

Impact of Brand Name on Consumer Preference

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***Abstract:** This paper focuses on the impact of the name of branded fashion and boutique houses on consumer preference for the apparel outlets in Bangladesh. In seeking to expand our understanding of brands and their impact on consumer preference, it assesses the relationship between brand associations which contribute to consumption preference. The results of study indicate that there are impacts of a brand name on consumer preference for the apparel outlets. The main contribution of this paper is the completion of an exhaustive analysis of the brand name effect and its preference.*

INTRODUCTION

To the consumer, the terms "product" and "brand" are often used interchangeably. But actually there are some differences and it is more correctly used to specifically denote written or spoken linguistic elements of any product. A product is "something that offers a functional benefit" (Farquhar 1989, p. 24). A brand, on the other hand, is "a name, symbol, design, or mark that enhances the value of a product beyond its functional value" (Farquhar 1989, p. 24).

Customers prefer brand names to help them identify quality differences and shop more efficiently (Kotler, 2000 P. 408; Fogg, 1998). Distributors and retailers want brand names, because brands make the product easier to handle, hold production to certain quality standards, strengthen buyer preferences and make it easier to identify suppliers. Consistent quality is a key to successful branding (Doyle, 1989). Brand is a guarantee to the potential customers (de Chernatony, 1989, Low & Fullerton, 1994, Irons, 1996). Businesses and consumers alike are willing to pay much for brand names simply because brand names add value. The added value that a brand name gives to a product is now commonly referred to as "brand equity" (Aaker 1991).

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Jacob (1971- 1977) studies indicate that consumers faced with selection decisions find the brand name to be the most useful piece of information in making a selection. When offered a choice of brand name, price or other product attributes information, respondents chose brand name first and price second. Brand has become shorthand devices created by consumers to enable them to make product selections quickly, efficiently and on the basis of relevant information (de Chernatony and Mc William, 1989). In short, the brand name alone has become a decision- making heuristic. The determinant attributes (Myers and Alpert, 1968) of today's consumer's are quite different. Determinant attributes are those product and/or brand characteristics that actually determine which brand the consumer buys. The attribute may be style, color, ambience, service quality.

The branded apparel market saw a boost due to growing denim demand. Branded clothes have captivated the market of both menswear and women's wear and slowly catching up in children wear segment. The consumer has become brand conscious which is a sign of globalization of the apparel industry. Many consumers use branded commodities as a way of creating identity. The fashion industry is a multimillion pound industry and the consumption of high-fashion brands can hold social meaning, allowing consumers to express to others and themselves their individual and social characteristics through material possessions.

2.0 RESEARCH OBJECTIVES

This report aimed to study the customer attitude and preferences towards the branded and non branded products and conduct an in-depth study to assess the variables that differentiate both the groups. The main research objective of this report is:

“To discover and analyze whether there is any impact of brand name on consumer preference for the apparel outlets”.

Secondary purpose of the study is to report on the empirical findings in respect of the relationships between various dimensions and variables. So, the specific objectives behind conducting this study are as follows:

- ◆ To identify and analyze the motivating factors those drive the consumers to choose a branded product.
- ◆ To convert a large number of highly correlated variables into a small number of uncorrelated factors to be used in subsequent multivariate analysis.
- ◆ To develop a mathematical relationship between two or more independent variables and an interval-scaled dependent variable.

- ◆ To analyze whether there is any associative relationship between the preference of a branded fashion house (the dependent variable) and the selected independent variables.
- ◆ To measure the strength of this association.
- ◆ To examine whether significant differences exist among the groups, in terms of the predictors variables. That means to reveal whether there is any variable that discriminates two groups of customers of the dependent variable.

3.0 LITERATURE REVIEW

3.1 Consumer Buying Intention

In a very frequent buying situation, consumers have to choose among products with very similar intrinsic attributes. Under these conditions they must rely mainly on extrinsic product attributes. The authors examine the relative importance of brand, an extrinsic attribute and an intrinsic attribute, on consumers buying intentions, (Flivio Torres Urdan, Andre Torres Urdan, 2001) focused on the consumers' buying intention. They have found out that differences in subjects' preferences due to brand name are much higher. This result suggests a strong effect of brand name on consumers' buying intentions.

