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Brand Preferences and Frequency of Buying Branded Clothes: A Research on Dhaka City, Bangladesh

Marka Tercihleri ve Markalı Giysileri Satın Alma Sıklığı: Dakka Şehri, Bangladeş Üzerine Bir Araştırma

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Araştırma Makalesi / Research Article

BRAND PREFERENCES AND FREQUENCY OF BUYING BRANDED CLOTHES: A RESEARCH ON DHAKA CITY, BANGLADESH

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ABSTRACT: The significant factors' association during brand preference between local and foreign and how the purchase frequency of buying any clothes occurs have been investigated. The data have been collected by a structured questionnaire among the respondents who presently living in Dhaka city and the regular buyers of clothing & garments of different brands-foreign & local. Convenience sampling method has been used with a sample size of 200 consumers for data collection. Hypotheses have been developed and tested by chi-square to analyse the significance among different demographic factors. This study has helped to understand the scenario of the consumers' interest and preference for branded clothes as well as evidence of that with monthly family income and different age group may vary the frequency of purchase pattern.

Keywords: Apparel sector, Consumer, buying behaviour, branded clothes, local clothes.

MARKA TERCİHLERİ VE MARKALI GİYSİLERİ SATIN ALMA SIKLIĞI: DAKKA ŞEHİRİ, BANGLADEŞ ÜZERİNE BİR ARAŞTIRMA

ÖZET: Yerli ve yabancı marka tercihi sırasında önemli faktörlerin ilişkisi ve herhangi bir kıyafet satın alma sıklığının nasıl meydana geldiği araştırılmıştır. Veriler, şu anda Dakka şehrinde yaşayan katılımcılar ve farklı-yabancı ve yerel- markaların giyim ve giysilerinin düzenli alıcıları arasında yapılandırılmış bir anket ile toplanmıştır. Veriler uygun örnekleme yöntemi kullanılarak 200 tüketiciden oluşan bir örneklemden toplanmıştır. Hipotezler, farklı demografik faktörler arasındaki önemi analiz etmek için ki-kare yöntemi ile geliştirilmiş ve test edilmiştir. Bu çalışma, aylık aile geliri ve farklı yaş grubu faktörlerinin satın alma sıklığını değiştirebileceğini kanıtlamasının yanı sıra tüketicilerin markalı kıyafetler için ilgi ve tercih senaryosunun anlaşılmasına yardımcı olmuştur.

Anahtar Kelimeler: Giyim sektörü, tüketici, satın alma davranışı, markalı giysiler, yerel markalı giysiler.

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1. INTRODUCTION

The world is growing rapidly day-by-day. The business sector is keeping pace with the race satisfactorily. As a consequence, today's market has been very competitive and sophisticated as well. The marketers are taking much more new and newer strategies to be in leading positions [1] [2]. In this competitive business era especially in the apparel business, there are a lot of world-class brands serving the consumers. Lives and ways of living are being lucrative in this fashion era especially the young generations are being taken into the target market [3].

Besides consumers are being more aware of their choice now a day rather than needs merely. They are emphasizing their choice while purchasing a brand. Every country is enjoying the privilege of so many international brands and serving their own consumers. Likely in Bangladesh, almost all the top-class fashion brands of the world are being produced for local consumers and the exports worldwide as well [4] [5]. Along with these imported brands, the country itself offers some local brands to the consumers like Aarong, Cats Eye, Richman, Yellow Ecstasy and so many other popular local brands in Bangladesh [3]. So the consumers now have this advantageous position of having both local and international brands at hand. They have now more options for judging the purchases. Hence at these days business world, consumer and consumers' buying behaviour have been identified as the most effective and indispensable factors [6] [7].

In Bangladesh, the apparel sector is very impressive in international fashion & clothing business and accordingly, consumers are enjoying the advantages of having both local and international brands. The apparel sector is the top ambassador of Bangladesh in the global market. Bangladesh positioned itself in number right after China in terms of total apparel production and export [8], [9].

It has a long fashion culture, though the young generation is becoming more fashion concern day by day. Fulfilling the demand for large fashion community a huge number of fashion houses are launched here in the last decade. The fashion brands are hugely popular here among the young generation. That is why there are scope and necessity of the study for understanding Consumer Brand Preference and Factors most affecting purchase frequency in Bangladesh. The apparel sector is completely dependent on constant ideas and new expectations. Because of globalization, people can easily take decisions from where to purchase and by this research, it can be summarized how is buying preferences and frequency of purchase of branded clothes by consumers with ages, occupation, gender and income.

