Perception of Male and Female towards Branded Clothing in Pakistan

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Abstract - The focus on the perception of females on branded clothing is gaining the attention. This study looked at the different perspective by targeting the male perspective. The study proposes a framework including social status, family tradition, national heritage, quality, Values as an independent variables and branded clothing as a dependent variable. A survey approach is adopted to collect the data, in total 32 questions were developed, a total sample of 144 male and females from different universities and colleges of the Pakistan have been chosen. A statistical Package SPSS is used to test the hypothetical relationship. Findings suggested that Male perception is equally important when examining the perception towards buying behavior of branded clothing. Recommendations are given to clothing business to focus on the variables that influence customer's perception and suggestions are given to researchers to work on different branded products.

Keywords: Branded clothing, customer value, traditional values

INTRODUCTION

From over the last few years there is a great recognition of different brand in all over the world. Brands play various important roles. At first brand perform as a symbol for the commitment of a firm for clients, a brand can be an easy choice for customers, it guarantees a particular quality level, it decreases the fear of risk in customers and develops trust towards itself. Brands realization remains the elementary to the consumer life as the interaction opening point to the brands. Brands are building on the items itself, the going with promoting action and the utilize or non-utilize by clients as well as others. Brands are recognizing from their design, patent and logo. Brand thus reflects the complete experience that a customer has with product. Brand name has an important impact on consumer's purchase intention. Identifying quality is customers thought of general quality or advantage of one product or services (keller, 2008).Brands too play an impressive part in the directing the adequacy of effectiveness in marketing efforts such as promoting channels. At long last, brands are resources within the budgetary sense. Brands have an important and aggressive effect on three essential levels, Consumer Market, Producer Market & Financial Market. Brands are use in Business marts. Brand consciousness is rapidly increased among Pakistani people especially youth have just pay attention on brand by seeing the different brands on TV and social media. According to the report of "Fashion and apparel industry" the talented designers introduce 40 plus highly end plus fashion brands annually. In Pakistan males and females both are focused on brands. Males focuses more on Eden Robe, AamirAdnan, JunaidJamshedkurta, MunibNawaz, Levis, Nike and Adidas and females focuses on Gul Ahmed, Bonanza, Sana safinaz, Maria B, Al karam , Khaadi, Firdos and Nishat Lawn.

People purchases brand but not product, brand have a vital role in business policy brand is used to create a value for the customers not just image. The firm shapes all the brands that touch to the customers. Actually the name of the brand is an identification of any product that differentiates it from its rivalry. Brand is the individual product or service that may be recognizing by its name and identity (Keller, 2004). It is an important element that takes the advantage from its competitor businesses (Elliot, 2007). The literature suggests that the quality is primary element in brands product throughout the different countries. It identifies the most traditional and cultural value that is important for the US markets as compare to appearing markets. Self observer is the important moderator in a sense of non branded clothes (Elliot, 1998). Quality is an important factor for the people who purchase brands. Their good and high participation & overall satisfaction is based on better worth. (Tsiaotso, 2005). Almost in all European countries people who consume product or services indicates the value of standards that are generally associated to responsible actions while in the developing nations values may be connected to worth and cost perception.

Legacy is the slightest essentials for the branded dresses. Buyers in developing nations have not had the time to construct the current convention comparative to specific brands, worth is connected to costumer's recognition about an item or a brand's and large quick. Hence, industry have to truly rise in quality of their brands at that point it depends on quality by their showcasing activities in a sense to influence and the recognize value in a helpful way. Recognizing the value and quality of product allows buyers to be persuaded almost purchasing the brand (Haq et al., 2015). There is a connection between design association and self-concept in a sense of ladies and male buying. Nike and Adidas are appeared more brand sensible. Feeling, standard, conviction, picture, convention are components that are required to expansion a brand routinely (Malin, 2012). Male buyers who have solid positive viewpoints towards the brands that appear high level of presence in branding clothing (Arora, 2012). This study will focus on both male and females reason for paying amount for branding clothes like as Quality, values & individual personality for recent traditions. Its Ambitions is to identify the sensation involvement of male and females towards the brand clothes and help to affect the buying criteria (Manaa, & ul Haq, 2020). The result of this research will bring a better result among the males and females towards the brand clothing. This research will focus on males and females perception towards the branded clothing in Pakistan that what are the main variables that build male and female perception towards branded clothing in Pakistan.

