packaging, logo, etc. Brand in the social culture and national culture represents the brand slogan, advertising, public relations, management, etc. Brand idea, brand value and brand emotion, brand personality could derive for the soul of brand culture and the core through a long period of brand management. Brand culture is the foundation of building customer loyalty, the best path to identify and spread brand, the source to keep competitive advantage.

2.2 Theoretical Analysis of the Influential Factors of Consumer Behavior

Consumer behavior research should not only investigate and understand the consumer's evaluating and selecting activities before approaching to products and services, but pay attention to consumer's product use, disposal and other activities after getting products. Consumer behavior research mainly focuses on the study of the model of the influencing factors, which is theoretically studied in west and practically studied in China.

Table 2-1: Western Consumer Behavior Influencing Factor Model

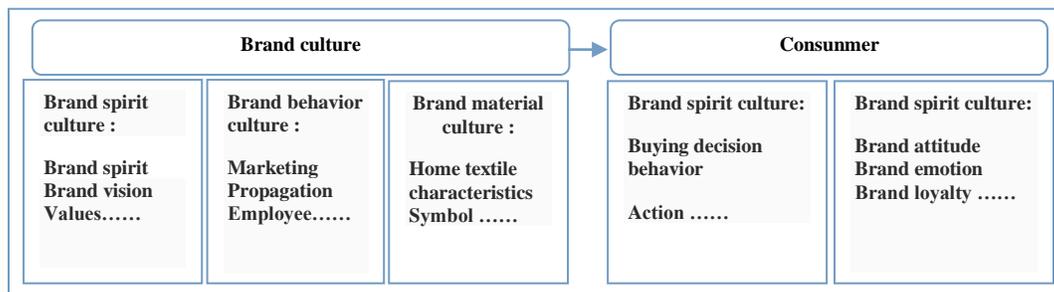
Serial Number	Model Name	Model Explanation
1	Del Hawkins Theory model:	“Understanding problems-selecting information-evaluating choice-choosing chop and buying-activity after purchasing”
2	Roger Blackwell Theory model:	Consumer factors(environment、personality、mentality) +organization factors
3	Frank Kardes Theory model:	emotion、cognition and behavioral response process(personality、environment、interaction) 。
4	John Mowen Theory model:	Process of exchanging, experience theories and hylergography
5	Mark•E•Parry Theory model:	process of realization of consumer’s personal value
6	Philip Kotler Theory model:	stimulation(environment and marketing) and reaction process, Black-box effect(Buyer characteristics and decision-making process) 。
7	Leon Schiffman Theory model:	Model 1: Consumers purchasing model——input(Marketing + sociocultural environment) ,process(Decisions by the psychological, experience, The decision making process factors influence each other) and output(purchase+ evaluate) Model 2: Consumers consuming model——input(consumer purchasing) 、consumption and posses、process of output

Two trends that should be paid attention in the field of consumer behavior research are:^[4]

- ◆ The research on building relationship, maintaining and developing consumer behavior
- ◆ The research on consuming, marketing and experiencing consumer behavior

2.3The Influencing Relationship and Hypothesis of Brand Culture on Home Textile Consumption Behavior

Brand culture is the self-expression of the consumer, creating high-level spiritual enjoyment, promoting interpersonal symbol meaning. Consumers are brand culture’s participants and performers, whose behavior is the embodiment of the value of brand culture. Brand culture, is reflects a cultural phenomenon of brand personification. Once some kind of brand culture is set up on the consumer mind, choosing the brand has become a way of understanding and approaching the culture. The picture below is the relationship model between brand culture and home textile consumer.



