Analysis on Garments Buying Behavior of Textile Engineering Students- A Study in Bangladesh

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ARTICLE INFO	ABSTRACT
	Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. Consumer buying behavior is influenced by cultural, social, personal and psychological behavior; these all factors can be understood in detail with an objective to study the consumer buying behavior regarding purchase of readymade garments.The main objective of this paper is to study the textile engineering student awareness during purchasing garments. To achieve this objective a survey was developed and regulated in some university of Bangladesh. Results showed that textile engineering students shows more attention to technical parameters due to their knowledge during purchasing garment. © 2018 Elixir All rights reserved.

Introduction

Bangladesh is an emerging economy of the world. High capacity garments industry and integrated primary industry is playing the leading role in building the growing economy. In fact Bangladesh has become somewhat like a hub for the world apparel industry. The „made in Bangladesh‟ tag has also brought glory for Bangladesh, making it a prestigious brand across the globe.

The textile and clothing industries provide the single source of growth in Bangladesh's rapidly developing economy [1]. Exports of textiles and garments are the principal source of foreign exchange earnings. By 2002 exports of textiles, clothing, and ready-made garments (RMG) accounted for 77% of Bangladesh‟s total merchandise exports [2]. In 1972, the World Bank approximated the gross domestic product (GDP) of Bangladesh at USD 6.29 billion and it grew to USD 173.82 billion by 2014, with USD 31.2 billion of that generated by exports, 82% of which was ready-made garments [3]. As of 2016 Bangladesh held the 2nd place in producing garments just after China [3]. Bangladesh is the world's second-largest apparel exporter of western (fast) fashion brands. Sixty percent of the export contracts of western brands are with European buyers and about forty percent with American buyers [4]. Only 5% of textile factories are owned by foreign investors, with most of the production being controlled by local investors [5]. In the financial year 2016-2017 the RMG industry generated US$28.14 billion, which was 80.7% of the total export earnings in exports and 12.36% of the GDP; the industry was also taking on green manufacturing practices [6].

Mc Kinsey identified following specific advantages of the RMG sector in Bangladesh-
- Competitive price level is clearly the prime advantage of Bangladeshi garments product.
- The biggest advantage is its capacity with around 5400 RMG factories with 4 million workers.
- Mc Kinsey ranked „supplier capability‟ as the third competitive advantage of Bangladesh RMG sector.

Textile market is one of the most important markets in the world. Understanding factors influencing consumer behavior is one of the techniques used in contemporary marketing of textile products. This technique could be employed to create a textile company strategy attracting and advertising for target consumer [7]. But different customer attracted by different factors in different way. People wear clothes for many different reasons. Some of these reasons are to satisfy physical needs, e.g. for protection. Others are for psychological needs and social reasons, e.g. to enhance self-confidence, to express personality and identification. As a general concept, clothes help people to express themselves. They can express their individuality and creativity through their clothes. This can contribute to the building up of self-esteem, self-respect and self-acceptance.

Satisfaction is related with comfort. Comfortable clothing makes people satisfied. Clothing comfort is defined by Slater (1985) as "a pleasant state of physiological, psychological and physical harmony between human being and the environment." Clothing comfort is related with the construction of clothing i.e. fiber properties, yarn properties, fabric properties, design of garments etc. And understanding these to the normal people is not so easy task as textile engineers have to face problem in most of the cases.

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That is why, our analysis was about to know the garment buying behavior of engineering students. As they have technical knowledge they must consider technical parameter.

Education and knowledge are important keys for human being. The correlation between education and the prosperity of society is well established. The importance of education has been universally acknowledged and accepted, but the phenomenon of exclusion of larger sections of the population and the drop outs from the formal education systems is one constraint. Academic and professional up-gradation, the professional training that would enhance the performance in traditional occupations and the intellectual growth, is required in today"s time.

Literature Review

Customer satisfaction may be considered as a base line standard of performance and a possible standard of excellence for any business organization (Gerson, 1993) [10]. Customer satisfaction is a complex construct. It has been defined in various ways (Besterfield, 1994;Barsky, 1995;;Fecikova, 2004) [11]. Recently, researchers have argued that there is a distinction between customer satisfaction as related to tangible products and as related to service experiences. This distinction is due to the inherent intangibility and perishes ability of services, as well as the inability to separate production and consumption. Hence, customer satisfaction with services and with goods may derive from, and may be influenced by, different factors and therefore should be treated as separate and distinct (Ve-loutsou et al., 2005) [12]. Physical and mechanical properties of fabric used in making a textile product affecting apparel and clothing product appearance, fit, comfort and performance. Fabric care is highly affected by fabric physical and mechanical properties, which contribute to consumer purchase decision. Yan et al. in 2008 compared the effect of apparel care labels' information presentation format (i.e. text only, symbols only and combination) on consumers' confidence in making better decisions in terms of purchase and care of apparel [14]. Clothing fit has been long considered as the most important element to costumers in clothing appearance [15]. Apparel industry needs to be able to go beyond just body measurements to incorporate fit preferences based on categorical profiles of consumer groups. Pisut and Connell in 2007 investigated fit preferences of female consumers in the USA. It was found that fit preference is dependent on garment style. Moreover, there was a vital need for better understanding of the impact of body shape and cathexis on personal fit preference in order to fit target consumers and improve product sell-through. So, manufacturers should be up to date with target consumer fit preference [16].