3.2 Dual Branding, How Corporate Names Add Value

A study examines how corporate names add value to branded, fast-moving consumer non-durable goods (John Saunders, Fu Guoqun 1997). It uses conjoint analysis to test combinations of brand names, corporate names and prices of confectionery courtliness. The results show that both brand names and corporate names add value although some add more value than others. The market is price sensitive so pricing above a threshold level wipes out much of the influence of corporate and brand names. The sensitivities to names and price do not vary with the a priori segment tested, although natural clusters of customers show differences.

3.3 The Role of Brand Name in Obtaining Differential Advantages

"Journal of Product & Brand Management" (A. Belen del Rio, Rodolfo Vazquez, Victor Iglesias, 2001) in the brand equity literature, little attention has been paid to comparing the role of product and brand name attributes in obtaining differential advantages. This work presents a framework for analysis based on the benefits of these attributes as conceived by consumers. Two types of benefits are identified in both attributes - functional and symbolic benefits - and the dimensions of each of these benefits are specified. In line with the consumer assessments of six brands of sports shoes, found

evidence in the Spanish market that in the benefits associated to the brand name consumers observe greater differences between the brands than in the product-associated benefits. This result suggests that the brand name can be a key strategy for the firm to enjoy comparative advantages.

3.4 Consumer Preference Models

Consumer preference models are widely used in new product design, marketing management, pricing and market segmentation (Turksen Wilson, 2002). The potential improvements in market share prediction and predictive validity can substantially improve management decisions about what to make (product design), for whom to make it (market segmentation) and how much to make (market share prediction).

3.5 Consumer Preference Study

Consumer Preference Study is a program that explores factors that affect local consumers' shopping decisions (Alan Corr, 2003). Local consumers describe their preferences, offer opinions about business strengths, and make suggestions for improvement. These consumers also provide impressions of the general shopping environment that have an impact on economic leakage. Consumer education is also a part of the study, and each of the local consumers involved learned about locally available products and services that they were unaware of prior to the study. A general survey mailed to each of the participating consumers provides communities with information concerning where local dollars are being spent, and products and services to add in order to retain those dollars locally.

4.0 METHODOLOGY

The conclusive (descriptive) research presented in this paper examines the impact through a regression analysis. The factor and discriminant analysis has also been conducted. Through this study, researchers have also tried to make a percentage of the different categories as we know that fashions may vary significantly within a society according to age, sex, generation, occupation and geography and as well as over time. Also analyzed the reasons or the variables for which fashions of these categories vary.

From this study, more specifically, the following questions are investigated: What is the impact of brand name on consumer perceptions of apparel? Does the environment of store influence consumer perceptions? What is the difference between the consumer perceptions on branded and non-branded apparel? Do the effects of brand name depend on different independent variables? This paper addresses the strategic relationship of

brand with perceived product, service, information preference match and the impact of preference match on consumer "willingness to purchase".

5.0 ABOUT BRANDING

A brand is name, term, sign, symbol or design or a combination of theory intended to identify goods and services of one seller or group of sellers and to differentiate them of competitors (Aaker, 1991). Brand identifies the seller or maker. A brand is a seller's promise to deliver a specific set of features, benefit and services consistent to buyers.

In marketing terms, a brand is a collection of images and ideas representing an economic producer; more specifically, it refers to the concrete symbols such as a name, logo, slogan, design scheme. Brand recognition and other reactions are created by the accumulation of experiences with the specific product or service, both directly relating to its use, and through the influence of advertising, design and media commentary. A brand is a symbolic embodiment of all the information connected to a company, product or service. A brand serves to create associations and expectations among products made by a producer.

