

Demographics Factors and Perception of Brand Consciousness: A Cross-Sectional Study of Basic Clothing Brands in Karachi Pakistan

M. FakhreAlam Siddiqui* Dr. SohaibUz Zaman Dr.Shameel A. Zuberi
Karachi University Business School, University of Karachi. Main University Road Karachi - 75270. Sindh,
Pakistan

Abstract

The purpose of this study is to investigate the purchasing power of Pakistani consumers and to recognize the key elements of branding conditions that affect consumers' buying habits against the latest fashion items. The aim of the study is to identify the importance of clothing brands according to demographic factors, including gender, income, age, and education. We applied descriptive analysis; chi-square and correlation test were used to analyze the collected sample size of 500 surveyed real-time shoppers selected through non-probability convenience sampling bases from 40 different malls and outlets which are selected through randomly. A research questionnaire was prepared to determine the demographic factors and branded clothes preferences that have an impact on Pakistani consumer's choices. The study concluded that the demographic factor age has a significant association with preferences of branded clothes. The demographic factors such as gender, income, and education have an insignificant association with preferences of branded clothes. The results revealed that more or less 50% respondent of all age groups agreed that brand is quite important while considering and purchasing clothes. Strong brand preferences of age group between 18-25 (17%), followed by 36-45 (14%), 26-35 (13%), 46 years and above almost 10%. The correlation results concluded that the preferences of branded clothes significantly correlates with price and reference group whereas insignificantly relates with retailer efforts and promotional incentives. We further concluded that age is the vital demographic indicator for stitched garment marketers as well as reference group and price must be considered because both variables are positive and significant influences on branded clothes preferences according to our research findings.

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1 Introduction

1.1 Background of the Study: The Pakistani fashion industry is developing rapidly and is gaining market access for women's clothing brands. This is also because women have raised awareness of the use of embroidery clothing. Of course, women want to face, among other things, brands and famous brands. Pakistani women's brands are not only in the domestic market but also in the international market. The competition for competitive clothing brands is growing rapidly for women. People love to wear modern clothes here. Instead of buying low purchasing power, they buy modern local brands for clothes, jobs, occasions, universities, etc. Pakistan is fairly famous for textile materials worldwide. Pakistan produces textile products in export. Pakistan is well-known people who usually choose to buy, for example, Warda, Khadi, Chen One, Gul Ahmad, Alkaram Studio, Junaid Jamshed, San Safinaz, Salam, MoosaJee, Nishat, Almirah and Dinner, Uniworth, etc. This study helps to explain the characteristics of the apartment to the customer's willingness to pay prices. Furthermore, it is important to find out which demographic variables are the most important or valuable to customers when deciding to buy a branded cloth, so that they can focus on a particular variable more than others to generate more profits and maintain lower marketing costs.

1.2 Demographic Impact on Brand Consciousness: In addition to external conditions affecting consumer choice, large amounts of essential internal factors affect buying behavior. These internal factors include the demographic characteristics of consumers who are age, gender, work, education, and income. Demography refers to an integral and measurable population of a population, demographics help to find the target audience and are also essential for psychological and social-cultural research. Demographic variables show continued development, such as changes in age, gender, and income distribution, indicating business opportunities. The demographic variables immensely affect the appraisal of differential traits which are by and large connected with garments. Buyers having a place with a higher social class would incline toward a particular kind of apparel which they would believe would finish their needs and furthermore recognize their economic wellbeing. The reason for the examination is to distinguish the significant elements of marked garments reception in Pakistan and to discover the effect of these elements on customer purchasing conduct. This study focus to determine the role of gender, income, age, and education in building the perception of branded clothing. A survey of 500 respondents is conducted in this study to focus on determining the relationships of perception of branded

apparels with population key characteristics. The data has been collected and analyzed as well findings are given to conclude the appropriate result of this research.

1.3 Problem Statement

This study will explore how strong brands can influence & control people's life; also examine the impact of clothes with designer labels on the buying behavior of consumers in Karachi Pakistan. This study is being conducted to understand why branded clothing in dustry is growing at a very fast pace&helps to comprehend the demo graphic reasons that are responsible for making more brand conscious & brand loyal. Furthermore, we would likely to know & analyze the kind of relationship among demographic variables i.e. gender, income, education & age would involve with the perception of branded clothing among consumers. This study will also enlighten the reasons that which demographic factor is more directed towards making consumers more brand conscious in today's highly volatile fashionenvironment.

