

Analyzing the Apparel Buying Behavior of Middle Age Men

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Abstract

The research and study of buyer habits is crucial to marketers because it helps them comprehend and forecast consumer purchasing patterns in the marketplace. It addresses not just what consumers purchase, but also the reasons why they purchase it, when, where, and how they purchase it, as well as how often they purchase it and how they consume and dispose of it. The approach used to investigate customer behavior is called research on customers, and it occurs before, during, and following a transaction. Empirical studies reveal that two distinct consumers purchasing identical goods may have done so for distinct motives, at different costs, for different purposes, and with differing emotional connections to the items. The initial information was gathered from 350 participants in the Gazipur and Dhaka regions. A 14-item questionnaire was created and distributed to customers in the Gazipur and Dhaka regions. Literature, references, the internet, and other sources have all provided secondary data. While several media outlets help raise consciousness, newspaper and magazine advertisements, as well as television commercials, are crucial in influencing consumer purchasing decisions. The revenue of the respondents is significantly correlated with how often they purchase branded non-branded clothing. This study gives some important information about the customer behavior in purchasing of apparels product.

Keywords: Customer Buying Behavior, Customer Demand, Branded or Non-Branded Apparels, Customer Satisfaction

1.0 INTRODUCTION

The act of getting involves a series of cognitive and motor functions culminating in a tangible acquisition. Consequently, it's fascinating to research the relationship between what we buy and why. In this case, advertisements are quite important to consumers when it comes to making decisions. Numerous factors influence the views and decisions of customers. Customers have differing opinions in today's more competitive market; they would hold diverse appearances for any certain garment product and frequently have to choose from a variety of apparel goods that differ just slightly in price. In recent years, there has been a significant shift in the purchasing habits of consumers. More options and greater knowledge are available to consumers than previously when it comes to how users spend their cash. They seek for experiences and goods that meet their most fundamental emotional demands and are presented to them in an especially creative manner [1]. Due to its quick development and expansion, the Internet retail business has significantly improved. Extensive use of the internet. According to predictions, one-third of all internet purchases will be made by mobile devices [2].

By combining everything, their decision depends on whether the products they buy will be branded or non-branded. Our fashion senses for globalization are changing day by day and we count social status through clothing. Customers may buy clothing products on impulse when they see them in an online store since their inner desires are so powerful, online impulsive purchasing is characterized as a sudden, unforeseen, and unexpected purchase [3-4].

Retail businesses in Bangladesh face a variety of marketing issues as a result of asymmetric consumer behavior fostered by globalization, rising rivalry, and short lifespans of products in the fashion retail industry [5]. About 35% of the money made from online sales is generated by the clothing sector [6]. Online impulsive purchasing is characterized as a sudden, unforeseen, and unexpected purchase [7]. Previous studies have indicated that there were enough possibilities to examine the process by which customers make spontaneous online clothes purchases [8].

The apparel business is vying with one another to gain a larger share of the market; branded apparel has altered people's interests and styles in order to achieve social status and fulfillment. Why is it that some brands have similar quality and qualities but are sold at a higher price than others? Because of its significance and close link to customers, brand studies have always attracted the interest of marketers. Consumer behavior is defined by Walter and Paul (1970)²⁷ as "the process whereby individuals decide whether what, when, where, how, and from whom to purchase goods or services" in their book "Consumer Behavior: An Integrated Framework." The overall pattern of behavior indicates both technique and exact mannerisms. As a result, customer behavior implies the way that customers communicate or think about the things that they buy. In the past, most popular research on impulsive purchases has focused on physical stores [9]. Owing to the migration of several firms to digital platforms, established businesses have experienced a significant decline. Numerous studies have been conducted to investigate customers' impulsive online purchasing behavior, with the virtual environment and demographic traits identified as important variables in enticing purchasers [10].

In addition, consumer behavior is the result of such purchase, as well as what a customer does in order to satisfy his needs [11]. Bangladesh's economy is expanding successfully, and in the past decade, the nation's apparel sector has experienced great growth. As our garment sector grew, we found a variety of products in our local market which separates them from the quality standards. The study of individuals, organizations, or teams and the methods they employ to choose, acquire, utilize, and discard goods, experiences, or concepts to meet requirements, as well as the effects these methods have on consumers and society, is known as consumer behavior [12] Additionally, other definitions place more emphasis on the effect of perceived danger as well as the psychological, emotional, and bodily processes, needs, and goals [13].

1.2 Objectives of The Study

The main objectives of the study are:

1. To comprehend how involved customers are with a product and what kinds of problem-solving techniques they use.
2. To investigate the potential impact of situational factors on customer purchasing decisions.
3. To investigate the methods by which participants learn about a certain clothing line.
4. To understand the business buying behavior and the influencing factors.

1.3 Limitation

The purchasing behavior of consumers is a psychological process. The discovery of consistent decision-making phases applied in each and every purchase scenario is related to consumer purchasing behavior. The process starts with identifying the need, then moves on to information collecting, buying, and post-purchase assessment. There are restrictions on consumer purchasing behavior as follows:

Inconsistencies: One of the main problems with depending too much on consumer purchasing behavior is that people don't always follow the same procedures when making purchases of goods and services.

Limited Buyer Interest: One of the main reasons why consumer purchasing behavior is often limited is because customers are occasionally far less interested in the choice to buy. Less interested consumers spend less time looking for or examining information related to the transaction.

Social and Cultural Influences: Social interactions and culture have an external impact on customers. However, it is far more difficult to determine how a specific client is encouraged to buy clothing by their friends, family, and neighborhood.

Area Limitations: The convenience sample is limited to the regions of Dhaka and Gazipur due to the limited number of respondents. It could not be an exact depiction of the population as a result.

