Factors Influencing University-Related Apparel Product Consumption

by

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ABSTRACT

University fans like to wear university-related apparel products (URAPs) such as collegiate licensed apparel products (CLAPs) and non-collegiate licensed apparel products (non-CLAPs) to show their connection to their university. However, previous URAP studies have focused on only CLAPs. Further, consumers also want to look stylish when they wear URAPs, but no published studies have examined URAPs with different style characteristics (i.e., basic vs. fashion). Therefore, the purpose of this study was to examine the influence of perceived university prestige on consumers' attitudes toward purchasing each type of URAPs (i.e., basic CLAPs, fashion CLAPs, basic non-CLAPs, and fashion non-CLAPs) and their resultant effects on consumers' purchase intention and purchase behaviors and to examine the moderating effects of consumers' psychographic characteristics on the relationships between perceived university prestige and attitudes toward purchasing each type of URAPs. Data were collected using an online survey with a sample of 545 Auburn University Alumni Association members and 581 Auburn University students. Results revealed that the higher the perceived university prestige, the more positive the consumers' attitudes toward purchasing the four types of URAPs. Results also showed no difference between the strength of the influence of perceived university prestige on consumers' attitudes toward purchasing CLAPs versus non-CLAPs. Analysis further revealed no significant moderating effects of the psychographic variables; however, further direct effect analyses showed that consumers' attitudes toward purchasing each type of URAPs were significantly related to various psychographic variables. These findings provide insights into

students' and alumni's URAP consumption phenomenon and important theoretical implications in URAP research and managerial implications for universities, manufacturers and retailers of both CLAPs and non-CLAPs.

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CHAPTER 1. INTRODUCTION

Background and Purpose of the Study

College or university can be a lifestyle brand, which has many loyal fans with different backgrounds and ages (The Collegiate Licensing Company [CLC], 2012a). University fans like to show their university spirit through wearing university-related apparel products (URAPs) or putting university-related decorations on their cars or in their home (CLC, 2012a). URAPs refer to clothing products that carry symbolic characteristics of a university (e.g., university trademarks, university colors) and are worn to convey the wearer's affiliation with the university. A trademark is a logo, image, symbol, word, letter, name, or a combination of them that are related to an organization (Napper, 2010; Trademark and Licensing-University of Washington, n.d.). Two types of URAPs may be legitimately marketed including (1) products carrying university trademarks and licensed by the university (hereafter, "collegiate licensed apparel products [CLAPs]") and (2) products that are not university-licensed and thus do not carry university trademarks but contain certain characteristics (e.g., university colors) associated with the university (hereafter, "non-collegiate licensed apparel products [non-CLAPs]"). Non-CLAPs differ from the illegal collegiate trademark usage in that they are not claimed by the manufacturer to be associated with a university, but are voluntarily used by consumers to show their university association through product characteristics that happen to be associated with the university.

Consumers wear symbolic clothes to identify themselves as fans (SPO Scholarly Monograph Series, 2012). Consumers are paying growing attention to 'what to wear' in situations like tailgates or college activities to show their connection to their universities or university sports teams (College Hautees, 2012). In a game day, university or team fans may find

themselves surrounded in a sea of colors representing the university team they support. For example, supporters of Auburn University may wear apparel items in orange and/or blue. These apparel items may or may not show Auburn University trademarks. A SPO Scholarly Monograph Series' (2012) report shows that women wear URAPS (CLAPs or non-CLAPs) more than do men when watching both televised events (male = 28.6%; female = 39.1 %) and live events (male = 30.4%; female = 38.2%), and only 4.3% of men and 4.7% of women never wear URAPs.

Furthermore, some consumers not only want to show their university affiliation but also their sense of fashion at the same time to help them look stylish (Tschura, 2007; Vernich, 2012). Thus, they may choose fashion apparel items to show their university spirit, which may or may not be officially licensed by the university (College Hautees, 2012). According to Glock and Kunz (1995), *basic* apparel products do not change with the fashion trend, while *fashion* apparel products have rapidly changing styles in response to trend changes. Crosby, Kim, and Hathcote (2006) found that female college students at the universities from the Southeastern Conference (SEC) who are interested in college football rated fashion as a more important factor for game day attire than other factors such as comfort, uniqueness, and school spirit-seeking. *Game day fashion* (Jen, 2012) is a term representing this new, fashion-oriented university-related apparel consumption phenomenon that influences consumers' decisions when choosing URAPs.

Given the diverse nature of the apparel items consumers wear to show their university identification in various occasions, it is important for universities, manufacturers, and retailers of URAPs to understand the factors influencing consumers' purchase behaviors for the different types of URAPs such as CLAPs versus non-CLAPs and basic versus fashion URAPs.

Previous research (Perrow, 1961; Shenkar & Yuchtman-Yaar, 1997) argues that

consumers' perceptions and purchase behaviors on an organization's products are influenced by the organization's general prestige because it signals the organization's product quality. Consumers' perceptions about an organization's prestige are based on its past performance (Perrow, 1961). Based on the social identity theory, Park and Park (2007) and Yang, Park, and Park (2007) found that consumers' purchase of collegiate licensed merchandise is facilitated by their social motivations to identify themselves within the university/group and be accepted by their group members. Additionally, Park and Park (2007) found a positive relationship between consumers' perceived prestige of a university and their attitude toward consumption of the university's CLAPs. Park and Park also pointed out that perceived university prestige is a predictor of college students' university identification, which then leads to their attitude toward CLAP consumption. Although these previous studies provide evidence for the positive relationship between consumers' perceived university prestige and their consumption of CLAPs, little research has delved into potential differences in this relationship for the fashion versus basic CLAPs. Furthermore, no published research investigated the potential influence of university prestige on the consumption of non-CLAPs. Therefore, the *first purpose* of this research is to examine the influence of perceived university prestige on consumers' attitudes toward purchasing varying types of URAPs including fashion versus basic CLAPs and non-CLAPs and their resultant effects on the consumers' purchase intention and actual purchase behaviors regarding these URAPs.

Researchers found that perceived university/team prestige is the main factor that influenced consumers' supportive attitudes toward the university (Sung & Yang, 2008) and their financially supportive behaviors (Carlson, Donavan, & Cumiskey, 2009; Henning-Thurau, Langer, & Hansen, 2001). Given these previous findings, it is plausible that consumers'

perceived prestige of a university may be more closely linked to attitudes toward CLAPs (which give revenues to the university) than to attitudes toward non-CLAPs. Therefore, the *second purpose* of this study is to compare the strength of the relationships between consumers' perceived university prestige and their attitudes toward CLAPs versus non-CLAPs.

Products consist of intrinsic attributes, or physical characteristics that are necessary to perform their function (Keller, 1993; Olson & Jacoby, 1972). Intrinsic attributes of apparel products may include characteristics such as style, color, and fabric. Beyond intrinsic attributes of products, brands act as a cue that signals extrinsic attributes of the products such as price and quality (Olson & Jacoby, 1972; Vigneron & Johnson, 1999). Both intrinsic and extrinsic attributes of products can influence consumers' purchase decisions (Brucks, Zeithaml, & Naylor, 2000; Lichtenstein, Ridgway, & Netemeyer, 1993; Miyazaki, Grewal, & Goodstein, 2005). In the URAP consumption context, the style (e.g., fashion vs. basic) and branding (e.g., collegiate-licensed vs. non-collegiate-licensed) characteristics of a URAP may act as an intrinsic and an extrinsic attribute, respectively, influencing consumers' purchase decisions.

Consumer behavior literature also suggests that consumers' psychographic characteristics – such as brand consciousness, quality consciousness, variety seeking, novelty seeking, and uniqueness seeking – may affect their responses to varying intrinsic and extrinsic attributes of a product and purchase decisions (Fromkin, 1970; Givon, 1984; Hirschman, 1980; Kahn, 1995; Sproles & Kendall, 1986). Brand consciousness refers to the degree to which a consumer is oriented to buy well-known branded products (Shim & Gehrt, 1996; Sproles & Kendall, 1986). Consumers who are more brand-conscious tend to have more positive attitudes toward purchasing prestigious brand products. Given that universities can be considered lifestyle brands (CLC, 2012a), consumers' brand consciousness may influence their response to CLAPs

associated with universities with varying prestige. Quality consciousness is the degree to which a consumer is oriented to search for a product with the best quality (Sproles & Kendall, 1986). More quality-conscious consumers may hold more positive attitudes toward CLAPs than non-CLAPs, thinking that the quality of the former is more tightly controlled by universities through the licensing process (CLC, 2012b). Variety seeking, novelty seeking, and uniqueness seeking are three concepts that are slightly different from each other. Variety seeking is defined as consumers' tendency to search for different choices of products (Givon, 1984); novelty seeking is defined as consumers' tendency to search for new products (Hirschman, 1980); and uniqueness seeking is defined as consumers' tendency to search for products that are different from those used by others (Fromkin, 1970). These psychographic variables have been found to be closely related to consumers' fashion-consciousness (e.g., Kwon & Workman, 1996; Workman & Kidd, 2000; Workman & Lee, 2011). Fashion apparel products represent greater diversity and more updated styles than basic apparel products to reflect fashion trends (Glock & Kunz, 1995). Thus, consumers with higher levels of variety seeking, novelty seeking, and uniqueness seeking may show more positive responses to fashion (vs. basic) URAPs. Therefore, the *last purpose* of this study is to explore the role of consumers' psychographic characteristics such as brand consciousness, quality consciousness, variety seeking, novelty seeking, and uniqueness seeking in moderating the relationship between perceived university prestige and attitudes toward purchasing URAPs that vary in their intrinsic (i.e., fashion vs. basic styles) and extrinsic (i.e., CLAP vs. non-CLAP) attributes.

Definition of Terms

Attitude toward purchasing basic CLAPs: A person's degree of favorable or unfavorable evaluation about purchasing basic CLAPs.

Attitude toward purchasing basic non-CLAPs: A person's degree of favorable or unfavorable evaluation about purchasing basic non-CLAPs.

Attitude toward purchasing fashion CLAPs: A person's degree of favorable or unfavorable evaluation about purchasing fashion CLAPs.

Attitude toward purchasing fashion non-CLAPs: A person's degree of favorable or unfavorable evaluation about purchasing fashion non-CLAPs.

Attitude toward purchasing URAPs: A person's degree of favorable or unfavorable evaluation about purchasing URAPs.

Basic collegiate licensed apparel products (basic CLAPs): Clothing products in styles that do not frequently change with the fashion trend (Glock & Kunz, 1995) and are licensed by the university to carry university trademarks (Office of Trademark Licensing, 2011).

Basic non-collegiate licensed apparel products (basic non-CLAPs): Clothing products in styles that do not frequently change with the fashion trend and carry a university's symbolic colors but are not licensed by the university.

Basic university-related apparel products (basic URAPs): Clothing products in styles that do not frequently change with the fashion trend and carry a university's symbolic characteristics (e.g., university trademarks, university colors).

Brand consciousness: A consumer's tendency to buy well known branded products (Shim & Gehrt, 1996; Sproles & Kendall, 1986).

Collegiate licensed apparel products (CLAPs): Clothing products carrying university

trademarks and licensed by the university (Office of Trademark Licensing, 2011).

Collegiate Licensing Company (CLC): A division of the global sports marketing company, IMG, and the nation's largest and oldest leading collegiate licensing agency (CLC, 2012a; IMG College, 2012).

Fashion collegiate licensed apparel products (fashion CLAPs): Clothing products in fast changing styles in response to fashion trends (Glock & Kunz, 1995) and licensed by the university to carry university trademarks.

Fashion non-collegiate licensed apparel products (fashion non-CLAPs): Clothing products in fast changing styles in response to fashion trends and carrying a university's symbolic colors but not licensed by the university.

Fashion university-related apparel products (fashion URAPs): Clothing products in fast changing styles in response to fashion trends and carrying a university's symbolic characteristics (e.g., university trademarks and colors).

Non-collegiate licensed apparel products (Non-CLAPs): Clothing products that are not university-licensed and thus do not carry university trademarks but contain certain characteristics (e.g., university colors) associated with a university.

Novelty seeking: A consumer's tendency to seek out new products (Hirschman, 1980).

Perceived university prestige: Individuals' perceptions about a university's esteem or reputation based on its past performance (Perrow, 1961).

Purchase behavior of basic CLAPs: A consumer's number, frequency, and amount of basic CLAP purchases within the last 12 months.

Purchase behavior of basic non-CLAPs: A consumer's number, frequency, and amount of basic non-CLAP purchases within the last 12 months.

Purchase behavior of fashion CLAPs: A consumer's number, frequency, and amount of fashion CLAP purchases within the last 12 months.

Purchase behavior of fashion non-CLAPs: A consumer's number, frequency, and amount of fashion non-CLAP purchases within the last 12 months.

Purchase behavior of URAPs: A consumer's number, frequency, and amount of URAP purchases within the last 12 months.

Purchase intention for basic CLAPs: The likelihood that a consumer will purchase basic CLAPs in the next 12 months.

Purchase intention for basic non-CLAPs: The likelihood that a consumer will purchase basic non-CLAPs in the next 12 months.

Purchase intention for fashion CLAPs: The likelihood that a consumer will purchase fashion CLAPs in the next 12 months.

Purchase intention for fashion non-CLAPs: The likelihood that a consumer will purchase fashion non-CLAPs in the next 12 months.

Purchase intention for URAPs: The likelihood that a consumer will purchase URAPs in the next 12 months.

Quality consciousness: A consumer's tendency to search for a product with the best quality (Sproles & Kendall, 1986).

Uniqueness seeking: A consumer's tendency to seek to be different from others (Fromkin, 1970).

University-related apparel products (URAPs): Apparel products that carry university symbolic characteristics (e.g., university trademarks or university colors) and are worn to convey the wearer's affiliation with the university. URAPs include CLAPs and non-

CLAPs.

Variety seeking: A consumer's tendency to seek for diverse choices of services or products (Givon, 1984; Kahn, 1995).

CHAPTER 2. LITERATURE REVIEW AND HYPOTHESES

This chapter first introduces the four types of university-related apparel products. Then, research related to perceived university prestige and the Theory of Reasoned Action are reviewed to support the conceptual framework and specific hypotheses for this study, followed by literature on brand consciousness, quality consciousness, novelty seeking, variety seeking, and uniqueness seeking.

University-Related Apparel Products

In many university events such as sporting events and alumni events, people often are donned in clothing items with one or more design elements symbolizing a university such as university trademarks and colors. Such clothing items are referred to as university-related apparel products (URAPs) in this study. URAPs can be classified according to two dimensions – branding characteristics (collegiate licensed vs. non-collegiate licensed) and style characteristics (fashion vs. basic).

Collegiate Licensed and Non-collegiate Licensed Apparel Products

Licensing is a contractual agreement to give the use of an entity's brand identities to another entity (Munson, n.d.). "Sports licensing is a contractual agreement by which a sports team or organization gives a company a license to use its name, logo or trademark on the company's products" (Linton, 2012, para. 1). Sports licensing helps a team or an organization build relationships with their fans (Linton, 2012). Collegiate licensing business is the second largest sports licensing business following the team licensing such as national football, basketball, or baseball team licensing (IMG College, 2012). More than 50,000 stores in the U.S. – including grocery stores, large discounters (e.g., Wal-Mart), specialty retailers (e.g., Academy

Sports plus Outdoors), privately-owned bookstores, and university bookstores (e.g., Auburn University Bookstore) – sell collegiate licensed merchandise (CLC, 2005), attracting more than 29 million consumers including not only college students and alumni but also college sports fans (CLC, 2011a). The collegiate licensing business has seen continuous growths since three decades ago, generating $4.6 billion in the retail sales in 2011 (CLC, 2012b), about 60% of which was achieved in the apparel category (Smith & Writer, 2011).

The majority of collegiate licensed merchandise is licensed through the Collegiate Licensing Company (CLC). The CLC is the nation's largest and oldest leading collegiate licensing agency, which is a division of the global sports marketing company, IMG (CLC, 2012a; IMG College, 2012). The CLC has the history of 30 years of running the business of collegiate licensing, and more than 200 universities have joined CLC's collegiate licensing programs in the U.S. (CLC, 2011b). The CLC provides universities with licensing experiences, knowledge, and resources by helping the universities manage their licensing programs, promote and protect their brands and licensed products, and control product quality (CLC, 2012a). Through the use of the CLC official licensing label (see Figure 2.1), which represents that the merchandise has gone through the CLC's official licensing process, the CLC helps universities prevent their brand identities (e.g., university names, logos, symbols, and slogans) from being misused and protect their image and reputation (Jennings, 2012). The CLC generated nearly 80% of the $4.6 billion collegiate licensing retail sales in 2011 (CLC, 2012b; IMG College, 2012; Smith & Writer, 2011). The revenues generated through the collegiate licensing programs support student scholarships and university programs (CLC, 2012b). Collegiate licensing benefits not only universities but also the universities' students, alumni, fans, and other general consumers by assuring the quality of the licensed products (CLC, 2011c), while helping them make a

connection with the universities through the use of products with university brand identities (Fisher & Wakefield, 1998).

Figure 2.1. The CLC official licensing label

CLAPs refer to apparel products that are licensed by a university to use its university trademarks (Office of Trademark Licensing, 2011). Like other collegiate licensed products, the majority (i.e., 80% [Smith & Writer, 2011]) of CLAPs are also licensed through the CLC. Manufacturers and retailers go through the CLC's rigorous licensing process if they want to sell a product bearing university trademarks (Office of Trademark Licensing, 2011). On the other hand, consumers also use apparel products that do not bear university trademarks but are made in symbolic colors of a university to connect with the university. This type of apparel products is referred to as non-CLAPs in this study. Manufacturers of non-CLAPs intentionally (e.g., College Hautees, Smack Apparel) or unintentionally use university symbolic colors (College Hautees, 2012; Smack Apparel, 2013). Because non-CLAPs do not use university trademarks, they do not need to undergo universities' and/or the CLC's licensing program to have their products approved and do not pay licensing fees to universities and/or the CLC.

Previous URAP literature has focused on CLAP consumptions. The existing literature on

CLAPs reveals that consumers purchase CLAPs to show their identification, pride, and loyalty to their universities (Hadley, 2011; Kopczenski, 2011; McAlexander & Koenig, 2001; Park & Park, 2007; Yang et al. 2007). Park and Park (2007) and Yang et al. (2007) examined students' purchase intention for CLAPs in the context of multichannel retailing based on the concept of university identification developed from the social identity theory. Park and Park (2007) found that perceived university prestige mediates the relationship between college students' university identification and their attitudes toward CLAPs. Hadley (2011) found from a student sample at Texas State University-San Marcos that students create and express a sense of pride in their university through their use and consumption of CLAPs. Moreover, McAlexander and Koenig (2001) found that alumni who had a nicer and more satisfied experience at their university would be more likely to wear the university's CLAPs. Kopczenski (2011) also found from an alumni sample the primary influences of university identity, subjective norm, and brand community on alumni's attitudes and purchase decisions of CLAPs.

However, not only CLAPs but also non-CLAPs may help university fans connect to their universities. University or team fans can express their pride or love for a university by wearing clothes that carry the university's symbolic colors even if they do not bear the university's trademarks (Tschura, 2007). For example, we can see many Auburn University fans wearing orange and/or blue on a game day. However, previous URAP research has focused only on CLAPs (e.g., Hadley, 2011; Kopczenski, 2011; McAlexander & Koenig, 2001; Park & Park, 2007; Yang et al., 2007), leaving a gap in the literature on factors that may differentially motivate consumers' consumption of CLAPs and non-CLAPs, which is examined in this study.

Basic vs. Fashion University-Related Apparel Products

The difference between fashion and basic URAPs stems from consumers' demand, the

length of product life-cycle, and the style change frequency (Fisher & Rajaram, 2000; Glock & Kunz, 1995). In this study, basic URAPs refer to university-related apparel products that have a long life-cycle, and their sales are rarely affected by changes of fashion trends. On the other hand, fashion URAPs are university-related apparel products that have a short life-cycle because consumers' demand for them fluctuates as the fashion trend changes. Both CLAPs and non-CLAPs may be produced with basic or fashion style characteristics.

Basic CLAPs refer to collegiate-licensed apparel products that have a long life-cycle and constant demand while bearing university trademarks (Office of Trademark Licensing, 2011). Basic college students' and fans' casual items such as T-shirts, sweatshirts, or shorts with staple and classic styles may belong to this category (see Figure 2.2). On the other hand, fashion CLAPs refer to apparel products officially licensed by the university and carrying university trademarks, which have a short life-cycle and rapidly changing demands affected by fashion trends. Women's stylish dresses, top items with trendy necklines, sleeve shapes, or shoulder lines, and pants with trendy cuts, which carry university trademarks, may be classified in this category (see Figure 3). For menswear, shirts or pants with stylish designs or patterns and university trademarks may belong to this category (see Figure 2.3).

Hoodie Hoodie T-shirt Sweatpants Sweatpants

Figure 2.2. Examples of basic CLAPs

Dress Skirt Shirt Pants

Figure 2.3. Examples of fashion CLAPs

Basic non-CLAPs refer to apparel products that come in symbolic colors of a university, but do not carry any university trademarks, while having a style that is not affected by fashion trend changes. For Auburn University fans, basic shirts, sweatshirts, or shorts that come in Auburn University's symbolic colors, blue and orange, may be example apparel items that serve as basic non-CLAPs (see Figure 2.4). On the other hand, fashion non-CLAPs refer to fashionable apparel items with unique or trendy styles and come in the university's symbolic colors without bearing any university trademarks on them, as shown in the examples presented in Figure 2.5.

T-shirt Polo shirt Sweatshirt Sweatpants

Figure 2.4. Examples of basic non-CLAPs

Dress Tank Jacket Shirt Shorts

Figure 2.5. Examples of fashion non-CLAPs

Most URAPs with college features have usually been in basic, unisex styles, such as similar hoodies, T-shirts, and sweatshirts for both genders of different ages (Brennan, 2012). Consumers today, especially women who account for 57% of the total university undergraduates in the U.S. (Brennan, 2012), are no longer satisfied with the unisex URAPs (e.g., Brennan, 2012; Crosby et al., 2006; Tschura, 2007; Vernich, 2012). Crosby et al. (2006) found that university female students rated fashion as the most important factor when choosing game day clothes. This finding indicates students' higher fashion consciousness and increasing desire to be unique. Not only female consumers but also male consumers may have become more fashion-conscious when choosing URAPs. Both fashion reports (e.g., Davies, 2012; Higson & Bilmes, 2013) and fashion research (e.g., Bakewell, Mitchell, & Rothwell, 2006) mention that men, especially young men, care about fashion and their appearance. Additionally, an increasing number of companies, such as Meesh & Mia and College Hautees, are interested in obtaining a license to produce fashion CLAPs, recognizing consumers' needs for diverse styles of CLAPs (Brennan, 2012; College Hautees, 2012). College Hautees also produces non-CLAPs in fashionable styles adopting a variety of university colors to cater to university fans, whereas other apparel

manufacturers also may intentionally or unintentionally use university colors in their products, broadening the choice of fashion non-CLAPs for URAP customers. In spite of the diverse types of URAPs with varying style characteristics, little research has examined the factors that influence consumers' attitudes and purchase behaviors toward fashion versus basic URAPs, which is a gap addressed in this study.

Perceived University Prestige

Prestige is a subjective evaluation of people or objects such as companies, organizations, or brands as carrying a high social status and often leads to a positive evaluative judgment (Dubois & Czellar, 2002). Alden, Steenkamp, and Batra (1999) pointed out that consumers purchase prestigious brands to show their social status through the prestigious image of the brand transferred to their own social image. Perceived brand prestige has been found to have a great influence on consumers' attitudes toward consumption and purchase behaviors when the products show social values (Alden et al., 1999). Universities commercially use their names as brands to make profits (CLC, n.d.). University prestige is defined as the esteem or reputation of a university based on its past performance, in both athletic and academic aspects. Universities' athletic and academic performance is influenced by the university's size and structure as well as the typical age, achievement, position or ranking, and social status of its members including students, alumni, and faculties (Perrow, 1961; Shrum & Wuthnow, 1988; Sung & Yang, 2008; Young & Larson, 1965). Perceived university prestige is defined as an individual's subjective assessment of others' positive evaluations or beliefs about a university (Mael & Ashforth, 1992).

Similar to prestigious brand consumption, consumers may purchase symbolic apparel of a university that they perceive to have high prestige to attach themselves to the university, attain

positive evaluations from others, and gain self-esteem (Alden et al., 1999). The level of perceived organization prestige could influence organizational members' behaviors toward the organization (Meyer, Stanley, Herscovitch, & Topolnytsky, 2002; Organ & Ryan, 1995). The International Licensing Industry Merchandisers' Association (2012) reports that a university's licensed apparel market revenues are mainly influenced by the university's sports teams' prestige (i.e., performances and the size of the university or college). Carlson et al. (2009) found that a positive relationship between sports team prestige and actual/past supportive behaviors toward a team was mediated through team identification and that sports team prestige has a significant direct positive influence on the number of games that consumers have watched and consumers' team-related retail spending. Sung and Yang (2008) found university prestige is the strongest university factor that influences consumers' supportive attitudes toward the university among several university factors they tested (e.g., university personality, university reputation). In the collegiate licensed apparel context, Park and Park (2007) and Yang et al. (2007) found that perceived university prestige positively influences attitudes toward purchasing CLAPs which then influences purchase intention for CLAPs. Thus based on the previous studies, the following hypothesis is proposed:

H1. Perceived university prestige positively influences consumers' attitudes toward purchasing URAPs including (a) basic CLAPs, (b) fashion CLAPs, (c) basic non-CLAPs, and (d) fashion non-CLAPs.

High prestige provides individuals' supportive attitudes and behaviors toward the organization (e.g., Carlson et al., 2009; Henning-Thurau et al., 2001; Kong, 2008; Kwon, Trail, & James, 2007; Sung & Yang, 2008). Kong (2008) found that high prestige could enhance consumers' purchase intentions for the origination's products and that high prestige organization

is usually more profitable than low prestige organization. Kwon et al. (2007) found that the symbolic brand image of the sports team could enhance consumers' purchase intention for team-licensed apparel products because of the products' symbolic image that conveys the social value. High prestige organizations could attract more consumers' attention to its products than low prestige organizations (Crane, 1965; Merton, 1968; Sine, Shane, & Gregorio, 2003). Henning-Thurau et al. (2001) found that consumers hold positive attitudes toward a high-prestige university and would like to financially support the university's products (i.e., college education courses and services).

High prestige could also facilitate consumers' willingness to interact with an organization because interaction with higher-prestige organizations is a way to enhance their own prestige or status (Tallman & Shenkar, 1994). According to Dutton, Dukerich, and Harquail (1994), when university members (e.g., students, alumni, and faculties) and fans believe that outsiders see their university positively, they gain a sense of pride, which facilitates them to engage in the university such as wearing clothes with obvious university trademarks (e.g., logos, symbols, letters) as a way to express their pride in the university (Hadley, 2011). Conversely, when university members and fans believe that outsiders see their university negatively, they may try to disengage themselves from the university (Dutton et al., 1994), avoiding CLAPs with obvious trademarks of the university. However, given the less obvious symbolic connection of non-CLAPs to the university as compared to CLAPs, consumers' responses to non-CLAPs may be less influenced by university prestige than are their responses to CLAPs. Therefore, the following hypothesis is proposed:

H2. The influence of perceived university prestige is stronger on consumers' attitudes toward purchasing CLAPs than on their attitudes toward purchasing non-CLAPs, for

both (a) basic and (b) fashion styles.

URAP Consumption Attitude and Purchase Behavior and Intention

The theory of reasoned action (TRA) was put forth by Fishbein and Ajzen (1975) to predict individuals' behaviors. According to TRA (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975), individuals' behavior is determined by their intention to perform the behavior, which is referred to as behavioral intention. Behavioral intention can be predicted through individuals' attitude and subjective norm, both of which represent their beliefs. Attitude toward a behavior (A_b) is defined based on individuals' beliefs about a certain behavior and their evaluation of the beliefs, whereas subjective norm (SN) is defined using individuals' beliefs about important other people's positive or negative opinions about their performance of a certain behavior and their desire to obey these important people's opinions.

The TRA has been applied in various marketing contexts to explain the influence of attitude on consumers' purchase intention (e.g., Henning-Thurau et al., 2001; Shen, Dickson, Lennon, Montalto, & Zhang, 2003; Shim, Morris, & Morgan, 1989; Sung & Yang, 2008). Attitude has been found to be an important and effective predictor of purchase intentions and purchase behaviors in fashion consumption (e.g., Chang, Burns, & Noel, 1996; Lee, 1990; Malhotra & McCort, 2001). Previous studies (e.g., Kopczenski, 2011; Park & Park, 2007; Yang et al. 2007) in the CLAP context have provided supporting evidence for the positive influence of attitude on purchase intention for CLAPs. Also, in the context of team-licensed merchandise consumption, Irwin, Lachowetz, Cornwell, and Clark (2003), Lee (2008), and Lee and Trail (2012) found the positive relationship between attitude and purchase intention toward team-licensed merchandise. Therefore, it is plausible that consumers' attitudes toward purchasing

various types of URAPs are meaningfully linked to their purchase intentions related to the respective types of URAPs, which leads to the following hypothesis:

H3. Consumers' attitudes toward purchasing each type of URAPs, including (a) basic CLAPs, (b) fashion CLAPs, (c) basic non-CLAPS, and (d) fashion non-CLAPs, positively influence their purchase intention for the respective type of URAPs.

Further, Ajzen and Fishbein (1980) pointed out that attitude toward an object is a way reflecting consumers' behaviors related to this object. Purchase behavior in this study refers to consumers' number, frequency, and amount of university-related apparel item purchases within the last 12 months. In Kopczenski's (2011) study, alumni's actual purchase behaviors (i.e., purchase amount and frequency) of CLAPs were positively related to their attitudes toward purchasing CLAPs. Therefore, the following hypothesis is proposed:

H4. Consumers' attitudes toward purchasing each type of URAPs, including (a) basic CLAPs, (b) fashion CLAPs, (c) basic non-CLAPS, and (d) fashion non-CLAPs, are positively related to their actual purchase behavior for the respective type of URAPs.

Consumer Psychographic Variables

Ajzen and Fishbein (1980) pointed out that personal factors such as psychographic characteristics could influence individuals' beliefs, which in turn influence their attitudes, behavioral intentions, and behaviors. Vigneron and Johnson (1999) state that the influence of brand prestige on consumers' purchase decisions differs among consumers with different psychographic characteristics. Thus, it is plausible that the relationships between consumers' perceived university prestige and their consumption of various types of URAPs are moderated by the consumers' psychographic characteristics.

A review of literature shows that the majority of the consumer factors related to the attitudes toward consumption of apparel products could be classified into three categories, psychographic (e.g., Burton, Lichtenstein, Netemeyer, & Garretson, 1998), perceptual (e.g., Dodds, 2002); and socioeconomic (e.g., Batra & Sinha, 2000) factors. Among the three factors, perceptual characteristics were found to most directly influence consumers' attitudes and choice behaviors (Wang, Siu, & Hui, 2004). For example, when purchasing clothes, consumers' perceptions of various product and marketing cues such as price, quality, brand, style, design, and color may affect their decisions (Burton et al., 1998; Dodds, 2002; Wang et al., 2004). In the URAP consumption context, how consumers perceive the style (i.e., basic vs. fashion) and branding (i.e., CLAPs vs. non-CLAPs) characteristics of a URAP can influence their attitudes and purchase decisions, as discussed in the previous sections of this proposal.

On the other hand, literature also shows that consumers' psychographic traits such as brand consciousness, novelty seeking, and quality consciousness influence their perception about product and marketing cues, and determine their purchase decision making styles (e.g., Ailawadi, Neslin, & Gedenk, 2001; Cowart & Goldsmith, 2007; Mitchell & Bates, 1998; Sproles & Kendall, 1986). Additionally, uniqueness seeking and variety seeking have been found to be highly related to consumers' decision making for fashion items (e.g., Chang, Burns, & Francis, 2004; Tian, Bearden, & Hunter, 2001; Workman & Johnson, 1993; Workman & Kidd, 2000). Therefore, it is important to examine the role of these psychographic variables in the formation of consumers' attitudes and purchase decisions related to various types of URAPs.

Brand Consciousness

Brand consciousness refers to consumers' orientation to purchase well-known brands (Shim & Gehrt, 1996; Sproles & Kendall, 1986). Brand consciousness has a significant influence

on consumer consumption behaviors (Lachance, Beaudoin, & Robitaille, 2003). Product symbolism literature has emphasized consumers' consumption of products for self-expression (Belk, 1988; Sirgy, 1985), which is closely related to brand consciousness. Dress and appearance are non-verbal communications that play an important role of identification (Stone, 1962), and clothing is an important means for consumers to gain social acceptance (Creekmore, 1980) and positive self-esteem (Daters, 1990). Brands, as a public language (Friedman, 1986), have social characteristics which express consumers' personality and preferences (Manrai, Lascu, Manrai, & Babb, 2001). According to Levy (1959), clothing brands are used to convey consumers' social life, aspirations, and affiliation. Consumers with high levels of brand consciousness prefer to purchase well-known branded products, which are usually more expensive than products from lesser-known brands. Consumers' preference for well-known brands may be driven by beliefs that well-known brands are more reliable than unknown brands so that buying well-known brands reduce their purchase risk or beliefs that well-known brands are a symbol to help them express their status and prestige (Lehmann & Winer, 1997).

Brand consciousness is one of the most important factors influencing decision making for consumers who pay attention to social status and prestige (Fan & Xiao, 1998; Liao & Wang, 2009). According to Tai and Tam (1997), brand-conscious consumers usually judge the image of a brand based on its prestige. Consumers with high levels of brand consciousness seek for prestigious brands to help them enhance or convey their own status (Liao & Wang, 2009, Wong & Ahuvia, 1998). Thus, the relationship between prestige and attitude toward purchasing the brand's products is likely to be greater among more brand-conscious consumers. In a similar vein, consumers who are more brand-conscious may be more sensitive to university prestige, leading to a greater effect of university prestige on attitudes toward purchasing CLAPs with

obvious university trademarks. On the other hand, the relationship between university prestige and attitudes toward purchasing non-CLAPs may be weaker for consumers with higher brand consciousness because of non-CLAPs' lack of more obvious brand symbolism through university trademarks. Based on this logic, the following hypotheses are proposed:

H5. The influences of perceived university prestige on attitudes toward purchasing (a) basic CLAPs and (b) fashion CLAPs are stronger for consumers with high (vs. low) brand consciousness.

H6. The influences of perceived university prestige on attitudes toward purchasing (a) basic non-CLAPs and (b) fashion non-CLAPs are stronger for consumers with low (vs. high) brand consciousness.

Quality Consciousness

Perceived quality is one of the most important factors for consumers when they are making purchase decisions (Jin & Suh, 2005). Quality consciousness is defined as the degree to which consumers make an effort to search for a product with the best quality (Sproles & Kendall, 1986). Consumers' consciousness about product quality could influence their perceptions or attitudes about a product (Miyazaki et al., 2005).

Consumers may use intrinsic and extrinsic cues of the product to estimate its quality (Olson & Jacoby, 1972). Intrinsic cues refer to products' physical attributes such as fabric, size, and shape, whereas extrinsic cues refer to the attributes that are not directly related to product performance such as price and brand (Reimer & Kuehn, 2005). Price and brand have been found to be important extrinsic indicators of product quality either with or without other cues (e.g., Gabor & Granger, 1966; Leavitt, 1954; Makens, 1965; McConnell, 1968a, 1968b; Monroe & Krishnan 1984; Rigaux-Bricmont, 1982; Scitovsky,1944; Tull, Boring, & Gonsior, 1964); good

brand names and higher prices mean better quality to consumers. Steenkamp, Batra, and Alden (2003) found that brand prestige positively influences perceived brand quality.