2. LITERATURE REVIEW

Brand preference reflects a desire to use a particular company's products or services, even when there are equally priced and equally-available alternatives [10]. It was reflected in many studies that many demographic factors and others purchase pattern factors have a significant influence on the customer's choice of retail outlet and buying of apparel product [11] [12]

[13] [14]. It refers to the behavioural tendencies reflecting the extent to which consumers favour one brand over another [15].

It appears in many studies that family decision making, product differentiation play an important role behind preferring local or foreign brand and their purchase frequency [16]. Brand preference is close to reality in terms of reflecting consumer evaluation of brands. In the marketplace, consumers often face situations of selecting from several options [17].

Researchers are studying the relationship between brand preferences and brand choices that leads to purchase decision [18]. According to many pieces of research knowing consumer preferences across the demographic segmentation forms a deeper understanding of consumers preference which help marketers' to design better marketing program and build a long term relationship with customers [19] [20] [21] [22].

A review of past literature has come up with certain key areas which contribute to the current literature to explore the attributes that influence the buying preferences of clothing apparel among consumers of Bangladesh. Many pieces of research had been made in this context before in many countries in different views. In this study, the main focus is to identify the association from many variables which influence to choose brand either domestic or foreign.

Researchers must make sure to examine consumer behaviour and decision-making processes in detail across different settings, locations, people, and time. This study was for DMP city only so there has a lot of scopes to do further research for another city. Thus future research can generalize the sample more and cover all the cities and even small towns and some semi-urban localities to get the exact picture about the perception of Bangladeshi consumers toward foreign and domestic apparel brands. Replication of this study in comparison with other rapidly developing countries can be undertaken to set up a guideline to be followed when a global brand is trying to enter a new market. In future researchers may determine the relationship between major factors which can help producers also for their product development.

3. METHODOLOGY

Consumers' clothing preference has a significant influence on the economy of Bangladesh. If customers' fascination with foreign clothing remains increasing or unchanged, in that case the local producers of clothing have to suffer a lot. This research aims to examine the customers' attitude towards foreign brands as well as a local brand and identify the reasons behind consumers' interest in different brands. The current research is a descriptive method where the use of a survey allows retail companies between the variables to be mapped out and measured. Therefore, interview questions were employed to gather information about the present situation of the different apparel brands in Bangladesh. Data of the target population was obtained from different wholesale & retail stores and fashion houses located within Dhaka city area. The target populations

were males and females of 13 years of age or above who visited in the shopping malls, fashion houses which were "large" or unknown. As the population is big so that 100000 consumers were used as population size for this study. Convenience sampling was used for this study. The following formula used to calculate the appropriate sample size:

$$n = z^2 pq / d^2 \quad (1)$$

Where,

n = Sample Size

$z = 1.96$, z -value of standard normal distribution (at 95% confidence level).

p = expected proportion of event or prevalence of the event.

Here, ' p ' is 50%, $q = 100 - p = 100 - 50 = 50\%$

$d = 0.07$ (allowable error)

Here, $n = 196$

So, this study needs a sample of about 200 consumers. Questionnaires were used to collect primary data. The questionnaire comprised of closed-ended questions and Likert scale was used in most of them.

3.1 Hypothesis Statements

The null hypothesis is denoted by H_0 . The alternative hypothesis is denoted by H_a .

Hypothesis-1

H_0 : Gender and Brand preference to purchase clothes are independent.

H_a : Gender and Brand preference to purchase clothes are not independent.

Hypothesis-2

H_0 : Age and Frequency of purchase branded clothes are independent.

H_a : Age and Frequency of purchase branded clothes are not independent.

Hypothesis-3

H_0 : Occupation and Brand preference to purchase clothes are independent.

H_a : Occupation and Brand preference to purchase clothes are not independent.

Hypothesis-4

H_0 : Monthly Family Income (Bangladeshi currency-Taka) and Frequency of purchase branded clothes are independent.

H_a : Monthly Family Income (Bangladeshi currency-Taka) and Frequency of purchase branded clothes are not independent.

4. DATA ANALYSIS AND FINDINGS

The data for this study is analysed by using Statistical Package Social Science (SPSS) - software version 21. Recent research suggests that influences on foreign branded product evaluations may be considerably complex, resulting from an interaction of various factors such as ethnocentrism, price, perceived quality, country of origin, status, fashion consciousness, advertising campaigns etc. Based on these factors consumer brand preferences and buying frequency can be varied. Using sample data, cross-tabulation and bar chart are conducted processed by SPSS 21 for finding the significance level and preference of brands.

