



# Role Transition and Consumer's Perception of Brands: An Empirical Study of Graduating Students

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## **Keywords**

*Role Transition,  
Branding,  
Apparel, Students,  
Consumer  
Perception*

**Abstract** – *Role Transition plays an important factor in formulating (or changing) the perception of consumers and ultimately may change decisions. The fact is especially significant for students. This paper focuses on the role transition of graduating students and their perception of Branded Apparels. A Survey was distributed with a sample size of 120 useable responses were collected. SPSS was used to calculate regression and co-relation of the data.*

## **1. Introduction**

### **1.1 Rational of the Study**

Brand holds a great importance in consumer's life. Buying behavior of the people in Bangladesh is growing at an exponential rate. Previously, in years ago, people usually were not concentrated on the branded products that they are now in today. Especially for the students, their concentrations for the branded apparels are increasing tremendously which is causing a huge change in consumer buying patterns.

In present time, consumers are becoming more specific in choosing their clothing according to their needs. The reasons for choosing two different shops for two different people can be many. Now consumers are evaluating their needs and being more selective in terms of purchase decisions. This new trend is creating more new challenges for the marketers to offer different products to the consumer. As a result, marketers are now re-evaluating their marketing strategies in search for finding more effective ways to market their products, with a focus on meeting the needs and delivering value to consumers.

Consumers are now aware of the dangers of spending above their means, and are better educated financially. For some people, branded clothing carries social perception, and a well-known brand means good social value. So those consumers are willing to pay more for status oriented clothing. On the other hand, some people believe that a well-known brand means good quality. So they end up paying premium price for the brand name based on their product quality.

For the branded appeals, young consumers are

creating a huge difference between branded and non-branded products. Young consumers are now playing an important role in the market place as they are exerting huge influence over the allocation of spending power across a growing number of product categories including cloth (Margret Hogg, 1998, p 293). However, young consumers are extremely engaged in the process of branded clothing consumption when compared with older consumers.

Though previously females were more involved in branded fashion cloth than males, in today's time the younger generation, girls as well as boys are more involved in fashion buying than that of older consumers (O'Cass, 2000, p 869-882).

There is a huge difference in buying patterns between the students of undergraduate and postgraduate. An undergraduate student who is just studying in university can actually choose any branded clothing for his presentation where they need to wear the formal. When that student will complete his under graduation and will be engaged in any job along with his post-graduation, he will end up choosing any specific brand according to his personal needs. He will try to focus on the well-known branded apparels as for him the meaning of Brand will change. He will definitely think that brand has ability to enhance status & improve success.

Presently consumers choose brands and trust them the way they trust their friends and family members to dodge the uncertainty and quality related issues (Elliot and Yannopoulou, 2007, p 988-998). For this reason they end up sticking to a certain brand that they like the most for years. But things are changing recently.

Advertisement is playing a vital role for the change in consumer's perception to a certain brand. Among all

the marketing weapons, advertising is prominent for its long lasting impact on viewer's mind, as its exposure is much broader (Katke, 2007).

Young consumers nowadays are imitating the styles of the brand ambassadors of certain companies. When young people choose advertising information and characters as their role models, they may not only identify with them but also intend to copy them in terms of how they are dressing and what they are going to buy.

Online purchase is now growing its market. Consumers are now gradually accepting the modern selling mood of purchase. Using the social networking site many are opening small shops and these local dressing shops are getting good responses for their uniqueness.

Considering all these facts, a marketer can actually adjust their marketing strategies to aim the young consumers as their target market and earn a huge profit in their sales

## 1.2 Statement of the Problem

Graduation can be a cause for the significant change of a student's life. During the graduation period, students face role transitions (e.g., student to employee) and experience drastic changes in different factors that can be seen as a reason for the changing buying patterns of the students. These factors directly cause changes in their lifestyles, and consequently, their consumption needs may change. In other words, students' shopping orientation may change due to the experience of graduation and other related factors. Thus, understanding the factors that can change students' shopping orientation is important to the retailers so that they can adjust their marketing strategies to meet this group of young consumers' shopping needs better around the graduation period. However, the research on this subject is limited. Therefore, relatively little is known about the relationship between buying behavior of graduation students and their changing pattern in buying branded apparels.

## 1.3 Objective of the Study

The Objectives of the study have emerged from the research problems identified earlier. The main thrust of this study has concentrated on the issues relevant to examine whether graduation and related factors will change students' apparel shopping orientations. However, the specific objectives of this research are:

- To examine whether graduation and related factors lead to changes in students' apparel shopping orientation during the period of graduation
- To determine how role change can affect buying patterns of the graduate and post graduate students
- To find the gap where marketers can manipulate the perception of buyers to create future market share.

## 1.4 Scope of the Study

To develop a study in order to highlight how role change for a certain student can lead to changes in that student's apparel shopping orientation during the period of graduation.

The main purpose of this research is to find the factors that can fill up the gaps where marketers can manipulate the perception of buyers to create the future market share. In future, these factors can help the retailers to understand the reasons behind the change in students' shopping orientation and also the retailers will be able to adjust their marketing strategies of these young consumers' shopping needs around the graduation period.

The factors behind the changes in buying patterns would be evaluated on the basis of primary data collected from the undergraduate and post graduate students.