National Collegiate Athletic Association (2012) states that the collegiate licensing program is aimed to ensure the quality of the collegiate licensed merchandise. The CLC official licensing label indicated that the collegiate licensed merchandise has passed the quality standards that are set forth by the university (Duke Stores, 2013). Further, Grimes and Battersby (1979) also point out that consumers are willing to pay more for collegiate licensed products than similar non-collegiate licensed products because of the guaranteed quality. Given that the aforementioned literature advocates that CLAPs are generally considered to have a better quality than non-CLAPs given similar styles, it is possible that consumers' quality consciousness moderates the relationship between perceived university prestige and consumers' attitudes toward purchasing CLAPs, of which quality is guaranteed by the university licensing program, and attitudes toward purchasing non-CLAPs, of which quality is not guaranteed by the university licensing program. Thus, the following hypotheses are proposed:

H7. The influences of perceived university prestige on attitudes toward purchasing (a) basic CLAPs and (b) fashion CLAPs are stronger for consumers with high (vs. low) quality consciousness.

H8. The influences between perceived university prestige on attitudes toward purchasing (a) basic non-CLAPs and (b) fashion non-CLAPs are stronger for consumers with low (vs. high) quality consciousness.

Variety Seeking

Consumers are stimulated by different choice-making situational characteristics such as novelty, change, uncertainty, conflict, or complexity (Howard & Sheth, 1969). Consumers may

routinize their purchasing decisions by being loyal to a certain brand or product to reduce complexities (Howard & Sheth, 1969; Venkatesan, 1973). However, this routinized purchase behavior can sometimes bore consumers, leading them to try to increase the level of stimulation by choosing a different product or brand (Kahn, 1995). Psychological researchers have pointed out that consumers usually prefer to have intermediate levels of stimulation, neither extremely high nor extremely low (Hebb, 1955; Leuba, 1955). The optimal level of stimulation (OSL) is a central concept to explain consumers' exploratory behaviors such as variety seeking and novelty seeking (Howard & Sheth, 1969; McAlister & Pessemier, 1982; Raju, 1980; Venkatesan, 1973). By either seeking or avoiding variety, individuals try to obtain an ideal level of stimulation that generates inherent satisfaction (Berlyne, 1960; Fiske & Maddi, 1961; Hunt, 1963; Maddi, 1968). Variety seeking has been defined as an individual's tendency of seeking for diverse choices of products or services over time (Givon, 1984; Kahn, 1995). Variety seeking is a key psychographic factor influencing consumers' choices (McAlister & Pessemier, 1982). Each consumer holds a certain level of OSL that may be different from other individuals' OSL levels (Berlyne, 1960; Howard & Sheth, 1969; Fiske & Maddi, 1961; Venkatesan, 1973). Consumers' level of OSL is positively related to their level of variety seeking (Van Trijp, Hoyer, & Inman, 1996). Thus, consumers with a high variety-seeking tendency are more likely to seek diversity in their product choices in order to reach their preferred level of OSL which is relatively higher than consumers with a low variety-seeking tendency (Baumgartner & Steenkamp, 1996; Van Trijp et al., 1996).

Apparel companies produce fashion items based on the fashion trends to increase the variety of their products (Bhardwaj & Fairhurst, 2010). Some consumers buy stylish or fashionable products to satisfy their demand of pursuing changes and varieties (O'Shaughnessy,

1987). Consumers seek variety in dressing styles for different situations such as party, date, and leisure (Mandhachitara & Piamphongsan, 2011). Based on the definition of fashion merchandise, of which styles usually change rapidly according to the fashion trends (Glock & Kunz, 1995), wearing fashion apparel products is an important way for fashion leaders and followers to satisfy their need for variety (e.g., Muzinich, Pecotich, & Putrevu, 2003; Workman & Johnson, 1993). Therefore, it is plausible that consumers' variety-seeking tendency may influence their consumption behavior related to URAPs in that those who have a high variety-seeking tendency may be easily bored of basic style URAPs and want to seek for fashionable URAPs that are different from what they already have. On the other hand, consumers with a lower variety-seeking tendency tend to prefer products with a longer life cycle (Pessemier & Handelsman 1984; Van Trijp & Steenkamp, 1992). Accordingly, as compared to consumers with a high variety-seeking tendency, those who have a low variety-seeking tendency may be more favorable toward basic URAPs, which may provide less diverse choices but longer product life cycles. Given these documented preferences of consumers with varying variety-seeking levels, it is possible that the same level of perceived university prestige may lead to varying levels of favorability in consumers' attitudes toward basic versus fashion URAPs depending on their variety-seeking tendencies. Therefore, the following hypotheses are proposed:

H9. The influences of perceived university prestige on attitudes toward purchasing (a) fashion CLAPs and (b) fashion non-CLAPs are stronger for consumers with a high (vs. low) variety-seeking tendency.

H10. The influences of perceived university prestige on attitudes toward purchasing (a) basic CLAPs and (b) basic non-CLAPs are stronger for consumers with a low (vs. high) variety-seeking tendency.

Novelty Seeking

The optimal level of stimulation (OSL) can also be applied to explain consumers' novelty seeking behaviors (Howard & Sheth, 1969; McAlister & Pessemier, 1982; Raju, 1980; Venkatesan, 1973). According to Arentze and Timmermans (2005), novelty seeking happens when consumers want to reduce environmental uncertainty. Both variety seeking and novelty seeking lead to trying something different, but the motivation for this behavior is explained slightly differently. Variety seeking emphasizes satisfying a need for diversity, whereas novelty seeking emphasizes satisfying a need for new choices. Novelty seeking behavior is driven by individuals' curiosity and need for sensation and exploration (Jang & Feng, 2007). Engaging in novelty-seeking behavior, or trying out something new and innovative, such as new products, new places, and new stores, can give individuals a sense of satisfaction of life or excitement (Berlyne, 1960; Fiske & Maddi, 1961; Hunt, 1963; Sproles & Kendall, 1986).

Hirschman (1980) posited two concepts of novelty seeking, inherent novelty seeking and actualized novelty seeking. Inherent novelty seeking is defined as a consumer's internal willingness to seek out new product information (Pearson, 1970), whereas actualized novelty seeking refers to consumers' actual behaviors of acquiring new products (Hirschman, 1980). Hirschman argues that the role of inherent novelty seeking is significant in influencing consumers' decision-making processes, preferences, and loyalty behaviors in the marketplace because the inherent novelty-seeking tendency raises consumers' awareness of the new products, leading to their actual novelty seeking behaviors (Manning, Bearden, & Madden, 1995; Midgley & Dowling, 1978; 1993).

In the fashion literature, novelty seeking is defined as consumers' willingness to try new fashion products (Hirschman, 1980). As basic URAPs are mostly unisex and have long product

life cycles, and their styles are stable and do not change with the fashion trends (Brennan, 2012; Glock & Kunz, 1995), consumers who have a greater tendency to seek novelty and new product choices with respect to new characteristics of design, style, color, or fabric are less likely to be satisfied with these unisex basic URAPs and more likely to seek fashion URAPs that follow the new trends and change rapidly to new styles. Therefore, it is plausible that the same level of perceived university prestige may lead to varying levels of favorability in consumers' attitudes toward basic versus fashion URAPs depending on their novelty-seeking tendencies, which is proposed in the following hypotheses:

H11. The influences of perceived university prestige on attitudes toward purchasing (a) fashion CLAPs and (b) fashion non-CLAPs are stronger for consumers with a high (vs. low) novelty-seeking tendency.

H12. The influences of perceived university prestige on attitudes toward purchasing (a) basic CLAPs and (b) basic non-CLAPs are stronger for consumers with a low (vs. high) novelty-seeking tendency.

Uniqueness Seeking

The uniqueness theory argues that individuals want to be similar to other people to a certain extent, but want to avoid either slight or high similarity (Snyder & Fromkin, 1980). The level of similarity influences individuals' emotional reaction in that it is most positive when they feel a moderate degree of similarity relative to others. Either slight similarity or high similarity tends to cause a less positive emotional reaction, leading individuals to change their behaviors in order to have a moderate similarity relative to others eventually (Snyder & Fromkin, 1980). However, what is a moderate similarity may differ across individuals. Uniqueness seeking or need for uniqueness refers to individuals' willingness to be different from others (Fromkin,

1970). Individuals' uniqueness-seeking tendency influences their behaviors and emotional reactions (Fromkin, 1970). Individuals with higher levels of uniqueness seeking are more sensitive to similarity and thus more likely to change their behaviors to express their uniqueness (Fromkin, 1970, 1972).

According to Belk (1988), one way for individuals to express themselves is through material possessions. Choosing unique products such as novelty items and unpopular or scarce items could help consumers distinguish themselves from others (Snyder, 1992; Tian et al., 2001). Consumers may differentiate themselves from others by wearing clothes that help them build a unique social image (Tepper & Hoyle, 1996). Tian et al. (2001) stated that consumers with a high uniqueness-seeking tendency prefer unique products rather than basic products that many people have. In purchasing URAPs, consumers who seek uniqueness may find fashion URAPs more attractive because they help them gain a sense of uniqueness through designs that vary from those commonly found in basic URAPs. On the other hand, consumers with a low uniqueness-seeking tendency may have a more positive emotion in a high-similarity condition, and thus more likely to prefer wearing common, basic CLAPs as compared to consumers with a high uniqueness-seeking tendency (Synder & Fromkin, 1980; Workman & Kidd, 2000). Thus, it is plausible that the same level of perceived university prestige may lead to varying levels of favorability in consumers' attitudes toward basic versus fashion URAPs depending on their uniqueness-seeking tendencies, which is proposed in the following hypotheses:

H13. The influences of perceived university prestige on attitudes toward purchasing (a) fashion CLAPs and (b) fashion non-CLAPs are stronger for consumers with a high (vs. low) uniqueness-seeking tendency.

H14. The influences of perceived university prestige on attitudes toward purchasing (a)

basic CLAPs and (b) basic non-CLAPs are stronger for consumers with a low (vs. high) uniqueness-seeking tendency.

Figure 2.6 presents the conceptual framework of this study representing the hypotheses proposed.

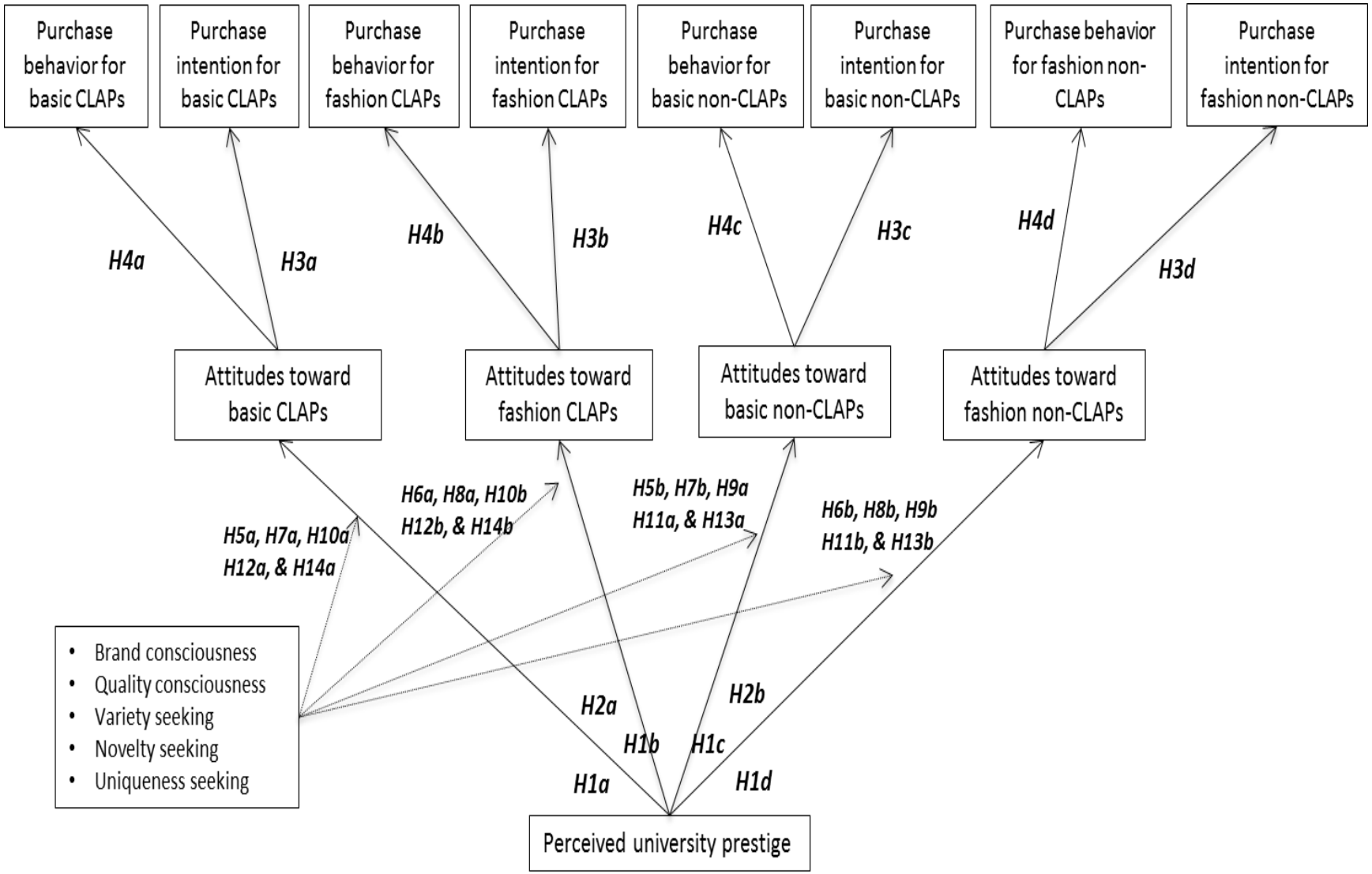


Figure 2.6. Conceptual model and hypotheses.

CHAPTER 3. METHODOLOGY

This chapter describes research design, sample, the method and results of the pretest, instruments used in the main study, and data collection procedure used in this study.

Research Design

An online survey was used to collect data to test the 14 hypotheses proposed in this study to investigate the influence of the selected factors on consumers' attitudes toward purchasing each type of URAPs (i.e., basic and fashion CLAPs and non-CLAPs), which in turn are hypothesized to influence their purchase intentions and actual purchase behaviors.

Sampling Procedure

The survey sample was recruited from two populations: Auburn University students and members of the Auburn Alumni Association. These two target populations were appropriate for this study because students, alumni, and fans are the current major groups that purchase URAPs (Basil, 1996; McAlexander & Koenig, 2001).

For the student sample, convenience sampling procedures were employed to recruit male and female students from undergraduate classes from four colleges -- Human Sciences, Engineering, Liberal Arts, and Business -- at Auburn University. The researcher received the permission from selected course instructors about soliciting their students' participation in this study. Once instructor permissions were obtained, an email invitation was sent to approximately 900 students in the selected courses. The invitation email included information about the purpose of the survey, time required to fill out the questionnaire, protection of confidentiality, voluntary participation, and contact information of the researchers. After the initial invitation email, two

reminder emails were sent in one-week intervals. A total of 586 students participated in this study with a response rate of 64.4%, five of whom were deleted from the data set because they did not answer more than 20% of the questionnaire items, leaving 581 usable responses.

To recruit participants among Auburn Alumni Association members, a list of email addresses of a random sample of 7,900 male and female members selected from 43,000 members of the Auburn Alumni Association was obtained from the Auburn Alumni Association. The researcher then sent an email invitation to the selected Auburn Alumni Association members with similar contents as those included in the student sample invitation email without reminder emails. With a response rate of 8.2%, a total of 645 of the 7,900 Auburn Alumni Association members who received the invitation email participated in this study. Among the 645 responses, 100 invalid responses with more than 20% of the items missing, leaving 545 usable responses.

Data Collection Procedure

The invited Auburn Alumni Association members and Auburn University students would click on the link to the online survey, provided in the email, if they agreed to participate in the survey after reading the invitation email. The link then led them to the information page where the study purpose, risk and benefits of participation, compensation, costs of the study, and a statement about confidentiality and anonymity were provided. After reading the information page, those who decided to participate in the survey clicked on the link to the survey website, provided on the information page. On the survey website, participants were provided with a description and example photos of the four types of URAPs in the order of basic CLAPs, fashion CLAPs, basic non-CLAPs, and fashion non-CLAPs. Following the description and example photos of each type of URAPs, participants' purchase behaviors, attitudes, and purchase

intentions related to the respective type of URAPs were asked. Participants then completed items measuring their levels of perceived Auburn University prestige, brand consciousness, quality consciousness, variety seeking, novelty seeking, and uniqueness seeking, and answered demographic questions. Finally, a thank you page appeared when participants submitted their completed questionnaire indicating the completion of the survey.

All participation was on a voluntary basis. No compensation was provided to participants who are Auburn Alumni Association members; however, student participants were given extra credit for their participating courses. Student participants printed the thank you page which appeared after completing the online survey and submitted it to the participating course instructors to receive the respective extra credit. Participating instructors determined an appropriate amount of extra credit for their own course.

Instruments

An online questionnaire was used as an instrument for the data collection in this study. The questionnaire showed measures of purchase behavior, attitude, and purchase intention related to each type of URAPs, following a description and example photos for each type of URAPs.

To select the example photos for the introduction of the four types of URAPs (i.e., basic and fashion CLAPs and non-CLAPs) in the questionnaire, a pretest was conducted using an online survey. Thirty-two product photos, eight photos for each of the four types of URAPs, were selected from various websites dealing with URAPs to be subjected to the pretest. A questionnaire for the pretest (see Appendix B) was developed containing the 32 product photos, each accompanying a question asking the level of fashionability of the product featured on the

photo. The fashionablity question was answered on a 5-point Likert scale (1 = very basic; 5 = very fashionable). Demographic questions were asked at the end of the pretest survey related to gender, age, ethnicity, and occupation (i.e., student or non-student).

A convenience sample of 25 respondents participated in the pretest, including 16 female and 9 male respondents with ages ranging from 19 to 64 years old (M = 31.5, SD = 12.04). Seventeen respondents were current Auburn University students, and eight were non-students. The majority of the respondents were Caucasian American (60%), followed by Asian (20%), Asian American (16%), and African American (4%).

Based on the pretest fashionability scores (see Table 3.1), 18 product images including four basic non-CLAP images, five fashion non-CLAP images, five basic CLAP images, and four fashion CLAP images were selected as examples to show on the main survey questionnaire to help respondents' understanding of the four types of URAPs. Care was taken in this process to include both men's and women's wears. Paired sample *t*-tests showed that each of the selected fashion CLAPs was perceived to be significantly more fashionable than each of the selected basic CLAPs (see Table 3.2). Further, each of the selected fashion non-CLAPs was perceived to be significantly more fashionable than each of the selected basic non-CLAP examples (see Table 3.3), except for one female basic non-CLAP item (photo number 3, see Appendix C) which was not perceived to be significantly more basic than three of the five fashion non-CLAPs. However, the overall fashionablility scores of female non-CLAPs were higher than those of male non-CLAPs, and this product had the lowest score among female non-CLAPs, the researcher still decided to use this image to demongrate basic non-CLAPs in the main study questionnaire.

Table 3.1

Pretest Fashionability Descriptive Statistics (n = 25)

Subgroups		Photo No[a]	*M*	*SD*
Non-CLAPs	Unisex	19*	2.00	.816
	Female	3*	2.96	1.306
	Female	12	3.36	1.075
	Female	31**	3.44	1.003
	Female	27**	3.48	1.085
	Female	20**	3.92	.909
	Male	7*	1.44	.583
	Male	26*	1.80	.866
	Male	30	1.92	.759
	Male	23	2.08	.702
	Male	14	2.20	.866
	Male	16	2.32	1.030
	Male	24	2.92	1.222
	Male	9	3.20	1.118
	Male	25**	3.52	1.005
	Male	17**	3.80	1.000
CLAPs	Unisex	28*	2.40	1.118
	Unisex	29*	2.60	.816
	Female	13*	2.60	1.080
	Female	10	2.72	.936
	Female	2	2.76	1.234
	Female	4	3.28	.980
	Female	8**	3.32	1.030
	Female	21**	3.48	1.005
	Male	22*	2.04	.841
	Male	32*	2.32	.988
	Male	1	2.52	1.194
	Male	15	2.52	.918
	Male	11	2.60	1.041
	Male	5	2.96	1.060
	Male	6**	3.48	.918
	Male	18**	3.84	.898

* Selected as basic URAPs example photos.

** Selected as fashion URAPs example photos.

[a] The product images corresponding the product numbers are found in Appendix C

Table 3.2

Paired Sample t-Test Results for the Selected CLAP Examples (n = 25)

Product Pair[a]	**Paired Differences in Fashionability**			***t***	***p***
	M	***SD***	***SE***		
13 - 6	-.880	1.333	.267	-3.301	.003
13 - 8	-.720	1.061	.212	-3.392	.002
13 - 18	-1.240	1.300	.260	-4.769	<.001
13 - 21	-.880	.881	.176	-4.993	<.001
22 - 6	-1.440	1.294	.259	-5.566	<.001
22 - 8	-1.280	1.137	.227	-5.628	<.001
22 - 18	-1.800	1.225	.245	-7.348	<.001
22 - 21	-1.440	1.044	.209	-6.896	<.001
28 - 6	-1.080	1.320	.264	-4.090	<.001
28 - 8	-.920	1.320	.264	-3.484	.002
28 - 18	-1.440	1.446	.289	-4.980	<.001
28 - 21	-1.080	1.187	.237	-4.548	<.001
29 - 6	-.880	1.013	.203	-4.342	<.001
29 - 8	-.720	.936	.187	-3.845	.001
29 - 18	-1.240	1.200	.240	-5.167	<.001
29 - 21	-.880	.781	.156	-5.634	<.001
32 - 6	-1.160	1.214	.243	-4.778	<.001
32 - 8	-1.000	1.258	.252	-3.974	.001
32 - 18	-1.520	1.229	.246	-6.185	<.001
32 - 21	-1.160	1.028	.206	-5.642	<.001

[a] The product images corresponding the product numbers are found in Appendix C

Table 3.3

Paired Sample t-Test Results for the Selected Non-CLAP Examples (n = 25)

Product Pair[a]	**Paired Differences in Fashionability**			***t***	***p***
	M	***SD***	***SE***		
3 - 17	-.840	1.143	.229	-3.674	.001
3 - 20	-.960	1.457	.291	-3.294	.003
3 - 25	-.560	1.557	.311	-1.799	.085
3 - 27	-.520	1.636	.327	-1.589	.125
3 - 31	-.480	1.636	.327	-1.467	.155
7 - 17	-2.360	1.114	.223	-10.597	<.001
7 - 20	-2.480	.918	.184	-13.503	<.001
7 - 25	-2.080	1.222	.244	-8.510	<.001
7 – 27	-2.040	1.274	.255	-8.006	<.001
7 - 31	-2.000	1.258	.252	-7.947	<.001
19 - 17	-1.800	1.258	.252	-7.152	<.001
19 - 20	-1.920	1.352	.270	-7.103	<.001
19 - 25	-1.520	1.418	.284	-5.361	<.001
19 - 27	-1.480	1.584	.317	-4.671	<.001
19 - 31	-1.440	1.502	.300	-4.793	<.001
26 - 17	-2.000	1.190	.238	-8.402	<.001
26 - 20	-2.120	1.201	.240	-8.823	<.001
26 - 25	-1.720	1.308	.262	-6.577	<.001
26 - 27	-1.680	1.435	.287	-5.853	<.001
26 - 31	-1.640	1.578	.316	-5.197	<.001

[a] The product images corresponding the product numbers are found in Appendix C

Following the descriptions of each type of URAPs and measures for purchase behaviors, attitudes, and purchase intentions regarding each type of URAPs, the main study questionnaire showed measures of perceived university prestige, brand consciousness, quality consciousness, variety seeking, novelty seeking, and uniqueness seeking, and questions regarding participants' demographic characteristics. Items measuring each of the variables used in the main study and the respective item abbreviations are shown in Table 3.4.

Table 3.4

Measurements Used in the Main Survey

Construct	Item	Item Abbreviation
Purchase behavior for CLAPs	How many items of Auburn University licensed clothing products did you buy within the last 12 months?	PB_C_1
	How frequently have you purchased Auburn University licensed clothing products within last 12 months?	PB_C_2
	How much have you spent on Auburn University licensed clothing products within the last 12 months?	PB_C_3
Purchase behavior for basic CLAPs	How many items of basic Auburn University licensed clothing products did you buy within the last 12 months?	PB_BC_1
	How frequently have you purchased basic Auburn University licensed clothing products?	PB_BC_2
	How much have you spent on basic Auburn University licensed clothing products within the last 12 months?	PB_BC_3
Purchase behavior for fashion CLAPs	How many items of fashion Auburn University licensed clothing products did you buy within the last 12 months?	PB_FC_1
	How frequently have you purchased fashion Auburn University licensed clothing products within last 12 months?	PB_FC_2
	How much have you spent on fashion Auburn University licensed clothing products within the last 12 months?	PB_FC_3
Purchase behavior for non-CLAPs	How many items of non-licensed Auburn University related clothing products did you buy within the last 12 months?	PB_NC_1
	How frequently have you purchased non-licensed Auburn University related clothing products within last 12 months?	PB_NC_2
	How much have you spent on non-licensed Auburn University related clothing products within the last 12 months?	PB_NC_3
Purchase behavior for basic non-CLAPs	How many items of basic non-licensed Auburn University related clothing products did you buy within the last 12 months?	PB_BNC_1
	How frequently have you purchased basic non-licensed Auburn University related clothing products within last 12 months?	PB_BNC_2
	How much have you spent on basic non-licensed Auburn University related clothing products within the last 12 months?	PB_BNC_3
Purchase behavior for fashion non-CLAPs	How many items of fashion non-licensed Auburn University related clothing products did you buy within the last 12 months?	PB_FNC_1
	How frequently have you purchased fashion non-licensed Auburn University related clothing products within last 12 months?	PB_FNC_2
	How much have you spent on fashion non-licensed Auburn University related clothing products within the last 12 months?	PB_FNC_3
Attitude toward purchasing Basic CLAPs	Bad—Good	ATT_BC_1
	Unfavorable—Favorable	ATT_BC_2
	Disagreeable—Agreeable	ATT_BC_3
	Unpleasant—Pleasant	ATT_BC_4
	Negative—Positive	ATT_BC_5
	Dislike—Like	ATT_BC_6

(Continued)

Table 3.4 (Continued)

Construct	Item	Item Abbreviation
Attitude toward purchasing fashion CLAPs	Bad—Good	ATT_FC_1
	Unfavorable—Favorable	ATT_FC_2
	Disagreeable—Agreeable	ATT_FC_3
	Unpleasant—Pleasant	ATT_FC_4
	Negative—Positive	ATT_FC_5
	Dislike—Like	ATT_FC_6
Attitude toward purchasing basic non-CLAPs	Bad—Good	ATT_BNC_1
	Unfavorable—Favorable	ATT_BNC_2
	Disagreeable—Agreeable	ATT_BNC_3
	Unpleasant—Pleasant	ATT_BNC_4
	Negative—Positive	ATT_BNC_5
	Dislike—Like	ATT_BNC_6
Attitude toward purchasing fashion non-CLAPs	Bad—Good	ATT_FNC_1
	Unfavorable—Favorable	ATT_FNC_2
	Disagreeable—Agreeable	ATT_FNC_3
	Unpleasant—Pleasant	ATT_FNC_4
	Negative—Positive	ATT_FNC_5
	Dislike—Like	ATT_FNC_6
Purchase intention for basic CLAPs	The probability that I buy a basic Auburn University licensed clothing product in the next 12 months is high.	PI_BC_1
	The probability that I would consider buying a basic Auburn University licensed clothing product in the next 12 months is high.	PI_BC_2
	The probability that I would purchase a basic Auburn University licensed clothing product in the next 12 months is high.	PI_BC_3
Purchase intention for fashion CLAPs	The probability that I buy a fashion Auburn University licensed clothing product in the next 12 months is high.	PI_BC_1
	The probability that I would consider buying a fashion Auburn University licensed clothing product in the next 12 months is high.	PI_BC_2
	The probability that I would purchase a fashion Auburn University licensed clothing product in the next 12 months is high.	PI_BC_3
Purchase intention for basic non-CLAPs	The probability that I buy a basic non-licensed Auburn University related clothing product in the next 12 months is high.	PI_BNC_1
	The probability that I would consider buying a basic non-licensed Auburn University related clothing product in the next 12 months is high.	PI_BNC_2
	The probability that I would purchase a basic non-licensed Auburn University related clothing product in the next 12 months is high.	PI_BNC_3
Purchase intention for fashion non-CLAPs	The probability that I buy a fashion non-licensed Auburn University related clothing product in the next 12 months is high.	PI_FNC_1

(Continued)

Table 3.4 (Continued)

Construct	Item	Item Abbreviation
	The probability that I would consider buying a fashion non-licensed Auburn University related clothing product in the next 12 months is high.	PI_FNC_2
	The probability that I would purchase a fashion non-licensed Auburn University related clothing product in the next 12 months is high.	PI_FNC_3
Perceived university prestige	People think highly of Auburn University.	Prestige_1
	It is considered prestigious to be a student/alumnus of Auburn University.	Prestige_2
	Auburn University is considered one of the best in the Southeastern Conference (SEC).	Prestige_3
	People from other universities look down on Auburn University (reverse-coded).	Prestige_4
	Alumni of Auburn University would be proud to have their children attend Auburn University.	Prestige_5
	Auburn University does not have a good reputation (reverse-coded).	Prestige_6
Brand consciousness	I pay attention to the brand names of the products I buy.	Brand1
	Sometimes I am willing to pay more money for a product because of its brand name.	Brand2
	I believe the brands I buy are a reflection of who I am.	Brand3
Quality consciousness	Getting very good quality is very important to me.	Quality1
	When it comes to purchasing apparel products, I try to get the very best or the perfect choice.	Quality2
	In general, I usually try to buy the best overall quality.	Quality3
	I make special effort to choose the very best quality products.	Quality4
	My standard and expectations for apparel products I buy are very high.	Quality5
Variety seeking	I like to try different things.	Variety1
	I like a great deal of variety.	Variety2
	I like new and different styles.	Variety3
Novelty seeking	I often seek out information about new products and brands.	Novelty1
	I like to go to places where I will be exposed to information about new products and brands.	Novelty2
	I like magazines that introduce new brands.	Novelty3
	I frequently look for new products and services.	Novelty4
	I seek out situations in which I will be exposed to new and different sources of product information.	Novelty5
	I am continually seeking new product experiences.	Novelty6
	I take advantage of the first available opportunity to find out about new and different products.	Novelty7
Uniqueness seeking	I am very attracted to rare objects.	Unique1
	I tend to be a fashion leader rather than a fashion follower.	Unique2

(Continued)

Table 3.4 (Continued)

Construct	Item	Item Abbreviation
Uniqueness seeking	I am more likely to buy a product if it is scarce.	Unique3
	I would prefer to have things custom-made features on the products I buy.	Unique4
	I enjoy having things that others do not.	Unique5
	I rarely pass up the opportunity to order custom features on the products I buy.	Unique6
	I like to try new products and services before others do.	Unique7
	I enjoy shopping at stores that carry merchandise which is different and unusual.	Unique8

"Auburn University" was replaced by "AU" in the questionnaire to reduce its length.

Purchase Behavior for Basic and Fashion CLAPs and Non-CLAPs

A three-item ordinal scale was used in this study to measure consumers' purchase behaviors related to each type of URAPs. Two items were adapted from Kopczenski's (2011) study measuring purchase frequency and amount in the context of alumni's CLAP consumption, and the remaining item was developed by the researcher to measure the number of each type of URAPs the participant had purchased within the last 12 months. The three items are "How many items of [Auburn University licensed clothing products] did you buy within the last 12 months," "How frequently have you purchased [Auburn University licensed clothing products] within the last 12 months," and "How much have you spent on [Auburn University licensed clothing products] within the last 12 months?" for purchase behavior for CLAPs in general. For purchase behavior for the remaining types of URAPs, the bracketed content in the aforementioned item wordings were replaced by "basic Auburn University licensed clothing products," "fashion Auburn University licensed clothing products," "non-licensed Auburn University related clothing products," "basic non-licensed Auburn University related clothing products," and "fashion non-licensed Auburn University related clothing products" for basic CLAPs, fashion

CLAPs, non-CLAPs in general, basic non-CLAPs, and fashion non-CLAPs, respectively. Five response categories (i.e., 0 items, 1-3 items, 4-6 items, 7-9 items, and 10 or more items for the purchase number item; 0 times, 1-3 times, 4-6 times, 7-9 times, and 10 or more times for the purchase frequency item; and $0, $1-$150, $151-$300, $301-$450, and more than $450 for the purchase amount item) were used for each purchase behavior item for responses.

Attitudes toward Purchasing Basic and Fashion CLAPs and Non-CLAPs

The measure of attitudes toward purchasing each of the four types of URAPs associated with Auburn University was adapted from Stayman and Batra's (1991) measure of consumers' attitudes toward brand name. Six 5-point semantic differential scale items (i.e., disagreeable-agreeable, unpleasant-pleasant, negative-positive, bad-good, unfavorable-favorable, and dislike-like) were adopted for this study with a higher score indicating a more positive attitude. These six items have shown Cronbach's αs of over .90 in Stayman and Batra (1991) and Yang et al. (2007). In this study, participants were asked "For each pair of words below, please check the button that best reflects how you feel about buying [URAPs]." "URAPs" in this sentence was replaced by a term reflecting the respective type of URAPs (i.e., basic Auburn University licensed clothing products, fashion Auburn University licensed clothing products, basic non-licensed Auburn University related clothing products, and fashion non-licensed Auburn University related clothing products).

Purchase Intention for Basic and Fashion CLAPs and Non-CLAPs

A three-item measure of purchase intention from Romani (2006) was adapted to measure purchase intention for each type of URAPs associated with Auburn University. This scale showed high reliability (Cronbach's αs > .92) in measuring purchase intention for a product described in an ad in Romani (2006) and for team-licensed apparel merchandise in Kwon et al.

(2007). The original scale items include “If I were going to buy this product, the probability of buying this model is high,” “If I were going to buy this product, the probability that I would consider buying this model is high,” and “If I were going to buy this product, the probability that I would purchase this model is high.” In this study, to shorten the length of the item wording, the if-clause was omitted. Further, the product was replaced by each type of URAPs, and a time period (i.e., in the next 12 months) was added to the scale. Take basic CLAPs as an example, items in this study were “The probability that I buy a basic Auburn University licensed clothing product in the next 12 months is high,” “The probability that I would consider buying a basic Auburn University licensed clothing product in the next 12 months is high,” and “The probability that I would purchase a basic Auburn University licensed clothing product in the next 12 months is high.” A five-point Likert scale (1 = strongly disagree, 5 = strongly agree) was used for responses.

Perceived University Prestige

A six-item measure of perceived university prestige was adapted from Park and Park (2007). The measure had high reliability (Cronbach’s α =.77) in Park and Park’s (2007) study. A five-point Likert scale (1 = strongly disagree, 5 = strongly agree) was used for responses. “The university” and “conference” in the original items were replaced by “Auburn University” and “Southeastern Conference” because this study focused on the particular case of Auburn University students’ and alumni’s purchase behaviors of the Auburn University licensed apparel products. Further, the localization limitation terms (i.e., “in my community” in the first and last items and “in the local community” in the second item) were deleted in this study. Item wordings used in this study included “People think highly of Auburn University,” “It is considered prestigious to be a student (for the student sample; “a student” was replaced by “an alumnus” for

the alumni sample) of Auburn University," "Auburn University is considered one of the best in the Southeastern Conference (SEC)," "People from other universities look down on Auburn University" (reverse-coded), "Alumni of Auburn University would be proud to have their children attend Auburn University," and "Auburn University does not have a good reputation" (reverse-coded).

Brand Consciousness

Participants' brand consciousness was measured using Nan and Heo's (2007) three-item scale measuring consumers' brand consciousness in the cause-related marketing research, which was adapted from Doyle Dane Bernbach (DDB) Needham Lifestyle Surveys — a broad-based adult U.S. consumer questionnaire. This scale had adequate reliability (Cronbach's α = .74) in Nan and Heo (2007). Items include "I pay attention to the brand names of the products I buy," "Sometimes I am willing to pay more money for a product because of its brand name," and "I believe the brands I buy are a reflection of who I am." A five-point Likert scale (1 = strongly disagree, 5 = strongly agree) was used for responses.