Pic 1: Relationship between Brand Culture and Textile consumer

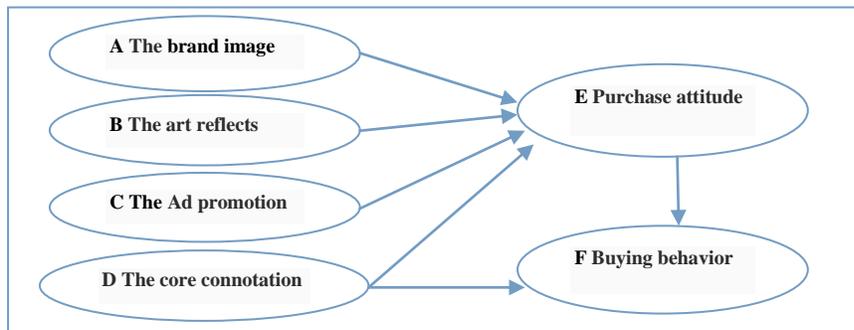
On the basis of the theoretical analysis above, we can put forward the following hypothesis:

- H1: brand image of brand culture has significant positive influence on purchasing attitude
- H2: Art reflects of brand culture has significant positive influence on purchasing attitude
- H3: advertising promotion of brand culture has significant positive influence on purchasing attitude
- H4a: core connotation of brand culture has significant positive influence on purchasing attitude
- H4b: core connotation of brand culture has significant positive influence on purchasing behavior

H5: purchasing attitude has significant positive influence on purchasing behavior

2.4 The Theoretical Model of Brand Culture to Home Textile Consumption Behavior

Based on the theory of Hong's brand culture and Mark, E, Parry, Leon Schiffman consumer influencing factor model, the study proposes the four dimensions of brand culture as the independent variable, with the purchasing attitude home textile consumers as the intermediate variable, purchasing behavior of home textile consumer as the dependent variable. See Pic2.



Pic 2: The Influencing Model of Brand Culture on Textile Consumption Behavior

3. The Analysis of Impact Model of Brand Culture on Textile Consumption Behavior

The paper designed and issued 500 questionnaires, with 371 valid samples, 77% of the recovery rate, 74.2% of the effective rate. According to the descriptive analysis, reliability analysis, factor analysis and structural equation analysis, the influential relationship model of brand culture to home textile consumption behavior was designed.

3.1 the Descriptive Analysis of Brand Culture's Impact on Home Textile Consuming Behavior

Survey mainly accounts for women aged 22 to 44, distributing from north to northwest of China. In professional distribution, enterprisers, workers and college students accounted for 70.08% of the sample size, the private owners and business people accounted for 23.99%. In monthly income distribution, the regional sample frequency relatively equaled, with 19.68% for RMB 3000 below, 30.46% for RMB 3001-5000, 29.92% for 5001-8000, 19.95% for 8000 above.

3.2 reliability analysis of brand culture on textile consuming behavior

Tab 3-1: The Reliability Statistic

Cronbach's Alpha	Based on the standard item Cronbachs Alpha	number of terms
.873	.875	20

Statistical scale from SPSS reliability analysis shows that correlation of "I hope O2O Q7, such as group purchase mode to buy" was 0.372, CITC is less than 0.4 and the scale Cronbach's Alpha value will increase the item for the Q7 after deleting the item, suggesting homogeneity and the scale are not high, best to delete.

3.3 Exploratory Factor Analysis of Brand Culture on Textile Behavior Consuming

Using KMO statistics and Bartlett sphere test on the scale of evaluation indicators, we will than 0.5, it is not for factor analysis; If between 0.7- 0.8, it is suitable for factor analysis; if between 0.8- 0.9, it's very suit suitable able; Greater than 0.9, it is quite suit see if it's fit for factor analysis. According to the Kaiser (1974) point of view, if KMO value is less table.

Tab 3-2: Kmo and Bratlett Test

enough Kaiser-Meyer-Olkin Measurements		.785
Bartlett sphere test	approximate chi-square	4498.192
	df	171
	Sig.	.000

Results show that the KMO value of 0.785, between 0.7 0.8, is suitable for factor analysis.

