

# Role of Brands on Consumer's Buying Behavior in Bangladesh: a Study on Fashion Cloth

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## Abstract

Brand is a whole range of communication, learning, history, feeling about a product or company within a simple name and logo. Cloth is a necessary item in our daily shopping list. It's satisfy the all needs which exposed by Maslow's Hierarchy of needs theory level. This paper attempts to highlight the role of brands on consumer's buying behavior of fashion cloth in Bangladesh, particularly in sample areas. The paper explore the role of brand through 200 samples from two cities; capital city Dhaka and commercial capital city Chittagong using direct interview method. It is found that significant correlation between brand with related variables and consumer involvement in fashion cloth in Bangladesh. The study found six factors have the influence 53% (total variance explain) on total behaviors of consumers. Also explore that 'R squared' is 54% and 'R' is 64%, which exhibit the model exposed significant relationship between the dependent variable and independent variables. Finally this paper suggests a few guidelines to marketer(s) and decision maker(s) for building a strong and favorable brand with loyalty to influence the consumer buying behavior of fashion cloth in Bangladesh.

**Keywords:** Brand, Consumer, Buying Behavior, Fashion Cloth, Bangladesh

## 1. Introduction

The fashion related apparel businesses in Bangladesh are growing at an exponential rate and are increasingly fascinating the attention of the entire world. In 2010-2011 financial years Bangladesh export 1791.4 million US Dollars garments, which represent the 78% of national export (EPB, 2012). The dissimilar and competitive complexion of the Bangladeshi market has a major impact on consumers buying behavior, and with the continuous development in fashion designs. Furthermore the companies engaged in this sector have their own take on what is trendy and fashionable at any given moment; according to colors, style, fads, popular culture, design theme, emerging trends, seasonality, etc. This grant consumers with unparalleled opportunities to pick and choose across different brands and to combine them in order to satisfy their increasing need for expressing their individuality and to create their own style. Fashion merchants are very important item in our shopping list. It is expose that according to Maslow's Hierarchy of needs theory level, in all level fashion merchant is important. But in first two levels are of little importance to fashion merchants, since peoples purchasing meet these needs are totally rational and must provide for survival and security. The remaining levels have strong implications for fashion retailer, who must determine how they could best satisfy people's needs for recognition acceptance, esteem and status (Diamond, 2007). A brand has an extensive muscle to influence the consumer's buying behavior instead of same attributes and quality. Marketers use brands as the primary point of differentiation to get the competitive advantages on other competitors playing an imperative role in the success of companies (Wood, L.M., 2004). Brand holds a great importance in consumer's life. Consumer's choose brands and trust them the way they trust their friends and family members to avoid uncertainty and quality related issues (Elliot, and Yannopoulou, 2007). After liberation war textile industry has been growing rapidly. The increasing use of fashion cloth and the emerging market has intrigued foreign as well as local brands to provide services to its customers.

Modern consumption patterns have been changed and developed where consumers are intensely aware of fashion trends and information brand is easily accessible to consumers for all segment through different information channels. Young consumers play an important role in the market place as they exert enormous influence over the allocation of spending power across a growing number of product categories including cloth (Margret Hogg, 1998). However, young consumers are extremely engaged in the process of fashion consumption when compared with male and older consumers. Females are more involved in fashion cloth than males; however the younger generation, girls as well as boys are more involved in fashion buying than that of older consumers, (O'Cass, 2000). Bangladeshi companies have to develop a new understanding and gain an insight on young's buying behavior in

order to maximize their chances for success with this critical and lucrative market segment. College students have unique self image as fashion innovators and consider they more exciting, dominating and colorful than fashion followers, (Goldsmith, 1998). This means, young consumers are very important for researchers and marketers because they are the drivers of new mode or fashion brand, similarly, this group is very sensitive to fashion cloth and good percentage of them purchases their own cloth.