Table 1. Demographic characteristics of participants

Demographic characteristics		Frequency	Per cent
Age	13-18 year	10	5.0
	19-25 year	56	28.0
	26-39 year	112	56.0
	40-60 year	14	7.0
	>60 year	8	4.0
Gender	Male	129	64.5
	Female	71	35.5
Occupation	Businessman	35	17.5
	Service Holder	101	50.5
	Retired	5	2.5
	Housewife	22	11.0
	Student	37	18.5
Monthly Family Income in taka	≤ 30000	19	9.5
	31000-45000	41	20.5
	46000-60000	39	19.5
	61000-75000	29	14.5
	>75000	72	36.0

Majority of the respondents (36.5% & n=73) prefer to purchase local branded clothes. It is observed clearly here that 31% of respondents only prefer foreign brands also. About 32.5% (n= 65) prefer both foreign and local branded clothes. Figure 1 shows the brand preference to purchase clothes.

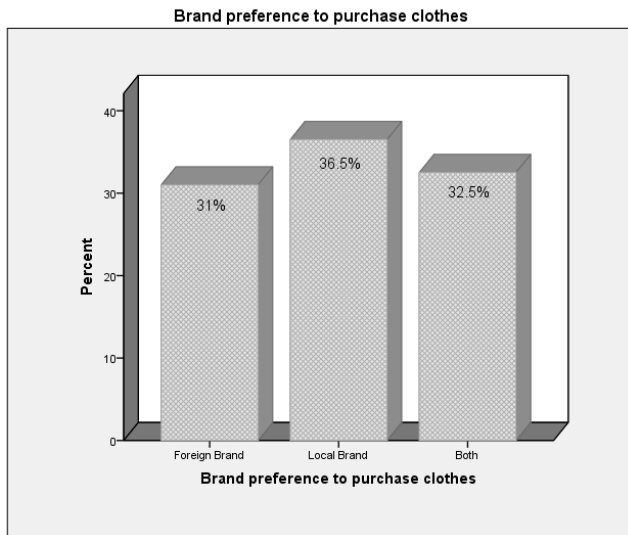


Figure 1. Brand preference to purchase clothes

Figure 2 shows the frequency of purchasing branded clothes in percentage. Majority of the respondents (45.5% & n=91) purchase branded clothes most of the time. About 43% (n= 86) buy branded clothes occasionally and 11.5% (n= 23) buy always.

For this analysis, the significance level is 0.05. If a small $p \leq 0.05$, then the null hypothesis will be rejected. This is strong evidence that the null hypothesis is invalid. A large $p > 0.05$ means the alternate hypothesis is weak, so the null will not be rejected [23].



Figure 2. Frequency of purchasing branded clothes in percentage

Significance Test of Hypothesis -1

Using sample data, a cross-tabulation between gender and brand preference to purchase clothes has been conducted processed by SPSS-21 for better understanding. Table 2 shows the highest number of study subjects belong to males, which are accounted for 64.5% (n=129) & the lowest number of study subjects belong to females which are accounted for 35.5% (n=71) are buying branded clothes. Among them, local brand preference is about 24.5% for male which is the peak percentage.

Table 3 shows the value of test statistics is 1.630, degrees of freedom is 2. Significance is often referred to as “P”, short for probability. The P-value is 0.443. Since the P-value (0.443) is greater than the significance level (0.05), the alternative hypothesis is weak so that the null hypothesis can be accepted. Thus, it can be concluded that there is no significant association between gender and brand preference to purchase clothes

Table 2. Gender * Brand preference to purchase clothes cross-tabulation

		Gender * Brand preference to purchase clothes Cross tabulation				
		Brand preference to purchase clothes			Total	
		Foreign Brand	Local Brand	Both		
Gender	Male	Count	36	49	44	129
		% of Total	18.0%	24.5%	22.0%	64.5%
Female		Count	26	24	21	71
		% of Total	13.0%	12.0%	10.5%	35.5%
Total		Count	62	73	65	200
		% of Total	31.0%	36.5%	32.5%	100.0%

Table 3. Significance test for hypothesis-1

	Chi-Square Tests		
	Value	Degree of Freedom	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.630 ^a	2	.443
Likelihood Ratio	1.611	2	.447
Linear-by-Linear Association	1.259	1	.262
N of Valid Cases	200		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 22.01.

