

Investigating The Relationship Between Consumers' Self-Regulation And Their Intention To Re-Engage Towards Fashion Products

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The study presented here has been done with the view to examine the relationship of the self-regulation of the consumers with their intention to re-engage with the fashion products. The study has been designed on a descriptive and quantitative manner. The tendencies of re-engagement like re-purchasing reconsidering and revisiting the stores of fashionable products such as footwear, accessories, clothing and so on. The study has been done in a cross-sectional nature and data has been collected through questionnaire. The number of respondents selected for the study is 100 and the sampling technique that has been used is simple random sampling. Analysis of the collected data has been carried out with the help of performing regression. Results of analysis showed that self-regulation is positively related with the intention of the customers to re-engage, in the context of fashion products.

Keywords: Self-Regulation, Intention to Re-Engagement, Loyalty, Repurchase Intention.

INTRODUCTION

Re-engagement and self-regulation are important behavioral and psychological aspects which affect the adaptive functioning, persistence and goal attainment. Though self-regulation is related with the ability of a person in monitoring, controlling and directing their behaviors, emotions and thoughts, the aspect of re-engagement means the renewal of commitment towards a goal after facing setbacks or obstacles.

Self-regulation had been defined by Baumeister&Vohs(2007) and Zimmerman (2000), as the capacity of an individual in managing the thoughts, behaviors and emotions of the self for accomplishing goals of a long duration. Self-regulation has got the tendency to shape the behavior of the consumer. Self-regulation is also practiced by the consumers for controlling impulse purchase, assess the utility of a product, avoid negative post-buying emotions and get their purchase aligned with the financial or personal goals. Yet, very few

studies had been done to examine the way in which self-regulation influenced the chances to repurchase a product by the consumers.

Many theoretical models had been established for providing a base to understand the concepts of re-engagement and self-regulation. The theory of social cognition as framed by Zimmerman (2000) stated that self-regulation to be the cyclic phenomenon that comprises of self-reflection, performance and forethought. The control theory of Scheier and Carver (1998) suggested that the people who get engaged in self-regulation compare their present status with the standards previously set and make adjustments. Wrosch, et al., framed the theory of goal adjustment which introduced the terms re-engagement and disengagement and proposed that the adaptive functioning refers to the leaving off the goals that are unattainable and getting committed to the new goals.

Self-Regulation: Dimensions and Development

The concept of self-regulation is said to be a multi-dimensional one and comprises of behavioral self regulation, emotional self regulation and cognitive self regulation. Behavioral self regulation includes controlling the actions and impulses, as stated by Baumeister and Vohs(2007), emotional self regulation includes controlling the emotional responses, especially when under stress, stated by Gross (2002) and cognitive self regulation includes establishing goals, planning and monitoring the development, as said by Pintrich(2000). Studies had shown that the abilities of self regulation gets developed during the life-span of a person and are affected by the style of parenting, schooling and social & cultural values (Duckworth, et al., 2009).

Re-Engagement: Construct & Relevance

The process of re-engagement turns to be silent when the goals are unattainable or blocked. In the words of Wrosch, et al. (2003), the persons who have the tendency of re-engaging in alternative goals possess satisfaction in life and psychological well-being. The studies done recently stated that the capacity of self-regulation improves the ability of a person to get re-engaged after failure (Nikolajsen, et al., 2019). In the words of Showalter and Tongeren (2021), re-engagement had been stated as one type of resilience and possess the tendency of predicting long-term achievement and motivation.

Relationship of Self-Regulation with Re-Engagement

Self-regulation is closely related with re-engagement. According to Brandstatter and Renner (1990), self-regulation helps a person develop adaptive re-engagement through the encouragement of flexibility in the pursuit of goals, promotion of future orientation and positive influence after failure, in the words of Koole, et al., (2011) and improvement of self-efficacy that mediates the behavior of re-engagement, as per Bandura (1997). Further, according to Muraven and Baumeister (2000), the absence of self-regulation has got the tendency to bring down the chances of successful re-engagement.

Intention to re-engage, in the context of fashions, means the identification of the way in which the intention of consumers to get re-engaged with the fashion brands are affected by

varied factors. This process may include the examination of repeated purchases, taking active part in plans such as initiatives of take-back or brand loyalty.

Problem statements

In the present day of a marketplace which is driven by technology and also is highly competitive, it becomes crucial to understand the repurchase behavior of consumers for the businesses to have a sustained success. Many previous studies had highlighted the factors like brand loyalty, service quality and customer satisfaction for demonstrating repeated purchases, the studies done in recent times focuses over the psychological factors of the individuals like self-regulation which helps to shape the decisions which are taken by the consumers after making a purchase.

In spite of the increased importance for self-regulation, very few researches had examined the role played by this construct in affecting the intentions to repurchase products of varied categories. Such a gap in research studies results in an absence of clear evidence in the midst of businesses and marketers regarding the way in which self-regulation influences the intentions to repurchase.

Significance of the research study

The study done here has been done to identify the manner in which the interest & participation of the consumers towards a specific brand (re-engagement) affect the chance to make a purchase (intention). The study has also explored the way in which self-regulation affects the desires of a consumer to make repeated purchase of fashionable products.

Research Gap

Many researches had focused on self-regulation during the initial pursuit of goals, yet, very few studies had described the manner of re-engagement after a set-back. The effects of gender and culture over the processes of re-engagement had not been examined. Restricted studies are available which explains the way in which re-engagement is predicted by self-regulation.

