Research on The Influence of Brand and Fashion on Consumers' Purchasing Intention in The Food Field

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Abstract: This paper takes university students as research object, using experimental research to show that the fashion and brand awareness of food have significant positive influence on the purchase intention, and that the brand awareness of food is more significant than that of food. Additionally, under the same brand awareness of foods, high-fashion foods are more likely to be bought than low-fashion foods, and compared with foods of low brand awareness, fashion has a more significant impact on the purchase intention of high brand awareness foods.
Keywords: food; fashion; brand awareness; undergraduate; purchase intention

1. INTRODUCTION

Faced with updated consumer demand, even well-known enterprises may be eliminated by the market. In 2016, Coca-Cola handed over its bottling business to COFCO and Swire. Also in the same year, the Chinese chocolate first brand, king, was twice handed over in a year.

On these issues, the correct understanding of the market plays a key role. According to the statistics, the majority of the current market is college students, and the characteristics of this group are obvious: pursuing fashion and emphasizing personality. A large number of studies have focused this psychology on clothing, but in fact, food expenditure is the most important consumer expenditure, so it is necessary to study the factors that affect college students' purchasing intention in food field.

2. THEOTRETICAL BACKGROUD AND HYPOTHESIS

Fashion. The discussion of fashion can be divided into two categories: one focuses on behavioral pattern and the other focuses on cultural connotation.

The explanation of social psychology is in behavior, Yang (1951) believes that fashion is a widely used behavior and thinking mode. Sun (1946) pointed out that fashion also includes the shape pattern of things. In life, many people imitate a person thus form the social phenomena such as customs and fashion (Xiaohong Zhou, 1995).

Another research area is the interpretation of the connotation of fashion. H. Blummer (1969) proposed that fashion is a higher practice. Further, fashion is a cultural meaning system (Roland Barthes), and the fashion style has symbolic meaning (King& Summers). From a society point of view, fashion has different contents and styles due to class differences (Simmel, 1957). And fashion includes the understanding of the world (Greenblatt, 1980).

Brand Awareness. David A Aaker (2006) divided brand awareness into three different levels. The lowest level of brand awareness is brand recognition, another level is the brand recall, and the first mention of popularity is the highest level of brand awareness.

The "N - brand awareness" formation model of Naik includes the market competition variables, making it possible to evaluate advertising effectiveness. East et al. (2008) introduced the word-of-mouth variables to prove that the positive word-of-mouth effect of highly recognized brands was greater than that of negative word-of-mouth, and verified the exposure effect, indicating that consumers can have a positive effect on familiar brands.

The Relationship Between Fashion and Purchase Intention. Consumers with high fashion sensitivity will pay attention to fashion and actively search for information to understand fashion trends (D 'aveni, 2010).

Zimmer points out that consumers pursue fashion to get social conformity, while Zheng (2006) believes that consumers are motivated by the desire to maintain individual differences. Furthermore, consumers have to make up for their own shortcomings to achieve psychological balance (Ziming Luo, 2007). Wang (2005) believes that it is the change of self-identification and social image that enables consumers to make fashion consumption. Wei and Zhu (2011) also demonstrated that consumers' fashion motivation, interest and attitude have positive influence on purchase intention, and the influence level is significant.

The Relationship Between Brand Awareness and Purchase Intention. Kamins and Marks argue that consumers have a high brand attitude and willingness to buy familiar brands. The mediate variable is the perceived quality (Aaker), that is, the consumers will have a higher perceived quality (Wall, Liefeld &Heslop) for the well-known brands.

Cobb, Ruble and Donthu compared the two hotel brands, and found that the famous hotel had higher perceived value, and attracted more consumers to

check in. It can be seen that brand awareness contributes to the sales of products (Suyin Lynn).

The College Students' Consumption Characteristics. College students have always been a fashion-driven group (Yao &Chan), and the research of the Mei Lynn (2012) has shown that modern college students are interested in symbolic consumption. Handa et al. (2013) show that the consumption group of fashion clothing is mainly young women. Lam, Man - lok (2012) found that young Chinese people's fashion consumption is established on the basis of a particular culture.

Hypothesis. H1: the brand awareness and fashionability of the food have significant positive effects on the purchase intention of college students.

H2: compared with the brand awareness of food, the positive influence of food fashion on purchasing intention is more significant.

H3: under the same brand awareness of food brands, high-fashion foods are more likely to be bought than low-fashion foods.

H4: compared with food with low brand awareness, food fashion has a more significant impact on the purchase intention of high brand awareness food.

3. EXPERIMENT

Process and Method. This experiment was conducted in the form of a questionnaire, randomly selected three classes of students in a teaching building of Hunan Normal University, and a total of 120 people (39 boys and 81 girls) were randomly distributed by order of four kinds of forms of questionnaire: strong fashion and brand awareness, strong fashion and weak brand awareness, weak fashion and strong brand awareness and weak fashion and brand awareness group, with each group of 30 people. Each received a small gift after completing the questionnaire.

Four different versions of the questionnaire were designed for 4 groups, each of which had two reading materials as the experimental stimulus, and the first reading material was the same. The first reading material introduces the professional knowledge of "fashion" and "brand awareness" in the form of authoritative periodicals, and introduces a virtual food brand to avoid the influence of consumers' brand preference. The second reading material is an introduction, which is divided into four different versions, which respectively highlight the strong fashion, weak fashion, strong brand awareness and weak brand awareness in the four sentences, forming (strong, strong), (strong, weak), (weak, strong) and (weak, weak) four groups. This material was read by three professors from the business school of Hunan Normal University respectively. The results showed that reading material 2 could achieve the purpose of showing the difference between fashion and brand awareness.

