

## ***Relation between Social Factors and Buying Decision of Fashion Products from the Demographic Perspectives***

***Farhana Karim<sup>1</sup>, Md. Sarowar Khaled<sup>2</sup>***

*Lecturer<sup>1</sup>, Associate Professor<sup>2</sup>*

*Department of Business Administration*

*BGMEA University of Fashion & Technology, Nishatnagar, Turag, Dhaka-1230, Bangladesh<sup>1</sup>,*

*Presidency University Gulshan-2, Dhaka, Bangladesh<sup>2</sup>*

***Corresponding Authors' Email id:*** farhana.karim@buft.edu.bd<sup>1</sup>, sarowark.edu.bd<sup>2</sup>

### ***Abstract***

***Purpose:*** Bangladesh is one of the major fashion products suppliers in the global market and in this country especially in city area number of young fashion consumers are rising, so this study mainly focuses on different social factors that may influence in buying decision of fashion products and gives emphasis on finding whether there is any relationship between different demographic variables like gender, age, education, income and influential social factors of fashion product buying behavior e.g., relatives, friends, family, social status and so on.

***Methodology:*** Data has been collected from 218 respondents of the capital city of Bangladesh using cluster sampling and simple random sampling through a questionnaire survey. To draw a hypothesis, a z-test and chi-square test have been done.

***Finding:*** From the hypothesis, it is evident that family, friends, relatives and social status have no significant influence on fashion consumer's buying decisions. There is no significant difference between friends' influence on graduate and non-graduate consumers on fashion products' buying decisions. In contrast, from another hypothesis it is evident that there is a significant difference between the influence of family on graduate and non-graduate consumers on buying decisions of fashion products. Additionally, it is evident

*from this study that there is no significant difference between the influence of social status on graduate and non-graduate consumers on buying decisions of fashion products and family's influence on consumer buying behavior varies across the different levels of income and age group. Moreover, friend's influence on fashion consumers' buying behavior varies significantly across the different levels of income and age group in Bangladesh. And friends and family influence on consumer buying behavior varies from gender to gender, but it is apparent from this research influence of social status on consumer buying behavior does not vary gender-wise.*

**Limitations:** *Few demographic variables like age, income, education, gender, and occupation are considered here to identify the relationship between social factors and demographic factors while making purchase decisions of fashion products. The researcher has shown an analysis of those data that are enough for justification only. But it can be an avenue for further research instigation for getting more clear insights of consumers using other factors.*

**Implication:** *Since fashion consumers are increasing in Bangladesh; this research finding will help fashion marketers redesign their marketing programs to attract the target segments.*

**Keywords:** - *Social Factor, Consumers' buying decision, Chi-square test, z-test.*

**JEL Classification:** *M310*

## INTRODUCTION

Global business becomes more complex as of savvy consumers. Due to the digitalization and availability of the internet everywhere, consumers can access huge brand information and have more options to choose from. Consequently, the

fashion market becomes more challenging and competitive in nature. In that case, marketers need to know consumer needs, tastes, preferences, community, and even the factors that may influence their buying behavior more keenly. The knowledge of different factors that influence their

purchase intentions may be a fundamental key in designing effective marketing strategies and building purchasing motivation for fashion products of the novel young consumers.

According to Aniruddha Akarte (2012), fashion shoppers' major stimulating factors are trial facilities, brand reputation, personalization possibilities and store attractiveness (for product and services), brand values, and price in India. Moreover, a perceived value associated with the product and socio-cultural determinants also affects the purchase intentions of fashion consumers (Akarte, 2012).

No significant influence had on consumer visit to shopping malls and buying behavior by respondents' demographic profile e.g. age, gender, occupation, monthly income and educational background (Katrodia, Naude, & Soni, 2018).

To get status recognition and only to get high rank in society, consumers purchase, use, possess, show off and consume different types of products and services (Abrar, Bashir, Shabbir, Haris, & Saqib, 2019).

Branded products get more attention than non-branded products by the consumer

during the mid-twentieth century (Cheah, Phau, Chong, & Shimul, 2015). Consumers who are involved in buying luxury brands become more conscious about a product and involve in gathering information (Mamat, Noor & Noor, 2016). To show off their wealth and to attain higher status, consumers of Asian countries mostly purchase luxury products (Zhang & Kim, 2013). To get social recognition from their surroundings individuals purchase branded products. It is said that what is luxury for someone may not be luxury for others (Kapferer & Bastien, 2009). In the luxury market, consumer buying behavior is influenced by the peer groups (Kempf & Palan, 2006). Because consumers think their peer groups a trustworthy source while making purchase decisions (Kempf & Palan, 2006).

In 2008, Dolekoglu mentioned in his one research study that quality, price, trust, availability of alternative packaging frequent advertising, sales promotion, imitations, availability, brand image, prestige, freshness and habits are the main determining factors affecting consumer buying behavior.

Retailers pay a significant role in marketing in the area of advertising, store

designing, storing the products, breaking bulk, communicating the product and different additional services to provide more value to the customers. So, marketer needs to know in depth knowledge about fashion consumers to promote their products to the consumers. As socio economic construction of Bangladesh is differ from developed country, even it differs from south Asian countries like India, Pakistan, Sri Lanka, from this study researcher try to find out the persuasive social factors that influence consumers' purchase decision of fashion products in Bangladesh context and try to notice any relationship exist between social factors and different demographic variables.

In fact, multiple research activities have been conducted in abroad and Bangladesh regarding social factors influencing purchasing decision in different product, but not a single work similar to this research topic has been done in Bangladesh. Researcher's endeavor to discover the social factors that may influence fashion consumers' as well as researcher try to identify the relationship between different social factors and demographic variable while taking buying decision of fashion products by the fashion consumers of Bangladesh.

This study expects that alongside theoretical contribution, the findings would provide policy implications for policy makers and marketers that may contribute to improving the fashion consumption of existing and new young fashion customers of Bangladesh.

## **LITERATURE REVIEW**

### **Consumer Behavior**

"Consumer behavior defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individual consumers and families or households make decisions to spend their available resources (time, money, effort) on consumption-related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase, the impact of such evaluations on future purchases, and how they dispose of it." (Schiffman, Kanuk, Kumar & Wisenblit, 2010).

Additionally, it includes the area of what to buy, how to buy, where to buy and why people buy (Dadfor, 2009& Chen, 2013). Moreover, it depicts the processes that

individual use to select, secure and dispose of products, services, experiences or ideas to satisfy needs and the influences that these processes have on the consumers and the society (Kuester, 2012&Al-Azzam, 2014).

### **Social factors**

It includes consumers' family, friends, relatives, reference groups, roles and status. In the decision of the consumer's purchase social factors plays a vital role (Kotler and Armstrong, 2006).

