Understanding Apparel Preference of Different Social Status People of Bangladesh Apparel Market

Md. Moynul Hassan Shibly, Zinia Yasmin, Md. Sazol Ahmmed & Sushama Saha Swati

Primeasia University

Abstract- The information about apparel preferences by various social status people of Bangladesh is represented in this paper to get a clear scenario to understand customer demand in Bangladesh local market. The Apparel Industry reflects people's lifestyles and shows their social and economic status. Therefore, different social status people of Bangladesh apparel preferences are essential to research because it is a vital sector of consumer behavior. The key objectives of the study are to assume apparel preferences in different status people of Bangladesh apparel market. Then a questionnaire was prepared to collect primary data from various social status people of Bangladesh Dhaka city areas, people's Yearly income, Gender, Name, Occupation, Age, Product Name, Favorite Brand, Color, Cost, Design & Buying place of apparel. The collected data were then represented by using different quantitative tools. Apparel companies can target the right target segment regarding gender, age group, income, personality, culture, etc. By observing the apparel preferences of different customer it will be very easy task for vendors to launch the products in the market as per customer choice and demand.

Keywords: marketing, survey, brand.

GJRE-J Classification: FOR Code: 091599

UNDERSTANDINGAPPARELPREFERENCEOFDIFFERENTSOCIALSTATUSPEOPLEOFBANGLADESHAPPARELMARKET

Strictly as per the compliance and regulations of:

Understanding Apparel Preference of Different Social Status People of Bangladesh Apparel Market

Md. Moynul Hassan Shibly [α], Zinia Yasmin [σ], Md. Sazol Ahmmed [ρ] & Sushama Saha Swati [ω]

Abstract- The information about apparel preferences by various social status people of Bangladesh is represented in this paper to get a clear scenario to understand customer demand in Bangladesh local market. The Apparel Industry reflects people's lifestyles and shows their social and economic status. Therefore, different social status people of Bangladesh apparel preferences are essential to research because it is a vital sector of consumer behavior. The key objectives of the study is to assume apparel preferences in different status people of Bangladesh apparel market. Then a questionnaire was prepared to collect primary data from various social status people of Bangladesh Dhaka city areas, people's Yearly income, Gender, Name, Occupation, Age, Product Name, Favorite Brand, Color, Cost, Design & Buying place of apparel. The collected data were then represented by using different quantitative tools. Apparel companies can target the right target segment regarding gender, age group, income, personality, culture, etc. By observing the apparel preferences of different customerit will be very easy task for vendors to launch the products in the market as per customer choice and demand.

Keywords: marketing, survey, brand.

I. Introduction

The apparel industry is widely effected by the ever-changing consumer demanded preference both in local and foreign market worldwide. Marketing needs to understand the behavior of customer so as to cater the challenges of diversity. As Bangladesh doing its RMG products business both in the international and the local market with praising fame and faith, so many local apparel brands are growing their business like a newly born baby. It is difficult task for various local brand to meet customer needs as world fashion is changing day by day. Ask to understand hence, an approach was made in this study to investigate the customer's perception in buying decisions toward local apparel products. The work also reported that customer desires the products quality, comfort, price, functional and aesthetic look, offer & discount and many others key buying factors suitable for them when visiting a brand showroom. Menswear industry is changed day by day according to the change of men's lifestyles. The objectives of the study was to get better information about male's customer satisfaction while buying their own apparel products. Most of the male customer were happy with the updated fashionable products available in local market. Design, style, cost are the main attributes for male customer while buying apparel products for themselves. The Apparel Industry reflects people's lifestyles and shows their social and economic status. Therefore, different social status people of Bangladesh apparel preferences are important to research because it is an important sector of consumer behavior. Both knit and woven items are imported from Bangladesh towards various country worldwide. As Bangladesh has a great reputation in Ready Made Garments (RMG) sector so the quality of the products must be good as per buyer requirement. On the other hand, Bangladeshi manufacturers have to ensure better working environment for workers and quality products to meet the world challenge in apparel market.

II. Literature Review

Customer behavior is very essential issue in world apparel market as customer plays a vital role. As world fashion is changing dramatically consumer behavior is difficult to predict. [1]

A "trend" occurs when a new design in accepted and sells in sufficient quantity in some test markets, and then creates a demand from consumers across a broader market. [2]

The fashion cycle, or fashion life cycle, comprise the introduction, acceptance, culmination, and decline of a certain style. [3]

According to the relative length of acceptance cycle, there are other three kinds of "fashion" besides moderate fashion, which can be named fads, fast fashion and fast fashion and classics. [4]

The parametric feature-based modeling enables the automatic generation in fitted garments on differing body shapes. Consumer lean towards buying such apparel that are largely sold as designer apparel. [5]

