Asian Journal of Research № 10 (10), November 2017
IMPACT FACTOR
SJIF 4,1
IFS 2,7

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

AN IMPACT ANALYSIS OF FACTORS INFLUENCING CLOTHE BUYING PREFERENCES OF PAKISTANI FEMALE VIEWERS OF INDIAN TV DRAMAS

M. Jawad Sajid [a,1], Xiaobing Yang[b] ,Qingren Cao[a], LI Xinchun[a] M. Fahad Sajid[c]

a. School of Management, China University of Mining and Technology, Xuzhou, Jiangsu province, 221116, China.
b. School of Art, Xuzhou institute of technology, Jiangsu, 221008, China
c. Department of Management Sciences, COMSATS Institute of Information Technology, Islamabad, Pakistan.

http://dx.doi.org/10.26739/2433-202x
Issue DOI http://dx.doi.org/10.26739/2433-202x-2017-10-10
Article DOI http://dx.doi.org/10.26739/2433-202x-2017-10-10-5

[1] Corresponding author at: School of Management, China University of Mining and Technology, Xuzhou, Jiangsu Province, 21116, China. Tel.: +86 15720783447. Corresponding E-mail address: jawad.jaws@outlook.com (M. Jawad Sajid), xbyang_711@sina.com (Xiaobing Yang) caoqingren@163.com (Qingren Cao), lxc_ljx@263.net (Li Xinchun), malikfahad488@gmail.com (M. Fahad Sajid).

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

ABSTRACT:

TV Dramas impact customer buying behavior. This study determined factors influencing clothe buying preferences of Pakistani female viewers of Indian TV dramas. Specifically the research was conducted to study factors; items related to these factors, and the possible positive or negative impact of these factors. Objectives were achieved in three phases. 1st: important factors and related items were determined. 2nd: presentation and validation of these factors, 3rd: Factors were further elaborated. Factor 3 (Fashion) has the highest mean score 4.21 and Factor 2 (Culture) has lowest mean score of 3.05. And three of the closet items out of a total of seventeen (indicated through nearest neighbor analysis) are also from factor 3 (Fashion) i.e.: TV actors look beautiful wearing particular dresses; dresses are up to date; because of design; fabric; texture; lining etc. Results of our study can be used by future researchers in development or modification of research questioner. Marketers can use the results for better placement of their products (clothes).

Keywords: Indian TV Dramas; Pakistani Females; Clothes; Buying preferences, Influences

1. Introduction:

Since the first ad on Television (1941), TV has been the most important media for advertisements (Davtyan & Cunningham, 2016). Viewers have a much more positive view of "brand placements" than that of commercials (Davtyan & Cunningham, 2016). A famous TV drama is one of the most significant tools for gossip and discussion amongst family and friends (Couldry & McCarthy, 2004a, 2004b). Generally it is believed that clothing fashion originated in late medieval period (Svendsen, 2006). Fashion is reserved for women (and for some gay men) and it is used in the series (Sex and the City) to display female body (Weissmann, 2012).

Recent studies have considered various effects of TV dramas on viewers. Pérez, Ruiz, & Blas (2011) studied the impact of TV actors on viewer's interaction on teleshopping buying motivation. Beullens & Rhodes (2015) analyzed longitudinally the impact of medical TV dramas on speeding behavior of youngsters as per their findings medical TV dramas have negative impact on speeding amongst youngsters implying the importance of TV dramas in daily

lives. Parrott .S & Parrott C.T. (2015) analyzed the adverse impacts of fictional crime dramas on white women in USA. Kim, Chen, & Su (2009); Su, Huang, Brodowsky, & Kim (2011); Kim, Agrusa, & Lee (2007); Beeton (2001); Beeton (2005); Frost (2006); Busby & Klug (2001); Connell(2005a); Connell (2005b); Kim & Richardson (2003); Riley, Baker, & Doren (1998); Riley & Doren (1992); Schofield (1996); Tooke & Baker (1996) studied the relationship between TV Dramas and tourism. Cho(2005); Hanaki, Singhal, Han, Kim, & Chitnis (2007); Jin (2006); Kim Y. (2006); Kim H. M. (2005); Shim (2006) Yin & Liew (2005) studied the effect of Korean wave (Hallyu) on viewers of Korean dramas. Fabianic (1997) considered the relationship between TV dramas and homicide. Meng (2015) researched the relationship between TV dramas and Cultural Revolution in mainland China in context of a TV drama named "Sent down youth". Vu & Lee (2013) investigated international marriages between Vietnamese women and South Korean men with respect to Vietnamese women viewership of Korean TV dramas using "cultivation analysis". Jiang & Leung (2012) inspected online Chinese viewers of American and Korean TV dramas, according to them "narrative appeal, viewing habits, and gender" are the main factors for viewing preferences. Kim S. (2017) scrutinized the viewers of Korean TV dramas in Ghana; according to him different "socioeconomic" factors affect the viewership of Korean TV dramas in Ghana.

There are also specific studies on effects of TV dramas on buying preferences of drama viewers. Park & Lennon, (2004) studied "Television apparel shopping" according to them "impulsivity" is the main factor effecting buying of TV viewers. They proved positive relations between "impulse buying and TV shopping exposure"; "impulse buying and parasocial interaction "and between "parasocial interaction and both television shopping exposure and television exposure". Namdar, Hassaan, & Naseem, (2013) researched the effect of local Dramas on female consumer behavior. They established four factors to be important "product liking, influence of dramas on society, viewers trust and trendsetting". Ismail & Kaleem (2013) found out the relationship between TV viewing habits of children and their buying behavior. Aljammazi & Asil (2017) studied the influence of Turkish TV dramas on perceptions; attitudes and buying intentions of Saudi viewers of Turkish TV dramas.