Limited Respondent: the consumer survey represents only 350 respondents who have access to internet. Its results doesn't represent the whole class of people but only a particular one.

2.0 LITERATURE REVIEW

Consumer behavior is defined as the study of people's preferences—why, when, where, and how—when it comes to purchasing or not purchasing a specific product. It considers and blends the fundamentals of their socioeconomic standing, mental health, society, and cultural anthropology. In summary, it seeks to identify the buyer's choice, either separately or jointly. In an attempt to determine the state of people's needs, it looks at the characteristics that make each individual customer unique, such as their demographics and behavioral patterns. It also attempts to assess the influence those in the buyer's immediate social circle, such as friends, family, and peer groups, as well as the community at large, have on them. Consumer behavior is generally understood to be among the research tools used by marketers to better understand their target audience and predict how their purchasing decisions will affect their behavior. Customers may buy clothing products on impulse when they see them in an online store since their inner desires are so powerful [14].

Meanwhile, Kotler and Keller (2011) emphasize how crucial it is for manufacturers and service providers to comprehend customer purchasing behavior and the methods by which consumers select the goods and services they need. Doing so gives them a competitive edge over rivals in a number of areas. For instance, companies might utilize the insights gleaned from examining consumer purchasing patterns to tailor their approaches to efficiently provide the appropriate goods and services to the appropriate clientele, taking into account their requirements and preferences [15]. The term "consumer buying behavior" pertains to the purchasing habits of people and families who purchase products and services for their own use, as opposed to other groups (Kumar, 2010, p.212). True impulsive purchases are done on the spur of the moment, with the e-store's design and the customer's emotional state having the most influences [16,17]. From the perspective of marketers, certain areas of consumer behavior that require investigation include the motivations behind consumer purchases, particular variables impacting consumer buy patterns, an examination of the ways in which society is evolving, and more [18]. The author claims that increased knowledge of customer purchasing patterns benefits the nation's economic situation [19]. The author goes on to say that in nations where consumer purchasing behavior is well-understood, the quality of goods and products is extraordinarily high. Consequently, this enhanced the competitiveness of the goods and services on the global market, augmenting the nation's export capacity. High-quality home goods and services, meantime, create a sophisticated domestic clientele [20].

Definition of customer satisfaction by Philip Kotler Customer satisfaction, according to Philip Kotler, is "a person's feeling of pleasure or disappointment which resulted from comparing his/her expectations against a product's perceived performance or outcome." Kotler employs abstract concepts like disappointment and pleasure, yet the meaning is clear-cut [21]. Many sorts of variables have been found as a consequence of the numerous studies conducted by academics and scholars on the identification and analysis of those aspects influencing the buying behavior of the customers. Various writers have categorized these characteristics into various sorts and categories in various ways. Wiedermann et al. (2007), for example, divided them into both internal and external factors[22]. It is important to note that buyer behavior is researched as a component of marketing, with the primary goal being to understand how individuals, groups, or organizations select, acquire, use, and discard goods as well as the elements—taste, price, branding, and prior experience—that influence people's choices to buy [23]. Then, several scholars characterize each step, with their definitions somewhat differing but resulting in a consensus of what each stage entails. Neal and Questel (2006), who assert that need recognition results from a variety of events and causes, including individual, professional, and lifestyle considerations, which in return lead to the construction of thought of purchase, additionally agree with this point of view [24].

According to Backhaus et al. (2007), making a buying choice is one of the crucial phases as it signals the beginning of a transaction. Stated differently, the consumer decides whether or not to make a decision after realizing the need, looking for pertinent information, and weighing the options [25]. According to Kacen (2002), a purchase can be further classified as an impulsive buy, a planned purchase, or a partially planned purchase. These categories will be covered in more detail in the upcoming chapters [26]. There has been little research on the impact of demographic factors such as gender, income bracket, age, and educational institutions on impulsive purchasing when shopping offline, but there has been plenty of study conducted online in the Delhi (NCR) context, where the bulk of purchases happen in the apparel product categories, to determine the impact of demographic factors when shopping offline [27]. The intention of purchasing relates to a customer's preference to purchase a something or service because they believe they need it, or it may also refer to their attitude and assessment of the good or service. Put differently, purchase intention indicates that a customer will repurchase a product after assessing it and determining that it is worthwhile. Even when they choose a specific product, buyers ultimately decide whether or not to purchase it based on their intentions. Furthermore, a great deal of exogenous variables that might impact PI have been identified [28].

3.0 METHODOLOGY

3.1 Research Approach

This research is based on the primary data obtained. This study focus for explore the priority level of Bangladeshi middle age men buying behavior. The questionnaire has also been made depending on those popular items such as Shirt, T-shirt, Polo, Jeans, Denim pant, Formal pant, Panjabi. The purpose of the questionnaire was to ascertain how customer purchasing behavior is impacted by branded clothing. After receiving the completed survey via email, the answers were updated in Google Forms.

3.2 Problem Analysis

This study has been taken out to find the purpose behind buying from brand and non-brand and the way of perception of some popular items. It brings out by giving the questionnaire to targeted middle age men customer who is concerned about clothing. This paper is very useful for new clothing brand developer. This paper is also very effective for upgrading the quality of current products.

3.3 Develop Question

The purpose of the questionnaire was to gather information about the influence of branded clothing on consumer purchases behavior, age, popular garments, and purchasing location. The questionnaire was developed by close ended question with “tick mark” option and it is easy for middle age men customer to choose the best option in short time. There were some popular young men’s items to choose and an option with “brand” and ‘non brand’ on the questionnaire as some customer may like local item.