Research Questions

1. How social status does affect male and female perception towards branded clothing?
2. How does tradition affects male and female perception towards branded clothing?
3. How quality does affect male and female perception towards branded clothing?
4. How quality does affect male and female perception towards branded clothing?
5. How a customer value does affect male and female perception towards branded clothing?

Research Objective

The specific aim of the study is to understand the factors that build perception of male and female to buy branded clothes. Study is focusing on following research questions.

1. To find how social status affects male and female perception towards branded clothing?
2. To know does National Heritage affects male and female perception towards branded clothing.
3. To examine how tradition affects male and female perception towards branded clothing?
4. To know does quality affects male and female perception towards branded clothing.
5. To find how values affect male and female perception towards branded clothing.

This study will focus on both male and females reason for paying amount for branding clothes like as Quality, values & individual personality for recent traditions. Its Ambitions is to identify the sensation involvement of male and females towards the brand clothes and help to affect the buying criteria. The result of this research will bring a better result among the males and females towards the brand clothing.

LITERATUREREVIEW

Consumer's influence towards brand is very vigorous topic & this has great importance especially in Pakistan. Fashion industry in Pakistan that include footwear or clothing have high influence in society that leads male and female to go for brands to have confidence (Clamp, Liz. And Bohdanowicz, J., 1994).What we say that

name of any brand is the actual source of any product and service that make it different from its rival. Brands are really different and it can easily be differentiated from the name of other competitors brand ("Keller, 2004). The brand is important and basic unit of difference to gain advantage of competency from other rivalry, in the success of a business brand always play a vital role (Elliot, 2007). The main effect of brand is a traditional experience in brand building. The role of brand is a consistently perceive, where the subject is continual and redefined. The definition of brand, commonly the detail explanation of any brand is the identity, logo or a unique name which is mostly connected with any one or more product or service that actually become so much popular in a business product line that is mostly indicated or used to known the nature of the product or service is called brand. (Kotler, 2000)We have to see that according to the AMA (American Marketing Association) the actual definition of a business brand is a term, mark, identity, sketch and their amalgamate where they deliberately recognize the product of any one or group of a seller to differentiate these goods and services from their rivalry business. According to (Keller, 2003) he says, Truly talking, whenever any business marketing person wants to produce any new logo, sign, title for a coming product or services he or she wants to fabricated a brand and when there was the concept of focus towards the brand it raises the brand action, the brand was just another step far to sell the product in the market, For a prolonged period, the brand was treated as an offhand fashion itemed product (Urde,1999; Abro et al., 2020). Kotler describe that branding as, Branding is a big problem while making strategy for any product. Actually, in any business or product line it (brand) is just a single item of product line the communication policy plays a vital and very important role in making image of a brand. (Joachisthaler and Aaker, 2000) stated about traditional brand that the traditional brand model's objective is to achieve the image of brand, it was a smart component that obtain the momentary result. Kapferer (1997) state that brand is the mark –thus the exterior that work is to uncover the covered up qualities of a product that are unreachable to reach. Brand performs to realize the Brand awareness literature review that distinguishes the brands from its competitor. The most difficult task for brands producers is to create a clear image of brand from its competitors, because every purchaser looks the characteristics of the brand. Brand management process is to relate the function of brand identifier. From centuries branding has key role to differentiate product or services of one seller to another. Branding subject has to be seen in two different prospectuses one is from consumer or second is from company prospectus. Ambler, (1992) many people influences by the celebrity endorsement (Ohanian, 1990) stated that customers think as if the endorser is of his among the very favorite personalities, the consumer associates the product as quality product. With the association of the influenced celebrity with a particular product the consumer, tend to be self-motivated with the brand he/she is purchasing. The level of satisfaction is also more when the consumer buys the product with the endorsers as his/her favorites (Stafford et al., 2002). Also consumer makes their perception of buying any brand through advertising channels like as YouTube, face book etc. Applications created by company or content created by company about their brand are shared with other clients. It can be a Face book group or page, a blog or a YouTube video or a twitter presence. The content is shared by customers to clients in a positive affection to the brand to both offline and online customers. Marketing through social media that are online channels are intends to influence customers and to create facilitation of content (Richter & Koch, 2007). These are the variable that mostly influence male and female to purchase branded clothes. Social status varies from country to country and from person to person. Social status is one of the factors about which people are being noticed and gets attention it is one of the major factors that lead people to have high confidence if you belong to a good status or having low social status brings anxiety and low confidence among people (Akram et al., 2020). The people now days are more active to show their social status or social class and for this purpose they use different ways one of most important among that factor is wearing branded clothes. People think that if they wear branded clothes, they let other people feel they belong to rich family. Between the gender wise consumers male gives more attention towards branded clothes (Arora, 2012) this may be have many reasons that they interact with different class of people on daily basis more as compare to females so they might have to show their social status by wearing branded clothes.

