

Men's Buying Behaviour towards Cotton Panjabi: A Study on Bangladeshi Fashion Brands

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ABSTRACT

Purpose: This study attempts to detect the factors that have notable impact on Bangladeshi men's buying behaviour towards 'cotton Panjabi' and also attempts to measure the relative importance of each factor.

Methodology: This study is quantitative in nature. Adopting online survey method, data have been collected from 224 men and nonprobability convenience sampling technique has been used in this study. Factor analysis has been employed to analyse data and SPSS software has been used to process data.

Findings: The findings uncover several factors including attractiveness, fabric quality, buyer's psychological characteristics, promotional activities and socio-economic factors that affect men's buying behaviour towards cotton Panjabi among which attractiveness has been detected as the most influential factor. The findings also unveil that young consumers are more fashion conscious and they are the large scale consumers of branded Panjabi.

Practical Implications: This study offers a direction to the practitioners by which they can upgrade their product design and style, decoration of their outlets, overall environment of the store, make strategic targeting and promotional activities and make strong industry leadership.

Originality/Value: There is a paucity of academic literature that examines the factors influencing men's buying behaviour towards cotton Panjabi. This quantitative study addresses this gap by identifying the remarkable factors and their impact on Bangladeshi men's buying behaviour while buying cotton Panjabi.

Limitations: This study focused on male consumers in all respects which might mar the findings' generalizability. Further, this study is limited to cotton apparel and Bangladeshi fashion brands rather than other fabrics and global brands.

1. Introduction

In the era of modern globalization, clothing market is no longer exclusively for women, it has become a men's market also (Koksal, 2014). In fashion retailing, globalization and short product life cycle affect consumer buying behaviour to a great extent (Bakewell & Mitchell, 2004). Today's male consumers specially who are fashion conscious prefer specialty stores as they think these stores carry fashionable items and serve them better than the other retailers (Koca & Koc, 2016). Hence, textile companies now realize that men's apparel market is as remarkable as women's apparel market. Men demonstrate considerably different behaviour than women while buying fashion oriented product such

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as clothing (Koksai, 2014). Past studies (Bakewell & Mitchell, 2004; Kumar & Kanchan, 2018; Singh & Medhavi, 2018; Wang, Siu, & Hui, 2004) developed relationship between gender and buying behaviour, culture and buying behaviour and age and consumer buying behaviour. Previous studies (Aday and Yener, 2014; Chowdhury & Akter, 2018; Kumar & Kanchan, 2018; Mehtaj, 2017; Tifferet and Herstein, 2012) on consumer behaviour concentrated on the impact of male's income on buying behaviour, male's buying behaviour towards IT product, difference between male and female consumers' decision making style and impact of globalization on consumer buying behaviour. Many studies (Wang, Siu, & Hui, 2004) have been conducted on women buying behaviour towards clothing but men's buying behaviour towards clothing; specifically cotton Panjabi has not been extensively examined yet in Bangladesh. Therefore, this study makes an effort to detect the factors that have remarkable impact on men's buying behaviour towards Bangladeshi branded cotton Panjabi.

Shopping activity for fashion specially clothing has been recognized as a feminine activity for many years and so the fashion industry has become gender embedded (Rahman, 2023). But in recent years, this trend and perception has been revised due to the joint effects of celebrities and media, changing gender roles and marketing efforts (Mehta, 2020). Now men are very much fashion conscious and they are also giving much effort while buying fashion oriented product such as clothing (Seo, Hathcote & Sweaney, 2001). In Bangladesh, majority of the people are muslims and the cultural and moral values and practices of their religion have a great impact on their buying behaviour (Hong, 1980). As men are not allowed to wear silk fabric according to muslim culture and practice (Meuleman, 2002, Shirazi et al., 2004; Schulze, 2019), the demand of cotton fabric is huge in Bangladesh specially in the men's attire market. Besides, many Bangladeshi men wear Panjabi from their religious perspective. Additionally, men in Bangladesh prefer cotton attire both for casual and occasional use, as the climate of Bangladesh is characterized by high temperature (Morgan & de Dear, 2003; Qu, Wang & Liu, 2021). So, while thinking about buying Panjabi, men prefer to choose cotton fabric no matter they use it occasionally or regularly. There are some distinguish factors such as fabric quality, design, style, personality, age, perception, price, occasion, store environment and different types of promotional activities like discount, and celebrity influence, that affect men while buying clothing specifically Panjabi (Chowdhury & Akter, 2018; Kumar & Kanchan, 2018; Mehtaj, 2017). Therefore, fashion retailers try to concentrate on fabric quality, overall products' attractiveness, consumers' demographic and psychographic characteristics and promotional strategies such as highlighting sale items and celebrity endorsement (Wang, Siu, & Hui, 2004). There is a scarcity of academic literature that examines the factors influencing men's buying behaviour towards clothing especially in case of buying cotton fabric. Extant research has yet to address the question: how much the male consumers are attracted by different types of internal and external factors and to what extent they are making purchase of cotton Panjabi. Therefore, this research aims to examine the factors that have significant impact on male consumers' buying behaviour towards cotton Panjabi. In particular this study tries to identify the factors impacting men's buying behaviour towards Bangladeshi fashion brands. Further this study attempts to measure the relative importance of each factor. The study clearly unpacks various factors that have impact on men's behaviour in relation to cotton Panjabi specifically towards the Bangladeshi fashion brands. This study possibly eases the ability of future studies to inspect other related facets such as retailers' promotional strategies, opportunities of well fashion designers, challenges in case of store design both online and offline attempting to influence consumer buying behaviour.