### **Family**

When two or more people are related by blood or marriage and living together then it is defined as family. A family consists of individuals living alone or together with other people in a residential unit and it is a part of a household (Al-Azzam, 2014 & Durmaz& Sebastian, 2012). Buyer behavior strongly influenced by the family members. In a society, the most salient consumer buying organization is the family and marketer need to identify the role and influence of husband, wife, children on the buying of various consumers goods and services (Kotler & Armstrong, 2017).So, researcher here try to observe whether family has significant influence on consumers' buying decision of fashion products or not.

**Hypothesis 1:** Family has significant influence on consumers' buying decision of fashion products.

### **Friends**

"From a phenomenological perspective friendship is understood as a specific social relation based on an exchange of an intimate trust between the individuals involved in the relationship that foresees regularity and continuity and a true representation of one's identity" (Ghisleni & Rebughini 2006).

For happy friendship, trust and reciprocity are the two emotional components along with the interactive component of friendship, which is one of its key dimensions. To the creation of personal distinctiveness and recognition of the self, self-narration to friends is vital. (Ghisleni and Rebughini 2006).Two individuals become friend at the stage when two parties like each other and seek out company from each other in their friendly relations (Price & Arnould, 1999).

Social factors are the primary factors that affect consumers' purchase decision. In fact, as people live in the world social acceptance, information sharing, interaction with each other and information sharing are important (Yang &

Allenby, 2003). In few studies, it is found that consumers' opinions, preferences and choice behavior are shaped and sometimes misconstrued by social environment as they strive for social acceptance (Argo, Dahl, & Manchanda, 2005; Bearden and Etzel, 1982; Dahl, Manchanda & Argo, 2001). As the choices made in the group contexts provide an opportunity for consumers to engage in impression management efforts, consumer choices made in group settings differ systematically from those made in private consumption frameworks (Ariely & Levav, 2000).

As friends act as not only a source of information related to the product (Urbany, Dickson & Wilkie, 1989) but also activators of impression management concerns on the part of consumers (Childers & Rao, 1992) while shopping, the existence of friends (compared with when the shopper is alone) can be significantly persuasive.

Consumers' agency-communion orientation moderate the influence of an accompanying friend on consumers' shopping decision and spending as people of these two groups are socialized differently regarding the relative self and other oriented goals (Bakan, 1966 &

Eagly, 1987). In the presence of their friends these goals lead them to have different impression management concerns (Funder & Colvin, 1988 & Stinson & Ickes, 1992). From these few empirical studies, researcher wants to draw the second hypothesis from the context of Bangladesh.

**Hypothesis 2:** Friends have significant influence on consumers' buying decision of fashion products.

### ***Relatives***

Some consumers always believe that while purchasing something, relatives, family, friends and associates support to make the decision easier (Ahmad, Vveinhardt & Ahmed, 2014). This study has drawn researcher's attention to develop third hypothesis.

**Hypothesis 3:** Relatives have significant influence on consumers' buying decision of fashion products.

### ***Reference group***

To form an individual's attitude or behavior reference group serves as direct or indirect points of comparison or references. It creates pressure to conform that may influence the person's product

and brand choices (Kotler & Armstrong 2017).

When individual's behavior is significantly influenced by any person or group of people, this individual or group of people can be denoted as reference group (Al-Azzam, 2014 & Sakpichaisa, 2012). Additionally, every individual may be associated with various group. Moreover, in constituting a person attitude or behavior reference group has potential influence. Across products and brands the effects of reference groups varies (Al-Azzam, 2014 & SAKPICH AISAKUL, 2012, Chaipornmetta, 2010)

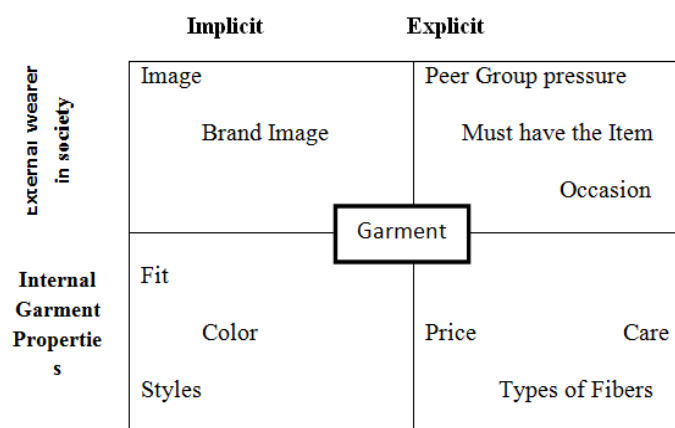
### ***Roles and Social Status***

Society assigned three various definition of status, one is royalty, second is the status which is achieved by doing hard work or doing better job comparing to others and finally, getting status by showing off luxury brand consumption. (Eastman, Goldsmith & Flynn, 1999& Turunen, 2018 & Abrar, Bashir, Shabbir, Haris, & Saqib, 2019). From the side of family and other reference groups social values and norms of social institutional rules stand up, which put pressure on consumers' intention of buying luxury products (Shukla, 2012 & Abrar, Bashir, Shabbir, Haris, & Saqib, 2019).

Individuals can not physically assess themselves without comparing to others (Festinger, 1954). In the frame of obvious consumption like consumption of luxury products this philosophy is true (Zhang & Kim, 2013 & Abrar, Bashir, Shabbir, Haris, & Saqib, 2019).

A person belongs to many groups like family, clubs, organization where they work, online communities and their position each group can be defined in terms of both of their role that they play and their status which confirmed by their role. The products or services that are appropriate to their role and status people usually buy those products. (Kotler & Armstrong 2017).

Individual consumer behaves differently. Few are influenced by the peer group and few are motivated to buy by self-image (Marsh, Eckert & Potter, 2010). Behind purchasing fashion products, various implicit and explicit factors play salient roles, at the same time, few internal garments properties and few societal roles also act (Marsh et al., 2010).



**Figure 1: Factors affecting the purchasing of fashion items.**

*Source: (Marsh, et al.,2010).*

**Hypothesis 4:** Social status has a significant influence on consumers' buying decisions of fashion products.

### Demographic Factors

Demographic factors include human population's size, density, location, age, gender, race, occupation, and other statistics (Kotler & Armstrong, 2012).

Among university students sharing of fashion-conscious norms can be facilitated by the peer groups (Workman and Lee, 2011). At the same time, the same peer groups advise on fashion products to the consumers and make them more fashion-conscious (Thomas et al. (2007). Across the different age groups like 18-23, 24-29 and 30-35, the peer group positively influences fashion consciousness (Leung, Yee & Lo, 2015). Similar consistency has been found in various studies (Kwan,

2006). Considering this, the researcher has drawn hypothesis 5, 6, 7, 8, 9, 10, 11, 12, 13, 14 and 15.

**Hypothesis 5:** Graduate students are more influenced by the friends than non-graduates' students while buying fashion products.

**Hypothesis 6:** Graduate students are more influenced by the family than non-graduates' students while buying fashion products.

**Hypothesis 7:** Graduate students are more influenced by social status than non-graduates' students while buying fashion products.