### **1.1 Problem Statement**

The Bangladeshi apparel industry is passing through a phase of change and also through period of significant growth. Young college consumers and young professionals are highly involved in fashion cloth and these consumers form an important segment of the Bangladeshi apparel market. In 2011 young population size age (15-34) were 60 millions, which is 30% of total population of Bangladesh (BBS, 2011). By the targeting this market segment, a lot of fashion houses (men's and women's) were introduced in Bangladesh with local and international brand. Very recently, in Bangladesh a significant amount of local Boutique houses and men's fashion houses have launching their products through targeting young college consumers and professionals. Significant information is available on the reasons behind male and female purchases of fashion cloth with respect to geographic location, age groups and so forth. This report considers college & university student as a homogeneous market segment. There is limited literature available that clearly identifies the buying behavior of this particular group. The population of college & university going consumers and young professionals are growing segment or niche within the market of young consumers. In addition, this segment has a high propensity to allocate a disproportionate part of their overall annual income on cloth, besides interest in fashion. These are the two (money and Interest) major components of a viable market segment, however limited information is available about this segment in Bangladesh and it has also received limited attention from marketers as well as in consumer behavior literature. The overall purpose of this study is "to gain deeper understanding the major role of buying behavior and the role of brand on consumer buying behavior of fashion cloths of young and professionals in Bangladesh. Information, which can benefit fashion, companies to understand the role of brand on young consumers and professionals lifestyle to gain success in the domestic as well as international market.

## **2. Literature Review**

Role of brand's on consumer buying behavior is a very dynamic matter and is of great significance in Bangladesh. Fashion industry includes cloth, footwear and other accessories like cosmetics and even furnishing (Clamp, Liz. & Bohdanowicz, J., (1994). The focus of this research is on cloth segment. Mintel, (2008), initiates that 20-24 and 25-34 age groups are of utmost importance to the marketers as women are less anxious about quality than style in their cloth. In terms of spending on cloth, age is a stronger determinant of women's budget than their socio-economic status, (Euromonitor, 2007).

Branding more or less for centuries has been a mean to differentiate goods of one producer from those of another. Brand can be seen from two perspectives one from companies point of view and other from consumer's point of view. Amber, T. (1992), proposes the definition of branding as the promise of the bundles of attributes that someone buys and provides satisfaction. The attributes that make up a brand may be real or deceptive, rational or emotional, tangible or invisible. Vieira, A.A, (2009), propose the Fashion branding could be defined as a broadly based behavioral observable fact evidenced in a diversity of material and non material contexts. It could be generalized both as an object and as a behavioral process

Brand name: Killer, K.L (2009), *It* shows the source of the product and help aware consumers to differentiate the product from its competitors. The core base of naming a brand is that it is unique; can be easily discriminated from other names; easy to remember and is eye-catching to customers. A victorious brand must corresponds a distinct benefit to the consumer and the more that it delivers what it promises, the greater will be the word of mouth recommendation from satisfied consumers to others. „Brands put in a nutshell, a whole range of communication, learning, history, feeling about a product or company within a simple name and logo.

Consumer behavior is the study of when, why, how, and where people do or do not buy product. It blends elements from psychology, sociology, social anthropology, and economics. Consumer behavior attempts to understand the buyer decision-making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand peoples want. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Current generation aged 20-35, which is the focus of this research, is a very important segment, and is more fashion conscious. Tomson et al. (1994), examine that consumer behavior has been deeply influenced by the demographics and household structures, needs, emotions, values and personality, group influences, information processing and decision making along with purchase behavior. That has a great effect on the regulatory policies made to protect customers and the marketing strategies made to satisfy target consumer needs.

Park et al. (2006), finds that involvement is a helpful metric for strengthening consumer behavior and segmenting consumer markets. Involvement is the motivational state of stimulation or interest evoked by a particular stimulus or situation, and displayed through properties of drive. In general, involvement is conceptualized by the interface between an individual (consumer) and an object (product). O' Cass, A. & Choy, E. (2008), has anticipated that those who are highly motivated to fit into a particular group will need to be aware of the fashion cues, not just of that group but also of other less attractive groups so that the "wrong" cues may be avoided. Fashion involvement is used mainly to predict behavioral variables related to apparel products such as product involvement, buying behavior, and consumer characteristics. Vieira, A.A, (2009), it was founded that fashion cloth involvement as related highly to personal characteristics i.e. female and younger and fashion knowledge, which in turn influenced consumer confidence in making purchase decisions.