Indian drama serials are often being watched in Pakistan as a tool of family entertainment. As for Pakistani females they are in love with Indian TV dramas (IANS, 2010). There is curiosity among Pakistani female viewers of Indian TV

dramas about "dresses" wore in these dramas (IANS, 2010). Indian TV dramas are often being included as subjects of discussion in major Pakistani newspapers see for example (Iqbal, 2012). Shopkeepers are arrogantly presenting the clothes to be imported from India in Karachi Pakistan (Mukherji, 2011). Different occasions like marriage ceremonies, engagements, birth days etc. are also often being portrayed in these drama serials as a tool of product placement, impacting the buying behavior of Pakistani female buyers. Indian TV dramas have great influence on Pakistani females; they also want the same jewelry and clothes as portrayed on different occasions in Indian TV dramas for their own "weddings" (Mukherji, 2011).

Notwithstanding there is still not much research done in exploring the influence of TV Dramas on clothe buying preferences of viewers explicitly female viewers. Additionally not much work has been done to understand the influence of Indian TV dramas on clothe buying preferences of Pakistani female viewers. The rest of the paper is divided in the following manner section 2 contains Conceptual model; section 3 is Method; section 4 contains Results and in section 5 limitations and implications of our work has been discussed.

2. Conceptual model:

The model is composed of three phases. In first phase important factors were determined through survey responses and literature review. According to Torn & McNichol (1998) focus group interviews are used to develop hypothesis and questionnaire in social and health sciences. These factors were then presented to focus groups for confirmation of initial factors. Based on the findings the following hypotheses are proposed:

H1. *Positive relationship between attachment and clothe buying Preferences of Pakistani female viewers of Indian TV drama serials.*

Because favorite actors are wearing theses dresses during drama serials
Because favorite actors suggest some dresses or brands during drama serials
Because these dresses are also being wore by favorite actors outside drama environment, like award shows, reality shows, and personal interviews
Because these dresses are being wore by favorite relations (Saas Bahu etc)
Because these dresses are being wore in favorite drama serials
Because of attachment with character circumstances portrayed during drama serials (being inclined to wear same clothes under similar circumstance for

example what favorite character wears when she goes to college; go for picnic; travelling etc.).
Because of all other kinds of attachments (Attachment with particular age group actors (old, young, teen agers); Attachment with actors lifestyles and status; Attachment with particular roles being played by actresses e.g. heroines, supporting actors, vamps etc.).
H2. *Positive relationship between cultural juxtaposition and clothe buying preferences of Pakistani female viewers of Indian TV drama serials.*

Because of family setups portrayed in Indian TV dramas (are somewhat similar to those of real life setups of Pakistani female viewers of Indian TV dramas so they are inclined to wear same clothes within their own family setups).
Because of language spoken in Indian TV dramas (Hindi is similar to mother language Urdu of female viewers of Indian TV dramas so it creates a sense of familiarity).
Because of events & occasions (Marriage ceremonies, Birthdays, engagements etc.) shown in Indian Tv dramas (attract Pakistani female viewers to buy the same clothes for their occasions).
Because Indian Dramas act as a tool of family togetherness (thus inflicting a positive view of the products specifically clothes).
Because of historical proximity (both countries are very close culturally, Before 1947 Indian and Pakistan were one country)
H3. *Positive relation between Fashion and clothe buying preferences of Pakistani female viewers of Indian drama serials.*
Because Indian TV actors look beautiful wearing particular dresses so same rule applies to Pakistani female viewers i.e. they also look beautiful after wearing these dresses
Because these dresses are up to date
Because of design; fabric; texture; lining etc
Because Indian drama dresses are trend setters in Pakistani society
Because of perceived high quality associated with Indian TV drama dresses

After development of hypotheses our research will enter second phase. In second phase questioner will be provided to sample group and with the help of following quantitative tools factors/hypotheses will be explained and validated these tools include Factor analysis, Mean, Std. Deviation, Cronbach alpha and Pearson correlation. If the factors stand up (YES) to the hypotheses will be further

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

elaborated using regression and nearest neighbor analysis. Figure 1 contains conceptual model of our research.