## 1.5 Limitation of the Study

There are a number of derived limitations in the current study. The first limitation is that the sample size was small, and it was a convenient sample of students from American International University – Bangladesh. Therefore, the study result may not represent all undergraduate and post graduate students in Bangladesh.

Moreover, the university students might not have enough knowledge on the research topic, or have confusion about the questionnaire statements, thus, resulting in the inaccuracies in the survey answers. In addition, the varieties of students' chosen for questionnaires are limited in case of majors. This might elicit a bigger portions of students enrolled as other majors.

## 2.0 Literature Review

In present years, People's perception while buying a product is changing. Previously they were specific about the quality of product, while now days the word "Brand" plays its own role. Brands are playing a pivotal role in shaping people's perception of products as well as being a focal point for the meaning and value that products have for different individuals. For instance, why is that one consumer may choose to wear formal clothing from Calvin Klein, while another may choose to buy formal clothing from Cat's Eye?

According to Philip Kotler (2003), a brand is defined as a "name, term, sign, symbol (or a combination of these) that identifies the maker or seller of the product."

A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image. More importantly, a brand promises relevant differentiated benefits. Everything an organization does should be focused on enhancing delivery against its brand's promise. Consumers may choose a specific brand because its image or to enhance their own image (Solomon et al. 2002).

By combining a few different definitions, a brand is the name and symbol that identify:

1. The unique source of products and services
2. The source of relationship with the consumers
3. The source of a promise to the consumers
4. The sum total of each customer's experience with the corporate
5. The single concept that is created inside the mind of the prospect

## 2.1 Branding

Branding is when that idea or image of the brand is marketed so that it is recognizable by more and more people. Branding can actually help a brand to identify with a certain service or product, when there are many other companies offering the same service or product. Branding allows each and every company to build their reputations and as well as expand beyond the original product and service, and add to the revenue generated by the original brand.

History of brand can be found back to brick makers in ancient Egypt whom had being said to put symbols on their bricks to identify them. The earliest signs of

branding in Europe were the feudal guilds' effort to require craftsmen and craftswomen to put trademarks on their products just to protect themselves and their customer against imitation and lower quality products. In United States, cattle ranchers would brand their livestock to identify them more easily. As time passes, manufacturer began to burn their identities onto the barrels that carry their products using a branding iron. The Guinness harp and the bass red triangle are among the first registered in 1876 (Batey, 2008)

Branding is also a way to build an important company asset, which can also provide a good reputation as well. In addition, branding can build an exception about the company services or products, and can also encourage the company to maintain that expectation. It can make the company to exceed their customers' expectations in future to grab more customers, bringing better products and services to market place.

## 2.2 Apparel Branding

They say that we are what we wear. Clothing reveals personalities, culture, backgrounds, and many other personal things. Fashion trends however change by time and according to the season in order to find the right target audience.

Clothing is used as a code, which allows messages to be created and understood selectively (Auty and Elliott, 1998, p 109). According to Entwistle (2000), clothing is not simply about physical garments but takes on a multifaceted significance where people use fashion to define and negotiate their identity in wider social contexts.

From the consumers' perspective, brand is a guarantor of reliability and quality in consumer products (Roman et al., 2005, p 48-53). Added to this, consumer would like to buy and use brand name products with a view to highlight their personality in different situational contexts (Fennis and Pruyn, 2006, p 34-41).

It is important that marketers should advertise according to the target customers. Fashion clothing advertising varies in different countries. Therefore advertising companies need to be self-regulated. In Bangladesh, the government has set standard rules for advertising so that the companies will not be able to hamper the ethics of this country. As example, no companies can telecast advertisements like alcoholic products and tobacco products.

Apparel branding helps to identify the product and can also help to distinguish it from other products such as designer labels. Companies find it easier to manage

their market with branding since the consumer is more likely to recognize the product when it has been advertised. Advertising promotes the brand name (Rix, 2007, p 272).

“It is impossible to wear clothes without transmitting social signals. Every costume tells a story, often a very subtle one, about its wearer.” – Desmond Morris(1977,p.213).

Every people follow the costume that actually suits their ways of living, personality, their attitudes and impression formation for themselves for all the people around them.

Johnson, Francis, and Burns (2007, p 230-243) explain the importance of clothing and appearance emphasis variables in revealing a person's personality. People purposely select different types of clothing to wear in different types of social contexts. For example, clothing style for a student who is just studying for his or her under graduation would prefer some casual dresses whereas a graduate student who would go for his job before or after his university would like to present a professional, neat appearance to communicate desirable employment qualities.

### 2.3 Apparel Branding and Female Consumers

According to Barletta (2006), the role of women has changed a lot in the past decade. No longer are the women engaged in only home cleaning and cooking from home. Their roles in economy have reversed now. At present, women are more independent and self-conscious and seem to be most powerful consumers. They are specific in their required need especially in clothing sector. Therefore, it is important that companies have the appropriate advertisements for the right target audience. Fashion clothing seems to bring confidence and warmth to an individual. However, consumer needs and wants vary and it is difficult to discover what they want.