Quality Consciousness

The quality consciousness measure was adopted from Zhang's (2012) five-item scale measuring U.S. and Chinese consumers' quality consciousness in the context of apparel consumption, which was adapted from Sproles and Kendall's (1986) Consumer Style Inventory (CSI) scale. Items include "Getting very good quality is very important to me," "When it comes to purchasing apparel products, I try to get the very best or the perfect choice," "In general, I usually try to buy the best overall quality," "I make special effort to choose the very best quality products," and "My standard and expectations for apparel products I buy are very high." A five-point Likert scale (1 = strongly disagree, 5 = strongly agree) was used for responses. These five

items have shown Cronbach's αs of over .86 for both Chinese and U.S. consumers in Zhang (2012).

Varity Seeking

Variety seeking items were adopted from Donthu and Gilliland's (1996) three-item scale, which had high reliability (Cronbach's α = .87) in their study. Items include "I like to try different things," "I like a great deal of variety," and "I like new and different styles." This scale was also adapted in restaurant switching behavior study (Lin & Mattila, 2006) in which it showed high reliability (Cronbach's α = .90). A five-point Likert scale (1 = strongly disagree, 5 = strongly agree) was used for responses.

Novelty Seeking

Manning et al.'s (1995) seven-item scale measuring consumer novelty seeking was adopted in this study. The seven items had high reliability in Manning et al. (1995) (Cronbach's α = .87) and Domina, Lee, and MacGillivray (2012) (Cronbach's α = .90). Items include "I often seek out information about new products and brands," "I like to go to places where I will be exposed to information about new products and brands," "I like magazines that introduce new brands," "I frequently look for new products and services," "I seek out situations in which I will be exposed to new and different sources of product information," "I am continually seeking new product experiences," and "I take advantages of the first available opportunity to find out about new and different products." A five-point Likert scale (1 = strongly disagree, 5 = strongly agree) was used for responses.

Uniqueness Seeking

Lynn and Harris's (1977) eight-item scale measuring consumers' desire for unique consumer products was adopted to measure uniqueness seeking. This scale had high reliability

(Cronbach's αs > .78) for both student and non-student samples in Lynn and Harris (2007). The scale was used to measure the need for uniqueness by Cheema and Kaikati's (2010), who again reported high reliability (Cronbach's α = .90). The eight items include "I am very attracted to rare objects," "I tend to be a fashion leader rather than a fashion follower," "I am more likely to buy a product if it is scarce," "I would prefer to have things custom-made than to have them ready-made," "I enjoy having things that others do not," "I rarely pass up the opportunity to order custom features on the products I buy," "I like to try new products and services before others do," and "I enjoy shopping at stores that carry merchandise which is different and unusual." A five-point Likert scale (1 = strongly disagree, 5 = strongly agree) was used for responses.

Demographic Characteristics

Demographic information was collected from the participants. Both Auburn University students and Auburn Alumni Association members were asked questions about their gender, age, ethnicity, and total annual household income.

For Auburn University students, questions about their class standing and college were asked after the ethnicity question, while questions about the connection with Auburn University and the last time attended Auburn University were asked for Auburn Alumni Association members after the ethnicity question.

Questions about participants' attendance to Auburn University athletic events were developed for both samples at the end of the survey. For example, the questions include "In the last 12 months what Auburn University athletic events have you attended?" with response categories containing different athletic events and "In the last 12 months how many times have

you attended Auburn University athletic events?" with response categories reflecting an ordinal scale of the number of times.

CHAPTER 4. DATA ANALYSIS AND RESULTS

This chapter presents descriptions of the data analysis procedures used for this study and results from the analyses. All the statistical analyses were conducted using the Statistical Package for the Social Sciences (SPSS) 21.0 and Analysis of Moment Structures (AMOS) Version 21.0.

Sample Demographics

The demographic profile of the sample can be seen in Table 4.1. The usable sample of 1,126 (581 Auburn University students and 545 Auburn Alumni Association members) aged from 19 to 86 with a mean of 35.6 years old (*SD* = 17.97).

The student sample included 222 male and 359 female students aged from 19 to 42 years old (*M* = 20.45, *SD* = 1.98). The majority of student respondents were between 19 and 25 years old (97.6%), followed by 26-35 years old (1.9%), and 36-45 years old (0.3%). Most students were Caucasian American (85.2%), followed by African American (7.6%), Hispanic American (2.1%), Asian American (1.9%), Native American (1.0%), and other (2.2%). In terms of class standing, a majority of students were sophomore (47.6%), followed by junior (26.8%), senior (13.4%), freshman (10.8%), and graduate students (1.2%); and most of them were from College of Business (44.7%), followed by College of Human Sciences (23.0%), College of Liberal Arts (16.0%), College of Education (8.1%), and College of Engineering (2.2%). Most student respondents' annual income was less than $25,000 (85.9%). Approximately a half of the student respondents (50.3%) attended Auburn University athletic events 10 or more times within the last 12 months, followed by 7-9 times (16.5%), 4-6 times (14.6%), 1-3 times (14.6%), and 0 times (4.0%). In terms of the athletic events that students attended within the last 12 months, football

games were attended by most students (91.4%). Within the last 12 months, most of the student respondents purchased 1-3 items of basic CLAPs (53.2%), spending $1-150 (64%) across 1-3 purchase occasions (58.9%). However, most students never bought fashion CLAPs (66.4% –

Table 4.1

Demographic Characteristics of the Sample (n = 1126)

	Total (*n* = 1126)		**Students (*n* = 581)**		**Alumni (*n* = 545)**	
Variable	***f***	**%**	***f***	**%**	***f***	**%**
Age						
19-25	575	51.1	567	97.6	8	1.5
26-35	60	5.3	11	1.9	49	9.0
36-45	95	8.4	2	0.3	93	17.1
46-55	172	15.3	0	0	172	31.6
56-65	137	12.2	0	0	137	25.1
66-75	69	6.1	0	0	69	12.7
≥ 76	8	0.7	0	0	8	1.5
Missing	10	0.9	1	0.2	9	1.7
Gender						
Male	526	46.7	222	38.2	304	55.8
Female	593	52.7	359	61.8	234	42.9
Missing	7	0.6	0	0	7	1.3
Ethnicity						
African American	50	4.4	44	7.6	6	1.1
Asian American	17	1.5	11	1.9	6	1.1
Caucasian American	1006	89.3	495	85.2	513	94.3
Hispanic American	16	1.4	12	2.1	4	0.7
Native American	12	1.1	6	1.0	6	1.1
Other	18	1.6	13	2.2	3	0.6
Missing	7	0.6	0	0	7	1.3
Income						
Less than $25,000	510	45.3	499	85.9	11	2.0
$25,000 – 49,999	56	5.0	22	3.8	34	6.2
$50,000 – 74,999	85	7.5	7	1.2	78	14.3
$75,000 – 99,999	88	7.8	10	1.7	78	14.3
$100,000 –124,999	87	7.7	6	1.0	81	14.9
$125,000 –149,999	80	7.1	7	1.2	73	13.4
$150,000 – 174,999	45	4.0	4	0.7	41	7.5
$175,000 – 199,999	30	2.7	3	0.5	27	5.0
$200,000 – 249,999	37	3.3	4	0.7	33	6.1
$250,000 – 299,999	28	2.5	3	0.5	25	4.6
$300,000 or over	73	6.5	16	2.8	57	10.5
Missing	7	0.6	0	0	7	1.3

(Continued)

Table 4.1 (Continued)

Variable	Total (*n* = 1126)		Students (*n* = 581)		Alumni (*n* = 545)	
	f	%	*f*	%	*f*	%
Events attended						
Baseball	386	34.3	284	48.8	102	18.7
Basket ball	478	42.5	340	58.4	138	25.3
Cross Country	7	0.6	6	1.0	1	0.2
Golf	14	1.2	7	1.2	7	1.3
Swimming & Diving	100	8.9	76	13.1	24	4.4
Tennis	35	3.1	28	4.8	7	1.3
Football	917	81.4	531	91.2	386	70.8
Gymnastics	92	8.2	81	14.1	11	2.0
Equestrian	13	1.2	11	1.9	2	0.4
Softball	22	2.0	13	2.2	9	1.7
Track	7	0.6	4	0.7	3	0.6
Volleyball	12	1.1	7	1.2	5	0.9
Soccer	18	1.6	14	2.4	4	0.7
None	145	12.9	16	2.7	129	23.7
Other	15	1.3	6	1.0	9	1.7
Missing	7	0.6	0	0	7	1.3
Event attended frequency						
0 times	173	15.4	23	4.0	150	27.5
1-3 times	253	22.5	85	14.6	168	30.8
4-6 times	160	14.2	85	14.6	75	13.8
7-9 times	150	13.3	96	16.5	54	9.9
10 or more times	383	34.0	292	50.3	91	16.7
Missing	7	0.6	0	0	7	1.3
Class standing						
Freshman			63	10.8		
Sophomore			277	47.6		
Junior			156	26.8		
Senior			78	13.4		
Graduate student			7	1.2		
Missing			0	0		
Major						
Agriculture			8	1.4		
Architecture, Design & Construction			6	1.0		
Business			260	44.8		
Education			47	8.1		
Engineering			13	2.2		
Forestry and Wildlife			2	0.3		
Human Sciences			134	23.1		
Liberal Arts			93	16.0		
Nursing			8	1.4		
Pharmacy			1	0.2		
Sciences and Mathematics			9	1.5		
Missing			0	0		

(Continued)

Table 4.1 (Continued)

Variable	Total (*n* = 1126)		Students (*n* = 581)		Alumni (*n* = 545)	
	f	%	*f*	%	*f*	%
Connection with Auburn University						
Attended classes without a degree					18	3.3
Undergraduate degree					419	76.9
Graduate degree					31	5.7
Both undergraduate and graduate degrees					57	10.5
Never attended classes					12	2.2
Missing					8	1.5
Year attended						
1946-1955					4	0.7
1956-1965					23	4.2
1966-1975					91	16.7
1976-1985					144	26.4
1986-1995					116	21.3
1996-2005					76	13.9
2006-2013					71	13.0
Missing					20	3.7
Purchase behavior_basic CLAPs						
Purchase number						
0 items	294	26.1	169	29.1	125	22.9
1-3 items	614	54.5	309	53.2	305	56.0
4-6 items	163	14.5	80	13.8	83	15.2
7-9 items	38	3.4	17	2.9	21	3.9
10 or more items	17	1.5	6	1.0	11	2.0
Purchase frequency						
0 times	286	25.4	164	28.2	122	22.4
1-3 times	704	62.5	342	58.9	362	66.4
4-6 times	97	8.6	54	9.3	43	7.9
7-9 times	27	2.4	15	2.6	12	2.2
10 or more times	12	1.1	6	1.0	6	1.1
Purchase amount						
$0	286	25.4	163	28.1	123	22.6
$1-150	684	60.7	372	64.0	312	57.2
$151-300	123	10.9	39	6.7	84	15.4
$301-450	25	2.2	7	1.2	18	3.3
More than $450	8	0.7	0	0	8	1.5
Purchase behavior_fashion CLAPs						
Purchase number						
0 items	757	67.2	386	66.4	371	68.1
1-3 items	317	28.2	164	28.2	153	28.1
4-6 items	39	3.5	24	4.1	15	2.8
7-9 items	11	1.0	7	1.2	4	0.7
10 or more items	2	0.2	0	0	2	0.4
Purchase frequency						
0 times	762	67.7	390	67.1	372	68.3
1-3 times	319	28.3	163	28.1	156	28.6
4-6 times	34	3.0	22	3.8	12	2.2

(Continued)

Table 4.1 (Continued)

Variable	Total (*n* = 1126)		Students (*n* = 581)		Alumni (*n* = 545)	
	f	%	*f*	%	*f*	%
7-9 times	7	0.6	3	0.5	4	0.7
10 or more times	4	0.4	3	0.5	1	0.2
Purchase amount						
$0	761	67.6	390	67.1	371	68.1
$1-150	292	25.9	152	26.2	140	25.7
$151-300	63	5.6	35	6.0	28	5.1
$301-450	5	0.4	3	0.5	2	0.4
More than $450	5	0.4	1	0.2	4	0.7
Purchase behavior_basic non-CLAPs						
Purchase number						
0 items	544	48.3	212	36.5	332	60.9
1-3 items	441	39.2	261	44.9	180	33.0
4-6 items	88	7.8	65	11.2	23	4.2
7-9 items	36	3.2	30	5.2	6	1.1
10 or more items	17	1.5	13	2.2	4	0.7
Purchase frequency						
0 times	547	48.6	215	37.0	332	60.9
1-3 times	458	40.7	273	47.0	185	33.9
4-6 times	80	7.1	58	10.0	22	4.0
7-9 times	31	2.8	27	4.6	4	0.7
10 or more times	10	0.9	8	1.4	2	0.4
Purchase amount						
$0	544	48.3	212	36.5	332	60.9
$1-150	472	41.9	294	50.6	178	32.7
$151-300	92	8.2	64	11.0	28	5.1
$301-450	14	1.2	8	1.4	6	1.1
More than $450	4	0.4	3	0.5	1	0.2
Purchase behavior_fashion non-CLAPs						
Purchase number						
0 items	637	56.6	238	41.0	399	73.2
1-3 items	288	25.6	180	31.0	108	19.8
4-6 items	119	10.6	90	15.5	29	5.3
7-9 items	52	4.6	47	8.1	5	0.9
10 or more items	30	2.7	26	4.5	4	0.7
Purchase frequency						
0 times	634	56.3	236	40.6	398	73.0
1-3 times	322	28.6	201	34.6	121	22.2
4-6 times	99	8.8	81	13.9	18	3.3
7-9 times	47	4.2	42	7.2	5	0.9
10 or more times	24	2.1	21	3.6	3	0.6
Purchase amount						
$0	634	56.3	236	40.6	398	73.0
$1-150	300	26.6	204	35.1	96	17.6
$151-300	135	12.0	101	17.4	34	6.2
$301-450	37	3.3	26	4.5	11	2.0
More than $450	20	1.8	14	2.4	6	1.1

67.1%) within the past 12 months, as shown their purchase number, frequency, and amount data (see Table 4.1). As for non-CLAP purchase behavior, a majority of the student respondents again reported that they purchased 1-3 basic non-CLAPs (44.9%), spending $1-150 (50.6%) across 1-3 purchase occasions (47%), but the proportions of these categories were lower for basic non-CLAPs than for basic CLAPs. For fashion non-CLAPs, a majority reported that they never purchased fashion non-CLAPs (40.6% – 41%), similar to the result for fashion CLAPs. However, the proportion of respondents who reported that they had purchased more than 3 items, spending more than $150 across more than 3 occasions were greater for fashion non-CLAPs (28.1%, 24.7%, 24.3% in number of purchased items, purchase frequency, and purchase amount, respectively) than fashion CLAPs (5.3%, 4.8%, 6.7% in number of purchased items, purchase frequency, and purchase amount, respectively), indicating that students generally purchased non-CLAPs much more than CLAPs for fashion items of URAPs.

The alumni sample consisted of 304 males and 234 females aged 22 to 86 (M = 52.15, SD = 12.00) with the majority aged 46 or above (72.5%). A majority of the respondents were Caucasian American (93.8%), followed by African American (1.1%), Asian American (1.1%), Native American (1.1%), Hispanic American (0.7%), and other (0.6%). Most of the respondents got an undergraduate degree from Auburn University (76.9%), followed by respondents who got both undergraduate and graduate degrees from Auburn University (10.5%), who got a graduate degree from Auburn University (5.7%), who attended classes but did not get any degree from Auburn University (3.3%), and who never attended any classes at Auburn University (2.2%). The alumni sample represented a wide variety of annual house income levels with the majority reporting $100,000 or above (62.0%). A majority attended Auburn University between 1970 and 1990 (49%), followed by 1991-2013 (36.4%), and 1947-1969 (10.9%). Among the 545

respondents, a total of 386 respondents (70.8%) attended football games within last 12 months, followed by 138 respondents (25.3%) attended basketball games, and 102 respondents (18.7%) attended baseball games. Further, most alumni attended Auburn University athletic events 1-3 times (30.8%) within the last 12 months, followed by 0 times (28.7%), 10 or more times (16.7%), 4-6 times (13.8%), and 7-9 times (9.9%). In terms of purchase behaviors, alumni's purchase behavior related to CLAPs was similar to students' in that the majority of alumni respondents purchased 1-3 basic CLAPs (56%) within the last 12 months, spending $1-150 (57.2%) across 1-3 purchase occasions (66.4%), while purchasing no fashion-CLAPs (68.1% - 68.3%). However, alumni's purchase behavior related to non-CLAPs showed a different tendency from students' in that most alumni respondents predominantly reported that they never purchased either basic non-CLAPs (60.9%) or fashion non-CLAPs (73% - 73.2%) within the last 12 months.

Validity and Reliability Testing

Before testing the reliability and validity of the multi-item scales, reverse-coding was conducted for the applicable items of perceived university prestige (i.e., "People from other universities look down on Auburn University," and "Auburn University does not have a good reputation").

Exploratory Factor Analysis

Separate exploratory factor analyses (EFA) were performed on the three purchase behavior items for each type of URAPs. Principal component analysis with Varimax rotation was employed for the EFA using SPSS 21.0. As presented in Table 4.2, the EFA results of the three purchase behavior items (i.e., purchased number, purchased frequency, and purchased amount) for each type of URAPs revealed the uni-dimensionality.

Table 4.2

Principal Component Analysis Results: Purchase Behaviors related to URAPs (n =1126)

Item		Component Loading			
		Basic CLAPs	**Fashion CLAPs**	**Basic non-CLAPs**	**Fashion non-CLAPs**
Basic CLAPs	PB_BC_1	0.95			
	PB_BC_2	0.93			
	PB_BC_3	0.92			
Fashion CLAPs	PB_FC_1		0.97		
	PB_FC_2		0.97		
	PB_FC_3		0.96		
Basic non-CLAPs	PB_BNC_1			0.97	
	PB_BNC_2			0.98	
	PB_BNC_3			0.94	
Fashion non-CLAPs	PB_FNC_1				0.98
	PB_FNC_2				0.98
	PB_FNC_3				0.96
Eigenvalue		2.62	2.8	2.78	2.83
Variance explained		87.36%	93.34%	92.48%	94.34%

Note. Item wordings corresponding to the abbreviations can be found in Table 3.4.

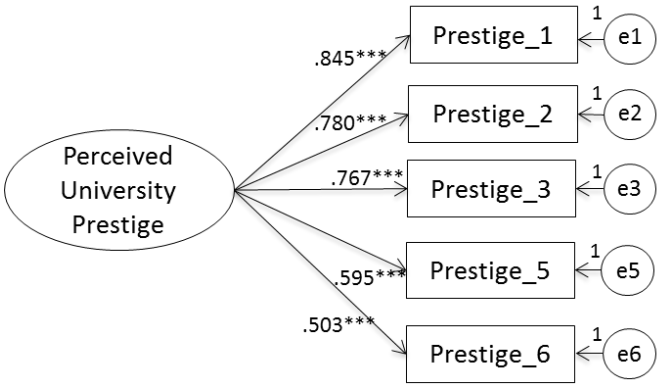
Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) was conducted using AMOS 21.0 for all multi-item scales adapted from previous studies, including perceived university prestige, attitudes toward purchasing each type of URAPs, purchase intention for each type of URAPs, brand consciousness, quality consciousness, variety seeking, novelty seeking, and uniqueness seeking, to confirm the factors of each scale identified in the original scales. CFA was conducted using the Maximum Likelihood estimation method, and the CFA model fit was assessed using various fit indices including Chi-square statistic, Comparative Fit Index (CFI), Normed Fit Index (NFI), Turker-Lewis Index (TLI), and Root Mean Square Error of Approximation (RMSEA). Chi-square statistic is not an ideal fit measure when sample size is under 100 or over 200 based on

Singh (2009). Therefore, model fit assessment relied more heavily on the other fit indices such as CFI, NFI, TLI, and RMSEA because the sample size (n = 1126) of this study is over 200. CFI, TLI, and NFI below.90 (Bentler, 1989) and RMSEA over .10 (Hu & Bentler, 1999; MacCallum, Browne, & Sugawara, 1996) suggest an unacceptable model fit. CFI, TLI, and NFI over .95 indicate a good model fit based on Hu and Bentler (1999), whereas RMSEA between .05 and .08 indicates an adequate model fit, and RMSEA below .05 indicates a close fit (MacCallum et al., 1996).

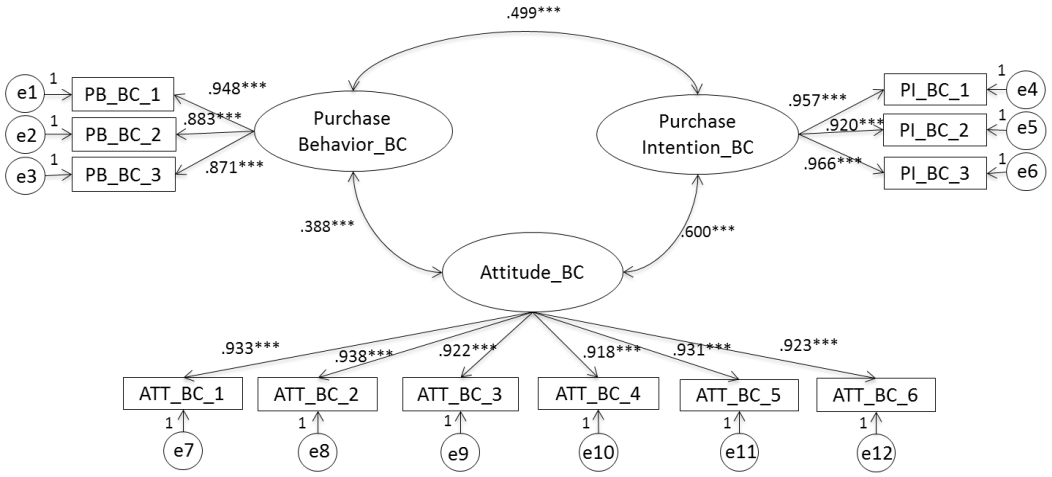
First, an initial CFA was performed on a single-factor model including six perceived university prestige items. Some of the fit indices (e.g., TLI = .876, RMSEA = .123) from this model indicated an unacceptable fit, while others shows an acceptable fit (CFI = .925, NFI = .920). Further, the examination of the factor loadings showed one of the two reverse-coded items (i.e., "People from other universities look down at Auburn University") had a factor loading (.30) lower than .50. Thus, a second CFA was run after eliminating this reverse-coded item to improve the model fit (Anderson & Gerbing, 1988) (see Figure 4.1). The second CFA model showed an acceptable fit, χ^2 = 33.918, df = 5, CFI = .984, TLI = .969, NFI = .980, and RMSEA = .072, with factor loadings of all the five items above 0.50.

Next, the attitude, purchase intention, and purchase behavior items were subjected to a CFA for each type of URAPs. A 3-factor, 12-item model was created for each type of URAPs (basic CLAPs, fashion CLAPs, basic non-CLAPs, and fashion non-CLAPs) (see Figures 4.2 – 4.5). As shown on these figures, all the initial CFA results showed a good fit for each type of the URAPs indicated by CFIs, TLIs, and NFIs greater than .90 and RMSEAs lower than .08. Factor loadings of the 12 items were all above .50.



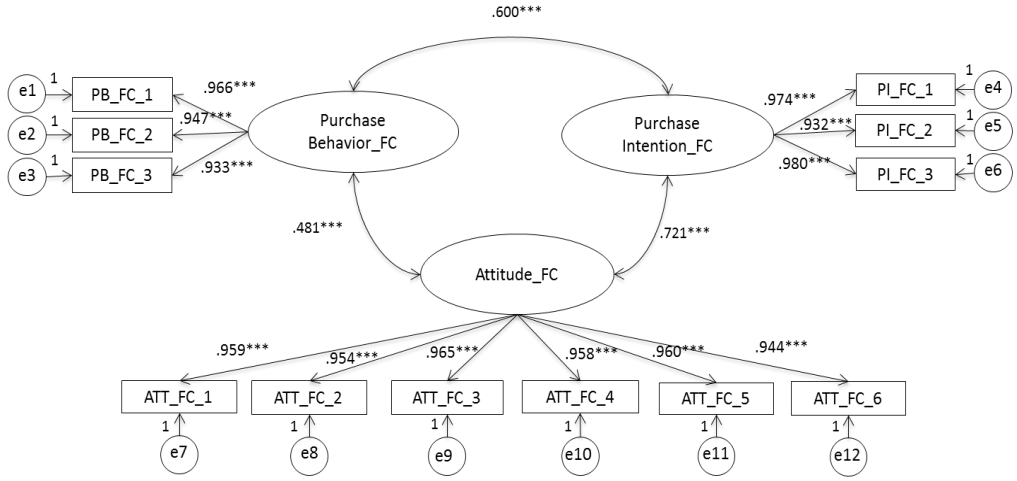
Notes. Item abbreviations used in this figure are presented in Table 3.4.
χ^2 = 33.918, *df* = 5, *p* < .001, CFI = .984, TLI = .969, NFI = .980, and RMSEA = .072
*** *p* < .001

Figure 4.1. Confirmatory factor analysis results for perceived university prestige (*n* = 1126).



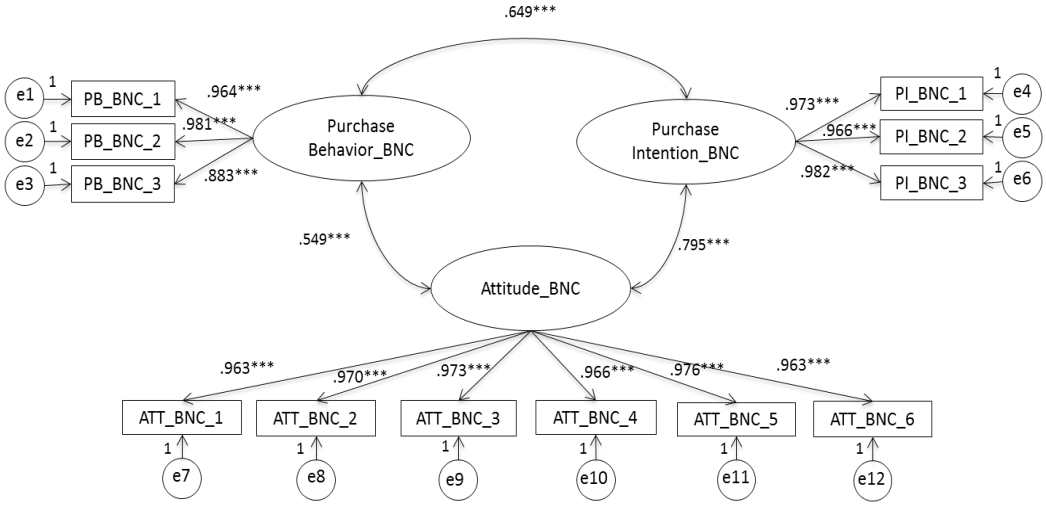
Notes. Item abbreviations used in this figure are presented in Table 3.4.
BC – Basic CLAPs
χ^2 = 238.535, *df* = 51, CFI = .989, TLI = .986, NFI = .990, and RMSEA = .057
*** *p* < .001

Figure 4.2. Confirmatory factor analysis results for purchase behaviors, attitude and purchase intention related to basic CLAPs (*n* = 1126).



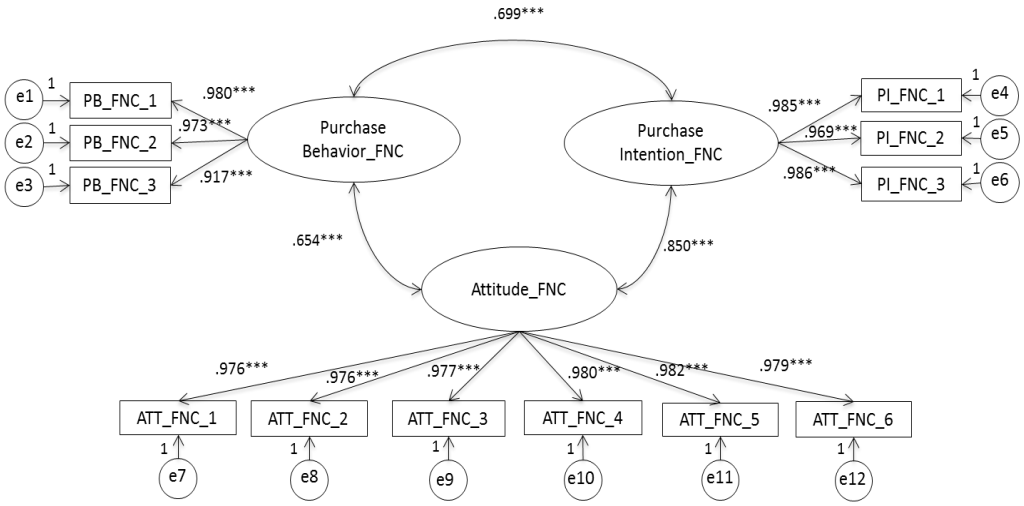
Notes. Item abbreviations used in this figure are presented in Table 3.4.
FC – Fashion CLAPs
χ^2 = 325.149, *df* = 51, CFI = .988, TLI = .984, NFI = .990, and RMSEA = .069
*** $p < .001$

Figure 4.3. Confirmatory factor analysis results for purchase behaviors, attitude and purchase intention related to fashion CLAPs (n = 1126).



Notes. Item abbreviations used in this figure are presented in Table 3.4.
BNC – Basic non-CLAPs
χ^2 = 382.997, *df* = 51, CFI = .987, TLI = .983, NFI = .990, and RMSEA = .076
*** $p < .001$

Figure 4.4. Confirmatory factor analysis results for purchase behaviors, attitude and purchase intention related to basic non-CLAPs (n = 1126).



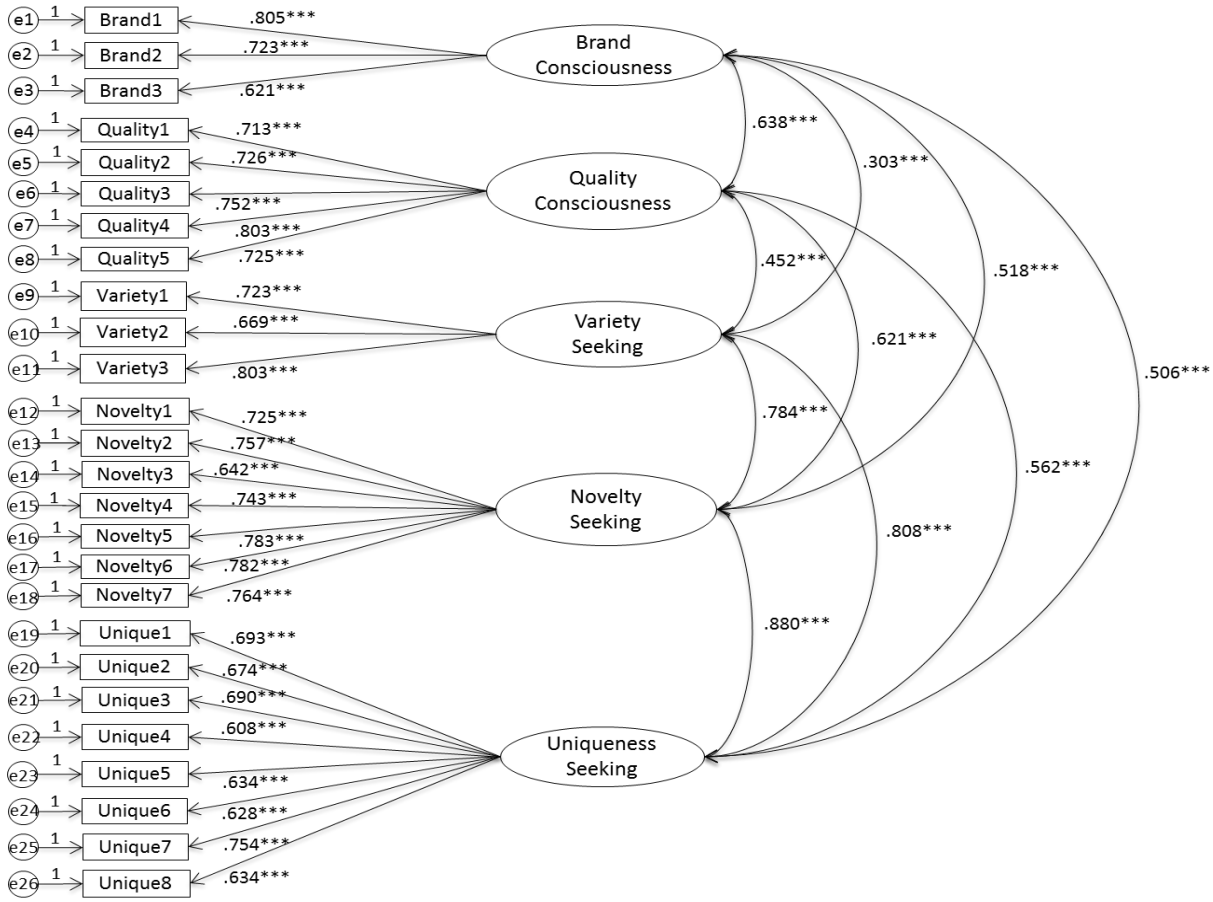
Notes. Item abbreviations used in this figure are presented in Table 3.4.
FNC – Fashion non-CLAPs
χ^2 = 259.057, *df* = 51, CFI = .993, TLI = .991, NFI = .990, and RMSEA = .060
*** $p < .001$

Figure 4.5. Confirmatory factor analysis results for purchase behaviors, attitude and purchase intention related to fashion non-CLAPs (*n* = 1126).

Finally, CFA was conducted on the 26 items of the five psychographic variables including brand consciousness, quality consciousness, variety seeking, novelty seeking, and uniqueness seeking (see Figure 4.6). This CFA model yielded an acceptable fit of χ^2 = 1239.314, *df* = 289, CFI = .935, TLI = .927, NFI = .917, and RMSEA = .054, with factor loadings of all items above .50.

Convergent Validity and Discriminant Validity

The finalized measurements based on the CFA results were subjected to convergent validity and discriminant validity assessment. Convergent validity was assessed through the average variance extracted (AVE) scores (Fornell & Larcker, 1981). AVEs that are greater than



Notes. Item abbreviations used in this figure are presented in Table 3.4.
χ^2 = 1239.314, *df* = 289, CFI = .935, TLI = .927, NFI = .917, and RMSEA = .054
*** $p < .001$

Figure 4.6. Confirmatory factor analysis results for psychographic variables (*n* = 1126).

.50 demonstrate the convergent validity (Fornell & Larcker, 1981). As shown in Table 4.3, AVEs of perceived university prestige, purchase behavior for each of the four types of URAPs, purchase intention for each of the four types of URAPs, and attitudes toward purchasing each type of the four URAPs were all above .50, providing evidence for convergent validity (Fornell & Larcker, 1981; Hair et al., 2009). Additionally, the AVEs of the five psychographic variables were above .50 except for the AVEs of brand consciousness (.49) and uniqueness seeking (.45), which were slightly below .50.

Table 4.3

Convergent Validity and Reliability Test Results (n = 1126)

Construct	AVE	Cronbach's α	Composite Reliability
Perceived University Prestige	.620	.803	.888
Purchase Behavior _BC	.888	.926	.960
Purchase Behavior _FC	.957	.964	.985
Purchase Behavior _BNC	.934	.957	.977
Purchase Behavior _FNC	.924	.970	.973
Attitude _BC	.895	.973	.981
Attitude _FC	.894	.984	.981
Attitude _BNC	.922	.989	.986
Attitude _FNC	.935	.993	.988
Purchase Intention _BC	.884	.964	.958
Purchase Intention _FC	.983	.974	.961
Purchase Intention _BNC	.926	.982	.974
Purchase Intention _FNC	.934	.986	.977
Brand Consciousness	.491	.745	.741
Quality Consciousness	633	.859	.896
Variety Seeking	.611	.776	.824
Novelty Seeking	.579	.895	.906
Uniqueness Seeking	.449	.863	.866

BC – Basic CLAPs, FC – Fashion CLAPs, BNC – Basic non-CLAPs, FNC – Fashion non-CLAPs.

Discriminant validity was tested by assessing factor correlation confident intervals (factor correlation plus and minus 2 x standard error of the factor correlation) and Chi-square differences between the original unconstrained CFA model and each of the constrained models (where each factor correlation parameter is constrained to be 1.0) to test if two factors are significantly different from each other (Bagozzi & Yi, 1990). The factor correlation confidence intervals should not contain 1.0 (Anderson & Gerbing, 1988), and the Chi-square difference between original unconstrained CFA model and the constrained models should be significant (Anderson & Gerbing, 1988; Hair, Black, Babin, & Anderson, 2009) in order to confirm the discriminant validity.

