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Preferences of customers in selecting clothing as a brand: A quantitative analysis on Bonanza.

Raheel Farooqui
Senior Lecture, Bahria University Karachi Campus
Raheelfarooqui.bukc@bahria.edu.pk
Sheikh Muhammad Ali
Assistant Professor, Bahria University Karachi Campus
smali.bukc@bahria.edu.pk
Mehdi Abbas
Senior Lecture, Bahria University Karachi Campus
Mehdiabbas.bukc@bahria.edu.pk

ABSTRACT.
In this study we examined the relationship between the impact of style, price and quality on consumer perception. I used a survey technique and taken 100 samples from Kasbit Institute in Karachi and prioritized by SPSS. I used correlation and regression technique to find out the relationship between variables. The empirical findings suggest that there is a significance relationship exists between perception and style and there is an insignificance relationship between pricing, qualities on consumer perception. The implications of the study are that a company should better manage their pricing and quality factors with the customers as a competitive policy in informal clothing marketplace. The weak side of the study is that it is limited to a single industry of Fashion clothing industry.
Key words: Preferences, Factor, Choice, Consumer behavior, Perception, style, Price, Quality, Clothing.

INTRODUCTION

Established in 1976, Bonanza Garments started its operation with only a handful of machines and individuals. Bonanza Garments is the most successful, widely recognized and often imitated clothing products in the history of Pakistan apparel industry. Over successive generations, Bonanza Garments have secured the attention, imagination and loyalty of diverse consumers.

It is a general perception that illustrious brands and businesses are built by maintaining the highest standard of their products and services and subsequently earning the trust and confidence of all our consumers, employees, communities and well-wishers meticulous business practices. Same is the scenario with Bonanza & since Bonanza has a strong database of satisfied consumers who provide us their feedback from time to time. It is imperative to have feedback from consumers, good or bad; it helps an organization to get even closer to the end users.

Promotion is a tool of marketing which is used to attract consumers in order to temporary increase the sales of the company and attract new customers and retain the old ones. Sales Promotion is one of the most widely used tools in marketing world. It can be said that many of the marketing activities that we see around the world is linked with sales promotion (Bhatti, 2018). One of the benefits of sales promotion is that it gives consumers to think and differentiate between the offerings of the brand. Sales Promotional tools usually involve discounts, coupons, free items and samples. Sales promotion is the core of integrated marketing communications. Different types of promotional stated that the intention of promotional activities should be to retain consumers and attract new consumer group. According to (Salelaw & Singh, 2016), sales promotion is a direct incentive of providing value added product or bonuses to the consumers and the distributors. The sales technique also encourages and plays with the minds of the consumers by inducing them towards the purchase of products or services in bulk quantity. The sales promotional activities are time oriented and boost the sales of the company for a short period of time. There are pros and cons of sales promotion .

Exchange, gifting, trail and testing, quantity discounts, free product or samples offer and trade shows (Shamout, 2016). The first tool of sales promotion is discounts. The discount is a strategy of sales which involves in cutting down the price of the product or services which the company is offering. The discounts are offered by companies in different industries. It's a most common practices which the company does in order to attract consumers, retailers and distributors. Another tool of sales is giving coupons to consumers when they purchase products or services at a premium price.

At the time when Bonanza was established, not many people wore readymade clothes in Pakistan. Traditional tailor's stitched clothes were more popular. Today almost everyone goes for ready to wear clothes. In today's fast moving world no one has the time to visit the fabric shop and purchase suitable material, think of or select a style and then give it to the tailor and wait hoping for the best. With Bonanza's large selection, one can just walk

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into one of House of Bonanza out let and pick up readymade clothes for the entire family. Clothes that are in tune with the latest fashion and are reasonably priced. The readymade garment manufacturers are armed with scissors and seam, fabric and flair have won the wardrobe war and there is no doubt that Bonanza is one of the conquerors in this war.

