

ADVERTISEMENT BASED FACTORS DETERMINING APPAREL BUYING BEHAVIOUR OF YOUNG VS. OLD PAKISTANI FEMALES

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Abstract

Market for fashion apparel has become diverse by great increase of designer brands, personalization, custom designers and advertisement in the today's global market place. A clear understanding of preferences of consumers will benefit the marketer to attract and maintain loyalty among their potential consumer group. Purpose of the study is to understand the underlying factors such as advertisements, motivation, cultural surveillance, values and believes, and thinking patterns that influences the buying decision of customers. This research was conducted to examine the key advertisement based factors influencing the apparel buying behavior of Pakistani females. A comparison was also made between the factors influencing buying behavior of young and old Pakistani females. For this purpose semi structured interviews were conducted of both young females 18-30 years and old females 35-50. Facebook, internet websites, fashion magazines and billboards were found to be effective advertisement methods.

Keywords: Pakistani Females, advertisement factors, apparel buying behavior

INTRODUCTION

Apparel buying is a global phenomenon. Every individual buy and wear clothes. While fashion apparel buying is an area of female interest all over the world. Pakistani women cherish a love for clothing, our local market places are a witness. Pakistani apparel industry has greatly evolved into a massive business because of the introduction of new brands, computerized production, marketing and particularly advertisement strategies. Today marketing mix have become a magical combination in promoting and motivating the consumers. In our local market people either buy lose fabric and get it stitched exclusively for themselves while ready to wear garment are also available. Although custom stitching is still more practiced, but ready to wear

garments is a rapidly increasing trend. Consumers are more open-minded and experimental. Pakistan being a Muslim society, women usually wear Muslim attire. Although our dressing styles have been much adulterated by the western media. Islamic dress is the one which “modestly cover the nakedness of a woman” (Adua, 2013). The largest sale of apparel in local markets are of our traditional dresses i.e. Shalwar, Kameez and Dupatta (which is a shawl that is draped over the head and shoulders). Many factors contribute in apparel buying behavior of female's namely large retail stores and malls, rising young consumer base and multiple brands available in the market and largely the the brands. Consumer behavior influences the advertisement strategies employed by

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brand name, market size, and fashion etc. Clothes and mood have been found to be related elements, which impacts the personality of a person (Subhani et al, 2011). Marketing and consumer behavior are closely linked. Whereas Arndt (1976) elucidated consumer behavior as “the problems encountered by members of society in the acquisition and realization of their standard of living”. Endorsing closely to the norms and culture of the society ensures the success of any business. Marketing strategies for each culture will be different to effectively target the population (Solberg, 1995). It is seen that five factors affect the buying behavior of individuals such as culture, country of origin, advertising, and age while fifth is price that influences the choice of a product among its competitors (Ali, Fengjie, & Qureshi, 2010). Market segmentation is of great importance as strategies are formulated relating to the division of the potential consumers into segments. Market segmentation can be conducted based on the features of the consumers group. Cholachatpinyo *et al*, (2002) has presented four levels of fashion change in his fashion transformation process model. The second level of his model is macro subjective realm involving the role of retailer, designer and supplier comes, here they play their part by providing a range of fashion commodities in the market. The main aim is to intelligently target different consumer groups by employing strategic promotion strategies.

T.V. advertisements are important for the publicity of different products improving public familiarity and also improving sales. T.V. Advertisements are among the most visible advertising medium. It has the tendency of influencing our feelings and lifestyles. Television advertising employs attention grabbing trick such as catchy and

pleasing music, lyrics, Jingles, humor and repeated messages. The impact of the advertisements is more on television than the print media or radio.” (Kotwal, Gupta, &Devi, 2008) Many scholars, have pointed that the increase in fashion awareness is due to the growth of media such as social media and television. Consumers are increasingly fashion conscious. Social media has also been playing a significant role in shaping buying behavior. Producers’ retailers and designers are utilizing this platform mainly due to its easy availability. Social media refers to the source of communications among individuals in which they generate, share, and exchange information and ideas in computer-generated groups (Gula, Shahzada, & Khana, 2014).

Study Objective

This study was aimed at conducting a research to find out the advertisement based factors that influence the buying behavior of old and young women.