The review of earlier work, point out that a lot of research works have been conducted on the proposed subject but in a different economic and cultural status. In Bangladesh no in depth studies has been conducted on the subject. Such research gaps motivated the present researcher to undertake a study on the "Role of Brands on Consumer's Buying Behavior in Bangladesh: A Study on Fashion Cloth"

### 3. Objectives of the study:

The study aims at investigating the key branding influences on consumer's buying behavior-focusing the age group 18-34 in cloth sector in Bangladesh.

- i. To analyze the key influences on consumers buying behavior in Bangladesh;
- ii. To evaluate the role of branding as a key influence on consumers buyer behavior.
- iii. To appraise the impact of brand status, brand attitude, willingness to pay premium, self-concept and reference groups on consumer involvement in fashion/branded cloth.

### 4. Hypotheses

The following hypotheses have formulated based on intensive study of secondary data;

- i. H1: There is no relationship between brand attitude and consumer involvement in fashion cloth.
- ii. H2: There is no relationship between brand status and consumer involvement in fashion cloth.
- iii. H3: There is no relationship between willingness to pay premium and consumer involvement in fashion cloth.
- iv. H4: There is no relationship between self-concept and consumer involvement in fashion cloth.
- v. H5: There is no relationship between and reference group and consumer involvement in fashion cloth.

### 5. Research Methodology

The study was mainly based on primary data. Primary data were relevant to the brand elements (Attitude, Status), self concepts, reference group, willingness to pay and consumer involvement to fashion cloth. Data were collected by the designed questionnaire in the light of research objectives. Questionnaires were intended to identify the significant of the factors that affect the adoption of branded cloth in Bangladesh. Five point Likert Scale was used to measure all the variables. The scale varies from 1 (strongly disagree) to 5 (strongly agree) for all the questions in the questionnaire. Total 200 samples were surveyed, were 100 samples from capital city Dhaka and another 100 samples from commercial city Chittagong city since 1<sup>st</sup> November, 2012 to 31<sup>st</sup> December, 2012. The focus group consist students, housewives, bankers and university teachers. For analysis of the collected data, the study used a sophisticated method of statistics Regression model, person's correlation and factors analysis (Principle Component Method) under the support of SPSS-19 (Statistical Package for Social Sciences). Collected data were tabulated by the statistically sound methods to drives salient finding. The study also utilized some secondary data on brand, consumer behavior by using literature, search worked and relevant articles. These were then interpreted and incorporated in this study.

### 6. Research Findings

#### 6.1 Significance of brand on consumers buying behavior in Bangladesh

The consumer responses were used for tested null-hypothesis- statements formulated above. The null hypotheses were based on the absence of relationship between independent variables including (Brand attitude, Brand Status, Willingness to pay premium, Self Concept and Reference group) and dependent variable consumer involvement in fashion cloth. The results are discussed below:

H1: There is no relationship between brand attitude and consumer involvement in fashion cloth.

Attitude is emotional values, opinion of consumers towards a product determined through market research. The brand attitude will tell what people think about a product or services, whether the product answer the consumer

need and just how much the product is wanted by the consumer knowledge of brand attitude is very helpful in planning an advertising campaign. Whether there is relationship between the brand attitude and consumer involvement in fashion cloth is tested. Table -1(a) (appendix-1) show the Pearson's correlation values of the various with regard to brand attitude and consumer involvement in fashion cloth. The supplied Table-1(a) (appendix-1) provides the information regarding the brand attitude relationship with consumer involvement. This table point proved the rejection of null hypothesis H1. By the justification of table-1(a) it is proved that, there have significant relationship among the variables namely, the importance of fashion cloth and consumer involvement in fashion cloth which contain the  $r = .191^{**}$  and  $p < .0001$  at 1% level of significant (1-tailed), Philosophy about fashion cloth buying and consumer involvement that represent the  $r = .124^{**}$  and  $p < .0001$  at 1% level of significant (1-tailed) and preference of using favorable brand regularly and consumer involvement in fashion cloth, where  $r = .202$ ,  $p < .0001$  at 1% level of significant (1-tailed). However it was also found from the results consumer involvement in fashion cloth is not related Preference about branded fashion cloth, Importance of brand name for purchasing fashion cloth and Brand ability to enhance status and improve success. These entire variable represented the  $p > .0001$  at 1% level of significant (1-tailed).