Family traditions are mostly followed by the people of Pakistan either they are male and female but most of the times females have to follow their family traditions especially in clothing apparel. Pakistan has different culture demographically and people region wise have different culture that their family uses they follow it but when we talk about university students than Pakistani students have really gives meaning to branded clothes

in universities (Siddiqui& Ahmed, 2013b) but this does not mean that they do not follow their family tradition. In Pakistan mostly females use those clothing brand which shows a culture in which they are living. Last study has results that a female goes towards branded clothing because of national heritage. National heritage is the main factor that leads women to go towards branded clothing in Pakistan (MalihaKhkhan, 2015; Malik, et al., 2021) but perception of male varies different studies showed that male have different perception than females. Brand values among customers either male or female have very factor that they notice. Brand value has very much affect on profit of any company and it is depending on customers that how they see brand value (Wikipedia) However, most of the customers notices that what value brands are giving them so on that values they build their perception either to go for particular brand or not (Wikipedia)

All over the world branded products are playing vital role specially clothing brands. In clothing brand the most important thing that every customer either male or female sees quality. Quality of clothing brand is the main attraction they build their perception. We see that there are many clothing brands in Pakistan but strategies they all formulate are different than each other. In that strategies one is quality of products because Quality is what brand offers to the customers and brands builds their brand equity by providing the level of expectations that a customer has with the brand. A branded clothing company offers quality by mean of building its equity. In winter season a customer expects that his apparel should be as warm as the season in like the people in northern areas of Pakistan have different expectations of warm clothes than people of southern areas of Pakistan. Because people of both areas have difference in their temperature and climate male and female are so much quality conscious now a days. This reason that companies now days are using different types of strategies to meet customer's preferences (Dr. Reetiagarwal, 2009; Waqas et al., 2014) Clothing brands in Pakistan like J.J, Ideas, Eden robe and many more are using different apparel designs and trying to give best quality than their competitor this is the reason that every brand is reaching their sales targets. Quality is itself a brand in any product but in clothing people prefer quality to gain satisfaction but women are found less conscious about quality they rather prefer and are conscious on style (Mintel, 2008)