1. To identify the advertisement based factors that influence buying behavior of young versus old females in Pakistan
2. To study the general likeness for shopping among young and old females
3. To identify the popular types of advertisement among young and old females
4. To investigate the originality of the advertisement claims regarding the apparel quality in our local market
5. To identify the design based motivational factors in advertisements that influence buying behavior of young versus old females
6. To understand the role brand ambassador in motivating young and old female customers

Significance of the study

This study would highlight the motives that contribute in apparel buying behavior which could be used to improve the apparel industry advertisement. Popular types of advertisements are also pointed out in this paper therefore it will be beneficial for the improvement of apparel marketing industry. This paper will help the professional to understand the importance of advertising from the potential customers viewpoints. Due to being qualitative in nature this study employed in-depth interview. The detailed information gathered from in-depth interviews highlights the hidden facts regarding customer preferences which cannot be studied using other techniques.

Research Methodology

This research was qualitative phenomenology research in nature. According to Schutz's social phenomenology is a descriptive and interpretive theory of social action intended to determine subjective experience within the taken-for-granted, "common-sense" of everyday life (Schutz, 1967). Semi-Structured interviews were used as data collection tool. Interview are effective in unravelling the views, experiences, beliefs or motivations of individuals on specific matters (Gill, Stewart, Treasure, & Chadwick, 2008). Unstructured interviews are mostly organized around a set of pre-set open-ended questions (DiCicco-Bloom & Crabtree, 2006). Effective way of organizing questions in qualitative interview is that they should be open-ended. It is usually best to start with questions that participants can answer easily and then proceed to more difficult or sensitive topics (Gill et al, 2008). Forty interviews of young and old Pakistani

females were conducted, with age groups 18-30 and 35-50. The target population was university students and their mothers. Convenience sampling technique was used to draw the sample from target population. Our goal was to find information for future projects concerning consumption, clothing preferences, and buying behavior. Interview protocol was developed to investigate the factors determining apparel buying behavior of young vs. old female.

