

**FACTORS AFFECTING YOUNG FEMALE CONSUMER'S BEHAVIOR  
TOWARDS BRANDED APPARELS IN LAHORE**

**Iqra Inayat<sup>1</sup> and Asifa Kamal<sup>2</sup>**

Lahore College for Women University, Lahore, Pakistan

Email: <sup>1</sup>iqralak@gmail.com

<sup>2</sup>asifa.k53@gmail.com

**ABSTRACT**

In Pakistan, fashion industry is flourishing rapidly and new markets are emerging. New brands for clothing are capturing major proportion of consumers. Girls are becoming more conscious about branded apparels. Objective of current study is to explore factors which motivate girls to buy branded apparels. Significance of explored factors and demographic characteristics on buying behavior for branded apparels is also investigated. Girls who preferred brands are almost twice as compared to those who do not prefer brands. Four dimensions for brand preference are identified i.e. quality and motivation, style and trend, value for money and sales and self-satisfaction. Sales and value for money, age, qualification and income are significantly affecting brand preference. Finally it can be concluded that attractive seasonal sales of branded apparels has motivated young Pakistani girls for branded apparels with undoubtedly the restriction of affordability.

**KEY WORDS**

Apparels, Factor Analysis, Logistic Regression Model.

**1. INTRODUCTION**

“A brand is a name, term, design or other feature that distinguishes one seller's product from those of others”. Brands are getting popularity and it has become a status symbol in consumer' life.

Everyone has a unique fashion sense which is mainly related to the apparels throughout the world. Apparels define the personality, education, behavior and the way of thinking of the people. In Pakistan fashion industry is flourishing rapidly and new markets are emerging. Brands for clothing are capturing major proportion of consumers. Long queues are observed in front of outlets of top brands of clothing in sale days. Girls are becoming more conscious about fashion and their looks. Top brands are introducing their prêt lines which are also getting popularity among youth. Awareness about quality and design is also increasing due to access of internet. Information about new ranges of products or sales is conveyed to consumers through social media and SMS.

University and college students, as a young consumer group has gained importance in recent years from the marketing perspective. Youth usually spend money on clothes and beauty products, and think that it is essential part of their life. Therefore, buying

behaviour of young girls can easily be recognized from the college or university student's survey. Consumer preference is extremely influenced by the demographics and the structure of the household, requirements, emotions, and individuality.

Positive impact of discount offer, peer group influence, technology & symbols and perceived brand value is found on willingness to buy in India (Suresh & Vijaya, 2014). Ogachi (2014) found that income, occupation status, marital status and social class are highly regarded behavior for shopping of clothing for Kenyan women. Promotional Discounts, style and design, fashion trends, social circle influence act as motivating factors for the choice of brand. Advertisement of brand by celebrities hardly affects the decision (Hassan et al., 2014). Price and quality both are basic factors that affect purchase of apparels (Thakur & Lamba, 2013). Young consumer showed more interest in fashionable clothes. Awareness, social and economic factors are associated with preference of fashionable garments (Nandini & Jeevananda, 2012). Deshpande (2012) examined that status of brand, brand attitude, paying premium prices for branded clothing, self-concept have positive effects on female consumer buying behaviour. Cultural norms and globalization is playing major role in the determination of buying attitudes (Zhang, 2012). Fashionable female consumers preferred brands (Zeb et al., 2011). Purchasing decision for apparels is influenced by style and second important factor is price. Age and brand preference are also interlinked (North et al. 2003).

### **Objectives**

1. To identify factors that motivates young female consumers to buy branded apparels.
2. To test the significance of explored factors and demographic characteristics on buying behavior for branded apparels.

## **2. DATA COLLECTION AND METHODOLOGY**

The respondents of current study are students from Lahore College for Women University. Sample of 387 students is collected by the questionnaire through direct interviewing. Already Designed questionnaire (Hassan et al., 2014) is used with slight changes in order to assess the influence of branded apparels on buying behavior of girls of Lahore College for Women University. Items (Q1 to Q17) related to brand preference (Table 1) are collected on five point Likert scale. Brand preference questions are also asked to even those who do not prefer brand by slightly changing the question.