3.4 Data Collection and Sampling

The basic data used in this study was gathered from a sample of 350 individuals. The purpose of the survey questionnaire was to gather information on how customer purchasing behavior is impacted by branded clothing. Secondary data was gathered from a number of sources, including internet sites, books, and journals. 350 persons in the Dhaka region received this questionnaire. Thus, 350 is the ultimate sample size. The survey was sent using Google Forms to Facebook connections, WhatsApp, and email. The completed survey was returned via email, and Google Forms has been updated with the results.

3.5 Data Analysis

Quantitative procedure has been taken to measure and coordinate the data analysis. The online survey data organized by Google survey and the hard copy of data handled with Microsoft Word and Excel program.

3.6 Measure

350 middle age men customer’s feedback has been taken from different location of Dhaka for the purpose of appropriate and sufficient response. Most of the respondents were employees or businessman.

4.0 RESULT & DISCUSSION

4.1 Favorite product

The question has set up by some popular middle age men products. Among them, some products cover the top percentage in terms of preferable products. The highest percentage of people prefers Formal Pant, which is 18.57%. Denim pant percentage cover 16.57% and it takes second position. On the other hand, 16.29% preferred for middle age men as Shirt and T-shirt. And it is in third position. In last Jeans and Panjabi and their percentage respectively 11.43% and 7.14%.

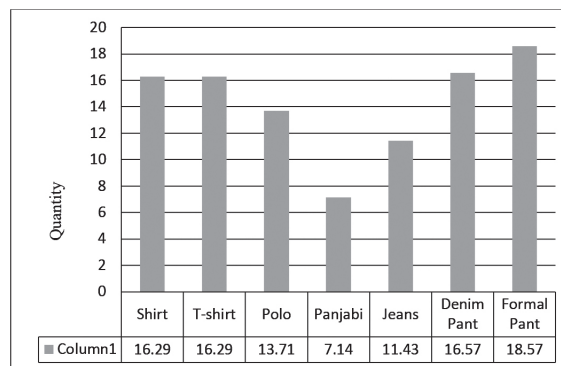


Fig. 1: Favorite product

4.2 Selection of Brand or Non-Brand –

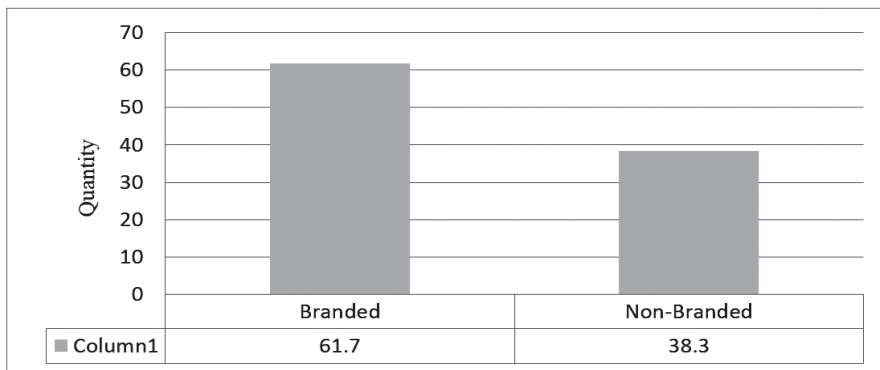


Fig. 2: Selection of Brand or Non-Brand

The question was set to know that what types of product consumer prepared most among Brand and Non-Brand. Here can be seen that most of the customer choose Branded product for purchasing their product.

4.3 Time of Buying-

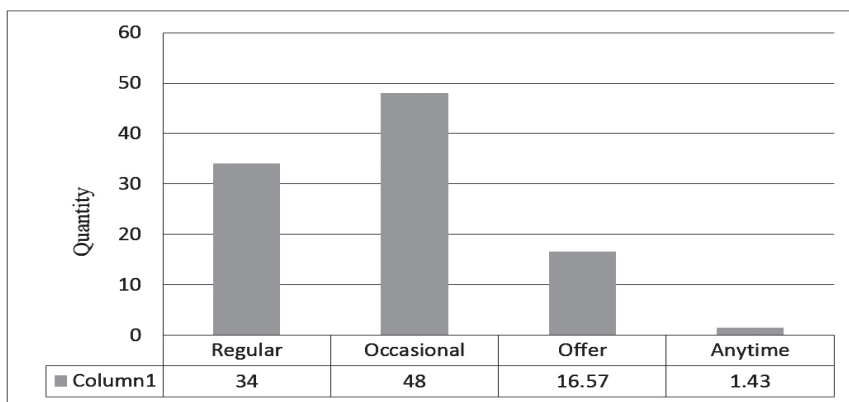


Fig. 3: Time of Buying

Consumer buying decision can be made by some reason, such as; any discount offer or any occasion. Some of them buy their product on their regular need.

4.4 Frequency of Shopping-

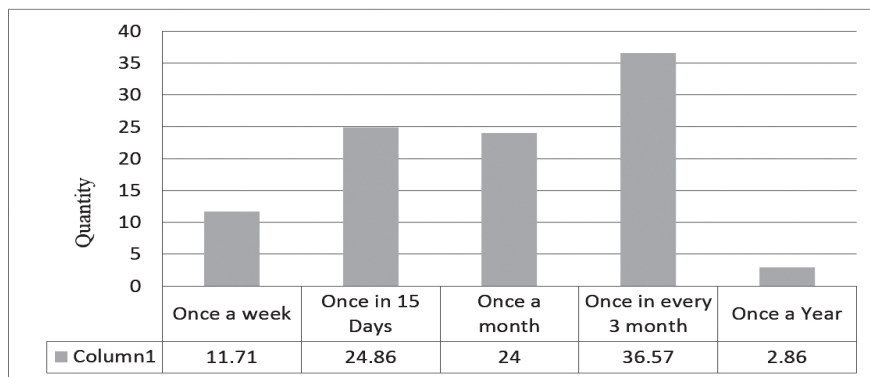


Fig.4: Frequency of Shopping

It seems that there are 12% people here who buy apparels product once a week. There are also 25% people have who buy product once in 15 days and 24% people who buy once a month. And also 36% people purchase their product once in every 3 months. On the other hand, there have only 3% people who buy their apparels product once a year.