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

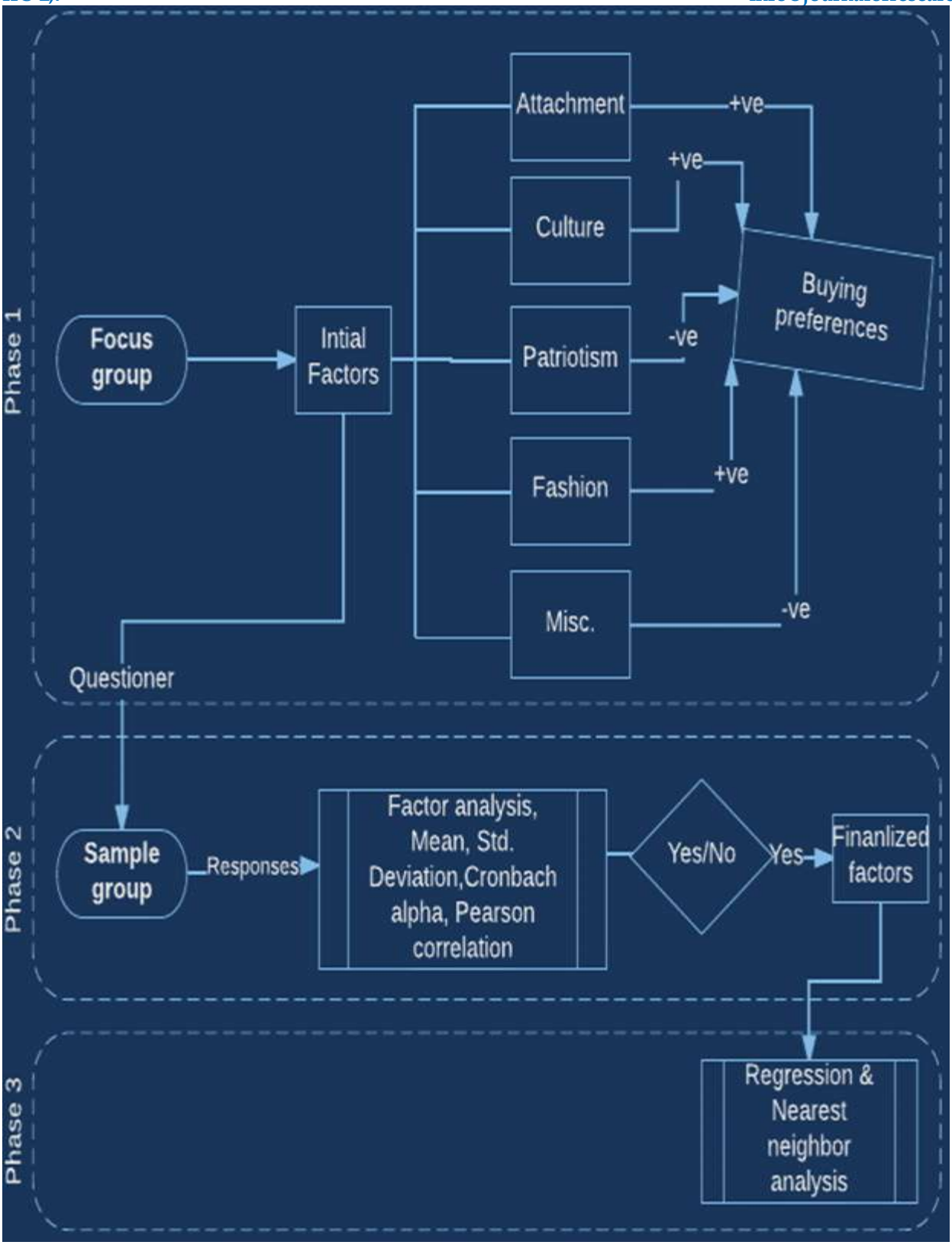

Figure 1: Conceptual Model

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

3. Method:

3.1. Measurements:

Previous studies on TV dramas effects on customer buying Preferences were analyzed to find out factors which may be used in development of our scale. Since most of the studies didn't take in to account the cultural and demographical aspects of Indo-Pak we find it appropriate to conduct our own online survey and confirm the responses through focus group interviews. An online survey was conducted using resources like Face book; WhatsApp; WeChat groups and Twitter etc. a total of 453 responses were gathered from Pakistani female viewers of Indian dramas. Based on these results three factors with 19 items were identified. Afterwards these findings were presented to three focus groups consisted of all female correspondents, N=10 members each, aged between 20-40 years. According to focus group recommendations following items: attachment with lyrics or background music (Factor 1); attachment with particular locations (Factor 1) were deleted remaining 17 items were considered satisfactory. It should also be kept in mind that price of the clothes as a factor was not considered. Although price has an obvious effect on demand, but because of the fact that during online surveys and Focus group interviews price didn't came out to be much of an influencing factor so it was ignored.

One question investigating change in buying preferences towards Indian drama clothing after watching Indian drama was presented as: after watching Indian TV Dramas how was your buying preference towards Indian TV drama clothing changed? A five point likert scale was employed where 1= buying preferences became strongly negative, 2= buying preferences became slightly negative, 3= No change in buying preferences (Neutral), 4=buying preferences became slightly positive, 5=buying preferences became highly positive. Answers to the remaining questions expect for buying preferences were done on 5-point Likert- type scale, where 1= strong negative influence, 2= negative influence, 3= neutral, 4= positive influence and 5 = strong positive influence.

3.2. Sample size and data collection:

Questioner were provided to a total of 220 respondents, all females were of Pakistani origin; with ages range between 20-40 years old. Most of the respondents were students or house wives. As per geographical location of respondents 140 were from Karachi capital of Sindh province, Pakistan (Karachi is the biggest city of Pakistan). And 80 were from Islamabad (capital of

Pakistan).Because of cultural/religious & literacy constraints rural population of female viewers was not taken in to account (discussed in detail in section 5). Out of these 220 responses (N=200) were considered valid for our research.

3.3. Data analysis:

Extensive reading and reviewing of newspapers, magazines and journals was conducted. Through these we develop an understanding that Indian TV dramas have a definite impact on our subjects. The following quantitative research methods were used for validation and understanding of the findings from literature review; online surveys and focus groups. Factor analysis using principal component method was done. Which items belong to which factors and how many factors are required to represent the hypothesis; can be much better explained by factor analysis (Thomas, n.d.). Next Cronbach alpha test was done to check for the internal reliability of the scale. Mean and Std. Deviation for each item and factor was calculated. Pearson correlation analysis was conducted in order to determine the correlations between dependent variable (buying preferences) and independent variables. Regression analysis was conducted in order to develop a deep understanding of the relationship between Dependent and independent variable, importance, impact and certainty etc. And within regression R Square, Durbin-Watson, ANOVA, Values of B, Std. Error, Beta, t and Sig. etc. were included.

Nearest neighbor analysis was conducted to check for three of the most nearest items out of a total of seventeen items. Nearest neighbor analysis may be helpful for marketers to better place their products in context of Indian TV dramas.