5.1 The Importance and Advantages of Brand Name

- ◆ Brand name gives the company "market power" to charge more than its competitors.
- ◆ Branding gives the seller opportunity to attract a loyal and profitable set of customers. Brand loyalty gives sellers some protection form competition.
- ◆ Branding helps segmenting markets. The seller can offer same generic product in different brand names.
- ◆ Strong brands help build the corporate image, making it easier to launch new brand and acceptance by distributors and consumers.
- ◆ Use of financial characteristics enables consumers to rapidly categorize the brand in their mental sets.
- ◆ The brand name makes it easier for the seller to process orders and track down problems.
- ◆ The sellers name and trademark provide legal protection of unique product features

5.2 Variety of Brand Name

Brand names fall into one of three spectrums of use:

1. Descriptive
2. Associative or
3. Freestanding

Descriptive brand names assist in describing the distinguishable selling point(s) of the product to the customer (eg Snap Crackle & Pop or Bitter Lemon).

Associative brand names provide the customer with an associated word for what the product promises to do or be (e.g. Walkman, Sensodyn or Natrel).

Finally, freestanding brand names have no links or ties to either descriptions or associations of use (e.g. Mars Bar or Pantene).

6.0 EMERGENCE OF MALL CULTURE IN BANGLADESH

Perhaps the most famous yarn from this part of the subcontinent was Dhaka Muslin, a superfine silk yarn embellished with intricate hand embroidery. Bangladesh is also in the proud position of being able to boast of a variety of other handmade crafts like Jamdani, Rajshahi Silk, Reshmi silk, among others.

Mall culture is growing very steadily here in Bangladesh. Eastern Plaza, a 10-storied shopping mall on the busy crossroads of Dhaka's Hatirpul area, was the pioneer retail destination to introduce centrally air-conditioned interiors, escalators and elevators first time in Dhaka. Bashundhara City, South Asia's largest shopping mall at Panthapath, Dhaka has given the mall culture a big momentum. In Dhanmondi area there is Rapa Plaza, a massive six-storied structure adjacent to Road No. 27, targeted towards every segment of society. Alpona Plaza, Rangs Anam Plaza, Keri Plaza, Dhanmondi Capital Market of Dhaka city are doing their business with good reputation. These retail outlets have also launched clothing line under private labels, manufactured and sold by them.

6.1 Leading Fashion & Boutique Houses in Bangladesh

Many fashion and boutique houses have emerged recently in Dhaka city. Among them some prominent houses like Arong, Anjan's, KayKraft, AnDes, Cats Eye, Monsoon Rain, Menz Club, Kumudini, Doorjee Bari, Nipun, Artisti, Yellow, DD (Dressy Dale), OG, Deshal, 02, Banglar Mela, Ecstasy, etc., Kingbandantee, Nogordola, Jatra, Rang, Falguni, Boishakhi etc. have taken the leading role for the young and adult clientele.

7.0 RESULTS AND DISCUSSIONS OF THE ANALYSIS

To get the results of factor analysis, regression analysis and discriminant analysis, researchers used SPSS, a popular computer program for analyzing marketing data.

7.1 Factor Analysis

There were a large number of variables, most of which are correlated and which must be reduced to a manageable level. For the purpose of data reduction and summarization, relationships among sets of many interrelated variables are examined and represented in terms of few underlying factors. So, by using analysis, have examined the whole set of interdependent relationships among variables. Here, variables are not classified as dependent or independent.

At first a correlation matrix and test the appropriateness of factor were constructed. Bartlett's' test of sphericity is used to test the hypothesis that variables are uncorrelated in the population.

7.2 Correlation Matrix

For the factor analysis to be appropriate, the variables must be correlated. If the correlations between all the variables are small, factor analysis may not be appropriate. Respondents in many survey were asked to rate the variables in a 7-point rating scale. The 17 variables are:

- ◆ Age
- ◆ Importance attached to the quality of fabrics
- ◆ Attitude toward the current trend & changing fashion
- ◆ Desire to create personal identity
- ◆ Attitude toward the creative experiment on color combination
- ◆ Importance attached to the customer service
- ◆ Importance attached to the overall finishing quality
- ◆ Preference for the unique designs, styles & special features
- ◆ Importance attached to the reliability & trustworthiness
- ◆ Preference for the native rich craft heritage of Bangladesh
- ◆ Importance attached to quick decision making in product selection

- ◆ Preference for the exclusive collection
- ◆ Preference for the fixed price to avoid hassles and haggling price
- ◆ Preference for handlooms like cotton, khadi, khaddar & taanth
- ◆ Importance attached to the shopping environment & interior
- ◆ Preference for the bright shades of synthetics
- ◆ Confidence & capability in bargaining.