**Hypothesis 8:** Family's influence on consumer buying behavior varies across the different level of income group.

**Hypothesis 9:** Family's influence on consumer buying behavior varies across the different level of age group.

**Hypothesis 10:** Friends' influence on consumer buying behavior varies across the different level of income group.

**Hypothesis 11:** Friends' influence on consumer buying behavior varies across the different level of age group

**Hypothesis 12:** Friends' influence on consumer buying behavior varies on the gender.

**Hypothesis 13:** Family's influence on consumer buying behavior varies on the gender.

**Hypothesis 14:** Influence of social status on consumer buying behavior varies on the gender.

### **Theoretical Framework**

#### **Consumer's agency– communion orientation**

The consumers' agency -communion orientation moderate the direction of a friend's effect on consumer spending i.e., the inclination to focus on the self or others (Bakan, 1966). It implies that when agentic consumers (i.e., males) shop with a

friend spend more than when they shop alone. On the other hand, communal consumers (i.e., females) in the presence of a friend are more likely to control their shopping (Bakan, 1966). It is also found that though the consumer's effects occur in reverse directions for agency and communion- oriented consumers, friends are especially influential for consumers who are high in self-monitoring that means interactive effect is moderated by one's uniqueness in self-monitoring (Price & Arnould, 1999 & Kurt, Inman & Argo, 2011). Additionally, when consumers make a donation to a charity the interactive effect of a friend's presence, agency-communion orientation and self-monitoring is reversed. That is, communion-primed people with high self-monitoring contribute more when accompanied by a friend than when they are alone, but this effect for agency-primed people is not the same (Price & Arnould, 1999).

#### **Theory of planned behavior (TPB)**

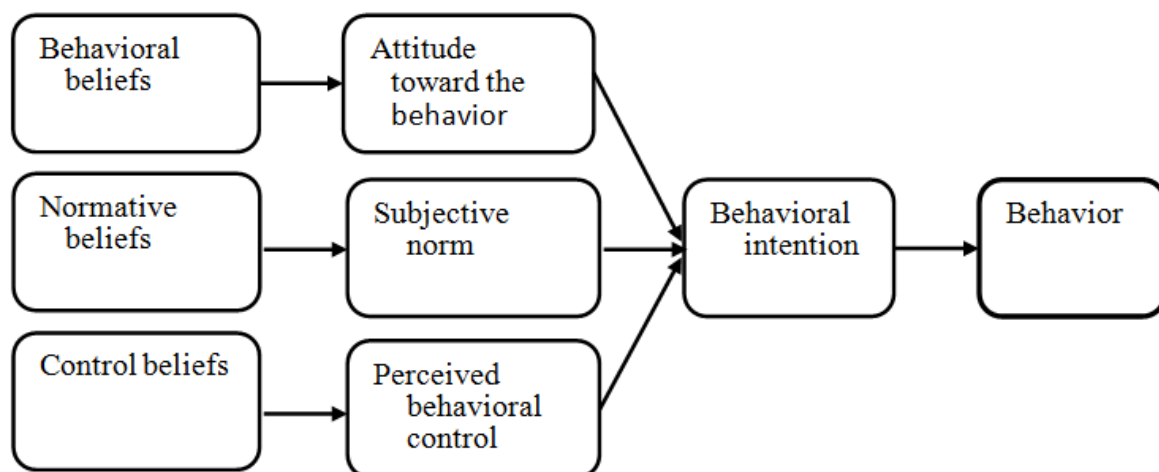
The theory of planned behavior is developed by Ajzen where he shows the relation between behavior and the attitude toward the behavior, subjective norm and perceived behavioral control. This theory depicts the link between individual's attitude and behavior, assuming that

formation of individual's behavior is a direct result of that person's intention to behave in a specific way (Shaw, 2005 & Pollari, 2017).

The extension of theory of reason action (TRA) is the theory of planned behavior (TPB). Based on the assumption that people act in a rational way both these theories are developed. The utmost direct determining factor of action is the willingness to do the act in question. The TPB depicts that the consequences of three basic determinants; personal factor, social pressure and issues of control form individual's intentions (behaviors) (Ajzen, 2005 & Pollari, 2017). **See Figure: 2**

According to Ajzen the attitude toward doing the behavior is the combine effect of people beliefs and their assessment of them (Shaw, 2005 & Pollari, 2017). Performing the behavior will lead to positive outcomes and also hold favorable attitude toward that behavior. The beliefs underlying the subjective norms are called normative beliefs. Individual's belief about the extent to which certain people think whether they should or should not perform particular behavior is clarified by this.

Lastly, the perception of possessing or not possessing the capacity to perform the behavior is leaded by the control beliefs that come from perceived behavioral control (Ajzen, 2005 & Pollari, 2017).



**Figure 2: The theory of planned behavior**

**Source:** (Shaw, 2005 & Pollari, 2017)

One's attitude toward the behavior is the personal factor that stimulates one intention. Attitude toward the behavior differs from more general attitude toward objects or people. The attitude toward behavior describes an individual's positive or negative assessment of doing a specific behavior (Ajzen, 2005 & Pollari, 2017). In reality, the person's favorable or unfavorable mood of performing the behavior is showed by it. Stronger intention to perform the behavior is the consequence of person's more favorable attitude toward the behavior (Ajzen & Fishbein, 1980 & Pollari, 2017).

The perceived social pressure while performing or not performing the particular behavior is the second determinant of behavioral intention (Ajzen, 2005). This factor is called subjective norm since this feature does not notify the real pressure a person receives. That is why, how people consider an individual should act might not be entirely mirrored. Perceived social pressure come from the people who are salient to an individual according to subjective norms. TPB shows that people tend to behave more likely according to those people whom they ponder to be significant in their lives (Ajzen & Fishbein, 1980 & Pollari, 2017).

Perceived behavioral control formed the TPB and it was considered as the third factor, which was added to the original TRA. It shows the feelings of people of possessing the capability and opportunity to act the behavior. Here it is mentionable that perceived behavioral control does not deal with the actual control that the individual possesses in a given state. Moreover, it has motivational impacts on intention. Furthermore, people are not enthusiastic to form strong intention to it if they believe they don't have the means or the chance to do a behavior even if the salient person supported the behavior and they also have the positive attitude toward the behavior (Ajzen & Fishbein 1980 & Pollari, 2017).

## **PROBLEM STATEMENT**

As Bangladesh is developing country and every individual is more interactive with friends, family, relatives and peer groups as well as our culture enhance to lead combined family rather than individual family. Individuals are more dependent and interactive with other people in different situation.

From different empirical studies it has been found that various types of influence of social factors on consumer buying intentions in different countries. Under the

concept of normative belief of TPB, individuals' beliefs about the extent to which other people who are salient to them think they should or should not perform particular behaviors. Therefore, in this study researcher try to discover which social factors influence individual buying decision of fashion products and is there any significant relationship between different influential social factors of purchasing fashion products and demographic variable like age, gender, education, income and so on.