As shown in Table 4.4 a series of Chi-square difference tests established discriminant validity among the attitude, purchase intention, and purchase behavior measurements. The

Table 4.4

Chi-Square Difference Test Results for Discriminant Validity (n = 1126)

Model	Factors with correlation constrained (ρ = 1)	χ^2	*df*	Chi-Square difference test against unconstrained model		
				$\Delta\chi^2$	Δ *df*	*p*
Unconstrained	Model A for basic CLAPs (see Figure 4.2)	238.535	51	-	-	-
Model A_a	Purchase Behavior <=> Purchase Intention	2446.290	52	2207.755	1	< .001
Model A_b	Purchase Behavior <=> Attitude	2670.250	52	2431.715	1	< .001
Model A_c	Purchase Intention <=> Attitude	3418.613	52	3180.078	1	< .001
Unconstrained	Model B for fashion CLAPs (see Figure 4.3)	325.149	51	-	-	-
Model B_a	Purchase Behavior <=> Purchase Intention	3499.164	52	3174.015	1	< .001
Model B_b	Purchase Behavior <=> Attitude	3865.900	52	3540.751	1	< .001
Model B_c	Purchase Intention <=> Attitude	3645.027	52	3319.878	1	< .001
Unconstrained	Model C for basic non-CLAPs (see Figure 4.4)	382.997	51	-	-	-
Model C_a	Purchase Behavior <=> Purchase Intention	3403.747	52	3020.750	1	< .001
Model C_b	Purchase Behavior <=> Attitude	3777.370	52	3394.373	1	< .001
Model C_c	Purchase Intention <=> Attitude	3798.419	52	3415.422	1	< .001
Base Model D	for fashion non-CLAPs (see Figure 4.5)	259.057	51	-	-	-
Model D_a	Purchase Behavior <=> Purchase Intention	3543.661	52	3284.604	1	< .001
Model D_b	Purchase Behavior <=> Attitude	3778.093	52	3519.036	1	< .001
Model D_c	Purchase Intention <=> Attitude	3713.026	52	3453.969	1	< .001
Unconstrained	Model E for psychographic variables (see Figure 4.6)	1239.314	289	-	-	-
Model E_a	Brand Consciousness <=> Quality Consciousness	1608.654	290	369.340	1	< .001
Model E_b	Brand Consciousness <=> Variety seeking	1919.877	290	680.563	1	< .001
Model E_c	Brand Consciousness <=> Novelty seeking	1752.217	290	512.903	1	< .001
Model E_d	Brand Consciousness <=> Uniqueness seeking	1742.406	290	503.092	1	< .001
Model E_e	Quality Consciousness <=> Variety seeking	1928.178	290	688.864	1	< .001
Model E_f	Quality Consciousness <=> Novelty seeking	2391.180	290	1151.844	1	< .001
Model E_g	Quality Consciousness <=> Uniqueness seeking	2466.060	290	1226.746	1	< .001
Model E_h	Variety Seeking <=> Novelty Seeking	1493.351	290	254.037	1	< .001
Model E_i	Variety Seeking <=> Uniqueness Seeking	1433.907	290	194.593	1	< .001
Model E_j	Novelty Seeking <=> Uniqueness seeking	1494.717	290	255.403	1	< .001

unconstrained three-factor CFA model including the purchase behavior, attitude, and purchase intention factors showed a significantly better fit than the three constrained models with one of the factor correlations restricted to be 1.0 for each type of the URAPs (i.e., basic CLAPs and non-CLAPs, and fashion CLAPs and non-CLAPs). Also, another unconstrained CFA model including five psychographic variables as factors showed a significantly better fit than the 10 constrained models with one of the factor correlations restricted to be 1.0, indicating discriminant validity among the psychographic variables' measurements (see Table 4.4).

Additionally, no factor correlation confidence intervals (i.e., plus and minus two standard errors around the factor correlation coefficients) contained 1.0 (see Table. 4.5), which provided further evidence for discriminant validity (Anderson & Gerbing, 1988).

Table 4.5

Factor Pair Correlations for Testing Discriminant Validity (n = 1126)

Factor Pair	Correlation Coefficient	Standard Error	Confidence Intervals
Purchase Behavior _BC <=> Purchase Intention _BC	.499	.024	[.451, .547]
Attitude _BC <=> Purchase Intention _BC	.600	.031	[.538, .662]
Purchase Behavior _BC <=> Attitude _BC	.388	.017	[.354, .422]
Purchase Behavior _FC <=> Purchase Intention _FC	.600	.026	[.548, .652]
Attitude _FC <=> Purchase Intention _FC	.721	.050	[.621, .821]
Purchase Behavior _FC <=> Attitude _FC	.481	.024	[.433, .529]
Purchase Behavior _BNC <=> Purchase Intention _BNC	.649	.028	[.593, .705]
Attitude _BNC <=> Purchase Intention _BNC	.795	.051	[.693, .897]
Purchase Behavior _BNC <=> Attitude _BNC	.549	.025	[.499, .599]
Purchase Behavior _FNC <=> Purchase Intention _FNC	.699	.042	[.615, .783]
Attitude _FNC <=> Purchase Intention _FNC	.850	.064	[.722, .978]
Purchase Behavior _FNC <=> Attitude _FNC	.654	.039	[.576, .732]
Brand Consciousness <=> Quality Consciousness	.638	.023	[.592, .684]
Brand Consciousness <=> Variety Seeking	.303	.021	[.261, .345]
Brand Consciousness <=> Novelty Seeking	.518	.022	[.474, .562]
Brand Consciousness <=> Uniqueness Seeking	.506	.020	[.466, .546]
Quality Consciousness <=> Variety Seeking	.452	.020	[.412, .492]
Quality Consciousness <=> Novelty Seeking	.621	.021	[.579, .663]
Quality Consciousness <=> Uniqueness Seeking	.562	.018	[.526, .598]
Variety Seeking <=> Novelty Seeking	.784	.026	[.732, .836]
Variety Seeking <=> Uniqueness Seeking	.808	.024	[.760, .856]
Novelty Seeking <=> Uniqueness Seeking	.880	.025	[.830, .930]

BC – Basic CLAPs, FC – Fashion CLAPs, BNC – Basic non-CLAPs, FNC – Fashion non-CLAPs.

Reliability Analysis

Reliability analyses were conducted on the finalized scales using Cronbach's *αs* and composite reliability (Fornell & Larcker, 1981). Both Cronbach's *αs* and composite reliabilities should be over .70 to establish the internal consistency of the scales (Fornell & Larcker, 1981). All Cronbach's *αs* and composite reliabilities were above .70 as shown in Table 4.3, thus establishing measurement reliability of all the scales used in this study (i.e., purchase behavior,

attitudes, and purchase intention for each type of URAPs, perceived university prestige, brand consciousness, quality consciousness, variety seeking, novelty seeking, and uniqueness seeking).

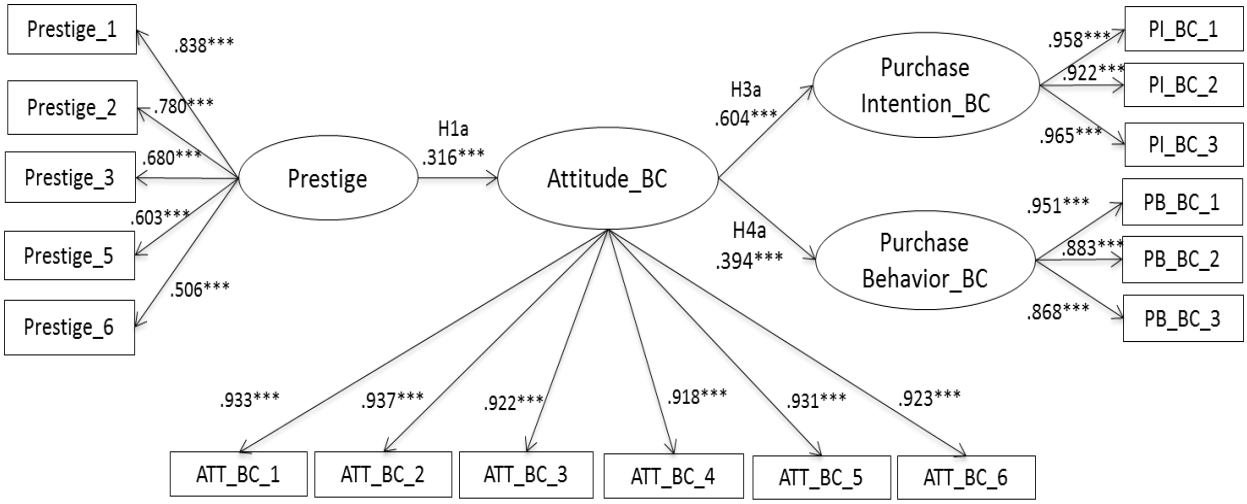
Therefore, after a series of validity and reliability analyses, the single-factor, five-item model (see Figure 4.1) was finalized as the measurement model for perceived university prestige; the three-factor, 12-item models (see Figures 4.2 through 4.5) were finalized as the measurement models for the attitude, purchase intention, and purchase behavior constructs for each of the four types of URAPs; and the 26 items (see Figure 4.6) were finalized as the measurements for the five psychographic variables.

Hypothesis Testing

The 14 hypotheses in this study were tested through a series of structural equation modeling (SEM) using AMOS 21.0.

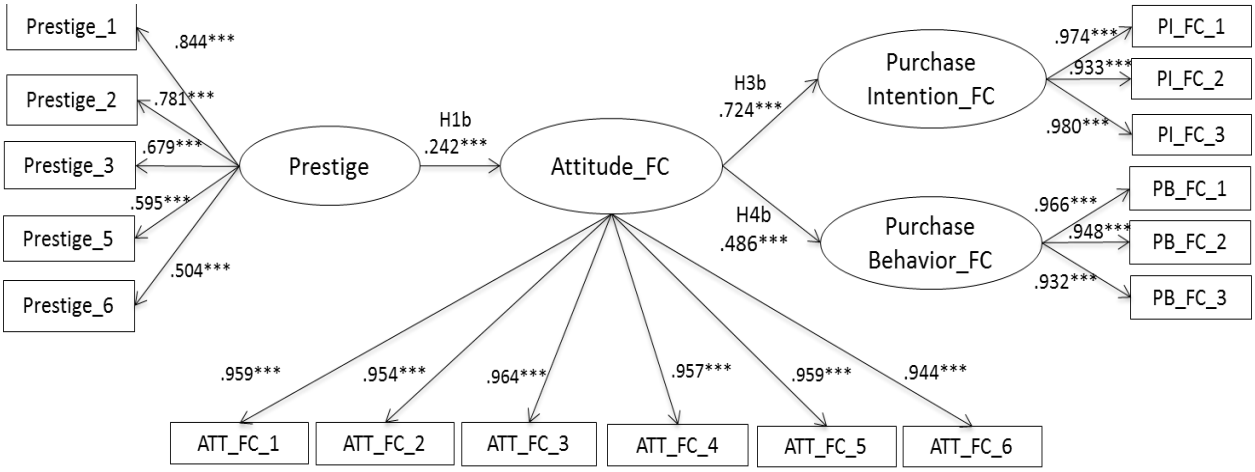
Direct Relationships (H1, H3, and H4)

Four SEM models (Models 1a-1d; see Figures 4.7 to 4.10) were created for a series of single-group SEM with Maximum Likelihood estimation to test the direct relationships proposed in H1, H3, and H4, including whether perceived university prestige (latent variable) positively influenced consumers' attitudes (latent variable) toward purchasing each of basic CLAPs (H1a), fashion CLAPs (H1b), basic non-CLAPs (H1c), and fashion non-CLAPs (H1d) and whether these attitude variables positively influenced the consumers' purchase intention (latent variable) for the respective type of URAPs (H3a, H3b, H3c, and H3d) as well as purchase behaviors (latent variable) for the respective type of URAPs (H4a, H4b, H4c, and H4d). Chi-square statistics and fit indices including NFI, CFI, TLI, and RMSEA were calculated to indicate the fit of the models. Regression paths in each model from perceived university prestige to attitudes



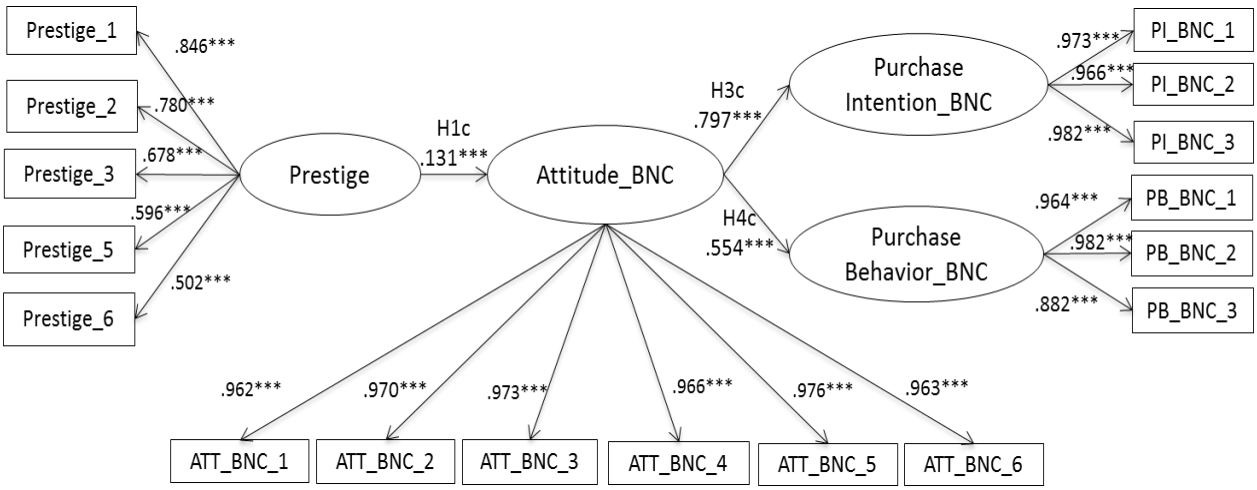
Notes. Item abbreviations used in this figure are presented in Table 3.4.
Prestige – Perceived University Prestige; BC – Basic CLAPs
Model 1a: χ^2 = 572.640, *df* = 116, CFI = .976, TLI = .972, NFI = .970, and RMSEA = .059
*** $p < .001$

Figure 4.7. SEM Model 1a for testing H1a, H3a, and H4b for basic CLAPs (*n* = 1126).



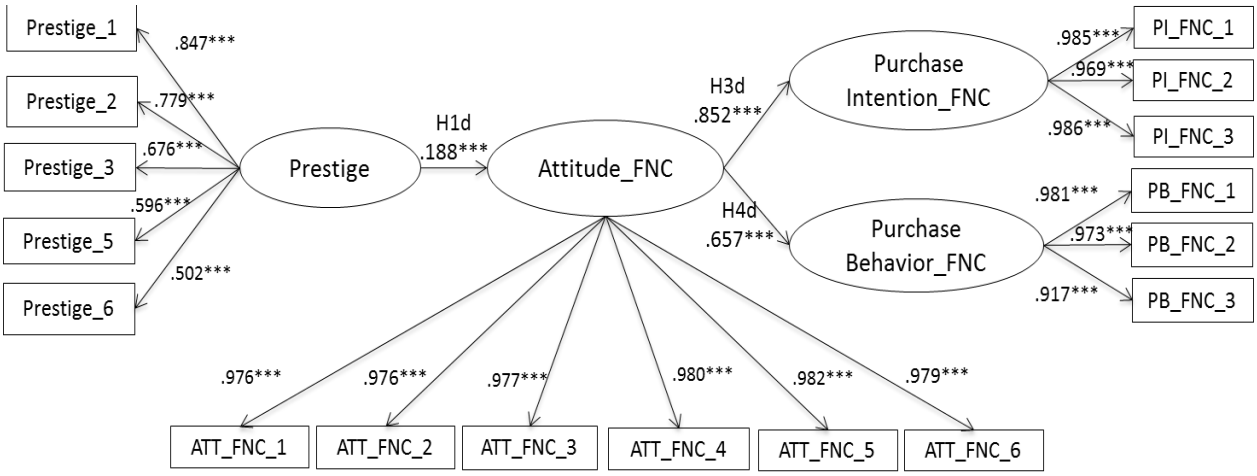
Notes. Item abbreviations used in this figure can are presented in Table 3.4.
Prestige – Perceived University Prestige; FC – Fashion CLAPs
Model 1b: χ^2 = 684.504, *df* = 116, CFI = .977, TLI = .973, NFI = .972, and RMSEA = .066
*** $p < .001$

Figure 4.8. SEM Model 1b for testing H1b, H3b, and H4b for fashion CLAPs (*n* = 1126).



Notes. Item abbreviations used in this figure are presented in Table 3.4.
Prestige – Perceived University Prestige; BNC – Basic non-CLAPs
Model 1c: χ^2 = 709.638, *df* = 116, CFI = .978, TLI = .974, NFI = .974, and RMSEA = .067
*** $p < .001$

Figure 4.9. SEM Model 1c for testing H1c, H3c, and H4c for basic non-CLAPs (*n* = 1126).



Notes. Item abbreviations used in this figure are presented in Table 3.4.
Prestige – Perceived University Prestige; FNC – Fashion non-CLAPs
Model 1d: χ^2 = 569.532, *df* = 116, CFI = .985, TLI = .983, NFI = .982, and RMSEA = .059
*** $p < .001$

Figure 4.10. SEM Model1d for testing H1d, H3d, and H4d for fashion non-CLAPs (*n* = 1126).

toward purchasing each type of URAPs, from attitudes to purchase intention for each type of URAPs, and from attitudes to purchase behaviors of each type of URAPs were used to test H1, H3, and H4, respectively. The SEM results are presented in Figure 4.7 to 4.10.

As shown in Figure 4.7 to 4.10, the SEM results indicated a good fit of $\chi^2 = 572.640$, $df = 116$, $p < .001$, CFI = .976, TLI = .972, NFI = .970, and RMSEA = .059 for the Model 1d of basic CLAPs; a good fit of $\chi^2 = 684.504$, $df = 116$, $p < .001$, CFI = .977, TLI = .973, NFI = .972, and RMSEA = .066 for the Model 1b of fashion CLAPs; a good fit of $\chi^2 = 709.638$, $df = 116$, $p < .001$, CFI = .978, TLI = .974, NFI = .974, and RMSEA = .067 for the Model 1c of basic non-CLAPs; and a good fit of $\chi^2 = 569.532$, $df = 116$, $p < .001$, CFI = .985, TLI = .983, NFI = .982, and RMSEA = .059 for the Model 1d of fashion non-CLAPs. Thus, the significances of the hypothesized paths were investigated. The standardized regression coefficients indicated that perceived university prestige positively influenced attitudes toward purchasing basic CLAPs ($\beta = .316$, $p < .001$), fashion CLAPs ($\beta = .242$, $p < .001$), basic non-CLAPs ($\beta = .131$, $p < .001$), and fashion non-CLAPs ($\beta =. 188$, $p < .001$), supporting H1a, H1b, H1c, and H1d, respectively. The positive influence of attitudes on purchase intention was also significant for basic CLAPs ($\beta = .604$, $p < .001$), fashion CLAPs ($\beta = .724$, $p < .001$), basic non-CLAPs ($\beta =. 797$, $p < .001$), and fashion non-CLAPs ($\beta = .852$, $p < .001$), supporting H3a, H3b, H3c, and H3d, respectively. Further, attitudes had a significant positive influence on purchase behaviors related to basic CLAPs ($\beta = .394$, $p < .001$), fashion CLAPs ($\beta = .486$, $p < .001$), basic non-CLAPs ($\beta = .554$, $p < .001$), and fashion non-CLAPs ($\beta = .657$, $p < .001$), supporting H4a, H4b, H4c, and H4d, respectively.

Relationship Strength Comparisons (H2)

In order to test H2, which compares the strengths of the influence of perceived university prestige on attitudes toward purchasing basic CLAPs and that on attitudes toward purchasing basic non-CLAPs (H2a) as well as the strengths of the influence of perceived university prestige on attitudes toward fashion CLAPs and that on attitudes toward purchasing fashion non-CLAPs (H2b), another set of SEM models (Models 2, 2a, and 2b) was created. Model 2 (see Figure 4.11) is the unconstrained model that specified the influence of perceived university prestige on attitudes toward purchasing each of the four types of URAPs. Then, two constrained models (Models 2a and 2b) were specified by constraining the regression coefficients of paths A and C in Model 2 (see Figure 4.11) to be equal (H2a) and by constraining the regression coefficients of paths B and D in Model 2 to be equal (H2b), respectively. Single-group SEM with Maximum Likelihood estimation was run for Model 2, Model 2a, and Model 2b.

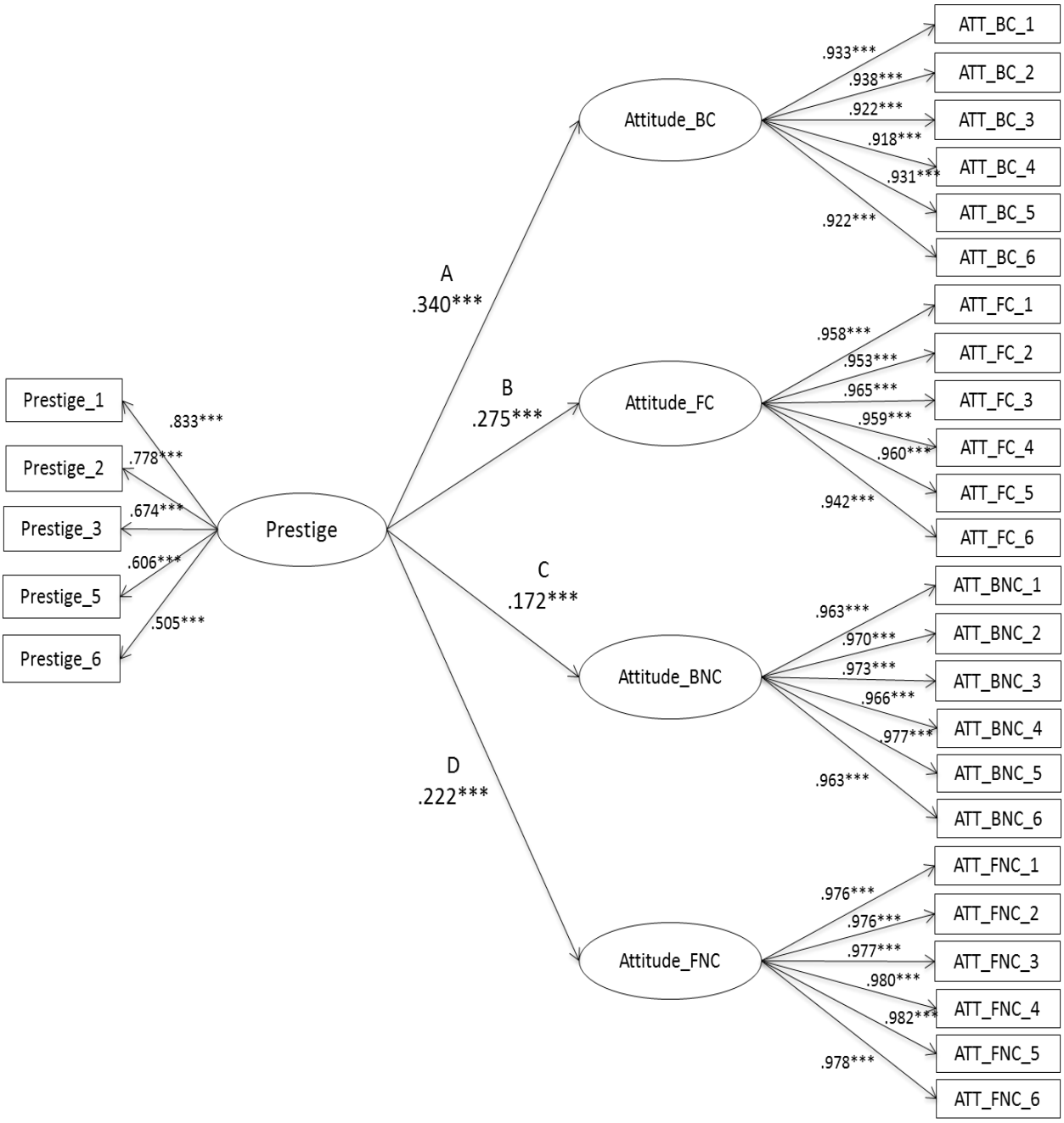
The SEM results showed a good fit of Model 2, $\chi^2 = 2334.400$, $df = 373$, $p < .001$, CFI = .964, TLI = .961, NFI = .958, and RMSEA = .068, as shown in Table 4.6 and Figure 4.11.

Table 4.6

Chi-Square Difference Test Results for Testing H2 (n = 1126)

Model	**Hypothesis**	**Constrained path coefficients** [a]	χ^2	***df***	**Chi-Square difference test against Model 2**		
					$\Delta\chi^2$	Δdf	***p***
Model 2 (unconstrained)	H2		2334.400	373	-	-	-
Model 2a (constrained)	H2a	Path A = Path C	2337.783	374	3.383	1	.066
Model 2b (constrained)	H2b	Path B = Path D	2334.609	374	.209	1	.648

[a] Refer to Figure 4.11 for path notations.



Notes. Item abbreviations used in this figure are presented in Table 3.4.
Prestige – Perceived University Prestige; BC – Basic CLAPs; FC – Fashion CLAPs; BNC – Basic non-CLAPs; FNC – Fashion non-CLAPs.
χ^2 = 2334.400, *df* = 373, CFI = .964, TLI = .961, NFI = .958, and RMSEA = .068
*** $p < .001$

Figure 4.11. SEM Model 2 for testing H2 (*n* = 1126).

Although the regression coefficient of path A (.340) was greater than path C (.172) and the regression coefficients of path B (.275) was greater than path D (.222) in Model 2 (see Figure 4.11), consistent with the differences predicted by H2a and H2b, respectively; these differences were not statistically significant according to the non-significant (see Table 4.6). Thus, H2a and H2b were rejected.

Moderating Effect Tests (H5 through H14)

In order to test H5 through H14, which predicted moderating effects of each of the psychographic characteristic variables (brand consciousness, quality consciousness, variety seeking, novelty seeking, and uniqueness seeking) on the relationship between perceived university prestige and attitudes toward purchasing selected types of URAPs, multiple-group SEM with Maximum Likelihood estimation was used. Sub-groups were created with regard to each of the psychographic variables to generate two groups with high versus low scores on each psychographic variable. To create the sub-groups, the median-split method was used based on participants' composite scores (i.e., average score) of the items measuring each psychographic variable. As shown in Table 4.7, the medians of the respondents' composite scores of brand

Table 4.7

Results of Sub-Groups for Each Psychographic Variables (n = 1126)

Psychographic Variables	**Sub-groups**	***n***	***M***	***SD***	**ANOVA**		**Median**
					F	***p***	
Brand consciousness	High	635	3.99	.45	1831.699	< .001	3.33
	Low	491	2.63	.61			
Quality consciousness	High	469	4.43	.35	1475.547	< .001	4.00
	Low	657	3.39	.51			
Variety seeking	High	519	4.14	.38	1702.841	< .001	3.67
	Low	607	3.02	.51			
Novelty seeking	High	558	3.74	.46	1728.599	< .001	3.14
	Low	568	2.58	.47			
Uniqueness seeking	High	551	3.58	.47	1740.103	< .001	3.00
	Low	575	2.48	.41			

consciousness, quality consciousness, variety seeking, novelty seeking, and uniqueness seeking are 3.33, 4.00, 3.67, 3.14, and 3.00, respectively. Further, the one-way ANOVA results showed that the means of the high and low score groups for each psychographic variable were significantly different (see Table 4.7).

Each of the moderating effect hypotheses was tested using a Chi-square difference tests comparing the fit of an unconstrained multiple-group SEM model (Models 3 through 7, see Figures 4.12 - 4.15) with the two subgroups according to the respective moderator variable to each hypothesis and the fit of a constrained multiple-group SEM model with a restriction that the corresponding path coefficient is equal between the two subgroups. Table 4.8 presents the specifications for the constrained models that were constructed for each of the moderating effect hypotheses. Further, whether the size of the coefficients from the unconstrained model corresponding to the hypothesis indicated the hypothesized difference between the respective two subgroups was also examined.

Brand consciousness moderating effect. As shown in Figure 4.12, the SEM results of Model 3 with the two brand consciousness groups showed a good fit, $\chi^2 = 3140.995$, $df = 746$, $p < .001$, CFI = .967, TLI = .963, NFI = .955, and RMSEA = .049. To test H5a, which predicted that the influence of perceived university prestige on attitudes toward purchasing basic CLAPs, is stronger for consumers with high brand consciousness than for consumers with low brand consciousness, the regression coefficient between perceived university prestige and attitudes toward purchasing basic CLAPs was compared between the high and low brand consciousness groups. This regression coefficient was lower for the high brand consciousness group ($\beta = .260$, $p < .001$) than for the low brand consciousness group ($\beta = .433$, $p < .001$) (see Figure 4.12), which was contradictory to the hypothesis; thus, H5a was rejected. Further, the Chi-square

Table 4.8

Specifications for the Constrained Models Used for Moderating Effects of Psychographic Variables and Results

Model Number	HP	Constrained Path[a]	Subgroups that the Equality Constraint is Applied		χ^2	*df*	Chi-square difference test			Result
							$\Delta\chi^2$	Δdf	*p*	
Model 3 (unconstrained model) for brand conscious groups					3140.995	746				
Model 3-1	H5a	path A	high brand-conscious group	low brand-conscious group	3147.735	747	6.740	1	.009	Rejected
Model 3-2	H5b	path B	high brand-conscious group	low brand-conscious group	3141.004	747	0.009	1	.924	Rejected
Model 3-3	H6a	path C	high brand-conscious group	low brand-conscious group	3141.498	747	0.503	1	.478	Rejected
Model 3-4	H6b	path D	high brand-conscious group	low brand-conscious group	3141.030	747	0.035	1	.852	Rejected
Model 4 (unconstrained model) for quality conscious groups					3216.230	746				
Model 4-1	H7a	path A	high quality-conscious group	low quality-conscious group	3216.428	747	0.198	1	.656	Rejected
Model 4-2	H7b	path B	high quality-conscious group	low quality-conscious group	3217.865	747	1.635	1	.201	Rejected
Model 4-3	H8a	path C	high quality-conscious group	low quality-conscious group	3217.539	747	1.309	1	.253	Rejected
Model 4-4	H8b	path D	high quality-conscious group	low quality-conscious group	3216.393	747	0.163	1	.686	Rejected
Model 5 (unconstrained model) for variety seeking groups					3201.782	746				
Model 5-1	H9a	path B	high variety seeking group	low variety seeking group	3201.789	747	0.007	1	.933	Rejected
Model 5-2	H9b	path D	high variety seeking group	low variety seeking group	3202.001	747	0.219	1	.640	Rejected
Model 5-3	H10a	path A	high variety seeking group	low variety seeking group	3203.103	747	1.321	1	.250	Rejected
Model 5-4	H10b	path C	high variety seeking group	low variety seeking group	3203.648	747	1.866	1	.172	Rejected
Model 6 (unconstrained model) for novelty seeking groups					3168.161	746				
Model 6-1	H11a	path B	high novelty seeking group	low novelty seeking group	3168.884	747	0.723	1	.395	Rejected
Model 6-2	H11b	path D	high novelty seeking group	low novelty seeking group	3168.671	747	0.510	1	.475	Rejected
Model 6-3	H12a	path A	high novelty seeking group	low novelty seeking group	3168.949	747	0.788	1	.375	Rejected
Model 6-4	H12b	path C	high novelty seeking group	low novelty seeking group	3169.173	747	1.012	1	.314	Rejected

[a] The path labels are found in Figure 4.7 and refer to Figure 4.12 to 4.16 for path notations.

(Continued)

Table 4.8 (Continued)

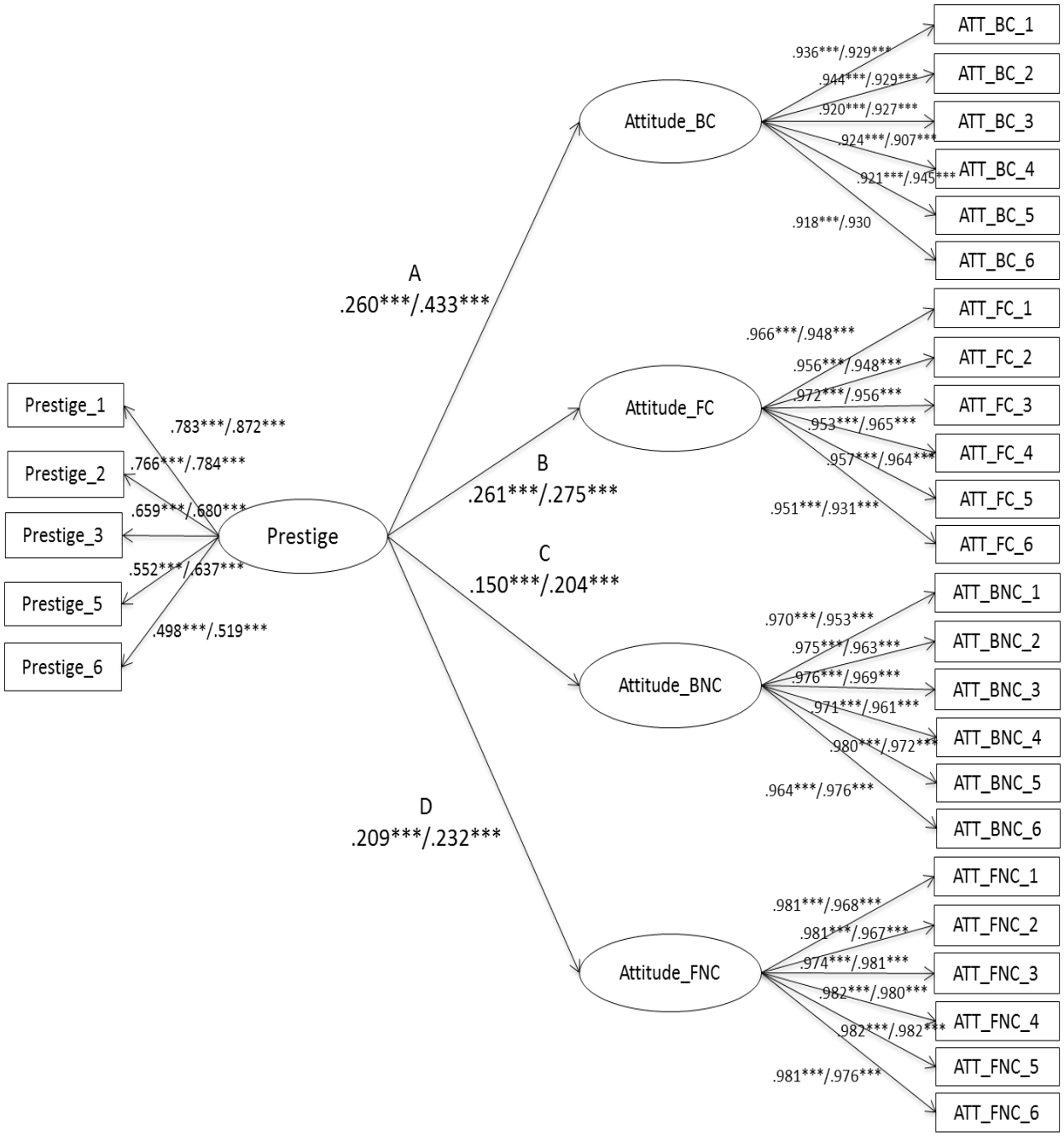
Constrained Model Number	HP	Constrained Path[a]	Subgroups that the Equality Constraint is Applied		χ^2	*df*	Chi-square difference test			Result
							$\Delta\chi^2$	Δdf	*p*	
Model 7 (unconstrained model) for uniqueness seeking groups					3131.996	746				
Model 7-1	H13a	path B	high uniqueness seeking group	low uniqueness seeking group	3132.019	747	0.023	1	.879	Rejected
Model 7-2	H13b	path D	high uniqueness seeking group	low uniqueness seeking group	3132.757	747	0.761	1	.383	Rejected
Model 7-3	H14a	path A	high uniqueness seeking group	low uniqueness seeking group	3132.188	747	0.192	1	.661	Rejected
Model 7-4	H14b	path C	high uniqueness seeking group	low uniqueness seeking group	3134.312	747	2.316	1	.128	Rejected

[a] The path labels are found in Figure 4.7 and refer to Figure 4.12 to 4.16 for path notations.

difference test result between Model 3 and Model 3-1 (see Table 4.8) showed this difference between the two brand consciousness groups was statistically significant ($\Delta\chi^2 = 6.74$, $\Delta df = 1$, $p = .009$).