Women's fashion is a global industry with \$47 billion in annual sales. Female consumers act as the gatekeepers and have strong purchasing power, especially when studies show that women need clothes for different situations which increase demand. The clothes reflect many personal issues such as age and style. The untruthful message the advertisers give about female body's and the idea that everyone should be thin, affect women's behavior and therefore due to the pressure of looking like the models in adverts, women today take more care of themselves. Women go shopping for something they need or shop without any particular product in mind (Silverstein and Sayer 2009a, p .164-165).

Silverstein and Sayer also criticized that many marketers still do not recognize the importance of targeting women. Many companies are not making adequate market research on the female market and they are targeting women based on assumptions of what they think they want. Companies often market small sized clothing for women based on the assumption that is what women want.

### 2.4 Apparel Branding and Young Generation

Today the young urban Bangladeshi population is both educated as well as employed. Most of them are now engaged in job sector along with their education. So they are conscious about their apparel while going out somewhere. In recent time, many western companies like Polo, Crocodile, Lotto, Calvin Klein, Levis etc. are developing their business in Bangladesh, totally aware about the changing dress pattern of our youth, and their target customers are mostly the young generation. Also there are some local brands offering western apparels, like Westec, Eastasy, Smartex, Cat's Eye.

They are concentrating on western clothing for the young people. Brands like Aarong, Shada-Kalo, Nagardola, Kay Kraft, Anjons are focusing on the cloths that are on Bangladesh's culture. They are also offering western clothing in Bangladesh context for what people usually choose these shops in traditional occasions.

Choice in clothing can communicate responsibility, status, power, and the ability to be successful (Turner--Bowker, 2001, p 311-322). Designer/name brand clothing also carries social perceptions related to status derived from multiple sources of social influence (Beaudoin&Lachance, 2006, p 312-331). Owning store brand jeans led to more negative person perceptions than designer/name brand jeans in a study of college students (Workman, 1988, p 23-29).

Factors Affecting Apparel Branding to the Youth:  
About 25 years ago, Andreasen (1984, p 984-794) suggested the importance of life events on understanding changes in consumer preferences. He found that the shoppers who were undergoing life status changes were more likely to change their brand preferences spontaneously, from either the perspective of direct effects of specific status changes or from stress perspective.

Lee et al. (2001, p 25-38) also stated that the occurrence of life events or role transitions resulted in changes in patronage preference, which could also be explained by individuals adapting to stressful lifestyles or role transitions marked by life events. On the other hand, Mathur et al. (2003, p 129-141) suggested that

consumers may change their consumption patterns in response to new lifestyles or roles.

Some of the factors that can be seen as a reason for the changing buying patterns of the students are mentioned below:

### ***Brand Consciousness***

Brand consciousness refers to a shopper who believes brand image and good brand names stand for good quality, and are willing to pay premium price for the brand name. Shim and Kotsiopoulos (1992b, p 58-64) researched apparel shopping orientation on the basis of nine factors: fashion/appearance consciousness, brand consciousness, convenience/time-consciousness, shopping mall-orientation, local store-orientation, apathy toward "Made in the USA", catalogue-orientation, economy/price consciousness, and credit-orientation.

As example, graduating graduate students have experienced life events (such as job hunting) that lead to their role change from a student to a full-employee after graduation and generate stress. And their jobs made them conscious towards the branded clothing to match with their job requirements.

### ***Patronage Behaviour***

It is a store choice behavior which represents an individual's preference for a particular store for purchasing apparel products. Consumer patronage analysis is identified as the study of how individuals choose the outlet for shopping (Monroe & Guiltinan, 1975, p 19-28).

Consumers' store choices are the results of processes that involve consumer perceptions, images, and attitudes. These factors are formed and changed based upon consumer needs, wants, experiences and information. The other dimension of consumer patronage patterns relates to consumers personal factors. The recent research findings showed that among age, income, gender, and store attitude, that only store attitude has been identified as a dominant predictor of shopping frequency (Pan & Zinkhan, 2006, p 229-243).

### ***Local Brand Oriented Consumer***

Local brand oriented consumer refers to a shopper who favors local store shopping. Students those are not engaged with any kind of jobs, and focused more on designs rather than focusing on the brand. They usually prefer to go for local branded products where they can buy dresses in a small range of money.

### ***Social Trends***

The Intelligence Factory (2001, p 3) states that with the help of Internet, people are better informed now than ever before. Students are inspired by the new ideas and sensations, and now a day they are reacting more quickly and in greater volume to fashion changes. This puts greater pressures on retailers, no matter what they are selling. Retailers must be able to recognize an emerging trend early to capitalize on it.

According to Walker (2003, p 91) factors affecting consumers' choice, and social changes are of great interest to retailers. All consumer goods companies are directly influenced and sometimes speedily affected by changes in the states and attitudes of consumers.

### ***Life Events***

"Life events refers to life transitions that are critical phases in one's life and are associated with significant changes in one's life", (Cohen, 1988). According to the recent consumer studies (Andreasen, 1984; McAlexander, Holman, & Solomon, 1991; Mehta & Belk, 1991), people are likely to change their consumer behavior during periods of life transition.

Mathur (2003) suggested that brand preference changes can be described as the outcome of variations to new life conditions and changes in consumption lifestyles. There are two perspectives that can be applied to explain these kinds of changes. The first point of view in consumer buying pattern can change based on their new role transitions. Changes in consumer behavior can vary consumers' needs to redefine their self-concepts which come as a result of them assuming new roles (Mehta & Belk, 1991).