Primarily, Bonanza is more known in the men's apparel industry throughout Pakistan but lately Bonanza decided to enter the already flooded woman fabric and prêt collection sector. In February 2011 Bonanza launched its first designer series lawn and to the surprise of many had a very successful launch. It was equally praised by the classes and masses. In March/April 2011 Bonanza participated at the PFDC Sun silk Fashion Week in Lahore to launch its Prêt collection and once again got accolades from all and sundry. Since the response at the fashion week was overwhelming, Bonanza made the decision of introducing its prêt collection at some of its own retail out lets.

Automation is rapidly changing the structure and complexion of Pakistan's apparel industry. Shuttle less looms and other automated machinery now produce flawless fabric which is printed, dyed and finished in most modern processing units. Bonanza has, within its group, its own knitting, weaving, dyeing, printing and finishing units. For apparel making Bonanza has special purpose machines, which are operated by well-trained and experienced persons under the supervision of foreign qualified efficient technical managers. Instead of being a producer of low priced, low quality garments Bonanza enjoys the reputation as a manufacturer of reasonably priced good quality garments, which are absolutely World Class. There is absolutely no compromise when it comes to quality standards.

Consumer behavior is the process where individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. Prior to choice of any products or services consumers place a number of attributes in their choice sets. Among these attributes are price, quality,availability and service quality. However, studies also revealed that, besides price and quality, other signals that are also considered as more important to assess the product's worth, are brand, store name, past experience, attitude and product information. Past empirical studies also revealed that the reference price also affects the consumers' buying behavior. On the other hand, did one of the studies that apparently not supportive the reference price effects. Brand name, for example, often signals as a cue or as a surrogate of product quality use by consumers in their evaluation of goods or services before they decide to purchase. Researchers argued that the effect of price tends to be stronger when it is presented alone as compared when it is combined together with brand name contended that if consumers believed that there are differences among brands, then the brand name becomes the center piece of information in the purchase decision or repurchase intention. In fact, consumers also use brands to create or communicate their self-image or status. Consumers sometimes associate themselves to a given brand when they make brand choice and also make their brand choice based on associations, celebrity endorsements with manufacturer's brand name besides;brand names contribute value to the consumer's image.

The Purpose of the Study

This study is determined the consumer perception for selectinginformal Bonanza clothinghow style, pricing and quality impact on consumer perception. The purpose of this study is to examine the dimensions of users' perceived brand image of bonanzas clothing in Pakistan.

Rationale behind the Research

The reason of this study is to find out the perception of the consumer for the Informal clothing selection and also identify the concept of customer for switching other brands by analyzing the price, quality and style for customer's satisfaction according to their demand and perception with continuous improvement for maintaining the brand image more attract full in front of customer.

Objectives

1. To evaluate that Style has a significant impact on perception
2. To evaluate that Price has a significant impact on perception
3. To evaluate that Quality has a significant impact on perception

Literature Review

Clothing, as a matter of fact, is a kind of necessity that helps keep our bodies warm. Human beings cannot live without the protection from clothes in adverse conditions and this signifies how important clothing is for us. Nowadays, in addition to the basic functions, clothes can also serve as fashion items, which can tell how significant an individual is, express the status an individual has and what their personal image is like (O'Cass, 2000). Thus, clothing can help represent our personal identity. Shopping for clothes is one of the popular pastimes among people from all ages, different genders and cultural backgrounds. According to the proliferation of design and image in the clothing sector, consumers need to take serious consideration during the buying processes. As mentioned by (Rayport and Jaworski (2003), the purchasing processes can be divided into three stages, namely pre-purchase, purchase and post-purchase. Each stage is of equal importance that can alter the

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consumer buying decision. Once consumers make a purchased decision, consumers may need to recognize their personal needs, read product information, decide which and where to buy, determine whether to buy again from the same retailer, choose the buying modes, show satisfaction to the services or product quality and finally be loyal to the brand. These highlight the complication of buying processes and the potential impact a fashion clothing could impose in between them.

