

A COMPARATIVE STUDY AMONG BANGLADESHI MALE CONSUMERS OF VARIOUS AGES WHILE PURCHASING *BASIC SHIRT*

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Abstract: The main purpose of the study is to understand the qualities preferred by Bangladeshi male consumers while buying *Basic Shirt*. A total 945 male consumers of various ages from various economic and social backgrounds were studied using convenient sampling method. Primary and secondary data were collected and analyzed to identify buying behavior of Bangladeshi male consumers using a well-structured questionnaire, interviews, personal observations and review of previous research works. After critical analysis of the collected data, a lot of observations about purchasing activities of male consumers during buying *Basic Shirt* have been found out including major factors considered by male consumers, comparison among customers of different ages and so on.

Keywords: Basic shirt, Male consumer, Outer appearance, Brand, Quality.

1. Introduction

The globalization of the market and the rapid improvements in information flow has made competition in manufacturing industries to be fierce worldwide. As a result, industries such as the garment industry are facing the greatest challenge in history because of the rapidly changing business environment with respect to global competition, market performance, and changing technology [1,7]. Garment is a fashion product that is influenced by social trends and global economic environments.

There is a large gap between customer requirement and the products of the Bangladeshi garment producers. The degree of communication with the customers to understand their requirement and translating into products is not satisfactory. Customers do not involve in product development which results in poor quality products that will ultimately affect the market share and profitability of the producers.

The relation between dressing and the idea of individual expression is complex. It may be perceived in people's daily life through recurrent use of the same clothing colors, brands,

fashion tendencies etc. Many people use contrasts and colors that express feelings according to their state of mind. Thus, the products' properties, like design, comfort, individuality, have a decisive role on apparel's buying behavior, which may vary depending on a set of factors, mainly on sex [2,4].

Consumers behavior is the process where individuals or groups select, purchase, use or dispose of products, service, ideas or experiences to satisfy needs and desires [3,9]. Knowledge of consumers behavior directly affects marketing strategy [1,5]. This is because of the marketing concept, i.e. the idea that firms exist to satisfy consumer needs [11]. Firm can satisfy those needs only to the extent that they understand their customers. For this reason, marketing strategies must incorporate knowledge of consumers behavior into every facet of a strategic marketing plan [6,8].

Understanding the consumer perception in a cross-cultural environment is an important of marketing activities in an era that is becoming more consumer-centric. The main objective of this study is to critically examine and identify the most preferred qualities that are considered by the Bangladeshi male consumers while purchasing *Basic Shirt*. Furthermore, the research targeted to i) identify the choices of male consumers of different ages ii) know the essential points to be followed by *Basic Shirt* producers or manufacturers iii) find out the facts of switching one brand to another.

2. Research Methodology

To undertake this research, a sample size 945 male consumers in various places of Dhaka city was selected. Among the male consumers 125 persons were in the age of 12 to 18, 380 persons were in the age of 19 to 30, 380 persons were in the age of 31 to 50 and 60 persons were in the age of 50+. The survey questionnaire was pilot-tested in few shopping mall of Dhaka city in order to refine before distribution. Personal as well as group visits were used to increase response rate. The type of questionnaire used to collect data is presented in Appendix 2. The survey questionnaire contains 16 questions requiring four types of answers:

- The first type uses a nominal scale, Yes or No
- The second type includes short questions.
- The third type is involved with multiple choice question &
- The fourth type require both multiple choice & brief answer

The first category of questions was designed to explore the general quality awareness of the apparel products.

The second category of questions is related to the quantity of apparels that the consumer purchase every year.

The third category of questions was designed to assess the quality that is preferred by consumers while buying particular apparel.

The last category of questions deals with factor that is the most favored by consumers to asses comfortability of apparel in the time of purchasing it.