### **RESEARCH OBJECTIVE**

In Bangladesh consumers' taste, preferences, buying behavior and so on are not keenly defined by the marketer, even fashion consumers are not segregated according to their individualism, their persuasive factors whereas global market become too competitive, so researcher endeavor is to find out which social factors mostly influence consumer purchasing decision of fashion products in Bangladesh and emphasis on finding the relationship between influential social factors and demographic variable so that marketer can create their strategy effectively.

### **METHODOLOGY**

Primary data has been collected using survey method. Researcher has used area

sampling and simple random sampling to collect data for this research through questionnaire survey. Area sampling was designed since few areas are aristocratic and fashion consumers are residing in those areas.

Researcher has collected data from 218 respondents of Dhaka city as most of the fashion consumers resides in this capital city of Bangladesh. Data is analyzed using SPSS, excel and manually also. Z-test and chi-square test have been done to statistically validate several hypotheses that have drawn for this research.

### **RESEARCH QUESTIONS**

1. What are the social factors influencing buying decision of fashion products?
2. Does influence of social factors vary across different demographic variables like age, gender, different level of education and so on?

### **DATA ANALYSIS AND RESULT**

Here, SFBD is the abbreviated form of social factors influencing buying decision. Analyzing respondents' opinion about friends and social status as social factors of buying decision of fashion products, data (Table-1) were moderately skewed (positively). But in case of relatives and

other factors as SFBD data (Table-1) are highly skewed (positively). At the same time data of respondents view about

family as a SFBD are moderately negatively skewed (Table -1).

**Table 1: Statistical Analysis**

| Statistics             |         |              |             |                    |                |        |
|------------------------|---------|--------------|-------------|--------------------|----------------|--------|
|                        |         | Friends_SFBD | Family_SFBD | Social Status_SFBD | Relatives_SFBD | Other  |
| N                      | Valid   | 216          | 216         | 216                | 216            | 216    |
|                        | Missing | 2            | 2           | 2                  | 2              | 2      |
| Mean                   |         | .3056        | .5602       | .2870              | .0926          | .1620  |
| Median                 |         | .0000        | 1.0000      | .0000              | .0000          | .0000  |
| Mode                   |         | .00          | 1.00        | .00                | .00            | .00    |
| Std. Deviation         |         | .46171       | .49752      | .45343             | .29053         | .36934 |
| Skewness               |         | .850         | -.244       | .948               | 2.831          | 1.847  |
| Std. Error of Skewness |         | .166         | .166        | .166               | .166           | .166   |

(Source: Author's Calculation.)

**Table 2: Social Factor (Others) Influencing buying decision of Fashion Products**

| Other   |        |           |         |               |                    |
|---------|--------|-----------|---------|---------------|--------------------|
|         |        | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid   | No     | 181       | 83.0    | 83.8          | 83.8               |
|         | Yes    | 35        | 16.1    | 16.2          | 100.0              |
|         | Total  | 216       | 99.1    | 100.0         |                    |
| Missing | System | 2         | .9      |               |                    |
| Total   |        | 218       | 100.0   |               |                    |

(Source: Author's Calculation.)

**Hypothesis 1:** Family has significant influence on consumers' buying decision of fashion products.

**Table 3: Social Factor (Family) Influencing buying decision of Fashion Products**

| Family_SFBD |        |           |         |               |                    |
|-------------|--------|-----------|---------|---------------|--------------------|
|             |        | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid       | No     | 95        | 43.6    | 44.0          | 44.0               |
|             | Yes    | 121       | 55.5    | 56.0          | 100.0              |
|             | Total  | 216       | 99.1    | 100.0         |                    |
| Missing     | System | 2         | .9      |               |                    |
| Total       |        | 218       | 100.0   |               |                    |

(Source: Author's Calculation.)

**Null Hypothesis:**  $H_0: \pi \leq 0.50$  (Family has no significant influence on consumer buying decision of fashion products).

**Alternate Hypothesis:**  $H_a: \pi > 0.50$  (Family has significant influence on consumer buying decision of fashion products).

**Level of significance:**  $\alpha = 0.01$

Test Statistic:

$$z = \frac{p - \pi}{\sqrt{\pi(1-\pi)/n}}$$

**Decision rule:** This is one tailed test and right tailed test. The area is between zero and critical value 0.4900. Critical z value is 2.33.

Calculation: Here,  $p = 0.56$

$\pi = 0.50$

$n = 218$

$z = 1.76$

Calculated z value is in the acceptance region. So, we can accept the null hypothesis.

**Decision:** Family has no significant influence on consumer buying decision of fashion products.

**Hypothesis 2:** Friends have significant influence on consumers' buying decision of fashion products.

**Table 4: Social Factor (Friends) Influencing buying decision of Fashion Products**

| Friends_SFBD |        |           |         |               |                    |
|--------------|--------|-----------|---------|---------------|--------------------|
|              |        | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | No     | 150       | 68.8    | 69.4          | 69.4               |
|              | Yes    | 66        | 30.3    | 30.6          | 100.0              |
|              | Total  | 216       | 99.1    | 100.0         |                    |
| Missing      | System | 2         | .9      |               |                    |
| Total        |        | 218       | 100.0   |               |                    |

(Source: Author's Calculation.)

**Null Hypothesis:**  $H_0: \pi \leq 0.50$  (Friends has no significant influence on consumer buying decision of fashion products).

**Alternate Hypothesis:**  $H_a: \pi > 0.50$  (Friends has significant influence on consumer buying decision of fashion products).

**Level of significance:**  $\alpha = 0.01$

Test Statistic:

$$z = \frac{p - \pi}{\sqrt{\pi(1-\pi)/n}}$$

**Decision rule:** This is one tailed test and right tailed test. The area is between zero and critical value 0.4900. Critical z value is 2.33.

Calculation: Here,  $p = 0.306$

$\pi = 0.50$

$n = 218$

$z = -5.7$

Calculated z value is in the acceptance region. So, we can accept the null hypothesis.

**Decision:** Friends has no significant influence on consumer buying decision of fashion products.

**Hypothesis 3:** Relatives have significant influence on consumers' buying decision of fashion products.

**Table 5: Social Factor (Relatives) Influencing buying decision of Fashion Products**

| Relatives_SFBD |        |           |         |               |                    |
|----------------|--------|-----------|---------|---------------|--------------------|
|                |        | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid          | No     | 196       | 89.9    | 90.7          | 90.7               |
|                | Yes    | 20        | 9.2     | 9.3           | 100.0              |
|                | Total  | 216       | 99.1    | 100.0         |                    |
| Missing        | System | 2         | .9      |               |                    |
| Total          |        | 218       | 100.0   |               |                    |

(Source: Author's Calculation.)

**Null Hypothesis:**  $H_0: \pi \leq 0.50$  (Relatives has no significant influence on consumer buying decision of fashion products).

**Alternate Hypothesis:**  $H_a: \pi > 0.50$  (Relatives has significant influence on consumer buying decision of fashion products).