This paper is organized as follows. The following section presents the literature review. After the literature review section, methodology of the study is presented. After that, data analysis, findings, implications and suggestions of the study are outlined. Lastly, the research limitations, future research scope and conclusion are portrayed from the overall analysis.

2. Problem Statement

Though there are several studies that are conducted on the factors influencing men's buying behaviour but mostly focused on western countries and online buying behaviour. Prior studies concentrated on men's buying behaviour towards IT product; effect of age, income and gender on male's buying behaviour; men's buying behaviour towards luxury product such as car and impact of globalization on consumer buying behaviour (Chowdhury & Akter, 2018; Kumar & Kanchan, 2018; Lee et al., 2008; Mehtaj, 2017) The demographic, cultural, psychological and social actors of Bangladeshi consumers are remarkably different from western countries. Moreover, consumers' behaviour and experience vary from online to offline and product to product. Further, consumers from different social class and different educational background act different in case of in-store shopping context. Since Bangladesh is a muslim country, the culture and values of islam affect a lot when people think about purchasing clothing. According to muslim culture and practice, men are not allowed to wear silk fabric. Thus, the demand of cotton fabric is huge in Bangladesh particularly in men's attire market. Moreover, many muslim people in Bangladesh wear Panjabi from their religious point of view. Few studies have been conducted on men's buying behaviour towards fashion oriented product such as clothing. Men's buying behaviour towards cotton fabric, specifically cotton Panjabi has not been extensively addressed yet in Bangladesh. So, this research attempts to detect the factors that have notable impact on men's buying behaviour towards Bangladeshi branded cotton Panjabi. Further this study attempts to measure the relative importance of each factor.

3. Literature Review

3.1 Consumer Behaviour

Consumer behaviour refers to the real thoughts, feelings and actions of people involved in consumption experiences. In other words, consumer behaviour is a field of study that expanding an accumulated body of knowledge about consumption experiences of human beings. Consuming signifies more than just buying (Bakewell & Mitchell, 2004). Definitely, companies are interested in getting people to buy something but consumption goes on long after purchase. Hence, the consumption story finally determines how much value results (Singh & Medhavi, 2018). When a consumer is stimulated by a need, a process kicks in since the consumer intends to find desirable ways to fill the need. So consumer behaviour can be defined as the set of values-seeking activities that take place as consumer goes about addressing and attempting to address real needs. According to Sethna and Blythe (2016) Consumer behaviour is the physical, mental and emotional activities that consumers are involved in while selecting, buying and using products or services to get satisfied in terms of their needs and desires. It is the summation of consumer's attitudes, preferences and decisions towards purchasing of any product or services. According to Schiffman (2010) consumer behaviour is such type of behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they think may satisfy their needs. This behaviour focuses on how individual consumers and families or households form decisions to spend their available resources (time, money, effort) on consumption related items. Kotler (2012) claimed that consumers can say one thing but may do another thing. So, understanding their behaviour is not a trouble-free task.

3.2 Consumer Buying Decision Making Process

Consumer buying decisions are sometimes painless, involving a small amount of resources and sometimes very complicated involving large amount of resources (Mehta, 2020). Consumer buying decision making process involves five steps starting from the recognition of problem or need to post purchase behaviour. In the first stage consumer recognizes a problem or need. In this phase, he or she feels a difference between his or her desired state and real state. The identified needs may be physiological and psychological needs or social needs or situational factors influencing needs (Sethna & Blythe, 2016). Information search is the second step referring to a process by which consumers search for appropriate data around their environment to form a purchase decision. According to Kotler

(2009) if a consumer's motivation is high and a satisfying product is available, then he or she may possibly buy it immediately without any search. In case of routine purchase, consumers are unlikely to search for information. On the other hand, consumers spend more time in search for relevant information and alternative ways in case of more uncertainty (Singh & Medhavi, 2018). Consumers can get information from personal sources (family, friends, and neighbors), commercial sources (advertisement, internet), public sources (mass media) or experiences (product usage). At present internet and specialized portals are the most popular sources of information (Rahman, 2023). Evaluation of alternatives is the third stage where consumers rate all the alternatives and select the best one they believe that will contribute to his or her goal (Shimp & Andrews, 2012). Purchase decision is the fourth phase where consumer buys the product. Attitude of others and situational factors can step into the purchase intent and purchase decision (Aday and Yener, 2014). At present, huge posts of social networking sites and websites call attention to buy and in social networking platforms, one consumer tells other about the things that bring value to their lives. Surely, these activities assist consumers make purchase decisions. Post-purchase behaviour is the final phase where consumers put a question to themselves if they are satisfied with the product. The answer to this question relies on the differences between consumer expectation and actual performance. If the actual performance is less than the expectation, consumers become dissatisfied. If consumer expectation is equal to the actual performance, consumers become satisfied and if the actual product performance exceeds the expectation, consumers become highly satisfied. Hence, they will probably buy the same product in future (Imiru, 2017).