The Correlation Matrix constructed from the primary data; there are relatively high correlations among desire personal identity, importance attached to the overall finishing quality, preference for the unique designs, styles & special feature, importance attached to the reliability & trustworthiness, preference for the exclusive collection. So, it is expected that these variables are correlated

Likewise, there are relatively high correlations among importance attached to the quality of the fabric, attitude toward current trends, attitude toward the current trend and changing fashion, attitude toward the creative experiment on color combination. These variables are also expected to correlate with the factors.

Again there are relatively high correlations among importance attached to quick decision making in product selection, preference for the fixed price to avoid hassles and haggling, confidence & capability in bargaining. These variables are also expected to correlate with the same factors.

There are relatively high correlations among preference for handlooms like cotton, khadi, khaddar & taanth, preference for the bright shades of synthetics. So, it is expected that these variables are correlated with the same set of factors.

There are relatively high correlations among importance attached to the customer service, preference for the native rich craft heritage of Bangladesh, importance attached to the shopping environment & interior. So, it is expected that these variables are correlated with the set of factors.

7.3 KMO and Bartlett's Test

Researchers used the Bartlett's test of sphericity to test the null hypothesis that the variables are related to the population. In other words, the population correlation matrix is an identity matrix. The null hypothesis, that the population correlation matrix is an identity matrix, is rejected by the Bartlett's test of sphericity.

It was found that the approximate chi-square statistics is 436.388 with 136 degree of freedom which is significant at .05 level. The value of the KMO statistic is .647 which is also large (>0.5). The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is an index used to examine the appropriateness of factor analysis. High values (between 0.5 and 1.0) indicate factor analysis is appropriate, Values below 0.5 imply that analysis may not be appropriate. So, the factor analysis is considered an approximate technique for analyzing the data. Using varimax rotation, have reduced the 17 variables into 6 uncorrelated factors having eigenvalue greater than 1.0.

Have used principle component analysis and total 17 variable included in the factor analysis.

7.4 Communalities

In the table under community, initial column. It can be seen that communality for each variable is 1.0 as unities are inserted in the diagonal of the correlation matrix. The second column under 'Commonalities' gives relevant information after the desired numbers of factors have been extracted. The communalities for variables under 'Extraction' are different than under 'Initial' because all of the variance associated with the variables are not explained unless all the factors are retained.

Table1
Communalities

| | Initial | Extraction |
|---|---------|------------|
| Age | 1.000 | .792 |
| Attitude toward the creative experiment on color combination | 1.000 | .727 |
| Attitude toward the current trend & changing fashion | 1.000 | .804 |
| Importance attached to the customer service | 1.000 | .693 |
| Importance attached to the overall finishing quality | 1.000 | .507 |
| Preference for the unique designs, styles & special features | 1.000 | .769 |
| Importance attached to the quality of fabrics | 1.000 | .772 |
| Importance attached to the reliability & trustworthiness | 1.000 | .618 |
| Desire to create personal identity | 1.000 | .732 |
| Preference for the native rich craft heritage of Bangladesh | 1.000 | .568 |
| Importance attached to quick decision making in product selection | 1.000 | .787 |
| Preference for the exclusive collection | 1.000 | .550 |
| Preference for fixed price to avoid hassles and hugging price | 1.000 | .875 |
| Preference for handlooms like cotton, khadi, khaddar & taanth | 1.000 | .712 |
| Importance attached to the shopping environment & interior | 1.000 | .645 |
| Preference for the bright shades of synthetics | 1.000 | .679 |
| Confidence & capability in bargaining | 1.000 | .679 |

Source: Primary Data Collection

7.5 Initial Eigenvalues

The table below gives the eigenvalues. The eigenvalues for the factor are as expected, in decreasing order of magnitude as I go from factor I to factor 17. The eigenvalue for a factor indicates the total variance attributed to that factor. The total variance accounted for by all the seventeen (17) factors is 17, which is equal to the number of variable. Factor 1 account for a variance of 3.643, which is (3.643/17) or 21.430% of variance. Likewise, the second factor accounts for (2.512/17) or 14.777% of the total variance. The third factor accounts for (2.172/17) or 12.775% of the total variance. The fourth factor accounts for (1.424/17) or 8.375% of the total variance. The fifth factor accounts for (1.111/17) or 6.536% of the total variance. The sixth factor accounts for (1.049/17) or 6.168% of the total variance. Here, the first six (6) factors combined account for 70.062% of the total variance.