**Level of significance:**  $\alpha = 0.01$

Test Statistic:

$$z = \frac{p - \pi}{\sqrt{\pi(1-\pi)/n}}$$

**Decision rule:** This is one tailed test and right tailed test. The area is between zero and critical value 0.4900. Critical z value is 2.33.

Calculation: Here,  $p = 0.093$

$\pi = 0.50$

$n = 218$

$z = -11.97$

Calculated z value is in the acceptance region. So, we can accept the null hypothesis.

**Decision:** Relatives has no significant influence on consumer buying decision of fashion products.

**Hypothesis 4:** Social status has significant influence on consumers' buying decision of fashion products.

**Table 6: Social Factor (Social Status) Influencing Buying decision of Fashion Products.**

| Social Status_SFBD |        |           |         |               |                    |
|--------------------|--------|-----------|---------|---------------|--------------------|
|                    |        | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid              | No     | 154       | 70.6    | 71.3          | 71.3               |
|                    | Yes    | 62        | 28.4    | 28.7          | 100.0              |
|                    | Total  | 216       | 99.1    | 100.0         |                    |
| Missing            | System | 2         | .9      |               |                    |
| Total              |        | 218       | 100.0   |               |                    |

(Source: Author's Calculation.)

**Null Hypothesis:**  $H_0: \pi \leq 0.50$  (Social status has no significant influence on consumer buying decision of fashion products).

**Alternate Hypothesis:**  $H_a: \pi > 0.50$  (Social status has significant influence on consumer buying decision of fashion products).

**Level of significance:**  $\alpha = 0.01$

Test Statistic:

$$z = \frac{p - \pi}{\sqrt{\pi(1-\pi)/n}}$$

**Decision rule:** This is one tailed test and right tailed test. The area is between zero and critical value 0.4900. Critical z value is 2.33.

Calculation: Here,  $p = 0.287$

$\pi = 0.50$

$n = 218$

$z = -6.26$

Calculated z value is in the acceptance region. So, we can accept the null hypothesis.

**Decision:** Social Status has no significant influence on consumer buying decision of fashion products.

**Hypothesis 5:** Graduate students are more influenced by the friends than non-graduates' students while buying fashion products.

**Null Hypothesis:**  $H_0: \pi_1 = \pi_2$  (There is no significant difference between the influence of friends on graduate and non-graduate consumers on buying decision of fashion products.)

**Alternate Hypothesis:**  $H_a: \pi_1 \neq \pi_2$  (There is significant difference between the influence of friends on graduate and non-graduate consumers on buying decision of fashion products.)

**Level of significance:**  $\alpha = 0.05$

**Table 7: Number of Non-Graduates and Graduates among respondents \* Friends\_SFBD**

|                                                         |               |                | Friends_SFBD |      | Total |
|---------------------------------------------------------|---------------|----------------|--------------|------|-------|
|                                                         |               |                | No           | Yes  |       |
| Number of Non-Graduates and Graduates among respondents | Non-graduates | Count          | 23           | 9    | 32    |
|                                                         |               | Expected Count | 22.4         | 9.6  | 32.0  |
|                                                         | Graduates     | Count          | 123          | 54   | 177   |
|                                                         |               | Expected Count | 123.6        | 53.4 | 177.0 |
| Total                                                   |               | Count          | 146          | 63   | 209   |
|                                                         |               | Expected Count | 146.0        | 63.0 | 209.0 |

(Source: Author's Calculation.)

**Table 8: Chi-Square Tests**

|                                    | Value             | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|------------------------------------|-------------------|----|-----------------------|----------------------|----------------------|
| Pearson Chi-Square                 | .073 <sup>a</sup> | 1  | .787                  | .838                 | .483                 |
| Continuity Correction <sup>b</sup> | .004              | 1  | .951                  |                      |                      |
| Likelihood Ratio                   | .074              | 1  | .786                  |                      |                      |
| Fisher's Exact Test                |                   |    |                       |                      |                      |
| Linear-by-Linear Association       | .073              | 1  | .787                  |                      |                      |
| N of Valid Cases                   | 209               |    |                       |                      |                      |

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.65.

b. Computed only for a 2x2 table

(Source: Author's Calculation.)

**Decision:** As chi square value is .073 and p- value is .787 which is greater than alpha value null hypothesis is accepted. That means, there is no significant difference between the influence of friends on graduate and non-graduate consumers on buying decision of fashion products.

**Hypothesis 6:** Graduate students are more influenced by the family than non-graduates' students while buying fashion products.

**Null Hypothesis:**  $H_0: \pi_1 = \pi_2$  (There is no significant difference between the influence of family on graduate and non-graduate consumers on buying decision of fashion products.)

**Alternate Hypothesis:**  $H_a: \pi_1 \neq \pi_2$  (There is significant difference between the influence of family on graduate and non-graduate consumers on buying decision of fashion products.)

**Level of significance:**  $\alpha = 0.05$

**Table 9: Number of Non-Graduates and Graduates among respondents \* Family\_SFBD**

|                                                         |               |                | Family_SFBD |       | Total |
|---------------------------------------------------------|---------------|----------------|-------------|-------|-------|
|                                                         |               |                | No          | Yes   |       |
| Number of Non-Graduates and Graduates among respondents | Non-graduates | Count          | 24          | 8     | 32    |
|                                                         |               | Expected Count | 14.2        | 17.8  | 32.0  |
|                                                         | Graduates     | Count          | 69          | 108   | 177   |
|                                                         |               | Expected Count | 78.8        | 98.2  | 177.0 |
| Total                                                   |               | Count          | 93          | 116   | 209   |
|                                                         |               | Expected Count | 93.0        | 116.0 | 209.0 |

(Source: Author's Calculation.)

**Table 10: Chi-Square Tests**

|                                    | Value               | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|------------------------------------|---------------------|----|-----------------------|----------------------|----------------------|
| Pearson Chi-Square                 | 14.235 <sup>a</sup> | 1  | .000                  | .000                 | .000                 |
| Continuity Correction <sup>b</sup> | 12.814              | 1  | .000                  |                      |                      |
| Likelihood Ratio                   | 14.500              | 1  | .000                  |                      |                      |
| Fisher's Exact Test                |                     |    |                       |                      |                      |
| Linear-by-Linear Association       | 14.166              | 1  | .000                  |                      |                      |
| N of Valid Cases                   | 209                 |    |                       |                      |                      |

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.24.

b. Computed only for a 2x2 table

(Source: Author's Calculation.)

**Decision:** As Pearson chi square value is 14.235, degree of freedom is 1 and p- value is .000 which is less than alpha value, so null hypothesis is rejected and alternative hypothesis is accepted .That means, there is significant difference between the influence of family on graduate and non-graduate consumers on buying decision of fashion products.

**Hypothesis 7:** Graduate students are more influenced by social status than non-graduates' students while buying fashion products.

