Predicting U.S Adolescents’ Purchasing of Denim Jeans Using Quality Attributes, Behavioral Characteristics, and Sociodemographics

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Background

1873: Riveted denim jeans have become a staple of the American closet.

late 1970s: Designer jeans introduced.

early 1980s: Athleisure movement starts.

early 2000s: Athleisure impacts and cuts into denim sales.

Fall 2016: Athleisure 41% adolescent mindshare.

Spring 2018: Athletic brands lead the market.
  - Nike (23%) and Adidas (6%) are two of the top five clothing brands and 29% of the mindshare.
Adolescents’ clothing market is a multibillion dollar market (Teen Consumer Spending Statistics, 2016)

Adolescents have more discretionary funds than adults (Royer, Jordan, & Harrison, 2005)

Understanding 13-19-year-old adolescent preferences will allow denim jeans to be competitive with athleisure.
To establish a predictive model of the factors that contribute to the decision-making process when purchasing denim by 13-19-year-old adolescents living in the United States.
1. Identify the **quality attributes** and the **personal and media influences** used when determining to buy denim jeans.

2. Identify **past purchasing behaviors** as related to denim jeans.

3. Determine what quality attributes, personal and media influences, past experience, and sociodemographic characteristics **predict intention to purchase denim jeans**.
Theoretical Framework: The Buyer-Decision Process

- Need Recognition
- Information Search
- Evaluation of Alternatives
- Purchase Decision
  - Buy
  - Halt

Post-Purchase Behavior
  - Satisfied
  - Dissatisfied
Proposed Conceptual Model

- Personal and Media Influences
  - Quality Attributes
    - Intrinsic
    - Denim Jean Design Features Preferences
    - Extrinsic
    - Price
    - Cognitive
  - Previous Denim Jeans Purchase Behavior
  - Sociodemographics

- Need Recognition
- Information Search
- Evaluation of Alternatives
- Intention to Purchase Denim Jeans
Data Collection

- Utah State University’s Institutional Review Board approved the study.

- Data collected by Centiment online

- Centiment incentivized participants by donating to a non-profit of the participant’s choice or paying participants through PayPal
Population and Sample

- Opt-in panel of 460 adolescents (13-19) living in the United States.
  - Centiment balanced the sample to reflect U.S. census on age and gender.
Instrumentation

- Researcher-developed questionnaire, based on past literature.
- Establish face and content validity with panel of experts.
### Reliability: Cronbach’s Alpha

- Soft launch of questionnaire to 68 panelists, similar to pilot study, reporting Cronbach’s alpha for constructs with Likert-scale items.

<table>
<thead>
<tr>
<th>Construct</th>
<th>Reliability coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pilot test</td>
</tr>
<tr>
<td>Intrinsic attributes</td>
<td>.80</td>
</tr>
<tr>
<td>Extrinsic attributes</td>
<td>.71</td>
</tr>
<tr>
<td>Cognitive attributes</td>
<td>.72</td>
</tr>
<tr>
<td>Personal and media influences</td>
<td>.89</td>
</tr>
<tr>
<td>Purchase intention</td>
<td>.38</td>
</tr>
</tbody>
</table>
Exploratory Factor Analysis

- The assumptions were met for EFA.
- Quality attributes revealed four factors:

1. Intrinsic Attributes - Physical Composition
   - Fabric thickness, durability, feel of fabric, care of garment, fiber content, construction
2. Intrinsic Attributes - Appearance of Fabric on Body
   - Aesthetics; body perception, personal appearance, and self-image; color of denim; amount of stretch; comfort and fit
3. Extrinsic Attributes
   - Brand, store, reputation of manufacturer, conformity to surroundings, popularity, status
4. Cognitive Attributes
   - Personal values, morals, religion, social awareness
Final Conceptual Model

Need Recognition

Information Search

Evaluation of Alternatives

Intention to Purchase Denim Jeans

Quality Attributes

Intrinsic

Extrinsic

Denim Jean Design Features Preferences

Price

Cognitive

Previous Denim Jeans Purchase Behavior

Sociodemographics

Need Recognition

Information Search

Evaluation of Alternatives

Intention to Purchase Denim Jeans

Quality Attributes

Intrinsic

Extrinsic

Denim Jean Design Features Preferences

Price

Cognitive

Previous Denim Jeans Purchase Behavior

Sociodemographics
# Respondent Sociodemographics (N = 460)