Table 2
Initial Eigenvalues

| Component | Total | % of Variance | Cumulative % |
|-----------|-------|---------------|--------------|
| 1 | 3.643 | 21.430 | 21.430 |
| 2 | 2.512 | 14.777 | 36.207 |
| 3 | 2.172 | 12.775 | 48.982 |
| 4 | 1.424 | 8.375 | 57.357 |
| 5 | 1.111 | 6.536 | 63.894 |
| 6 | 1.049 | 6.168 | 70.062 |
| 7 | .860 | 5.061 | 75.123 |
| 8 | .726 | 4.273 | 79.396 |
| 9 | .704 | 4.143 | 83.540 |
| 10 | .656 | 3.861 | 87.401 |
| 11 | .498 | 2.932 | 90.332 |
| 12 | .398 | 2.343 | 92.675 |
| 13 | .336 | 1.975 | 94.650 |
| 14 | .294 | 1.731 | 96.380 |
| 15 | .229 | 1.349 | 97.729 |
| 16 | .223 | 1.312 | 99.041 |
| 17 | .163 | .959 | 100.000 |

Source: Primary Data Collection

7.6 Extraction Sums of Squared Loadings

The 'Extraction sums of square loadings gives the variances associated with the factors that are retained. These are the same as under 'Initial Eigenvalues'. The percentage-variance accounted by a factor is determined by dividing the associated eigenvalue with the total number of factors (or variables) and multiplying by 100. Thus, the first factor accounts for $(3.643/17) \times 100$ or 21.430% of the variance of the six variables. Likewise, the others accounts for 14.777%, 12.775%, 8.375%, 6.536% and 6.168% respectively.

Table 3
Extraction Sums of Squared Loadings

| Total | % of Variance | Cumulative % |
|--------------|----------------------|---------------------|
| 3.643 | 21.430 | 21.430 |
| 2.512 | 14.777 | 36.207 |
| 2.172 | 12.775 | 48.982 |
| 1.424 | 8.375 | 57.357 |
| 1.111 | 6.536 | 63.894 |
| 1.049 | 6.168 | 70.062 |

Source: Primary Data Collection

7.7 Determining the Number of Factors

Several considerations are involved in determining the number of factors. Determination based on Eigenvalues, to this approach, only factors with eigen values greater than one (1) are retained, the other factors are not included in the model. Hence, only six (6) factors with a variance greater then 1.0 are included.

Table 4
Retained Eigenvalues

| Component | Total | % of Variance | Cumulative % |
|------------------|--------------|----------------------|---------------------|
| 1 | 3.643 | 21.430 | 21.430 |
| 2 | 2.512 | 14.777 | 36.207 |
| 3 | 2.172 | 12.775 | 48.982 |
| 4 | 1.424 | 8.375 | 57.357 |
| 5 | 1.111 | 6.536 | 63.894 |
| 6 | 1.049 | 6.168 | 70.062 |
| 7 | .860 | 5.061 | 75.123 |
| 8 | .726 | 4.273 | 79.396 |
| 9 | .704 | 4.143 | 83.540 |
| 10 | .656 | 3.861 | 87.401 |
| 11 | .499 | 2.932 | 90.332 |
| 12 | .398 | 2.343 | 92.675 |
| 13 | .336 | 1.975 | 94.650 |
| 14 | .294 | 1.731 | 96.380 |
| 15 | .229 | 1.349 | 97.729 |
| 16 | .223 | 1.312 | 99.041 |
| 17 | .163 | .959 | 100.000 |

Source: Primary Data Collection

7.8 Determination based on percentage of variance

According to this approach, the number of factors extracted is determined so that the cumulative percentage of variance extracted by the factors reaches a satisfactory level. The extracted should account for at least 60% of the variance. Here, the six (6) factors accounts for 70.06% of the total variance.