**Null Hypothesis:**  $H_0: \pi_1 = \pi_2$  (There is no significant difference between the influence of social status on graduate and non-graduate consumers on buying decision of fashion products.)

**Alternate Hypothesis:**  $H_a: \pi_1 \neq \pi_2$  (There is significant difference between the influence of social status on graduate and non-graduate consumers on buying decision of fashion products.)

**Level of significance:**  $\alpha = 0.05$

**Table 11: Number of Non-Graduates and Graduates among respondents \* Social Status\_SFBD.**

|                                                         |               |                | Social Status_SFBD |      | Total |
|---------------------------------------------------------|---------------|----------------|--------------------|------|-------|
|                                                         |               |                | No                 | Yes  |       |
| Number of Non-Graduates and Graduates among respondents | Non-graduates | Count          | 27                 | 5    | 32    |
|                                                         |               | Expected Count | 23.0               | 9.0  | 32.0  |
|                                                         | Graduates     | Count          | 123                | 54   | 177   |
|                                                         |               | Expected Count | 127.0              | 50.0 | 177.0 |
| Total                                                   |               | Count          | 150                | 59   | 209   |
|                                                         |               | Expected Count | 150.0              | 59.0 | 209.0 |

(Source: Author's Calculation.)

**Table 12: Chi-Square Tests**

|                                    | Value              | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|------------------------------------|--------------------|----|-----------------------|----------------------|----------------------|
| Pearson Chi-Square                 | 2.963 <sup>a</sup> | 1  | .085                  |                      |                      |
| Continuity Correction <sup>b</sup> | 2.274              | 1  | .132                  |                      |                      |
| Likelihood Ratio                   | 3.269              | 1  | .071                  |                      |                      |
| Fisher's Exact Test                |                    |    |                       | .092                 | .061                 |
| Linear-by-Linear Association       | 2.949              | 1  | .086                  |                      |                      |
| N of Valid Cases                   | 209                |    |                       |                      |                      |

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.03.

b. Computed only for a 2x2 table

(Source: Author's Calculation.)

**Decision:** As Pearson chi square value is 2.963 and p-value is .085 which is greater than alpha value null hypothesis is accepted. That means, there is no significant difference

between the influence of social status on graduate and non-graduate consumers on buying decision of fashion products.

**Hypothesis 8:** Family's influence on consumer buying behavior varies across the different level of income group.

**Null Hypothesis:**  $H_0: \pi_1 = \pi_2$  (Family's influence on consumer buying behavior does not vary across the different level of income group.)

**Alternate Hypothesis:**  $H_a: \pi_1 \neq \pi_2$  (Family's influence on consumer buying behavior varies across the different level of income group.)

**Level of significance:**  $\alpha = 0.05$

**Table 13: Monthly income of respondent \*Family\_SFBD.**

|                                           |                    |                | Family_SFBD |       | Total |
|-------------------------------------------|--------------------|----------------|-------------|-------|-------|
|                                           |                    |                | No          | Yes   |       |
| What is the monthly income of respondent? | Below 20,000(BDT)  | Count          | 27          | 13    | 40    |
|                                           |                    | Expected Count | 16.6        | 23.4  | 40.0  |
|                                           | 20,000-40,000(BDT) | Count          | 40          | 46    | 86    |
|                                           |                    | Expected Count | 35.7        | 50.3  | 86.0  |
|                                           | 40,001-60,000(BDT) | Count          | 18          | 27    | 45    |
|                                           |                    | Expected Count | 18.7        | 26.3  | 45.0  |
|                                           | 60,000 plus(BDT)   | Count          | 1           | 35    | 36    |
|                                           |                    | Expected Count | 15.0        | 21.0  | 36.0  |
| Total                                     |                    | Count          | 86          | 121   | 207   |
|                                           |                    | Expected Count | 86.0        | 121.0 | 207.0 |

(Source: Author's Calculation.)

**Table 14: Chi-Square Tests**

|                              | Value               | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square           | 34.292 <sup>a</sup> | 3  | .000                  |
| Likelihood Ratio             | 42.058              | 3  | .000                  |
| Linear-by-Linear Association | 31.093              | 1  | .000                  |
| N of Valid Cases             | 207                 |    |                       |

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.96.

(Source: Author's Calculation.)

**Decision:** As Pearson chi square value is 34.292, degree of freedom is 3 and p- value is .000 which is less than alpha value, so null hypothesis is rejected and alternative hypothesis is accepted. That means, Family's influence on consumer buying behavior varies across the different level of income group.

**Hypothesis 9:** Family's influence on consumer buying behavior varies across the different level of age group.

**Null Hypothesis:**  $H_0: \pi_1 = \pi_2$  (Family's influence on consumer buying behavior does not significantly vary across the different level of age group.)

**Alternate Hypothesis:**  $H_a: \pi_1 \neq \pi_2$  (Family's influence on consumer buying behavior varies significantly across the different level of age group.)

**Level of significance:**  $\alpha = 0.05$

**Table 15: The age range of respondent? \*Family\_SFBD.**

|                                      |            |                | Family_SFBD |       | Total |
|--------------------------------------|------------|----------------|-------------|-------|-------|
|                                      |            |                | No          | Yes   |       |
| What is the age range of respondent? | 16-25 Yrs. | Count          | 40          | 13    | 53    |
|                                      |            | Expected Count | 23.3        | 29.7  | 53.0  |
|                                      | 26-35 Yrs. | Count          | 46          | 60    | 106   |
|                                      |            | Expected Count | 46.6        | 59.4  | 106.0 |
|                                      | 36-45 Yrs. | Count          | 6           | 36    | 42    |
|                                      |            | Expected Count | 18.5        | 23.5  | 42.0  |
|                                      | 46-55 Yrs. | Count          | 3           | 12    | 15    |
|                                      |            | Expected Count | 6.6         | 8.4   | 15.0  |
| Total                                |            | Count          | 95          | 121   | 216   |
|                                      |            | Expected Count | 95.0        | 121.0 | 216.0 |

(Source: Author's Calculation.)

**Table 16: Chi-Square Tests**

|                              | Value               | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square           | 39.881 <sup>a</sup> | 3  | .000                  |
| Likelihood Ratio             | 42.696              | 3  | .000                  |
| Linear-by-Linear Association | 34.828              | 1  | .000                  |
| N of Valid Cases             | 216                 |    |                       |

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.60.

(Source: Author's Calculation.)

**Decision:** As Pearson chi square value is 39.881, degree of freedom is 3 and p- value is .000 which is less than alpha value , so null hypothesis is rejected and alternative hypothesis is accepted. That means, there is strong evidence that family's influence on consumer buying behavior varies across the different level of age group.

**Hypothesis 10:** Friends' influence on consumer buying behavior varies across the different level of income group.

**Null Hypothesis:**  $H_0: \pi_1 = \pi_2$  (Friend's influence on consumer buying behavior does not significantly vary across the different level of income group.)