Comfort has been identified by major fiber marketers as one of the key attributes for consumer"s desirability on apparel products in all markets [15]. The economy has an important role in consumer behavior towards apparel products. Smith, E. in her thesis (2004) used the most frequently tested variables in studies related to consumer purchase behavior towards apparel products to explore American consumer preferences for home textile products, namely, Price, color, style, brand name/designer, fiber content, availability of packaged sets, fabric type, thread count and retail channel. The most important purchase criteria were price followed by color and style for bedding; and price and color for bath products [17]. Fashion apparel is the unique popular style and trend in which a person dresses. Workers in the fashion industry aim at making profit while

satisfying consumer needs and demands. Evans, M. in 1989 studied consumer behavior towards fashion in UK. She suggested that consumers became more independent and seeking self-expression more than newness [18].

Ziynet Öndoğan, Arzu Şen Kılıç , Serkan Boz , Derya Tama , Berna Cüreklibatır Encan , Özlem Kurtoğlu Necef made a study entitled „ Research on sportswear buying behavior of university students"[8]. They considered Physical Education and Sports School students and Textile Engineering students having technical knowledge about clothes. They took 100 students from each group to perform face to face interview to analysis the factors which affects the students more to buy sportswear in Turkey.

Nirbhan Singh & R. Sarvanan made a study entitled „A Comprehensive Study On Female Buying Behaviour For Apparelsegment In Coimbatore" [9]. In their study they focused female buying behavior during the purchase of their apparel in India. The questionnaire method has been used to collect the sample of 300 female customers in different category of women"s age group between 15-45 years. The study was based only to Coimbatore urban area through the respondent like college girl, working women and middle age women.

Dipti Baghel, Archi Dubey made study on „Apparel Buying Behavior of College Going Students-A Study in Raipur- Durg Area"[13].The study briefly reviews the shopping behavior and factors influencing it of college going students for apparel products in Raipur- Durg area.A questionnaire survey was employed as the tool to collect primary data. The results shows that the students were brand loyal, price, value conscious, brand and fashion conscious as they seek for new variety according to the changing trends.

From the above literature we can see that demographic factors and technical factors affect buying decision. And in our study we consider textile engineering students who have technical knowledge to buy garments in Bangladesh to see which factor affect their purchasing behavior mostly.

Materials and Methods

To attain results a random data collection from the students of Bangladesh University of Textiles (the only one south Asian public University) and Daffodil International University, Bangladesh was performed. In this investigation we chose to send the questionnaire to the students through email and we got 122 responses.

The question in the questionnaire is mainly closed. We chose this kind of questions because users don"t have to type so much. There is a possibility of getting more responses through this system. Also, answers to the closed-ended questions can easily be analyzed statistically.

The survey used in the study consists of 20 questions and 2 parts. First part includes 7 questions of demographics and the second part includes 13 questions about textile engineering students" buying behaviors of garments. Likert type scale was used in the survey to ease expressing different opinions.

Results and Discussion

From the obtained data, 10.7% participants are female and 89.3% are male. (Table 1)

Table 1. Distribution of textile engineering students participating in the survey by their sex.

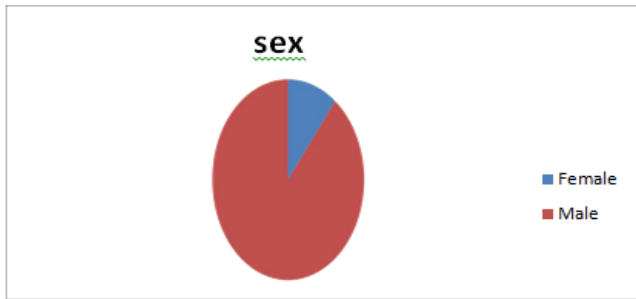| Gender	Frequency	Percentage
Female	13	10.7
Male	109	89.3

Figure 1. Graphical presentation of textile engineering students participating in the survey by their sex.

The participants average age were 22 years, height 5"7" and weight 64 kg (Table 2)

Table 2. The average age, height and weight of the participants.

Age, Height, Weight	Frequency	Average
Age	122	22 years
Height	122	5"7"
Weight	122	64 kg

When the distribution of textile university students participating in the survey by their habitat before their university life were analyzed, it was obtained that, 4.9% of participants had been lived in metropolitan, 23.8% in village, 32.8% in city and 38.5% in town. (Table 3)

Table 3. Students habitat before their university life.