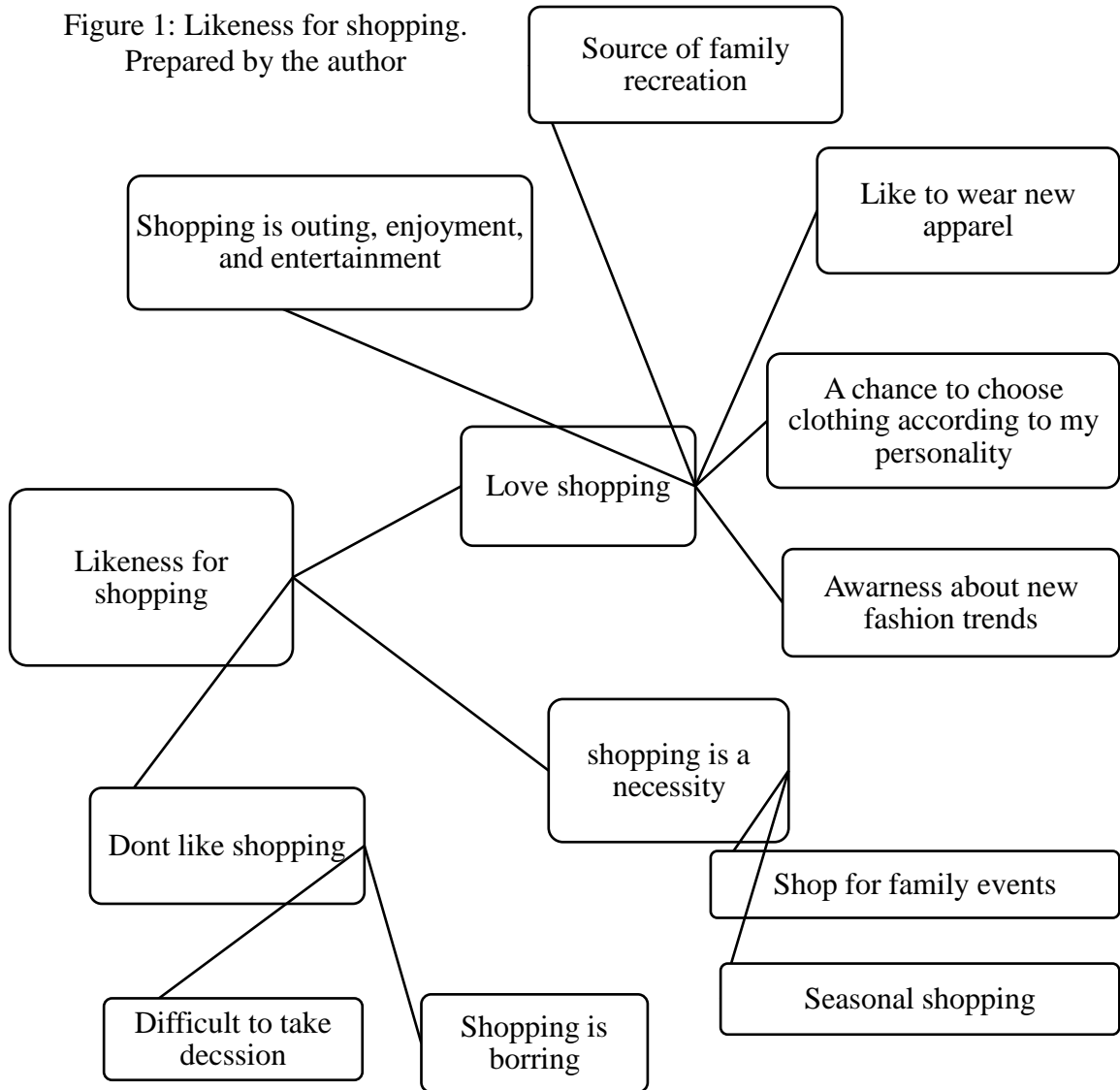
Data Analysis and Findings

The data was analyzed using thematic analysis. Thematic analysis is an exploration for themes that emerge as being important for understanding the phenomenon. It is a system of pattern recognition within the data, where emerging themes become the categories for analysis. The data analysis was conducted using model of coding stages reported by Fereday and Muir-Cochrane (2006). "Developing the code manual, testing the reliability of codes, summarizing data and identifying initial themes, applying tump let of codes and additional coding, connecting the codes and identifying themes and corroborating and legitimating coded themes".

For testing the reliability of coding stage the fellow researcher participating in the study was asked to code the interview data separately, no differences were found between the two separate coding. After making the codes satisfactorily the data was screened to identify the emerging themes in the data. Table 2, 3, and 4 displays the coding and themes that emerged from the data. While figure 1, 2, and 3 display the relationship between codes, themes, and sub categories.

Table 1: Coding Manual		
Questions	Category 1: Code 1	Likeness for Shopping
Do you like shopping for apparel?	Category 2	Apparel Advertisements
Do you often look at apparel advertisements among following options: magazines, bill boards, internet websites and Facebook. From the above mentioned ways which way is best in your opinion?	Code 2	Popular types of advertisements
Do you think that you are getting same quality products, that you see in the advertisements or that the products that they display in advertisement are better than what they sell?	Code 3	Advertisement claims and apparel quality
Are you motivated to buy apparel u see in the advertisements? Identical or similar cloths. Whether colors and designs of dresses in the advertisements motivates you to buy the similar dresses?	Code 4	Dress Design and colour in Advertisements as a motivation
Beautiful models or brand ambassadors contributes to the product sale and why?	Code 5	Brand Ambassadors in advertisements as a motivation for apparel buying

Figure 1: Likeness for shopping.
Prepared by the author



Table# 2 Popular types of advertisements and apparel quality claims						
#	Code	Theme	Old	%	Young	%
Code 2	Popular types of advertisements					
Theme 4		Watch out for new brands and latest launches	2	10	0	0
		Magazines	7	35	5	25
		Internet websites	4	20	9	45
		Facebook	5	25	14	70
		T.V. commercials	2	10	0	0
		T.V. drama serials	2	10	1	5
		Bill Board	3	15	6	30
		Just buy from shop whatever is available	4	20	1	5
Code 3	Advertisement claims and apparel quality					
Theme 5		Same quality products	8	40	10	50
		Replica items are of inferior quality	2	10	0	0
Theme 6		Different brands are of varying quality	0	0	1	5
Theme 7		Display is better than what they sell	10	50	10	50
		Color fading	2	10	0	0
		Fabric is light weight	4	20	0	0
		Embroideries of lesser quality	2	10	0	0