Table 5
Extraction Sums of Squ Loadings

| Total | % of Variance | Cumulative % |
|-------|---------------|--------------|
| 3.643 | 21.430 | 21.430 |
| 2.512 | 14.777 | 36.207 |
| 2.172 | 12.775 | 48.982 |
| 1.424 | 8.375 | 57.357 |
| 1.111 | 6.536 | 63.894 |
| 1.049 | 6.168 | 70.062 |

7.9 Rotated Component Matrix (a)

Table 6
Rotated Component Matrix (a)

| | Component | | | | | |
|---|-----------|-------|-------|-------|-------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Age | .184 | -.178 | -.072 | .062 | -.079 | .843 |
| Attitude toward the creative experiment on color combination | -.464 | .529 | -.420 | .048 | -.038 | -.229 |
| Attitude toward the current trend & changing fashion | -.101 | .832 | -.089 | .122 | -.004 | -.281 |
| Importance attached to the customer service | .430 | .155 | .091 | -.091 | .571 | .376 |
| Importance attached to the overall finishing quality | .703 | -.030 | .028 | -.009 | -.036 | -.096 |
| Preference for the unique designs, styles & special features | .737 | .239 | .079 | -.207 | .347 | .002 |
| Importance attached to the quality of fabrics | .300 | .807 | .118 | .043 | .103 | .072 |
| importance attached to the reliability & trustworthiness | .593 | .102 | -.154 | .464 | -.034 | .127 |
| Desire to create personal identity | .670 | .224 | -.023 | -.123 | .371 | .282 |
| Preference for the native rich craft heritage of Bangladesh | .245 | .206 | -.016 | .334 | .549 | -.231 |
| Importance attached to quick decision making in product selection | .060 | .128 | .854 | -.146 | -.131 | -.007 |
| Preference for the exclusive collection | .684 | -.176 | -.097 | .081 | -.062 | .175 |

| | | | | | | |
|--|-------|-------|-------|-------|-------|-------|
| Preference for fixed price to avoid hassles and haggling price | -.097 | .562 | .580 | .100 | .185 | .412 |
| Preference for handlooms like cotton, khadi, khaddar & taanth | .101 | .200 | -.051 | .779 | .130 | -.188 |
| Important attached to the shopping environment & interior | -.092 | -.066 | -.118 | .095 | .779 | -.046 |
| Preference for for the bright shades of synthetics | .233 | .067 | .095 | -.721 | -.061 | -.297 |
| confidence & capability in bargaining | .108 | .147 | -.794 | .043 | .021 | .115 |

Source: Primary Data Collection

Following six (6) factors include the 17 variables

Preference for the Unique and Exclusive Design with Consistent Quality

- ◆ Importance attached to the overall finishing quality
- ◆ Preference for the unique designs, styles & special features
- ◆ Importance attached to the reliability & trustworthiness
- ◆ Desire to create personal identity
- ◆ Preference for the exclusive collection

Attitude towards the Tradition and Manifestation of Culture

- ◆ Attitude toward the current trend & changing fashion
- ◆ Importance attached to the quality of fabrics
- ◆ Attitude toward the creative experiment on color combination

Importance Attached to the Ease of Shopping

- ◆ Importance attached to quick decision making in product selection
- ◆ Preference for the fixed price to avoid hassles and haggling price
- ◆ Confidence & capability in bargaining

Preference for the Local Taste of Typical Bangladeshi Artwork and Fabrics

- ◆ Preference for handlooms like cotton, khadi, khaddar, taanth
- ◆ Preference for the bright shades of synthetics.