To test H5b, which predicted that the influence of perceived university prestige on attitudes toward purchasing fashion CLAPs is stronger for consumers with high brand consciousness than for consumers with low brand consciousness, the regression coefficient between perceived university prestige and attitudes toward purchasing fashion CLAPs was compared between the low and high brand consciousness groups. This regression coefficient was lower for the high brand consciousness group ($\beta = .261$, $p < .001$) than for the low brand consciousness group ($\beta = .275$, $p < .001$) (see Figure 4.12), which was contradictory to the hypothesis, thus rejecting H5b. The Chi-square difference test result between Model 3 and Model 3-2 (see Table 4.8) showed this coefficient difference between the two brand consciousness groups was not statistically significant ($\Delta\chi^2 = .009$, $\Delta df = 1$, $p = .924$).

To test H6a, which predicted that the influence of perceived university prestige on attitudes toward purchasing basic non-CLAPs is stronger for consumers with low (vs. high) brand consciousness, the regression coefficient between perceived university prestige and attitudes toward purchasing basic non-CLAPs was compared between the low and high brand consciousness groups. This regression coefficient was greater for the low brand consciousness group ($\beta = .204$, $p < .001$) than for the high brand consciousness group ($\beta = .150$, $p < .001$) (see Figure 4.12), which was consistent with the hypothesis. However, the results of Chi-square difference test result between Model 3 and Model 3-3 (see Table 4.8) showed this coefficient difference between the two brand consciousness groups was not statistically significant ($\Delta\chi^2 = .503$, $\Delta df = 1$, $p = .478$), rejecting H6a.

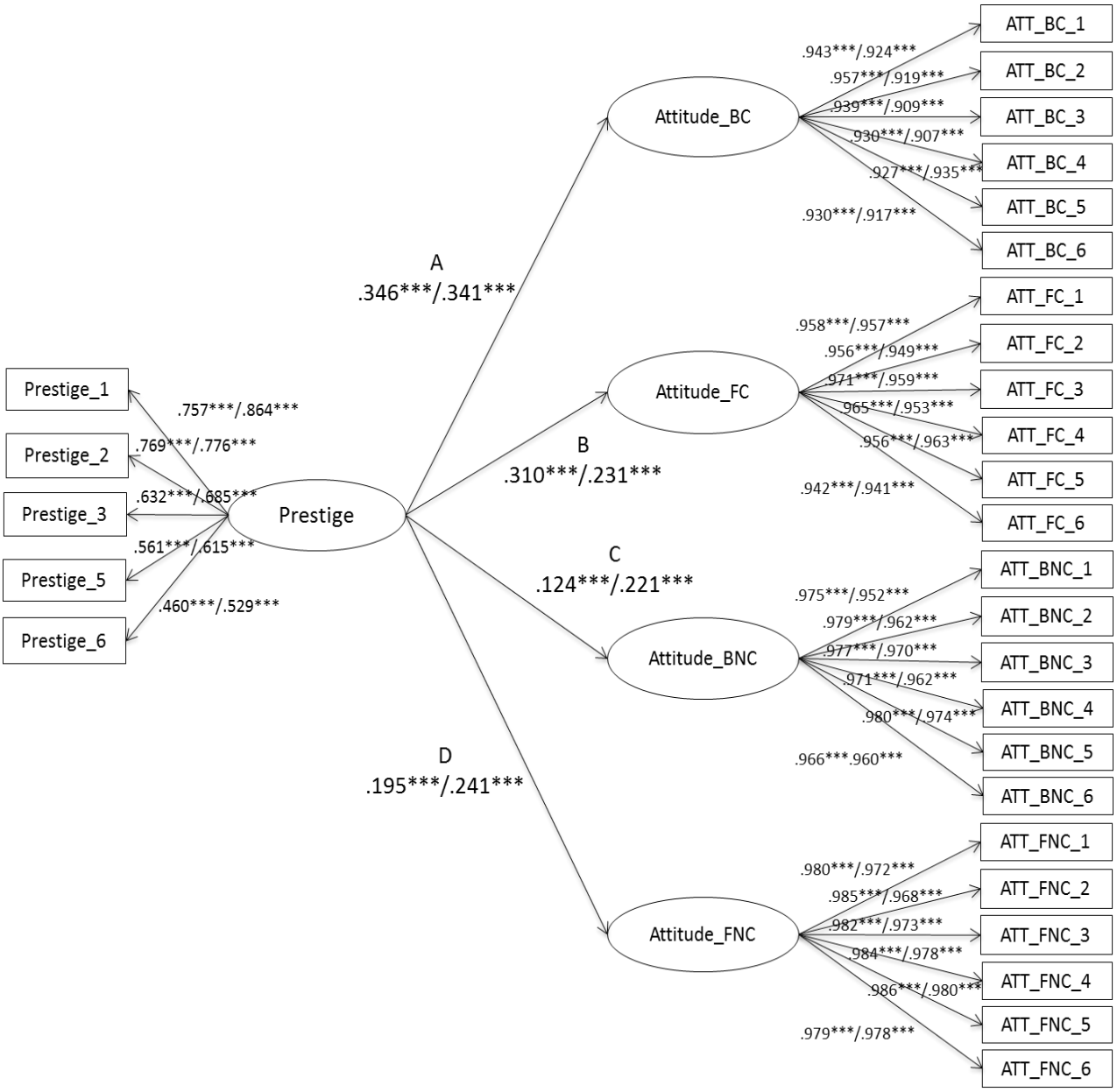


Notes. For each path, the first coefficient is from the high brand consciousness group, and the second coefficient after a slash is from the low brand consciousness group.
Item abbreviations used in this figure are presented in Table 3.4.
Prestige – Perceived University Prestige; BC – Basic CLAPs; FC – Fashion CLAPs; BNC – Basic non-CLAPs; FNC – Fashion non-CLAPs.
χ^2 = 3140.995, *df* = 746, CFI = .967, TLI = .963, NFI = .955, and RMSEA = .049
*** $p < .001$

Figure 4.12. SEM Model 3 for testing H5 and H6 (n = 1126).

To test H6b, which predicted that the influence of perceived university prestige on attitudes toward purchasing fashion non-CLAPs is stronger for consumers with low (vs. high) brand consciousness, the regression coefficient between perceived university prestige and attitudes toward purchasing fashion non-CLAPs was compared between the low and high brand consciousness groups. This regression coefficient was greater for the low brand consciousness group ($\beta = .232$, $p < .001$) than for the high brand consciousness group ($\beta = .209$, $p < .001$) (see Figure 4.12), which was consistent with the hypothesis. However, the Chi-square difference test result between Model 3 and Model 3-4 (see Table 4.8) showed this coefficient difference between the two brand consciousness groups was not statistically significant ($\Delta\chi^2 = .035$, $\Delta df = 1$, $p = .852$), thus rejecting H6b.

Quality consciousness moderating effect. As shown in Figure 4.13, the multiple-group SEM results of Model 4 with the two group consciousness groups showed a good fit, $\chi^2 = 3216.230$, $df = 746$, $p < .001$, CFI = .955, TLI = .951, NFI = .942, and RMSEA = .054. To test H7a, which predicted that the influence of perceived university prestige on attitudes toward purchasing basic CLAPs is stronger for consumers with high (vs. low) quality consciousness, the regression coefficient between perceived university prestige and attitudes toward purchasing basic CLAPs was compared between the high and low quality consciousness groups. This regression coefficient was slightly higher for the high quality consciousness group ($\beta = .346$, $p < .001$) than for the low quality consciousness group ($\beta = .341$, $p < .001$) (see Figure 4.13), which was consistent with the hypothesis. However, the Chi-square difference test result between Model 4 and Model 4-1 (see Table 4.8) showed this difference between the two quality consciousness groups was not statistically significant ($\Delta\chi^2 = .198$, $\Delta df = 1$, $p = .656$), thus rejecting H7a.



Notes. For each path, the first coefficient is from the high quality consciousness group, and the second coefficient after a slash is from the low quality consciousness group.
Item abbreviations used in this figure are presented in Table 3.4.
Prestige – Perceived University Prestige; BC – Basic CLAPs; FC – Fashion CLAPs; BNC – Basic non-CLAPs; FNC – Fashion non-CLAPs.
χ^2 = 3216.230, *df* = 746, CFI = .955, TLI = .951, NFI = .942, and RMSEA = .054
*** $p < .001$

Figure 4.13. SEM Model 4 for testing H7 and H8 (n = 1126).

To test H7b, which predicted that the influence of perceived university prestige on attitudes toward purchasing fashion CLAPs is stronger for consumers with high (vs. low) quality consciousness, the regression coefficient between perceived university prestige and attitudes toward purchasing fashion CLAPs was compared between the low and high quality consciousness groups. This regression coefficient was higher for the high quality consciousness group ($\beta = .310$, $p < .001$) than for the low quality consciousness group ($\beta = .231$, $p < .001$) (see Figure 4.13), which was consistent with the hypothesis. However, the Chi-square difference test result between Model 4 and Model 4-2 (see Table 4.8) showed this coefficient difference between the two quality consciousness groups was not statistically significant ($\Delta\chi^2 = 1.635$, $\Delta df = 1$, $p = .201$), rejecting H7b.

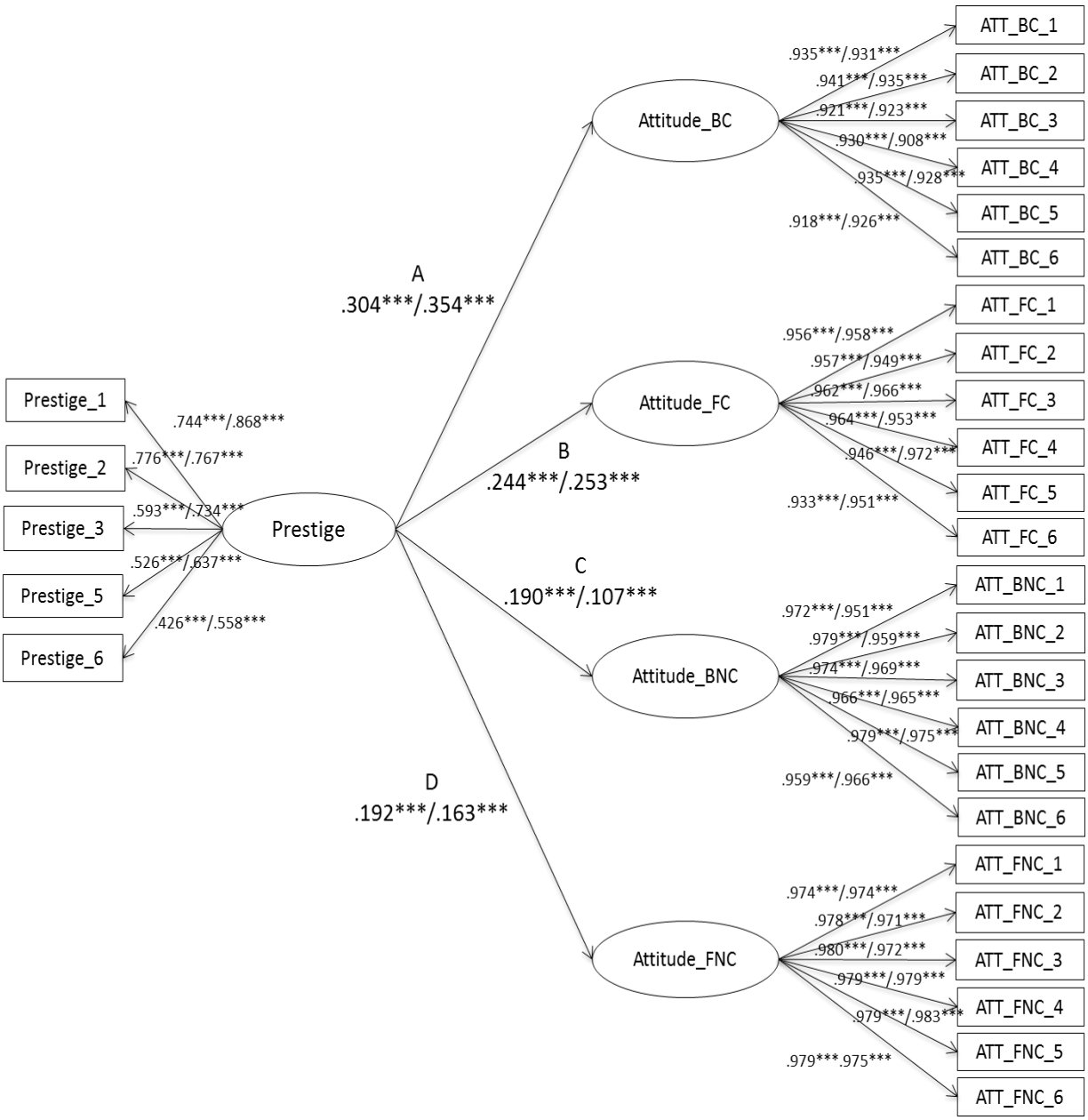
To test H8a, which predicted that the influence of perceived university prestige on attitudes toward purchasing basic non-CLAPs is stronger for consumers with low (vs. high) quality consciousness, the regression coefficient between perceived university prestige and attitudes toward purchasing basic non-CLAPs was compared between the low and high quality consciousness groups. This regression coefficient was lower for the high quality consciousness group ($\beta = .124$, $p = .016$) than for the low quality consciousness group ($\beta = .221$, $p < .001$) (see Figure 4.13), which was consistent with the hypothesis. However, the results of Chi-square difference test result between Model 4 and Model 4-3 (see Table 4.8) showed this coefficient difference between the two quality consciousness groups was not statistically significant ($\Delta\chi^2 = 1.309$, $\Delta df = 1$, $p = .253$), rejecting H8a.

To test H8b, which predicted that the influence of perceived university prestige on attitudes toward purchasing fashion non-CLAPs is stronger for consumers with low (vs. high) quality consciousness, the regression coefficient between perceived university prestige and

attitudes toward purchasing fashion non-CLAPs was compared between the low and high quality consciousness groups. This regression coefficient was lower for the high quality consciousness group ($\beta = .195$, $p < .001$) than for the low quality consciousness group ($\beta = .241$, $p < .001$) (see Figure 4.13), which was consistent with the hypothesis. However, the Chi-square difference test result between Model 4 and Model 4-4 (see Table 4.8) showed this coefficient difference between the two quality consciousness groups was not statistically significant ($\Delta\chi^2 = .163$, $\Delta df = 1$, $p = .686$), thus rejecting H8b.

Variety seeking moderating effect. As shown in Figure 4.14, the multiple-group SEM results of Model 5 with the high and low variety seeking groups showed a good fit, $\chi^2 = 3201.782$, $df = 746$, $p < .001$, CFI = .955, TLI = .951, NFI = .942, and RMSEA = .054. To test H9a, which predicted that the influence of perceived university prestige on attitudes toward purchasing fashion CLAPs is stronger for consumers with high (vs. low) variety seeking tendency, the regression coefficient between perceived university prestige and attitudes toward purchasing fashion CLAPs was compared between the high and low variety seeking groups. This regression coefficient was slightly lower for the high variety seeking group ($\beta = .244$, $p < .001$) than for the low variety seeking group ($\beta = .253$, $p < .001$) (see Figure 4.13), which was contradictory to the hypothesis, rejecting H9a. The Chi-square difference test result between Model 5 and Model 5-1 (see Table 4.8) indicated a non-significant difference between the two variety seeking groups ($\Delta\chi^2 = .007$, $\Delta df = 1$, $p = .933$),

To test H9b, which predicted that the influence of perceived university prestige on attitudes toward purchasing fashion non-CLAPs is stronger for consumers with high (vs. low) variety seeking tendency, the regression coefficient between perceived university prestige and



Notes. For each path, the first coefficient is from the high variety seeking group, and the second coefficient after a slash is from the low variety seeking group.
Item abbreviations used in this figure are presented in Table 3.4.
Prestige – Perceived University Prestige; BC – Basic CLAPs; FC – Fashion CLAPs; BNC – Basic non-CLAPs; FNC – Fashion non-CLAPs.
χ^2 = 3201.782, *df* = 746, CFI = .955, TLI = .951, NFI = .942, and RMSEA = .054
*** $p < .001$

Figure 4.14. SEM Model 5 for testing H9 and H10 (n = 1126).

attitudes toward purchasing fashion non-CLAPs was compared between the low and high variety seeking groups. This regression coefficient for the high variety seeking group ($\beta = .192$, $p < .001$) was higher than for the low variety seeking group ($\beta = .163$, $p < .001$) (see Figure 4.13), which was consistent with the hypothesis. However, the Chi-square difference test result between Model 5 and Model 5-2 (see Table 4.8) showed this coefficient difference between the two variety seeking groups was not statistically significant ($\Delta\chi^2 = .219$, $\Delta df = 1$, $p = .640$), rejecting H9b.

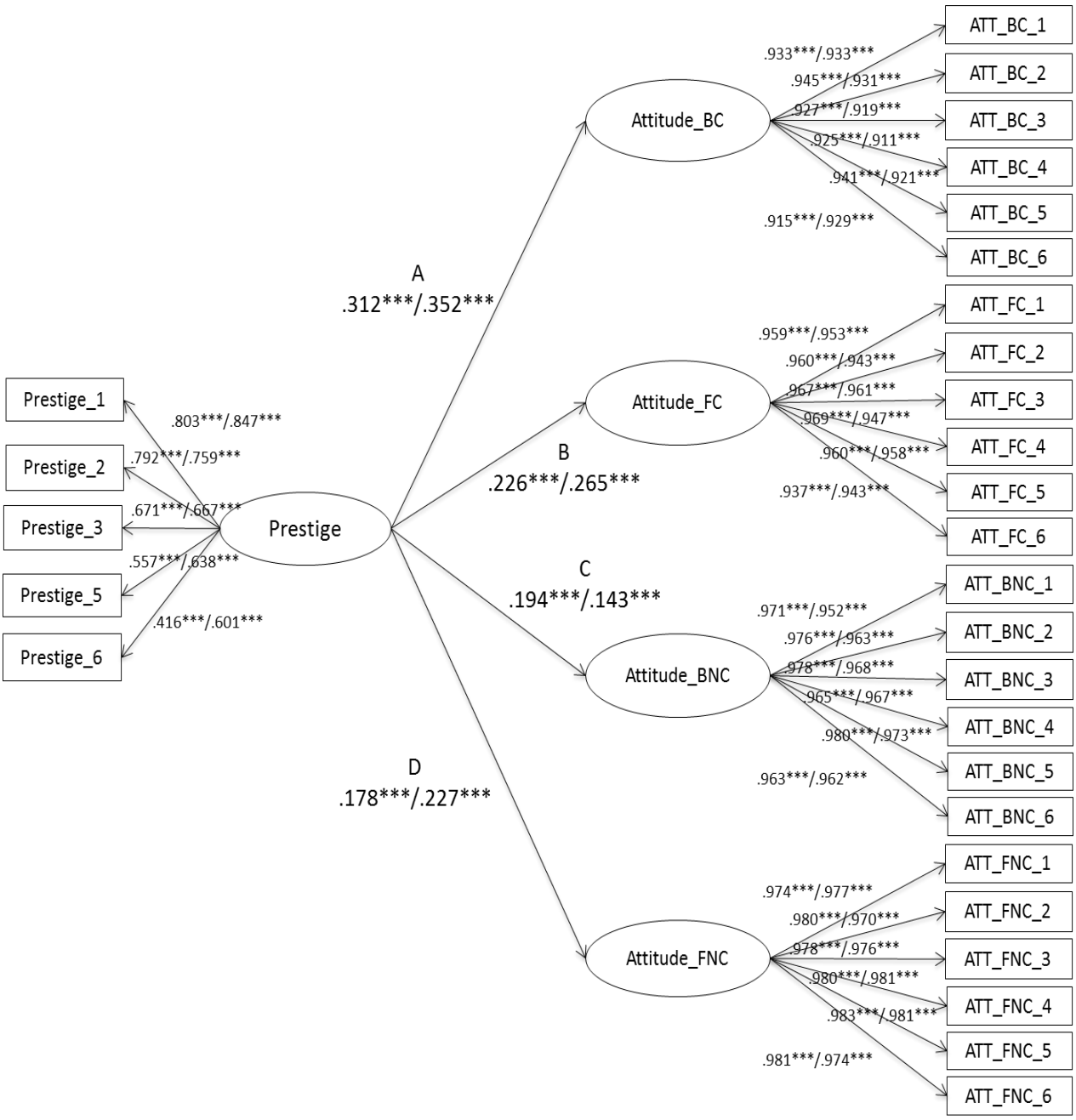
To test H10a, which predicted that the influence of perceived university prestige on attitudes toward purchasing basic CLAPs is stronger for consumers with low (vs. high) variety seeking tendency, the regression coefficient between perceived university prestige and attitudes toward purchasing basic CLAPs was compared between the low and high variety seeking groups. This regression coefficient for the high variety seeking group ($\beta = .304$, $p < .001$) was lower than for the low variety seeking group ($\beta = .354$, $p < .001$) (see Figure 4.14), which was consistent with the hypothesis. However, the Chi-square difference test result between Model 5 and Model 5-3 (see Table 4.8) showed this coefficient difference between the two variety seeking groups was not statistically significant ($\Delta\chi^2 = 1.321$, $\Delta df = 1$, $p = .250$), thus rejecting H10a.

To test H10b, which predicted that the influence of perceived university prestige on attitudes toward purchasing basic non-CLAPs is stronger for consumers with low (vs. high) variety seeking tendency, the regression coefficient between perceived university prestige and attitudes toward purchasing basic non-CLAPs was compared between the low and high variety seeking groups. This regression coefficient for the high variety seeking group ($\beta = .190$, $p < .001$) was higher than for the low variety seeking group ($\beta = .107$, $p < .001$) (see Figure 4.14), which was contradictory to the hypothesis, thus rejecting H10b. The Chi-square difference test

result between Model 5 and Model 5-4 (see Table 4.8) indicated a non-significant difference between the two variety seeking groups ($\Delta\chi^2 = 1.866$, $\Delta df = 1$, $p = .172$).

Novelty seeking moderating effect. As shown in Figure 4.15, the multiple-group SEM results of Model 6 with the two novelty seeking groups showed a good fit, $\chi^2 = 3168.161$, $df = 746$, $p < .001$, CFI = .956, TLI = .952, NFI = .943, and RMSEA = .054. To test H11a, which predicted that the influence of perceived university prestige on attitudes toward purchasing fashion CLAPs is stronger for consumers with high (vs. low) novelty seeking tendency, the regression coefficient between perceived university prestige and attitudes toward purchasing fashion CLAPs was compared between the high and low novelty seeking groups. This regression coefficient was lower for the high novelty seeking group ($\beta = .226$, $p < .001$) than for the low novelty seeking group ($\beta = .265$, $p < .001$) (see Figure 4.15), which was contradictory to the hypothesis, thus rejecting H11a. The Chi-square difference test result between Model 6 and Model 6-1 (see Table 4.8) indicated a non-significant difference between the two novelty seeking groups ($\Delta\chi^2 = .723$, $\Delta df = 1$, $p = .395$).

To test H11b, which predicted that the influence of perceived university prestige on attitudes toward purchasing fashion non-CLAPs is stronger for consumers with high (vs. low) novelty seeking tendency, the regression coefficient between perceived university prestige and attitudes toward purchasing fashion non-CLAPs was compared between the low and high novelty seeking groups. This regression coefficient was lower for the high novelty seeking group ($\beta = .178$, $p < .001$) than for the low novelty seeking group ($\beta = .227$, $p < .001$) (see Figure 4.15), which was contradictory to the hypothesis, rejecting H11b. The Chi-square difference test result between Model 6 and Model 6-2 (see Table 4.8) showed a non-significant difference between the two novelty seeking groups ($\Delta\chi^2 = .510$, $\Delta df = 1$, $p = .475$).



Notes. For each path, the first coefficient is from the high novelty seeking group, and the second coefficient after a slash is from the low novelty seeking group.
Item abbreviations used in this figure are presented in Table 3.4.
Prestige – Perceived University Prestige; BC – Basic CLAPs; FC – Fashion CLAPs; BNC – Basic non-CLAPs; FNC – Fashion non-CLAPs.
χ^2 = 3168.161, *df* = 746, CFI = .956, TLI = .952, NFI = .943, and RMSEA = .054
*** $p < .001$

Figure 4.15. SEM Model 6 for testing H11 and H12 (n = 1126).

To test H12a, which predicted that the influence of perceived university prestige on attitudes toward purchasing basic CLAPs is stronger for consumers with low (vs. high) novelty seeking tendency, the regression coefficient between perceived university prestige and attitudes toward purchasing basic CLAPs was compared between the low and high novelty seeking groups. This regression coefficient for the high novelty seeking group ($\beta = .312$, $p < .001$) was lower than for the low novelty seeking group ($\beta = .352$, $p < .001$) (see Figure 4.15), which was consistent with the hypothesis. However, the Chi-square difference test result between Model 6 and Model 6-3 (see Table 4.8) showed this coefficient difference between the two novelty seeking groups was not statistically significant ($\Delta\chi^2 = .788$, $\Delta df = 1$, $p = .375$), thus rejecting H12a.

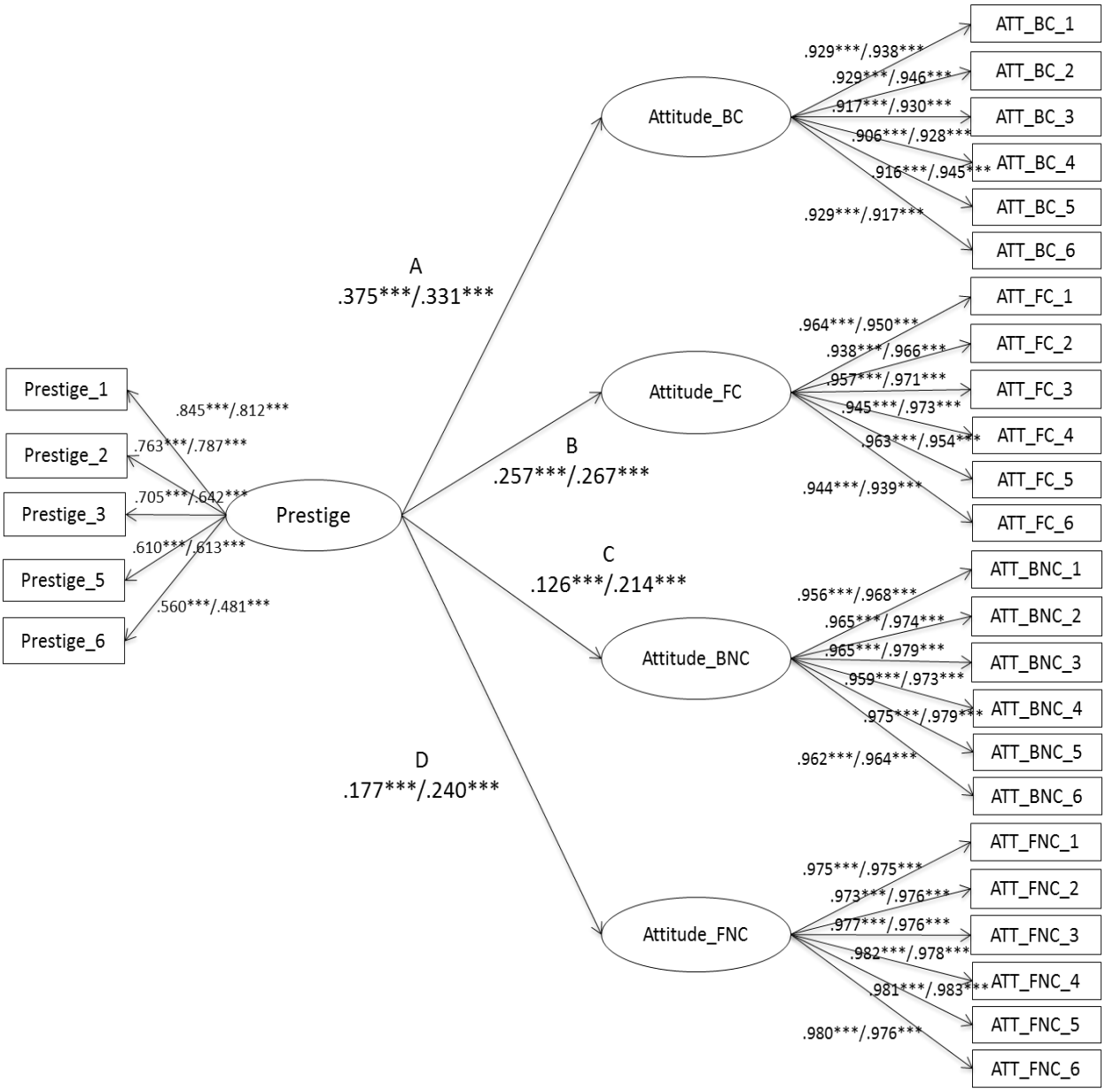
To test H12b, which predicted that the influence of perceived university prestige on attitudes toward purchasing basic non-CLAPs is stronger for consumers with low (vs. high) novelty seeking tendency, the regression coefficient between perceived university prestige and attitudes toward purchasing basic non-CLAPs was compared between the low and high novelty seeking groups. This regression coefficient for the high novelty seeking group ($\beta = .194$, $p < .001$) was higher than for the low novelty seeking group ($\beta = .143$, $p < .001$) (see Figure 4.15), which was contradictory to the hypothesis, thus rejecting H12b. The Chi-square difference test result between Model 6 and Model 6-4 (see Table 4.8) indicated a non-significant difference between the two novelty seeking groups ($\Delta\chi^2 = 1.012$, $\Delta df = 1$, $p = .314$).

Uniqueness seeking moderating effect. As shown in Figure 4.16, the multiple-group SEM results of Model 7 with the two uniqueness seeking groups showed a good fit, $\chi^2 = 3131.996$, $df = 746$, $p < .001$, CFI = .957, TLI = .953, NFI = .944, and RMSEA = .053. To test H13a, which predicted that the influence of perceived university prestige on attitudes toward

purchasing fashion CLAPs is stronger for consumers with high (vs. low) uniqueness seeking tendency, the regression coefficient between perceived university prestige and attitudes toward purchasing fashion CLAPs was compared between the high and low uniqueness seeking groups. This regression coefficient was slightly higher for the high uniqueness seeking group ($\beta = .265$, $p < .001$) than for the low uniqueness seeking group ($\beta = .257$, $p < .001$) (see Figure 4.16), which was consistent with the hypothesis. However, the Chi-square difference test result between Model 7 and Model 7-1 (see Table 4.8) showed this difference between the two novelty seeking groups was not statistically significant ($\Delta\chi^2 = .023$, $\Delta df = 1$, $p = .879$), thus rejecting H13a.

To test H13b, which predicted that the influence of perceived university prestige on attitudes toward purchasing fashion non-CLAPs is stronger for consumers with high (vs. low) uniqueness seeking tendency, the regression coefficient between perceived university prestige and attitudes toward purchasing fashion non-CLAPs was compared between the low and high uniqueness seeking groups. This regression coefficient was higher for the high uniqueness seeking group ($\beta = .239$, $p < .001$) than for the low uniqueness seeking group ($\beta = .117$, $p < .001$) (see Figure 4.16), which was consistent with the hypothesis. However, the Chi-square difference test result between Model 7 and Model 7-2 (see Table 4.8) showed this coefficient difference between the two uniqueness seeking groups was not statistically significant ($\Delta\chi^2 = .761$, $\Delta df = 1$, $p = .383$), thus rejecting H13b.

To test H14a, which predicted that the influence of perceived university prestige on attitudes toward purchasing basic CLAPs is stronger for consumers with low (vs. high) uniqueness seeking tendency, the regression coefficient between perceived university prestige and attitudes toward purchasing basic CLAPs was compared between the low and high uniqueness seeking groups. This regression coefficient for the high uniqueness seeking group (β



Notes. For each path, the first coefficient is from the high uniqueness seeking group, and the second coefficient after a slash is from the low uniqueness seeking group.
Item abbreviations used in this figure are presented in Table 3.4.
Prestige – Perceived University Prestige; BC – Basic CLAPs; FC – Fashion CLAPs; BNC – Basic non-CLAPs; FNC – Fashion non-CLAPs.
χ^2 = 3131.996, *df* = 746, CFI = .957, TLI = .953, NFI = .944, and RMSEA = .053
*** $p < .001$

Figure 4.16. SEM Model 7 for testing H13 and H14 (*n* = 1126).

= .317, $p < .001$) was lower than for the low uniqueness seeking group (β = .375, $p < .001$) (see Figure 4.16), which was consistent with the hypothesis. However, the Chi-square difference test result between Model 7 and Model 7-3 (see Table 4.8) showed this coefficient difference between the two uniqueness seeking groups was not statistically significant ($\Delta\chi^2 = .192$, $\Delta df = 1$, $p = .661$), thus rejecting H14a.

To test H14b, which predicted that the influence of perceived university prestige on attitudes toward purchasing basic non-CLAPs is stronger for consumers with low (vs. high) uniqueness seeking tendency, the regression coefficient between perceived university prestige and attitudes toward purchasing basic non-CLAPs was compared between the low and high uniqueness seeking groups. This regression coefficient for the high uniqueness seeking group (β = .212, $p < .001$) was higher than for the low uniqueness seeking group (β = .126, $p < .001$) (see Figure 4.16), which was contradictory to the hypothesis, thus rejecting H14b. The Chi-square difference test result between Model 7 and Model 7-4 (see Table 4.8) indicated a non-significant difference between the two uniqueness seeking groups ($\Delta\chi^2 = 2.316$, $\Delta df = 1$, $p = .128$).

Additional Analyses

Additional analyses were conducted in order to explore whether some hypothesis test results vary between the student and alumni samples. Further, given the non-significant moderating effects of psychographic variables, additional analyses were conducted to explore whether the psychographic variables have any direct relationships with the attitude variables.

Direct Relationships (H1, H3, and H4) among Students Versus Alumni

Models 8a through 8d were specified in the same manner as Models 1a through 1d, except that the new models were subjected to multiple-group SEM instead of single-group SEM,

to explore whether there was any difference between the two sample groups (i.e., student group and alumni group) in terms of all the direct hypothesized positive relationships among perceived university, attitudes, purchase intention, and purchase behavior for each type of the URAPs (i.e., the positive influence of perceived university prestige on consumers' attitudes toward purchasing each type of URAPs, the positive influence of attitudes on purchase intention for each type of URAPs, and the positive influence of attitudes on purchase behaviors of each type of URAPs). The fit indices of the four multi-group SEM models indicated that all the four models had good fit as shown in Table 4.9. Results revealed that for students, all hypothesized relationships were supported; whereas for alumni, two of the direct relationship hypotheses were not supported. For alumni, the relationship between perceived university prestige and attitudes toward purchasing non-CLAPs was non-significant for both basic (β = -.031, p = .503) and fashion (β = .064, p = .170) non-CLAPs.