4.5 Place-

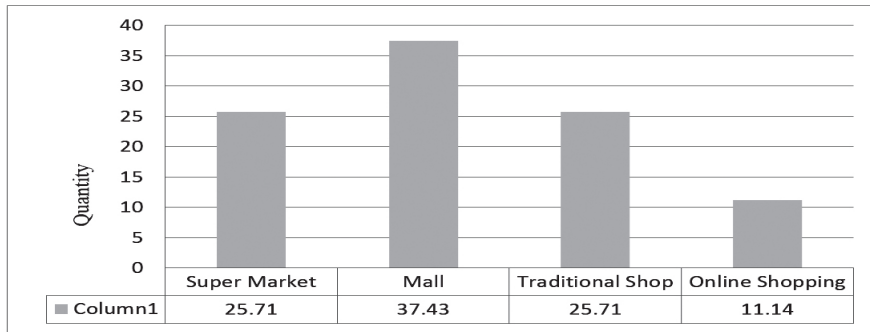


Fig. 5: Place of buying

Here many of the people like to purchase their clothing from shopping mall. In the chart we can see it cover 37% of total. After that we can see both Super Market and Traditional Shop cover same percentage which is 26%. But in the online shopping covers only 11%.

4.6 Reason of purchase-

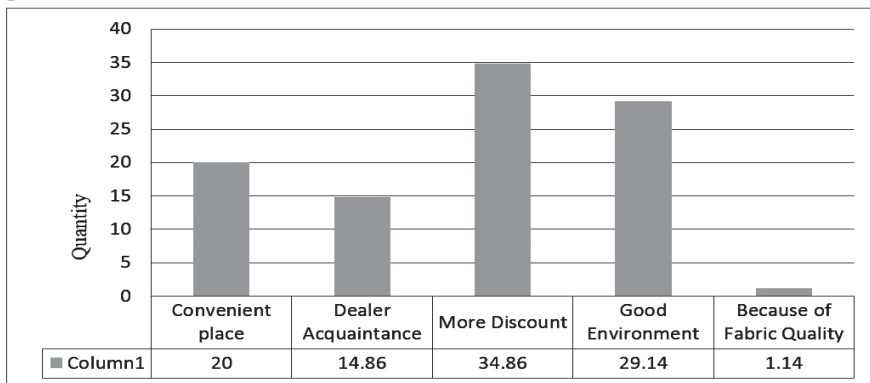


Fig.6: Reason of purchase

These factors effect directly on consumer to make their purchasing decision. There are 35% of total covers by the factors of Discount.

4.7 Reason of choosing branded product-

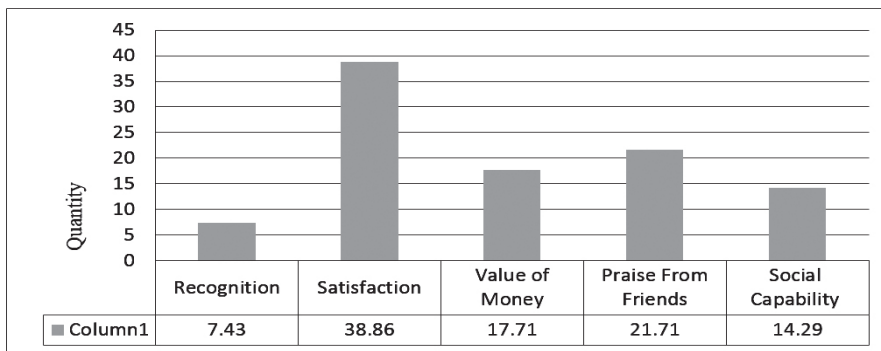


Fig. 7: Reason of choosing branded product

There are some impacts for branded product which is purchasing by consumer. Here we can see for a branded product customer satisfaction is needed most and it cover 39% of total. After that here can be seen praise from friends is cover 22% of total.

4.8 Rank the brands according to your preferences- (1 to 5)

Here is the top 10 men’s clothing brand. All are given rank from 1 to 5 by the customer.