Consumer behavior refers to the activities in which people acquire, consume and dispose products and services (Blackwell et al., 2001). This paper of Consumer behavior towards fashion clothing research is the scientific study of the factors that consumers use to select, secure, use and dispose of products and services that satisfy their needs. Firms can satisfy those needs only to the extent that they understand their customers. The main objective of this research is to study the factors both inner and outer that results from consumers towards clothes while they go shopping. Also, the paper intend to study the consumer buying behavior in a context of fashion with a special highlighting on the differences among male and female consumers and also on the clothes attributes image and lifestyles. To attain this a survey was contribute across shopping people in Karachi men especially in terms of which factors influence them the most between; Physical, Identity, Lifestyle and Store environment.

Sales promotion is one of the widely used method of promoting the product and services of the company. The sales promotion is the second most method of communication with the consumer after advertising. The elements that are part of the promotional mix are advertising, direct marketing and personal selling or in other words it is called door to door sales. According to the research of (Adeniran et al., 2016), promotion of sales is directed towards touching the hearts of consumers. Furthermore, they One of the benefits which sales promotion provides is that it achieves its targeted goals of the brand by selling the item in no time. The second advantage is that it promotes or encourages the consumer to try the product due to promotional activities. By this, there is a high chance that the consumer would switch from the brand and become loyal to this new brand. It can be said that although this is good benefits of sales promotion, but there are drawbacks of too. One of the disadvantages of doing sales promotional activities is that it is a short-term strategy (Adeniran et al., 2016). The company sales are increased for short period and hence maximum output of generating profits cannot be achieved from this strategy. Besides this, consumers may have high expectation of having promotional activities on a continuous basis. This would make consumers tempted and frustrated as they would only be loyal to the brand when these activities are launched. This strategy not only leads to lose of consumer but also damages the brand image (Ismail & Siddiqui, 2019). Sales promotional activities are mostly done on outdoor. The activities are carried out where there is large number of consumer traffic such as malls, airports, concerts and amusement parks. The location and targeting of the right consumer are the key for the success of sales promotion. Some of the examples of sales promotion is that when a consumer buys a pair of shoes, he is given a pair of socks free. This would bring delight on the consumer perspective and hence would be willing to share his experience with his family and friends. This would not only bring the consumer back to the brand but would also spread good word of mouth to the new consumers in that area. The sales promotion tools involve discounts, coupons, sampling, the sampling is usually done when a new product or service-oriented business is launched in the market. The free sampling is an encouragement to the consumer so that they can get to know the companies offering. The free sampling also helps the sales team in order to give better feedback to the company and channel their marketing strategies. Exchange is another type of promotion which enables the consumer to buy a different product from the one purchased before. The trail and testing are the way through which the consumer uses or consumes the product. After consumption, the consumer provides his valuable feedback and what he wants more from the brand. This enables the sales team to quickly change the strategy and make amendments in the final delivery of the product. The quantity discounts are the method by which company purchases items at bulk quantity, which enables them in receiving overall price discount. This way the company purchase high quantity of products and sells them according to added value pricing to the end user. The next is the famous promotional activity which many people have experienced it. The buy one and get one free offer is one of the oldest and yet successful offers which the company uses in order to clear their stocks out (Teck Weng & Cyril de Run, 2013). These types of promotions are done in clothing line or garments. Some of the most common example of this is the sales of Television or electronic products.

Consumer Buying Behavior.