H2: There is no relationship between brand status and consumer involvement in fashion cloth

Brand status is brand's that, through associates inherently increase their owner's popularity in the certain community. Unlikely luxury brands, status brands are usually available at different price points and thus are available to shoppers of various demographics. Brand status is one of the variables in the present study. Testing for relationship between this variable and consumer involvement in fashion cloth has yielded result as shown in table-1(b) (appendix-1). The table shows the relationship of brand status and consumer involvement. From the entries in this table-1(b), it is apparent the rejection of null- hypotheses H2. By the extensive study of the result, it was proved that there has relationship between brand status and consumer involvement in fashion cloth. The aforesaid table shown that two variables of brand status namely, role of branded cloth in consumer life and has relationship with consumer involvement in fashion cloth. These variables were containing  $r = .377^{**}$  and  $p < .0001$  at 1% level of significant (1-tailed) and brand does not add quality to consumer life has negative relationship with consumer involvement in fashion cloth with  $r = -.150^{**}$  and  $p < .0001$ .

On the other side another two variables namely, consumer believe they are what their wear and brand name is not a success symbol were not shown minimum relationship with consumer involvement in fashion cloth. That two variable represent the  $p > .0001$  at 1% level of significant (1-tailed).

H3: There is no relationship between willingness to pay premium and consumer involvement in fashion cloth.

Willingness to pay premium means the consumer preparation of top imbursement for their expected values which can facilitate increase the life time values. Consumer dispose to pay extra for many explanations such as; quality, brand status, value differentiation, emergency and unique features of product.

The supplied table-1(c) (appendix-1) Information as regards the wiliness to pay premium and consumer involvement. The table portrayed that within three factors; two factors have significant relation with object. So, it was justified the rejection of null- hypothesis H3. Through the exploration of the result it was found that, there have significant relationship with willingness to pay premium and consumer involvement. Table-1(c) show that, two variables of willingness to pay premium namely consumer willing to pay more for status, consumer can pay any price for brand have partial relationship with consumer involvement in fashion cloth. These variables enclosed  $r = .225^{**}$  and  $r = .300^{**}$  and  $p < .0001$  at 1% level of significant (1 tailed). Beside, another variable namely, Price is very important to consumer for purchase branded cloth has negative relationship with consumer involvement in fashion cloth. This variable hold  $r = -.056$  and  $p > .0001$  at 1% level of significant (1 tailed).

H4: There is no relationship between self-concept and consumer involvement in fashion cloth.

Self concept also called (Self- construction, self- identity or self perspective) is a multi- dimensional construct that refers to an individual's perception of "Self" in relation to any number of characteristics, such as academics (non academics) gender roles and sexuality, racial identity and many others. It is a way of a person views him and her and includes things like self esteem, self image, family roles, identity, vales, religious, occupation, philosophy, goals, or whatever is important to the person in how he or she views him or her.

The table- 1(d) (appendix-1) explains the information about the self concept and consumer involvement. The table approved that within five factors four factors has significant relation with object. So, this is justified the rejection of null-hypotheses H4. Through the examination of the table result it was defensible that, there have significant relationship with self- concept and consumer involvement. Table-1(d) demonstrate that, four factors namely, consumer judge people's personality by the branded cloths they are wearing, consumers do not prefer a branded cloth product that improves their personality, Making purchasing decision for fashion cloth is not important and consumer feel comfortable in buying counterfeit (Duplicate or local) brand have significant relationship with consumer involvement in fashion cloth. These variables grip that,  $r = .0154^{**}$ ,  $r = .102^{**}$ ,  $r = .130^{**}$  and  $r = .133$

and  $p < 0.001$  at 1% level of significant (1 tailed). Moreover another factor namely, reliable and trusted brands are important to consumer when they purchase cloth product has no significant relationship with consumer involvement in fashion cloth. The factors include that  $r = .028$  and  $p > 0.001$  at 1% level of significant (1 tailed).

H5: There is no relationship between and reference group and consumer involvement in fashion cloth.