**Table 1**  
**Preference of Branded Apparels**

<b>Demographic Information:</b>	
Age	(Age $\leq$ 25; Age $>$ 26)
Marital Status	(Married; Unmarried)
Qualification	(Under Graduate Students; Post Graduate Students)
Family Income	(Below 50000; 50000-100,000; above 100,000)
Do you prefer branded apparels?	(Yes/No)
Q1.	Do you buy branded apparels only because you want to look more attractive?
Q2.	Do you wear branded clothes to impress people?
Q3.	Do you buy branded apparel in place of non-branded apparel regardless of the high prices?
Q4.	Do you buy branded clothes only because you get value for the money you spend?
Q5.	Do you think that your brand gives you recognition?
Q6.	Are you being pressurized by latest fashion to change the brand?
Q7.	Do you think that it is the style and design of the product that motivates you to buy the branded apparel?
Q8.	Do you think that branded clothes give you more comfort than non branded clothes?
Q9.	Do you feel excitement when you are purchasing branded clothes?
Q10.	Do you think that when new style of apparel appear in the market, you are the one who first buy them?
Q11.	Do you prefer to buy branded apparels because you are happy with the quality of that particular brand?
Q12.	Do you purchase clothes because you get bored with wearing the same type of clothes all the time?
Q13.	Are you being influenced by family/friends to wear branded apparel?
Q14.	Do you have more self-confidence when you wear branded clothes of your choice?
Q15.	Do you think that brand ambassadors hired by the company have an impact on your brand preference?
Q16.	Do you give importance to wear fashionable clothes?
Q17.	Do you change your brand by looking new offer/sales?

Factor analysis is used to recognize the factors responsible for buying behavior for branded apparels. Factor analysis is a data reduction technique used to express the numerous items measurements in terms of few factors. Factors for current study were extracted using Principle Component Method through Varimax Rotation.

Binary logistic regression model is fitted to identify significant factors affecting buying behavior for branded apparels. Binary Logistic regression model is used when outcome of dependent variable is dichotomous. The specific form of the Logistic Regression Model with binary response variable is:

$$E(Y) = \frac{\exp(\alpha + \beta x)}{1 + \exp(\alpha + \beta x)}$$

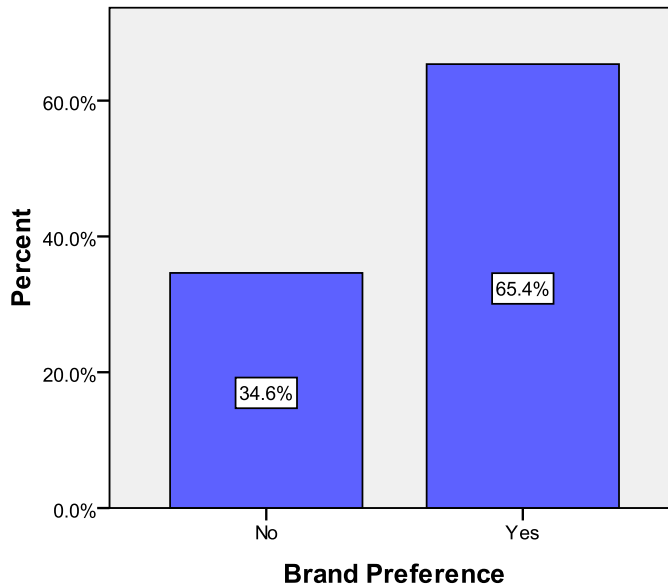
$$\pi = \frac{\exp(\alpha + \beta x)}{1 + \exp(\alpha + \beta x)}$$

Model can be linearized using logit transformation as following:

$$g(x) = \ln \left[ \frac{\pi}{1 - \pi} \right] = \alpha + \beta x.$$

### 3. STATISTICAL ANALYSIS

It is observed that girls who preferred brands are almost twice as compared to those who do not prefer brand (Figure 1). Percentage of those who preferred brands are 65.4% and those who do not prefer are 34.6%.