Below two materials, the scale in Mei Rong's(2013) study was used to measure college students' purchase

intentions, which consists of three problems: I will give priority to purchasing the product; I'm more likely to buy the food; I am willing to buy the food. The options for these four questions are set by five-point Likert Scale (1 corresponds to "very disagree", 5 corresponds to "very agree").

Results and Analysis. The dependent variable of the test is the purchase intention, which consists of three measurement items. The experimental data was analyzed by SPSS22, and the analysis showed that the total Cronbach's in the study was 0.861, which could prove that the experimental data had higher reliability. When ANOVA was further analyzed, the data of the three measurement items of the purchase intention were averaged. In this experiment, the variance analysis was conducted, and the results showed that the mean value of purchasing intention of the four experimental groups in the experiment was: strong fashion and brand awareness group of Mc = 3.91, strong fashion and weak brand awareness group of Mc = 3.11, weak fashion and strong brand awareness group of Mc = 2.8, and weak fashion and brand awareness group of Mc = 2.53. Table 2 shows that food fashion and brand awareness has significant positive influence on purchase intention, and the fashionability of food has a more significant positive influence than brand awareness. Therefore, hypothesis 1, 2 and 3 are supported. Further analysis of the simple effect indicates that food fashion has a more significant impact on the food with high brand awareness, so hypothesis 4 is proved.

TABLE 1 Tests of Between-Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	32.059ᵃ	3	10.686	22.912	.000
Intercept	1144.948	1	1144.948	2454.804	.000
Fashion ability	21.393	1	21.393	45.866	.000
Brand awareness	8.533	1	8.533	18.296	.000
Fashion ability * Brand awareness	2.133	1	2.133	4.574	.035
Error	54.104	116	.466		
Total	1231.111	120			
Corrected Total	86.163	119			

a. R Squared = .372 (Adjusted R Squared = .356)

TABLE 2 Univariate Tests

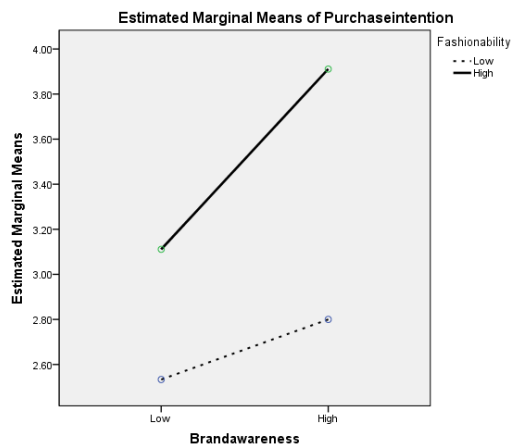| Brand awareness		Sum of Squares	df	Mean Square	F	Sig.
Low	Contrast	5.007	1	5.007	10.736	.001
	Error	54.104	116	.466		
High	Contrast	18.519	1	18.519	39.704	.000
	Error	54.104	116	.466		

FIGURE 1 Influence of different degree of fashion on the purchase intention under the same food brand awareness condition.

Discussion. Through the launch of experimental materials, it was found that both the food fashion and brand awareness significantly affected the purchase intention of the participants. In the reading material 1, the concept of food fashion and brand awareness was launched in the consumer's mind, and the intensity was the same. When the other conditions are the same, the reading 2 constructed four experimental groups in the form of combination. And comparative analysis shows that the attention paid by college students to food brand awareness is obviously weaker than fashion, and it is difficult to catch young people's market for the well-known food brands if they do not keep up with the fashion trends.

4. CONCLUSION

Contribution. Although previous studies have shown that fashion and brand awareness have positive influence on consumers' purchase intentions, but did not introduce the fashion into food field, and not compare their impacts on consumers' purchase intentions. This study focuses on the college students which occupy a large proportion of the market, and finds that the food fashion and brand awareness influence the purchase intention of college students with different degree and intensity, namely, there is difference between the influence of food fashion and brand awareness. The results of this study show that, under the same conditions, the food with strong fashion leads to higher purchase intention than the weak one. This study further points out that food fashion of strong brand awareness effect is more significant.

These conclusions provide empirical research support for food enterprises who have limited resources and want to grasp the market of college students, that is to give priority to the promotion of brand awareness or to improve the fashionability. The research shows that college students value "fashionable" food more, that is, the food that can reflect the personality and taste of young people. They believe that this kind of food will keep pace with the times and reflect

themselves as the people who follow the trend of The times, and fashionable food can quickly become popular among college students, which further drives more college students to join in the consumption of the food.

However, if the food enterprises can improve their brand awareness, they can also play a positive role in the purchase intention of college students. But, if they neglect the psychological preference of college students, they will lose a large market share. Therefore, this study believes that food enterprises should develop brand awareness on the basis of satisfying the psychological needs of college students. Limitations. Although this study confirmed all the hypotheses, and the experiment was based on the virtual food brand which can better avoid the influence of consumers' brand preference on the experimental results. However, in real life, there are few foods that are fully equipped with these experimental hypotheses and can't avoid the interference of other factors, so future research can design real food for consumers to choose to further promote this conclusion.

The study did not take into account the differences in category. In fact, consumers' purchasing psychology is different for different food types. For different types of food, the decision involvement degree of the purchaser is different, and the conclusion of the study on the influence factors of the purchase intention will be different, or even completely opposite, and the future research can explore different kinds of food.

This study only relate to the group of college students, and the study will give different conclusion for different groups, and the future study can be popularized for different groups.

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