

Measuring Factors Regarding Branded Lawn: Gauging the effect of Branding on Purchase Decision

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Abstract

Lawn was never such a popular formal wear fabric as it has become now. Using sophisticated technology, textile mills in cooperation with the local designers are producing the finest quality of lawn. The purpose of this research is to find out the effect of brands on the purchase of lawn and to understand the female buyer behavior for branded lawn. 150 females of posh areas of Karachi were chosen as the sample size for this research. Linear Regression technique was used to test the hypothesis.

Keywords: Retail, Fundamentals, Brand Value

1. Introduction

1.1 Overview

1970s, lawn had been used more as informal wear and was hardly used for formal dressing. It used to be available in shops in one pattern printing in two pieces or in one piece. But with the changing fashion and increasing trend of women towards purchasing lawn especially in summer season, the textile mills started coming up with more variations in printed designs and are making use of the sophisticated technology to produce the finest lawn fabric in wide range.

Lawn is a light weight material made from very fine cotton yarn approximately 80s identified by its partial transparent look. The finish applied on lawn may range from soft to semi-crisp. Initially three to four designers were producing lawn but now a lot of designers have come up with unique and extraordinary lawn prints. Textile mills are now introducing lawns in collaboration with famous local designers. They have made lawn branded.

With the passage of time, the fashion of lawn has changed a lot. Modern cuts and wider silhouettes have replaced the typical three piece shalwar, kameez and dupatta. This is the reason Pakistan is now globally recognized for its stunning lawn prints.

To promote lawn, designers not only hold exhibitions but are also making use of print and electronic media. Textile mills promote their lawn through international celebrities like Indian stars who add royal look to the lawn, feel comfortable in wearing Pakistani lawn and are impressed by the quality and designs printed on lawn fabric. Although this kind of promotion costs high to the producers but in return these textile mills are earning profit in billions.

The Pakistan employment trend report reveals that trend of working women in Pakistan has increased from 16.3% in 2000 to 24.4% in 2011. For Pakistani women being citizens of a Muslim country, the work environment demands that they wear a dress that looks formal and is in accordance with the Pakistani culture.

In earlier times, it was difficult for Pakistani females to wear an outfit that offers a formal look and simultaneously reflects Pakistani culture. But now our creative Pakistani designers have resolved this problem by introducing innovative ideas and modifications in the existing lawn. The designer lawn is now coming up with innovative cuts, patches of silk, chiffon, velvet, georgette and satin, embroidery, thread work, laces, network etc. All such embellishments on the lawn garments have made it a perfect outfit for the working women of Pakistan.

1.2 Purpose of Study

The purpose of this research is:

- a) To explore the effect of brands on purchasing decision intention of females in Karachi, Pakistan.
- b) To determine how brands are influencing consumers to purchase branded lawn fabric.

1.3 Problem Statement

Investigating the factors which influence buying intention of females from Karachi, Pakistan about branded lawn fabric.

1.4 Research Question

“Is the purchase of lawn affected by brand power?”

1.5 Hypothesis

H₁: Purchase decision intentions are influence by Brand.

2. Literature review

Purchase Decision Intention

A study conducted to determine the factors that influence consumer purchase revealed that brand endorsement, fashion shows, magazines, or socialization with peer groups are the factors that specially influence consumers purchase regarding fashionable apparels (Rajagopal, 2011). A research on the purchase behavior of Pakistani women about branded clothes explored that good word of mouth is a free tool by which information about product or services spreads to all. Brand image and brand awareness are also considered vital attributes in purchase decisions (Nasir, 2012)

Brand

A research conducted to analyze the brand loyalty and brand equity in clothing sector revealed that brand awareness and brand loyalty creates positive purchase intentions and that brand awareness and brand loyalty matters much when it comes to consumer decision making (Prof. Dr. Muhammad Ehsan Malik, 2013). A study on brand conscious buyers of India reveals that consumers when evaluate a brand on the basis of its quality, design and comfort and find that it meets their expectations they become loyal to that particular brand (Karuppasamy Pandian, 2012).

3. Methodology

3.1 Data Type

This research utilized primary data which was collected through close ended questionnaire.

3.2 Population

Target population was restricted to females from Karachi, Pakistan who wear branded lawn garments. Since this population is generally too large, the sampling technique used in this research had to be changed in accordance with time and resource availability.

3.3 Sample and Sampling Technique

The sample size was 160 respondents (females) from posh areas like Defence, North Nazimabad, and Gulshan, Karachi. Respondents' age group was in between 18-50 years. Few of them were mainly working, some were house wives and the other were university students. Non probability (convenience sampling technique) has used which is more appropriate for such research.

3.4 Statistical Technique Used

Linear regression was applied to test the hypotheses in this research. This was done because the hypotheses were causal in nature and hence the application of regression via SPSS (Statistical Package for Social Science) was used to analyze data.

3.5 Measurement and Instrument (Data Collection Tool)

This research study contains total 2 variables, out of which 12 are Brand is the independent variable while purchase decision intention is dependent variable. This study examines the impact of independent variable towards purchase decision intention of female consumers' of branded lawn in Karachi, Pakistan.. The instrument used to measure the variables in this research are measured on five point likert scale grading from 1 to 5(as 1 being the lowest level of agreement and 5 being the highest level of agreement).

4. Results and Discussion

4.1 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.233 ^a	.054	.048	.82063

a. Predictors: (Constant), Brand

The model summary above shows that in model 5, the R value represents correlation of 0.233 or 23.3% correlation. Whereas the R square, the coefficient of determination indicates the variations of 0.054 or 5.4 % . The sample error is nonexistent as the difference of R square and Adjusted R Square is below 5%.

4.2 Analysis of Variance

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5.717	1	5.717	8.490	.004 ^a
Residual	99.667	148	.673		
Total	105.384	149			

a. Predictors: (Constant), Brand

b. Dependent Variable: Purchase_Decision_Intention

The above table shows the analysis of variance in the model, where the researcher has to interpret two columns, F statistic and Sig. Value. The cut off for F statistic is >4 and Sig. Value's cutoff is <0.05. As it is seen that in model 5 fit_sizing and Brand have a significant effect on purchase decision intention as the value for f Statistic is 5.905 and sig.value is 0.03, both are meeting their respective benchmarks.

4.3 Analysis of Coefficients

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.643	.253		10.455	.000
Brand	.180	.062	.233	2.914	.004

a. Dependent Variable: Purchase_Decision_Intention

After the execution of linear regression brand has a significant effect on purchase decision and intention as the t-value is 2.914 which is above the 2.0 benchmark and sig value is below the 0.05 cut-off at 0.004

5.0 Conclusion

5.1 Limitations of study

This research study has some limitations in terms of sample size and data collection. The sample size used in this study may not be sufficient to generalize the results. The research findings are restricted to Karachi only and convenience sampling is used. This study has not used expert opinion for qualitative data.

5.2 Conclusion

This study was conducted to find out the consumers' purchase decision regarding branded lawn fabric and to determine the factors affecting consumers' purchase decisions. The results of the study explain brand has an impact towards purchasing decision intention.

This study concludes that brand has an impact on purchase decision. Customers are highly satisfied from branded lawn and therefore its high price does not matter much to them. The t-value of brand 2.914 clearly indicates that brand is an independent variable which affects purchase decision intention, the dependent variable.

5.3 Recommendations

Textile marketers and merchandisers should focus on branding strategies to make their brand more powerful and to increase brand loyalty to sustain existing consumers and to attract new customers. They should also find out other factors that affect purchase behavior of females towards branded lawn.

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