**Figure 1: Bar Chart showing Preference for Branded Apparels**

Bivariate associations are reported in Table (2). Young girls (age  $\leq 25$ ) preferred branded clothes more as compared to their counterparts (age  $> 25$ ). A preference for branded apparels is almost equal for both married and unmarried girls. Highly qualified are less brand conscious as compared to under graduates. Percentage of girls preferring branded clothes increased substantially in the higher categories of income group (94.7% and 97.2%). More than half (53.1%) of low income group girls reported that they prefer brand which is astonishing fact. May be they use brand occasionally or buy from sales.

These findings can be investigated further to know the reason behind this fact. Age, income and qualification are significantly associated with brand preference (Table 2).

**Table 2**  
**Percentage Distributions of Girls (Brand Preference x Demographic Factors)**

Demographic Factors		Brand Preference			Pearson Chi-Square (p-value)
		No	Yes	Total	
Age	≤ 25	28.8%	71.2%	100.0%	24.928 (0.000*)
	> 25	59.5%	40.5%	100.0%	
Marital Status	Single	34.6%	65.4%	100.0%	0.003 (0.4538)
	Married	35.0%	65.0%	100.0%	
Qualification	Under Graduates	28.4%	71.6%	100.0%	16.805 (0.000*)
	Post Graduates	50.5%	49.5%	100.0%	
Family Income	≤ 50000	46.9%	53.1%	100.0%	63.408 (0.000*)
	50000 -100,000	5.3%	94.7%	100.0%	
	> 100,000	2.8%	97.2%	100.0%	
<b>Total</b>		34.6%	65.4%	100%	

\*significant at 5%

To identify factors of brand preference, factors analysis is applied using the software SPSS (Version 17). The main aim is to determine the underlying attitude of girls about brand preference. It will be convenient to model their attitude towards brands if 17 items of preference are grouped into smaller number of factors. Before applying the Factor Analysis, it is necessary to check the following assumption.

Bartlett Test of Sphericity is used to verify the assumption that enough correlations exist in data to run Factor Analysis. Null Hypothesis (Correlation Matrix is Identity Matrix) is rejected by the Bartlett test of Sphericity (Table 3). Thus, Factor analysis is a suitable technique for analyzing the collected data.

**Table 3**  
**KMO and Bartlett's Test**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</b>		0.777
<b>Bartlett's Test of Sphericity</b>	Approx. Chi-Square	1843.514
	Df	136
	Sig.	.000

Seventeen questions were asked in order to assess the knowledge about brand preference. Four factors are extracted using criterion of Eigen Value greater than 1.0. Factor loadings greater than 3 are considered significant loadings as sample size is greater than 300 (Table 4). These factors are identified using rotated component matrix as following:

**Table 4**  
**Rotated Component Matrix**

	<b>Component</b>			
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Q1</b>				.742
<b>Q2</b>	.648			
<b>Q3</b>			.856	
<b>Q4</b>			.840	
<b>Q5</b>	.787			
<b>Q6</b>		.689		
<b>Q7</b>		.639		
<b>Q8</b>	.742			
<b>Q9</b>				.698
<b>Q10</b>		.395		
<b>Q11</b>	.618			
<b>Q12</b>		.726		
<b>Q13</b>		.476	.380	
<b>Q14</b>				.610
<b>Q15</b>	.705			
<b>Q16</b>		.747		
<b>Q17</b>			.729	

Four factors are identified and labeled according to their dimension for brand preference (Table 5). To handle the issue of cross loadings, item/question is included in the factor which has higher loading. These factors are quality and motivation, style and trend, sales and value for money and self-satisfaction/consciousness.

**Table 5**  
**Labelling of Factors for Brand Preference**

<b>Factor</b>	<b>Items</b>	<b>Name of Group</b>
<b>F1</b>	Q2, Q5, Q8, Q11, Q15	Quality and Motivation
<b>F2</b>	Q6, Q7, , Q10, Q12, Q13, Q16	Style and Trend
<b>F3</b>	Q3, Q4, Q17	Sales and Value for Money
<b>F4</b>	Q1, Q9, Q14	Self-Satisfaction/Consciousness

Binary Logistic Regression Model is fitted to identify significant factors for brand preference along with demographic characteristics. Dependent variable is brand preference (Yes, No). Potential regressors are four factors (quality and motivation, style and trend, sales and value for money, self-satisfaction), age, marital status, qualification and family income. Results are reported in Table (6).