Attitude Toward the Comfortability and Enjoyment in Shopping

- ◆ Importance attached to the customer service
- ◆ Preference for the native rich craft heritage of Bangladesh
- ◆ Importance attached to the shopping environment & interior
- ◆ Age

7.9 Regression Analysis

Researchers have conducted a multiple regression analysis. The six factors got from the factor analysis are used as independent variables in the regression analysis. Here the dependent variables is consumer preference for the branded fashion and boutique houses and the t variables are preference for the unique and exclusive design with consistent attitude toward the tradition & manifestation of culture, importance attached to the shopping, preference for the local taste of typical Bangladeshi artwork and fabrics, toward the comfortability & enjoyment in shopping and age.

At first, the overall test is conducted by using F statistic.

The significance of the partial coefficient for all the variables is tested by t-statistic

Table 7
Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|--------------|----------|-------------------|----------------------------|
| 1 | .709(a) .502 | .502 | .459 | 1.145 |

Source: Primary Data Collection

Predictors (Constant): Age, Attitude toward the comfortability & enjoyment in shopping, preference for the local taste of typical Bangladeshi artwork and fabrics, importance attached to the ease of shopping, attitude toward the tradition & manifestation of culture, preference for the unique and exclusive design with consistent quality.

Here, the multiple correlation coefficients, R is .709 and the square of the multiple correlation coefficient or the coefficient of multiple determination, R² is .502. It is then adjusted for the number of independent variables and the sample size to account for diminishing returns and the adjusted R is .459 with a standard error of 1.145.

The significance of the partial coefficient for all the variables are tested by t-statistics and here,

- ◆ In case of unique and exclusive design with consistent quality, the value of t statistics, $t=5.898$, with 68 degrees of freedom which is significant at the level of 0.05.
- ◆ In case of tradition & manifestation of culture, the value of t statistics, $t=.842$, with 68 of freedom which is not significant at the level of 0.05.
- ◆ In ease of shopping, the value of t statistics, $t=2.174$, with 68 degrees of freedom which is significant at the level of 0.05.
- ◆ In case of local level taste of typical Bangladeshi artwork and fabrics, the value of t statistics, $t=3.443$, with 68 degrees of freedom which is significant at the level of 0.05.
- ◆ In case of comfortability & enjoyment in shopping, the value of t statistics, $t=.031$, with 68 freedom which is not significant at the level of 0.05.
- ◆ In case of age, the value of t statistics, $t=4.074$, with 68 degrees of freedom which is t at the level of 0.05.

Therefore preference for the unique and exclusive design with consistent quality is strongly with the preference for a branded fashion and boutique outlet. Besides, attitude toward tradition & manifestation of culture is not related with the preference for a branded outlet. Importance attached to the ease of shopping is another variable that correlated with the preference. Preference for the local taste of typical artwork and fabrics is also related with the preference whereas, attitude toward the comfortability & enjoyment in shopping is not a factor or variable that have any impact on the preference for a branded fashion and boutique shop. Age is strongly related with the for a branded apparel stores.

So the regression model is,

$$Y = 4.773 + .785(\text{Unique \& exclusive design with consistent quality}) + .289 (\text{Ease of shopping}) + .458 (\text{Local taste of typical Bangladeshi artwork \& fabrics}) + .542 (\text{Age})$$

7.10 Discriminant Analysis

To get the results of discriminant analysis, have used SPSS, a popular computer program for analyzing marketing data. The six factors I have got from the factor analysis are used as variables in the discriminant analysis. Here the dependent variable is the the apparel outlets. Data is obtained from a sample of 75 buyers. Those who buy branded fashion and boutique house are coded as 1 and those who buy from a apparel outlet is coded as 2. Besides, the independent variables are preference for the exclusive design with consistent quality, attitude toward the tradition & manifestation of culture, importance attached to the ease of shopping, preference for the of typical Bangladeshi artwork and fabrics, attitude toward the comfortability & in shopping and age.

In research project, two-group discriminant analysis is used to examine whether those who are buyer of the branded fashion and boutique houses, versus those who are buyer of nonbrand apparel outlet, attached different relative importance to the different factors of the choice criteria.