A reference group is one that the individual tends to use as the anchor point for evaluating his or her beliefs and attitudes. One may or may not aspire to membership in a reference group. Nevertheless it has significant influence on one's values, opinions, attitudes and behavior patterns. Reference group a groups that people refer to when evaluating their own qualities, attitudes, values and behaviors (Thompson & Hickey, 2005)

The supplied table illustrates the relationship with reference group and consumer involvement. The Table-1(e) (appendix-1) represents that, among the three factors only single factor has significant relationship with object. So, it was proved the rejection of null- hypothesis H5. By the examination of table- 1(e) result it was observed that there has partial relationship with reference group and consumer involvement. Table -1(e) exhibit that, single factor namely celebrities influence consumer a lot has significant relationship with consumer involvement in fashion cloth. This factor bring  $r = .277^{**}$  and  $p < 0.001$  at 1% level of significant (1 tailed). In addition there were another two factors having no relationship with objects. From that, especially the factor "consumers are not easily influenced by any one's opinion" has negative correlation with consumer involvement in fashion cloth. This factors convey the  $r = -.101^{**}$  and  $p > 0.001$  at 1% level of significant (1 tailed). Another factor specifically family and friends influences consumer a lot has no significant relationship with object. This factor hold the  $r = .085^{**}$   $p > .001$  at 1% level of significant (1 tailed).

### 6.2 Role of branding as a key influence on consumers buyer behavior.

Factor analysis was conducted to identify the muscular fundamental factor of the dependent variable, consumer involvement in fashion cloth. The consumers were asked to rate the 22 variables (appendix-1) on a five-point scale according to their experience. The test of validity of data was examined with the help of a Kaiser-Meyer-Ohlin (KMO) measure of sample adequacy and Barlett's test of Sphericity. The KMO statistic varies between 0 and 1. A value of 0 indicates that factor analysis is likely to be inappropriate; on the other hand 1 indicates that factor analysis should be yield distinct and reliable factor. Kaiser (1974) recommended accepting values greater than 0.5 as acceptable. Furthermore, values between 0.5 and 0.7 are mediocre; values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great and values above 0.9 are superb (Hutcheson and Sofroniou, 1999). In table- 2(a) Kaiser-Meyer-Ohlin Measure and Bartlett's Test

Table-2(a) KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.657
Bartlett's Test of Sphericity	Approx. Chi-Square
	Df
	Sig.
	2706.408
	231
	.000

The above given table provide the information regarding data adequacy and validate of factor analysis for the current research. For these data KMO value lies on 0.657. According to Kaiser (1974) which falls into the range of being mediocre; so, we should be confident that factor analysis is appropriate for these data. On the other hand, Bartlett's Test of Sphericity is chi-Square value 2706.408 with 231 degree of freedom at the 0.05 level of significance. The Test of Sphericity show the significant  $p < 0.05$ . It was decided the appropriateness of factors and also suggested further investigation using Principal Axis Factoring method.

Principle component analysis is used as the extraction method to identify the key factor having significant correlation with the variables. The table 2(b) (appendix-2) shown the results of principle component analysis indicate that there are six factors whose eigenvalues exceed 1.15 Eigenvalue of a factor represent the amount of the total variance explained by that factor. The six factors identified explain 53% of the total variance. The first factor (consumer involvement in fashion cloth) explained 15.948% of this variance and according to the result; it exhibit heavy loadings for six variables pertaining to the factors of branded cloth adoption. This factor consists of factor loadings for consumer involvement in fashion cloth, brand status, brand attitude, willingness to pay premium and self-concept. This factor can be called "fashion cloth product involvement" because factors of branded cloth adoption and consumer behavior load heavily on it.

### 6.3. Impact of brand on consumer involvement in fashion/branded cloth.

Regression analysis is a statistical techniques used to measure the dependence of one variable, the dependent variable, on one or more other variables, the explanatory or independent variables, in order to estimate the value of the former in terms of know values of the later( Gujarati, D. 2003). Multiple regression analysis is an analysis of association in which the effects of two or more independent variables on a single interval scaled dependent variable are investigated simultaneously. (Zikmund, et al., 2011). Multiple regressions examines the relationship

between two or more internally scaled predictor (independent) variables and one internally scaled criterion (dependent) variable (Krishnaswany, et al., 2011). After classifying the major influencing variables i.e. CIFIC, BA, BS, WTP, RG, and SC. Rotated component matrix Appendix-1 shown that in six components have highly correlated elements which were used for regression analysis as an independent variables and dependent variable. The regression analysis have been done using the software SPSS and result have been shown by the table- 3(a) (Appendix-3)

Result of regression analysis reveals that, turnover has a significant relation with dependent variable and independent variables (i.e. BA, BS, WTP, RG, and SC) in our used model. Model summary indicates that,  $R=0.633\%$  i.e. near to 64%. This indicates the liner association between dependent and independent variables as whole. The coefficient of determination R-squared is 0.54 on converting the R-squared value to percentage it is 54% indicates the goodness of fit of the regression model.

