



CONSUMERS' SHOPPING BEHAVIOR TOWARDS CLOTHING PRODUCTS: A COMPARISON OF ATTITUDE TOWARDS LOCAL VERSUS FOREIGN BRANDS

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ABSTRACT

KEYWORDS:
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This study tried to find out the attitudinal differences among the respondents for local and foreign clothing brands. For this 98 respondents have been chosen based on judgmental sampling method. To know the differences of attitude among the respondents one-sample statistics, Two-independent-samples test and paired-sample test have been carried out. The study found that, respondents have above neutral emotional value for foreign clothing brands. Likewise, males and females have attitudinal differences in terms of emotional value for local and foreign clothing brands. But, individual respondents do not have any differences of perception for local and foreign clothing retailers.

1. INTRODUCTION

Clothing is a kind of product that is required by the customer in their everyday life. Customer are also very choosy about their clothing especially today's customer who are becoming very fashion conscious. Customers now search for brand when making purchases. At the same time various local clothing brands of our country are also trying their level best how to give superior brand experience to the customers. Actually many local brands are becoming popular among the masses. On top of that this is the age of globalization which made it possible to access clothing from different countries. Customers now-a-days have lots of options when they make purchase decision regarding clothing.

Many customers wear both local and foreign brands, which has arose the curiosity to know actually what encourage customer to purchase either local or foreign clothing brands. This curiosity leads to conduct this study to know consumers' shopping behavior for clothing products. Although there are lots of article regarding consumer shopping behavior but only few of them focused on clothing product. At the same time no major study has been conducted to compare consumer shopping behavior regarding local brand and foreign brands for clothing product. This study tries to find out this fact.

2. LITERATURE REVIEW

In the developing countries people are becoming fashion conscious. They like branded fashion clothes. But there is no significant difference in involvement between male and female (Khare, 2010). In the matter of textiles, the consumer prefers a wide variety of fabrics to choose them. Consumers'

preferences also changes according to the season and geographical areas. A rational approach to clothing needs and expenditure makes the consumer more effective participate in entire market economy (Jayashree, 1998). What people wear tells much about their social status and group dynamics, and it also tells the role of a brand (O'cass et al, 2004). Marketers should strive to understand the gender differences in decision-making styles because, gender has been identified in much literature on consumer shopping behavior as a significant factor in understanding consumer behavior and as a fundamental market segmentation index for companies to meet their customers' needs and wants (Mitchell and Walsh, 2004). Women generally spend much of their income on clothes, jewelry and other accessories. Women want to stay up-to-date. They purchase new products even they are not dissatisfied with their current product (Seock and Bailey, 2008). Women's preferences for banded clothes also differ based on social class. Customers' choice of cloths differs based on their age, marital status, monthly income, education level, occupation status (Ogachi, 2014). Rai and Gopal (2014) conducted a study on consumer buying behavior on Branded ethnic apparel on Indian customers and found that consumers' buying behavior has association with age and occupation. On the other hand consumers' buying behavior has no association with family income, gender and region.

Consumers nowadays prefer branded cloths. Consumers prefer branded clothes over non-branded clothes regardless of price. They also wear branded clothes to look attractive and impress people. Customers also like branded clothes because of the comfort and recognition that brand brings to

them (Hassan et al. 2014). A study conducted by Pooja (2014) found that product design, reliability and trust, social influence and discounts, brand name and fashion, status symbol and uniqueness are the main factors influencing a young consumer to buy branded clothes. The study also indicated that there is association between age, marital status, occupation, education, income and buying of branded clothes. Pandian et al., (2012) conducted a study on men's perception towards branded cloths and found that Raymond, Peter England, and John player remains the top three brands preferred by the respondents in Trichy city. They study revealed that men's preferences for branded shirts is influenced by durability, reference groups, wider choice of color and design, attractiveness, price range and celebrity endorser. Customers also want reduced price and wider choice of color and design. Lalitha et al., (2008) made a study entitled "Brand Preference of Men's wear". One of the objectives of the study is to know why consumers prefer branded shirts and pants. The study revealed that educational qualifications, employment status, age group, convenience of shops, and advertisement are influencing factors for purchasing the branded shirts and pants by the respondents. Rajput et al., (2012) found in their study entitled "Consumers' Attitude towards Branded Apparels: Gender Perspective", that no significant differences exists between males and females in terms of the brand awareness, shopping frequency and shopping expenditure. A study conducted by Marcoux et al., (1997) on polish consumers found that consumers prefer Polish products for patriotism as a dimension of ethnocentrism, while they prefer Western products for social status demonstration, as a dimension of conspicuous consumption. Yin and Suan, (2012) in their study found that purchase preferences of foreign brands are related to the level of purchasing power and not related to demographic variables. Moreover, there is a positive relationship between media influence and preference towards foreign or domestic brands. A study conducted in turkey revealed that customers have positive attitude towards foreign brands because of style and size, but have negative attitude regarding price and brand name. Moreover age is negatively correlated with attitude (Ilter et al. 2009)