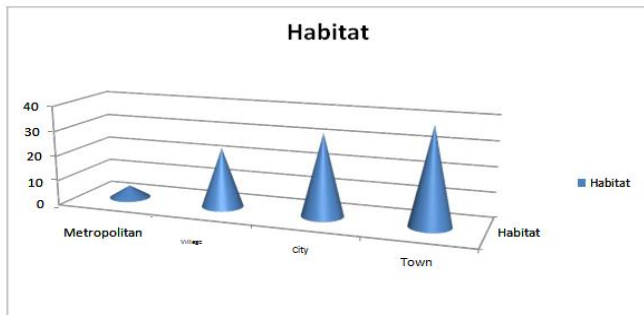| Place	Percentage
Metropolitan	4.9
Village	23.8
City	32.8
Town	38.5

Figure 2. Graphical presentation of student habitat before their university life.

Monthly average spending of textile university students was 50% for 0-1000 Bangladeshi Taka, 32.78% for 1001-3000 Bangladeshi Taka, 7.38% for 3001-5000 Bangladeshi Taka, 2.46% for 5000-6000 Bangladeshi Taka, 7.38% for 6000 and above.

Table 4. Monthly average spending of the university student distribution.

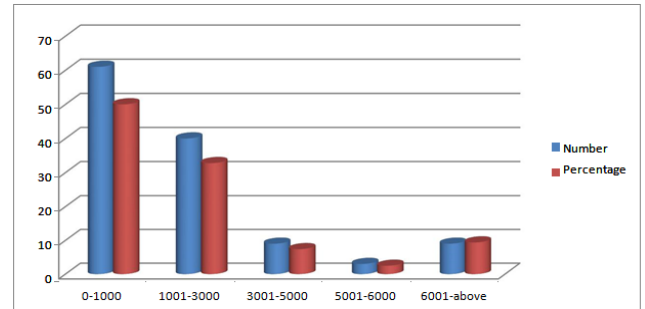| Monthly Average spending	Number	Percentage
0-1000	61	50
1001-3000	40	32.78
3001-5000	09	7.38
5001-6000	03	2.46
6001 and above	09	7.38

Figure 3. Graphical presentation of average spending of students.

Students were asked to mark the significance of 13 different statements, regarding the factors affecting the garments buying behavior of textile university students (Table 5). Significance of the factors were presented as five-point Likert scale "very important" 1, "important" 2,"moderately important" 3, "somewhat important" 4, "does not matter" 5. When the factors which affect the textile university students were analyzed, it"s observed that comfort factor takes first place and quality factors is second. Also color, design/model, fitting, fabric properties, sewing, properties factors are significant for buying decision. The review also showed that advertisement and brand are less effective factors affecting buying behavior of textile engineering students.
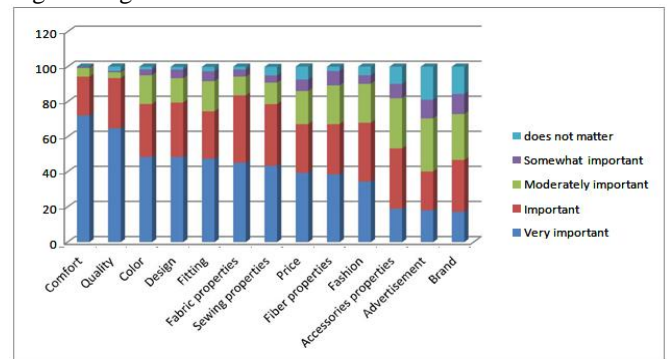

Figure 4. Graphical representation of factors affecting garments buying behavior.

Table 5. Distribution of factors affecting garments buying behavior of textile engineering students.

Factors		Significance in number and percentage			
		Important	Moderately important	Somewhat important	Does not matter
Comfort	88 (72.1%)	27(22.1%)	6 (4.9%)	1 (0.8%)	0(0%)
Quality	79 (64.8%)	35(28.7%)	4 (3.3%)	1 (0.8%)	3(2.5%)
Color	59 (48.4%)	37(30.3%)	20 (16.4%)	4 (3.3%)	2(1.6%)
Design	59 (48.4%)	38(31.1%)	17 (13.9%)	6 (4.9%)	2(1.6%)
Fitting	58 (47.5%)	33(27%)	21 (17.2%)	7 (5.7%)	3(2.5%)
Fabric properties	55 (45.1%)	47(38.5%)	13 (10.7%)	5 (4.1%)	2(1.6%)
Sewing properties	53 (43.4%)	43(35.2%)	15 (12.3%)	5 (4.1%)	6(4.9%)
Price	48 (39.3%)	34(27.9%)	23 (18.9%)	8 (6.6%)	9(7.4%)
Fiber properties	47(38.5%)	35(28.7%)	27(22.1%)	10(8.2%)	3(2.5%)
Fashion	42(34.4%)	41(33.6%)	27(22.2%)	6(4.9%)	6(4.9%)
Accessories properties	23(18.9%)	42(34.4%)	35(28.7%)	10(8.2%)	12(9.8%)
Advertisement	22(18.03%)	27(22.13%)	37(30.33%)	13(10.66%)	23(18.85%)
Brand	21(17.2%)	36(29.5%)	32(26.2%)	14(11.5%)	19(15.6%)

Conclusions

The result of the study shows that the textile engineering students are more concern about their garments buying decision. They pay more attention to the technical properties. On the other hand after technical properties they also pay attention to the aesthetic properties also.

Acknowledgements

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