**Table 6**  
**Binary Logistic Regression Model for Brand Preference**

Factors	B	S.E.	Wald	df	Sig.	Exp (B)	90% C.I. for EXP(B)	
							Lower	Upper
<b>Quality and Motivation</b>	.052	.041	1.580	1	.209	1.054	.984	1.128
<b>Style and Trend</b>	.034	.044	.586	1	.444	1.034	.962	1.111
<b>Sales and Value for Money</b>	.091	.047	3.689	1	.055*	1.095	1.013	1.183
<b>Self-Satisfaction</b>	.106	.107	.974	1	.324	1.112	.932	1.326
<b>Age (&gt;25)</b>	-.751	.407	3.416	1	.065*	.472	.242	.921
<b>Marital Status (Married)</b>	.094	.437	.046	1	.830	1.098	.535	2.255
<b>Qualification (Post-Graduation)</b>	-.612	.367	2.789	1	.095*	.542	.297	.991
<b>Income</b>			35.351	2	.000			
50000-100000	2.708	.534	25.677	1	.000*	14.997	6.227	36.119
>100000	3.384	1.032	10.749	1	.001*	29.493	5.400	161.089
<b>Constant</b>	-3.289	1.432	5.278	1	.022*	.037		

\*significant at 10%

Exp(B)=Odd Ratio

C.I.=Confidence Interval

It is observed from the Table (6) that sales and value for money, age, qualification and income are significant factors for brand preference. Chances of brand apparels choice increases significantly due to sales and value for money. Suresh (2015) also reported that discount offers attract Indian buyers for brands. Buyers think that they are getting value for their amount spent on branded apparels. The odd ratio for sales and value for money is 1.013 so brand preference is increased by 1.3% times with one unit increase in that factor. Deshpande (2012) observed that female consumers are willing to spend high price for brands. Promotions of brands through frequent sales also force buyers to prefer branded apparels. Since the odd ratio for age (>25) is less than one (0.472) so it is expected that its effect on brand preference is negative. Older girls have  $(1-0.472 = 0.528)$  52.8% times less chance to go for branded apparels. It means older cohort of girls has lesser chance for brand preference as compared to younger cohort. Age and brand preference are allied to each other (North et al. 2003). Similarly girls with higher qualification have  $(1-0.542)$  45.8% less chances of brand preference as compared to undergraduates as odd ratio is less than one (0.542). Age and qualification are interlinked factor so their trend is same. Since odd ratios for both income groups (14.997 and 29.493 respectively) is greater than one so its relationship with brand preference is positive. Girls who belonged to higher income groups have significantly higher chances of brand preference as compared to low income group. Ogachi (2014) found that income is a key factor in the determination of consumer's perception.

Quality and motivation, style and trend, self-satisfaction and marital status (married) has positive relationship with chances of brand preference. But their effect is insignificant for the current study.

#### 4. COMMENTS AND CONCLUSION

Purpose of this study is to investigate factors responsible for brand preference among young girls. Trend towards brand preference is depicted from the study. It is observed

that girls who preferred brands are almost twice as compared to those who do not prefer brands. Four dimensions for brand preference are identified i.e. quality and motivation, style and trend, sales and value for money, and self-satisfaction. Sales and value for money, age, qualification and income are significant factors of brand preference. Quality and motivation, style and trend, self-satisfaction and marital status (married) has insignificantly positive relationship with chances of brand preference. Buyers think that they are getting value for their amount spent on branded apparels. Promotions of brands through frequent sales also force buyers to prefer branded apparels. Older cohort of girls has lesser chance for brand preference as compared to younger cohort. Similarly girls with higher qualification have lesser chances of brand preference as compared to undergraduates. Age and qualification are interlinked factor so their trend is same. Girls who belonged to higher income groups have significantly higher chances of brand preference as compared to low income group.

Finally it can be concluded that attractive and frequent seasonal sales of branded apparels has motivated young Pakistani girls for branded apparels but with the restriction of affordability.

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