1.4 Objective of the Research

Following are the key objectives of this research:

- To analyze the significance of demographic information on Pakistani consumers that influences the decision to buy branded clothing.
- To study the impact of consumer demographics, i.e. gender, age, education and income in consumer decision making in preferring branded clothing.
- To determine the relationship between branded clothing and demographic variables

Review of Literature

To explore different aspects of "Brand preference on Clothing" following research paper has been reviewed:

- In 2005, Mijeong Noh, Meng Li, Kaleb Martin, and Joseph Purpura studied in "Men's College Fashion: Clothes, Clothing and Avoid". The purpose of the study is to explore fashion consider high school following the selection, identity, and avoidance. Eight interview questions were asked either in person or even electronic communications. It is common for women to be aware of their appearance and clothing and to be active participants in research on clothing than men. The results suggest that men dress for fit and comfort rather than style. These characteristics of men are quite different from women who make choices based on their appearance and style. The driving force of men's clothing is active rather than ornamental, even if they become aware. There is a positive relationship between men's clothing men and their identity.
- In 2008, Wendy Moody, Peter Kinderman & Pammi Sinha researched on "Emotion and Brand Preference". The purpose of the study is to explore the psychological aspects of consumer behavior towards brands. The relationship between consumer and their moods, emotions, preference, and styling is determined. The respondents are of similar age, size, and educational background. Eight outfits are taken under observation. The psychological questionnaire is used before after and during the wearing of outfits. The findings suggest that Favorite clothes are important to control of one's environment and emotion. The negative mood affected the choice of clothing more than positive mood. It also effects how one's feel about themselves, their choices and behaviors.
- In 2008, Hyun Hee Park and Pauline Sullivan investigated "Marketing for College Student Benefits." The purpose of the study is to develop information on each component in terms of characteristics, assessment, commercial policy, and positive behavior. The study is conducted at the University of Florida, about 200 university students were questionnaire distributed. There is a significant difference in business strategy and brand repurchases plans. The test suggested that consumers looking for different clothing benefits would appreciate the different dress characteristics. Hedonic consumers considered features such as design, style, and pattern and color tone more than people in the utility group and composite group.
- In 2002, Chang Lu Wang, Neol Y.M.Siu and Alice S.Y.Hui researched on "Consumers decision-making style on domestic and imported brand Clothing." The researched is conducted by Chinese consumers. This survey is conducted in a self-administered Mall at Guangzhou, a southern coastal city, considered mainly for imported products market. The research results revealed that consumers of less developed countries prefer imported products over domestic products. Imported products are liked by conspicuous consumers who have a desire to impress others socially rather than economically. Chinese consumers are becoming more brand conscious. Marketers identify market by demographic information such as age, income level, and occupation. In profiling different consumers, consumer's decision making styles provide rich information to understand consumer's motivation in choice of domestic and imported brand clothing. Finally, consciousness tends to move

than toward imported branded clothing. These consumers are younger and highly educated.