Islam et al., (2014) conducted a study on consumers' perceptions in buying decision towards branded Bangladeshi local apparel products and concluded that among the local brands Cat's Eye, Yellow, Westecs, Artisti, Aarong has better brand value and Anjans, Plus point, Rex, Artisan has less brand value. The study also indicated that customer desires the products quality, comfort, price, functional and aesthetic look, offer & discount.

As business environment for fashion are constantly changing it is important for the marketers of branded apparel to develop and implement marketing strategy for their long term survival. (Moore and Fairhurst, 2003).

3.OBJECTIVES

The objective of this study is to find out the attitude of customer toward local versus foreign clothing brand. The specific objectives of the study are:

- To know whether there is significant differences on perception of perceived quality, emotional value, brand loyalty, brand association, brand equity and purchase intention between local and foreign brands between male and female.

- To identify whether there will be significant differences of perception in terms of perceived quality, emotional value, brand loyalty, brand association, brand equity and purchase intention for local over foreign brands.
- To find out whether emotional value attached to the foreign brands exceeds 4, neutral value on 7 point scale.

4.RESEARCH QUESTIONS AND HYPOTHESES

To fulfill the objectives of the study the following research questions and hypotheses are developed.

R1: Is the any significant differences of perception in terms of perceived quality, emotional value, brand loyalty, brand association, brand equity and purchase intention for local over foreign brands?

R2: Will there be any significant differences of perception in terms of perceived quality, emotional value, brand loyalty, brand association, brand equity and purchase intention for local over foreign brands.

R3: Does emotional value attached to the foreign brands exceeds 4, neutral value on 7 point scale?

The null hypotheses for the each research question are:

H₀₁: There is no significant differences of perception in terms of perceived quality, emotional value, brand loyalty, brand association, brand equity and purchase intention for local over foreign brands.

H₀₂: There will be no significant differences of perception in terms of perceived quality, emotional value, brand loyalty, brand association, brand equity and purchase intention for local over foreign brands.

H₀₃: emotional value attached to the foreign brands is less than 4.

5. METHODOLOGY

As the objective of this research is to test the proposed hypotheses, a descriptive research (quantitative method) has been chosen. For the purpose of the study both primary and secondary data has been used. Secondary data was collected from various articles, books, journals and web based publications. Primary data was collected by applying mall intercept method using a semi-structured questionnaire with both open-ended and close-ended questions. The questionnaire that has been used for this study is taken from a previous study which is included in the marketing research book (Dash and Malhotra 2012).. The target population for this study was the customers who purchases both local and foreign brands of clothing. The sampling frame was near to impossible to determine for this study because local clothing brands are not interested to share the database of their customer and at the same time there is no reliable source to identify who purchase foreign clothing brands. For all of these reasons a judgmental sampling technique has been applied for this study. The sample size is 98, which was determined by using the formula: $n > 50 + 8m$, where m is number of independent variables (Tabachnick and Fidell 1996). Frequency distribution, one-sample statistics, Two-independent-samples test and paired-sample test have been carried out to know the impact of independent variables on dependent variable. Six independent variables namely Emotional value, perceived quality, brand loyalty, brand association, brand equity and purchase intention have been identified. All of the items were measured by using the 7 point Likert Scales anchored by

1=Extremely Disagree, 2=Strongly Agree, 3=Disagree, 4=Neutral, 5=Agree, 6=Strongly Agree, and 7=Extremely Agree.