4.8.1 Sailor

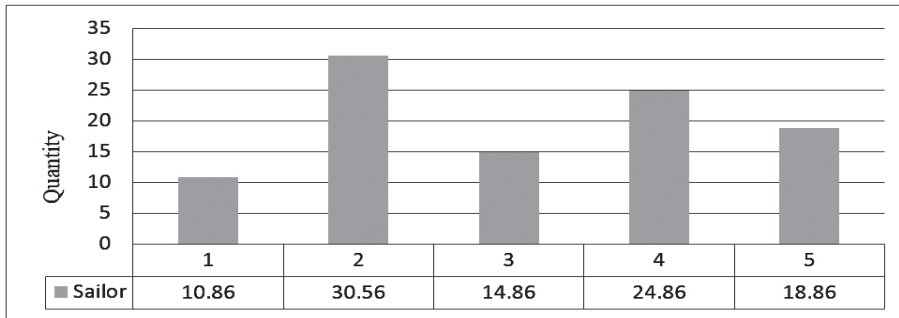


Fig.8: Sailor

4.8.2 Yellow

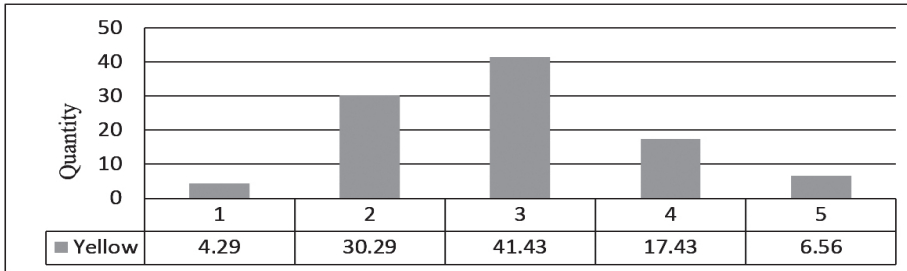


Fig. 9: Yellow

4.8.3 Gentle Park

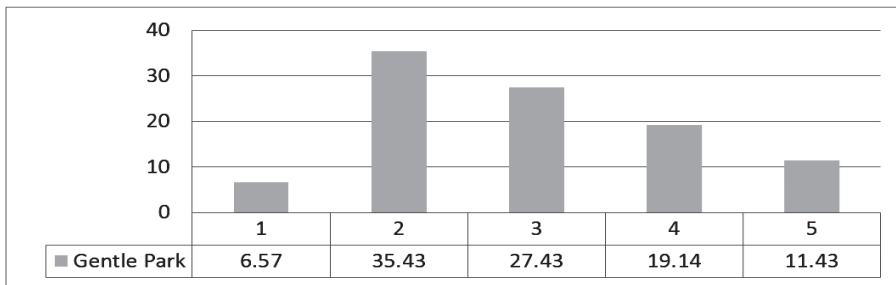


Fig. 10: Gentle Park

4.8.4 Lubnan

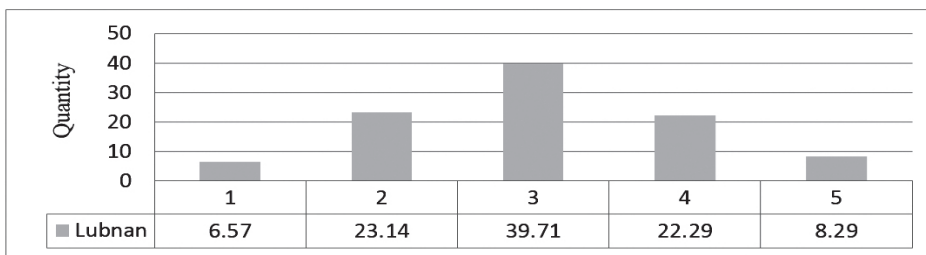


Fig. 11: Lubnan

4.8.5 Rich Man

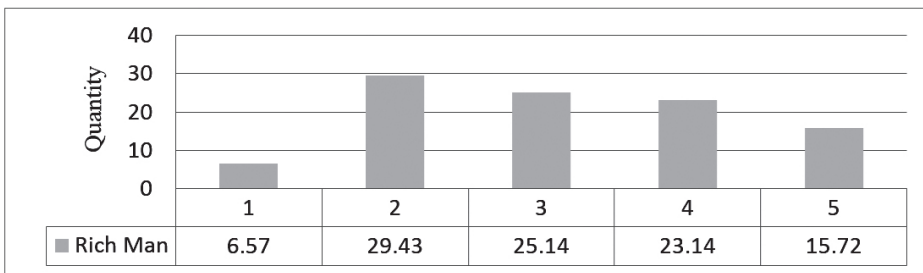


Fig.12:Rich Man

4.8.6 Cats Eye

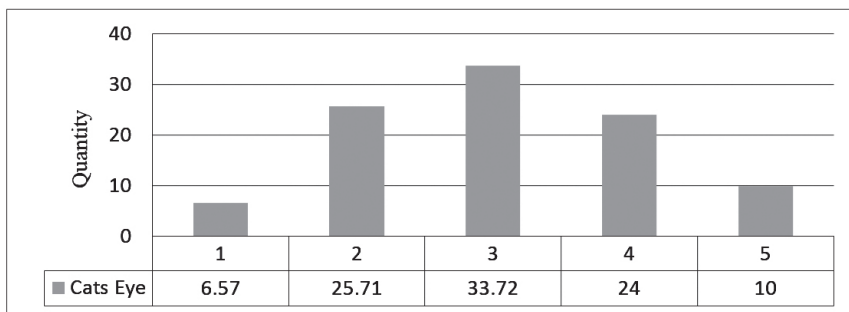


Fig. 13: Cats Eye

4.8.7 Plus Point

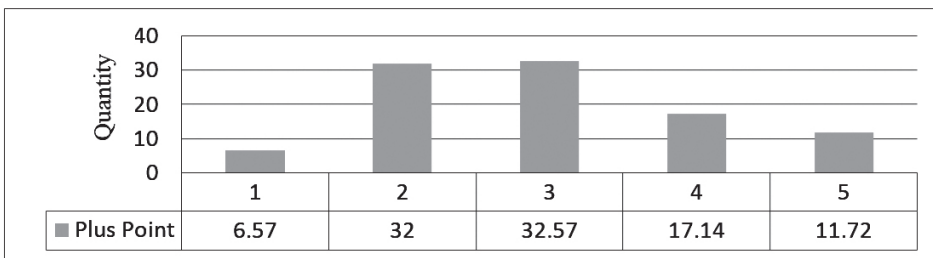


Fig. 14: Plus Point

4.8.8 Easy

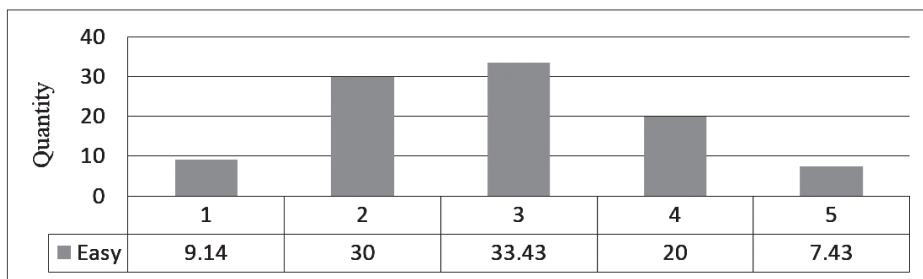


Fig. 15: Easy

4.8.9 Dorjibari

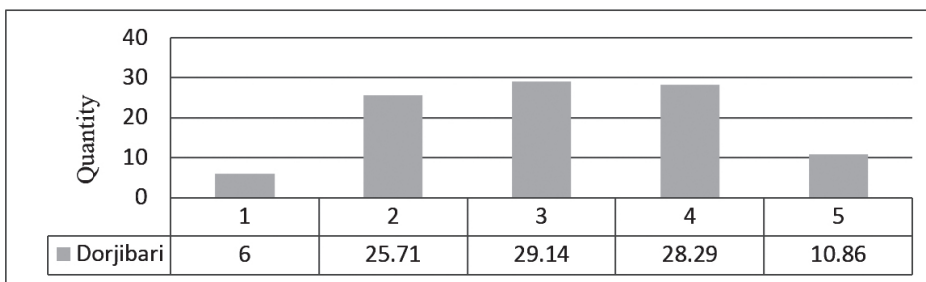


Fig. 16: Dorjibari

4.8.10 Ecstasy

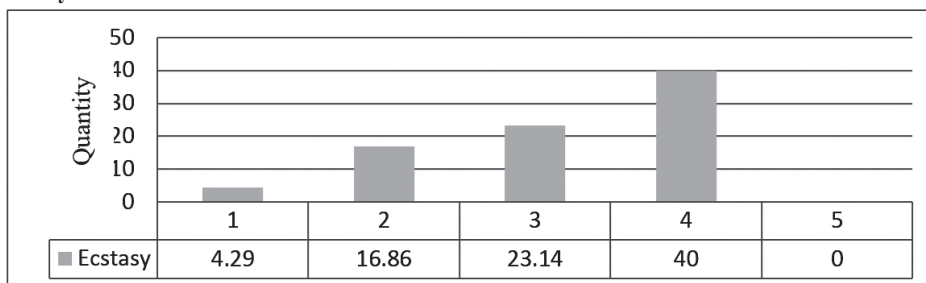


Fig. 17: Ecstasy

4.9 Source of Awareness-