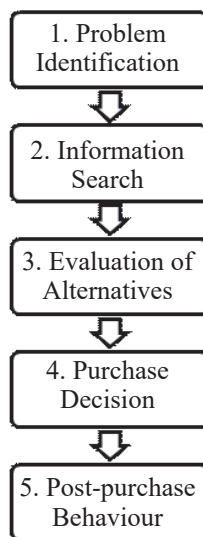


Figure 1.

Consumer Buying Decision Making Process

Source: Sethna & Blythe, 2016

3.3 Internal and External Factors Influencing Consumer Buying Behaviour

According to Solomon (2013) there are some controllable and uncontrollable factors that influence consumer buying behaviour. The controllable factors include product, price, place, promotion, process, people and physical evidence and the uncontrollable factors include demographic, economic, socio-cultural, personal and psychological factors. Kotler (2015) claimed that among the uncontrollable factors, socio-cultural factors have a remarkable impact on consumer buying behaviour as consumers show distinctive buying behaviour on different social and cultural occasions. Solomon (2013) found that consumers' buying behaviour is influenced by different types of marketing stimuli such as discounts, celebrity engagement controlled by marketers. Here, the study identifies some independent variables such as occasion, discount and celebrity influence. According to Schiffman (2010) the

internal factors influencing consumer buying behaviour include personality, perception, learning, attitude, life style, self-concept and emotion and the external factors influencing consumer buying behaviour include socio-cultural factors including family influence, reference group, social class and cultural values and company's marketing efforts such as product quality, price, distribution channels and promotional activities. Moreover, family plays a vital role in shaping consumers' personality and perception (Seo, Hathcote & Sweaney, 2001). Hence, the study identifies some independent variables such as consumer personality and consumer perception. Sometimes situational factors such as time, conditions and shopping atmosphere influence consumer buying behaviour to a great extent (Singh & Medhavi, 2018). Zhou and Wong (2004) claimed that store display, in-store promotion, background music, light, smell, shop cleanliness, employees, are the crucial components which make up the in-store shopping environment. Store atmosphere affects the number of item purchased, perceived quality of products, time and money spent, product evaluation and store choice (Wheatley & Chiu, 1977). Previous studies found that store environment influenced consumers' pleasure, time and money spent (Donovan, Rossiter, Marcolyn, & Nesdale, 1994; Churchill & Peter 1998). Spies, Hesse, and Loesch (1997) detected that a good store layout assists consumers to find products easily and encourage buying. Additionally, store employees contribute to pleasing store experiences. The responses of store personnel affect consumers' buying behaviour to a great extent (Jones, 1999). Tifferet and Herstein (2012) recognized sales personnel as an important in-store promotion tool. These atmospheric cues of in-store shopping environment are the essential triggers (Kurt, Kardiyen & Bakir, 2022) that may affect an individual's desire to buy an item. Here, this study identifies some independent variables including store atmosphere and sales representative's behaviour.

3.4 Factors Influencing Males Buying Intention towards Cotton Panjabi

Human gender affects the purchasing behaviour of consumers (Mehta, 2020). Hence, men and women demonstrate considerably different approaches to their decision making styles and buying behaviour while buying fashion oriented product such as clothing (Rahman, 2023). There are some distinguish factors that affect men while buying fashion oriented product such as clothing (Wang, Siu, & Hui, 2004). Since Bangladesh is a muslim country, the culture and values of islam affect a lot when people think about purchasing clothing. According to muslim culture and practice, men are not allowed to wear silk fabric. Thus, the demand of cotton fabric is huge in Bangladesh particularly in men's attire market. Moreover, many muslim people in Bangladesh wear Panjabi from their religious point of view. According to Pentecost and Andrews (2010), men spend comparatively less time than the women and a store calm environment attracts them a lot. So, overall store environment is very important for them. Gasiorowska (2011) found that male consumers' buying behaviour depends on their mood during their purchase time. Product's unique style and design can attract the male consumers to a great extent while buying cotton Panjabi (Koca & Koc, 2016). Here this study considers design, unique style, store atmosphere and sales representatives' behaviour as independent variables. Accordingly, the researcher proposes the following hypothesis:

H1 : *The buying behaviour of men towards cotton Panjabi is influenced by the attractiveness.*