- In 2012, Sigal Tifferet and Ram Herstein, research on "Brand commitment, Buying incentives, and hedonic consumption". Gender is one of the most common forms of division used by market participants. Therefore, it is suggested that women are more likely than men to enjoy shopping and perceive it as "recreational life". However, there has been sufficient information on gender differences in consumer behavior. Based on the fundamentals of developmental psychology, the purpose of this thesis is to assume that women, compared to men, will announce a higher level of brand commitment, hedonic consumption, and incentives.
- In 2011, research by Jongeun Rhee and Kim KP Johnson on "Youth research relations resembling clothing brands and branding autonomy". The purpose of this thesis is to investigate how the self-thinking of adolescents and the branding community is related to how well-liked it is for clothing. The goal is also to investigate whether this relationship varies according to gender and gender identity. The finding shows that teen consumers liked the clothing brand that they associated with their ideal social self-thinking. These relationships were particularly strong for male teenagers with the less established identity.
- In 2013, Dr. Anand Thakur and Mr. Bhuvan Lamba researched on "Factors influencing readymade apparel purchase in Jalandhar city". The present examination is primarily in view of essential information and researches the variables which impact the clients concerning clothing buy. The region canvassed in this examination is the Jalandhar City of Punjab. To comprehend the client point of view, quality based satisfaction. The focal point of this investigation is essentially to comprehend the present fulfillment level of clients and discover the variables which impact the clients with respect to buy of readymade clothing and think about the most well-known brand among clients in marked garments market of Jalandhar city. From this examination, we found that the clients were very happy with the solace and unconcerned with the merchandise exchange. Quality and Price are the most critical variables which impact the clients in regards to readymade attire buy. The finding suggests that value, fitting, salary level of buyers are noteworthy variables and a few elements which are observed to be irrelevant are status, strength, and VIP underwriting can be disregarded by the clothing retailers in their endeavors to tap and catch the market.
- In 2011, Verma, A.P & Tiwari K in this study evaluates the value of several brands that achieved good results in India. Research shows that people are increasingly aware of income increases. Brands and individuals want to understand the scenario and be aware of the opportunities that exist. Age is another demographic factor that affects business. Company production and service will appeal to a certain age group more often. Consumers belong to a higher social class, rather than specific types of clothing they would feel would satisfy their needs. Similarly, purchasing power would depend on the age group.
- According to the study, which engulfed women's buying behavior: India's brand-name clothing study, Delhi University, 2012 the percentage of the month and the frequency of the purchase was used in the chi-square test and found significant? This is clear proof that with the increase in consumer income (women) is a consumer call; it is higher than the quota and vice versa. The number of demographic variables such as gender, age, income, education, and occupation, etc. affecting any business. Demographics are various traits used to determine, traits that are helpful in finding the clothing preferences or buying behaviors of the consumer.

3. Research methodology

This present study enlightens the reasons that which demographic factor is more directed towards making consumers more brand conscious in today's highly volatile fashionable clothing environment. The type of research conducted was analytical research which has provided us with a deep understanding and analysis of the variables used. The research method which we have chosen to accomplish our research is quantitative research. The data type used was both primary & secondary data in this research. Primary data is collected by administering a questionnaire to the respondents. Secondary data was collected for the purpose to review the literature, where data from previous studies were collected for the purpose of reference and framing the survey outline. For our research 40 different outlets and malls in the city of Karachi randomly selected. The Sampling criteria for selecting respondent were non-probability sampling and collect responses through convenience and self-selection techniques at real time shoppers. The research instrument was a questionnaire survey. The sample size is 500 responses were achieved from Karachi city in Pakistan. The SPSS 20.0 is applied for interpreting respondent profile, Chi-square test and Correlation was applied for data analysis.

3.1 Hypotheses

In the light of above-mentioned literature, the following relation has been developed:

- Ho: Consumer demographics factors (gender, income, age, and education) do not create the perception of branded clothes preferences.
 H1: Consumer demographics factors (gender, income, age, and education) create the perception of branded clothes preferences.
- Ho: External influences (price, retailer efforts, promotional incentives, reference group) do not create the perception of branded clothes preferences.
- H2: External influences (price, retailer efforts, promotional incentives, reference group) create the perception of branded clothes preferences.

3.2 Research Variables

Dependent Variables: Branded Clothes Preferences.

Independent Variables: Demographic Factors, price, retailer efforts, promotional incentives and reference group.

3.3 Limitation of the Study

This study was limited to the following aspects:

- An inherent limitation of sampling
- The study limited to females only
- Non-serious behavior of the respondents.
- Lack of time to collect the data.

4. Analysis results and discussions

Exploring the nature of the study, SPSS was used for data analysis. This software helps in the statistical analysis of the data. Descriptive statistics and inferential statistics including chi-square and correlation analysis applied for finding the relationship between demographic factors (Gender, Age, education, and Income), branded clothes preferences. Chi-square used to measure demographics attitudes of consumer towards branded clothes preferences. Pearson correlation was used to analyze the relationships among branded clothes preferences, price, retailer efforts, promotional incentives, and reference groups.

4.1 Respondent Profile: Following are the important respondent profile collected through surveys.

4.1.1 Gender Mix:

67.2% of the respondents were female, while 32.8% were male.