It is defined as the total amount of attitude, intent and the way a consumer makes his or her decision in the market place. Consumer buying behavior is the most discussed topic in marketing research. The consumer behavior is processed through recognizing the consumer need, want, demand and desire so that they can fulfill

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their physical and psychological need. According to the research of (Orji, 2017), there are many factors which influences the thought process of the consumers in making and purchasing the decision. The marketing team needs to find the pattern by which the consumer makes purchases in their daily life (Bhatti & Akram, 2020). Some of the factors which are discussed in marketing research are price, motivation and cultural importance. One of the researchers stated that pricing is the most influential factors which can make or break the final decision for the purchase of good (Bhatti, Saad, & Gbadebo, 2018). Sometimes it happens that many consumers do not purchase the item due to price insensitivity and other testimonials associated with the brand (Bhatti, Saad, & Salimon, 2019). The next item is motivation. The motivation is divided into two parts namely, internal and external factors. The internal factors are based upon the principal of continuous learning, mindset and attitude. The external factors are based upon the salient features of cultural norms and religious beliefs. The external factor is the riskiest as many companies need to understand the background of the consumer belief and religious entity (Auf, 2018). One of the most discussed topics in consumer behavior is how to control and better grip the cultural differences that is around the world. Consumer buying behavior is now being understood and studied in terms of religious and cultural importance of the consumers. Many of the products and services which the company offers should be aligned with what the norms are. Many of the company face a lot of issues when delivering products to different parts of the world. The language, lifestyles and cultural plays a big role when studying consumer buying patterns and behavior. So, many of the researchers have emphasized that a proper strategy and conduction of study is necessary for the success of brand and long-term relationship between the consumer and the organization (Samuel, 2017). There are four types of consumer buying behavior which the consumer has to make in terms of product differentiation, interest, level of motivation or involvement and situation. The first type involves that the consumer is fully aware what the brand is offering and is ready to distinguish between two or more brands. The second one is when the consumer is buying the product, he takes pricing strategy and the risk associated with the brand into knowledge. By this process, the consumer makes the final decision of the right to purchase the product or to switch to other product. The second type is dissonance buying behavior

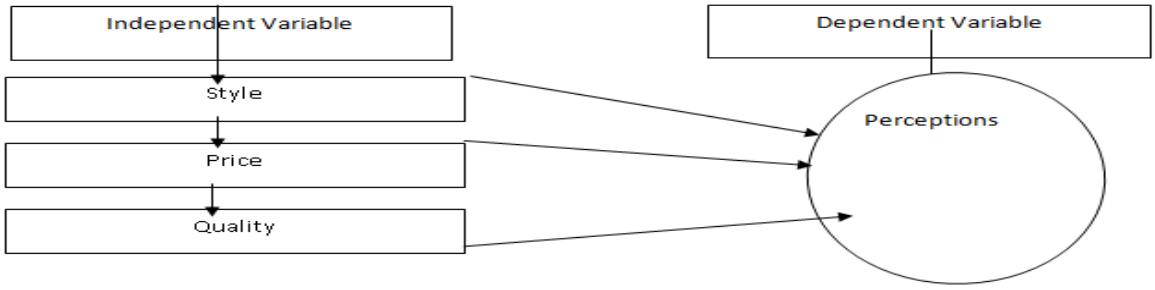
Importance of the study

The scope is to study consumer perception in selecting informal clothing for consumers in Karachi in which they are highly concerned with the factors that are mentioned in this research for the consumer product selection and consumer buying perception from Bonanza.

Hypothesis:

H1: Style has a significant impact on perception
H2: Price has a significant impact on perception
H3: Quality has a significant impact on perception

Conceptual Frame work



Methodology

The study was based on both primary and secondary data. The data was collected to achieve the result, scope and hypothesis of this study. The methods used for conducting inquiries, in order to collect primary data by means of questionnaire distributed to respondent. The respondents selected from Kasbit students primarily. The sample size was 100 with demographic (Age, Education, Gender and occupation).The primary data was based on Anova, correlation and regression statistical methods by SPSS for hypothesis testing and interpretation. This research was empirical and descriptive in nature and convenient questionnaire was used in collection the data. The main data collection instrument was closed ended questions onlikert scale 1 to 5 points.

Research Question

Do the price, quality and style influence on consumer perception while buying Boananza informal clothing?