At present, in fashion retailing globalization and products' short life cycle affect consumer behaviour to a great deal (Haluk Koksak, 2014). Today, Bangladeshi male consumers are also fashion conscious like other country's consumers around the world. Previous studies found that men display more rational behaviour than women while buying fashion oriented product such as clothing. Additionally, while buying cotton Panjabi, Bangladeshi men concern about fabric quality like softness, having threads finished properly, easy to wear, not irritating to skin and be the same fabric after several washing. In Bangladesh, there are many fashion brands such as Aarong, Sailor, Yellow, Illiyen, Lereve, Lubnan, AnjansDorjibari, Easy, Deshal and Gentle Park that have a vast collection of Panjabis. All these brands are offering more or less cotton Panjabis. Consumers evaluate the attribute of alternatives in terms of fabric quality along with design and style (Koca & Koc, 2016). Here, the study identifies these independent variables- soft fabric, good fabric after several washing, fabric not irritating to skin,

fabric having threads finished properly and easy to wear. Accordingly, the researcher proposes the following hypothesis:

H2 : *Fabric quality positively affects men's buying behaviour towards cotton Panjabi.*

Male and female consumers have different perceptions and preferences towards fashion brands (Seo, Hathcote & Sweaney, 2001). Women are more influenced by fashion on the other hand men are influenced by brand name (Rahman, 2023). In recent years, men's apparel fashion shows and print and broadcast media have delivered information on men's fashion concept. Now male consumers are also fashion conscious and they purchase cloth to express themselves including their interest, social status, culture and identity. Moreover, young consumers are more fashion conscious as they feel more pressure to be socially accepted now-a-days and they are the large scale consumers of branded clothes that communicate the right image properly. Further, different promotional activities such as discount and celebrity influence attract the male consumers also. So, the following variables have been identified here as the independent variables of this study - consumer personality, appropriate to age, perception towards product color, and perception towards replica of original product, discount and celebrity influence. Here, the researcher proposes the following hypotheses:

H3: *There is a positive relationship between men's psychological characteristics and their buying behaviour towards cotton Panjabi.*

H4: *The buying behaviour of men towards cotton Panjabi is positively affected by promotional Activities.*

Pentecost and Andrews (2010) detected that male consumers visit shopping malls less frequently than the female consumers and men are likely to spend more time at the shopping malls occasionally and they are more price sensitive than the women. Now, people especially men in Bangladesh prefer cotton attire both for casual and occasional use as the climate of Bangladesh is characterized by high temperature. So, while thinking about buying Panjabi, men prefer to choose cotton fabric no matter they use it occasionally or regularly. The regular users concern more about the price than the consumers who use occasionally. Here, this study identifies some independent variables such as price and occasion. Accordingly, the researcher proposes the following hypothesis:

H5 : *Socio-economic factors affect men's buying behaviour towards cotton Panjabi.*

The following figure (Figure 2) presents the factors influencing men's buying behaviour towards cotton Panjabi. The figure shows five factors including Attractiveness, Fabric Quality, Buyer's Psychological characteristics, Promotional Activities and Socio-economic Factors that affect male consumers' buying behaviour towards cotton Panjabi.

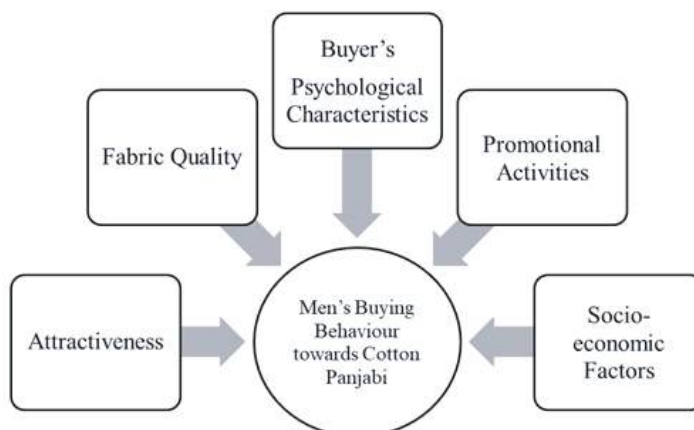


Figure 2

Model of Factors Influencing Men's Buying Behaviour towards Cotton Panjabi

Source: Author's Construction

Prior studies (Chowdhury & Akter, 2018; Kumar & Kanchan, 2018; Lee et al., 2008; Mehtaj, 2017) mostly focused on women's buying behaviour towards clothing; men's buying behaviour towards IT product; effect of age, income and gender on male's buying behaviour; men's buying behaviour towards luxury product such as car and impact of globalization on consumer buying behaviour. Few studies have been conducted on men's buying behaviour towards fashion oriented product such as clothing. Men's buying behaviour towards cotton fabric, specifically cotton Panjabi has not been extensively addressed yet in Bangladesh. So, this research attempts to detect the factors that have notable impact on men's buying behaviour towards Bangladeshi branded cotton Panjabi. Further this study attempts to measure the relative importance of each factor.

The following table (Table 1) outlines all the independent variables and dependent variable.