**Alternate Hypothesis:**  $H_a: \pi_1 \neq \pi_2$  (Friend's influence on consumer buying behavior varies significantly across the different level of income group.)

**Level of significance:**  $\alpha = 0.05$

**Table 17: The monthly income of respondent? \* Friends\_SFBD**

|                                           |                       |                | Friends_SFBD |      | Total |
|-------------------------------------------|-----------------------|----------------|--------------|------|-------|
|                                           |                       |                | No           | Yes  |       |
| What is the monthly income of respondent? | Below 20,000 (BDT)    | Count          | 19           | 21   | 40    |
|                                           |                       | Expected Count | 27.2         | 12.8 | 40.0  |
|                                           | 20,000 - 40,000 (BDT) | Count          | 55           | 31   | 86    |
|                                           |                       | Expected Count | 58.6         | 27.4 | 86.0  |
|                                           | 40,001 - 60,000 (BDT) | Count          | 38           | 7    | 45    |
|                                           |                       | Expected Count | 30.7         | 14.3 | 45.0  |
|                                           | 60,000 plus (BDT)     | Count          | 29           | 7    | 36    |
|                                           |                       | Expected Count | 24.5         | 11.5 | 36.0  |
| Total                                     |                       | Count          | 141          | 66   | 207   |
|                                           |                       | Expected Count | 141.0        | 66.0 | 207.0 |

(Source: Author's Calculation.)

**Table 18: Chi-Square Tests**

|                              | Value               | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square           | 16.603 <sup>a</sup> | 3  | .001                  |
| Likelihood Ratio             | 17.007              | 3  | .001                  |
| Linear-by-Linear Association | 13.785              | 1  | .000                  |
| N of Valid Cases             | 207                 |    |                       |

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.48.

(Source: Author's Calculation.)

**Decision:** As Pearson chi square value is 16.603, degree of freedom is 3 and p- value is .001 which is less than alpha value , so null hypothesis is rejected and alternative hypothesis is accepted .That means, there is strong evidence that friend's influence on consumer buying behavior varies significantly across the different level of income group.

**Hypothesis 11:** Friends' influence on consumer buying behavior varies across the different level of age group.

**Null Hypothesis:**  $H_0: \pi_1 = \pi_2$  (Friend's influence on consumer buying behavior does not significantly vary across the different level of age group.)

**Alternate Hypothesis:**  $H_a: \pi_1 \neq \pi_2$  (Friend's influence on consumer buying behavior varies significantly across the different level of age group.)

**Level of significance:**  $\alpha = 0.05$

**Table 19: The age range of respondent? \* Friends\_SFBD.**

|                                      |            |                | Friends_SFBD |      | Total |
|--------------------------------------|------------|----------------|--------------|------|-------|
|                                      |            |                | No           | Yes  |       |
| What is the age range of respondent? | 16-25 Yrs. | Count          | 32           | 21   | 53    |
|                                      |            | Expected Count | 36.8         | 16.2 | 53.0  |
|                                      | 26-35 Yrs. | Count          | 71           | 35   | 106   |
|                                      |            | Expected Count | 73.6         | 32.4 | 106.0 |
|                                      | 36-45 Yrs. | Count          | 33           | 9    | 42    |
|                                      |            | Expected Count | 29.2         | 12.8 | 42.0  |
|                                      | 46-55 Yrs. | Count          | 14           | 1    | 15    |
|                                      |            | Expected Count | 10.4         | 4.6  | 15.0  |
| Total                                |            | Count          | 150          | 66   | 216   |
|                                      |            | Expected Count | 150.0        | 66.0 | 216.0 |

(Source: Author's Calculation.)

**Table 20: Chi-Square Tests**

|                              | Value              | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square           | 8.040 <sup>a</sup> | 3  | .045                  |
| Likelihood Ratio             | 9.255              | 3  | .026                  |
| Linear-by-Linear Association | 7.643              | 1  | .006                  |
| N of Valid Cases             | 216                |    |                       |

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.58.

(Source: Author's Calculation.)

**Decision:** As Pearson chi square value is 8.040, degree of freedom is 3 and p- value is .045 which is less than alpha value and 1 cell (12.5%) have expected count less than 5, so null hypothesis is rejected and alternative hypothesis is accepted .That means friend's influence on consumer buying behavior varies significantly across the different level of age group.

**Hypothesis 12:** Friends' influence on consumer buying behavior varies on the gender.

**Null Hypothesis:**  $H_0: \pi_1 = \pi_2$  (Friend's influence on consumer buying behavior does not significantly vary on the gender.)

**Alternate Hypothesis:**  $H_a: \pi_1 \neq \pi_2$  (Friend's influence on consumer buying behavior significantly varies on the gender.)

**Level of significance:**  $\alpha = 0.05$

**Table 21: The gender of respondents? \* Friends\_SFBD.**

|        | Friends_SFBD |     | Total |
|--------|--------------|-----|-------|
|        | No           | Yes |       |
| Male   | 118          | 46  | 164   |
| Female | 32           | 20  | 52    |
| Total  | 150          | 66  | 216   |

(Source: Author's Calculation.)

**Table 22: Chi-Square Tests**

|                                    | Value              | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|------------------------------------|--------------------|----|-----------------------|----------------------|----------------------|
| Pearson Chi-Square                 | 2.017 <sup>a</sup> | 1  | .156                  | .169                 | .107                 |
| Continuity Correction <sup>b</sup> | 1.557              | 1  | .212                  |                      |                      |
| Likelihood Ratio                   | 1.963              | 1  | .161                  |                      |                      |
| Fisher's Exact Test                |                    |    |                       |                      |                      |
| Linear-by-Linear Association       | 2.008              | 1  | .156                  |                      |                      |
| N of Valid Cases                   | 216                |    |                       |                      |                      |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.89.

b. Computed only for a 2x2 table

(Source: Author's Calculation.)

**Decision:** As Pearson chi square value is 2.017, degree of freedom is 1 and p- value is .156 which is less than alpha value, so null hypothesis is rejected and alternative hypothesis is accepted. That means, friend's influence on consumer buying behavior significantly varies from gender to gender.

**Hypothesis 13:** Family's influence on consumer buying behavior varies on the gender.

**Null Hypothesis:**  $H_0: \pi_1 = \pi_2$  (Family's influence on consumer buying behavior does not vary on the gender.)

**Alternate Hypothesis:**  $H_a: \pi_1 \neq \pi_2$  (Family's influence on consumer buying behavior varies on the gender.)

**Level of significance:**  $\alpha = 0.05$

**Table 23: The gender of respondents? \* Family\_SFBD**

|                                   |        | Family_SFBD |     | Total |
|-----------------------------------|--------|-------------|-----|-------|
|                                   |        | No          | Yes |       |
| What is the gender of respondent? | Male   | 63          | 101 | 164   |
|                                   | Female | 32          | 20  | 52    |
| Total                             |        | 95          | 121 | 216   |

(Source: Author's Calculation.)