Significance Test of Hypothesis -2

Using sample data, a cross-tabulation between age and frequency of purchase branded clothes is conducted processed by SPSS 21 for better understanding. Table 4 shows the highest number of respondents belong to 26-39 years of age group are accounted for 56% (n=112) & the lowest number of respondents belong to >60 years age group are accounted for 4% (n=8).

Applying the chi-square test, the value of test statistics is 16.856, Degrees of freedom is 8. The P-value is 0.032. Since the P-value (0.032) is less than the significance level (0.05), the null hypothesis cannot be accepted. Thus, it can be concluded that there is a significant association between age and frequency of purchase branded clothes.

Significance Test of Hypothesis -3

Using sample data, a cross-tabulation between occupation and brand preference to purchase clothes cross-tabulation is conducted processed by SPSS 21 for better understanding. The result reveals that the highest number is from service holder group accounting 50.5% (n=101) & the lowest number are from retired group accounting 2.5% (n=5). Figure 4.1.6 shows the occupation of respondents in Percentage also.

The value of test statistics =3.483, Degrees of freedom (df) =8, Significance is often referred to as "P", short for probability. The P-value is 0.900. Since the P-value (0.900) is greater than the significance level (0.05), the null hypothesis cannot be rejected. Thus, it can be concluded that there is no significant association between occupation and brand preference to purchase clothes.

Table 4. Age * Frequency of purchase branded clothes cross-tabulation

		Age * Frequency of Purchase Branded Clothes Cross Tabulation				Total
		Frequency of Purchase Branded clothes				
Age		Always	Most of the time	Occasionally		
13-18 year	Count	4	2	4	10	
	% of Total	2.0%	1.0%	2.0%	5.0%	
19-25 year	Count	1	27	28	56	
	% of Total	0.5%	13.5%	14.0%	28.0%	
26-39 year	Count	15	52	45	112	
	% of Total	7.5%	26.0%	22.5%	56.0%	
40-60 year	Count	3	6	5	14	
	% of Total	1.5%	3.0%	2.5%	7.0%	
>60 year	Count	0	4	4	8	
	% of Total	0.0%	2.0%	2.0%	4.0%	
Total	Count	23	91	86	200	
	% of Total	11.5%	45.5%	43.0%	100.0%	

Table 5. Significance test for hypothesis-2

Chi-Square Tests			
	Value	Degree of Freedom	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.856 ^a	8	.032
Likelihood Ratio	17.641	8	.024
Linear-by-Linear Association	.107	1	.744
N of Valid Cases	200		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .92.

Table 6. Occupation * Brand preference to purchase clothes Cross tabulation

		Occupation * Brand Preference To Purchase Clothes Cross Tabulation			Total	
		Brand preference to purchase clothes				
Occupation	Businessman	Count	Foreign Brand	Local Brand	Both	
		12	10	13	35	
		% of Total	6.0%	5.0%	6.5%	17.5%
	Service Holder	Count	33	35	33	101
		% of Total	16.5%	17.5%	16.5%	50.5%
	Retired	Count	1	2	2	5
		% of Total	0.5%	1.0%	1.0%	2.5%
	Housewife	Count	5	11	6	22
		% of Total	2.5%	5.5%	3.0%	11.0%
	Student	Count	11	15	11	37
		% of Total	5.5%	7.5%	5.5%	18.5%
Total	Count	62	73	65	200	
	% of Total	31.0%	36.5%	32.5%	100.0%	

Significance Test of Hypothesis -4

Using sample data, a cross-tabulation between Monthly Family Income in Taka and Frequency of Purchase Branded clothes Cross tabulation is conducted processed by SPSS 21 for better understanding. Result shows the highest income group are >75000 taka group resulting 36% (n=72) respondents & the lowest income group are ≤ 30000 taka group resulting 9.5% (n=19). The figure shows Monthly Family Income (Taka) in Percentage.

Usually, the association between two variables is statistically significant if Asymptotic Significance (2-sided) < 0.05 which is clearly the case here. Significance is often referred to as “p”, short for probability. This probability is 0.001 in this case. The value of test statistics =27.786. Degrees of freedom (df) =8. Since the P-value (0.001) is less than the significance level (0.05), the null hypothesis is rejected. Thus, it is concluded that there is a significant association between monthly family income (taka) and frequency of purchase branded clothes.