4. Results:

4.1. Factor analysis:

Table.1. demonstrates the factor analysis using 17 items representing the influence of Indian TV dramas on clothe buying preferences of Pakistani female customers; three underlying domains were identified where the Eigen value was greater than one. Because our factors were somewhat correlated "Oblimin with Kaiser Normalization" rotation method was used. On the other hand orthogonal rotations are used when the factors are supposed to be not correlated. We used Principal component method (PCA) for extraction of factors .The value of the 1st factor was highest than of factor 2, factor 3 respectively above Eigen value 1. And the factor structure accounted for 67.834% of the variance. "Kaiser-Meyer-Olkin Measure of Sampling Adequacy" is a test of sample adequacy for both within all

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

variables and of the whole model (Kaiser, 1970); (Dziuban & Shirkey, 1974); (Cerny & Kaiser, 1977). According to Kaiser (1970) values above 0.5 are acceptable. Our KMO score was .856 indicating our sample is adequate enough for Factor analysis. "Bartlett's Test of Sphericity" tests the null hypothesis i.e. correlation matrix, is an identity matrix and no correlations exist between the elements. In order to reject the null hypothesis we need to have some relationship between the elements. The significant value was p=.000, signifying the existence of one or more factors and thus rejecting the null hypothesis. According to Hair, Tatham, Anderson, & Black (1998) factor cut- off size at .40 for a sample size of 200 is acceptable. We also have used a cut-off size at.40 for our PCA. . Cronbach alpha is the measure of internal consistency (Zeller & Carmines, 1980). It is essentially used to check the internal reliability of the scale. According to Nunnally & Bernstein, (1994) values above or at 0.7 are acceptable for newly developed scale and a minimum of 0.8 for basic research. On other hand values far above 0.9 are also not acceptable as the scale will be much narrow in focus (Nunnally & Bernstein, 1994); (Andrew, Pedersen, & McEvoy, 2011). For Attachment (Factor 1) Cronbach Alpha is .889; Culture (Factor 2) .954; Fashion (Factor 3) .817. The results from factor loadings and Cronbach alpha are satisfactory enough for further analysis.

Table 1: Factor loadings and reliabilities

Reasons of preference	**Factor loadings**		
	1	2	3
Attachment (Factor 1)			
Because favorite actors are wearing theses dresses during drama serials	0.499		
Because favorite actors suggest some dresses or brands during drama serials	0.683		
Because these dresses are being wore by favorite actors outside drama environment	0.697		
Because these dresses are being wore by favorite relations	0.863		
	0.800		

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

Because these dresses are being wore in favorite drama serials			
Because of attachment with character circumstances	0.887		
Because of all other kind of attachments	0.865		
Culture (Factor 2)			
Because of family setups portrayed in Indian TV dramas		0.922	
Because of language spoken in Indian TV dramas		0.944	
Because of events & occasions		0.947	
Because Indian Dramas act as a tool of family togetherness		0.893	
Because of historical proximity		0.900	
Fashion (Factor 4)			0.822
Because Indian TV actors look beautiful			0.849
Because these dresses are up to date			0.624
Because of design; fabric; texture; lining etc.			0.774
Because Indian drama dresses are trend setters			0.447
Because of perceived high quality			
Cronbach alpha	0.889	0.954	0.817

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

Eigen value	6.082	3.867	1.582
Variance explained	35.778	22.748	9.308

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.
Rotation converged in 6 iterations

4.2. Mean, Std. Deviation and Pearson correlation:

Table.2.contains all items plus factors mean responses; Std. Deviation and Pearson correlation. Factor three has the highest mean score i.e. **4.21**, followed by factor one **3.76** and lastly factor two **3.05** So based on mean results we can say that our Factors have positive impact on buying preferences as the scores are above neutral value of **3**. To check the validity of these results we have to conduct a correlation test between these five independent factors and dependent factor i.e. buying preferences. Pearson correlation is the measurement of positive or negative relationship between two continuous variables (The Odum Institute, 2015). The values range from -1 to +1. Where -1 shows a "perfect negative relation" and +1 demonstrates a "perfect positive relation" while 0 represents that there is no relation, if the values are ± 0.5 and ± 1 the relation is considered to be very strong, values between ± 0.3 and ± 0.5 indicate a moderate or acceptable relation and values below ± 0.3 show weak relation (Lani , 2017); (Glen, 2012). Our test significance was two tailed significant at 0.01.The results indicate positive moderate relation between buying preferences and Attachment (Factor 1), Culture (Factor 2) and Fashion (Factor 4) with scores .442, .457 and .486 proving our hypotheses H1,H2 and H4 i.e. there is positive relationship between these three factors and buying preferences of the subject under discussion[2].

Table 2: Mean, Std. Deviation and Pearson Correlation

[2] It should also be kept in mind that correlation doesn't translate in to 'causation' (Gallo, 2015) (Martz, 2012).It just tells us the fact that how two variables move together i.e.in same direction, in opposite direction or not move at all, a very strong coefficient of correlation i.e. ± 1 still may also not indicate the causality, as well as a value of 0 also doesn't necessarily mean that there is no relation because there might be other non-linear relations (Martz, 2012).

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

Reasons of preference	Mean	SD
1. Attachment (*Correlation .442*)**	**3.76**	**0.835**
Because favorite actors are wearing theses dresses during drama serials	3.89	.798
Because favorite actors suggest some dresses or brands during drama serials	3.90	.777
Because these dresses are also being wore by favorite actors outside drama environment	3.76	.842
Because these dresses are being wore by favorite relations	3.69	.836
Because these dresses are being wore in favorite drama serials	3.68	.856
Because of attachment with character circumstances portrayed during drama serials	3.67	.862
Because of all other kind of attachments	3.67	.844
2. Culture (*Correlation .486*)**	**3.05**	**1.483**
Because of family setups portrayed in Indian TV dramas	3.04	1.502
Because of language spoken in Indian TV dramas	3.05	1.474
Because of events & occasions	3.04	1.488
Because Indian Dramas act as a tool of family togetherness	3.08	1.478
Because of historical proximity	3.06	1.479
4. Fashion (Correlation .457)**	**4.21**	**0.842**
Because Indian TV actors look beautiful	4.31	.865
Because these dresses are up to date	4.31	.817
Because of design; fabric; texture; lining etc	4.21	.906
Because Indian drama dresses are trend setters	4.20	.821
Because of perceived high quality	4.03	.776

