Brand Selection on Different Items - A study for Investigation of Bangladeshi Young Customer Priority Level

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Abstract- *People's mind, behavior and attitude are changed very quickly for the globalization & technology. Now a day's Bangladeshi young customers are well informed about the clothing items and they spend more time for this. This paper explores the buying behavior of Bangladeshi young customers during purchasing different fashion items like- t-shirt, polo shirt, shirt, and pant. Data was collected from 350 people from the different area of Dhaka, Savar and Gazipur. Data was analyzed as first priority and second priority level for each fashion item. Result reflects that easy brand items are preferable to young customers for knit items like t-shirt and polo shirt because of its low price offering and product availability. On the other hand, "without brand" items are preferable to customers for purchasing woven shirt and pants. This research helps to know which brand products occupy the top priority for a particular item and which brand is performing well in their business strategy in Bangladeshi fashion market. Besides, it also helps to fashion designers and brand developer to improve their fashion marketing strategy, understanding customer demands and building a profitable relationship with the customers.*

Keywords: *Customer buying behavior; clothing brand; different item; first priority; second priority*

1. INTRODUCTION

Today, we live in a consumer-based society where the consumer is known as the king of the market. The behavior of the customer affects the market size, brand name, fashion etc [1]. Consumer buying behavior has dramatically changed in the last few decades. Consumers are better informed and have more choices in purchasing. Consumer's purchase decision is dependent on many different factors, for example, brand equity and brand loyalty [2][3][4]Time tested concepts on brand loyalty and mass marketing, are being turned on their heads as they fail to gauge the purchase decision of new generation customers [5]. Variations in customers like and dislike, the cognitive growth and motivation force them to act in various ways in purchasing clothing's products [6][7]. Clothing is considered to be the second skin of the body and interest in clothing is higher during the whole life. Bangladeshi people are very traditional in clothing choice [6]. Domestic clothing market of Bangladesh plays a very important role for the Bangladeshi young customer as they produce choice able clothing. Bangladeshi domestic clothing market is customer orienting market. Customer orientation marketing is a contemporary marketing technique based on customer needs and wants. This technique aims at producing items and goods that people willing to buy [8]. Bangladeshi domestic clothing market mainly produces t-shirt, polo shirt, woven shirt and denim pant for the Bangladeshi young customer. The customer everyone has a separate and elegant fashion sense which is mainly related to the clothing throughout the world. Clothing defines the personality, education, behavior and the way of thinking of the people [9]. Bangladeshi young customers are mainly dependent on a different brand for different types of clothing as different brand produces quality full clothing product. Brand management holds the key in the modern apparel market [10]. Many young customers of Bangladesh like local product other than the brand product as local product offers low cost to the customer. Although different brand produces the almost same type of quality full clothing for the young customer but the customer has a different brand choice for each type of clothing product. This paper focuses on the priority level of Bangladeshi young customer for different clothing product from the different brand. The paper explores the first and second priority level of basic apparel product from 20 different brands of Bangladesh.

2. BRAND AND BRAND VALUE

A brand, as defined by Keller, is "a product, but one that adds other dimensions that differentiate it in some way from other products designed to satisfy the same need". A brand is a distinguishing name and/or symbol (such as logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors. Brand values in industrial marketing are, therefore, the things which cause people to buy one company's product or service rather than another. They can be big issues - the core brand values or they can be small issues - noncore values. Brand values can relate to the products, pricing, the delivery or other aspect of service.

3.   METHODOLOGY

3.1   Research Approach

The aim of this study was to investigate the Bangladeshi young customer priority level of different product from different brand. The questionnaire has been made on the basis on some different clothing item and some popular brand of Bangladesh. The questionnaire was handed out to customer in the stores of different market.

3.2   Problem Analysis

This study has been carried out to identify the brand priority for t-shirt, polo shirt, woven shirt and denim pant. It has been carried out by providing questionnaire to the target customers who are interested about clothing brand. The result of this study can be used to the brand developer of clothing item. This study also helps to the brand manufacturer to improve the quality of the existing product.