Popular types of advertisements and claims regarding apparel quality

There are numerous popular types of advertisements because different apparel producers are employing various catchy strategies. The exploration of this phenomena reveals that the most popular type of advertisement ranked by young Pakistani females 70% was “Facebook” and secondly

internet websites, than billboards and magazines. Whereas 45% old females ranked the fashion magazines highest in terms of effective advertisement strategy. Internet websites and Facebook are ranked second highest. Some of the old respondents said that their daughters show them latest trends from Facebook. Another difference of opinion is found on the subject of T.V. commercials and drama serials as a source of fashion

advertisements, old females reported as an affective source. On the topic of advertisement claims and apparel quality 50% young and 40% old females reported that the brands offer same quality products as they display in the advertisements. It was also said that replica items are of inferior quality. Another view was that different brands have different qualities. Half of the total respondents in both categories i.e. young and old said that there is a difference between the items that are displayed in advertisements and the ones being sold. Some factors mentioned by the respondents was color fading, light weight fabric, and inferior quality embroidered pieces.

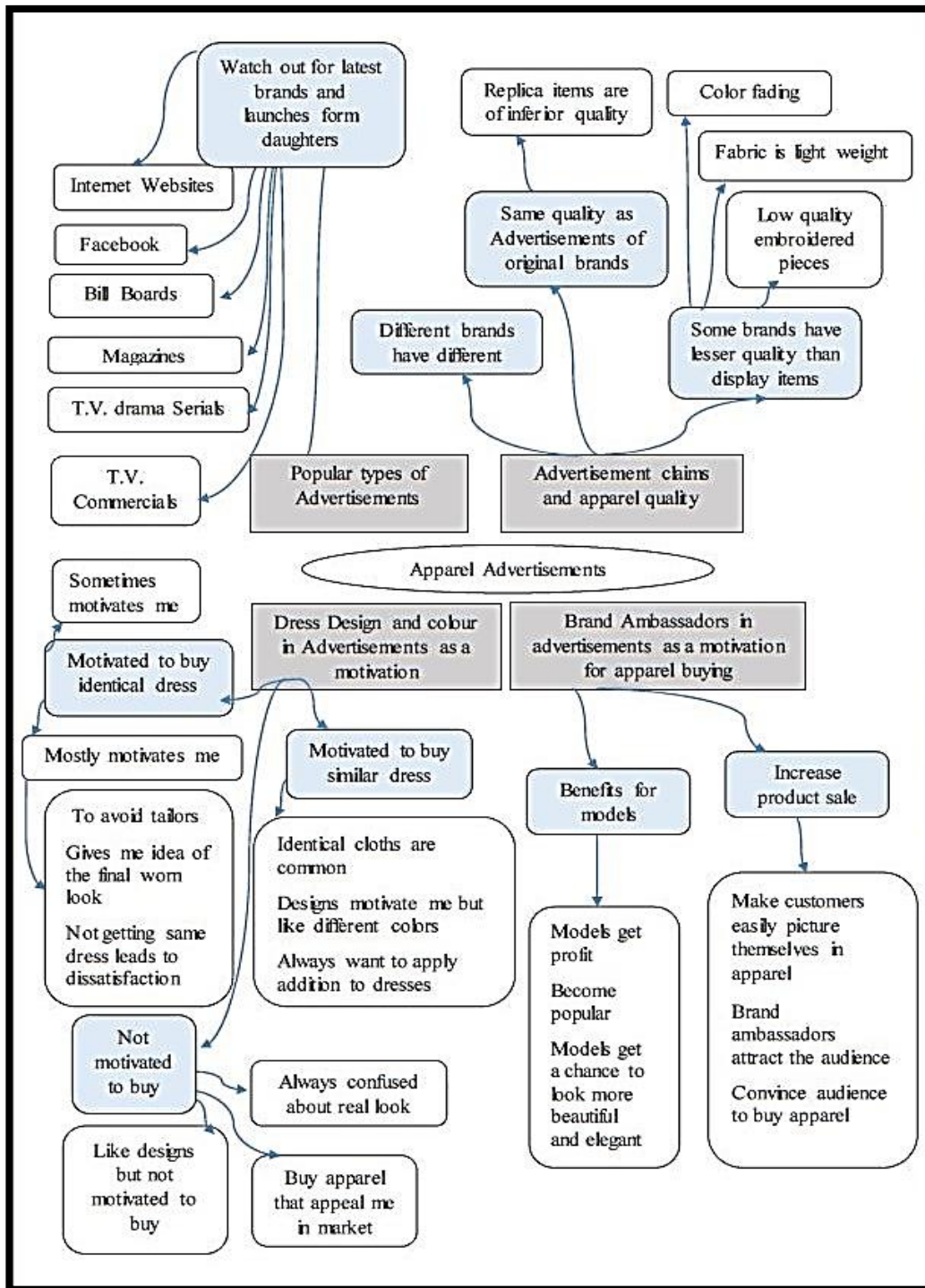
Motivational factors and Brand Ambassador