Correlation is significant at the 0.01 level (2-tailed).**

Green color represents the correlations are according to hypothesized model, red color represents the contrary

4.3. Regression analysis:

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

Regression analysis is mainly done to check for impact, importance and certainty of the factors (Gallo, 2015). As per regression analysis the r^2 value of the overall model .659 which means more than 65.9% of the variance in buying preferences can be explained through overall model. As per factor wise values of r^2, Factor 1 (Attachment) has a r^2 = .195 implying that 19.5% of all the variance in buying decisions can be explained through Factor 1. Factor 2 (culture) r^2 value is .236 implying 23.6% variance in buying preferences can be explained through factor 2. And lastly Factor 4 (Fashion) has r^2 value of .209 meaning 20.9% of the variance can be explained. Durbin-Watson test is used to check for the presence of autocorrelation (Dodge & Yadolah , 2008). As per rule of thumb the value should be between 1.5to2.5. The Durbin-Watson test values for overall model was 1.594, for Factor 1(Attachment); Factor 2(Culture); Factor 4 (Fashion) were: 1.416; 1.613 and 1.104 respectively indicating that none of the factors have autocorrelation problem. ANOVA is used to test the relationship between variables i.e. whether or not a significant relationship exists between variables? (Collins English Dictionary, 2017).ANOVA F test basically tests the null hypothesis i.e. there is no relation between the variables the significance of all factors was 0.000 which is less than 0.005 thus rejecting the null hypothesis. The values of F for Overall model, Factor 1(Attachment), Factor 2 (Culture) and Factor 4(Fashion) 126.345; 47.997; 61.170 and 52.290 with relatively high df (degree of freedom) at 199, as the test results are highly significant so we can say that there is linear correlation between dependent and independent variables of our model.

The next step is to analyze the parameters and the coefficients of the value of constant (Dependent variable: buying preferences) commonly named as y-intercept in literature is .428 which basically tells us the height of the regression line at time of intersection with y- axis (UCLA: Statistical Consulting Group, 2107). The B values for Attachment (Factor 1), Culture (Factor 2) and Fashion (Factor 4) were= 0.200, 0.447 and 0.265 respectively. The basic regression equation is as, $y = \alpha + \beta x$ if we put values as per our situation it might look like, $Buying\_preference = 0.428 + \beta x$ where .428 is the value of dependent variable when the values of all other variables are zero or we can say that it's the value of y-intercept. The B value of attachment is predicted at 0.200 implying that $Buying\_preference = 0.428 + 0.2(x_1)$ holding all other variables constant every unit increase in Attachment (Factor 1) will result in a 0.200 unit increase in buying preferences. As for Culture (Factor 2) the equation will look like

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

$Buying\_preference = 0.428 + 0.447(x_2)$ implying holding all other variables constant a unit increase in Culture will result 0.447 unit increase in dependent variable. And lastly for Fashion (Factor 4) the equation will be $Buying\_preference = 0.428 + 0.265(x_3)$ indicating a unit increase in Fashion will result in a 0.265 unit increase while all other factors are constant. So in our case: $Buying\_preferences = 0.428 + 0.20(x_1) + 0.447(x_2) + 0.428(x_3)$. Beta tells us the comparative strengths of our predictors (Berg, 2016) the beta values of our model were Attachment (Factor 1) 0.234 Culture (Factor 2) 0.657 and for Fashion (Factor 4) 0.518 respectively. As for the accuracy of these coefficients first of all we will check for the Std. error associated with each of them. The Std. error associated with constant (dependent variable) is .191 and for independent variables Factor 1 (Attachment), Factor 2 (Culture) and Factor 4 (Fashion) .042, .018 and .044 respectively. The t-statistics and their given Sig. values test for whether or not given coefficient is significantly different from zero (UCLA: Statistical Consulting Group, 2107). As a rule of thumb values less than 0.005 are acceptable. Our t values for Attachment, Culture and Fashion were 4.721, 15.092 and 10.084 all Sig. at 0.000 which is less than 0.005 thus indicating a significant difference from zero. So we can reject the null hypothesis.

Table 3: Regression analysis results

Factor	R Square	Durbin-Watson	F	B	Beta	t
Attachment (Factor1)	0.659	1.594	126.345	0.2	0.234	4.721
Culture (Factor 2)	0.195	1.416	47.997	0.265	0.657	10.084
Fashion (Factor 4)	0.236	1.613	61.17	0.447	0.518	15.092

Dependent variable= Buying preferences; Independent variables= Attachment; Culture; Fashion

4.4 Nearest neighbor analysis:

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

Nearest neighbor analysis is a method to classify items (cases) based on their similarities to each other, the distance between items determine their similarity or dissimilarity, similar items are near to each other and dissimilar items are far, items which are near to each other are called 'neighbors', 'when a new item (holdout) is presented the classifications of the most nearest items the nearest neighbors are tailed and the new case is placed in to the category that contains nearest neighbors', the number of the nearest neighbors can be specified by us which is named as K (IBM Knowledge Center, 2017). In other words we can say that a new item (holdout) is presented by the distance between the items in the model and if the distance is small the item is presented as a 'neighbor'. For our nearest neighbor analysis the total number of items were 17 we selected the k=3 (so three of the nearest neighbors out of total of seventeen have been presented). With dependent variable buying preferences as target. Distance computation= Euclidean metric, Predictions for scale target= Mean of nearest neighbor values, Training and holdout partitions= randomly assign cases to partitions (70% training, 30% holdout).

All of the three neighbors fall under Factor 4 (Fashion) namely:

- Because Indian TV actors look beautiful wearing particular dresses so same rule applies to Pakistani female viewers i.e. they also look beautiful after wearing these dresses
- Because these dresses are up to date
- Because of design; fabric; texture; lining etc.