Table-3(b) and 3(c) (Appendix-3) exhibit the result of 't' and 'F' tests were found to be significant. This is measure the band and related variables can influence the consumer involvement in fashion clothing.

The regression coefficients were shown by Table-3(c) (Appendix-3), the table shows the value of  $\beta$  (beta) scores which represents "the level at which the independent variables are predictor of the dependent variable". The regression coefficients for the predictor variables; Brand Status, Willingness to pay premium, Brand Attitude, Self Concept, and Reference Group were (-.114), 0.060, (-0.260), (-0.069), and (-0.102) respectively.

In the table-3(c) (Appendix-3) the coefficient values  $\beta$  (Beta) have showed the change in a variable value, when all the other variables are held constant. When we analysis the coefficient value for the variable "WTP" we can say that there is a increases of 0.060 units in consumer involvement in fashion cloth for every unit increase in WTP, keeping other variables of the model constant.

#### **The Model of Present by Multiple Regressions as Follows:**

$$\text{CIFIC} = 4.495 + (-.114) (\text{BS}) + 0.060 (\text{WTP}) + (-0.260) (\text{BA}) + (-0.069) (\text{RG}) + (-0.102) (\text{SC})$$

[Where, BS = Brand Status, WTP= Willingness to pay premium, BA = Brand Attitude, RG =Reference Group, SC =Self Concept, CIFIC= Consumer Involvement in Fashion Cloth]

Collinearity (or multicollinearity) is the undesirable situation where the correlations among the independent variables are strong. Muticollinearity may pose problems in the theory in testing (Type II errors) (Grewal et. al, 2002). Multicollinerity in regression analysis refers to how strongly interrelated the independent variables in a model are when multicollinearity is too high; the individual parameter estimates become difficult to interpret. Most regression program can compute variance inflation factor (VIF) for each variable. As a rules of thumb VIF above 5.00 suggest problem of multicollinearity (Black, et al, 2010). VIF (Variance Inflation Factor) is more reliable way to examine the multicollinearity. As a rule of thumb, if any of the VIF are greater than 10 (greater than 5 to be very conservative) there is a multicollinearity problem, on the other hand any of the bivariate correlations among the independent variables are greater than .70, there are may be facing the mulicollinearity problem (Ethingto, D. B., 2000) Since, regression is used for hypothesis testing, assumptions of multicollinearity; normality and linearity are also tested. The correlation matrix represent in the table 1, 2, 3, 4 and 5 that Pearson correlation coefficient between all the independent variables and their sub factors is less than 0.7, which eliminates the possibility of multicollinearity. The colinearity statistics also confirm that the multicollinearity assumption is despoiled. In the table -3(c), the tolerance value for the variables is more than .10 and VIF (Variance Inflation Factor) range from 1.019 to 1.041 ensuring the normality of the data.

#### **7. Discussion and the Finding**

Analysis of the collected data revealed that branded cloth, textile and fashion industry has an intense potential in Bangladesh. Bangladeshi fashion industry has taken steps to build up policy for the local brands as well as high apparel brands to adopt the trendy and fashionable cloth in the near future. In this research the prime focus is on consumers of age 20-34 years to analyze and evaluate their perception and behavior, when they purchase their cloth brands. The results show that all the factors discussed in the literature account for their impact on the consumer involvement in fashion cloth. Five  $H_0$ 's (null-hypotheses) were tested by the "Pearson correlation" to justify the significance of the brand on the consumer involvement in fashion cloth. This was indisputably proved that each variable were significantly correlated with object. Factor analysis has identified the impact of the brand status, brand attitude and self concept upon consumer involvement in fashion as the most significant. The factor loadings their variance as the major contributing factor to the total variance of the model. Total variance of the model is 52.28%. This result implies that six factors brand influence on consumer involvement in buying behavior has only 52.23% remaining depend on others factors. Regression and correlation coefficient support the results by incorporating the significance of relationship between the dependent and independent variables. These results

also ensure that there have no possibility to harmful multicollinearity among the independent variables due to VIF is less than 5.