Fig. 18: Source of Awareness

Advertisement can play a vital role for purchasing product. There have different type of advertisement such as T.V, poster, newspaper. Customer is more aware about clothing to see the display product in the shopping mall

4.10 Influenced by Advertisement in Buying Decision-

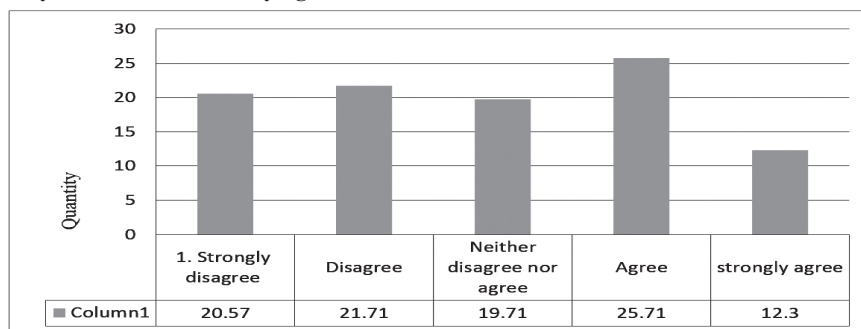


Fig. 19: Influenced by advertisement in buying decision

4.11 The Effect of Celebrities in Advertisement-

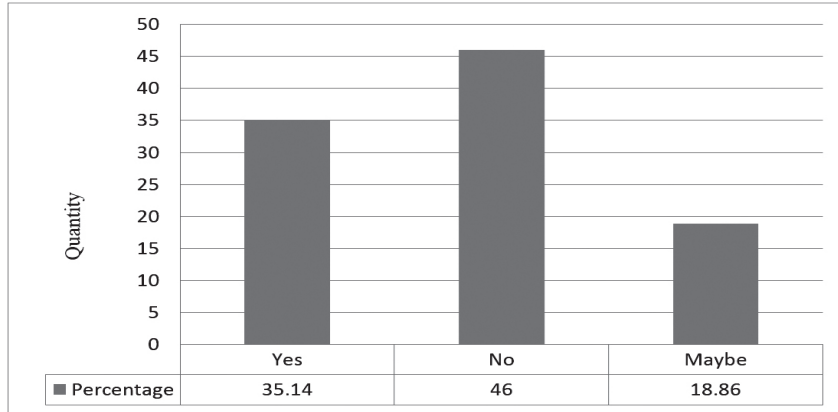


Fig. 20: The effect of celebrities in advertisement

Celebrity support increases a product's legitimacy and opens up new markets. The power of celebrities to sway others is known as the "celebrity effect." Businesses may promote their own goods and services by using that celebrity influence and authority.