Table 1.
Snapshot of the Variables

Dependent Variable	Independent Variables				
	<i>Factor 1</i> Attractiveness	<i>Factor 2</i> Fabric Quality	<i>Factor 3</i> Buyer's Psychological Characteristics	<i>Factor 4</i> Promotional Activities	<i>Factor 5</i> Socio-economic Factors
Men's Buying Behaviour	1. Design	1. Soft fabric	1. Personality	1. Discount offers	1. Occasion
	2. Unique style	2. Good fabric after several washing	2. Appropriate to age	2. Celebrity influence	2. Price
	3. Store atmosphere	3. Fabric not irritating to skin	3. Perception towards product color		
	4. Sales representatives behaviour	4. Fabric having threads finished properly	4. Perception towards replica of original product		
		5. Easy to wear			

Source: Author's Construction

In this study, there are one dependent variable and seventeen independent variables. The dependent variable is Men's Buying Behaviour and the independent variables are design, unique style, store atmosphere, sales representatives behaviour, soft fabric, good fabric after several washing, fabric not irritating to skin, fabric having threads finished properly, easy to wear, personality, appropriate to age, perception towards product color, perception towards replica of original product, discount offers, celebrity influence, occasion and price. These seventeen variables have been reduced to five factors - factor 1: Attractiveness, factor 2: Fabric quality, factor 3: Buyer's psychological characteristics, Factor 4: Promotional activities and Factor 5: Socio-economic factors.

4. Methodology

4.1 Nature of the Research Design

This research is quantitative in nature. Quantitative research has been employed to quantify the data and typically applied some form of statistical analysis (Malhotra, Nunan and Birks, 2017).

4.2 Types and Sources of Data Used

This research is mainly based on primary data. Primary data have been gathered from the respondents through the sample survey. Moreover, previous literature insights (e. g. different published articles from distinguished ranked and indexed journals such as journal of consumer behaviour, journal of marketing, journal of retailing and consumer services) have been adopted for some purpose other than the problem at hand such as identifying research problem and scope, addressing research gap as well as building hypotheses (Burns & Veeck, 2020).

4.3 Sample Design

The target population for this study is service holders, university students and entrepreneurs where the age limits are between 20-40 years, and 100% respondents are male. A telephone book and friend list of social networking sites such as Facebook, Instagram and LinkedIn have been used as a sampling frame in this study. Nonprobability convenience sampling technique has been employed in this research as it is least expensive, least time consuming and most convenient (Hair, Bush, Ortinau & Eric, 2009). Additionally, the sample size decision differs to the nature and context of the research. For example, the availability of qualified personnel for data collection allows employing bigger sample size (i.e. 100) in quantitative research. Inversely, in an advanced sphere of knowledge where qualified personnel are difficult to find, sample size less than hundred is good enough to extract a defensible finding (Luck, 1978; Malhotra, Nunan & Birks, 2017). Besides, sample size is also directed by a consideration of time, money and the average size of sample in similar studies. Hatcher (1994) recommended that to get reliable results, the minimal number of respondents offering useable data for analysis should be greater than 100 respondents or 5 times the number of variables or items being analysed and moreover the selection of more samples may produce better results. According to these guidelines, data have been collected from 224 respondents. A structured questionnaire was approached to 287 respondents, but 224 responded. Thus, the response rate is about 78.05%.

4.4 Questionnaire Development, Data Collection Procedure and Statistical Analysis

Structured questionnaire has been used to collect data and multiple-choice questions have been used as a tool to collect the qualitative data. Additionally, five-point Likert scale ranging from 1(Strongly disagree) to 5(Strongly agree) has been used to construct the questionnaire as it tends to produce more variation in responses (Sang Woo Lee, 2016). Online survey method has been adopted for collecting primary data as at present people around the world prefer to communicate via online. Moreover, online communication is cost effective and less time consuming. Respondents have been sent the questionnaire to their e-mail. They have been contacted personally through telephone calls and social networking sites. This research aims to analyse the associative relationships between the dependent variable (buying behaviour) and the independent variables (design, unique style, store atmosphere, sales representatives behaviour, soft fabric, good fabric after several washing, fabric not irritating to skin, fabric having threads finished properly, easy to wear, personality, appropriate to age, perception towards product color, perception towards replica of original product, discount offers, celebrity influence, occasion and price). Here, it is seen that there are seventeen independent variables and one dependent variable. So, there are large numbers of independent variables. These large numbers of correlated variables have been reduced to a fewer number of factors (five factors-factor 1: Attractiveness, factor 2: Fabric Quality, factor 3: Buyer's psychological characteristics, Factor 4: Promotional activities and Factor 5: Socio-economic factors). Hence, factor analysis has been employed to analyse data. SPSS software package has been used to process data as it has versatile data processing capability. It can do highly complex data manipulation and analysis with simple instructions. It is user friendly software and easy to use for the beginners (Nunan, Birks & Malhotra, 2020).

5. Data Analysis

This study employed a quantitative approach in the research methodology and data were collected from 224 respondents aged between 20 and 40 years through the sample survey. The following table (Table 2) provides information about the demographic characteristics of the respondents.

Table 2.