Hypothesis & Conceptual Framework
Following hypotheses are formed to test the hypotheses.
Ho: Social status has significantly positive effect on branded clothing.
Ho: National heritage has significantly positive effect on branded clothing.
Ho: Traditions has significantly positive effect on branded clothing.
Ho: Quality has significantly positive effect on branded clothing.
Ho: Values affects male and female perception towards branded clothing.
This research objective was to know the male and female perception towards branded clothing in Pakistan. A Conceptual Framework has been drawn in thus study in figure 1 to understand connection between dependent and independent variable.
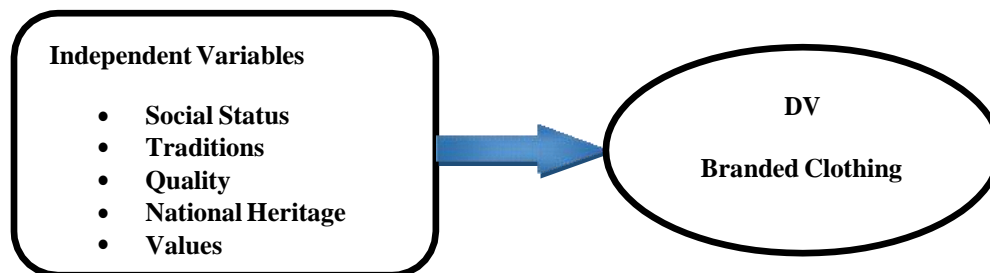

Figure 1: Conceptual framework

RESEARCH METHODOLOGY
This study is related to Male and female perception towards branded clothing. This study contains Branded clothing, Social status, Traditions, National heritage, Family traditions and Values. Now in this study there are factors of branded clothing perception. That all factors have been studied all factors have been collectively

studied to understand how these factors build male and female perception towards branded clothing. Male and female builds their perception towards branded clothing due to these factors, to show society their social status, to follow their national heritage, to follow their family traditions to gain benefit of brand quality and values. For collection of data we have adopted questionnaire from previous research, and it was filled by creating a Google form. Questionnaire has two parts one is demographics and second is of collectively all variables and we have used likert scale for the measurement of variables we used in this study.

Population and Sample

As discussed, The youth are giving more focus to brands these days and our educational institutions have a great number of youths and the students of universities and colleges are more aware of brands because they have daily interaction with different types of companies and people around them, also they have a great access of internet which is one of the biggest platforms of marketing of different brands, so students and employees of the universities and colleges of Pakistan are the best choice to study them. So we have selected the students and faculty of business department of Shaheed Benazir Bhutto University ShaheedBenazirabad, University of Karachi and SZABIST ZABTech-ItveShaheedBenazirabad and final year students of Medical LUMHS University Hyderabad were selected as sample size. Among total 600 students and faculty 144 were taken in consideration. The data we have collected from sample was 144 so the percentage is 100%. The data we have collected was through Google form questionnaire.

Data Collection

The Data of this research was conducted through research questionnaire creating Google form that was filled through sharing a generated link on social accounts inbox, eg: Whatsapp, Messenger Twitter inbox.

Data Analysis

Statistical Package of Social Science (SPSS) is used for the analysis of data tools. Mainly the focus of this study was on Correlation and Regression. However, the reliability test was also used to check the reliability of questions Reliability was developed in (1951) by Cronbach and it is best measurement for the checking of questionnaire reliability McMillan and Schumacher (2001). We have also used the test of correlation to find out the relationship between variables of study. This test also shows that the variables are either positive or negative relationship between them. To understand that the developed model is fit or not we have used ANOVA test. We have also used the regression analysis to find out the affects of Independent variables on Dependent Variables Branded clothing. So according to Barron and Kenny (1986) this was measured and for the measurement of all variables this was applied. The factor will not be believable if alpha value coefficient is $<.05$. The reason will be very trustworthy if value of alpha $.70 < alpha <1$. For the reliability of items the minimum alphas should be 0.06 Nunnally (1978).

RESULTS OF STUDY

In this fourth part, the SPSS analysis has been explained briefly. We have also discussed the reliability of instrument in this chapter. With the help of hypothesis of this study correlation and regression results are discussed.