3.3   Develop Questions

The questionnaire has been made by considering the target customer gender, age, location, purchase capability etc. Closed ended questions has been developed with "tick mark" option for customer, so it is not time consuming and difficult for the customer. On the questionnaire there are 20 brand names which brands are very popular in Bangladesh. There is also an option "without brand" in the questionnaire as many customers may not be interested to brand for high price.

3.4   Data Collection and Sampling

The data was collected from 350 young customers to know their brand priority about t-shirt, polo-shirt, woven shirt and pant. Respondents were aged from 18-24 and located at dwelling places such as Dhaka, Gazipur, Narayangong as brand clothing item are available at central area and near about central area. The data has been collected also from the different University Campus such as DU, JU, BUFT, AIUB, NSU, EWU etc.

3.5   Data Analysis

Data analysis is conducted through the process of quantitative content analysis. The data processed through Microsoft word and excel program.

3.6   Measure

A sample size of 350 young customers taken from different market places of Dhaka city to ensure adequate items to response ratio. Among the total respondents maximum are students also including employee which contains male and female both.

3.7   Results

From the findings a fashion designing & marketing can be estimated for any t-shirt, polo shirt, woven shirt and denim pant suppliers and apparel retail brands. And from the detailed discussion of clothing materials, the outcomes can be used as a base of "product development" for t-shirt, polo shirt, woven shirt and pant. This study can also used in the new brand development process.

4.   RESULTS & DISCUSSION

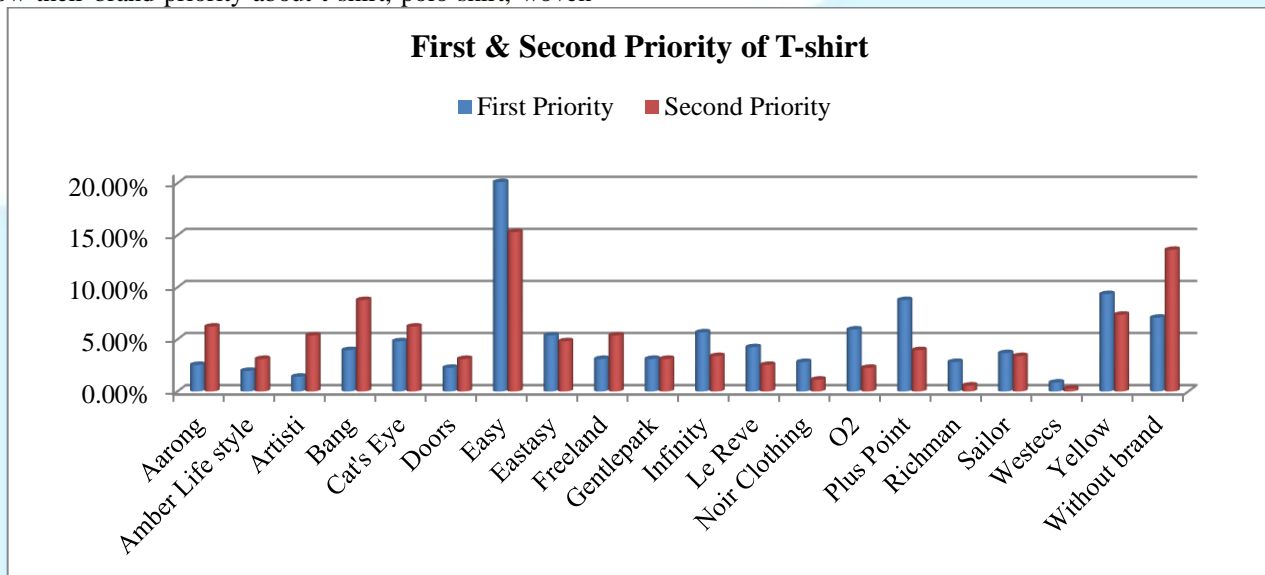### 4.1   First & Second Priority of Brand for T-shirt Purchase

Figure 1: First & second priority of brand for T-shirt purchase

The questionnaire has 20 top brands and without the brand option. Among 350, 73 people prefer easy to brand as the first priority for purchasing t-shirt which covered 20.68% of total respondents. On the other hand, 71 among 350 people prefer easy brand t-shirt as a second priority.