Advertisements play a role of motivating the customers in apparel buying behavior. They have a power of influencing the purchase intentions of buyers. 85% old and 60% young females responded that advertisements influence customers to the extent that they would buy similar dresses as shown in the advertisements. Because identical cloths are common, and in some cases wearer wants to add feature that they would like to have in the dress. Another theme emerged from was that 45% old and 50% young females are motivated to buy identical dresses some times. While rest of the 50% both old and young said that they buy identical dresses mostly from the same brands. Reported reasons were in this way they can avoid the tailors. Secondly,

advertisements give them idea the real worn look of the dress, and as to how they would appear while wearing the dress. Therefore the advertisements helps the buyer in decision making process. This specific factor is great motivation. A small number of respondents also said that they are not motivated by advertisements because they are never sure as to how the dress displayed in the advertisement would look on them. 15% old and 5% of young females reported that they buy whatever appeals them in market place and advertisements do not sway them. Brand ambassadors is new and popular promotion strategy. Brand ambassadors are usually fashion models, T.V. or movies artists, sport celebrities or any famous personality. This fame and appreciation of masses is utilized by brands that employ them. 75% old while 95% young females reported that product sales increases due to the brand ambassadors that are hired by brands. Young females are more of the view that this is an affective promotion strategy. The rise in sales is owing to the reason that they attract the audience and convince them to buy their product. Individuals want to appear like their favorite celebrities so they buy those product. The phenomena of brand ambassadors is of mutual benefit for brand as well as celebrities. In return models get profit, become more popular, well-known by masses and make their impression of being more fashion aware, cool and elegant. Some respondents from both groups reported that brand ambassadors have no influence on the sales.

Table#3 motivational Factors for apparel buying and Brand Ambassador						
#	Code	Theme	Old	%	Young	%
Code 4	Motivation for apparel buying					
Theme 8		Motivated to buy similar dresses	17	85	12	60
		Identical cloths are common	1	5	1	5
		Always want to apply addition	1	5	1	5
Theme 9		Dress, Color and design motivates me to buy identical dress, mostly	8	40	8	40
		Dress, colour and design motivates me , some times	9	45	10	50
		To avoid tailors	0	0	1	5
		Gives idea of final worn look	0	0	1	5
		Wants to get the dress immediately	1	5	0	0
Theme 10		Advertisements don't motivate me to buy apparel	1	1	1	5
		Always confused about real look	1	1	1	5
		Like designs but not motivated to buy	0	0	2	10
		Buy apparel the appeal me in the market	3	15	1	5
Code 5	Brand Ambassadors in as a motivation for apparel buying					
Theme 11		Increased product sale	15	75	19	95
		Attract audience	7	35	3	15
		Convince audience to buy	2	10	7	35
		Make customers easily picture themselves in apparel	1	5	0	0
Theme 12		Benefits for models				
		Models get profit out of sales	3	15	0	0
		Models Become popular	3	15	3	15
		Models get a chance to look beautiful and elegant	1	5	0	0
		Have no influence on product sale	4	20	4	20

Figure 2: Apparel Advertisement determining the buying behaviour.
Prepared by the author



Discussion

The study examined advertisement based factors that influence buying behavior of young versus old females in Pakistan. The objective of this research was to understand the general likeness for shopping among people. We strived to identify the popular types of advertisement and claims regarding the quality of apparel in our local market. Motivational factors in advertisement such as design and color of the dresses were also examined. A universally adapted phenomenon of brand ambassador for advertising apparel products was also inquired as a motivational factor for the customers.