Table 1 Gender Mix

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	164	32.8	32.8	32.8
Female	336	67.2	67.2	100.0
Total	500	100	100.0	

4.1.2 Average monthly income: The highest ratio of the respondents holds average monthly income of below PKR. 25,000 i.e., 37.6%, followed by 26,000-50,000, i.e. 30.2%, 51,000-76,000, i.e. 22.4%, 77,000-100,000, i.e. 7%, above 100,000, i.e. 2.8%.

Table 2 Average Income of respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 25,000	188	37.5	37.6	37.6
26,000-50,000	151	30.1	30.2	67.8
51,000-76,000	112	22.4	22.4	90.2
77,000-100,000	35	7.0	7.0	97.2
Above 100,000	14	2.8	2.8	100
Total	500	100	100.0	

4.1.3 Age: The mean frequency shows that the highest number of respondents was between 18-25 years (40%), 26-35 years (29%) and 36-45 years (17%) followed by 46-55 years 9.6%, and above 56 years 4%.

Table 3 Distribution of Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	201	40.1	40.2	40.2
26-35	146	29.1	29.2	69.4
36-45	84	16.8	16.8	86.2
46-55	48	9.6	9.6	95.8
Above 56	21	4.4	4.2	100.0
Total	500	100.0	100.0	

4.1.4 Education: The mean frequency shows that the highest number of respondents was up to university (53%) followed by up to college (38%), others education (6%) and finally up to school (3%).

Table 4 Education of respondent

Education	Frequency	Percent	Valid Percent	Cumulative Percent
up to school	16	3.2	3.2	3.2
up to college	189	37.8	37.8	41.0
up to university	264	52.8	52.8	93.8
Other	31	6.2	6.2	100.0
Total	500	100.0	100.0	

4.2 Hypotheses testing and Results: Ho: Consumer demographics factors (gender, income, age, and education) do not create the perception of branded clothes preferences.

H1: Consumer demographics factors (gender, income, age, and education) create the perception of branded clothes preferences.

4.2.1 Chi-Square Test

Chi-square is applied to establish the relationships between demographic factors and preferences of branded clothes. The below describe tables reflecting the analysis results and discussions.

Table 5 Chi-Square Tests: Gender and clothing brand preferences

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.378 ^a	8	.717
Likelihood Ratio	5.422	8	.712
Linear-by-Linear Association	.000	1	.986
N of Valid Cases	500		

Table 5 examines the relationship between gender and branded cloth preferences. The calculated Chi-Square is 5.378, (P-value > .05 i.e. 0.717) since the p-value is greater than 0.05, therefore, the Ho is accepted. Hence the gender does not create the perception of branded cloth preferences.

Table 6 Chi-Square Tests: Income and clothing brand preferences

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.934 ^a	20	.880
Likelihood Ratio	14.091	20	.826
Linear-by-Linear Association	.004	1	.951
N of Valid Cases	500		

Table 6 examines the relationship between income and branded cloth preferences. The calculated Chi-Square is 12.934, (P-value > .05 i.e. 0.880) since the p-value is greater than 0.05, therefore, the Ho is accepted. Hence the income does not create the perception of branded cloth preferences.

Table 7 Chi-Square Tests: Age and clothing brand preferences

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.950 ^a	16	.010
Likelihood Ratio	33.730	16	.006
Linear-by-Linear Association	.089	1	.766
N of Valid Cases	500		

Table 7 examines the relationship between age and branded cloth preferences. The calculated Chi-Square is 31.950, (P-value < .05 i.e. 0.010) since the p-value is smaller than 0.05, therefore, the Ho is rejected. Hence the age creates the perception of branded cloth preferences.

Table 8 Preferences of clothing brands * Age Cross tabulation

Opinion about clothing brand preferences	Age									
	18-25		26-35		36-45		46-55		Above 56	
	No	%	No	%	No	%	No	%	No	%
Strongly Agree	34	16.9	19	13.0	12	14.3	5	10.4	2	9.5
Agree	67	33.3	81	55.5	41	48.8	24	50.0	12	57.1
Neutral	70	34.8	34	23.3	19	22.6	10	20.8	2	9.5
Disagree	29	14.4	10	6.8	12	14.3	9	18.8	5	23.8
Strongly Disagree	1	0.5	2	1.4	0	0	0	0	0	0
Total	201	100	146	100	84	100	48	100	21	100

Table 8 shows the relationship between age groups and clothing brand preferences. The results revealed that more or less 50% respondent of all age groups agreed that brand is quite important while considering and purchasing clothes. Strong brand preferences of age group between 18-25 (17%), followed by 36-45 (14%), 26-35 (13%), 46 years and above almost 10%.