It's interesting because these three also have the highest mean scores i.e. 4.31, 4.31and4.20 respectively. Meaning that the items which according to mean scores have the highest positive influence on buying preferences not only fall under one factor but also are the closet neighbors. It's significant in terms of brand placements etc., because the most influencing items (as per mean scores) are not only closely related to each other in terms of sharing one factor but they are also the closet neighbors. It's an important aspect for marketers and sellers in order to understand where they have to sow to reap maximum reward.

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

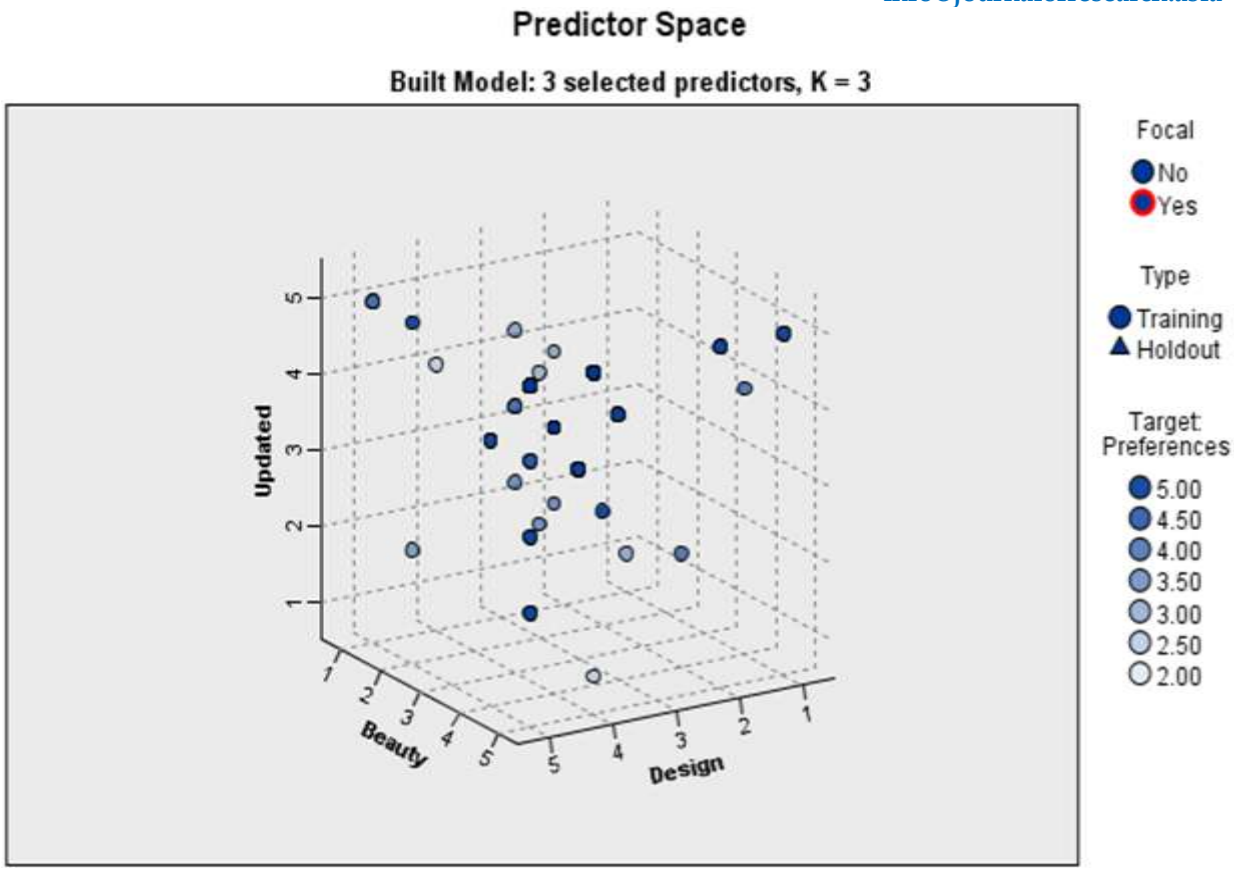

Figure 2: Nearest neighbor analysis

5. Limitations and implications:

The main constraints besides time constraint were cultural/religion; literacy and resources constraints. Due to cultural/religion and literacy constraints Pakistani rural viewers of Indian TV dramas could not have been included in our research. With respect to Pakistani urban viewers of Indian TV dramas two major cities were selected i.e. Karachi (Biggest city of Pakistan & capital of Sindh province of Pakistan) and Islamabad capital of Pakistan because literacy rate amongst female population is far better than that of rural areas and small cities also is the case that female population is a bit modern as compared to rural or small cities population so it eliminated cultural/religious constraint to some extent. But still we could not have considered a very large final sample size (n=200), for these two cities besides cultural/religion and literacy constraints which were lessened to some extent but could not have been totally eliminated time and resources were also a constraint in choosing a larger sample size.

The purpose of this study was to find out the impact of Indian TV dramas on female clothe buying preferences more specifically on clothe buying

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

preferences of Pakistani female viewers of Indian TV dramas. And in doing so assist future researchers to develop or modify scales in related studies. And to help marketers better place their products in context of Indian TV dramas to influence Pakistani female viewers, by understanding the factors influencing their buying preferences. And enhance their chances of selling their products (clothes) to Pakistani female viewers of Indian TV dramas.

The results of our research are quite fascinating in view of the historical bitterness between India and Pakistan, Indian Tv dramas are not only acting as a tool for promoting Indian culture amongst Pakistani society but also are influencing buying decisions of Pakistani viewers of Indian TV dramas more specifically females. Thus clearly developing the argument, that despite of political troubles between Pakistan and India, female viewers are swayed by the attractions of Indian fashion items (clothes) and would be ready to buy them.

Acknowledgements:

This research was fully supported by the **National Social Science Fund Project of China under Grant No. 15BGL175**, and **Jiangsu Province Social Science Fund under Grant No.15JD038**.