Frequency Measurement

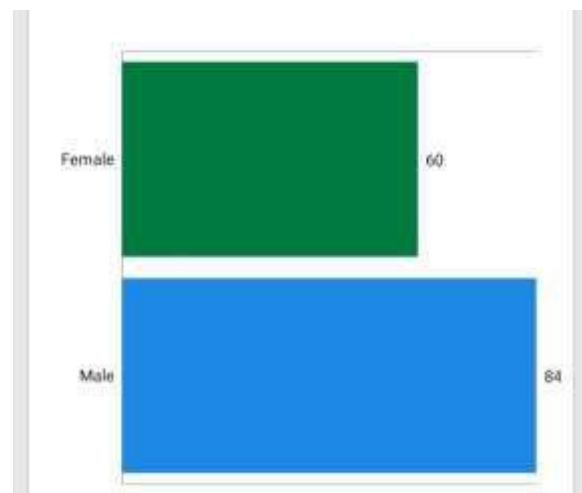|	Table 1	
MALE	84	58.3%
FEMALE	60	41.7%

Figure 2: Bar Chart

Table 1 shows gender frequency. There were 84 male responders that make a percentage of 58.3% and Females were 60 that make 41.7% out of 144 questionnaire.

Reliability Test
Reliability of Independent variable: Social Status, National Heritage, Family tradition, Quality, Values and Dependent Variable: Branded Clothing

Table 2

Cronbach's Alpha	N of Items
0.917	29

There are 29 items have been shown in above table 2 to measure the factor of variables. The value of Cronbach alpha is .917 that shows that the questions related to above variables are very much reliable and these are measuring the all variables in real term.

	SS	NH	TRAD	QUAL	VALUE
SS	1	.632**	.522**	.288**	.534**
NH	.632**	1	.690**	.312**	.546**
TRAD	.522**	.690**	1	.477**	.569**
QUAL	.288**	.312**	.477**	1	.706**
VALUE	.534**	.546**	.569**	.706**	1

The value of correlation between Branded clothing and social status is 1 this shows that there is positively significant relationship between branded clothing and social status. When variable one increases the other variable will also increase. The correlation value of Branded clothing and National heritage is 0.632 this shows that there is positively significant relationship between branded clothing and National Heritage. The correlation value of Branded clothing and Family tradition is 0.533 this shows that there is positively significant relationship between branded clothing and Family tradition. The correlation value of Branded clothing and Quality is 0.288 this shows that there is positively significant relationship between branded clothing and Quality. The correlation value of Branded clothing and Values is 0.534 this shows that there is positively significant relationship between branded clothing and Values.

Table 4:Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.85[a]	.7225	.703	3.12813

a. Predictors: (Constant), VALUE, NH, QUAL, TRAD

R is the correlation between predicator variables and dependent variable. The predictor variables are Social status, National heritage, Family traditions, Quality, Values and correlation of 0.85 between Independent Variable and Dependent Variable .Whereas R- Square helps in explaining the effect of predictor variable has on dependent variable. The collective impact of all variables is 0 .7225 means 72% that is close to 1 means 100% so this is considered as good value.

Table 5: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	915.184	5	183.037	25.858	.000[b]
	Residual	969.753	137	7.078		

Total	1884.937	142

ANOVA stands for analysis of variance; this also helps in gauging the statistical results. It measures the mean variance between our predictor and dependent variable. The significance value less than 0.05 shows that the alternative hypotheses are accepted. Table of ANOVA shows that our model is significant as a whole

Table 6: **Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	**Std. Error**	**Beta**		
	(Constant)	3.792	1.410		2.689	0.128
	NH	0.226	0.74786	0.391	0.265	0.000
1	TRAD	0.317	0.122	0.281	2.607	0.010
	QUAL	0.141	0.075	0.243	0.469	0.011
	VALUE	0.396	0.108	0.429	3.672	0.000

a. Dependent Variable: BC

Regression applied to analyze the impact of above 5 Independent variables on Branded clothing. Value of t in regression must be greater than 1.96. The value of t is 2.689 which determine the strong relationship and impact of independent and dependent variables.
All variables are positively significant in above table.