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-years-old</td>
<td>81</td>
<td>17.6</td>
</tr>
<tr>
<td>16-years-old</td>
<td>88</td>
<td>19.1</td>
</tr>
<tr>
<td>17-years-old</td>
<td>77</td>
<td>16.7</td>
</tr>
<tr>
<td>18-years-old</td>
<td>176</td>
<td>38.3</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>228</td>
<td>49.6</td>
</tr>
<tr>
<td>Female</td>
<td>202</td>
<td>43.9</td>
</tr>
<tr>
<td>Other(^a)</td>
<td>30</td>
<td>6.5</td>
</tr>
<tr>
<td><strong>Region of the United States</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South</td>
<td>210</td>
<td>45.7</td>
</tr>
<tr>
<td>West</td>
<td>101</td>
<td>22.0</td>
</tr>
<tr>
<td>Midwest</td>
<td>84</td>
<td>18.3</td>
</tr>
<tr>
<td>Northeast</td>
<td>65</td>
<td>14.1</td>
</tr>
<tr>
<td><strong>Main Race/ethnicity: White/Caucasian</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>235</td>
<td></td>
<td>51.1</td>
</tr>
<tr>
<td><strong>Religious or church preference</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Christian/Protestant</td>
<td>145</td>
<td>31.5</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>68</td>
<td>14.8</td>
</tr>
<tr>
<td>Catholic</td>
<td>64</td>
<td>13.9</td>
</tr>
<tr>
<td>Atheist</td>
<td>53</td>
<td>11.5</td>
</tr>
<tr>
<td>Other(^c)</td>
<td>130</td>
<td>28.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual buying majority of clothes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parent(s)/guardian(s)</td>
<td>189</td>
<td>41.1</td>
</tr>
<tr>
<td>Myself</td>
<td>142</td>
<td>30.9</td>
</tr>
<tr>
<td>Both</td>
<td>112</td>
<td>24.3</td>
</tr>
<tr>
<td><strong>Does not work for pay outside home</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>287</td>
<td></td>
<td>62.4</td>
</tr>
<tr>
<td><strong>Frequency of shopping for clothes</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Once a month</td>
<td>181</td>
<td>39.4</td>
</tr>
<tr>
<td>Once every 2-3 months</td>
<td>95</td>
<td>20.7</td>
</tr>
<tr>
<td>Once every 4-6 months</td>
<td>59</td>
<td>12.8</td>
</tr>
<tr>
<td><strong>Average amount spent on clothes per month: $1-$100</strong></td>
<td>238</td>
<td>51.7</td>
</tr>
<tr>
<td><strong>Main payment method for clothing:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Credit/Debit Card</td>
<td>254</td>
<td>55.2</td>
</tr>
<tr>
<td><strong>In-store Shopping</strong></td>
<td>398</td>
<td>86.5</td>
</tr>
</tbody>
</table>
Results 3: Determine factors that predict intention to purchase denim jeans

- Hierarchical multiple regression model used to predict the relationship between quality attributes, past denim purchase behavior, and sociodemographics.

- Model 3 predicted 34.7% of the variance.

(21 factors)
Conclusions 3: Determine factors that predict intention to purchase denim jeans

- Intrinsic Attributes—appearance of fabric on body
  - May be significant because “Comfort and fit” in subconstruct

- Cognitive attributes
  - Increase of consumer awareness and sustainability in the fashion world for consumers

- Purchase is more likely if they purchased denim in the last 3 months
  - Shopping for denim jeans could already be on their mind.

- Purchase is more likely denim is less than $40.
  - Limited funds of respondents

- Females are more likely to purchase denim.
  - Go shopping more
Further Research

- Determine the specific attributes that contribute to the significant constructs
- Have denim jeans physically present for respondents to analyze
  - Smaller sample size with qualitative methods (Rahman, 2012)
- Study another type of clothing (athleisure, wedding/prom dresses, etc.)
Recommendations

- Manufacturers need to stay aware of latest trends
- Manufacturers educate consumers on sustainable practices
- FACS teachers educate their students to be well-informed consumers: personal preference and sustainable practices.
Thank You

Questions?