The institutional capacity of the Government to conduct the regular labour inspection of factories across Bangladesh must be greatly strengthened. The ILO negotiated agreement calls for 200 labour and factory inspectors to be appointed by the end of 2013 and the recruitment of another 800 inspectors in 2014. [6]

Author α σ ρ ῶ: Department of Textile Engineering, Primeasia University, Bangladesh. e-mails: shibly25@ymail.com, yasminzinia@gmail.com, sojol.ipe11@gmail.com, s.sahaswati@gmail.com

Bangladesh must first itself ratify the ILO Convention on Decent Work for Domestic Work. Only with ratification at home, can Bangladesh fully engage with destination countries and encourage them to ratify the Convention and thereby ensure the safety and security of workers while abroad.[7]

III. Methodology

The key objectives of the study is to predict apparel preferences in different status people of Bangladesh apparel market. Then a questionnaire was prepared to collect primary data from various social status people of Bangladesh including Dhaka city areas, their yearly income, name, occupation, age, product name, favorite brand, color, cost, and design & buying a place of apparel. The collected data were then represented by using different quantitative tools. The survey is divided into two groups for performing our work efficiently & collected essential information from a different place. The Data was collected from Uttara, Gulshan, Banani, New market, Elephant Road, Mohakhali, Dhanmondi, Kajipara, etc.

IV. Data Analysis

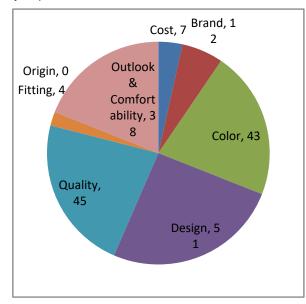Before Buying a Garments which requirement do you prefer first

Fig. 1: Different Criteria in Apparel Choosing.

By observing this graph, we can see that the first position is design, the second position quality, third position is color & last state is the origin.
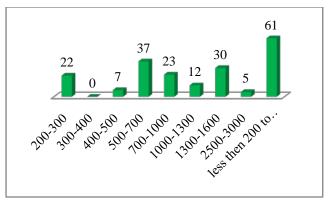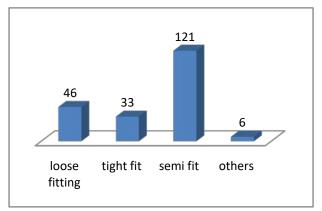

Fig. 2: Cost of Product in Apparel Choosing.

From this graph, we can see that 37 people out of 200 buy their garments at Tk 500-700. People prefer to 1300-1600 is 15%, 22 people buy a product at range to 200-300.12.5% people buy at range to 700-1000. Only five people like to buy there product at tk 2500-3000. 61 people prefer to buy less then taka 200 & above taka 3000.

Fig. 3: Different Types of Fitting

By observing this graph, we can see that the first choice is semi-fit. The second choice loose fitting, third choice is tight fit & a few people like another type of attachment.
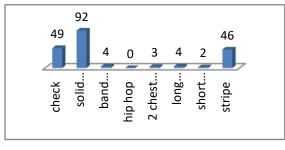

Fig. 4: Different Types of Design.

In this graph, we see that most of the people like solid color, secondly they like check, then stripe, brand, color, long length, two chest pocket, short length & nobody like hip hop style.
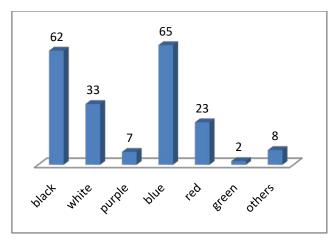
Fig. 5: Different Color of Garments

Here it is clearly seen from this graph, the first choice is the blue color, the second choice is black color, then white, red, purple, green &many people like different color.
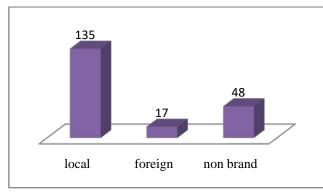

Fig. 6: Choice of Brand

By observing this graph, we can see that the most people choose the local brand, the second choice is non-brand & a little people choose foreign brand.
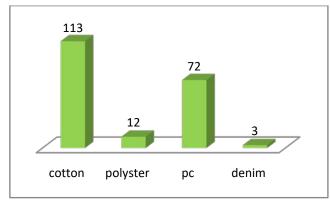

Fig. 7: Choice of Fabric.

In this graph we see that most of the people like cotton fabric & it is 113 persons, secondly, they like polyester-cotton & it is 72 people, then polyester fabric 12 people, & last they choose denim it is three people nowadays.
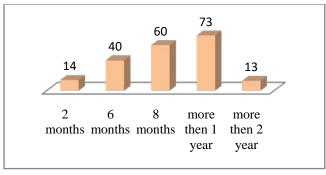

Fig. 8: Duration of Serviceability

This graph shows that most people need more than one-year serviceability. Secondly they want eight months, thirdly six months, then two months, &more than two years.
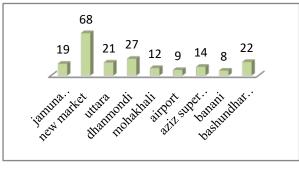

Fig. 9: Different Buying Places.