This may happens due to low price offerings to the customer by easy brand. Peoples are also interested in quality which can be seen in purchasing the yellow brand t-shirt. On the other hand product availability is one of the major factors for purchasing any item. Easy brand product

and without brand highly available in the market so that this brand product has more priority than another brand.

4.2 First & Second Priority of Brand for Polo shirt Purchase
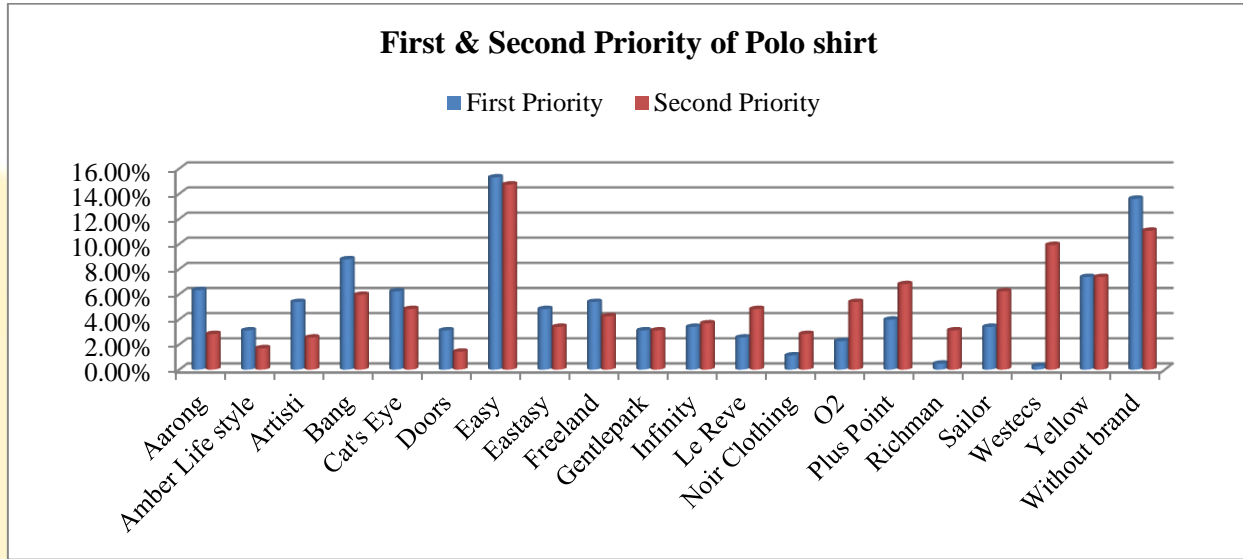

Figure 2: First & Second Priority of Brand for Polo shirt Purchase

15.30% of total respondents prefer easy brand polo shirt as first priority whereas 14.73% of total respondents prefer easy brand polo shirt as second priority for purchase. Easy also offers comparatively low price than other as like t-shirt. Most of the people choose the easy brand for the low price and great availability in the market. 13.60% and 11.05% young customers were choosing without brand polo shirt for the first and second priority respectively for the low price offering. Some of the young customers choose high price polo shirt with good quality like the yellow brand.