4.12 Expected Price Range for Different Product-

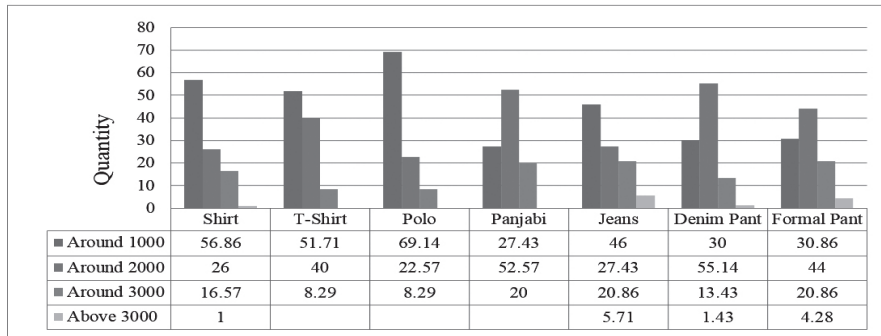


Fig. 21: Expected price range for different product

Here is the expected price range of some popular middle age men's product. Where for a shirt customer expected price is around 1000 which cover highest percentage. For a t-shirt there is almost same as shirt. For polo 69.14% people choose the price range is around 1000. For Panjabi 52.57% people choose the actual price range which is 2000. For jeans, denim pant and formal pant many people choose the price range of around 2000 to 3000.