Tab 3-3: Rotating Component Matrixa

	component					
	1	2	3	4	5	6
Q15	.933	.068	.149	.057	.155	-.008
Q17	.932	.075	.140	.064	.158	-.011
Q16	.495	.275	.213	.235	.071	.062
Q3	.112	.941	.106	.060	.149	.138
Q4	.103	.939	.103	.059	.148	.142
Q5	.181	.527	.420	.269	.130	.079
Q13	.106	.223	.654	.115	.161	-.039
Q11	.112	-.001	.599	.126	.093	.311
Q10	.397	.112	.597	-.156	.003	.300
Q14	.145	.162	.556	.350	.133	.194
Q12	.043	.003	.504	.328	.395	-.125
Q9	.055	.099	.245	.754	.119	.106
Q6	-.033	.040	.120	.729	.145	.086
Q8	.281	.097	-.001	.662	.009	.276
Q20	.280	.141	-.015	-.006	.720	.204
Q19	.154	.124	.170	.191	.696	-.016
Q18	-.028	.111	.224	.098	.622	.201
Q1	.048	.144	.069	.255	.197	.755
Q2	-.030	.140	.216	.136	.099	.748

Extracting method: Principal component analytical method

Rotation method: Kaiser standardized orthogonal rotation method

a. Rotation convergence after 7 iterations

Rotating square and load sum 65.524%, meeting the index standard. the rotation matrix coefficient is less than 0.5,best to delete, as Item Q16.

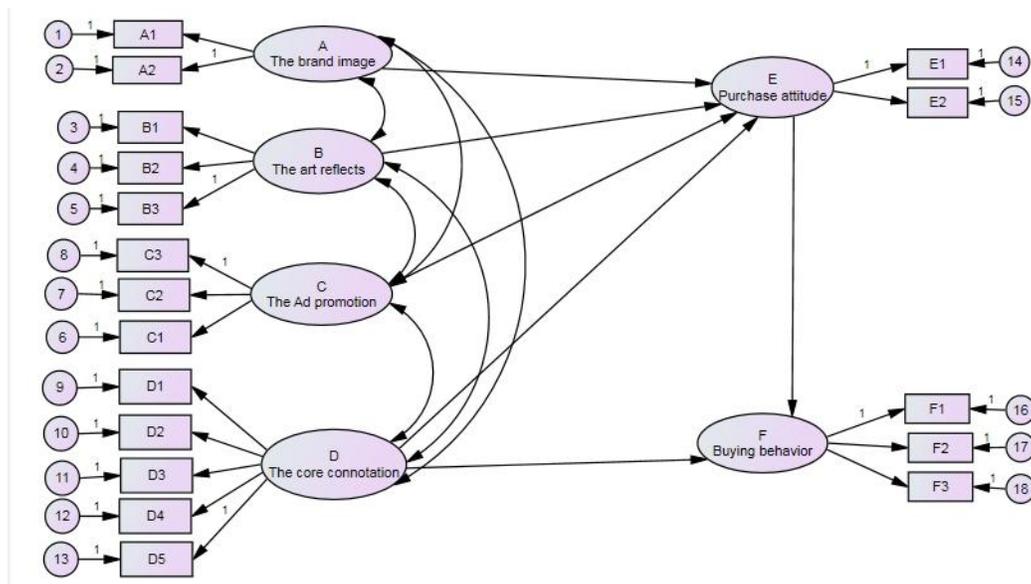
3.4 structural Equation Analysis of Brand Culture on Textile Consuming Behavior

Tab 3-4: Regression Coefficient/Path Estimation

			ESTIMATE	S.E.	C.R.	P	LABEL
E	<---	A	-6.028	1.754	-3.436	***	
E	<---	B	.642	.553	1.160	.246	
E	<---	C	.973	.738	1.319	.187	
E	<---	D	4.982	1.272	3.918	***	
F	<---	D	.825	.125	6.619	***	
F	<---	E	.008	.037	.215	.830	
A2	<---	A	1.000				
A1	<---	A	1.093	.145	7.517	***	
B3	<---	B	1.000				
B2	<---	B	1.855	.163	11.385	***	
B1	<---	B	1.872	.165	11.356	***	
C3	<---	C	1.000				
C2	<---	C	1.045	.129	8.097	***	
C1	<---	C	1.306	.139	9.397	***	
D5	<---	D	1.000				
D4	<---	D	1.219	.148	8.228	***	
D3	<---	D	.850	.117	7.284	***	
D2	<---	D	.972	.132	7.351	***	
D1	<---	D	.949	.131	7.255	***	
E1	<---	E	1.000				
E2	<---	E	.994	.016	63.077	***	
F1	<---	F	1.000				
F2	<---	F	1.218	.173	7.042	***	
F3	<---	F	1.038	.155	6.709	***	