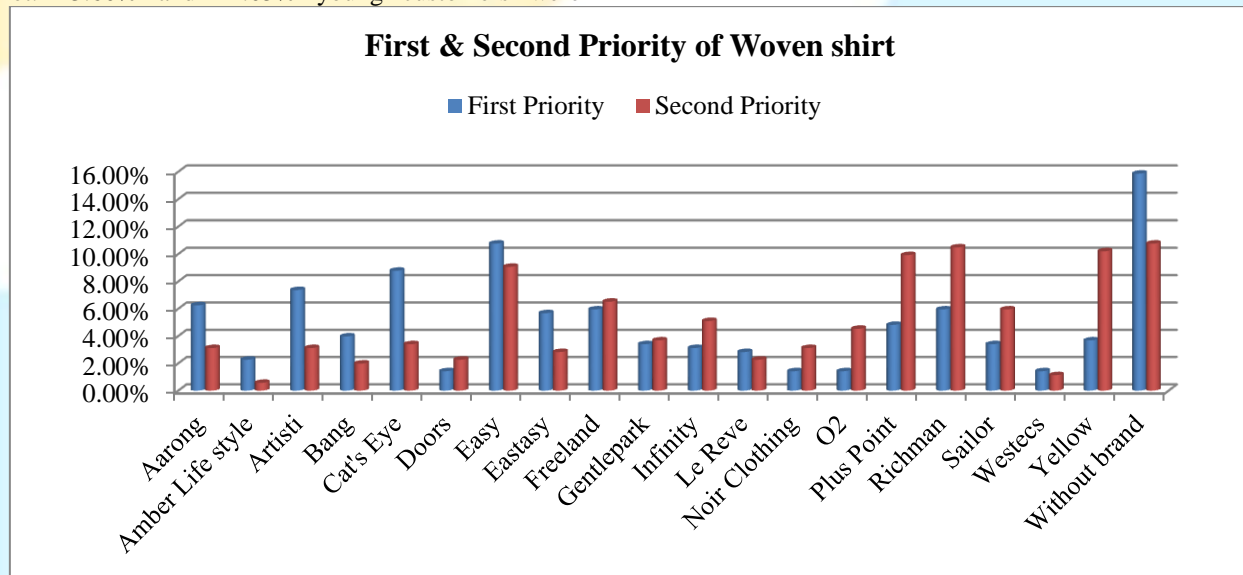### 4.3 First & Second Priority of Brand for Woven shirt Purchase

Figure 3: First & Second Priority of Brand for Woven shirt Purchase

56 respondents out of 350 respondents choose without brand woven shirt due to low price with medium to the high-quality fabric. 15.6% choose without brand woven shirt as first priority and 10.76% choose it as a second priority. Classes of "Without brand" items are usually export products and they are good quality with low price level and hence are very much preferred to young customers to buy. The lower amount of respondents choose Richman brand t-shirt and a polo shirt as the first and second priority but in the case of woven shirt no. of respondents priority level increase to Richman brand. Some of the respondents prefer Easy brand woven shirt due to the lower price than another brand as like t-shirt and polo shirt. Respondents of yellow brand were increased for woven shirt than knit item due to high-

quality fabric with finer count yarn offered by yellow brand.

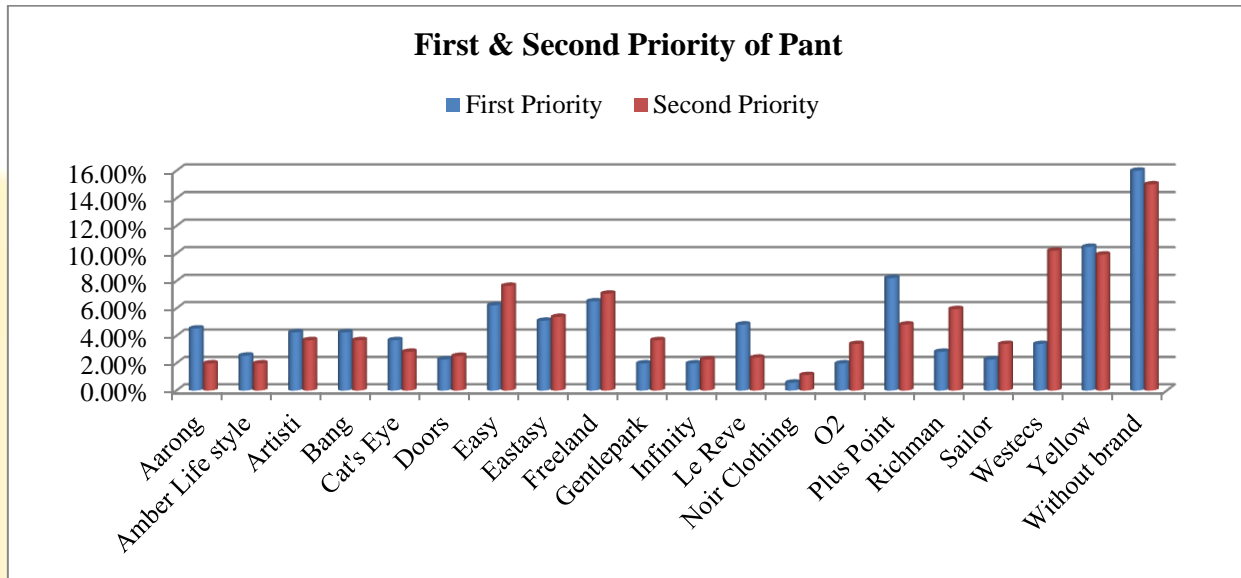### 4.4 First & Second Priority of Brand for Denim Pant Purchase