### 8. Recommendation of the Research

Brand is a momentous factor which manipulates the buying behavior of the consumer. This study explores that brand play significant role on consumer involvement of buying fashion cloth. It is propose that for developing brand and related decision for the decision maker(s) and marketer(s).Following are the counsel of the study.

- i. Promotion can plays a vital role to change consumer's attitude and perception; Cloth brands can use promotions to bring brand in decision phase from consumers holding state. Advertising may be the effective devices for the developing brand attitudes. Magazines compared to other media vehicles can provide better results to marketers to increase sale. Also the use of celebrities will multiply the results.
- ii. Brand name is important for respondents, but along with that other attributes like quality and fashion should also be focused by the marketing managers.
- iii. Positioning of brands based on self-image and trust, reliable, perfect and friendly, emotional and creative personality traits automatically attract the extrovert consumers to show their reliable characteristics (self-image). So it is important for marketing managers to position their brand accordingly.
- iv. Brand loyalty and value differentiation may prepare the customer for paying additional for the brand.

### 9. Conclusion

Intend of the study to explore the role of brand on consumer buying behavior in Bangladesh. The study solved the research problems regarding to subject to research. The research questions have been answered the statistical significance. According to findings, brand has significant role on consumer buying behavior in fashion cloth. By the cram it is crystal clear that brand attitude, brand status, willingness to pay premium, self-concept and reference group have substantial relation with consumer involvement in fashion cloth, study also justified the brand can influence in buying behavior on fashion clothing has 52%. The revision exhibit the 64 % (App) relationship between dependent and independent variables of the subject to research. The paper proposed a few recommendations for stakeholders for developing a strong brand with equity for influencing the buying behavior of consumer (especially young) in Bangladesh. The study will to the support to the marketers, policy makers and social philosophers to justify their decision regarding subject to research.

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### Appendix-1

Table 1(a), Brand Attitude and Consumer Involvement in fashion Cloth

Importance of Fashion Cloth	Pearson Correlation	.191**
	Sig. (1-tailed)	.000
Philosophy about fashion cloth buying	Pearson Correlation	.124**
	Sig. (1-tailed)	.000
Preference about branded fashion cloth	Pearson Correlation	.036
	Sig. (1-tailed)	.189
Importance of brand name for purchasing fashion cloth	Pearson Correlation	-.025
	Sig. (1-tailed)	.269
Brand ability to enhance status and improve success	Pearson Correlation	.095**
	Sig. (1-tailed)	.009
Preference using favorable brands regularly.	Pearson Correlation	.202**
	Sig. (1-tailed)	.000

Correlation is significant at the 0.01 level (1-tailed). **Source: Survey**

Table-1(b), Brand Status and Consumer Involvement in fashion Cloth

Role of branded cloth in consumer life	Pearson Correlation	.377**
	Sig. (1-tailed)	.000
Consumers believe that they are what their wear	Pearson Correlation	-.061
	Sig. (1-tailed)	.065
Brand name is not a success symbol	Pearson Correlation	.042
	Sig. (1-tailed)	.149
Brand does not add quality to consumer life.	Pearson Correlation	-.150**
	Sig. (1-tailed)	.000

Correlation is significant at the 0.01 level (1-tailed). **Source: Survey**



Table-1(c), Willingness to pay Premium and Consumer Involvement in fashion Cloth

Consumer willing to pay more for status	Pearson Correlation	.225**
	Sig. (1-tailed)	.000
Consumer can pay any price for brand	Pearson Correlation	.300**
	Sig. (1-tailed)	.000
Price is very important to consumer for purchase branded cloth	Pearson Correlation	-.056
	Sig. (1-tailed)	.082