4.13 Effect of different factors on purchase-

4.13.1 Price

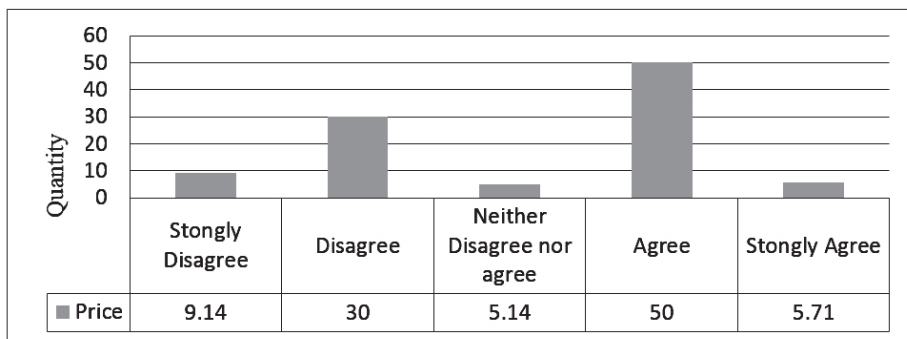


Fig. 22: Effect of different factors on purchase

4.13.2 Quality

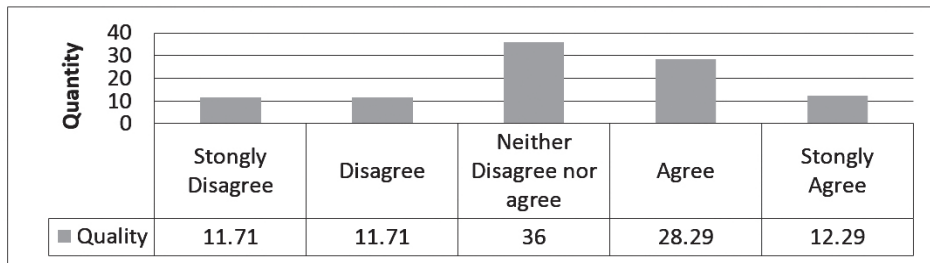


Fig. 23: Product Quality

4.13.3 Design

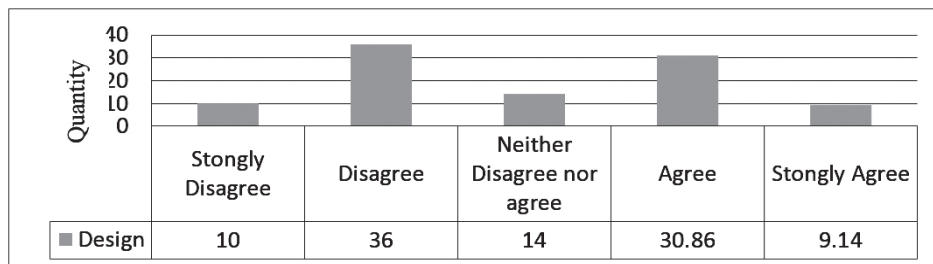


Fig. 24: Buyers view on Product Design

4.13.4 Color

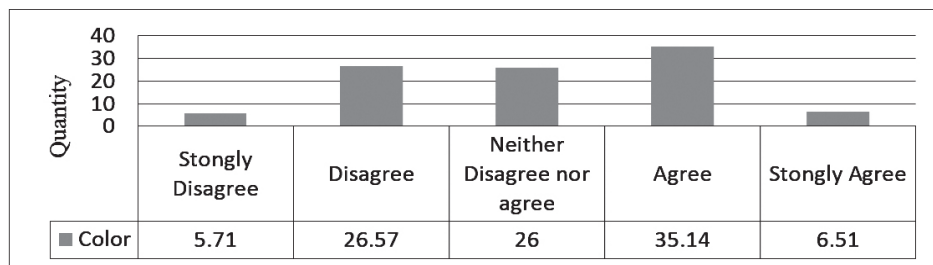


Fig. 25: Product Color

4.13.5 Materials

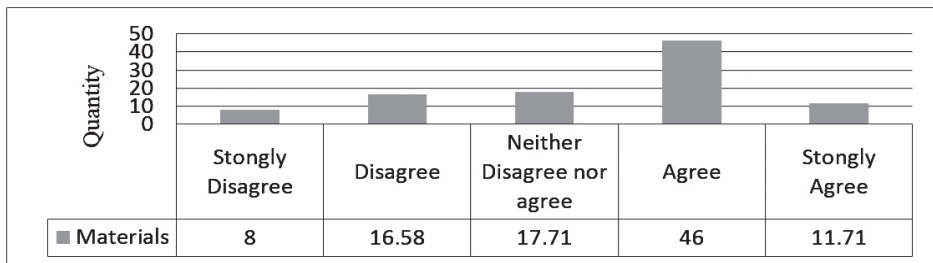


Fig. 26: Product Materials

4.13.6 Variety

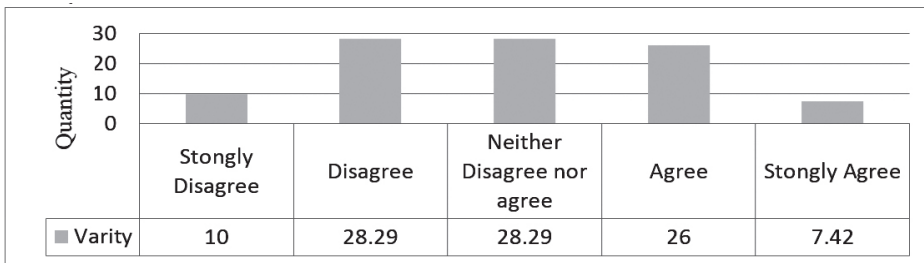


Fig. 27: Product Varity

4.13.7 Comfort

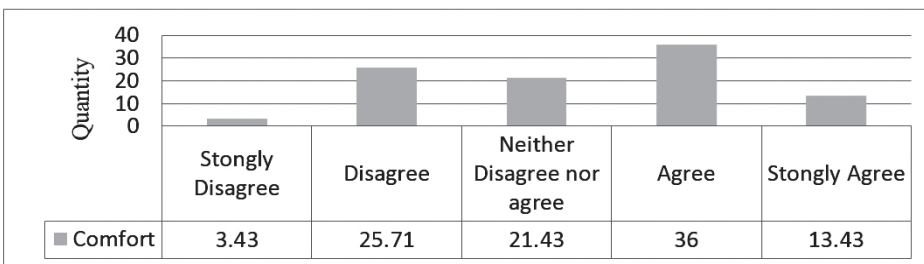


Fig. 28: Product Comfort

4.13.8 Location

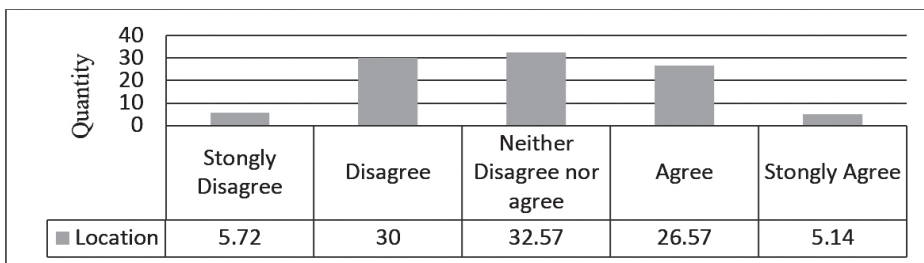


Fig. 29: Product Location

4.13.9 Sales Promotional Activities

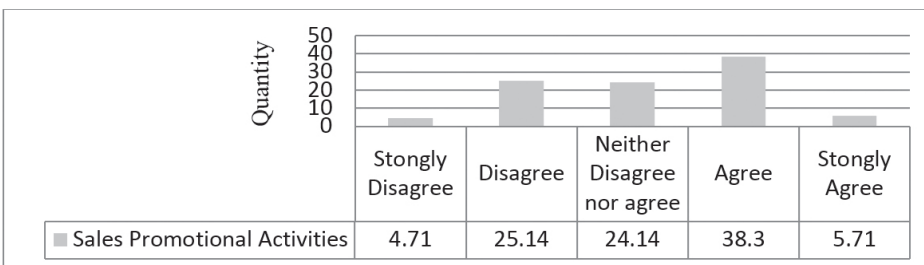


Fig. 30: Sales Promotional Activities

4.14 Companion While Buying

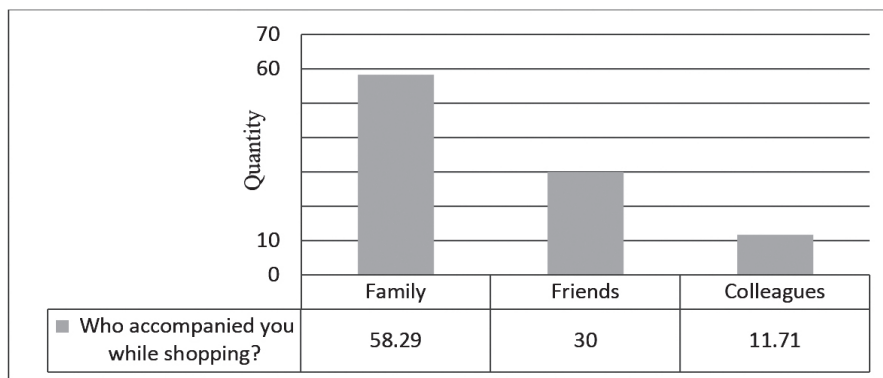


Fig. 31: Companion While Buying

Family plays an important role for purchasing a product. After family friends come and effect on your purchase decision.

5.0 CONCLUSIONS

The role of demographic variables (age, gender, and race), geography, and social groupings among Bangladesh's middle-aged population has been examined in this study. The goal of this study, "Consumer buying behavior," is to comprehend how consumer behavior is changing and how attitudes about markets are shifting as a result of new marketing tactics used by advertisers to compete in the traditional market. In the course of the study, we were able to comprehend and reveal that, as a result of recent shifts in consumer demographics and an increased awareness of quality-conscious consumption, consumers are choosing to purchase a variety of goods from marketplaces while taking into account a range of factors, including the quality of the goods offered and value-added services provided by them. This study has taught us about the frequent updates and changes that occur in the garment sector, as well as the customer reactions to these changes.

The study attempted to determine the degree of clothing product purchasing behavior in the Dhaka and Gazipur regions, and it is evident that the general population has a high level of knowledge about fashion sense and product quality. Products are drawn to consumers by their quality, designs, prices, colors, and materials. Thus, it may be inferred that a new clothing product with a strong marketing may have a significant impact on customer buying decisions.

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