6. DATA ANALYSIS AND FINDINGS

Most preferred local and foreign clothing brands:

Respondents reported that their most preferred local clothing brands are aarong, Ecstasy, Yellow, Cats eye, Menz club, kay kraft and Anjan's. At the same time, their

most preferred foreign clothing brands are Zara, H& M, Levis, Raymond, Denim, Uniqlo and Calvin Klien.

Amount spent on clothing: Respondents reported that their spending on clothing on last twelve months ranges from Tk. 2000 to Tk. 10000.

One-Sample statistics: Table 1 and 2 shows that the mean is 4.96 and "t" statistics is significant ($p = .000$). Hence null hypothesis that emotional value attached to the foreign brands of customers is less than 4 is rejected.

Table 1: One Sample statistics

	N	Mean	Std. Deviation	Std. Error Mean
Emotional Value (Foreign brand)	98	4.9592	1.36916	.13831

(Source: Survey Data)

Table 2: One Sample statistics with test Value at 4

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Emotional Value (Foreign brand)	6.935	97	.000	.95918	.6847	1.2337

(Source: Survey Data)

Two-Independent-Samples Test: For this test respondents' gender was coded as 1 for males and 2 for females. Independent-sample t tests were carried out for the variable gender. For each of the variables shown in Table 3, samples means were calculated for both groups. From Table 4 it is evident that, there is a significant difference in mean between males and females in terms of emotional value attached to clothing brands. But, there is no statistically significant

difference between means of males and females in terms of perceived quality, brand loyalty, brand association, brand equity and purchase intention for local over foreign brands. Therefore, we can reject the null hypothesis that there are no significant differences of perception in terms of perceived quality, emotional value, brand loyalty, brand association, brand equity and purchase intention for local over foreign brands.

Table 3: Group Statistics for Independent-Sample Test

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Emotional Value (Local Brand)	Male	72	4.9444	1.44270	.17002
	Female	26	5.2692	.96157	.18858
Emotional Value (Foreign Brand)	Male	72	4.8750	1.49117	.17574
	Female	26	5.1923	.93890	.18413
Brand Loyalty (Local Brand)	Male	72	5.0000	1.60106	.18869
	Female	26	4.9231	1.38342	.27131
Brand Loyalty (Foreign Brand)	Male	72	4.7639	1.69085	.19927
	Female	26	4.9615	1.39945	.27445
Brand Association (Local Brand)	Male	72	5.3194	1.38225	.16290
	Female	26	5.4231	1.20576	.23647
Brand Association (Foreign Brand)	Male	72	5.3194	1.34087	.15802
	Female	26	4.8077	1.02056	.20015
Brand Equity (Local Brand)	Male	72	4.9583	1.59610	.18810
	Female	26	4.3846	1.52517	.29911
Brand Equity (Foreign Brand)	Male	72	4.8194	1.72248	.20300
	Female	26	4.6923	1.19228	.23383
Perceived Quality (Local Brand)	Male	72	5.2222	1.36580	.16096
	Female	26	5.4615	.90469	.17742
Perceived Quality (Foreign Brand)	Male	72	5.6944	1.43044	.16858
	Female	26	5.3077	1.31967	.25881

(Source: Survey Data)

Table 4: Independent-Sample Test for All variables Explained in the Study

Leven's test For Equality of variances		F	Sig.	t	df	Sig. (2-tailed)
Emotional Value (Local Brand)	Equal variances assumed	6.402	.013	-1.064	96	.290
	Equal variances not assumed			-1.279	66.655	.205
Emotional Value (Foreign Brand)	Equal variances assumed	4.831	.030	-1.013	96	.314
	Equal variances not assumed			-1.247	70.647	.217
Brand Loyalty (Local Brand)	Equal variances assumed	1.453	.231	.217	96	.828
	Equal variances not assumed			.233	50.844	.817
Brand Loyalty (Foreign Brand)	Equal variances assumed	1.633	.204	-.533	96	.595
	Equal variances not assumed			-.583	53.108	.563
Brand Association(Local Brand)	Equal variances assumed	.000	.984	-.338	96	.736
	Equal variances not assumed			-.361	50.364	.720
Brand Association(Foreign Brand)	Equal variances assumed	2.059	.155	1.768	96	.080
	Equal variances not assumed			2.007	57.953	.049
Brand Equity (Local Brand)	Equal variances assumed	.002	.966	1.589	96	.115
	Equal variances not assumed			1.624	46.143	.111
Brand Equity(Foreign Brand)	Equal variances assumed	3.699	.057	.347	96	.729
	Equal variances not assumed			.411	64.070	.683
Perceived Quality (Local Brand)	Equal variances assumed	2.016	.159	-.829	96	.409
	Equal variances not assumed			-.999	67.085	.321
Perceived Quality (Foreign Brand)	Equal variances assumed	.008	.930	1.205	96	.231
	Equal variances not assumed			1.252	47.691	.217