Correlation is significant at the 0.01 level (1-tailed). **Source: Survey**

Table-1(d), Self Concept and Consumer Involvement in fashion Cloth

Consumer judge people's personality by the branded cloths they are wearing.	Pearson Correlation	.154**
	Sig. (1-tailed)	.000
Consumers do not prefer a branded cloth product that improves their personality.	Pearson Correlation	.102**
	Sig. (1-tailed)	.005
Making purchasing decision for fashion cloth is not important.	Pearson Correlation	.130**
	Sig. (1-tailed)	.000
Reliable and trusted brands are important to consumer when they purchase cloth products.	Pearson Correlation	.028
	Sig. (1-tailed)	.242
Consumer feel comfortable in buying counterfeit (Duplicate or local) brands	Pearson Correlation	.133**
	Sig. (1-tailed)	.000

Correlation is significant at the 0.01 level (1-tailed). **Source: Survey**

Table-1(e) Reference Group and Consumer Involvement in fashion cloth

Consumers are not easily influenced by any one's opinion	Pearson Correlation	-.101**
	Sig. (1-tailed)	.006
Family and friends influences consumer a lot	Pearson Correlation	.085*
	Sig. (1-tailed)	.017
Celebrities influence consumer a lot	Pearson Correlation	.277**
	Sig. (1-tailed)	.000

Correlation is significant at the 0.01 level (1-tailed). **Source: Survey**

**Appendix-2**

Table-2 (b) Factor Eigen Values

Component	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared		
	Total	% of	Cumulative %	Total	% of	Cumulative %	Total	% of	Cumulative %
1	3.508	15.948	15.948	3.508	15.948	15.948	2.647	12.031	12.031
2	2.107	9.578	25.526	2.107	9.578	25.526	2.296	10.436	22.467
3	1.924	8.746	34.271	1.924	8.746	34.271	1.831	8.322	30.789
4	1.481	6.730	41.002	1.481	6.730	41.002	1.766	8.025	38.814
5	1.279	5.814	46.815	1.279	5.814	46.815	1.590	7.229	46.043
6	1.193	5.423	52.238	1.193	5.423	52.238	1.363	6.195	<b>52.238</b>
7	1.121	5.096	57.334						
8	1.074	4.882	62.216						
9	.973	4.421	66.637						
10	.873	3.967	70.604						
11	.802	3.646	74.249						
12	.743	3.376	77.625						
13	.679	3.084	80.710						
14	.644	2.926	83.636						
15	.595	2.703	86.339						
16	.559	2.541	88.880						
17	.520	2.365	91.245						
18	.500	2.274	93.519						
19	.456	2.072	95.591						
20	.365	1.658	97.249						
21	.320	1.453	98.702						
22	.286	1.298	100.000						

Source: Survey

**Appendix-3**

Table-3(a) Regression Analysis of Impact of brand on CIFIC  
 Summary Results of Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633 <sup>a</sup>	0.54	0.47	1.23227

R= Correlation Coefficient

a. **Predictors:** (Constant), Self Concept, Brand Attitude, Reference Group, Brand Status, Willingness to pay premium

b. **Dependent Variable:** Consumer Involvement in Fashion Cloth

Table-3(b) 'F' test of the regression analysis of Impact of brand on CIFIC  
 ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.016	5	10.603	6.983	.000 <sup>a</sup>
	Residual	920.205	606	1.518		
	Total	973.221	611			

df= degree of freedom, F= regression mean square/ residual mean square, sig= P-value.

a. **Predictors:** (Constant), Self Concept, Brand Attitude, Reference Group, Brand Status, Willingness to pay premium

b. **Dependent Variable:** Consumer Involvement in Fashion Cloth

**Sources:** Survey

Table-3(c) 't' test of the regression analysis of Impact of brand on CIFIC  
 Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	4.495	.388		11.590	.000						
	Brand Status	-.114	.050	-.091	-2.289	.022	-.106	-.093	-.090	.979	1.022	
	WTP	.060	.048	.050	1.232	.218	.018	.050	.049	.962	1.040	
	Brand Attitude	-.260	.056	-.188	-4.655	.000	-.190	-.186	-.184	.960	1.041	
	Reference Group	-.069	.048	-.058	-1.445	.149	-.044	-.059	-.057	.981	1.019	
	Self Concept	-.102	.052	-.080	-1.978	.048	-.071	-.080	-.078	.965	1.036	
a. <b>Dependent Variable:</b> Consumer Involvement in Fashion Cloth <b>Source:</b> Survey												