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

References

Aljammazi, D., & Asil, D. (2017). The Influence of Turkısh TV Dramas on Saudi Consumers' Perceptıons, Attıtudes and Purchase Intentions toward Turkish Products . *International Journal of Academic Research in Business and Social Sciences , 7*(1), 206-224.

Andrew, D., Pedersen, P., & McEvoy, C. (2011). *Research Methods and Design in Sport Management* (1st Edition ed.). USA.

Beeton, S. (2001, January). Smiling for the Camera: The Influence of Film Audiences on a Budget Tourism Destination. *Tourism Culture & Communication, 3*(1), 15-25.

Beeton, S. (2005). *Film-induced tourism: Aspects of tourism.* England: CHANNEL VEIW PUBLICATIONS.

Berg, R. G. (2016, May 26). *SPSS TUTORIALS*. Retrieved 11 17, 2017, from https://www.spss-tutorials.com: https://www.spss-tutorials.com/linear-regression-in-spss-example/

Beullens, K., & Rhodes, N. (2015, November). A longitudinal study on the relationship between adolescents' medical drama viewing and speeding. *Transportation Research Part F, 35*(https://doi.org/10.1016/j.trf.2015.10.002), 223-233.

Busby, G., & Klug, J. (2001, October). Movie-induced tourism: The challenge of measurement and other issues . *Journal of Vacation Marketing , 7*(4), 316 - 332 .

Cerny, C., & Kaiser, H. (1977). A study of a measure of sampling adequacy for factor-analytic correlation matrices. *Multivariate Behavioral Research, 12*(1), 43-47.

Cho, H.-J. (2005, Winter). Reading the "Korean Wave" as a Sign of Global Shift. *korean Journal, 45*(4), 147-182.

Collins English Dictionary. (2017, November 11). *ANOVA. (n.d.) Collins English Dictionary – Complete and Unabridged*. Retrieved from thefreedictionary: https://www.thefreedictionary.com/ANOVA

Connell, J. (2005a). 'What's the Story in Balamory?': The Impacts of a Children's TV Programme on Small Tourism Enterprises on the Isle of Mull, Scotland. *Journal of Sustainable Tourism , 13*(3), 228-255.

Connell, J. (2005b, October). Toddlers, tourism and Tobermory: Destination marketing issues and television-induced tourism. *Tourism Management, 26*(5), 763-776.

Couldry, N., & McCarthy, A. (Eds.). (2004a). *Media pilgrims: on the set of coronation Street. In: Allen, Robert C and Hill, Annette, (eds.).* London: The Television Studies Reader. Routledge.

Couldry, N., & McCarthy, A. (Eds.). (2004b). *MediaSpace: Place, Scale and Culture in a Media Age* (1st Edition ed.). London: Routledge.

Davtyan, D., & Cunningham, I. (2016, September). An investigation of brand placement effects on brand attitudes and purchase intentions: Brand placements versus TV commercials. *Journal of Business Research, 70*(https://doi.org/10.1016/j.jbusres.2016.08.023), 160-167.

Dodge, & Yadolah . (2008). *The Concise Encyclopedia of Statistics.* New York: Springer.

Dziuban, C. D., & Shirkey, E. C. (1974). When is a correlation matrix appropriate for factor analysis? *Psychological Bulletin, 81*, 358-361.

Fabianic, D. (1997). Television dramas and homicide causation. *Journal of Criminal Justice, 25*(3), 195-203.

Frost, W. (2006, April). Braveheart-ed Ned Kelly: historic films, heritage tourism and destination image. *Tourism Management, 27*(2), 247-254.

Gallo, A. (2015, 11 4). *Harvard Business reveiw*. Retrieved 11 16, 2017, from https://hbr.org: https://hbr.org/2015/11/a-refresher-on-regression-analysis

Glen, S. (2012). *Statistics How To*. Retrieved 11 16, 2017, from http://www.statisticshowto.com/: http://www.statisticshowto.com/what-is-the-pearson-correlation-coefficient/

Hair, J., Tatham, R., Anderson, R., & Black, W. (1998). *Multivariate data analysis* (5th ed.). London: Prentice-Hall.

Hanaki, T., Singhal, A., Han, M. W., Kim, D. K., & Chitnis, K. (2007, June). Hanryu Sweeps East AsiaHow Winter Sonata is Gripping Japan. *International Communication Gazette, 69*(3), 281–294.

IANS. (2010, November 1). Pakistani women love India's 'saas-bahu' sagas. *The Express Tribune*, pp. Available at:https://tribune.com.pk/story/75602/pakistani-women-love-indias-saas-bahu-sagas/ (accessed at 13 November 2017).

IBM Knowledge Center. (2017, 11 17). Retrieved from https://www.ibm.com: https://www.ibm.com/support/knowledgecenter/en/SSLVMB_22.0.0/com.ibm.spss.statistics.help/spss/base/idh_idd_knn_variables.htm

Iqbal, S. (2012, January 15). 10 things I hate about Indian soaps. *The Express Tribune*, pp. Available at: https://tribune.com.pk/story/319826/10-things-i-hate-about-indian-soaps/ (accessed 13 October 2017).

Ismail, D., & Kaleem, J. (2013). Television Viewing and Consumer Behavior: The Effect of Personality Traits and Demographic Variables on Children's Consumer Socialization. *Journal of Sociological Research, 4*(2), 20-27.

Jiang, Q., & Leung, L. (2012, February). Lifestyles, gratifications sought, and narrative appeal: American and Korean TV drama viewing among Internet users in urban China . *International Communication Gazette , 74*(2), 159 - 180.

Jin, D. Y. (2006, January). Cultural politics in Korea's contemporary films under neoliberal globalization. *Media, Culture & Society, 28*(1), 5 - 23.

Kaiser, H. (1970). A second generation Little Jiffy. *Psychometrika, 35*, 401-415.