Table 9 Chi-Square Tests: Education and clothing brand preferences

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.754 ^a	16	.338
Likelihood Ratio	19.087	16	.264
Linear-by-Linear Association	.195	1	.658
N of Valid Cases	500		

Table 9 examines the relationship between education and branded cloth preferences. The calculated Chi-Square is 17.754, (P-value > .05 i.e. 0.338) since the p-value is greater than 0.05, therefore, the Ho is accepted. Hence the education does not create the perception of branded cloth preferences.

4.2.2 Correlation Test

The results of the research also have been concluded through Pearson’s Correlation two-tailed test at asignificancelevelof0.01byutilizingSPSS 20.0.Variables of the study price, retailer efforts, promotional incentives, reference groups are separately tested with variables including designer labels and perception/positioning of branded clothes in the mind of consumers.

Table 10 Correlations

		Preferences of brand	Price	Retailer efforts	Promotional incentives	Reference Groups
Preferences of brand		1				
Price	r	.127	1			
	p	.004				
Retailer efforts	r	.041	.019	1		
	p	.361	.679			
Promotional incentives	r	.008	.051	.132	1	
	p	.857	.252	.003		
Reference Groups	r	.156	-.012	.193	.106	1
	p	.000	.793	.000	.017	
	N	500	500	500	500	500

The analysis of correlation results started with a variable between price and branded cloth settings. The correlation analysis results show a positive coefficient of 0.127 (weak link), with p-value (0.004). This indicates that the result is significant in. = 1% (2-tailed). Matching results between retailer retailers and branded cloth

settings indicate a very weak relationship that results. The matching factor is 0.041 and the p-value is (0.361). This shows that the result is insignificant. = 1% (2-tailed). This suggests that the efforts of retailers cannot affect brand preferences. Correlation results among promotional interests such as sales increase and branding here is a very weak and insignificant factor. = 1% (2-tailed). The factor is 0.008 and the p-value is (0.857). It means that clothing brand preferences are not affected by sales promotion or branded cloth preferences are independent of sales support.

Correlation results between the reference group and branded cloth preferences, where the coefficient is weak and the p-value is significant $\alpha = 1\%$ (2-tailed). The coefficient is 0.156 and the p-value is (0.000). It means that the clothing brand preferences is influenced by reference group or branded clothes preferences is dependent on the choice of the symbol of the reference group.

4.3 Limitations of the Study

The sample size accounts for a very small proportion of the total population under the study and the sample chosen is based solely on the notion of convenience, and can result in under-representation of the large population. The area of the sample was selected from is very narrow, noting of only single metropolitan city Karachi, not taking into account people from a large number of other outlets and stores, and therefore the study results reduce to make a generalization on the whole population.

5. Conclusion

Brand consciousness is a common behavior of today consumers. Our study identifies the factors (gender, income, education, and age) affecting the consumer perception of branded clothes preferences. We can conclude our research, in the light of our findings that gender, income, and education do not create the perception of branded clothes preferences and all of above these variables are insignificant. Age creates the perception of branded clothes preferences. The relationship between age group and clothing brand preferences. The results revealed that more or less 50% respondent of all age groups agreed that brand is quite important while considering and purchasing clothes. Strong brand preferences of age group between 18-25 (17%), followed by 36-45 (14%), 26-35 (13%), 46 years and above almost 10%.

The analysis of correlation results of selected variable among the price, retailer efforts, promotional incentives, reference groups and branded cloth preferences. The result of the correlation analysis shows a positive and significant relationship between price and branded clothes preferences. Similarly, the results between reference groups and branded clothes preference also positive and significant. The result shows both retailer efforts and promotional incentives are insignificant links with branded clothes preferences by consumers.

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