This graph shows that a large number of people buy their garments new market & it is 68 people, second they buy Dhanmondi, Bashundhara City, Jamuna Future Park, Uttara, Banani, Aziz Super Market & Airport.
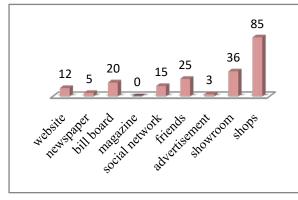

Fig.10: Source of Buying.

People of different level know the buying source from shops, showroom, friends, social network, magazine etc.

People buy the product by knowing about this product from shops mostly, they also get information from showroom, third, fourth, fifth, sixth, seventh, eighth, & last know from friends, bill board, social network, web sites, newspaper, advertisement & magazine respectively.
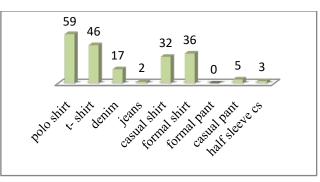
Fig. 11: Choice of Different Garments.

From this graph we can see that people's first choice is polo shirt, second choice is t- shirt & it is 46 out of 200, the third choice is formal shirt & it is 36 out of 200, fourth, fifth, sixth, seventh, eighth, ninth is casual shirt, denim, casual pant, half sleeve casual shirt, jeans &formal pant respectively.
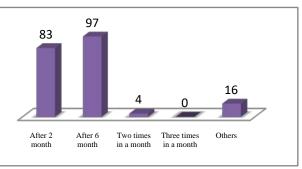

Fig. 12: Buying Frequency.

From this graph, we can see that most of the people buy garments after six months, & it is 97 out of 200. Then 83 people buy after 2 months. Only four people out of 200 purchase their garments two times in a month. No people buy three times in a month & other 16 people buy different times.
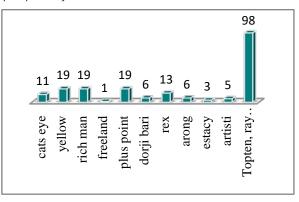

Fig. 13: Different Local Brand.

From this graph we see people buy their garments from multi brands which are not mentioned here. But Yellow, rich man & plus point is the top chart brand nowadays. Cats Eye, Rex, Arong & Dorjibari is the second choice of people. People buy garments from others brand like Freeland, Ecstacy, Artisty, etc.

V. Result

In Bangladesh apparel market various social status people prefer Design & Quality mostly before purchasing an apparel as per our observation by doing this survey among different social status people. Though product origin is valuable criteria; it is less preferable during buying products, and as for fabrication cotton is preferable to people while buying products from the local brand, from new market shops.

VI. Conclusion

The demand for Bangladesh apparel market to local people & foreign buyer is increasing day by day. As a result, lots of local & foreign brand is established as to fulfill the needs of various social status people and before buying a product from Bangladesh apparel market customer can set their preference as like as design, quality, price, etc. to get a better product for using.

References Références Referencias

1. Margaret K. Hogg Margaret Bruce, Alexander J. Hill, (1998) "Fashion brand preferences among young consumers", International Journal of Retail & Distribution Management, Vol. 26 Iss: 8, pp. 293-300.
2. Tajuddin, Rosita Mohd; Tan, Hui Siang; and Karpova, Elena E., "Understanding Apparel Preferences in the Multi-Ethnic Malaysian Market" (2010). *Apparel, Events and Hospitality Management Conference Proceedings and Presentations.* Paper 42.
3. Arora, R. (2006), "Product positioning based on search, experience and credence attributes using conjoint analysis", Journal of Product & Brand Management, Vol. 15, No. 5, pp. 285-92.
4. Shubhasish, B.; Majumder, M. A.; Akhtaruzzaman, M. 2007. Determinants of workers' remittances in Bangladesh: an empirical study (Dhaka: Policy Analysis Unit Bangladesh Bank).
5. Siddiqui, T. 2005. International labour migration from Bangladesh: A decent work perspective, Policy Integration Department Working Paper No. 66 (Geneva: ILO). Available at: http://archive.unctad. org/sections/wcmu/docs/ciem4_Country_Paper_Phil ippines_De_Vries_en.pdf [25 May].
6. Hussain, Z.; Naeem, F. 2009. Remittances in Bangladesh: Determinants and 2010 outlook. Available at: http://blogs.worldbank.org/endpoverty insouthasia/remittances-bangladesh-determinants-and-2010-outlook-0 [25 May 2013].
7. Ghosh, B. 2006. Migrants' remittances and development: Myths, rhetoric and realities (Geneva, International Organization for Migration (IOM).