*P<0.05, **P<0.01, ***P<0.001

If P (significance level) value is less than 0.05, or the absolute value of C.R (critical ratio estimation) is greater than 1.96, the path is significant. All the path coefficients are significant addition to the key in the study of three paths (E << -- - B, E - C, F < - E) was not significant. Purchasing attitude has a significant influence on brand figure, as core connotation of brand culture does on purchasing attitude, as core connotation of brand culture does on purchasing behavior.



Pic 3: Influencing Structural Equation Model of Brand Culture on Textile Consuming Behavior

According to international practice, this paper selects 6 fitting index assessing models such as CMIN/DF, GFI, CFI, NFI, TLI, RMSEA[6]. Results show that the CMIN/DF (chi-square free ratio) is 3.464, between 3-5, which is accepted; RMR (residual root mean square) value is 0.067, less than 0.05, and RMSEA (approximation error root mean square) has a value of $0.082 < 0.1$, both of which fit well. IFI (value-added fitting index) = 0.929, NFI = 0.903, TLI = 0.912, CFI (more fitting index) = 0.928; AGFI (adjusted goodness-of-fit index) = 0.853 and GFI (goodness of fit index) = 0.893, slightly less than 0.9. Comprehensively considering every fitting index, the degrees of confirmatory factor and model are good.

4. ConClution and Suggestions of Compact of Brand Culture on Textile Consuming Behavior

Through investigation and research, the application of SPSS factor analysis and structural equation analysis, for the above assumptions, the following conclusions goes:

H1: Brand image (reflected in the appearance of the material) and consumers purchasing attitude come into a positive correlation, consistent with the hypothesis; LOGO provides brand culture with recognition effect, both of which are produced by brand, with LOGO showing the core concept and the connotation of the brand to from simple graphic; Product being the carrier, the style design can take more structural design, practical and artistic tastes; modern scientific and technological materials such as natural and smooth silk, linen fabrics, add artistic aesthetic feeling on the materials; Colour harmony should be noticed, considering the special comfortable close skin product features. the product packaging should agree with the LOGO, for material and design should reflect the core of the brand culture connotation.

H4a: Core connotation (intangible reflection of brand culture on the spirit) and consumer purchasing attitude come into a positive correlation. Brand culture values should be consistent with the consumer, the scientific and technological, environmental protecting concept of green consumption, the cost-effective and practical ideas, or the quality of the high-end art consuming idea. Brand culture should have a certain visibility, such as luxury LV, Hermes. Brand culture should have historical inheritance, whose experience, story, time of witness are more likely to cause consumer trust. National culture, or cultural beliefs, or cultural empathy, or cultural curiosity, can cause the attention of consumers. Being in line with the expectations is the inherent demand of consumer oneself for culture.

H4b: Core connotation (intangible reflection of brand culture on the spirit) and consumer purchasing behavior come into a positive correlation, with the highest influence, path coefficient value of 0.82.

Conclusion confirms that the fusion of spirit connotation of the brand culture and consumers cultural psychology are in great need, and that brand culture shape is the key to let the consumers to make difference among many commodities.

This paper divides brand culture connotation into four dimensions, studying the impact of brand culture on home textile consumer purchasing attitudes and behaviors from a new perspective by using structural equation model. According to the questionnaire data obtained from the analysis results show that the brand image has significant influence on consumer purchasing attitude, and influences consumer brand choosing behavior by the mediation variables of purchasing attitude. Core connotation not only directly affects brand choosing behavior, but indirectly affects brand choice behavior through the purchasing intention.

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