7.11 Cross Tabulations 1

Is the preference of the customers for branded and non-branded apparel outlets related with their age?

| Age | Preference: Apparel Outlets | | | | Total |
|-------|-----------------------------|-------|------------|-------|-------|
| | Branded | | Nonbranded | | |
| | | (%) | | (%) | |
| 21-30 | 8 | 32 | 17 | 68 | 25 |
| 31-40 | 21 | 84 | 4 | 16 | 25 |
| 41-50 | 18 | 72 | 7 | 28 | 25 |
| Total | 47 | 62.67 | 28 | 37.33 | 75 |

7.12 Cross Tabulations 2

Is the preference of the customers for branded and non-branded apparel outlets related with sex?

| Age | Preference: Apparel Outlets | | | | Total |
|--------|-----------------------------|-------|------------|-------|-------|
| | Branded | | Nonbranded | | |
| | | (%) | | (%) | |
| Male | 25 | 64.10 | 14 | 35.90 | 39 |
| Female | 22 | 61.11 | 14 | 38.89 | 36 |
| Total | 47 | | 28 | 37.33 | 75 |

7.13 Cross Tabulations 3

Is the preference of the customers for branded and non-branded apparel outlets related with age & sex?

| | Male | | | Female | | | |
|-------|-------|----------|--------------|--------|----------|----------------|----|
| | Brand | Nonbrand | Total (Male) | Brand | Nonbrand | Total (Female) | |
| 21-30 | 1 | 12 | 13 | 7 | 5 | 12 | 25 |
| 31-40 | 12 | 1 | 13 | 9 | 3 | 12 | 25 |
| 41-50 | 12 | 1 | 13 | 6 | 6 | 12 | 25 |
| Total | 25 | 14 | 13 | 22 | 14 | 36 | 75 |

8.0 SUMMARY AND IMPLICATION OF THE STUDY

Earlier, buying designer wear outfit was a very costly affair and upper class people could only afford them. But now it is possible for the common people to wear designer clothes. This change occurred due to popularity of diffusion of fashion and reliability and trustworthiness for a brand name. This study shows that brand name can strengthen buyer preference. Brand name has effects in terms of its importance and usefulness in their decision making. Many consumers use branded commodities as a way of creating identity. People believe that branded fashion houses combine creativity with sound fabric sense and they experiment with colors.

This study has clear implications for the fashion designers, fashion houses and boutique shop. It demonstrates the role of brand name and observed differences in two groups of the non-branded apparel customers. Fashion and boutique houses conceive, express our native rich craft heritage & typical Bangladeshi artwork, fabrics in their dresses. This issue should be highlighted and promoted. The fashion houses should advertise to de-motivate the use of foreign fabrics and promote and encourage buying Bangladeshi products of our native designers. They should reduce their price as people think that fashion and boutique shops convince consumers to pay remarkably high prices which are inherently extremely cheap to make. Consumers pay a higher price for brand-name products than for products that do not carry an established brand name. This involves

paying extra for what some consider an identical product that merely has been advertised and promoted, brand names may appear to be economically wasteful.

Using six variables of consumer's brand preference, this study successfully identified two apparel consumer types. These results provide strong evidence that brand name adds value to the consumers. They believe that clothing communicates social identity rather than personal identity and it delivers social messages to other humans. They enjoy the diversity that fashion can apparently provide. Consumers with varying levels of product involvement view brands very differently, justifying a need to use diverse marketing approaches based on impressions formed for a particular brand.

Thus, this paper also suggests that marketing managers have to successfully trade on brand images and comprehend the complexities of these factors, which can lead to new high brands and better matching of brands and consumers. Fashion leads to particular consumption habits, and therefore important strategic marketing approaches have to be applied by the fashion industry in an attempt to maintain long-term success. Study found people believes that fashion and boutique shops are able to beautifully balance a combination of color pattern and stitches. Although similar general impression can be formed, not all consumer types view the same brand alike.

Bangladeshi market for fashionable wear is thriving, thanks to the new generation of designers who are trying to create original styles. The young and the fashion-hungry no longer have to look for foreign garments to look trendy and cool. Fashion houses combine creativity with sound fabric sense may well become chic enough to hit the global markets. The brand name effects reflect the incremental value added by its brand name. This result suggests a strong effect of brand name on consumers' buying intentions. It identifies many important determinants of brand preference and yields clear implications for marketing of both national and retailer brands.

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