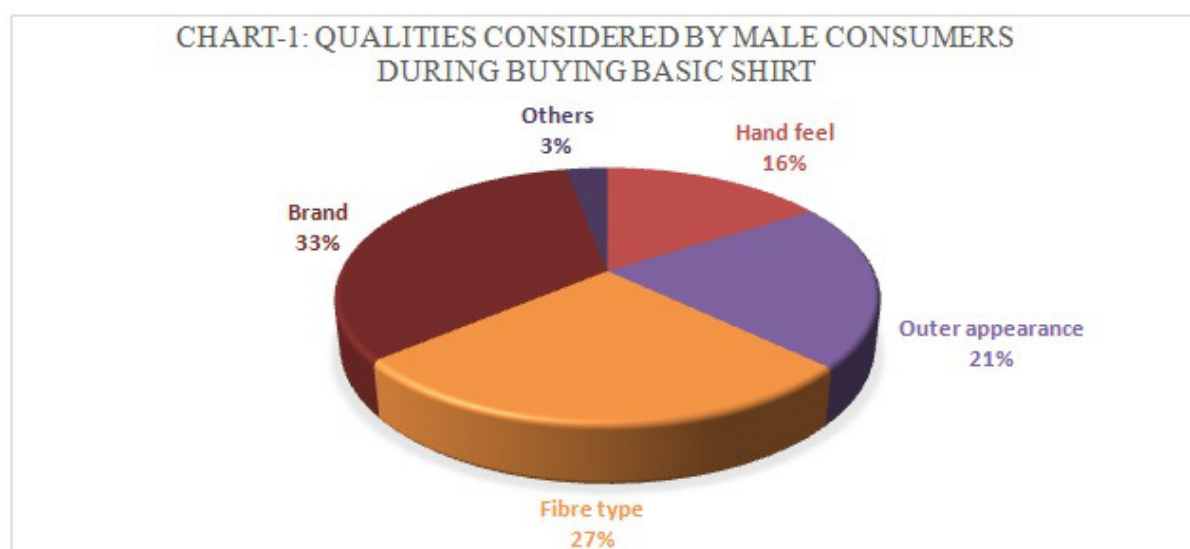
3. Data Analysis & Discussion

A total of 1200 questionnaires were distributed out of which 945 were completed by the respondents perfectly. The most common reasons of non-response were low education level and unwillingness. The result of the statistical analysis of the questionnaire is presented by suitable tables.

Table-1: Qualities considered by male consumers during buying Basic Shirt

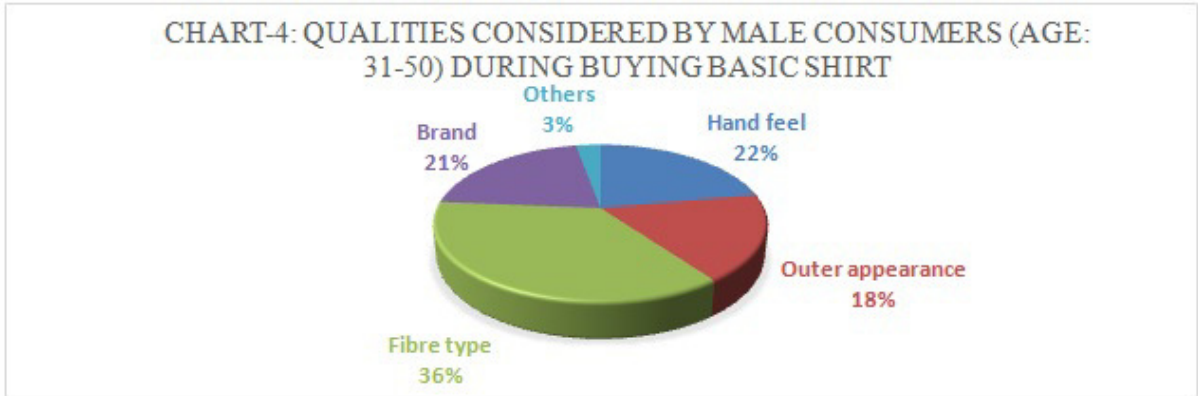
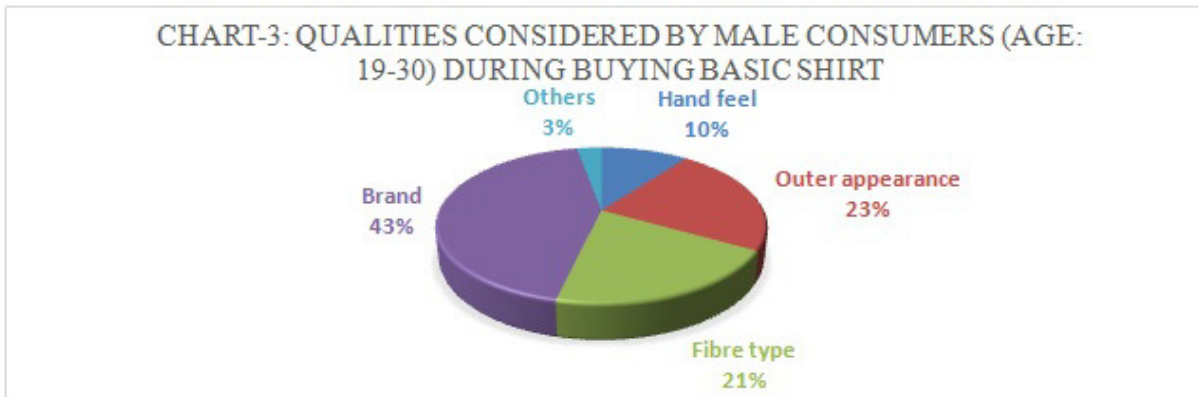
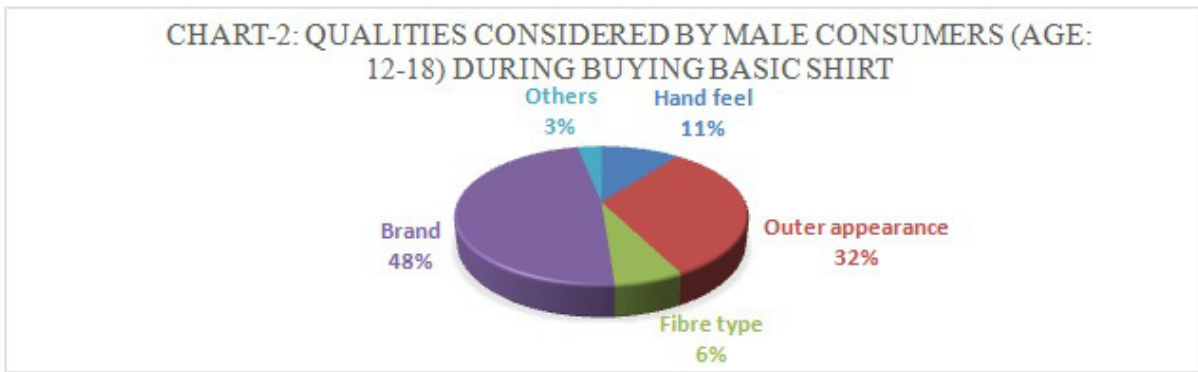
Quality	Frequency
Hand feel	151
Outer appearance	199
Fibre type	254
Brand	313
Others	28