Consumers keep changing their consumption behavior (such as brand preference) to adapt to their new roles and circumstances (Mathur, et al., 2003).

Life events, such as graduation causes a student to switch into a new role for most college senior students (Shea, 1999). Most senior students have identified personal, professional, and educational goals for their futures (Shea, 1999). Here, the role transition starts when students completed their under graduation and step into their career as an employee. The responsibilities on their shoulder changed their perception as well as their ways of dressing senses depending on their work field.

### ***Income***

Students' brand preference also depends on the income level. Many students specially the post graduate students are engaged with different jobs. So they focused on wearing formal dresses and prefer the branded products. They are willing to spend a little more money over branded products as well.

### Role Transition

The time period between under graduation and post-graduation can lead the role transition of a student from being just a student to a full employee after graduation. Most of them will play their new roles as workers in future. Therefore, they will develop different attitudes towards their new lifestyles and needs in the context of consumer behavior. Moreover, young consumers place great importance on clothing and their apparel shopping orientations are important to research (Spero and Stone, 2004, p 153-159)

### Country of Origin

Schooler (1965) concluded that the country of origin of a product can have an effect on a consumer's opinion of the product. Other author mention that perceptions towards a country image have significant effect on consumers' attitude towards individual brands in the country (Bilkey et al., 1982).

## 2.5 Conceptual Model

Yang He's (2001), a conceptual model of changes in consumer patronage was applied to this study as a guide to our research framework. Figure 2-1 shows the major parts of this model that includes main seven primary variables (graduation/ role transition, life events experienced, life events anticipated, changes in apparel shopping orientation, changes in patronage preferences, changes in store preferences, and changes in brand preferences). These seven primary variables construct a relationship flow.

According to Yang He's conceptual model of changes in consumer patronage, college senior students' apparel shopping orientation changes based on the effect of their life event experiences.

The modified conceptual model for this study was based on Darden's Patronage Behavior Model and it was represented in Figure 1-1.

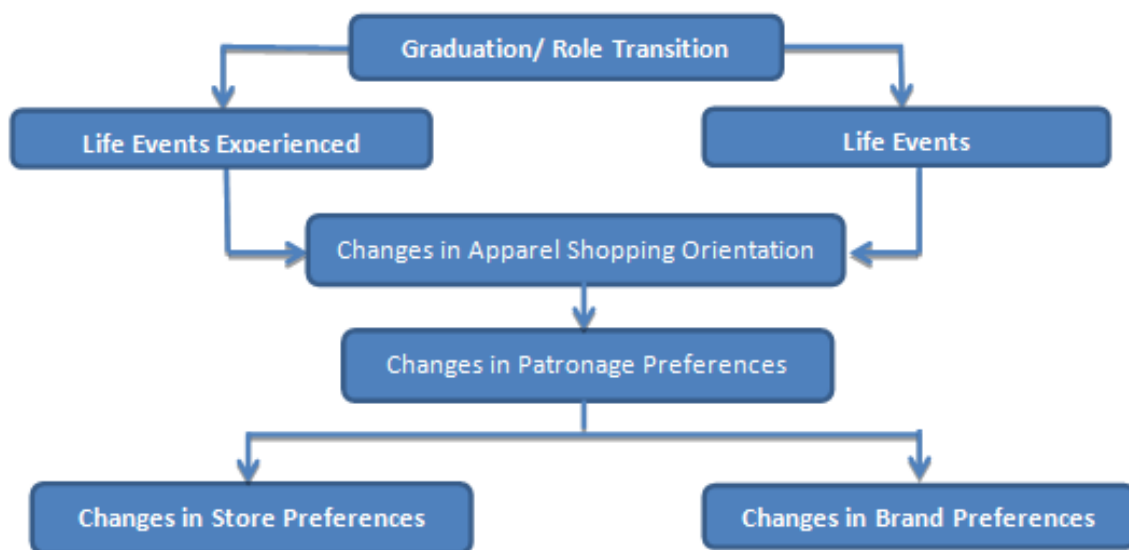


Fig 1-1: Modified version of Darden's Patronage Behavior Model (author's conception)

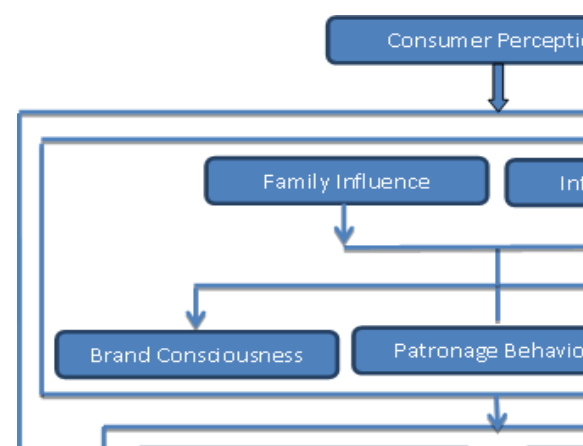


Figure 1-2: Conceptual Model (author's conception)

In this study, (Figure: 1-2) we profile along with life events, undergraduate and post graduate students' shopping orientation also changes based on other related factors (brand consciousness, patronage behaviour, local brand orientation, role transition, life events, social trends, income).