Figure 4: First & Second Priority of Brand for Pant Purchase

In case of pant, no top class brand has the maximum percentage as first and second priority. 22.10% and 15.01% respondents choose without brand pant as first and second priority respectively. Without brand, pant offers very lower price to customer for these reason respondents has more interest on without brand pant. On the other, some of the respondents choose yellow, easy and Westecs brand pant although they have very high price compared to without brand.

5. CONCLUSION

From the study that the authors performed and draw the conclusion that the young Bangladeshi fashion customer has different brand priority for different items which depends on many factors such as price, quality, availability, brand value etc. The results of this study also accelerate the fashion trend of the young customer where the study only shows the brand priority about the young customer perception for t-shirt, polo shirt, shirt, and pant. The results show that 20.68% of customers choose the Easy brand as their first choice in purchasing t-shirt. 12.75% of customers choose Without Brand (Local) and 10.48% of customer choose Bang brand as their first choice of purchasing t-shirt at second and third stage. On the other hand, 20.11% of customer choose Easy brand as their second choice in purchasing t-shirt. In that case, Yellow and Plus Point got 9.35% and 8.78% of total respondents of their second choice of purchasing t-shirt at second and third position. 15.30% of customers choose Easy brand as their first choice in purchasing polo shirt. 13.60% of customers choose Without Brand (Local) and 8.78% of customer choose Bang brand as their first choice of purchasing polo shirt at second and third position. On the other hand, 14.73% of customer choose Easy brand as

their second choice in purchasing polo shirt. In that case Without Brand (Local) and Yellow got 11.05% and 9.92% of total respondents of their second choice of purchasing polo shirt at second and third position. 15.86% of customers choose Without Brand (Local) as their first choice in purchasing shirt. 10.76% of customer choose Easy brand and 8.78% of customer choose Cat's Eye brand as their first choice of purchasing shirt at second and third position. On the other hand, 10.76% of customers choose Without Brand (Local) as their second choice in purchasing shirt. In that case, 10.48% and 10.20% of total respondents choose Richman and Yellow brand respectively of their second choice of purchasing shirt at second and third position. 22.10% of customers choose Without Brand (Local) as their first choice in purchasing denim pant. 10.48% of customer choose Yellow brand and 8.22% of customer choose Plus Point brand as their first choice for purchasing denim pant at second and third position. On the other hand, 15.01% of customers choose Without Brand (Local) as their second choice in purchasing pant. In that case, 10.20% and 9.92% of total respondents choose Westecs and Yellow of their second choice of purchasing pant at second and third position. From the overall discussion, it has been observed that for knit item garments respondents have more priority on easy brand. But in case of woven items respondents have more priority on without brand garments. Taste is one's own so that each respondent has separate brand choice for each item although some of the customers choose the same brand for all of the items.

Acknowledgement

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