Hypothesis testing
We have measured the hypothesis which has been developed in this study with the help of regression and correlation. In this study social status, national heritage, traditions, quality, values are independent variables and branded clothing is dependent.
Hypothesis 1
The correlation value of branded clothing and social status is 0.987 this shows that there is positively significant relationship between branded clothing and social status.
Hypothesis 2
The correlation value of branded clothing and national heritage is 0.632 this shows that there is positively significant relationship between branded clothing and national heritage.
Hypothesis 3
The correlation value of branded clothing and family tradition is 0.533 this shows that there is positively significant relationship between branded clothing and family tradition.
Hypothesis 4
The correlation value of branded clothing and quality is 0.288 this shows that there is positively significant relationship between branded clothing and quality.
Hypothesis 5
The correlation value of Branded clothing and Values is 0.534 this shows that there is positively significant relationship between branded clothing and Values.

Table 7: Summary of Hypothesis Testing

NO	HYPOTHESIS	RESULTS
H1	Social status has significantly positive effect on branded clothing.	ACCEPTED
H2	National heritage has significantly positive effect on branded clothing.	ACCEPTED
H3	Tradition has significantly positive effect on branded clothing.	ACCEPTED
H4	Quality has significantly positive effect on branded clothing.	ACCPTED

H5	Value affects male and female perception towards branded clothing.	ACCEPTED

DISCUSSIONAND CONCLUSION

This study conducted to know the impact of male and females towards branded clothing and we have developed a conceptual framework having 5 independent variable Social statuses, National Heritage, Family traditions, Quality and Values and one dependent variable branded clothing to find how these independent variables have relation with dependent variable.

In initial stage of the study, we have developed and investigated questions. Questions were; Developing conceptual framework was the purpose of study that was developed. Focused of the study was to find the variables that build male and female perception towards branded clothing. The results that have been reveal in this study are social status, national heritage, traditions, quality and values have significant positive effect on branded clothing and the business needs to understand that these factors lead buying behavior of male and female to purchase branded clothes. So while production or exhibition of any clothing brand product and brand managers should keep these factors in consideration.

Research Implications

Few directions have been found for the branded clothing companies. In 21st century all male and females have a good taste of clothing. Specially youth have very sensitive perception towards branded clothing everyone wants to show others that they have good social status they have great family traditions they love their national heritage they are quality prefer and they care about the values which brands offers to their customers and these all thing most people show by their clothing apparel. This is reason that most of youth wears branded clothing in universities and offices. The most important implication of this study found that people between age of 15-30 and studying graduation are highly influenced by above all variables and they build their perception to go towards branded clothing. Our study suggest that branded clothing companies should consider these five factors as key factors while producing branded clothes or introducing new brand of clothing.

Limitation, Suggestions for Future Research

As other researches our study also has the limitations. The geographical limitation we have in this study is elementary limitation. We have gathered data only from University students and Faculty members of University of Karachi only business department, LUMHS University Hyderabad Final year students and faculty members ,ShaheedBenazir Bhutto University, ShaheedBenazirabad Business department, SZABIST ZABTech-ITVE SBA Business department, So the outcome of this study in this association may not be generalized to other people than university students as we know that male and female have different perception on different things like clothing, Food, Footwear's, Education style or so on. This study is limited to the perception of male and female towards branded clothing only so this research may not be implicated on other brands like footwear, Cosmetics and Mobile phones etc.

This study proposes a very important suggestion for the business who sell branded clothing. Among them 1 is that while producing or introducing branded clothes they have to keep this factor of social status in consideration. Businesses needs to make available products that shows good social status, Follows national heritage, traditions, having quality and most important giving customer brands value. Because these are the factors that leads male and females to go towards branded clothing and giving importance to these factors would help companies to make brand equity.

Finally the other study would be analyzing the perception towards Mobile phones, Food; Cosmetics would be the interest of study and research in these areas would help other business and researchers towards better understanding of male and female perception regarding the mentioned areas.

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