In the following study, we tried to create an outline among the factors that can cause the changes in students' apparel buying orientation. In the initial period, students choose their apparels based on family influence. But with the time, their influential groups as education started to play a vital role for choosing the apparel buying orientation along with brand consciousness, patronage behaviour and local brand orientation.

Graduation and related life events (anticipated and experienced) may also cause the role transitions which actually create a brand consciousness in them. Their brand preferences also depend on their income level. In addition, different occasions and social trends can cause them to bend on local brand orientation, which can also fulfil their desired wants and needs.

## 2.6 Established Brands in Bangladesh

### 2.6.1 International Apparel Brands in Bangladesh

Some international brands that are currently serving the market are as follows:

Lotto, Lacoste, Nike, Adidas, Polo, Crocodile, Calvin Klein, Levis, Diesel etc.

### 2.6.2 Local Apparel Brands in Bangladesh:

There are many well-known apparel brands in Bangladesh what are doing their business successfully. Some of these brands are also offering western apparels for the young generation as they are now understanding that the large target market.

Aarong, Anjans, Shada-Kalo, Kay Kraft  
Nogordola, Banglar Mela, Nipun, Rang  
Deshal, Bibiana, Probortona, Smartex  
Yellow, Colors, Cat's Eye, Eastasy  
Silver Rain, Monsoon Rain, Plus point  
Westec, Artisti, Lubnan, Vasavi

Among these local apparel brands, there are many shops (as example Yellow, Eastasy, Smartex etc.) who are actually providing only western cloths and their targeted customers are specifically the young generation who are following the western dressing styles.

Most of the clothing shops (like Aarong, Anjans,

Banglar Mela, Kay Kraft etc.) are targeting both traditional and western clothing patterns. So people usually choose these warehouses in the traditional celebrations like Pahela Baishakh, Pahela Falgun, Victory Day Celebration, Mother Language Day etc.

### 3. Methodology

Kotler (2003, p 129) stated that: "Research, in the broadest sense, is search for truth." Research attempts to discover the truth about consumers. Research is a focused and systematic approach in order to gather more detailed information to provide the basis of analysis and academic learning about the topic of enquiry. So it is obvious that research is a systematic approach which requires planning and developing step by step to reach the desired conclusion.

In another word, research can be defined as the gathering, recording and analysis of facts about the specific problems. Research can help retailers to understand the buying environment, identify problems and opportunities, developing and evaluating the course of marketing actions to reach existing and potential target markets.

There are various methods of research that can be used to develop a research. Depending on the perception it is going to pursue and the circumstances on which the research is going to explore, all the research methods have advantages and disadvantages. For that, it is necessary to justify the alternative methods available for a certain research in terms on validity, reliability and generalizability in order to make sure that the proper method has been chosen.

This chapter describes the instrumentation used to collect data, the sample, the procedures of data collection, use of questionnaire and the statistical applications used in the research.

#### 3.1 The Procedures of Data Collection:

Only information that was consistent and in-sync with the research was utilized.

However, the amount of available data is not in huge number compare with each other extensively. While doing the research, some related factors came out that can actually have an impact on the apparel changing pattern of the students. Those different factors are co related with each other strongly. So it is very hard to exclude those research materials as almost every factor is interrelated with another factor.

#### 3.2 Sample

The samples consisted of students from AIUB with regard for branded apparels.

Two categories of population have been set based on the objectives and scope of the study. They are:

- Undergraduate students from Bachelor of Business Administration
- Post graduate students from Bachelor of Business Administration

### 3.3 Sampling

The data collection technique chosen for this research is in-depth face-to-face interviews with four categories of questionnaire consisting 38 questions.

The interview is an appropriate technique by which to gather information and data from a questionnaire. The main advantage of an interview is that the researcher can provide clarification to questions if needed during the interview session. The interviews were conducted in Bengali as well as English, depending on the needs of the person being interviewed.

Once the final measurement scales and the survey questionnaire had been developed, the survey package, including a cover letter and survey questionnaire, was distributed to the selected subjects.

### 3.4 Questionnaire Preparation

According to McDaniel and Gates (2001, p 189), a questionnaire is a set of questions designed to generate the data necessary to accomplish the objectives of the research project.

The questionnaire provides standardized and uniformity in the data gathering process. It standardizes the wording and sequence of questions and ensures that every respondent sees and hears the same words, and every interviewer asks identical questions.

According to Webb (2002, p 89), questionnaires can be designed for four purposes. They are:

- To maximize the accuracy and relevancy of information to be obtained
- To maximize the participation of relevant elements in the sample
- To facilitate the gathering of information
- To meet research objectives

Four categories of questionnaires have been prepared



to conduct the field survey. All these questionnaires have sought information concerning the following issues:

- Perception Oriented Questions
- Trend Oriented Questions
- Brand Oriented Questions
- Stores Oriented Questions

The questions were distributed among undergraduate and graduate students of the faculty of Business Administration using a 5 point likert scale.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

Survey method has the advantage that it facilitates quick investigation and involves higher cost. In order to collect relevant information the purpose of the study was clearly explained to the respondents.