Research Question

The study has tried to find an answer to the questions as how self-regulation of the consumers affect their intention to re-engage with reference to fashionables

Hypothesis (H₀)

H₀: The scholar has established the hypothesis that self-regulation of the consumers does not have an effect over the re-purchase intention.

Objectives

The purpose to carry out this study is to examine the effect of self-regulation over the re-engagement intention, in the context of fashionable products.

REVIEW OF LITERATURE

Derakhshan, et al., (2024) explored that many studies had examined the psychological and emotional elements of (L2) foreign or second language learning in previous few years. Many had authorized that the students learning second language should have abilities of self-regulation and must direct their journey of learning second language. For this purpose, they need varied strategies for getting engaged in their own process of learning. One of such strategies is SRL (self-regulated learning), which had got the tendency of affecting the engagement and learning in classrooms. But, the manner in which the strategies of SRL correlated and predicted task engagement had not been still examined, with reference to the learning of second language (L2). The study presented here had tried to fill this research gap. For the purpose of the study, the authors had distributed questionnaires through online platforms among the learners of English language. The sample size of the study was 384 and the aim of the study was to explore the predictive power and relationship of varied elements of SRL with task engagement. Analysis was done through SEM which showed that there was a positive relationship of behavioral engagement with meta-cognitive & meta-affective strategies. It was also found that emotional engagement was positively related with meta-affective strategies. Further, cognitive engagement was related positively with cognitive and meta-cognitive strategies. Additionally, agentic engagement was related with meta-affective strategies and social engagement was positively related with meta-socio-cultural-interactive and socio-cultural-interactive strategies.

Peter (2021) stated that for monitoring and managing the confusions in digitalization, augmented agents have to self-regulate in a collaborative fashion. In this aspect, there can be seen an increase in artificial agents and many are found to be totally self-generative. Such agents possess the tendency of fast, sensitive and complex self-regulation. As a result, the augmented agents possess the ability of having an efficient self-supervision and self-regulation. But, self-regulation of humans is generally sluggish and simplified and there exists an absence of sensitivity. Individuals depend on better reasons, docility, routine and habit. However, the artificial agents tend to be more hyper-sensitive and hyper-active when compared with the humans. When there can be seen a combination of both the agents, human functioning can be heuristic, sluggish and simple, while, artificial self-regulatory functioning can be precise, fast and complex. The outcome may be self-regulatory convergence or divergence and also may be dysfunction. It may also affect motivational strength, task engagement and self-efficacy.

Krishnakumar, et al., (2024) stated that the satisfaction of customers was crucial with respect to online purchase as it has got the potential to affect the business success directly. As the industry of online fashion products is seen to highly competitive, the companies need to develop a base of loyal customers. The customers who are satisfied tend to make repeated purchase, offer positive feedback and remain loyal to the brand. Through the implementation of varied strategies, the organizations get the ability of developing an optimistic shopping experience and enhance the chances of making repeated purchase, with respect to online shopping. The aim of this study was to explore the effect of the satisfaction of customers on the intention to repurchase. The authors had also aimed to group the varied customers on the basis of their level of satisfaction and intention to repurchase, towards an online fashion

product. Respondents were selected through convenient sampling and data was collected through questionnaire from 200 participants. Analysis of the collected data revealed that there was a difference with respect to the cluster and demographical groups with respect to intention to repurchase.

RESEARCH METHODOLOGY

The study design is descriptive and quantitative. The aim is to examine the relationship of self-regulation of the consumers with their re-engagement potential. Cross-sectional study has been done and data is collected through questionnaire. Sample population comprises of consumers who re-purchased or got re-engaged with the fashion products like footwear, clothing and accessories. The population belongs to urban areas, particularly younger generation who made either offline or online purchase of fashion products. The number of respondents in the study is 100 and analysis has been done through regression.

ANALYSIS AND INTERPRETATION

R	R Square	Adjusted R Square	F	Sig.
0.908 ^a	0.824	0.813	72.577	0.000(a)

a Predictors: (Constant), Self-Regulation

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.669	.139		4.814	0.000
Self-regulation goals are set by me for getting re-engaged.	.086	.019	.239	4.544	0.000
I have the ability of resisting the temptations while purchasing.	.172	.017	.483	9.853	0.000
In the midst of distractions, I focus only on my plans of shopping.	.069	.029	.135	2.344	0.021

I have a control on by expending behavior.	.079	.025	.158	3.132	0.002
I make advance plans for my purchase.	.123	.023	.263	5.442	0.000
I do not make impulsive purchases.	.257	.026	.499	9.997	0.000

Dependent Variable: Intention to re-engagement

Findings reveal that the self-regulation statements towards re-engagement intention are significant. There is a relationship of self-regulation with re-engagement intention. Regression analysis reveals that all the six indicators of self-regulation highly affect the re-engagement intention. F value is 72.577 and p value <0.000 . This shows that the model of the study is strong. In other words, it can be said that re-engagement intention is predicted by self-regulation. As $p < 0.001$, null hypothesis is rejected and the model is significant. A total of 82.4% variation in intention to re-engagement behavior is explained by this model (i.e., by self-regulation).

FINDINGS

The analysis of the study shows that self-regulation of consumers regarding varied aspects of fashion product purchase has got the tendency to affect their re-engagement intention.

CONCLUSION

The factors of re-engagement and self regulation are very crucial to know more about the human motivation, in the context of transitions and failures. Awareness about the relationship of these two constructs can help to improve the educational practices, programs related with workplace resilience and the varied therapeutic interventions. It has been found through the study that the factors of self-regulation affect the re-engagement intention of customers in the context of fashion industry. On the basis of the outcomes of the research, self-regulation has got a positive effect over re-engagement intention.

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