Likeness for Shopping

The results pointed out that majority of the respondents expressed shopping as enjoyable that serves as source of entertainment and hedonic derive. Both young and old females expressed shopping being a cause of pleasure and satisfaction. Shopping holds different meanings for different people. It provides a chance for family recreation and outing and assist each other in selecting their wardrobe. People not only go out for shopping with their family but also with friends. This study also sheds light on the fact that choosing apparel according to one's own choices imparts a sense of confidence and freedom. Young girls expressed shopping as a source of freedom for exercising their power more than the old female ladies. Shopping is also a chance to be aware about the new trends in fashion. Few respondents suggested shopping as an explicitly a necessity based activity. While a small proportion of young girls considered shopping as a boring activity because it involves decision making process which is difficult for them.

Popular types of advertisements

Advertisements serve as an important purpose in acting as a motivational factor for the potential customers. New ways of brand promotion including social media are now effectively assisting the traditional ways. In addition to TV commercials and magazines fashion brands are putting up their advertisements on billboards, internet websites and Facebook utilizing new ways as well. According to our interviews Facebook was regarded as the most popular and effective way of advertisement for apparel brands specially by young girls. While they rated internet websites, billboards and magazines for their effectiveness. Whereas old females rated magazines as a most effective way of advertising apparel brands. Very few old females expressed that they buy they apparel from the collections that are available on the spot and don't check advertisement before shopping.

Advertisement claims and apparel quality

Almost fifty percent of the young and old females agreed that brand offers product of same quality that are displayed in their advertisements. While few were of the view that the quality of the fabric displayed in the advertisement is better than the original product. Difference in fabric weight color fading and low quality embroidery are defects that were found. Replica apparel items are available in the market, while replicating the branded design quality of the product is compromised and in some cases color schemes and design patterns are also not becoming. Due to these reasons replica items are considered inferior in quality in

comparison with the original branded products.

Motivational factors

Advertisement for promoting sale of apparel includes utilizing key motivational factors to effectively involve customers. Most of the respondents acknowledge advertisement as a motivational factor that encourage customers to buy similar dresses as shown in the advertisements. Some respondent reported that they prefer buying similar to branded dresses owing to the reason that find branded dresses to be very common while others are interested in adapting the designer dresses according to their personal needs and taste. Approximately half of the respondents belonging to both young and old age group considered advertisement so much motivational that they buy identical branded dresses. Color and design of the dresses is one of the key motivational factor for customers. While others buy such dresses to avoid dealing with tailoring services. For some, motivation lies in the fact that advertisements helps them to visualize as to how the customer would look while wearing those apparel. Advertisement in this way assists in the decision making process. Few people want to purchase identical branded dresses because they want to immediately get the dresses and utilize it. Whereas very small proportion of people think that advertisement are not a source of motivation for them because they are always confused about the final look and they consider buying dresses which are available in the market.

Brand ambassador

Brand ambassador is relatively a new promotional strategy that is very commonly

employed for promoting fashion brands. Brand ambassadors are usually popular fashion designers, positions, television and movie artists, sports celebrities, prized writers or any other famous personalities. Many people believe that brand ambassadors highly contribute in increasing sales by attracting audience and convincing people to buy whatever they are promoting. People impressed with the brand ambassador personality associate the products with them. This phenomena also contributes in enhancing product sales. The person working as a brand ambassador gat as opportunity to be more popular and well known. Such campaigns also work on the enhancing the personality of the celebrity, therefore this strategy of advertisement serves to be of mutual benefit both parties.

Conclusion

This paper examined ‘The advertisement based factors shaping apparel buying behavior of young verses old Pakistani female. Following conclusion were deduced from our study. In general both young and old Pakistani females like shopping due to numerous reasons such as shopping being a chance for recreation, entertainment, family activities, friends union, and a way of exercising their choices. Young females more highly rated Facebook as one of the most effective and efficient way advertising apparels as compared to old females. Although many traditional ways of advertising are still effective such as magazine, TV commercials and billboards. Magazines was highly rated, being effective type of advertisement by old females. Most of the female customers belonging to both age groups trusted fashion brands to offers the same high quality products to their customers as they claim in

advertisements. While replica apparel items available in the local market are considered compromised in quality. According to our findings advertisement do motivate and convince the customers to buy apparel. Most of the old and some young females were of the view that they buy identical dresses that are displayed in the advisements. While most of the young girls buy branded stitched dresses in order to avoid tailor services and it also helps them to be sure of the final worn look. The strategy of employing brand ambassador is now consider popular and effective. Brand ambassador and celebrities play an important role in persuading the buyers, especially young females. Advertisements have a vital role in the purchase and selection of branded dress by young and old Pakistani females.

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