#### 4. Analysis and Interpretation of the Data

From last few years, markers have targeted the youth generation as one of the most important target market. In recent time, Young consumers are creating a vast difference between branded and non-branded products. Young consumers are now playing an important role in the market place as they are exerting huge influence over the allocation of spending power across a growing number of product categories including cloth. However, young consumers are extremely engaged in the process of branded clothing consumption when compared with the older consumers.

Though previously females were more involved in branded fashion apparels than males, in today's time the younger generation, girls as well as boys are more conscious about the fashions.

Among the young generation, a huge difference occurs between the students during under graduation and post-graduation. An undergraduate student who is just studying in university can actually choose any branded clothing for his presentation where they need to wear the formal. When that student will complete his under graduation and will be engaged in any job along with his post-graduation, he will end up choosing any specific brand according to his personal needs. He will try to focus on the well-known branded apparels as for him the meaning of Brand will change.

He will definitely think that brand has ability to enhance status & improve success.

Presently consumers choose brands and trust them the way they trust their friends and family members to dodge the uncertainty and quality related issues. For this reason they end up sticking to a certain brand that they like the most for years.

Among the participants, total 56 undergraduate and 64 post-graduation students undertook the survey.

#### 4.1 Demographic Summaries of Survey Participants

Gender	Frequency	Percentage
Male	69	58%
Female	51	42%
Total	120	100%

Age	Frequency	Percentage
20-24	56	47%
25 & above	64	53%
Total	120	100%

Engaged in Jobs	Frequency	Percentage
Yes	65	54%
No	55	46%
Total	120	100%

Engaged in Jobs	Frequency	Percentage
Undergraduate	17	26%
Graduate	48	74%
Total	65	100%

Income Level	Frequency	Percentage
Tk. 5K-15K	21	32%
Tk. 16K - 25 K	35	54%
Tk. 26K - 30 K	7	1%
Others	2	3%
Total	65	100%

Descriptive Statistics

	N	Mean	Std. Deviation
Cat's Eye is best for formal clothing	120	3.4167	1.09685
Artisti is best for formal clothing	120	3.2917	1.08771
Vasavi is best for formal clothing	120	3.1750	1.21380
Monsoon Rain is best for formal clothing	120	3.4250	1.05848
Calvin Klein is best for formal clothing	120	3.4333	1.08258
Valid N (listwise)	120		

The result shows that the mean for Calvin Klein is 3.43, Monsoon Rain is 3.42, Cat's Eye is 3.41, Artisti is 3.29 and Vasavi is 3.17. From 120 participants, the results indicated both undergraduate and postgraduate students prefer Calvin Klein, Monsoon Rain and Cat's as a formal apparel brand.

They remain neutral for Artisti and Vasavi branded products.

Descriptive Statistics

	N	Mean	Std. Deviation
Yellow is best for casual clothing	120	3.5000	1.02899
Plus Point is best for casual clothing	120	3.3500	1.09736
Westec is best for casual clothing	120	3.5500	1.02777
Eastasy is best for casual clothing	120	3.5667	1.01031
Smartex is best for casual clothing	120	3.3417	1.19871
Valid N (listwise)	120		

The result shows that the mean for Eastasy is 3.57, Westec is 3.55, Yellow is 3.5 which Point is 3.35 and Smartex is 3.343. This shows that the undergraduate and postgraduate students ranks Eastasy, Westec and Yellow as best casual apparel brand.

## 4.2 Analyzing Correlations Among The Factors

Correlation is basically looking at the relation between two variables. It measures the degree of the relationship between two variables. By liner relationship it means that the relationship can be well characterized by a straight line. It ranges on a scale from positive 1 (+1) which is a very strong positive relation to negative 1 (-1) which means very strong negative relations. A positive correlation means that as one variable increases, so is the other. A negative correlation indicates that is one variable increases the other decreases. A value of zero (0) for correlation means there is no relationship.

There are two important values in the correlation

analysis table. There is the Pearson Correlation value, which is the R value and significance value known as the P value.

The R value indicates the strength and direction of the correlation. The P value is the probability that the R value may obtain just by chance. In addition, the N value indicates the number of participants there were.

Correlations

		Undergraduate/Post Graduate students	Dress length is changing as per the trending fashion length	Paid Salary from job	A well-known brand means good quality
Undergraduate/Post Graduate students	Pearson Correlation	1	.183 <sup>*</sup>	.562 <sup>**</sup>	.334 <sup>**</sup>
	Sig. (2-tailed)		.046	.000	.000
	N	120	120	120	120
Dress length is changing as per the trending fashion length	Pearson Correlation	.183 <sup>*</sup>	1	.112	.047
	Sig. (2-tailed)	.046		.225	.613
	N	120	120	120	120
Paid Salary from job	Pearson Correlation	.562 <sup>**</sup>	.112	1	.182 <sup>*</sup>
	Sig. (2-tailed)	.000	.225		.046
	N	120	120	120	120
A well-known brand means good quality	Pearson Correlation	.334 <sup>**</sup>	.047	.182 <sup>*</sup>	1
	Sig. (2-tailed)	.000	.613	.046	
	N	120	120	120	120

\*. Correlation is significant at the 0.05 level (2-tailed).  
 \*\*. Correlation is significant at the 0.01 level (2-tailed).