Kim, H. J., Chen, M.-H., & Su, H.-J. (2009, December). The Impact of Korean TV Dramas on Taiwanese Tourism Demand for Korea. *Tourism Economics, 15*(4), 867-873.

Kim, H. M. (2005, Winter). Korean TV Dramas in Taiwan: With an Emphasis on the Localization Process. *KOREA JOURNAL, 45*, 183-205.

Kim, H., & Richardson, S. L. (2003, January). Motion picture impacts on destination images. *Annals of Tourism Research, 30*(1), 216-237.

Kim, S. (2017, April). Who watches Korean TV dramas in Africa? A preliminary study in Ghana . *Media, Culture & Society* (https://doi.org/10.1177/0163443717706069).

Kim, S. S., Agrusa, J., & Lee, H. (2007, October). Effects of Korean television dramas on the flow of Japanese tourists. *Tourism Management, 28*(5), 1340-1353.

Kim, Y. (2006). The Body, TV Talk, and Emotion: Methodological Reflections . *Cultural Studies- Critical Methodologies, 6*(2), 226–243.

Lani , D. (2017). *Statistics Solutions*. Retrieved 11 16, 2017, from http://www.statisticssolutions.com: http://www.statisticssolutions.com/pearsons-correlation-coefficient/

Martz, E. (2012, May 28). *The Minitab Blog*. Retrieved 11 16, 2017, from http://blog.minitab.com: http://blog.minitab.com/blog/understanding-statistics/no-matter-how-strong-correlation-still-doesnt-imply-causation

Meng, J. (2015, April). Prohibition and production of the past: Representation of the Cultural Revolution in TV dramas . *Media, Culture & Society , 37*(5), 671 - 685.

Mukherji, A. (2011, November 28). For many Pakistanis, India already MFN. *Pakistan today*, pp. Available at: https://www.pakistantoday.com.pk/2011/11/28/for-many-pakistanis-india-already-mfn/ (accessed 13 October 2107).

Namdar, H., Hassaan, M., & Naseem, M. A. (2013). Effect of local Television dramas on Consumer Behavior of females. *European Journal of Business and Management, 5*(3), 161-166.

Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd Edition ed.). New York, NY: McGraw-Hill, Inc.

Park, J. H., & Lennon, S. J. (2004). Television Apparel Shopping: Impulse Buying and Parasocial Interaction. *Clothing and Textiles Research Journal, 22*(3), 135 - 144.

Parrott, S., & Parrott, C. T. (2015, January). U.S. Television's "Mean World" for White Women: The Portrayal of Gender and Race on Fictional Crime Dramas. *Sex Roles, 73*(1-2), 70-82.

Pérez, R. C., Ruiz, C., & Blas, S. S. (2011, August). What motivates consumers to teleshopping?: The impact of TV personality and audience interaction. *Marketing Intelligence & Planning, 29*(5), 534-555.

Riley, R. W., & Doren, C. S. (1992, September). Movies as tourism promotion: A 'pull' factor in a 'push' location. *Tourism Management, 13*(3), 267-274.

Riley, R., Baker, D., & Doren, C. S. (1998, October). Movie induced tourism. *Annals of Tourism Research, 25*(4), 919-935.

Schofield, P. (1996, August). Cinematographic images of a city. *Tourism Management, 17*(5), 333–340.

Shim, D. (2006, January). Hybridity and the rise of Korean popular culture in Asia . *Media, Culture & Society , 28*(1), 25 - 44.

Su, H. J., Huang, Y.-A., Brodowsky, G., & Kim, H. J. (2011, August). The impact of product placement on TV-induced tourism:Korean TV dramas and Taiwanese viewers. *Tourism Management, 32*(4), 805-814.

Svendsen, L. (2006). *Fashion: A Philosophy.* London: Reaktion Books Ltd.

Thomas, E. (n.d.). *Factor Analysis: Adapted from Ewart Thomas's "Factor Analysis and Cluster Analysis"*. Retrieved 12 12, 2017, from web.stanford.edu: http://web.stanford.edu/class/psych253/tutorials/FactorAnalysis.html

ISSN 2433-202x
JOURNAL DOI 10.26739/2433-202x
www.journalofresearch.asia
info@journalofresearch.asia

The Odum Institute. (2015). Pearson's correlation coefficient and the u.s. statistical abstracts (2012): Poverty and infant mortality across the U.S. London, United Kingdom: SAGE Publications Ltd .

Tooke, N., & Baker, M. (1996, March). Seeing is believing: the effect of film on visitor numbers to screened locations. *Tourism Management, 17*(2), 87-94.

Torn, A., & McNichol, E. (1998, June). A qualitative study utilizing a focus group to explore the role and concept of the nurse practitioner. *Journal of advanced nursing,, 27*(6), 1202–1211.

UCLA: Statistical Consulting Group. (2107, 11 17). Retrieved from https://stats.idre.ucla.edu: https://stats.idre.ucla.edu/other/mult-pkg/faq/general/faq-how-do-i-cite-web-pages-and-programs-from-the-ucla-statistical-consulting-group/

Vu, H. T., & Lee, T.-T. (2013, April). Soap Operas as a Matchmaker:A Cultivation Analysis of the Effects of South Korean TV Dramas on Vietnamese Women's Marital Intentions . *Journalism & Mass Communication Quarterly , 90*(2), 308 - 330.

Weissmann, E. (2012). *Transnational Television Drama: Special Relations and Mutual Influence between the US and UK.* Hampshire: Palgrave Macmillan.

Yin, K. F., & Liew, K. K. (2005). Hallyn in Singapore: Korean cosmopolitanism or consumption of Chineseness? *Korean journal, 45*(4), 206-232.

Zeller, R. A., & Carmines, E. G. (1980). *Measurement in the Social Sciences: The Link Between Theory and Data* (1st Edition ed.). Cambridge University Press.