Table 7. Significance test for hypothesis-3

	Chi-Square Tests		
	Value	Degree of Freedom	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.483 ^a	8	.900
Likelihood Ratio	3.483	8	.901
Linear-by-Linear Association	.000	1	.994
N of Valid Cases	200		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.55.

Table 8. Monthly family income in taka * Frequency of purchase branded clothes cross-tabulation

Monthly Family Income in Taka * Frequency of Purchase Branded clothes			Cross tabulation			Total
			Frequency of Purchase Branded clothes			
			Always	Most of the time	Occasionally	
Monthly Family Income in Taka (Bangladesh currency)	≤ 30000	Count	2	9	8	19
		% of Total	1.0%	4.5%	4.0%	9.5%
	31000-45000	Count	0	16	25	41
		% of Total	0.0%	8.0%	12.5%	20.5%
	46000-60000	Count	4	11	24	39
		% of Total	2.0%	5.5%	12.0%	19.5%
	61000-75000	Count	3	13	13	29
		% of Total	1.5%	6.5%	6.5%	14.5%
	>75000	Count	14	42	16	72
		% of Total	7.0%	21.0%	8.0%	36.0%
	Total	Count	23	91	86	200
		% of Total	11.5%	45.5%	43.0%	100.0%

Table 9. Significance test for hypothesis-4

	Chi-Square Tests		
	Value	Degree of Freedom	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.786 ^a	8	.001
Likelihood Ratio	32.868	8	.000
Linear-by-Linear Association	15.848	1	.000
N of Valid Cases	200		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 2.19.

Table 10. Distribution of respondents by Brand preference to purchase clothes

Brand preference to purchase clothes	Frequency	Per cent
Foreign Brand	62	31
Local Brand	73	36.5
Both	65	32.5
Total	200	100.0

Majority of the respondents (36.5% & n=73) prefer to purchase local branded clothes. It is observed clearly here that 31% of respondents only prefer foreign brand also. About 32.5% (n= 65) prefer both foreign and local branded clothes.

5. FINDINGS & DISCUSSION

- i. The result of brand preference to purchase clothes shows that the percentage of consumer brand preference between local and foreign and both are almost near 36.5% and 31%. The research reveals that consumers of Dhaka city are changing their buying pattern. They do not depend on only local branded clothes but also with current trend and fashion they know their choices more and adopt foreign branded clothes also. To meet their clothing consumption and demand they are ready to expense more and also prefer both brands at the same time
- ii. Meanwhile, the frequency of purchase branded clothes has more appeared on different occasion (43%) and most of the time (45.5%) rather than always purchasing branded clothes in Dhaka.
- iii. The study reflects also that age and income factors have a great association for a number of buying any apparel from local or foreign brands within Dhaka city.
- iv. On the other hand, though gender and occupation are consumer behaviour factor they do not have significant association regarding the preference of brand either it local or international within Dhaka City.
- v. From this study, it has been observed that though local brand preference is higher than a foreign brand but there is a mix of purchase preference also which indicates the adaptation of foreign branded clothes and their style besides domestic one.

Brand preference is as an indicator of consumer's loyalty. Consumer's gender and his or her occupation do not change his/her desire to seek of specific clothing brand even whether it requires paying more or expending more effort to obtain it. But when it is a matter of when and how many times a consumer will purchase obviously it depends on the consumer's age and family income. The different age group has a different demand. The adolescent and teenage have less knowledge of the brand and they purchase less than the adult people ranging 26-39 years. Moreover, if a consumer does not have the budget of purchase he or she will not meet his or her desire to purchase. So, the monthly family income also has a significant relation with purchasing branded clothes whether it is foreign or local.

6. CONCLUSION

Finally, it is concluded that family income triggers consumers in such a way that consumers purchase frequency increase with the increase of family income. Consumers whose ages ranging 26-39 year mostly frequently buy branded clothes as they are mostly job holder, graduate student and their needs are frequent. Another important thing is revealed here that consumers are not

so much ethnocentric they stick for only for local branded clothes. Their preference for clothes is changing and are more fashion-conscious do that they also go for a foreign one. This study shows brand preference is necessary to companies because it reflects the consumer's demand besides their loyalty. Moreover, the success and sustain of readymade garments of Bangladesh in future cannot be possible without knowing local consumers' need to compete in the global context. Along with export business, our readymade garments producers should focus on creating own brand and meet the local and global demand in the competitive era. With the help of such research garments producers of Bangladesh may take help to modify their marketing tactics and it can be the strength of the companies with their respective brands.

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