In the correlation table above, there are two positive relationships:

1. Between undergraduate and postgraduate students and dress length is changing as per the trending fashion length (for  $\alpha = 0.05$ )

Here,  $p \leq .05$ , the test is significant. It means there is a significant relationship between undergraduate and postgraduate students and dress length is changing as per the trending fashion length.

2. Between paid salary level and a well-known brand means good quality (for  $\alpha = 0.05$ )

Here,  $p \leq .05$ , the test is significant. It means there is a significant relationship between paid salary and well-known brand means good quality

## 4.3 Negative correlations among related factors

In the correlation table above, there is a negative relationships between stick to a certain brand which I like most and advertising have an effect on purchasing new brands (for  $\alpha = 0.01$ )

Correlations

		Pay more attention on product pricing	Stick to a certain brand which I like most	Advertising have an effect on purchasing new brands	Clothing choice changes depending on job category
Pay more attention on product pricing	Pearson Correlation	1	-.072	-.039	-.099
	Sig. (2-tailed)		.434	.675	.280
	N	120	120	120	120
Stick to a certain brand which I like most	Pearson Correlation	-.072	1	-.737**	-.102
	Sig. (2-tailed)	.434		.000	.266
	N	120	120	120	120
Advertising have an effect on purchasing new brands	Pearson Correlation	-.039	-.737**	1	.145
	Sig. (2-tailed)	.675	.000		.113
	N	120	120	120	120
Clothing choice changes depending on job category	Pearson Correlation	-.099	-.102	.145	1
	Sig. (2-tailed)	.280	.266	.113	
	N	120	120	120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.072 <sup>a</sup>	.005	-.003	1.34821

a. Predictors: (Constant), A well-known brand means good quality

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.331	.316		10.555	.000
	A well-known brand means good quality	.067	.086	.072	.781	.437

a. Dependent Variable: Dressing well is important part of life

Here,  $p \leq .01$ , the test is significant. That means, if the consumers are stick to a certain brand, they never care about the trying other brands because of their brand loyalty. In addition, if consumers are paying attention on new attractive advertisements while buying apparels, their brand loyalty will decrease at least for a certain period of time.

#### 4.4 Regression Analysis among the Factors

Multiple Regression Analysis of:

*Dependent Variable* (Dressing well is important part of life)

*Independent Variables* (A well-known brand means good quality and clothing choice changes depending on job category)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.089 <sup>a</sup>	.008	-.009	1.35203

a. Predictors: (Constant), Clothing choice changes depending on job category, A well-known brand means good quality

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.138	.460		6.820	.000
	A well-known brand means good quality	.060	.087	.064	.689	.492
	Clothing choice changes depending on job category	.058	.100	.054	.578	.564

a. Dependent Variable: Dressing well is important part of life

**Estimated** Dressing well is important part of life = (0.060) times well-known brand means good quality + (0.058) times clothing choice changes depending on job category + 3.138;  $R^2 = 0.008$

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.063 <sup>a</sup>	.004	-.004	1.34901

a. Predictors: (Constant), Clothing choice changes depending on job category

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.304	.391		8.451	.000
	Clothing choice changes depending on job category	.067	.099	.063	.684	.495

a. Dependent Variable: Dressing well is important part of life

**Estimated** Dressing well is important part of life = (0.067) times clothing choice changes depending on job category + 3.304; Here,  $R^2 = 0.004$

Therefore the standard deviation error of the estimate is lowest (1.34821) in relation of dressing well is important part of life with well-known brand means good quality.

Multiple Regression Analysis of:

*Dependent Variable* (A well-known brand means good quality)

*Independent Variables* (Stick to a certain brand and advertising have an effect on purchasing new brands)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.093 <sup>a</sup>	.009	-.008	1.43741

a. Predictors: (Constant), Advertising have an effect on purchasing new brands, Stick to a certain brand which I like most

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.564	.847		4.206	.000
	Stick to a certain brand which I like most	-.078	.140	-.076	-.559	.577
	Advertising have an effect on purchasing new brands	.024	.149	.022	.160	.873

a. Dependent Variable: A well-known brand means good quality

**Estimated** a well-known brand means good quality = (-0.078) times stick to a certain brand which I like most + (0.024) times advertising have an effect on purchasing new brands + 3.564; Here,  $R^2 = 0.009$

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.092 <sup>a</sup>	.009	.000	1.43146

a. Predictors: (Constant), Stick to a certain brand which I like most

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.688	.345		10.695	.000
	Stick to a certain brand which I like most	-.095	.094	-.092	-1.006	.316

a. Dependent Variable: A well-known brand means good quality

**Estimated** A well-known brand means good quality = (-0.095) times stick to a certain brand which I like most + 3.688; Here,  $R^2 = 0.009$

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.078 <sup>a</sup>	.006	-.002	1.43321

a. Predictors: (Constant), Advertising have an effect on purchasing new brands

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.124	.314		9.956	.000
	Advertising have an effect on purchasing new brands	.086	.101	.078	.850	.397

a. Dependent Variable: A well-known brand means good quality

**Estimated** a well-known brand means good quality = (0.086) times advertising have an effect on purchasing new brands + 3.124  
Here,  $R^2 = 0.006$

Therefore the standard deviation error of the estimate is lowest (1.43146) in relation of a well-known brand means good quality with stick to a certain Brand.