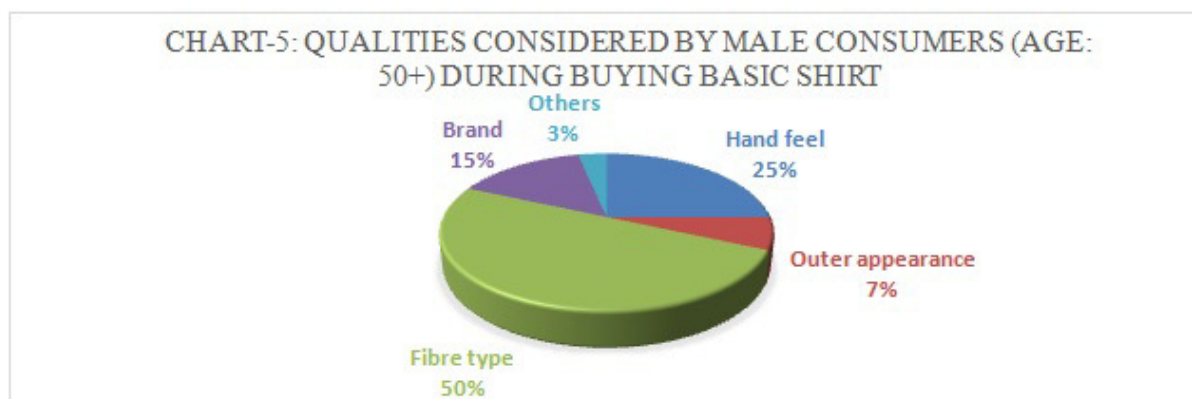
Frequency percentage can be shown as below chart-1:



The above mentioned pie chart (chart-1) indicates that brand is the most important attribute for the male respondents followed by fibre type, outer appearance & hand feel. A product

having good outlook from a reliable brand is always preferable for this type of consumers. A product having good outlook from a reliable brand is always preferable for this type of consumers. While investigating the consumers response, it has been observed that the preferable factors vary from age to age. We can get a pen picture of the perception of different aged consumer from chart-2, 3, 4 & 5.





Buying behavior of male consumers during purchasing Basic Shirt can be summarized as below:

Table-2: Summary of the male consumer's buying behavior during buying Basic Shirt

Major factors considered by the male consumers during buying Basic Shirt	Brand (33.178%), Fibre type (26.924%), Outer appearance (21.094%) and Hand feel (16.006%).
Comparison among male consumers of different ages	<p>Consumers of 12 to 18 ages show their interest on brand (48%) and outer appearance (32%). Very few of them like hand feel (10.4%) & fibre type (6.4%) as their first priority.</p> <p>The consumers of 19 to 30 ages mostly prefer brand (43.395%), outer appearance (22.881%) and fibre type (20.514%). Hand feel (10.257%) got less priority in this range.</p> <p>The 31 to 50 aged consumers emphasis on fibre type (36.294%), hand feel (22.092%), brand (20.777%) and outer appearance (17.884%).</p> <p>Maximum consumers of 50+ ages favor fibre type (50.1%). After fibre type, the 50+ aged consumers give priority on hand feel (25.05%) & brand (15.03%). Outer appearance (6.68%) is less considerable in this age.</p>

4. Conclusion

This study reveals that young generation of Bangladesh are intending to brand and outer appearance in buying *Basic Shirt*. Specially, the school and college going consumers are very much interested in brand and outer appearance. The management of a company should emphasis on the demand of consumers. They should know about the consumer's choice

during purchasing particular apparel. In Bangladesh, there is a huge gap between the consumers & garments producers or garments trader. To establish a company and make it popular among the consumers, the management of the company must take initiative to reduce this gap. The company needs to find out what consumers demand from an apparel, why they switch to buy the same product from one company to another company. The garment trader should make their policy according to consumers need and provide them better quality and service. If they can do their business accordingly, they must be benefited and will be able to establish their company as reputed brand.

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