Table 4.9

Multiple-Group SEM Results of Direct Relationships for Students and Alumni

Model	**Hypothesized Relationship**	**Students (n = 581)**		**Alumni (n =545)**	
		β	***p***	**β**	***p***
Model 8a	Prestige =>Attitude _BC	.375	< .001	.257	< .001
	Attitude _BC => Purchase Intention _BC	.610	< .001	.545	< .001
	Attitude _BC => Purchase Behavior _BC	.391	< .001	.387	< .001
χ^2 = 762.239, *df* = 232, p < .001, CFI = .973, TLI = .948, NFI = .961, RMSEA = .045					
Model 8b	Prestige => Attitude _FC	.257	< .001	.212	< .001
	Attitude _BC => Purchase Intention _FC	.732	< .001	.712	< .001
	Attitude _FC => Purchase Behavior _FC	.479	< .001	.504	< .001
χ^2 = 880.810, *df* = 232, p < .001, CFI = .974, TLI = .970, NFI = .965, RMSEA = .050					
Model8c	Prestige => Attitude _BNC	.276	< .001	-.031	.503
	Attitude _BNC => Purchase Intention _BNC	.751	< .001	.817	< .001
	Attitude _BNC => Purchase Behavior _BNC	.485	< .001	.603	< .001
χ^2 = 902.486, *df* = 232, p < .001, CFI = .976, TLI = .972, NFI = .968, RMSEA = .051					
Model 8d	Prestige => Attitude _FNC	.299	< .001	.064	.170
	Attitude _FNC => Purchase Intention _FNC	.840	< .001	.835	< .001
	Attitude _FNC => Purchase Behavior _FNC	.641	< .001	.642	< .001
χ^2 = 822.519, *df* = 232, p < .001, CFI = .981, TLI = .978, NFI = .974, RMSEA = 048					

BC – Basic CLAPs; FC – Fashion CLAPs; BNC – Basic non-CLAPs; FNC – Fashion non-CLAPs.

Relationship Strength Comparisons (H2)

To explore whether the influence of perceived university prestige on attitudes toward purchasing CLAPs was stronger than its influence on attitudes toward purchasing non-CLAPs for each of the two sample groups, each of the single-group unconstrained Model 2 (see Figure 4.7) and constrained Model 2a and Model 2b was run separately for the student sample and the alumni sample, and then Chi-square difference tests were conducted between the unconstrained and each of the constrained models for each sample group. As shown in Tables 4.10 and 4.11, for students, the relationship between perceived university prestige and attitudes was not significantly different between CLAPs and non-CLAPs for both basic and fashion product contexts. Thus, H2 was rejected, which was consistent with the total sample result. However, for the alumni sample, the influence of perceived university prestige was higher on attitudes toward basic CLAPs ($\beta = .268$, $p < .001$) than on attitudes toward basic non-CLAPs ($\beta = -.015$, $p = .745$) (see Table 4.10), and this difference was statistically significant (see Table 4.12), supporting H2a. Further, the influence of perceived university prestige was higher on attitudes toward fashion CLAPs ($\beta = 230$, $p < .001$) than on attitudes toward fashion non-CLAPs ($\beta = 079$, $p = .088$) (see Table 4.10), and this difference was marginally significant ($p = .051$) (see Table 4.12), providing marginal support for H2b.

Table 4.10

Relationships between Perceived University Prestige and Attitudes toward Purchasing Each Type of URAPs – Student and Alumni Sample Comparisons

	Prestige => Attitude Path							
	Basic CLAPs		**Basic non-CLAPs**		**Fashion CLAPs**		**Fashion non-CLAPs**	
	β	***p***	**β**	***p***	**β**	***p***	**β**	***p***
Students ($n = 581$)	.437	< .001	.358	< .001	.319	< .001	.372	< .001
Alumni ($n = 545$)	.268	< .001	-.015	.745	.230	< .001	.079	.088

Table 4.11

H2 Chi-Square Difference Test Results for the Student Sample (n = 581)

Model	Hypothesis	Constrained path coefficients[a]	χ^2	*df*	Chi-Square difference test against Model 2		
					$\Delta\chi^2$	Δdf	*p*
Model 2 (unconstrained)	H2		1604.891	373	-	-	-
Model 2a (constrained)	H2a	Path A = Path C	1604.906	374	.015	1	.904
Model 2b (constrained)	H2b	Path B = Path D	1606.029	374	1.138	1	.286

[a] Refer to Table 4.9 for path notations.

Table 4.12

H2 Chi-Square Difference Test Results for the Alumni Sample (n = 545)

Model	Hypothesis	Constrained path coefficients[a]	χ^2	*df*	Chi-Square difference test against Model 2		
					$\Delta\chi^2$	Δdf	*p*
Model 2 (unconstrained)	H2		1595.239	373	-	-	-
Model 2a (constrained)	H2a	Path A = Path C	1605.222	374	9.983	1	.002
Model 2b (constrained)	H2b	Path B = Path D	1599.031	374	3.792	1	.051

[a] Refer to Table 4.9 for path notations.

Moderating Effect Tests

To explore potential differences in the moderating effects of psychographic variables between the student and alumni samples, the moderating effect tests were run for the two sample groups separately. The statistic results of sub-groups were shown in Table 4.13 and Table 4.14 for student sample and alumni sample, respectively. For the alumni group, as shown in Table 4.15 and Table 4.16, all the moderating effects were not significant and rejected, which are consistent with the results from the total sample. However, for the student group (see Table 4.15 and Table 4. 17), all the moderating effects were non-significant except for the moderating effect of variety seeking on the relationship between perceived university prestige and attitudes toward purchasing basic CLAPs. The regression coefficients between perceived university prestige and

Table 4.13

Results of Sub-Groups for Each Psychographic Variables for Students (n = 581)

Psychographic Variables	Sub-groups	*n*	*M*	*SD*	ANOVA		Median
					F	*p*	
Brand consciousness	High	259	4.21	.43	824.837	< .001	3.66
	Low	322	2.83	.67			
Quality consciousness	High	308	4.31	.39	1046.251	< .001	3.80
	Low	273	3.15	.47			
Variety seeking	High	320	4.18	.39	961.197	< .001	3.67
	Low	261	3.05	.49			
Novelty seeking	High	279	3.88	.44	964.437	< .001	3.29
	Low	302	2.70	.47			
Uniqueness seeking	High	293	3.74	.47	921.382	< .001	3.13
	Low	288	2.66	.38			

Table 4.14

Results of Sub-Groups for Each Psychographic Variables for Alumni (n = 545)

Psychographic Variables	Sub-groups	*n*	*M*	*SD*	ANOVA		Median
					F	*p*	
Brand consciousness	High	299	3.90	.41	834.301	< .001	3.33
	Low	246	2.66	.59			
Quality consciousness	High	241	4.42	.32	729.301	< .001	4.00
	Low	304	3.46	.47			
Variety seeking	High	300	3.87	.41	750.790	< .001	3.33
	Low	245	2.80	.50			
Novelty seeking	High	299	3.55	.45	839.225	< .001	3.00
	Low	246	2.42	.46			
Uniqueness seeking	High	285	3.33	.45	895.560	< .001	2.75
	Low	260	2.26	.38			

attitudes toward purchasing basic CLAPs was lower for the high variety seeking group (β = .306, $p < .001$) than for the low variety seeking group (β = .483, $p < .001$) (see Table 4.15), which was consistent with H9a. Further, the Chi-square difference test result which compared the unconstrained model and a constrained model with a restriction that the aforementioned regression coefficient was equivalent between the two variety seeking groups showed this

coefficient difference between the two variety seeking groups was statistically significant ($\Delta\chi^2$ = 6.037, Δdf = 1, p = .014), thus supporting H9a.

Table 4.15

SEM Results for Moderating Effects

Psychographic Variable Group		Sample Group	Context							
			Basic CLAPs		Fashion CLAPs		Basic non-CLAPs		Fashion non-CLAPs	
			β	*p*	β	*p*	β	*p*	β	*p*
Brand consciousness	High	Student	.524	< .001	.315	< .001	.400	< .001	.441	< .001
		Alumni	.298	< .001	.273	< .001	-.009	.883	.128	.041
	Low	Student	.437	< .001	.319	< .001	.358	< .001	.372	< .001
		Alumni	.231	< .001	.166	< .001	-.011	.875	.005	.942
Quality consciousness	High	Student	.361	< .001	.313	< .001	.299	< .001	.281	< .001
		Alumni	.270	< .001	.176	.013	-.024	.733	.055	.437
	Low	Student	.533	< .001	.308	< .001	.431	< .001	.443	< .001
		Alumni	.244	< .001	.206	< .001	.005	.937	.083	.185
Variety seeking	High	Student	.306	< .001	.272	< .001	.280	< .001	.274	< .001
		Alumni	.193	.002	.142	.024	-.036	.566	.007	.911
	Low	Student	.483	< .001	.315	< .001	.366	< .001	.378	< .001
		Alumni	.334	< .001	.244	< .001	-.025	.723	.087	.212
Novelty seeking	High	Student	.418	< .001	.278	< .001	.369	< .001	.338	< .001
		Alumni	.203	.001	.154	.013	-.027	.670	.065	.294
	Low	Student	.429	< .001	.314	< .001	.340	< .001	.377	< .001
		Alumni	.325	< .001	.251	< .001	-.011	.879	.049	.489
Uniqueness seeking	High	Student	.334	< .001	.237	< .001	.340	< .001	.358	< .001
		Alumni	.233	< .001	.211	< .001	.047	.463	.155	.015
	Low	Student	.515	< .001	.354	< .001	.392	< .001	.364	< .001
		Alumni	.285	< .001	.202	.003	-.129	.057	.067	.324

Table 4.16

Specifications for the Constrained Models Used for Moderating Effects of Psychographic Variables and Results for Alumni Sample

Constrained Model Number	HP	Constrained Path[a]	Subgroups that the Equality Constraint is Applied		χ^2	*df*	Chi-square difference test			Result
							$\Delta\chi^2$	Δdf	*p*	
Model 3 (unconstrained model) for brand conscious groups					2424.417	746				
Model 3-1	H5a	path A	high brand-conscious group	low brand-conscious group	2424.598	747	0.181	1	.670	Rejected
Model 3-2	H5b	path B	high brand-conscious group	low brand-conscious group	2426.261	747	1.844	1	.174	Rejected
Model 3-3	H6a	path C	high brand-conscious group	low brand-conscious group	2424.417	747	0.000	1	.995	Rejected
Model 3-4	H6b	path D	high brand-conscious group	low brand-conscious group	2426.295	747	1.878	1	.171	Rejected
Model 4 (unconstrained model) for quality conscious groups					2376.542	746				
Model 4-1	H7a	path A	high quality-conscious group	low quality-conscious group	2376.613	747	0.071	1	.791	Rejected
Model 4-2	H7b	path B	high quality-conscious group	low quality-conscious group	2376.723	747	0.180	1	.671	Rejected
Model 4-3	H8a	path C	high quality-conscious group	low quality-conscious group	2376.639	747	0.097	1	.755	Rejected
Model 4-4	H8b	path D	high quality-conscious group	low quality-conscious group	2376.618	747	0.076	1	.783	Rejected
Model 5 (unconstrained model) for variety seeking groups					2250.277	746				
Model 5-1	H9a	path B	high variety seeking group	low variety seeking group	2253.152	747	2.875	1	.090	Rejected
Model 5-2	H9b	path D	high variety seeking group	low variety seeking group	2251.709	747	1.431	1	.232	Rejected
Model 5-3	H10a	path A	high variety seeking group	low variety seeking group	2250.303	747	0.026	1	.872	Rejected
Model 5-4	H10b	path C	high variety seeking group	low variety seeking group	2250.859	747	0.582	1	.446	Rejected
Model 6 (unconstrained model) for novelty seeking groups					2501.082	746				
Model 6-1	H11a	path B	high novelty seeking group	low novelty seeking group	2503.823	747	2.741	1	.098	Rejected
Model 6-2	H11b	path D	high novelty seeking group	low novelty seeking group	2502.459	747	1.377	1	.241	Rejected
Model 6-3	H12a	path A	high novelty seeking group	low novelty seeking group	2501.122	747	0.039	1	.843	Rejected
Model 6-4	H12b	path C	high novelty seeking group	low novelty seeking group	2501.133	747	0.050	1	.823	Rejected
Model 7 (unconstrained model) for uniqueness seeking groups					2445.792	746				
Model 7-1	H13a	path B	high uniqueness seeking group	low uniqueness seeking group	2446.405	747	0.614	1	.433	Rejected

[a] The path labels are found in Figure 4.7 and refer to Table 4.15 for path notations.

(Continued)

Table 4.16 (Continued)

Constrained Model Number	HP	Constrained Path[a]	Subgroups that the Equality Constraint is Applied		χ^2	*df*	Chi-square difference test			Result
							$\Delta\chi^2$	Δ *df*	*p*	
Model 7-2	H13b	path D	high uniqueness seeking group	low uniqueness seeking group	2445.801	747	0.010	1	.921	Rejected
Model 7-3	H14a	path A	high uniqueness seeking group	low uniqueness seeking group	2449.162	747	3.371	1	.066	Rejected
Model 7-4	H14b	path C	high uniqueness seeking group	low uniqueness seeking group	2451.451	747	5.659	1	.017	Rejected

[a] The path labels are found in Figure 4.7 and refer to Table 4.15 for path notations.

Table 4.17

Specifications for the Constrained Models Used for Moderating Effects of Psychographic Variables and Results for Student Sample

Model Number	HP	Constrained Path[a]	Subgroups that the Equality Constraint is Applied		χ^2	*df*	Chi-square difference test			Result
							$\Delta\chi^2$	Δ *df*	*p*	
Model 3 (unconstrained model) for brand conscious groups					2948.285	746				
Model 3-1	H5a	path A	high brand-conscious group	low brand-conscious group	2949.455	747	1.170	1	.279	Rejected
Model 3-2	H5b	path B	high brand-conscious group	low brand-conscious group	2948.346	747	0.062	1	.804	Rejected
Model 3-3	H6a	path C	high brand-conscious group	low brand-conscious group	2948.331	747	0.047	1	.829	Rejected
Model 3-4	H6b	path D	high brand-conscious group	low brand-conscious group	2948.889	747	0.605	1	.437	Rejected
Model 4 (unconstrained model) for quality conscious groups					2407.606	746				
Model 4-1	H7a	path A	high quality-conscious group	low quality-conscious group	2409.467	747	1.861	1	.173	Rejected
Model 4-2	H7b	path B	high quality-conscious group	low quality-conscious group	2407.712	747	0.106	1	.745	Rejected
Model 4-3	H8a	path C	high quality-conscious group	low quality-conscious group	2409.112	747	1.505	1	.220	Rejected
Model 4-4	H8b	path D	high quality-conscious group	low quality-conscious group	2409.570	747	1.964	1	.161	Rejected

[a] The path labels are found in Figure 4.7 and refer to Table 4.15 for path notations. (Continued)

Table 4.17 (Continued)

Constrained Model Number	HP	Constrained Path[a]	Subgroups that the Equality Constraint is Applied		χ^2	*df*	Chi-square difference test			Result
							$\Delta\chi^2$	Δ *df*	*p*	
Model 5 (unconstrained model) for variety seeking groups					2374.485	746				
Model 5-1	H9a	path B	high variety seeking group	low variety seeking group	2380.522	747	6.037	1	.014	Supported
Model 5-2	H9b	path D	high variety seeking group	low variety seeking group	2374.649	747	0.164	1	.686	Rejected
Model 5-3	H10a	path A	high variety seeking group	low variety seeking group	2375.142	747	0.657	1	.418	Rejected
Model 5-4	H10b	path C	high variety seeking group	low variety seeking group	2376.618	747	2.133	1	.144	Rejected
Model 6 (unconstrained model) for novelty seeking groups					2309.857	746				
Model 6-1	H11a	path B	high novelty seeking group	low novelty seeking group	2309.984	747	0.126	1	.722	Rejected
Model 6-2	H11b	path D	high novelty seeking group	low novelty seeking group	2310.167	747	0.310	1	.578	Rejected
Model 6-3	H12a	path A	high novelty seeking group	low novelty seeking group	2310.207	747	0.350	1	.554	Rejected
Model 6-4	H12b	path C	high novelty seeking group	low novelty seeking group	2310.122	747	0.265	1	.607	Rejected
Model 7 (unconstrained model) for uniqueness seeking groups					2376.862	746				
Model 7-1	H13a	path B	high uniqueness seeking group	low uniqueness seeking group	2380.523	747	3.661	1	.056	Rejected
Model 7-2	H13b	path D	high uniqueness seeking group	low uniqueness seeking group	2378.251	747	1.489	1	.222	Rejected
Model 7-3	H14a	path A	high uniqueness seeking group	low uniqueness seeking group	2376.913	747	0.051	1	.821	Rejected
Model 7-4	H14b	path C	high uniqueness seeking group	low uniqueness seeking group	2376.939	747	0.077	1	.781	Rejected

[a] The path labels are found in Figure 4.7 and refer to Table 4.15 for path notations.

Direct Influence of Psychographic Variables

Another set of single-group SEM models (Model 9a through Model 9d, see Figures 4.17 - 4.20) were created to explore potential direct influences of psychographic variables (brand consciousness, quality consciousness, variety seeking, novelty seeking, and uniqueness seeking) on attitudes toward purchasing each type of URAPs (i.e., basic CLAPs and non-CLAPs and fashion CLAPs and non-CLAPs), after controlling for the influence of perceived university prestige. These analyses were done using the total sample combining both the student and alumni samples. Results revealed that attitudes toward purchasing basic CLAPs were positively influenced by quality consciousness ($\beta = .153$, $p = .003$) and variety seeking ($\beta = .218$, $p = .006$) and negatively influenced by uniqueness seeking ($\beta = -.397$, $p < .001$) (see Figure 4.17); attitudes toward purchasing fashion CLAPs were not influenced by any of the psychographic variables (see Figure 4.18); attitudes toward purchasing basic non-CLAPs were positively influenced by variety seeking ($\beta = .304$, $p < .001$) and negatively influenced by quality consciousness ($\beta = -.174$, $p < .001$) and novelty seeking ($\beta = -.192$, $p = .048$) (see Figure 4.19); and attitudes toward purchasing fashion non-CLAPs were positively influenced by variety seeking ($\beta = .251$, $p = .001$) and uniqueness seeking ($\beta = .384$, $p < .001$) and negatively influenced by quality consciousness ($\beta = -.162$, $p = .001$) and novelty seeking ($\beta = -.263$, $p = .005$) (see Figure 4.20), after controlling for the effect of perceived university prestige.

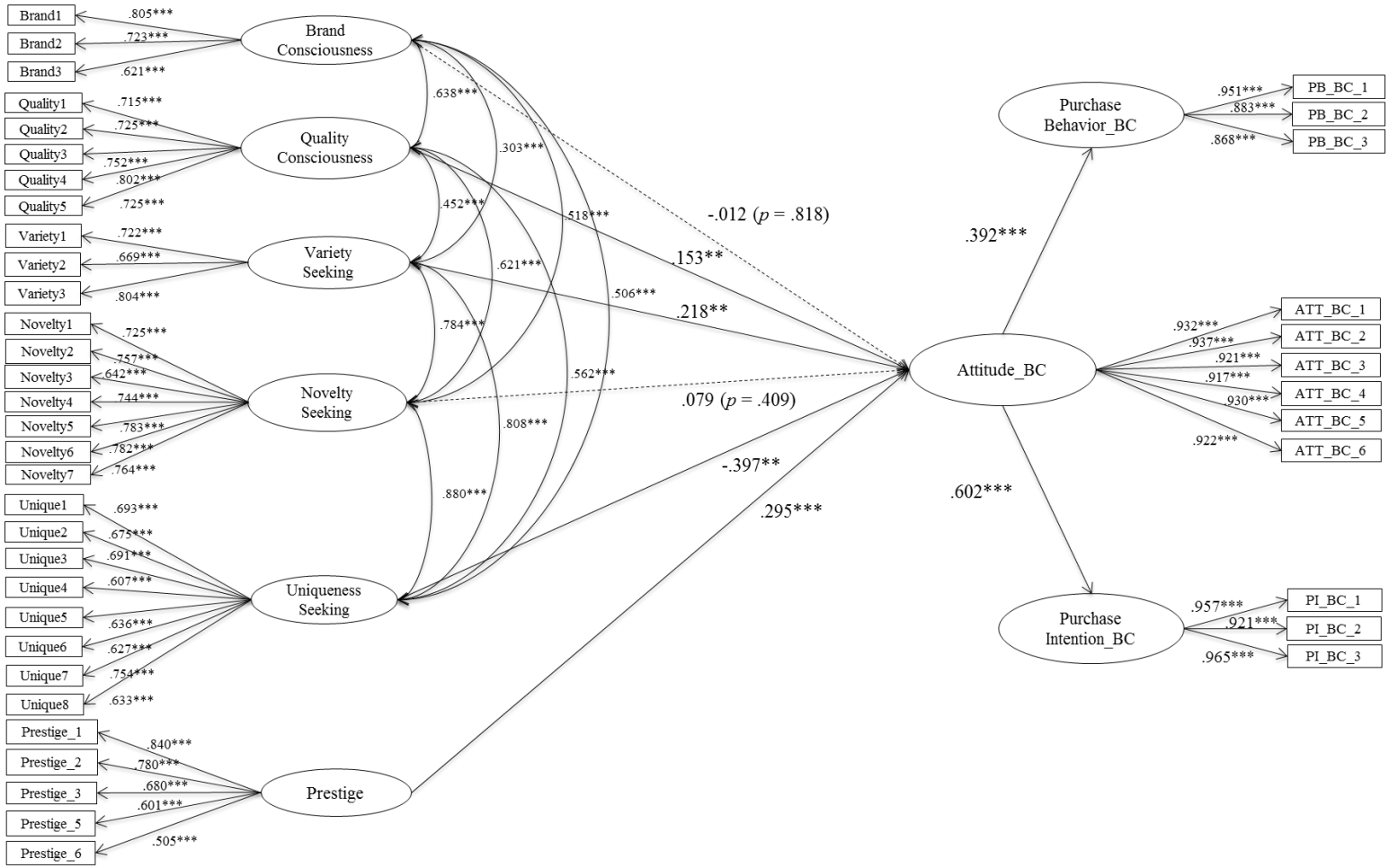
One thing to notice in the above results is that the regression coefficient between novelty seeking and attitudes toward purchasing basic and fashion non-CLAPs were negative. However, when their bi-variate correlations were run, the correlations between novelty seeking and attitudes toward purchasing basic ($r = .055$, $p = .064$) and fashion non-CLAPs ($r = .196$, $p < .001$) were positive were (see Table 4.18). The reversed direction of the regression relationships might

have resulted from suppressor effects (Burkholder & Harlow, 2003). Suppressor effects occur when the strength of the relationship between an independent variable (i.e., suppressor) and a dependent variable when including other independent variables, which is correlated to the suppressor, is weaker than the correlation between the suppressor) and the dependent variable when partialing out the other independent variables (Massen & Bakker, 2001). This often makes the suppressor's regression coefficients opposite to the hypothesized direction. Another thing to notice from the bi-variate correlation analyses was that novelty seeking was positively related to attitudes toward fashion CLAPs and non-CLAPs, while had non-significant correlations with basic CLAPs and non-CLAPs.

Table 4.18

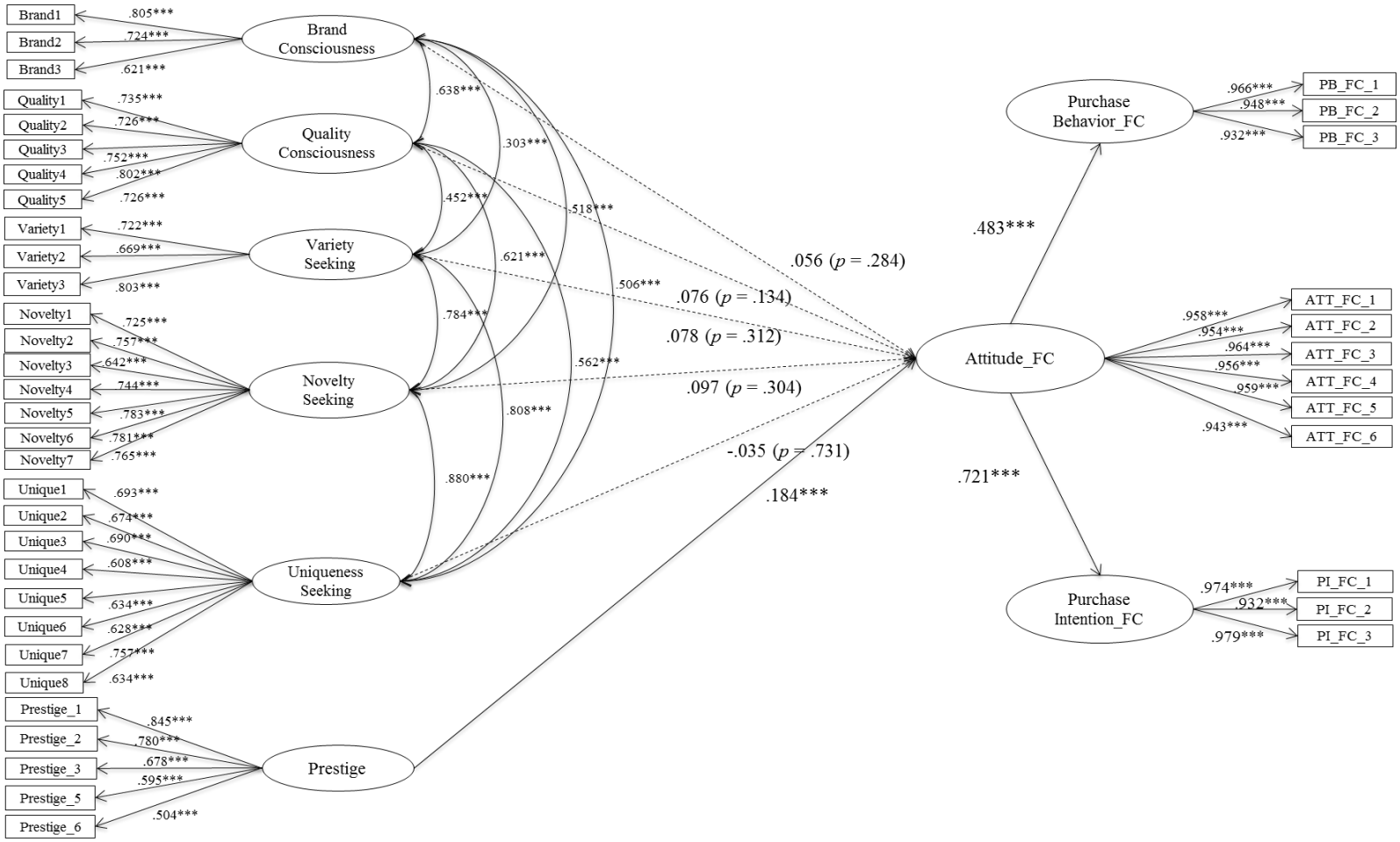
Pearson Correlation of Novelty Seeking with Attitudes toward Purchasing Each Type of URAPs

Attitude Variable	***r***	***p***
Attitude toward purchasing basic CLAPs	.042	.155
Attitude toward purchasing fashion CLAPs	.220	< .001
Attitude toward purchasing basic non-CLAPs	.055	.064
Attitude toward purchasing fashion non-CLAPs	.196	< .001



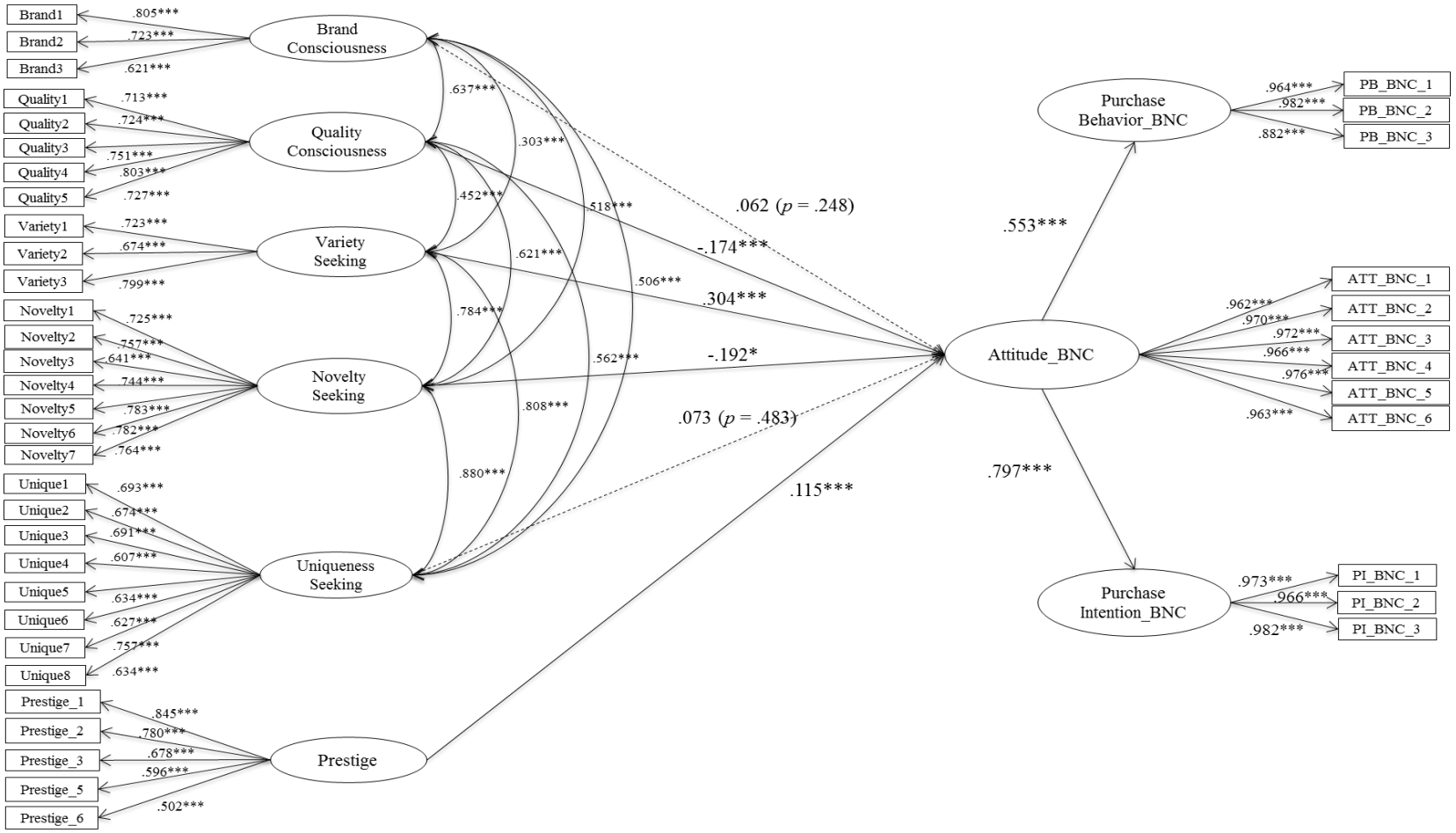
Notes. Item abbreviations used in this figure are presented in Table 3.4.
Prestige – Perceived University Prestige; BC – Basic CLAPs
χ^2 = 2515.885, *df* = 842, *p* < .001, CFI = .951, TLI = .947, NFI = .928, and RMSEA = .042
** *p* < .01, *** *p* < .001

Figure 4.17. SEM Model 9a for direct influences of psychographic variables for basic CLAPs (*n* = 1126).



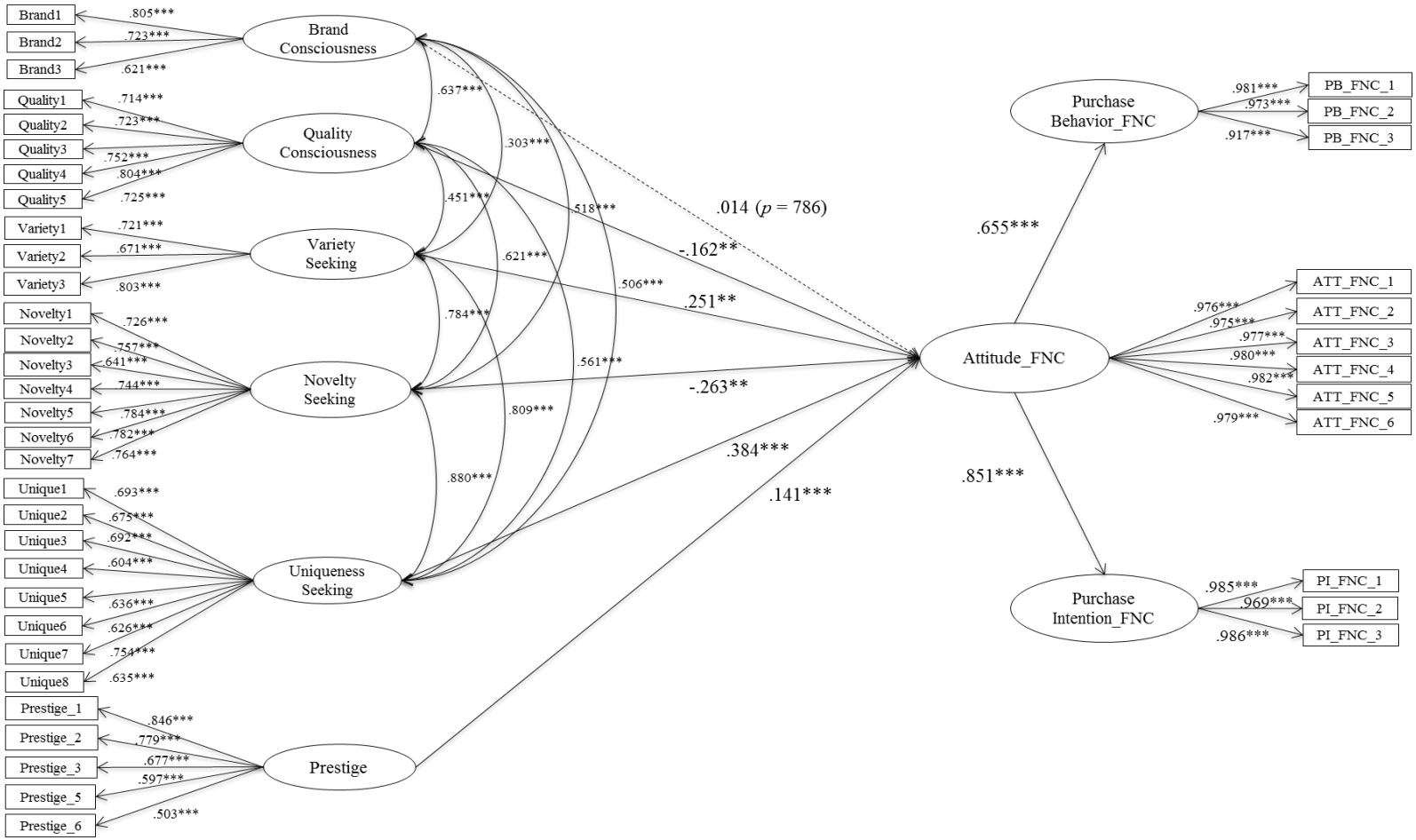
Notes. Item abbreviations used in this figure are presented in Table 3.4.
Prestige – Perceived University Prestige; FC – Fashion CLAPs
χ^2 = 2698.379, *df* = 842, $p < .001$, CFI = .953, TLI = .949, NFI = .933, and RMSEA = .044
** $p < .01$, *** $p < .001$

Figure 4.18. SEM Model 9b for direct influences of psychographic variables for fashion CLAPs (*n* = 1126).



Notes. Item abbreviations used in this figure are presented in Table 3.4.
Prestige – Perceived University Prestige; BNC – Basic non-CLAPs
χ^2 = 2666.747, *df* = 842, *p* < .001, CFI = .957, TLI = .954, NFI = .938, and RMSEA = .044
** *p* < .01, *** *p* < .001

Figure 4.19. SEM Model 9c for direct influences of psychographic variables for basic non-CLAPs (*n* = 1126).



Notes. Item abbreviations used in this figure are presented in Table 3.4.
Prestige – Perceived University Prestige; FNC – Fashion non-CLAPs.
χ^2 = 2624.624, *df* = 842, *p* < .001, CFI = .961, TLI = .958, NFI = .944, and RMSEA = .043
** *p* < .01, *** *p* < .001

Figure 4.20. SEM Model 9d for direct influences of psychographic variables for fashion non-CLAPs (*n* = 1126).

CHAPTER 5. DISCUSSION AND CONCLUSIONS

This chapter discusses the findings related to the relationships among the constructs of this study – perceived university prestige, attitudes, purchase behavior, and purchase intention related to each type of URAPs, brand consciousness, quality consciousness, variety seeking, novelty seeking, and uniqueness seeking. The theoretical and managerial implications of the findings and the limitations of this study are also explained, followed by suggestions for future research.