## 5. Findings and Interpretation

- Primarily Findings: During the under graduation stage, only 26% were engaged in any kind of jobs, which made them concentrate on the casual wearing. I can say on this finding that of formal wearing they have little knowledge about which brand to choose. So they end up choosing local branded apparels like, Cat's Eye, Artisti etc. for formal wearing. In addition, 72% post-graduation students were engaged in jobs, and they prefer formal wearing as per their job's category. They are well conscious about the foreign branded wearing and they usually choose Calvin Klein or Monsoon Rain for their formal apparels.
- Life events play their role in changing a student's apparel shopping behavior. The role transition starts when students completed their graduation and step into their career as an employee. The responsibilities on their shoulder changed their perception as well as their ways of dressing senses. They went for formal clothing, while casual apparels become their second option which was previously their primary option for apparels. The responsibilities on their shoulder changed their perception as well as their ways of dressing senses depending on their work field.
- Brand consciousness leads a person change their buying behavior. After graduating from a well-known university, students have experienced life events like job hunting. That lead them to their role change from a student to full-employee after graduation and generate their stress. In addition, their jobs made them conscious towards the branded clothing to match with their job requirements. Here, the role transition is also a related factor.

- Patronage behavior created by loyalty for the brand. It can attributed by word of mouth from family preference towards one certain store; It can be a local branded apparel store or international brands. They usually never chance their shopping decision because of the trust they have on certain brands.
- The income level is also another factor that can influence one's buying pattern. Many students specially the post graduate students are engaged with different jobs. According to them, a well-known brand means good quality and they are willing to spend a little more money over branded products as well.
- Some occasion can make students change their buying behavior for a short period of time. A student, who is buying western clothing from Yellow or Smartex, is also shopping at local branded items from Kay Kraft or Shada-Kalo for similar types of clothes.
- The Pearson's correlation revealed positive relationship between dress length is changing as per the trending fashion length and it totally depends on whether he is a undergraduate student or a postgraduate student. Basically changing fashion based on trends are followed by the undergraduate students who are still not faced the life events like job hunting. Also there was a negative relationship between the statements: stick to a certain brand which I like most and advertising have an effect on purchasing new brands. That means, if the consumers are stick to a certain brand, they never care about the trying other brands because of their brand loyalty. In addition, if consumers are paying attention on new attractive advertisements while buying apparels, their brand loyalty will decrease at least for a certain period of time. But here family preference plays its part to make them brand loyal to the previous brand.
- There is a positive relation between dressing well is important part of life with well-known brand means good quality. As dressing well is important part of our life, some people also think that a well-known brand can also provide good quality apparels that one will never get from non-branded apparels. Another multiple regression made easy for me to conclude on the statement that if a brand is satisfying the consumers by providing good quality apparels,

then they stick to a certain brand. But also for some people especially for the young generation, advertising plays an important role to make them try out the new brands as well.

## 6. Conclusion

The primary purpose of this study was to investigate changes that role transition can cause in buying patterns of the graduate and post graduate students. This research empirically examines the related factors that are creating dynamic changes of apparel shopping orientation. More specifically nine dimensions (factors) of apparel shopping orientation were formulated, and enabled the testing of those factors to answer several research questions.

The framework was modified based on a Conceptual Model of Changes in Consumer Patronage (Yang He, 2001), which demonstrated six types of dimensions within the context of patronage preference. I assumed that changes in buying behavior of undergraduate and post graduate students of AIUB are associated with role transition (graduation), anticipated and experienced life events, income level. In other words, this result confirmed that graduation as a marker of role transition in students' life can make them face some life events, results in some changes in their buying pattern during the time period of graduation.

Regarding the relationship between the changes in apparel shopping orientation and patronage behavior, the regression analysis sample provided evidence that a student sticks to a certain brand only when it can provide good quality apparels, or else advertising can play its role in changing buying patterns of the students. Graduating students who favor brands and are fashion conscious are likely to switch brands when they shop for apparel products.

Another interesting finding was that among the apparel shopping orientations that strongly related to changes in store and brand preferences only for the social trends and occasions.

The nine dimensions can help the marketers as well in order to fill up the gaps where they can manipulate the perception of buyers to create future market share based on the young generation much more accurately.

Understanding these factors that can change students' shopping orientation is important to the retailers so that they can adjust their marketing strategies to meet this group of young consumers' shopping needs better around the graduation period.

## 7. Suggestions & Recommendations

There are several suggestions for the future research on changes in apparel shopping orientation studies.

As the sample size used for this research was comparably small, the result here can never be appropriate to finalize a result perfectly. The result would be more reliable and dependable if the sample size was large in number. This might lead to deeper insights in the relationships among the nine dimensions that I've put in the framework.

The last recommendation that should be worth addressing in future research is the length of period in which the research paper was done. It should be time consuming to collect and gather the data from the participants from every department of the university. Only then the data can be more accurate.

It would be more accurate and rewarding to examine the changes in buying behavior of undergraduate and postgraduate students on whole Bangladesh context.

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