Demographic Characteristics of the Respondents

Demographic Variable	Frequency	Percentage
Occupation		
Student	120	54.00
Service holder	86	38.00
Entrepreneur	10	4.50
Others	8	3.50
Total	224	100.00
Age Limit		
20-25	114	51.0
25-30	92	41.0
30-35	13	5.80
35-40	5	2.20
Total	224	100.00
Social Class		
Lower Middle	16	7.10
Middle	143	64.0
Upper Middle	60	26.7
Upper	5	2.20
Total	224	100.00
Gender		
Male	224	100.00
Total	224	100.00

Source: Authors Generated

A structured questionnaire was sent to 287 respondents, but 224 responded. Thus, the response rate is about 78.05%. The study included different age groups, occupations, and social class of the respondents. Majority of the respondents are within the age of 20-25 years (51%). The above table (Table 2) shows that majority of the respondents are students (54%) and majority of the respondents belong to middle class (64%).

5.1 Reliability Analysis

Table 3.

Reliability Statistics

Cronbach's Alpha	N of Items
.768	18

Source: Authors Calculation

The Cronbach's Alpha tests the reliability of data. According to Nunnally (1978) Cronbach's Alpha value is acceptable when $\alpha > 0.7$. The above table shows the Cronbach's Alpha value is above 0.7 in this study. So, this study reliably may go further with this Alpha value.

5.2 Factor Analysis

Table 4.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.735
Bartlett's Test of Sphericity	Approx. Chi-Square	502.987
	df	105
	Sig	.000

Source: Authors Calculation

By examining the Kaiser-Meyer-Olkin (Becker, 1974; Kaiser, 1974), the adequacy of sample can be assessed. According to Kaiser (1974) KMO measure of sampling adequacy should be higher than 0.6 for a satisfactory factor analysis to proceed. In this study the KMO score is 0.735 which indicates an excellent score of sampling adequacy and shows that this measure is well-accepted and good to conduct the factor analysis. Bartlett's test is another indication of the strength of the relationship among variables. In this study the Bartlett's test of sphericity is statistically significant at 0.00 level, i. e., its associated probability is less than 0.05 which indicates that a PCA (Principal Component Analysis) can be performed efficiently with the data set. Hence, KMO and Bartlett's test shows that data set is perfect for factor analysis (Hair, 2010).

Table 5.

Total Variance Explained

Comp onent.	Initial Eigenvalues			Extraction Sums of Squared Loadings Rotation			Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.682	21.661	21.661	3.682	21.661	21.661	2.046	12.036	12.036
2	2.121	12.479	34.141	2.121	12.479	34.141	1.995	11.738	23.774
3	1.339	7.877	42.018	1.339	7.877	42.018	1.906	11.212	34.986
4	1.109	6.523	48.541	1.109	6.523	48.541	1.823	10.725	45.712
5	1.046	6.151	54.692	1.046	6.151	54.692	1.527	8.980	54.692
6	.957	5.629	60.321						
7	.865	5.087	65.408						
8	.813	4.783	70.190						
9	.759	4.465	74.655						
10	.677	3.984	78.639						
11	.650	3.824	82.463						
12	.600	3.531	85.994						
13	.573	3.372	89.365						
14	.520	3.061	92.426						
15	.484	2.848	95.275						
16	.427	2.514	97.789						
17	.376	2.211	100.000						

Note: Extraction Method: Principal Component Analysis.

Source: Authors Calculation.

The principal component analysis with varimax rotation of the 17 attributes has generated five factors explaining 54.692% of the total variance. According to Kaiser and Derflinger (1990), factors

that have Eigen values of 1.00 and greater than 1.00 are extracted for further research. In this study there are five factors whose Eigenvalues are greater than 1.00. Here the first factor explains 21.661% and the other four factors explain 12.479%, 7.877%, 6.523% and 6.151% respectively. The percentage of variance of all 17 variables cumulatively makes 100%.

Table 6.

Rotated Component Matrix

Variable	Component				
	1	2	3	4	5
1. Design on cotton fabric is my first priority while buying Panjabi.	.710				
2. Unique style is important to me while buying cotton Panjabi.	.699				
3. Store atmosphere is important to me while buying cotton Panjabi.	.682				
4. Sales representatives' behaviour influence my buying decision of cotton Panjabi.	.635				
5. I prefer to buy cotton Panjabi made with soft fabric .		.423			
6. I consider buying those cotton Panjabis in which fabric will be good even after several washing .		.640			
7. I choose to buy cotton Panjabi with the fabric which is not irritating to my skin.		.819			
8. I want my cotton Panjabi to have threads finished properly .		.746			
9. I always buy cotton Panjabi that is easy to wear .		.698			
10. I buy those cotton Panjabis that can express my personality .			.722		
11. I choose to buy cotton Panjabi that is appropriate to my age .			.534		
12. I prefer to buy cotton Panjabi having color that looks good on me.			.550		
13. I would mind to buy replica of original cotton Panjabi brands.			.491		
14. Discount offers influence my buying decision of cotton Panjabi.				.655	
15. Celebrities influence my decision while buying cotton Panjabi.				.690	
16. I wear cotton Panjabi occasionally .					.516
17. I want to buy cotton Panjabi having price that justifies the product and service quality.					.626

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 9 iterations.