Discussion

Perceived University Prestige, Attitude, Purchase Intention, and Purchase Behavior

The first purpose of this study was to examine the influence of perceived university prestige on consumers' attitudes toward purchasing the four types of URAPs (basic and fashion CLAPs and non-CLAPs), which in turn influence purchase intention and actual purchase behavior regarding these URAPs. The results demonstrated the positive influence of perceived university prestige on attitudes toward purchasing each type of URAPs and their positive resultant effects on consumers' purchase intention and actual purchase behaviors regarding each type of URAPs. This result shows that the higher the perceived university prestige, the more likely for the consumer to connect to the university through their URAP consumption attitude and behavior. The finding with regard to CLAPs is consistent with previous studies (e.g., Henning-Thurau et al., 2001; Park & Park, 2007; Sung & Yang, 2008; Yang et al., 2007). However, previous research has not examined the influence of perceived university prestige on attitudes toward purchasing non-CLAPs. Therefore, the present study contributes to the literature by providing empirical evidence that perceived university prestige positively influences

consumers' attitudes toward purchasing non-CLAPs as well as CLAPs, which in turn lead to purchase intention and purchase behaviors related to non-CLAPs as well as CLAPs. This finding indicates that a university's prestige improved through superior academic or athletic success (Mael & Ashforth, 1992) may lead to increases sales of both CLAPs and non-CLAPs.

On the other hand, comparison of the separate results from the student versus alumni samples reveals further insight that for alumni, perceived university prestige leads to a positive attitude toward purchasing CLAPs, but is it not related to attitudes toward purchasing non-CLAPs. Alumni may regard choosing CLAPs as a way to support the university they attended, which is similar to their action of donating for their university to help improve their university brand value and reputation (Mann, 2007). Alumni are those who have left the university and are not around the campus. Many of them may also live out of the state where the university is located. Thus, university colors alone may not be sufficient for them to demonstrate their affiliation with the university to others around them. Therefore, CLAPs with obvious symbolic trademarks that are easier to be identified, such as university name or logo, may be favored by alumni to show their university identification when they feel proud of their university. The explanations were further strengthened by the descriptive analysis results of the actual purchase behaviors (see Table 4.1) showing that alumni did purchase much fewer non-CLAPs than students did for both basic and fashion styles.

The second purpose of this study is to compare the strength of the influence of perceived university prestige on attitudes toward CLAPs versus non-CLAPs. This study reveals that the relationship between perceived university prestige and consumers' attitudes toward CLAPs and non-CLAPs are not different, which may imply that non-CLAPs are used similarly to CLAPs to help consumers connect to the university that they consider prestigious. This finding contributes

to the existing literature by providing a more comprehensive understanding of the role of perceived university prestige on attitudes toward purchasing both CLAPs and non-CLAPs. Wearing a URAP, regardless of whether the product is officially licensed or not, is a symbolic consumption phenomenon. Therefore, as long as the symbolic characteristics of the apparel product (whether it is the university colors or trademarks) express consumers' identification with the university, the consumers seem to view CLAPs and non-CLAPs to be equivalent. Further, some of the non-CLAPs sold around the campus may confuse and mislead consumers as they may not know whether it is licensed by the university or not. Therefore, it is important for the university to educate consumers, especially student consumers, about the characteristics of their licensed products and potential contributions that they can make to the university by purchasing licensed products such as financial support for university programs or improving educational facilities and activities. Additionally, universities may need to protect some of their unlicensed symbolic characteristics such as color scheme that may be potentially misused unintentionally in the market because some non-CLAPs may damage the university brand due to the unguaranteed properties (e.g., quality) (Boise State University, 2012).

Moderating Effects of Psychographic Variables

The third purpose of this study is to examine the moderating effects of brand consciousness, quality consciousness, variety seeking, novelty seeking, and uniqueness seeking on the relationship between perceived university prestige and attitude toward purchasing each type of URAPs. All hypotheses regarding the moderating effects of the psychographic variables were rejected in this study. Psychographic variables revealed non-significant moderating effects in most of the contexts examined in this study, while some significant moderating effects were found in a direction opposite to the hypothesized direction in a few contexts. However, further

analyses on potential direct influences of the psychographic variables on attitudes toward different types of URAPs reveal interesting insights on the roles of the psychographic variables.

Brand consciousness. Literature shows that consumers with high levels of brand consciousness prefer well-known prestigious branded products than unknown brands to help express their own status and prestige (Lehmann & Winer, 1997; Liao & Wang, 2009; Wong & Ahuvia, 1998). However, results from this study reveal that brand consciousness does not moderate the relationship between perceived university prestige and attitudes toward purchasing fashion CLAPs and basic and fashion non-CLAPs. Further, results show that the influence of perceived university prestige on attitudes toward purchasing basic CLAPs is significantly weaker (instead of stronger, as predicted in H5a) for consumers with high (vs. low) brand consciousness. These results appear to negate the concept of CLAPs as university-branded products. Two interpretations may be plausible to explain these results: (1) the university is not regarded as a brand in the consumer's mind or (2) both CLAPs and non-CLAPs are equally considered to represent the university brand. The non-significant results from further analysis of brand consciousness as a direct predictor of attitudes toward purchasing any of the four types of URAPs seem to supply support for the former interpretation in that it is not clear that consumers regard the university as a brand in this study.

Quality consciousness. The moderating effects of quality consciousness for the relationship between perceived university prestige and attitudes toward purchasing different types of URAPs were not statistically significant. However, the directions of the moderating effects were in line with the hypotheses (H7 and H8). Moreover, results from further analysis of quality consciousness as a direct predictor of consumers' attitudes toward purchasing each type of URAPs reveal that quality consciousness positively influences consumers' attitudes toward

basic CLAPs and negatively influences attitudes toward basic and fashion non-CLAPs. In other words, consumers who are more conscious of quality have more favorable attitudes toward CLAPs (especially basic CLAPs) and less favorable attitudes toward non-CLAPs. This result supports the general assumption that CLAPs are viewed to have a better quality than non-CLAPs. Ensuring the quality of its CLAPs is important to a university as it is related to the reputation of the university's trademarks (Boise State University, 2012). In the current market, some non-CLAPs are produced by well-known manufacturer brands such as Nike and Ralph Lauren ensuring high quality of their products. However, through the licensing programs, the standards for the quality of collegiate-licensed products are set forth by the university, and the official label of CLC indicates that the product has passed the standards (Duke Stores, 2013), appealing to consumers who are highly conscious of quality.

Variety seeking. This study reveals non-significant moderating effects of variety seeking for the relationship between perceived university prestige and attitudes toward different types of URAPs. However, additional analyses for potential direct effects of variety seeking on attitudes reveal an interesting result that variety seeking significantly and positively influences consumers' attitude toward purchasing basic CLAPs, basic non-CLAPs, and fashion non-CLAPs. Given that variety-seeking refers to a tendency to switch from one product to another (Givon, 1984), this result seems to indicate that variety-seeking consumers like to try various types of URAPs whether they are CLAPs or non-CLAPs.

Novelty seeking. This study also failed to support the moderating effects of novelty seeking for the relationship between perceived university prestige and attitudes toward purchasing different types of URAPs. Further, although additional analysis results of the direct relationship between novelty seeking and attitudes revealed significant negative influences of

novelty seeking on attitudes toward purchasing basic and fashion non-CLAPs, these results are likely to be due to suppressor effects because the bi-variate relationships between novelty seeking and each of the attitude variables examined using Pearson correlations were positive for fashion CLAPs and non-CLAPs and non-significant for basic CLAPs and non-CLAPs. The positive correlations between novelty seeking and attitudes toward fashion URAPs imply a possibility that novelty seeking consumers favor fashionable style URAPs, but the correlation coefficients were relatively small. Novelty seeking consumers prefer new and innovative product (Hirschman, 1980). Consumers' perception of novelty depends on the extent to which the product is familiar to the consumers (Seifert, 2011). Repeated exposures make a stimulus familiar (Berlyne, 1970). Therefore, the non-significant moderating effects of novelty seeking and non-significant or weak correlations of novelty seeking with attitudes toward different types of URAPs may be because consumers find all URAPs familiar as they are frequently exposed to these products in their surroundings including retailer stores, university campus, and university events.

Uniqueness seeking. Although this study failed to show significant moderating effects of uniqueness seeking for the relationships between perceived university prestige and attitudes toward purchasing different types of URAPs, the additional analysis for potential direct effects of uniqueness seeking on the attitude variables revealed that uniqueness seeking was negatively related to attitudes toward purchasing basic CLAPs and positively related to attitudes toward purchasing fashion non-CLAPs. These results are consistent with previous research (e.g., Synder & Fromkin, 1980; Tian et al., 2001; Workman & Kidd, 2000) which found consumers with high uniqueness seeking tendency prefer unique products rather than common or basic products that many people have, and prefer to be different from others (Fromkin, 1970; Snyder, 1992; Tian et

al., 2001). The results indicate that basic CLAPs were regarded as common in the consumer's mind, and thus more uniqueness seeking consumers find basic CLAPs less attractive, while favoring fashion non-CLAPs which could help them feel a sense of difference.

Additional Discussion

A very interesting finding in this study from the additional analyses of direct relationships between psychographic variables and attitudes toward purchasing the four types of URAPs is that attitudes toward purchasing fashion CLAPs are not significantly related to any of the psychographic variables. This result is worth noting because it may indicate that the concept of fashion CLAPs has not been formed clearly in the consumer's mind. Further, the descriptive results from the actual purchase behaviors of each type of URAPs showed that the majority of the respondents did not purchase any fashion CLAPs within the last 12 months. Considering that the CLAP market is dominated by basic unisex styles (Brennan, 2012), fashion CLAPs are rarely found in the market, which might have prevented consumers from forming an attitude toward them and purchasing them.

Theoretical Implications

This study provides a number of theoretical implications. First, this study filled the gap in the URAP consumption literature by examining the role of perceived university prestige on consumers' attitude and purchase intention and behaviors toward various types of URAPs including both CLAPs and non-CLAPs and both basic and fashion URAPs, which have largely been unexamined. This study reveals that perceived university prestige positively influences consumers' attitudes toward purchasing the four types of URAPs, and attitude then strongly influences intention to purchase each type of URAPs as well as their actual purchase behaviors.

Although previous studies have examined the influence of perceived university prestige on attitudes toward purchasing CLAPs (e.g., Hadley, 2011; Kopczenski, 2011; Park & Park, 2007; Yang et al., 2007), little research has been done so far by classifying CLAPs into basic and fashion styles, and even no study examined this relationship on non-CLAPs and compared the strength of this relationship between CLAPs and non-CLAPs. This study provides empirical evidence to understand the important role of perceived university prestige on consumers' attitudes toward purchasing each type of URAPs.

Second, by examining moderating roles of various consumers' psychographic characteristics for the relationships between consumers' perceived university prestige and attitudes toward purchasing the four types of URAPs as well as direct relationships between psychographic variables and attitudes toward purchasing different URAPs, this study provides valuable insights into the potential consumer segments that have varying needs and desires for URAPs in terms of their branding and styling characteristics.

Third, given that existing URAP studies have used either student samples or alumni samples, never combined, findings from this study, which used samples from both students and alumni, provided comprehensive insight between the two consumer groups that had broader applicability in terms of target populations. By comparing results from the student and alumni samples, this study reveals that for alumni, university prestige is related to attitudes toward CLAPs only. This result provides a new insight into potentially different symbolic URAP consumption tendencies between students and alumni, which has never been addressed in the previous literature.

Managerial Implications

Findings of this study have valuable implications for universities', manufacturers', and retailers' marketing strategies and policies. First, the significant influence of perceived university prestige on attitudes toward purchasing each type of URAPs and their resultant effects on purchase intention and actual purchase behaviors implicate that universities may need to improve their prestige to increase the licensing revenues. University could improve their prestige through enhancing their athletic and academic performances such as obtaining more achievements to improve university position or ranking, and recruiting excellent faculties and students to improve their academic performance.

Second, the non-significant difference of the influence of perceived university prestige on attitudes toward CLAPs versus non-CLAPs implicates that universities may need to consider appropriate policies to further protect their trademarks and symbolic characteristics such as protection of their unlicensed symbols (i.e., university color scheme) and to make strategies to educate consumers about the potential contributions that they can make to the university by purchasing licensed products (i.e., financial support for the university) in order to enhance their license revenues in the competition with non-CLAPs. This implication is particularly relevant to student consumers who purchased more non-CLAPs for both fashion and basic styles.

Next, with regard to the moderating and direct influences of brand consciousness, quality consciousness, variety seeking, novelty seeking, and uniqueness seeking, the current study provides insights for universities and URAP retailers and manufacturers. For universities, the non-significant direct or moderating influences of brand consciousness implicate that the knowledge of university as a brand has not been set up in consumers' mind; thus instilling this knowledge in consumers seems to be important and urgent to make universities succeed in the

marketplace as a brand. For universities and URAP manufacturers and retailers, the various significant direct relationships found in this study between attitudes toward different types of URAPs and different psychographic variables such as quality consciousness, variety seeking, and uniqueness seeking imply the existence of consumer segments with varying needs and wants in the URAP market. Thus, more strategic approaches to identify proper target markets are needed for universities, manufacturers, and retailers to develop, license, and retail an appropriate assortment of URAPs with varying styling and branding characteristics.

Finally, the finding that attitudes toward purchasing fashion CLAPs are not significantly related to any of the psychographic variables indicates a possibility of consumers' lack of concept of fashion CLAPs which may reflect the lack of fashionable collegiate licensed products in the current market. This speculation suggests a market opportunity for universities and CLAP manufacturers. Additionally, more than half of the student respondents purchased fashion non-CLAPs in the last 12 months while less than half purchased fashion CLAPs within the last 12 months. This result further provides evidence for the necessity of enhancing fashion CLAP offerings. Given the positive relationships between variety or uniqueness seeking and attitudes toward fashion non-CLAPs as well as the negative relationship between quality consciousness and attitudes toward non-CLAPs, it is plausible that fashion CLAPs that are of high quality and provide the variety and uniqueness can appeal to consumers who pursue variety and uniqueness in their URAP styles as well as care about the quality ensured by the collegiate-licensed program.

Limitations and Recommendations

This study has several limitations in its scope. First, this study used a sample consisting of Auburn University students and members of Auburn Alumni Association. Thus, findings of

this study reflected the unique situation of Auburn University-related apparel products and are not representative of the general URAP consumption. Therefore, future research is recommended to examine the hypothesized relationships in this study in other university settings to improve the external validity of the findings.

Second, this study only focused on university-related products in the apparel category. Thus, findings of this study may not be generalizable to other university-related product categories, such as caps, shoes, accessories, and decorations. Therefore, future research could examine the hypothesized relationships for other product categories as mentioned above to expand the applicability of the findings of this study.

Next, this study adapted the measurements of brand consciousness and uniqueness seeking, which might have a potential validity issue as there were only three items for brand consciousness and the values of factor loadings of uniqueness seeking items were similar which limited the researchers' ability to solve the problem by deleting appropriate items to improve the two measurements' convergent validity. Future research may use different scales measuring brand consciousness and uniqueness seeking.

Fourth, a limitation exists related to the example product photos used in this study for explaining each type of URAPs in the main survey. The photos used in this study may not perfectly represent the basic and fashion styles of CLAPs and non-CLAPs; and the overall fashionablity scores of the selected fashion style URAPs were not much high. In addition, most selected images appealed more to younger consumers than older consumers, and the majority of the alumni respondents in this study aged from 46 to 645 years old while most students are 19-25 years old; thus, their perceptions about fashion may be different because of the age difference. Although the photos were shown just as examples, they might have inadvertently influenced

respondents' conceptualization of the four types of URAPs, and thus impacting their responses. Therefore, future research is recommended to use more representative stimuli for basic and fashion styles of URAPs applicable to its respondents.

Fifth, this study did not address other intrinsic and extrinsic cues besides styling and branding cues of URAPs, such as price, country of origin, place of purchase, fabric, and manufacturer brands, which also might influence consumers' purchase decisions. Also, not all consumer factors that may influence URAP purchase decisions were included in this study. Psychographic variables such as value consciousness, price consciousness, and brand loyalty might be of relevance to URAP consumption, but were excluded from this study. Therefore, future research may examine the influence of other potential psychographic moderators that can provide URAP marketers with further consumer segment insights.

Finally, this study examined the URAP consumption phenomenon from the perspectives of personal factors (psychographic variables) and stimulus factors (styling and branding characteristics), but no contextual factors were taken into account. Given that consumers' URAP purchase behaviors could vary depending on particular purchasing or consumption contexts such as when consumers are acting as school fans, employees, or students, future research is recommended to address contextual factors influencing URAP consumption.

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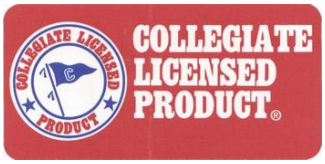
APPENDIX A

Survey Questionnaire for *Auburn University Students*

DIRECTION: **In this study, we would like to know your opinions and buying experience about diverse types of Auburn University (AU) related clothing products. Please answer each question below.**

AU Licensed Clothing Products

Some Auburn University (AU) related clothing products may be LICENSED by the university. We call them "AU Licensed Clothing Products." These products are allowed to carry AU trademarks such as AU logos, symbols, and letters and usually have one of the Collegiate Licensing Company labels such as those presented below.



How many items of "AU Licensed Clothing Products" did you buy within the last 12 months?

- ☐ 0 items
- ☐ 1-3 items
- ☐ 4-6 items
- ☐ 7-9 items
- ☐ 10 or more items

How frequently have you purchased "AU Licensed Clothing Products" within the last 12 months?

- ☐ 0 times
- ☐ 1-3 times
- ☐ 4-6 times
- ☐ 7-9 times
- ☐ 10 or more times

How much have you spent on "AU Licensed Clothing Products" within the last 12 months?

- ☐ $0
- ☐ $1-$150
- ☐ $151-$300
- ☐ $301-$450
- ☐ More than $450

Many of the AU Licensed Clothing Products are licensed by AU and designed with BASIC styles that do not change frequently with the fashion trends, as you see in the example items below. We call them "Basic AU Licensed Clothing Products".

How many items of "basic AU licensed clothing products" did you purchase within the last 12 months?

- ☐ 0 items
- ☐ 1-3 items
- ☐ 4-6 items
- ☐ 7-9 items
- ☐ 10 or more items

How frequently have you purchased "basic AU licensed clothing products" within the last 12 months?

- ☐ 0 times
- ☐ 1-3 times
- ☐ 4-6 times
- ☐ 7-9 times
- ☐ 10 or more times

How much have you spent on "basic AU licensed clothing products" within the last 12 months?

- ☐ $0
- ☐ $1-$150
- ☐ $151-$300
- ☐ $301-$450
- ☐ More than $450

For each pair of words below, please check the button that best reflects how you feel about buying "basic AU licensed clothing products".

Bad						Good
Unfavorable						Favorable
Disagreeable						Agreeable
Unpleasant						Pleasant
Negative						Positive
Dislike						Like

Please indicate the extent to which you agree or disagree with each of the following statements related to "basic AU licensed clothing products" using the scale.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The probability of buying **a basic AU licensed clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would consider buying **a basic AU licensed clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would purchase **a basic AU licensed clothing product** in the next 12 months is high.	1	2	3	4	5

Some of the AU Licensed Clothing Products are licensed by AU and designed with FASHIONABLE styles that change in response to the fashion trends, as you see in the example items below. We call these types of licensed clothing items "Fashion AU Licensed Clothing Products".

How many items of "fashion AU licensed clothing products" did you buy within the last 12 months?

- ☐ 0 items
- ☐ 1-3 items
- ☐ 4-6 items
- ☐ 7-9 items
- ☐ 10 or more items

How frequently have you purchased "fashion AU licensed clothing products" within the last 12 months?

- ☐ 0 times
- ☐ 1-3 times
- ☐ 4-6 times
- ☐ 7-9 times
- ☐ 10 or more times

How much have you spent on "fashion AU licensed clothing products" within the last 12 months?

- ☐ $0
- ☐ $1-$150
- ☐ $151-$300
- ☐ $301-$450
- ☐ More than $450

or each pair of words below, please check the button that best reflects how you feel about buying "fashion AU licensed clothing products".

Bad						Good
Unfavorable						Favorable
Disagreeable						Agreeable
Unpleasant						Pleasant
Negative						Positive
Dislike						Like

Please indicate the extent to which you agree or disagree with each of the following statements related to "fashion AU licensed clothing products" using the scale.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The probability of buying **a fashion AU licensed clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would consider buying **a fashion AU licensed clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would purchase **a fashion AU licensed clothing product** in the next 12 months is high.	1	2	3	4	5

Non-Licensed AU Related Clothing Products

Besides the clothing products officially licensed by the university, we also sometimes see in the market various clothing items that are *NOT* licensed by AU (so, these items do not carry AU trademarks such as AU logos or symbols), but are designed with distinctive AU colors (orange and/or blue). These items are *NOT* AU licensed, but we may be able to wear them to show our affiliation with AU at times. We call these types of items "NON-LICENSED AU Related Clothing Products".

How many items of "NON-LICENSED AU Related Clothing Products" did you buy within the last 12 months?

- ☐ 0 items
- ☐ 1-3 items
- ☐ 4-6 items
- ☐ 7-9 items
- ☐ 10 or more items

How frequently have you purchased "NON-LICENSED AU Related Clothing Products" within the last 12 months?

- ☐ 0 times
- ☐ 1-3 times
- ☐ 4-6 times
- ☐ 7-9 times
- ☐ 10 or more times

How much have you spent on "NON-LICENSED AU Related Clothing Products" within the last 12 months?

- ☐ $0
- ☐ $1-$150
- ☐ $151-$300
- ☐ $301-$450
- ☐ More than $450

Some of these NON-LICENSED AU Related Clothing Products are designed with BASIC styles that do not change frequently with the fashion trends, as you see in the example items below. We call them "Basic Non-Licensed AU Related Clothing Products".

How many items of "basic non-licensed AU related clothing products" did you buy within the last 12 months?

- ☐ 0 items
- ☐ 1-3 items
- ☐ 4-6 items
- ☐ 7-9 items
- ☐ 10 or more items

How frequently have you purchased "basic non-licensed AU related clothing products" within the last 12 months?

- ☐ 0 times
- ☐ 1-3 times
- ☐ 4-6 times
- ☐ 7-9 times
- ☐ 10 or more times

How much have you spent on "basic non-licensed AU related clothing products" within the last 12 months?

- ☐ $0
- ☐ $1-$150
- ☐ $151-$300
- ☐ $301-$450
- ☐ More than $450

For each pair of words below, please check the button that best reflects how you feel about buying "basic non-licensed AU related clothing products".

Bad						Good
Unfavorable						Favorable
Disagreeable						Agreeable
Unpleasant						Pleasant
Negative						Positive
Dislike						Like

Please indicate the extent to which you agree or disagree with each of the following statements related to "basic non-licensed AU related clothing products" using the scale.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The probability that I buy **a basic non-licensed AU related clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would consider buying **a basic non-licensed AU related clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would purchase **a basic non-licensed AU related clothing product** in the next 12 months is high.	1	2	3	4	5

Also, some of the NON-LICENSED AU related clothing products may be designed with FASHIONABLE styles that change in response to the fashion trends, as you see in the example items below. We call these types of items "Fashion NON-LICENSED AU Related Clothing Products".

How many items of "fashion non-licensed AU related clothing products" did you buy within the last 12 months?

- ☐ 0 items
- ☐ 1-3 items
- ☐ 4-6 items
- ☐ 7-9 items
- ☐ 10 or more items

How frequently have you purchased "fashion non-licensed AU related clothing products" within the last 12 months?

- ☐ 0 times
- ☐ 1-3 times
- ☐ 4-6 times
- ☐ 7-9 times
- ☐ 10 or more times

How much have you spent on "fashion non-licensed AU related clothing products" within the last 12 months?

- ☐ $0
- ☐ $1-$150
- ☐ $151-$300
- ☐ $301-$450
- ☐ More than $450

For each pair of words below, please check the button that best reflects how you feel about buying "fashion non-licensed AU related clothing products".

Bad						Good
Unfavorable						Favorable
Disagreeable						Agreeable
Unpleasant						Pleasant
Negative						Positive
Dislike						Like

Please indicate the extent to which you agree or disagree with each of the following statements related to "fashion non-licensed AU related clothing products" using the scale.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The probability of buying **a fashion non-licensed AU related clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would consider buying **a fashion non-licensed AU related clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would purchase **a fashion non-licensed AU related clothing product** in the next 12 months is high.	1	2	3	4	5

Opinions about Auburn University

DIRECTIONS: **We'd like to understand your opinions about Auburn University. Please indicate the extent to which you agree or disagree with each of the following statements.**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
People think highly of Auburn University.	1	2	3	4	5
It is considered prestigious to be a student of Auburn University.	1	2	3	4	5
Auburn University is considered one of the best in the Southeastern Conference (SEC).	1	2	3	4	5
People from other universities look down on Auburn University.	1	2	3	4	5
Alumni of Auburn University would be proud to have their children attend Auburn University.	1	2	3	4	5
Auburn University does not have a good reputation.	1	2	3	4	5

Shopping Opinions

DIRECTIONS: **We are interested in your opinions about shopping and consumption. Please indicate the extent to which you agree or disagree with each of the following statements.**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I pay attention to the brand names of the products I buy.	1	2	3	4	5
Sometimes I am willing to pay more money for a product because of its brand name.	1	2	3	4	5
I believe the brands I buy are a reflection of who I am.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Getting very good quality is very important to me.	1	2	3	4	5
When it comes to purchasing apparel products, I try to get the very best or the perfect choice.	1	2	3	4	5
In general, I usually try to buy the best overall quality.	1	2	3	4	5
I make special effort to choose the very best quality products.	1	2	3	4	5
My standard and expectations for apparel products I buy are very high.	1	2	3	4	5
I like to try different things.	1	2	3	4	5
I like a great deal of variety.	1	2	3	4	5
I like new and different styles.	1	2	3	4	5
I often seek out information about new products and brands.	1	2	3	4	5
I like to go to places where I will be exposed to information about new products and brands.	1	2	3	4	5
I like magazines that introduce new brands.	1	2	3	4	5
I frequently look for new products and services.	1	2	3	4	5
I seek out situations in which I will be exposed to new and different sources of product information.	1	2	3	4	5
I am continually seeking new product experiences.	1	2	3	4	5
I take advantage of the first available opportunity to find out about new and different products.	1	2	3	4	5
I am very attracted to rare objects.	1	2	3	4	5
I tend to be a fashion leader rather than a fashion follower.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am more likely to buy a product if it is scarce.	1	2	3	4	5
I would prefer to have things custom-made features on the products I buy.	1	2	3	4	5
I enjoy having things that others do not.	1	2	3	4	5
I rarely pass up the opportunity to order custom features on the products I buy.	1	2	3	4	5
I like to try new products and services before others do.	1	2	3	4	5
I enjoy shopping at stores that carry merchandise which is different and unusual.	1	2	3	4	5

Demographic Questions

DIRECTIONS: **Please answer the following questions.**

What is your gender? ☐ Male ☐ Female

What is your age (in number of years)? ☐

What is your ethnic background?

- ☐ African American
- ☐ Asian American
- ☐ Caucasian American
- ☐ Hispanic American
- ☐ Native American
- ☐ Other (please indicate)

What is your class standing?

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ Graduate student
- ☐ N/A

Which of the following college/school does your major fall? (If you have multiple majors, choose the most central one)

- ☐ College of Agriculture
- ☐ College of Architecture, Design & Construction
- ☐ College of Business
- ☐ College of Education
- ☐ Samuel Ginn College of Engineering
- ☐ School of Forestry and Wildlife Sciences
- ☐ Honors College
- ☐ College of Human Sciences
- ☐ College of Liberal Arts
- ☐ School of Nursing
- ☐ Harrison School of Pharmacy
- ☐ College of Sciences and Mathematics
- ☐ College of Veterinary Medicine
- ☐ Graduate School

In the last 12 months what Auburn University athletic events have you attended? Check all athletic events you have attended.

- ☐ Baseball
- ☐ Basketball
- ☐ Cross Country
- ☐ Football
- ☐ Golf
- ☐ Swimming & Diving
- ☐ Tennis
- ☐ Other (Please indicate)

In the last 12 months how many times have you attended Auburn University athletic events? Check one.

- ☐ 0 times
- ☐ 1-3 times
- ☐ 4-6 times
- ☐ 7-9 times
- ☐ 10 or more times

What is your annual income before taxes and other reductions? Check one.

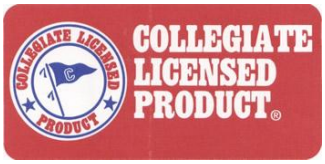
- ☐ Less than $25,000
- ☐ $25,000 – 49,999
- ☐ $50,000 – 74,999
- ☐ $75,000 – 99,999
- ☐ $100,000 – 124,999
- ☐ $125,000 – 149,999
- ☐ $150,000 – 174,999
- ☐ $175,000 – 199,999
- ☐ $200,000 – 249,999
- ☐ $250,000 – 299,999
- ☐ $300,000 or over

Questionnaire for Auburn Alumni Association Members

DIRECTION: **In this study, we would like to know your opinions and buying experience about diverse types of Auburn University (AU) related clothing products. Please answer each question below.**

AU Licensed Clothing Products

Some Auburn University (AU) related clothing products may be LICENSED by the university. We call them "AU Licensed Clothing Products." These products are allowed to carry AU trademarks such as AU logos, symbols, and letters and usually have one of the Collegiate Licensing Company labels such as those presented below.



How many items of "AU Licensed Clothing Products" did you buy within the last 12 months?

- ☐ 0 items
- ☐ 1-3 items
- ☐ 4-6 items
- ☐ 7-9 items
- ☐ 10 or more items

How frequently have you purchased "AU Licensed Clothing Products" within the last 12 months?

- ☐ 0 times
- ☐ 1-3 times
- ☐ 4-6 times
- ☐ 7-9 times
- ☐ 10 or more times

How much have you spent on "AU Licensed Clothing Products" within the last 12 months?

- ☐ $0
- ☐ $1-$150
- ☐ $151-$300
- ☐ $301-$450
- ☐ More than $450

Many of the AU Licensed Clothing Products are licensed by AU and designed with BASIC styles that do not change frequently with the fashion trends, as you see in the example items below. We call them "Basic AU Licensed Clothing Products".

How many items of "basic AU licensed clothing products" did you purchase within the last 12 months?

- ☐ 0 items
- ☐ 1-3 items
- ☐ 4-6 items
- ☐ 7-9 items
- ☐ 10 or more items

How frequently have you purchased "basic AU licensed clothing products" within the last 12 months?

- ☐ 0 times
- ☐ 1-3 times
- ☐ 4-6 times
- ☐ 7-9 times
- ☐ 10 or more times

How much have you spent on "basic AU licensed clothing products" within the last 12 months?

- ☐ $0
- ☐ $1-$150
- ☐ $151-$300
- ☐ $301-$450
- ☐ More than $450

For each pair of words below, please check the button that best reflects how you feel about buying "basic AU licensed clothing products".

Bad						Good
Unfavorable						Favorable
Disagreeable						Agreeable
Unpleasant						Pleasant
Negative						Positive
Dislike						Like

Please indicate the extent to which you agree or disagree with each of the following statements related to "basic AU licensed clothing products" using the scale.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The probability of buying **a basic AU licensed clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would consider buying **a basic AU licensed clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would purchase **a basic AU licensed clothing product** in the next 12 months is high.	1	2	3	4	5

Some of the AU Licensed Clothing Products are licensed by AU and designed with FASHIONABLE styles that change in response to the fashion trends, as you see in the example items below. We call these types of licensed clothing items "Fashion AU Licensed Clothing Products".

How many items of "fashion AU licensed clothing products" did you buy within the last 12 months?

- ☐ 0 items
- ☐ 1-3 items
- ☐ 4-6 items
- ☐ 7-9 items
- ☐ 10 or more items

How frequently have you purchased "fashion AU licensed clothing products" within the last 12 months?

- ☐ 0 times
- ☐ 1-3 times
- ☐ 4-6 times
- ☐ 7-9 times
- ☐ 10 or more times

How much have you spent on "fashion AU licensed clothing products" within the last 12 months?

- ☐ $0
- ☐ $1-$150
- ☐ $151-$300
- ☐ $301-$450
- ☐ More than $450

For each pair of words below, please check the button that best reflects how you feel about buying "fashion AU licensed clothing products".

Bad						Good
Unfavorable						Favorable
Disagreeable						Agreeable
Unpleasant						Pleasant
Negative						Positive
Dislike						Like

Please indicate the extent to which you agree or disagree with each of the following statements related to "fashion AU licensed clothing products" using the scale.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The probability of buying **a fashion AU licensed clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would consider buying **a fashion AU licensed clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would purchase **a fashion AU licensed clothing product** in the next 12 months is high.	1	2	3	4	5

Non-Licensed AU Related Clothing Products

Besides the clothing products officially licensed by the university, we also sometimes see in the market various clothing items that are *NOT* licensed by AU (so, these items do not carry AU trademarks such as AU logos or symbols), but are designed with distinctive AU colors (orange and/or blue). These items are *NOT* AU licensed, but we may be able to wear them to show our affiliation with AU at times. We call these types of items "NON-LICENSED AU Related Clothing Products".

How many items of "NON-LICENSED AU Related Clothing Products" did you buy within the last 12 months?

- ☐ 0 items
- ☐ 1-3 items
- ☐ 4-6 items
- ☐ 7-9 items
- ☐ 10 or more items

How frequently have you purchased "NON-LICENSED AU Related Clothing Products" within the last 12 months?

- ☐ 0 times
- ☐ 1-3 times
- ☐ 4-6 times
- ☐ 7-9 times
- ☐ 10 or more times

How much have you spent on "NON-LICENSED AU Related Clothing Products" within the last 12 months?

- ☐ $0
- ☐ $1-$150
- ☐ $151-$300
- ☐ $301-$450
- ☐ More than $450

Some of these NON-LICENSED AU Related Clothing Products are designed with BASIC styles that do not change frequently with the fashion trends, as you see in the example items below. We call them "Basic Non-Licensed AU Related Clothing Products".

How many items of "basic non-licensed AU related clothing products" did you buy within the last 12 months?

- ☐ 0 items
- ☐ 1-3 items
- ☐ 4-6 items
- ☐ 7-9 items
- ☐ 10 or more items

How frequently have you purchased "basic non-licensed AU related clothing products" within the last 12 months?

- ☐ 0 times
- ☐ 1-3 times
- ☐ 4-6 times
- ☐ 7-9 times
- ☐ 10 or more times

How much have you spent on "basic non-licensed AU related clothing products" within the last 12 months?

- ☐ $0
- ☐ $1-$150
- ☐ $151-$300
- ☐ $301-$450
- ☐ More than $450

For each pair of words below, please check the button that best reflects how you feel about buying "basic non-licensed AU related clothing products".

Bad						Good
Unfavorable						Favorable
Disagreeable						Agreeable
Unpleasant						Pleasant
Negative						Positive
Dislike						Like

Please indicate the extent to which you agree or disagree with each of the following statements related to "basic non-licensed AU related clothing products" using the scale.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The probability that I buy **a basic non-licensed AU related clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would consider buying **a basic non-licensed AU related clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would purchase **a basic non-licensed AU related clothing product** in the next 12 months is high.	1	2	3	4	5

Also, some of the NON-LICENSED AU related clothing products may be designed with FASHIONABLE styles that change in response to the fashion trends, as you see in the example items below. We call these types of items "Fashion NON-LICENSED AU Related Clothing Products".

How many items of "fashion non-licensed AU related clothing products" did you buy within the last 12 months?

- ☐ 0 items
- ☐ 1-3 items
- ☐ 4-6 items
- ☐ 7-9 items
- ☐ 10 or more items

How frequently have you purchased "fashion non-licensed AU related clothing products" within the last 12 months?

- ☐ 0 times
- ☐ 1-3 times
- ☐ 4-6 times
- ☐ 7-9 times
- ☐ 10 or more times

How much have you spent on "fashion non-licensed AU related clothing products" within the last 12 months?

- ☐ $0
- ☐ $1-$150
- ☐ $151-$300
- ☐ $301-$450
- ☐ More than $450

For each pair of words below, please check the button that best reflects how you feel about buying "fashion non-licensed AU related clothing products".