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Test of Homogeneity of Variances

Problem Statement

To find out the strong and weak relationship of style, price and quality for Bonanza informal clothing?

Data analysis &Research Findings:

Demographics

Questionnaires were distributed between both male and female having the percentage 54% and 46 % respectively. The respondents, from which data were collected having different level of age, education, Occupation, and income. Most of the respondents were single and student while some were married. Respondents were advised to prefer Bonanzas as an informal clothing brand on the bases of Independent variable like Style, Price and quality and dependent variable perception.

T-Test for Gender

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Perception	Male	54	3.4889	.69246	.09423
	Female	46	3.5652	.59823	.08820

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower	Upper
Perception	Equal variances assumed	.437	.510	-.584	98	.560	-.07633	.13060	-.33549	.18283
	Equal variances not assumed			-.591	97.976	.556	-.07633	.12907	-.33247	.17981

The Level of Significance **(**Sig-2 tailed) is 0.560 which is greater the 0.05, therefore there is no significant difference between two groups.

Anova Test For Age Groups

Descriptives

Perception	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	Upper Bound	Minimum	Maximum
Under 18 years	29	3.5379	.46323	.08602	3.3617	3.7141	2.60	4.20
21-25 years	63	3.4571	.70338	.08862	3.2800	3.6343	1.40	5.00
26-34 years	5	4.0400	.55498	.24819	3.3509	4.7291	3.60	5.00
35 and Above	3	3.9333	.90185	.52068	1.6930	6.1737	3.00	4.80
Total	100	3.5240	.64872	.06487	3.3953	3.6527	1.40	5.00

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Perception

Levene Statistic	df1	df2	Sig.
1.113	3	96	.348

ANOVA

Perception

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.121	3	.707	1.717	.169
Within Groups	39.541	96	.412		
Total	41.662	99			

ANOVA Test between the group indicate that the 'F' is 0.1717 and Level of Significance **(**Sig Value) is 0.169 which is greater than 0.05, so there is no significant difference between the means of the four Age groups on perception.

Multiple Comparisons

Perception
Scheffe

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Under 18 years	21-25 years	.08079	.14402	.957	-.3290	.4906
	26-34 years	-.50207	.31077	.460	-1.3864	.3823
	35 and Above	-.39540	.38923	.794	-1.5030	.7122
21-25 years	Under 18 years	-.08079	.14402	.957	-.4906	.3290
	26-34 years	-.58286	.29819	.288	-1.4314	.2657
	35 and Above	-.47619	.37925	.666	-1.5554	.6031
26-34 years	Under 18 years	.50207	.31077	.460	-.3823	1.3864
	21-25 years	.58286	.29819	.288	-.2657	1.4314
	35 and Above	.10667	.46869	.997	-1.2271	1.4404
35 and Above	Under 18 years	.39540	.38923	.794	-.7122	1.5030
	21-25 years	.47619	.37925	.666	-.6031	1.5554
	26-34 years	-.10667	.46869	.997	-1.4404	1.2271

Scheffe testing between the different age groups shows that all the Significant Values are more then 0.05, then the result indicate that there is no difference in the means of all age groups.

Reliability Test

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

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Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.718	4

Interpretation of Result

Cranach's alpha is a coefficient of internal consistency. It is commonly used as an estimate of the reliability of a psychometric test for a sample of examinees. In this case the alpha coefficient for the 4 items is .718, suggesting that the Factors i.e. Style, Pricing and quality have relatively high internal consistency. Which means the Perception depend upon these factors if these factors effect on perception then he/she behave negative.

Regression and Correlation:

Model Of Significant Test

Table -1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771	.534	.501	.52960

a. Predictors: (Constant), Quality, Style, Pricing

Table-2

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.736	3	4.912	17.513	.000[a]
	Residual	26.926	96	.280		
	Total	41.662	99			

a. Predictors: (Constant), Quality, Style, Pricing

b. Dependent Variable: Perception

Interpretation Of Result:

The regression analysis is used to check the impact of Style, Pricing and Quality on perception. The results of regression are given in the following tables.