Source: Authors Calculation

For determining cut-off for rotated factor loadings, Tabachnick and Fidell (2022) recommended that factor loadings with an absolute value less than 0.32 should be ignored. For this study, factor loadings with an absolute value equal to or more than 0.4 is utilized. The above table shows that the rotated component matrix has extracted five rotated factor loadings related to males' buying behaviour towards cotton Panjabi named respectively as factor 1: Attractiveness, factor 2: Fabric Quality, factor 3: Buyer's psychological characteristics, Factor 4: Promotional activities and Factor 5: Socio-economic factors.

The first factor "Attractiveness" has the highest loadings relate to four variables pertaining to the overall attractiveness of Bangladeshi branded cotton Panjabi. This factor can alone explain 21.661% of the total variability. The factor "Attractiveness" positively correlates with V1 (design), V2 (unique style), V3 (store atmosphere) and V4 (sales representatives behaviour). This factor indicates that the buying behaviour of males towards cotton Panjabi is influenced by the product design, unique style, store atmosphere and sales representatives behaviour.

The second factor "Fabric Quality" explains 12.479% of the total variability. This factor has the second highest loadings relate to five variables pertaining to the fabric quality of Bangladeshi branded cotton Panjabi. The factor "Fabric Quality" indicates that males' buying behaviour towards cotton Panjabi is influenced by soft fabric, not irritating to skin, easy to wear, good fabric after several washing and fabric having threads finished properly. This is justified by its positive correlation with V5 (soft fabric), V6 (good fabric after several washing), V7 (fabric not irritating to skin) and V8 (fabric having threads finished properly), and V9 (easy to wear).

The third factor "Buyer's psychological characteristics" has the third highest loadings relate to four variables pertaining to the psychological characteristics of male consumers' of Bangladeshi branded cotton Panjabi. This factor can alone explain 7.877% of the total variability. The factor "Buyer's psychological characteristics" positively correlates with V10 (personality), V11 (appropriate to age), V12 (perception towards product color) and V13 (perception towards replica of original product). This factor indicates that the buying behaviour of males towards cotton Panjabi is influenced by buyers' personality, age, perception towards product color and replica of original product.

The fourth factor "Promotional Activities" explains 6.523% of the total variability. This factor has the fourth highest loadings relate to two variables pertaining to the promotional activities of Bangladeshi cotton Panjabi fashion brands. The factor "Promotional Activities" indicates that males' buying behaviour towards cotton Panjabi is influenced by discount offers and celebrity endorsement. This is justified by its positive correlation with V14 (discount offers) and V15 (Celebrity influence).

The fifth factor "Socio-economic factors" explains 6.151% of the total variability. The factor "Socio-economic factors" indicates that males' buying behaviour towards cotton Panjabi is influenced by different occasions and price. This is justified by its positive correlation with V16 (occasion) and V17 (price).

6. Findings

This study discloses some captivating findings regarding the factors influencing buying behaviour of males towards cotton Panjabi. The findings reveal how much the male consumers are attracted by the different internal and external factors and to what extent they are making purchase decision. The study unfolds that there are several factors that affect men's buying behaviour such as product's attractiveness, fabric quality, buyer's psychological characteristics, retailers' promotional activities and socio-economic actors. After analysing the data, it has been found that there is a positive relationship between all the factors including attractiveness, fabric quality, buyer's psychological characteristics, retailers' promotional activities and socio-economic actors and the dependent variable. Hence, it denotes all the null hypotheses are rejected. The findings of the study unpack that attractiveness has the most influential effect on men's buying behaviour towards cotton Panjabi compared to the other

factors. This finding closely support that of Pentecost and Andrews (2010) and Gasiorowska (2011) that store environment, product's unique style and design can attract the male consumers to a great extent while buying clothing. Additionally, socio-economic actors are found as the least important factor impacting the buying behaviour of male consumer while buying cotton Panjabi from Bangladeshi fashion brands. The findings also confirm that fabric quality, buyer's psychological characteristics and retailers' promotional activities have the significant impact on men's buying behaviour towards cotton Panjabi. This finding closely supports that of Kurt, Kardiyeen & Bakir (2022) that in-store promotion, discount, gifts and celebrity endorsement affect an individual's desire to buy an item. Further this study discloses that apart from consumer personality and environmental factors; consumers' buying urge and extreme curiosity generate purchase decision. In addition to this, the study reveals that male consumers visit shopping malls less frequently than the female consumers and men are likely to spend more time at the shopping malls occasionally and they are more price sensitive than the women. The study also unveils that young consumers are more fashion conscious and they are the large scale consumers of branded clothes that communicate the right image properly. Furthermore, the study detects that among the Bangladeshi fashion brands that are offering cotton Panjabi; Aarong, Sailor and Yellow are on men's list of priorities consecutively.