**Table 24: Chi-Square Tests**

|                                    | Value              | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|------------------------------------|--------------------|----|-----------------------|----------------------|----------------------|
| Pearson Chi-Square                 | 8.569 <sup>a</sup> | 1  | .003                  |                      |                      |
| Continuity Correction <sup>b</sup> | 7.656              | 1  | .006                  |                      |                      |
| Likelihood Ratio                   | 8.543              | 1  | .003                  |                      |                      |
| Fisher's Exact Test                |                    |    |                       | .004                 | .003                 |
| Linear-by-Linear Association       | 8.529              | 1  | .003                  |                      |                      |
| N of Valid Cases                   | 216                |    |                       |                      |                      |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 22.87.

b. Computed only for a 2x2 table

(Source: Author's Calculation.)

**Decision:** As Pearson chi square value is 8.569, degree of freedom is 1 and p- value is .003 which is less than alpha value, so null hypothesis is rejected and alternative hypothesis is accepted. That means, family's influence on consumer buying behavior varies gender wise.

**Hypothesis 14:** Influence of social status on consumer buying behavior varies on the gender.

**Null Hypothesis:**  $H_0: \pi_1 = \pi_2$  (Influence of social status on consumer buying behavior does not vary on the gender.)

**Alternate Hypothesis:**  $H_a: \pi_1 \neq \pi_2$  (Influence of social status on consumer buying behavior varies on the gender.)

**Level of significance:**  $\alpha = 0.05$

**Table 25: The gender of respondents? \* Social Status\_SFBD**

|                                   |        | Social Status_SFBD |     | Total |
|-----------------------------------|--------|--------------------|-----|-------|
|                                   |        | No                 | Yes |       |
| What is the gender of respondent? | Male   | 118                | 46  | 164   |
|                                   | Female | 36                 | 16  | 52    |
| Total                             |        | 154                | 62  | 216   |

(Source: Author's Calculation.)

**Table 26: Chi-Square Tests**

|                                    | Value             | df | Asymp. Sig.<br>(2-sided) | Exact Sig.<br>(2-sided) | Exact Sig.<br>(1-sided) |
|------------------------------------|-------------------|----|--------------------------|-------------------------|-------------------------|
| Pearson Chi-Square                 | .143 <sup>a</sup> | 1  | .706                     | .727                    | .415                    |
| Continuity Correction <sup>b</sup> | .041              | 1  | .840                     |                         |                         |
| Likelihood Ratio                   | .141              | 1  | .707                     |                         |                         |
| Fisher's Exact Test                |                   |    |                          |                         |                         |
| Linear-by-Linear Association       | .142              | 1  | .706                     |                         |                         |
| N of Valid Cases                   | 216               |    |                          |                         |                         |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.93.

b. Computed only for a 2x2 table

(Source: Author's Calculation.)

**Decision:** As Pearson chi square value is .143, degree of freedom is 1 and p-value is .706 which is greater than alpha value, so null hypothesis is accepted and alternative hypothesis is rejected. That means, influence of social status on consumer buying behavior does not vary gender wise.

## RESULT DISCUSSION

Fashion consumers are increasing in Bangladesh. Socio cultural constructions are different from others countries especially from developed countries. Interdependency among individuals are more and consumption pattern as well as purchasing behavior is different from others countries. So, researcher's endeavor is to find out the social factors influencing buying behavior of fashion consumers in Bangladesh. Moreover, from this study

researcher has highlighted on finding whether there is any relationship among social factors and demographic variable of fashion consumers.

**From hypothesis 1, 2, 3 and 4** it is evident that family, friends, relatives and social status has no significant influence on fashion consumers buying decision. It is found from **hypothesis 5** that there is no significant difference between the influence of friends on graduate and non-graduate consumers on buying decision of fashion products whereas from **hypothesis 6** it is evident that there is significant difference between the influence of family on graduate and non-graduate consumers on buying decision of fashion products. From **hypothesis 7** it is found that there is no significant difference between the influence of social status on graduate and

non-graduate consumers on buying decision of fashion products. From **hypothesis 8 and 9** it is evident that family's influence on consumer buying behavior varies across the different level of income and age group. Similarly, it is found from **hypothesis 10 and 11** that friend's influence on fashion consumers' buying behavior varies significantly across the different level of income and age group. From **hypothesis 12 and 13** it is evident that friends and family's influence on consumer buying behavior varies on the gender, but it is apparent from **hypothesis 14** influence of social status on consumer buying behavior does not vary from gender to gender.

## RECOMMENDATION

As in Bangladesh consumption of fast fashion is growing, marketer can make sharp marketing program considering influence of demographic variable associated with different social factors to attract fashion consumers.

Different brand can grab the opportunity while targeting fashion consumers considering different types of relationship between social factors and demographic variables and designing their various marketing program like advertising, setting brands elements e.g. choosing character or

selecting jingle or tone, building customer-based brand equity, launching promotional campaign and so on.

## CONCLUSION

To grab the opportunity of growing of fashion consumption in Bangladesh marketer need to gain keen knowledge about fashion consumers' buying behavior. Their need, taste, preference, buying decision process and so on need to be sharply identified.

In this study, researcher has tried to identify the social factors that influence individual's buying behavior of fashion products and also emphasis on finding relationship between social factors and demographic variables of fashion consumers.

In this study it is evident that no social factor has significant influence on buying decision of fashion consumers of Bangladesh. But there is weighty relationship between different influential social factors of purchasing fashion product and demographic variable like age, gender, education, income and so on. It is found that there is no significant difference between the influence of friends on graduate and non-graduate consumers on buying decision of fashion products

whereas there is significant difference between the influence of family on graduate and non-graduate consumers on buying decision of fashion products. And there is no significant difference between the influence of social status on graduate and non-graduate consumers on buying decision of fashion products. And from this study it is evident that family's influence on consumer buying behavior varies across the different level of income and age group. Similarly, friend's influence on fashion consumers' buying behavior varies significantly across the different level of income and age group. This study also revealed that friends and family's influence on consumer buying behavior varies gender wise, but it is apparent here that influence of social status on consumer buying behavior does not vary from gender to gender.

To find the clearer view and getting deep insights of consumer's depth interview and focus group discussion is more effective. So, there is an avenue for further research to identify more clear view about relationship between all social factors and demographic variables of fashion consumers.

To increase the consumption of the fashion products among the young generation of

Bangladesh marketer need to focus on the findings of this research and also design different marketing program based on the findings.

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### **AUTHORS' PROFILE**

1. **Farhana Karim**, Lecturer (Marketing)  
BGMEA University of Fashion & Technology  
Faculty of Business Studies  
Department of Business Administration  
Nishatnagar, Turag, Dhaka-1230  
Bangladesh  
E-mail: farhana.karim@buft.edu.bd
  
2. **Md. Sarowar Khaled**, Associate Professor  
School of Business  
Presidency University  
Gulshan-2, Dhaka, Bangladesh  
E-mail: sarowark.edu.bd