Table-1 presents the result of Coefficient of determination R2 which is 0.534. This mean that 53% change in dependent variable are explained by Independent variable.

The result in the Table-2 checks the over-all significant of the model. The value of F-Statistic is 17.513, which is greater than 10 and the significant value is 0.00 which is also less than 0.05. Hence our model is significant completed

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

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1	(Constant)	1.599	.359		4.453	.000
	Style	.559	.085	.613	6.582	.000
	Pricing	.088	.100	.085	.880	.381
	Quality	-.099	.097	-.107	-1.012	.314

a. Dependent Variable: Perception

Interpretation Of Result:

Ho: There is no relationship between Perception and Style
Ho: There is no relationship between Perception and Pricing
Ho: There is no relationship between Perception and Quality

The Significant value of First variance (P) **i.e.** '0.00' is below from the Level of Significance **i.e. '**0.05' due to which the null hypothesis has been rejected. It means that there is a significant relationship between Perception andStyle. In other words due to statistical analysis style affects the consumer perception causes the no preferences.
The Significant value of 2 and 3 variance (P) **i.e.** '0.381 and 0.314' is above from the Level of Significance **i.e. '**0.05' due to which the null hypothesis has been accepted. It means that there is a no significant relationship between Perception, pricing and quality In other words due to statistical analysis pricing and quality affects the consumer perception causes preferences.

Correlations:

Correlations

		Perception	Style	Pricing	Quality
Perception	Pearson Correlation	1	.588**	.207*	.227*
	Sig. (2-tailed)		.000	.038	.023
	N	100	100	100	100
Style	Pearson Correlation	.588**	1	.292**	.470**
	Sig. (2-tailed)	.000		.003	.000
	N	100	100	100	100
Pricing	Pearson Correlation	.207*	.292**	1	.533**
	Sig. (2-tailed)	.038	.003		.000
	N	100	100	100	100
Quality	Pearson Correlation	.227*	.470**	.533**	1
	Sig. (2-tailed)	.023	.000	.000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Pearson Correlation:

a). The Pearson r for the correlation between the **Perception** and **style** is **0.588**, which means that there is **Strong Positive** relationship between two variables. This number is close to 1. So the result shows that there is strong Positive relationship between Perception and style.

b). The Pearson r for the correlation between the **Perception** and **Pricing** is **0207**, which means that there is **weak** Positive relationship between two variables. This number is far to 1. So the result shows that there is weak Positive relationship between Perception and Pricing.

c). The Pearson r for the correlation between the **Perception** and **Quality** is **0.227**, which means that there is **weak** Positive relationship between two variables. This number is far to 1. So the result shows that there is weak Positive relationship between Perception and Quality.

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Correlations Sig. (2-tailed)

The Correlation table shows that the Significant value of variance **i.e.** '0.00' of one variable i.e. Style, are below from the Level of Significance **i.e. '**0.05', which means that only one factor is significant positive relationship with Perception and the rest two variables are insignificance

Limitation

The drawback of this study is that it is limited to a single industry and in Karachi due to time limitation it is not generalizable , better work could be done in the future by using data of more than one industry to generalize these phenomenon.

Conclusion:

The study was conducted to examine that different factors affect influence on consumer perception and the impact of style affect perception for buying Bonanza informal clothing. The statistical findings showed that pricing and quality does not effect on consumer perception for buying Bonanzas informal clothing as both variable has weak relationship with Perception.

Recommendation:

Organizations may expand their horizon by reaching in more than one cities of Pakistan. This particular research was a case study specifically focusing on the Bonanzas Informal clothing brand. Organizations may choose other brands for same manners. The study reveals that company has to work on pricing and quality factors for attracting consumers for buying bonanzas informal clothing in future. This research is based on four variables so organizations or researcher may further to add the variables for future research.

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