7. Implications and Suggestions

The study dictates several theoretical and practical implications. The study discloses five factors namely attractiveness, fabric quality, buyer's psychological characteristics, promotional activities and socio-economic factors that have notable impact on men's buying behaviour towards cotton Panjabi. The study concentrated on Bangladeshi male consumers' buying behaviour towards Bangladeshi fashion branded cotton Panjabis and those consumers belong to the middle class. Therefore these five significant factors possibly add value to the literature not only in developing countries context but also in South Asian cultural perspective. The study presents a model of factors influencing male's buying behaviour focusing on fashion-oriented product especially on cotton Panjabi. This model perhaps makes easier the future studies to examine other relevant issues including scope of customer satisfaction, consumers' hedonic value, both female and male consumer buying decision making process and social class and gender based buying behaviour. Additionally the study develops and tests five hypotheses that possibly easing the ability of future research to investigate other related facets such as retailers' promotional strategies, opportunities of well fashion designers, challenges in case of store design both online and offline attempting to influence consumer buying behaviour.

This study has direct implications for the retailers especially who deal with fashion oriented product such as clothing. This study offers a direction to the practitioners by which they can upgrade their product design and style, decoration of their outlets, overall environment of the store, make strategic targeting and promotional activities and make strong industry leadership. Additionally this study perhaps guides the clothing retailers to build up a good company image in the market and helps them to gain competitive advantage through offering unique style and design and enjoyable shopping experience. Already many fashion retailers dealing with clothing are availing advantages to a great deal who offer unique design and make sure a great shopping experience for their customers. So it is obvious to ensure good store environment along with outstanding design and unique style of product for the practitioners who are likely to win the competitive market. Hence, this study offers some suggestions for practitioners. Firstly, clothing retailers should identify the relevant information of their customers from socio-economic and psychological perspective. Secondly, practitioners should invest in upgrading employee skills and toolsets so that they can make outstanding design and unique style. Thirdly, companies should invest in ensuring entertaining and exciting store atmosphere to enhance the level of buying effort in their stores. Particularly, they need to concentrate on strengthening friendliness of sales representatives, designing the display of clothing and placing the promotional offers to encourage purchase decision. Fourthly, fashion retailers should make their employees ready to

adapt to the technological changes. Fifthly, the practitioners can develop their employees' skills and knowledge and add value to their experience by providing appropriate training. Finally, at the context of online retailing, clothing retailers need to design attractive promotional offers on their websites and make the best use of artificial intelligence for responding customer effectively which increases the level of consumers' buying effort.

8. Research Limitations, Future Research Scope and Conclusion

Although the study reveals some entrancing factors that influence men's buying behaviour towards cotton Panjabi specially towards the Bangladeshi fashion brands, some limitations have to be recognized. The study focused on male consumers in all respects which might mar the findings' generalizability. By recruiting participants from other genders (female, transgender) the generalizability of the issue can be improved since apart from male consumers, other gender's people also buy Panjabi for their loving one or themselves. Further, this study is limited to cotton apparel and Bangladeshi fashion brands rather than other fabrics and global brands. Future study can be extended to different types or categories of male clothing and different brands across the world. Moreover, this study mostly focused on in-store shopping context. Future research can go one step further by incorporating external and internal cues that affect men's buying behaviour in online atmosphere. In addition to it, this study potentially eases the ability of future studies to examine other related facets such as retailers' promotional strategies, opportunities of well fashion designers, challenges in case of store design both online and offline attempting to influence consumer buying behaviour. Besides, this study has not looked into situational variables such as availability of time and money. So, this study points to the need for attention to consider some uncontrollable factors such as natural, political and legal factors that may affect buying behaviour.

The study examined the relationship between men's buying behaviour towards cotton Panjabi and the factors that affect their buying behaviour specially to the Bangladeshi fashion brands. It presents insights to the researcher and retailers for understanding structural relationships between male consumer psychology and fashion-oriented purchase behaviour. The results suggest that the overall attractiveness including product design, unique style, store atmosphere and sales representatives' behaviour plays a vital role in men's buying behaviour. (Nishanov & Ahunjonov, 2015). From the perspective of hedonic consumption, consumer's buying intention increases when they find the entire shopping environment enjoyable, entertaining, exciting and appealing. Different types of promotional activities such as discount, celebrity engagement attract the consumer to a great extent. Unique design and style positively affect male consumer while making purchase decision towards cotton Panjabi. Additionally sales person's good behaviour makes their shopping enjoyable and entertaining. Therefore, retailers need to emphasise on consumers' hedonic value. Findings of the study reveal that overall attractiveness, quality of fabric, buyer's psychological characteristics, promotional activities and socio-economic factors affect men's buying behaviour to a great extent. But ensuring friendliness of sales representatives, designing the attractive and entertaining shopping environment both offline and online, making positive celebrity influences are big challenges for the clothing retailers. Leveraging the results of this study, offline retailers can be in a position to know what, when and how to deal with the changing marketing environment and gender based complex human buying behaviour and online retailers can design their websites and promotional offers to increase purchase effort.

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