(Source: Survey Data)

Paired-Sample Tests: A paired t tests were conducted between local and foreign brands for all of the variables (perceived quality, emotional value, brand loyalty, brand association, brand equity and purchase intention). The results of these tests are summarized in Table 5 and 6. No significant differences ($p < .05$) in mean values were found

among local and foreign brands for all the variables. Hence, the null hypothesis that there will be no significant differences of perception in terms of perceived quality, emotional value, brand loyalty, brand association, brand equity and purchase intention for local over foreign brands cannot be rejected. That means respondents have similar preference for both local and foreign clothing brands.

Table 5: Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Emotional Value (Local Brand)	5.0306	98	1.33512	.13487
	Emotional Value (Foreign Brand)	4.9592	98	1.36916	.13831
Pair 2	Brand Loyalty (Local Brand)	4.9796	98	1.53971	.15553
	Brand Loyalty (Foreign Brand)	4.8163	98	1.61403	.16304
Pair 3	Brand Association(Local Brand)	5.3469	98	1.33240	.13459
	Brand Association(Foreign Brand)	5.1837	98	1.27907	.12921
Pair 4	Brand Equity (Local Brand)	4.8061	98	1.59029	.16064
	Brand Equity(Foreign Brand)	4.7857	98	1.59413	.16103
Pair 5	Perceived Quality (Local Brand)	5.2857	98	1.26001	.12728
	Perceived Quality (Foreign Brand)	5.5918	98	1.40571	.14200
Pair 6	Purchase Intention(Local Brand)	4.8673	98	1.47584	.14908
	Purchase Intention(Foreign Brand)	4.5204	98	1.46597	.14809

(Source: Survey Data)

Table 6: Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Emotional Value LB Emotional Value FB	.07143	1.56146	.15773	-.24162	.38448	.453	97	.652
Pair 2	Brand Loyalty LB Brand Loyalty FB	.16327	1.80317	.18215	-.19825	.52478	.896	97	.372
Pair 3	Brand Association LB Brand Association FB	.16327	1.62895	.16455	-.16332	.48985	.992	97	.324
Pair 4	Brand Equity LB Brand Equity FB	.02041	1.45715	.14719	-.27173	.31255	.139	97	.890
Pair 5	Perceived Quality LB Perceived Quality FB	-.30612	1.55589	.15717	-.61806	.00581	-1.948	97	.054
Pair 6	Purchase Intention LB Purchase Intention FB	.34694	1.72968	.17472	.00016	.69372	1.986	97	.050

(Source: Survey Data)

7. MANAGERIAL IMPLICATIONS

From the above findings it is clear that, respondents attach emotional value to foreign brands. At the same time, males and females have attitudinal differences in terms of emotional value for local and foreign clothing brands. So, Clothing brands can give emotions a top priority when formulating their marketing strategies. At the same time, Respondents themselves have similar preferences for both local and foreign clothing brands. So, there are plenty of opportunities of our local brands and foreign brands to attract the customers.

8. CONCLUSION

The people of Bangladesh are becoming very fashion conscious. It clearly indicates that there are ample scopes for the clothing retailer to increase business by better targeting of customers. The findings of this study show that customers prefer both local and foreign brands. So, clothing retailers both local and foreign brands can use similar marketing strategies for their products. However, this study is not without limitations. The sampling frame used for the study accommodates only a defined group of Bangladeshi society. The sample size is also very small. These limit the generalization of study. So, further study can be conducted by taking a large sample representing the broader spectrum of Bangladeshi society.

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