Bad						Good
Unfavorable						Favorable
Disagreeable						Agreeable
Unpleasant						Pleasant
Negative						Positive
Dislike						Like

Please indicate the extent to which you agree or disagree with each of the following statements related to "fashion non-licensed AU related clothing products" using the scale.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The probability of buying **a fashion non-licensed AU related clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would consider buying **a fashion non-licensed AU related clothing product** in the next 12 months is high.	1	2	3	4	5
The probability that I would purchase **a fashion non-licensed AU related clothing product** in the next 12 months is high.	1	2	3	4	5

Opinions about Auburn University

DIRECTIONS: **We'd like to understand your opinions about Auburn University. Please indicate the extent to which you agree or disagree with each of the following statements.**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
People think highly of Auburn University.	1	2	3	4	5
It is considered prestigious to be an alumnus of Auburn University.	1	2	3	4	5
Auburn University is considered one of the best in the Southeastern Conference (SEC).	1	2	3	4	5
People from other universities look down on Auburn University.	1	2	3	4	5
Alumni of Auburn University would be proud to have their children attend Auburn University.	1	2	3	4	5
Auburn University does not have a good reputation.	1	2	3	4	5

Shopping Opinions

DIRECTIONS: **We are interested in your opinions about shopping and consumption. Please indicate the extent to which you agree or disagree with each of the following statements.**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I pay attention to the brand names of the products I buy.	1	2	3	4	5
Sometimes I am willing to pay more money for a product because of its brand name.	1	2	3	4	5
I believe the brands I buy are a reflection of who I am.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Getting very good quality is very important to me.	1	2	3	4	5
When it comes to purchasing apparel products, I try to get the very best or the perfect choice.	1	2	3	4	5
In general, I usually try to buy the best overall quality.	1	2	3	4	5
I make special effort to choose the very best quality products.	1	2	3	4	5
My standard and expectations for apparel products I buy are very high.	1	2	3	4	5
I like to try different things.	1	2	3	4	5
I like a great deal of variety.	1	2	3	4	5
I like new and different styles.	1	2	3	4	5
I often seek out information about new products and brands.	1	2	3	4	5
I like to go to places where I will be exposed to information about new products and brands.	1	2	3	4	5
I like magazines that introduce new brands.	1	2	3	4	5
I frequently look for new products and services.	1	2	3	4	5
I seek out situations in which I will be exposed to new and different sources of product information.	1	2	3	4	5
I am continually seeking new product experiences.	1	2	3	4	5
I take advantage of the first available opportunity to find out about new and different products.	1	2	3	4	5
I am very attracted to rare objects.	1	2	3	4	5
I tend to be a fashion leader rather than a fashion follower.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am more likely to buy a product if it is scarce.	1	2	3	4	5
I would prefer to have things custom-made features on the products I buy.	1	2	3	4	5
I enjoy having things that others do not.	1	2	3	4	5
I rarely pass up the opportunity to order custom features on the products I buy.	1	2	3	4	5
I like to try new products and services before others do.	1	2	3	4	5
I enjoy shopping at stores that carry merchandise which is different and unusual.	1	2	3	4	5

Demographic Questions

DIRECTIONS: **Please answer the following questions.**

What is your gender? ☐ Male ☐ Female

What is your age (in number of years)? ☐

What is your ethnic background?

- ☐ African American
- ☐ Asian American
- ☐ Caucasian American
- ☐ Hispanic American
- ☐ Native American
- ☐ Other (please indicate)

Please choose an option that best reflects your connection with Auburn University.

- ☐ I attended some classes at Auburn University, but do not have a degree from Auburn University.
- ☐ I obtained my undergraduate degree from Auburn University.
- ☐ I obtained my graduate degree(s) (master's, Ph.D., or both) from Auburn University.
- ☐ I obtained both my undergraduate and graduate degree from Auburn University.
- ☐ I never attended any classes at Auburn University.

When was the last time you attended Auburn University? Please provide the year.

☐

In the last 12 months, what Auburn University athletic events have you attended? Check all athletic events you have attended.

- ☐ Baseball
- ☐ Basketball
- ☐ Cross Country
- ☐ Football
- ☐ Golf
- ☐ Swimming & Diving
- ☐ Tennis
- ☐ Other (Please indicate)

In the last 12 months, how many times have you attended Auburn University athletic events? Check one.

- ☐ 0 times

- ☐ 1-3 times
- ☐ 4-6 times
- ☐ 7-9 times
- ☐ 10 or more times

What is your annual income before taxes and other reductions? Check one.

- ☐ Less than $25,000
- ☐ $25,000 – 49,999
- ☐ $50,000 – 74,999
- ☐ $75,000 – 99,999
- ☐ $100,000 – 124,999
- ☐ $125,000 – 149,999
- ☐ $150,000 – 174,999
- ☐ $175,000 – 199,999
- ☐ $200,000 – 249,999
- ☐ $250,000 – 299,999
- ☐ $300,000 or over

APPENDIX B

Pretest Survey Questionnaire: AU Related Apparel Product Characteristics

BASIC apparel products are clothes designed with basic styles that do not frequently change with the fashion trends.
FASHIONABLE apparel products are clothes designed with styles that change frequently in response to the fashion trends.
Please indicate how basic or fashionable you think each of the following clothing products:

	Very Basic	Basic	Natural	Fashionable	Very Fashionable
					
					
					
					
					

					
 Good Boy.					
					
					
					
					
					
					

 AUBURN					
					
					
					
					
					
					
 AUBURN TIGERS					

Demographic Questions

DIRECTIONS: **Please answer the following questions.**

What is your gender? ☐ **Male** ☐ **Female**

What is your age (in number of years)? _____

What is your ethnic background?

- ☐ **African American**
- ☐ **Asian American**
- ☐ **Caucasian American**
- ☐ **Hispanic American**
- ☐ **Native American**
- ☐ **Other (please indicate)**

Are you an Auburn University student? ☐ **Yes** ☐ **No**

APPENDIX C

Photos Used in the Pretest

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APPENDIX D

IRB Approval for Protocol #13-023 EX1302

AUBURN UNIVERSITY INSTITUTIONAL REVIEW BOARD for RESEARCH INVOLVING HUMAN SUBJECTS

RESEARCH PROTOCOL REVIEW FORM

For Information or help contact **THE OFFICE OF RESEARCH COMPLIANCE**, 115 Ramsay Hall, Auburn University
Phone: 334-844-5966 **e-mail:** hsubjec@auburn.edu **Web Address:** http://www.auburn.edu/research/vpr/ohs/

Revised 03.26.11 – DO NOT STAPLE, CLIP TOGETHER ONLY. Save a Copy

1. **PROPOSED START DATE of STUDY:** 01/20/2013

PROPOSED REVIEW CATEGORY (Check one): ○ FULL BOARD ○ EXPEDITED ◉ EXEMPT

2. **PROJECT TITLE:** Factors Influencing University-Related Apparel Product Consumption

3. Xiao Huang	Graduate Student	CADS	3343322792	xzh0017@auburn.edu
PRINCIPAL INVESTIGATOR	TITLE	DEPT	PHONE	AU E-MAIL
308 Spidle Hall, Auburn University, Auburn, AL				huangxiao19881014@gmail.com
MAILING ADDRESS			FAX	ALTERNATE E-MAIL

4. **SOURCE OF FUNDING SUPPORT:** ✓ Not Applicable ☐ Internal ☐ External Agency:_____ ☐ Pending ☐ Received

5. **LIST ANY CONTRACTORS, SUB-CONTRACTORS, OTHER ENTITIES OR IRBs ASSOCIATED WITH THIS PROJECT:**

6. **GENERAL RESEARCH PROJECT CHARACTERISTICS**

6A. Mandatory CITI Training

Names of key personnel who have completed CITI:
Xiao Huang ✓
Wi-Suk Kwon ✓

CITI group completed for this study:
✓ Social/Behavioral ☐ Biomedical

PLEASE ATTACH TO HARD COPY *ALL* CITI CERTIFICATES FOR *EACH* KEY PERSONNEL

6B. Research Methodology

Please check all descriptors that best apply to the research methodology.

Data Source(s): ✓ New Data ☐ Existing Data
Will recorded data directly or indirectly identify participants? ○ Yes ◉ No
Data collection will involve the use of:
☐ Educational Tests (cognitive diagnostic, aptitude, etc.)
☐ Interview / Observation
☐ Physical / Physiological Measures or Specimens (see Section 6E.)
✓ Surveys / Questionnaires
✓ Internet / Electronic
☐ Audio / Video / Photos
☐ Private records or files

The Auburn University Institutional Review Board has approved this document for use from 2/1/13 to 1/31/16 Protocol # 13-023EX1302

6C. Participant Information

Please check all descriptors that apply to the participant population.
✓ Males ✓ Females ✓ AU students
Vulnerable Populations
☐ Pregnant Women/Fetuses ☐ Prisoners
☐ Children and/or Adolescents (under age 19 in AL)
Persons with:
☐ Economic Disadvantages ☐ Physical Disabilities
☐ Educational Disadvantages ☐ Intellectual Disabilities
Do you plan to compensate your participants? ◉ Yes ○ No

6D. Risks to Participants

Please identify all risks that participants might encounter in this research.
☐ Breach of Confidentiality* ☐ Coercion
☐ Deception ☐ Physical
☐ Psychological ☐ Social
✓ None ☐ Other:

*Note that if the investigator is using or accessing confidential or identifiable data, breach of confidentiality is always a risk.

Received JAN 15 2013 Research Compliance

Do you need IBC Approval for this study? ◉ No ○ Yes - **BUA #**_____ **Expiration date** _____

FOR OHSR OFFICE USE ONLY

DATE RECEIVED IN OHSR:	1-15-13 by GB	**PROTOCOL #**	13-023 EX 1302
DATE OF IRB REVIEW:	2/1/13 by CC	**APPROVAL CATEGORY:**	45 CFR 46.101 (b)(2)
DATE OF IRB APPROVAL:	_____ by _____	**INTERVAL FOR CONTINUING REVIEW:**	3 years
COMMENTS:			

7. PROJECT ASSURANCES

PROJECT TITLE: Factors Influencing University-Related Apparel Product Consumption

A. PRINCIPAL INVESTIGATOR'S ASSSURANCES

1. I certify that all information provided in this application is complete and correct.
2. I understand that, as Principal Investigator, I have ultimate responsibility for the conduct of this study, the ethical performance this project, the protection of the rights and welfare of human subjects, and strict adherence to any stipulations imposed by the Auburn University IRB.
3. I certify that all individuals involved with the conduct of this project are qualified to carry out their specified roles and responsibilities and are in compliance with Auburn University policies regarding the collection and analysis of the research data.
4. I agree to comply with all Auburn policies and procedures, as well as with all applicable federal, state, and local laws regarding the protection of human subjects, including, but not limited to the following:
   a. Conducting the project by qualified personnel according to the approved protocol
   b. Implementing no changes in the approved protocol or consent form without prior approval from the Office of Human Subjects Research
   c. Obtaining the legally effective informed consent from each participant or their legally responsible representative prior to their participation in this project using only the currently approved, stamped consent form
   d. Promptly reporting significant adverse events and/or effects to the Office of Human Subjects Research in writing within 5 working days of the occurrence.
5. If I will be unavailable to direct this research personally, I will arrange for a co-investigator to assume direct responsibility in my absence. This person has been named as co-investigator in this application, or I will advise OHSR, by letter, in advance of such arrangements.
6. I agree to conduct this study only during the period approved by the Auburn University IRB.
7. I will prepare and submit a renewal request and supply all supporting documents to the Office of Human Subjects Research before the approval period has expired if it is necessary to continue the research project beyond the time period approved by the Auburn University IRB.
8. I will prepare and submit a final report upon completion of this research project.

My signature indicates that I have read, understand and agree to conduct this research project in accordance with the assurances listed above.

Xiao Huang	[signature]	1/14/2013
Printed name of Principal Investigator	**Principal Investigator's Signature (SIGN IN BLUE INK ONLY)**	**Date**

B. FACULTY ADVISOR/SPONSOR'S ASSURANCES

1. By my signature as faculty advisor/sponsor on this research application, I certify that the student or guest investigator is knowledgeable about the regulations and policies governing research with human subjects and has sufficient training and experience to conduct this particular study in accord with the approved protocol.
2. I certify that the project will be performed by qualified personnel according to the approved protocol using conventional or experimental methodology.
3. I agree to meet with the investigator on a regular basis to monitor study progress.
4. Should problems arise during the course of the study, I agree to be available, personally, to supervise the investigator in solving them.
5. I assure that the investigator will promptly report significant adverse events and/or effects to the OHSR in writing within 5 working days of the occurrence.
6. If I will be unavailable, I will arrange for an alternate faculty sponsor to assume responsibility during my absence, and I will advise the OHSR by letter of such arrangements. If the investigator is unable to fulfill requirements for submission of renewals, modifications or the final report, I will assume that responsibility.
7. I have read the protocol submitted for this project for content, clarity, and methodology

Wi-Suk Kwon	[signature]	1/14/13
Printed name of Faculty Advisor / Sponsor	**Signature (SIGN IN BLUE INK ONLY)**	**Date**

C. DEPARTMENT HEAD'S ASSSURANCE

By my signature as department head, I certify that I will cooperate with the administration in the application and enforcement of all Auburn University policies and procedures, as well as all applicable federal, state, and local laws regarding the protection and ethical treatment of human participants by researchers in my department.

Carel Warfield	Carol L. Warfield	1/14/13
Printed name of Department Head	**Signature (SIGN IN BLUE INK ONLY)**	**Date**

8. **PROJECT OVERVIEW: Prepare an abstract that includes:**
(400 word maximum, in language understandable to someone who is not familiar with your area of study):

I.) A summary of relevant research findings leading to this research proposal:
(Cite sources; include a "Reference List" as Appendix A.)
II.) A brief description of the methodology,
III.) Expected and/or possible outcomes, and,
IV.) A statement regarding the potential significance of this research project.

University licensing program, which generated more than $4.3 billion in 2010, is the second largest sports licensing program in the U.S. (IMG College, 2012; Smith & Writer, 2011; The Collegiate Licensing Company, 2011). It helps universities prevent the misuse of their brand identities (e.g., university names and logos) and protect the image and reputation of the universities. Nonetheless, little research has examined consumers' motivations for purchasing collegiate licensed merchandise with only a few exceptions (e.g., Park & Park, 2007; Yang, Park, & Park, 2007). These few studies examined consumers' purchase intention for collegiate licensed merchandise based on the social identity theory (university identification). Additionally, perceived university prestige was found to be an important variable that mediated the relationship between college students' university identification and attitudes toward collegiate licensed apparel in Park and Park's (2007) research. Although their study contributed to our understanding of collegiate licensed merchandise consumption, they focused exclusively on collegiate licensed apparel consumption.

Recently, consumers may pay more attention to 'what to wear' for some situations like tailgate or college activities in order to show their connection to their universities or teams as well as showing their sense of fashion at the same time (College Hautees, 2012). Therefore, four types of university-related apparel products (URAPs) may exist in the market including products carrying university trademarks and licensed through the Collegiate Licensing Company based on traditional and fashionable styles (hereafter, "traditional/fashionable collegiate licensed products") and products that are not collegiate licensed and thus do not carry university trademarks but contain certain characteristics (e.g., university colors) associated with the university based on traditional and fashionable styles (hereafter, "traditional/fashionable non-collegiate licensed products").

A review of the consumer behavior literature helped identify six main variables, brand consciousness, price consciousness, quality consciousness, variety seeking, novelty seeking, and uniqueness seeking, influencing consumer attitudes and purchase behaviors (Fromkin, 1970; Givon, 1984; Hirschman, 1980; Kahn, 1995; Lichtenstein, Ridgway, & Richard, 1993; Sproles & Kendall, 1986).

This study,thus, aims at examining predictors of consumers' attitude and purchase behaviors towardthe diverse types of URAPs, through survey research with a consumer sample recruited from students and alums of Auburn University.

Findings of this study will generate valuable consumer insights that have numerous implications for universities', manufacturers', and retailers' marketing strategies and policies. Through understanding consumers' different purchase motivations for different types of URAPs, universities may create appropriate policies to further protect their trademarks while enhancing the universities' revenues and reputation. Manufacturers and retailers may be helped by the insight from this study in making strategic decisions as to what and how they should produce and market different types of URAPs depending on differential target consumer characteristics.

9. **PURPOSE.**
a. Clearly state all of the objectives, goals, or aims of this project.

This study will examine specifically, how Auburn University students and alums of different psychographic and demographic characteristics vary in their (1)perceptions of the university prestige, (2) attitudes toward each type of URAPs, (3) past purchase behavior related to each type of URAPs, and (4) future purchase intention for each type of URAPs.

b. How will the results of this project be used? (e.g., Presentation? Publication? Thesis? Dissertation?)

Results of this project will be published as the principle investigator's master's thesis, peer-reviewed journal publications, and presentations at academic conferences.

10a. **KEY PERSONNEL.** Describe responsibilities. Include information on research training or certifications related to this project. **CITI is required. Be as specific as possible.** (Attach extra page if needed.) *All non AU-affiliated key personnel must attach **CITI certificates of completion.***

Principle Investigator Xiao Huang **Title:** Graduate Student **E-mail address** xzh0017@auburn.edu
Dept / Affiliation: Department of Consumer and Design Sciences

Roles / Responsibilities:

Xiao Huang will be responsible for the data collection, data analysis, and preparation of manuscripts and presentations of this project.

Individual: Wi-Suk Kwon **Title:** Human Science **E-mail address** kwonwis@auburn.edu
Dept / Affiliation: Department of Consumer and Design Sciences

Roles / Responsibilities:

Dr. Kwon will advise Xiao Huang on her data collection, analysis, preparation of manuscript, presentation, etc.

Individual: _____ **Title:** _____ **E-mail address** _____
Dept / Affiliation: _____

Roles / Responsibilities:

Individual: _____ **Title:** _____ **E-mail address** _____
Dept / Affiliation: _____

Roles / Responsibilities:

Individual: _____ **Title:** _____ **E-mail address** _____
Dept / Affiliation: _____

Roles / Responsibilities:

Individual: _____ **Title:** _____ **E-mail address** _____
Dept / Affiliation: _____

Roles / Responsibilities:

11. **LOCATION OF RESEARCH. List all locations where data collection will take place.** (School systems, organizations, businesses, buildings and room numbers, servers for web surveys, etc.) **Be as specific as possible. Attach permission letters in Appendix E.**
(See sample letters at http://www.auburn.edu/research/vpr/ohs/sample.htm)

The data will be collected online through an online survey. The survey site will be created and hosted using Qualtrics, and participants will complete the online survey at a location of convenience to them (e.g., home, office, campus library, etc.)

12. **PARTICIPANTS.**

a. **Describe the participant population you have chosen for this project.**
Check here if there is existing data; describe the population from whom data was collected & include the # of data files.

Male and female college students and members of the Auburn Alumni Association, who are 19 years old of older.

b. **Describe why is this participant population is appropriate for inclusion in this research project.** (Include criteria for selection.)

This study is interested in consumers' attitudes toward and purchase behaviors for Auburn University related apparel products. Therefore, Auburn University students and Auburn Alumni Association members are ideal population that constitute current and/or potential consumers of Auburn University related apparel products.

c. **Describe, step-by-step, all procedures you will use to recruit participants.** *Include in Appendix B a copy of all e-mails, flyers, advertisements, recruiting scripts, invitations, etc., that will be used to invite people to participate.*
(See sample documents at http://www.auburn.edu/research/vpr/ohs/sample.htm.)

The Alumni Affairs will provide a list of email addresses randomly selected among Auburn Alumni Association members. The investigator will request instructors of courses taught in the College of Human Sciences and others for their permission to solicit their students' participation in this study. The investigator will send an invitation email to Auburn Alumni Association members provided by the Alumni Affairs and AU students enrolled in the courses for which the investigator secure permission from the instructors. This invitation email will include information regarding the purpose of the survey, time required to fill out the questionnaire, protection of confidentiality, voluntary participation, and contact information of the researchers. If the Alumni Association members and AU students agree to participate after reading the email, they will click on the link to the online survey, provided in the invitation email. The Alumni Association members and AU students will then read the information letter on the first page of the survey website and decide whether to continue to participate in the survey. If they decide to participate in the survey, they will click on the link to the survey page on the information letter page and complete the online survey. All participation is voluntary, and no compensation will be provided to participants who are Alumni Association members. AU student participants will acquire extra credit for their participating course. They will print the thank you page which appears after completing the online survey and submit it to the participating course instructor to receive the respective extra credit. Participating instructors will determine an appropriate amount of extra credit for their own course.

What is the minimum number of participants you need to validate the study? 400

Is there a limit on the number of participants you will recruit? ◉ **No** ☐ **Yes – the number is** _____

Is there a limit on the number of participants you will include in the study? ◉ **No** ☐ **Yes – the number is** _____

d. **Describe the type, amount and method of compensation and/or incentives for participants.**
(If no compensation will be given, check here .)

Select the type of compensation: ☐ Monetary ☑ Incentives
☐ Raffle or Drawing incentive (Include the chances of winning.)
☑ Extra Credit (State the value)
☐ Other

Description:

Current AU students who participate in this study will receive extra credit for the course from which they participate in the study. The amount of the extra credit will be determined by the course instructor.
No compensation will be provided to Auburn Alumni Association participants.

13. **PROJECT DESIGN & METHODS.**

a. Describe, step-by-step, all procedures and methods that will be used to consent participants.
(⌊ Check here if this is "not applicable"; you are using existing data.)

Potential participants (selected AU students and Alumni Association members) will receive an invitation email that briefly explains the study. If they are interested in participating in the study, they will be asked to click on the link to the survey, provided in the email. The link will lead them to an information letter page which provides more thorough information about the study and states that having read the information provided, the respondents must decide if they want to participate in this research project.
If they decide to participate, they will click on "LINK TO SURVEY" which will lead them to the survey website.

b. Describe the procedures you will use in order to address your purpose. Provide a step-by-step description of how you will carry out this research project. Include specific information about the participants' time and effort commitment. (*NOTE: Use language that would be understandable to someone who is not familiar with your area of study. Without a complete description of all procedures, the Auburn University IRB will not be able to review this protocol. If additional space is needed for this section, save the information as a .PDF file and insert after page 6 of this form.*)

Prospective participants will receive an email from the principle investigator for this study outlining the purpose of the research, time required to fill out the questionnaire, protection of confidentiality, voluntary participation, contact information of the researchers, and a link to the online survey.

If the Alumni Association members and AU students agree to participate after reading the email, they will click on the link to the online survey, provided in the invitation email. The Alumni Association members and AU students will then read the information letter on the first page of the survey website and decide whether to continue to participate in the survey. If they decide to participate in the survey, they will click on the link to the survey page on the information letter page and complete the online survey.

The online survey will be created using Qualtrics. It will take approximately 15 minutes to fill out the survey.
Data will be collected over several weeks, depending on when the desired sample size is obtained.
Once the sample size is achieved, the survey website will be closed.

13c. List all data collection instruments used in this project, in the order they appear in Appendix C.
(e.g., surveys and questionnaires in the format that will be presented to participants, educational tests, data collection sheets, interview questions, audio/video taping methods etc.)

The data collection instrument used in this study is an online survey. Typical measures that will be used in this study are included in Appendix C.

d. Data analysis: Explain how the data will be analyzed.

For demographic items, descriptive statistics will be used to analyzed the data using SPSS. For structured items, various statistical analyses (e. g., t-test, regression analysis, structural equation modeling) will be performed to describe the sample characteristics and to explore relationships between the measured variables.

14. RISKS & DISCOMFORTS: List and describe all of the risks that participants might encounter in this research. ***If you are using deception in this study, please justify the use of deception and be sure to attach a copy of the debriefing form you plan to use in Appendix D.*** *(Examples of possible risks are in section #6D on page 1.)*

There will be no risk or discomfort. We will not use any type of deception.

15. **PRECAUTIONS.** Identify and describe all precautions you have taken to eliminate or reduce risks as listed in #14. If the participants can be classified as a "vulnerable" population, please describe additional safeguards that you will use to assure the ethical treatment of these individuals. ***Provide a copy of any emergency plans/procedures and medical referral lists in Appendix D.***

Not applicable as all respondents are anonymous.

If using the Internet to collect data, what confidentiality or security precautions are in place to protect (or not collect) identifiable data? Include protections used during both the collection and transfer of data.
(These are likely listed on the server's website.)

Breach of confidentiality will not be risk because the online questionnaire hosted through Qualtrics will be set such that it does not collect IP or email addresses from research participants. While IP information is logged by the online survey system, this information will not be stored and will be immediately purged by configuring the survey to not save the IP addresses. Since the data will not be linked in any way (neither email nor IP) to participants identity there is no risk during transfer of data either.

16. **BENEFITS.**
    a. **List all realistic direct benefits participants can expect by participating in this specific study.**
    (Do not include "compensation" listed in #12d.) Check here if there are no direct benefits to participants.

No realistic personal benefit.

    b. **List all realistic benefits for the general population that may be generated from this study.**

Findings of this study will generate valuable consumer insights that have numerous implications for universities', manufacturers', and retailers' marketing strategies and policies. Through understanding consumers' different purchase motivations for the three types of URAPs, universities may create appropriate policies to further protect their trademarks while enhancing the universities' revenues and reputation. Manufacturers and retailers may be helped by the insight from this study in making strategic decisions as to what and how they should market different types of URAPs depending on differential target consumer motivations.

17. PROTECTION OF DATA.

a. **Will data be collected as anonymous?** ☉ **Yes** ☐ **No** *If "YES", skip to part "g".*
("Anonymous" means that you will not collect any identifiable data.)

b. **Will data be collected as confidential?** ☉ **Yes** ☐ **No**
("Confidential" means that you will collect and protect identifiable data.)

c. **If data are collected as confidential, will the participants' data be coded or linked to identifying information?**
■ **Yes** (If so, describe how linked.) **No** ☐

d. **Justify your need to code participants' data or link the data with identifying information.**
N/A

e. **Where will code lists be stored?** (Building, room number?)
N/A

f. **Will data collected as "confidential" be recorded and analyzed as "anonymous"?** ☉ **Yes** ☐ **No**
(If you will maintain identifiable data, protections should have been described in #15.)

g. **Describe how and where the data will be stored** (e.g., hard copy, audio cassette, electronic data, etc.)**, and how the location where data is stored will be secured in your absence. For electronic data, describe security. If applicable, state specifically where any IRB-approved and participant-signed consent documents will be kept on campus for 3 years after the study ends.**
The data will be stored as an electronic Microsoft Excel file and an electronic SPSS file. Data will be anonymous and will include no identifying information about respondents. The electronic file will be saved on the investigators' desktop and laptop, both of which can only be accessed through the investigators' unique login.

h. **Who will have access to participants' data?**
(*The faculty advisor should have full access and be able to produce the data in the case of a federal or institutional audit.*)
Xiao Huang and Wi-Suk Kwon

i. **When is the latest date that confidential data will be retained?** (Check here if only anonymous data will be retained. ‾)
Because the data are recorded and analyzed as "anonymous," it will be retained indefinitely.

j. **How will the confidential data be destroyed?** (*NOTE: Data recorded and analyzed as "anonymous" may be retained indefinitely.)*
Data will not be destroyed.

APPENDIX E
Information Letter for Auburn University Students

Add this info to next page.

The Auburn University Institutional Review Board has approved this document for use from 2/1/13 to 1/31/14 Protocol # 13-023 EX 1302

Information letter for AU students

Department of Consumer and Design Sciences, 308 Spidle Hall, Auburn University

(NOTE: DO NOT AGREE TO PARTICIPATE UNLESS AN IRB APPROVAL STAMP WITH CURRENT DATES HAS BEEN APPLIED TO THIS DOCUMENT.)

INFORMATION LETTER
for a Research Study entitled
"Factors Influencing University-Related Apparel Product Consumption"

You are invited to participate in a research study to consumers' attitudes and purchase behaviors for university related apparel products. This study is being conducted by Xiao Huang, a graduate student, under the direction of Dr. Wi-Suk Kwon, Ph.D., Human Science Associate Professor of Retailing, in the Auburn University Department of Consumer and Design Sciences. You were selected as a possible participant because you are a customer or a potential customer of apparel products related to Auburn University and are 19 years old or older.

What will be involved if you participate? Your participation is completely voluntary. If you decide to participate in this research study, you will be asked to answer the questions related to your opinions and consumption regarding apparel products related to Auburn University. Your total time commitment will be approximately 15 minutes.

Are there any risks or discomforts? There are no known risks or discomforts associated with participating in this study.

Are there any benefits to yourself or others? If you participate in this study, you can expect to receive no direct benefits. Your participation, however, will provide valuable consumer insights that can help Auburn University and manufacturers and retailers of apparel products related to Auburn University better serve consumers of apparel products related to Auburn University.

Will you receive compensation for participating? To thank you for your time you will be offered respective extra credit determined by your course instructor.

Are there any costs? If you decide to participate, you will not incur any costs.

If you change your mind about participating, you can withdraw at any time during the study. Your participation is completely voluntary. If you choose to withdraw, your data will be withdrawn as long as they are identifiable. Once you've submitted anonymous data, it cannot be withdrawn since it will be unidentifiable. Your decision about whether or not to participate or to stop participating will not jeopardize your future relations with Auburn University.

Any data obtained in connection with this study will remain anonymous. Your individual responses will be kept in strict confidence. No personal information such as IP address and email address will be collected or recorded in any way. The principal researcher will use a protected password to access data from the web-based survey. Results will be published in summary form only. Information obtained through your participation may be published in a professional journal and/or presented at a professional meeting.

If you have questions about this study, please ask them now or contact Xiao Huang (xzh0017@tigermail.auburn.edu) or Dr. Wi-Suk Kwon (kwonwis@auburn.edu).

If you have questions about your rights as a research participant, you may contact the Auburn University Office of Human Subjects Research or the Institutional Review Board by phone (334)-844-5966 or e-mail at hsubjec@auburn.edu or IRBChair@auburn.edu.

HAVING READ THE INFORMATION ABOVE, YOU MUST DECIDE IF YOU WANT TO PARTICIPATE IN THIS RESEARCH PROJECT. IF YOU DECIDE TO PARTICIPATE, PLEASE CLICK ON THE LINK BELOW.
YOU MAY PRINT A COPY OF THIS LETTER TO KEEP.

Xiao Huang 1/14/2013
Investigator's signature Date

Wi-Suk Kwon 1/14/2013
Co-Investigator Date

The Auburn University Institutional Review Board has approved this document for use from _____ to _____. Protocol #_____

LINK TO SURVEY

Information Letter for Auburn Alumni Association Members

Information letter for Auburn Alumni Association members

Department of Consumer and Design Sciences, 308 Spidle Hall, Auburn University

(NOTE: DO NOT AGREE TO PARTICIPATE UNLESS AN IRB APPROVAL STAMP WITH CURRENT DATES HAS BEEN APPLIED TO THIS DOCUMENT.)

INFORMATION LETTER
for a Research Study entitled
"Factors Influencing University-Related Apparel Product Consumption"

You are invited to participate in a research study to consumers' attitudes and purchase behaviors for university related apparel products. This study is being conducted by Xiao Huang, a graduate student, under the direction of Dr. Wi-Suk Kwon, Ph.D., Human Science Associate Professor of Retailing, in the Auburn University Department of Consumer and Design Sciences. You were selected as a possible participant because you are a customer or a potential customer of apparel products related to Auburn University and are 19 years old or older.

What will be involved if you participate? Your participation is completely voluntary. If you decide to participate in this research study, you will be asked to answer the questions related to your opinions and consumption regarding apparel products related to Auburn University. Your total time commitment will be approximately 15 minutes.

Are there any risks or discomforts? There are no known risks or discomforts associated with participating in this study.

Are there any benefits to yourself or others? If you participate in this study, you can expect to receive no direct benefits. Your participation, however, will provide valuable consumer insights that can help Auburn University and manufacturers and retailers of apparel products related to Auburn University better serve consumers of apparel products related to Auburn University.

Will you receive compensation for participating? No.

Are there any costs? If you decide to participate, you will not incur any costs.

If you change your mind about participating, you can withdraw at any time during the study. Your participation is completely voluntary. If you choose to withdraw, your data will be withdrawn as long as they are identifiable. Once you've submitted anonymous data, it cannot be withdrawn since it will be unidentifiable. Your decision about whether or not to participate or to stop participating will not jeopardize your future relations with Auburn University.

Any data obtained in connection with this study will remain anonymous. Your individual responses will be kept in strict confidence. No personal information such as IP address and email address will be collected or recorded in any way. The principal researcher will use a protected password to access data from the web-based survey. Results will be published in summary form only. Information obtained through your participation may be published in a professional journal and/or presented at a professional meeting.

If you have questions about this study, please ask them now or contact Xiao Huang (xzh0017@tigermail.auburn.edu) or Dr. Wi-Suk Kwon (kwonwis@auburn.edu).

If you have questions about your rights as a research participant, you may contact the Auburn University Office of Human Subjects Research or the Institutional Review Board by phone (334)-844-5966 or e-mail at hsubjec@auburn.edu or IRBChair@auburn.edu.

HAVING READ THE INFORMATION ABOVE, YOU MUST DECIDE IF YOU WANT TO PARTICIPATE IN THIS RESEARCH PROJECT. IF YOU DECIDE TO PARTICIPATE, PLEASE CLICK ON THE LINK BELOW.
YOU MAY PRINT A COPY OF THIS LETTER TO KEEP.

Xiao Huang 1/14/2013
Investigator's signature Date

Wi-Suk Kwon 1/14/2013
Co-Investigator Date

The Auburn University Institutional Review Board has approved this document for use from _____ to _____. Protocol #_____

LINK TO SURVEY

APPENDIX F

Email Invitation for *Auburn University Students*

Dear AU students:

I would like to kindly invite you to a research study, entitled "Factors Influencing University-Related Apparel Product Consumption." This study is conducted by Xiao Huang, a master's student at the Department of Consumer and Design Sciences for her master's thesis, under the supervision of Dr. Wi-Suk Kwon, Human Sciences Associate Professor of Retailing.

This study examines consumers' opinions and consumption regarding Auburn University related apparel products.

You are invited to participate in this study because you are a potential consumer of apparel products related to Auburn University and you are at least 19 years old.

I would appreciate it very much if you participate in this online survey **by March 31, 2013**.

You will be given **extra credit** that is determined by your course instructor for the participation in this study.

To receive extra credit, please PRINT the Thank You Page before you click the "SUBMIT" button, and WRITE DOWN your name and course info to turn it in to your course instructor. Your personal information (e.g., your name) will not be associated with your responses to the survey questions.

If you agree to participate in this study, you will be asked questions related to your opinions and purchase behaviors about apparel products related to Auburn University. Your participation will require **no longer than 15 minutes**.

For further information about the study, please contact Xiao Huang (xzh0017@tigermail.auburn.edu) or Dr. Wi-Suk Kwon (kwonwis@auburn.edu).

If you have decided to participate in this survey, please click the link below.

https://auburn.qualtrics.com/SE/?SID=SV_blyFJdMqGclTehD

Thank you for your valuable time!
War Eagle!

Email Invitation for *Auburn Alumni Association Members*

Dear Auburn Alumni Association members:

I would like to kindly invite you to a research study, entitled "Factors Influencing University-Related Apparel Product Consumption." This study is conducted by Xiao Huang, a master's student at the Department of Consumer and Design Sciences for her master's thesis, under the supervision of Dr. Wi-Suk Kwon, Human Sciences Associate Professor of Retailing.

This study examines consumers' opinions and consumption regarding Auburn University related apparel products.
You are invited to participate in this study because you are a member of the Auburn Alumni Association, and you are at least 19 years old.

I would appreciate it very much if you participate in this online survey **by March 17, 2013.**

If you agree to participate in this study, you will be asked questions related to your opinions and purchase behaviors about apparel products related to Auburn University. Your participation will require **no longer than 15 minutes**.

For further information about the study, please contact Xiao Huang (xzh0017@tigermail.auburn.edu) or Dr. Wi-Suk Kwon (kwonwis@auburn.edu).

If you have decided to participate in this survey, please click or copy the link below.

https://auburn.qualtrics.com/SE/?SID=SV_6rEzV1gV2F4NVLT

Thank you for your valuable time!
War Eagle!