

Analysis of Opinion and Consumer Behaviour for Denim Products in Teenagers

Dr. Mayank Agarwal

Abstract

This research paper proposes to analyse applicable salient internal and external determinants of buying behaviour for denim products, designed in relation to teen age generation. The analysis is carried out in relation to teenagers of Jaipur city in Rajasthan state. The structured questionnaire was distributed personally to the teenagers in Jaipur city by using convenience sampling technique. The questionnaire comprises product features such as; cost, texture, shade, brand, ease of use and fashion. The compiled data was examined based on demographic profile, descriptive statistics, factor analysis, regression analysis and other relevant statistical tests to find out the relationship among the elements. The compiled data concluded that texture of denim products appears to be the most significant factor followed by ease of use and fashion, while internal elements brought more important role than external elements on appraisal of denim products. The analysis depicts that teenagers are inclined to use several product features to meet their aspiration and motives.

Keywords: Cost, Texture, Shade, Brand, Ease of Use, Fashion

Introduction

Denim products took over due to its durability utility with physical working class like factory workers and miners in the west. Denim products were acknowledged as “necessity” in the IInd world war (Gorden) and became Fashion icon for the teen age generation after world war in Europe and America. Indian denim market is one of the most growing markets with estimated growth rate of 10% annually. Growing number of middle-income families, online and social media revolution in India has provided an opportunity for denim products to acquire a big share of textile market. Nowadays denim have turned out to be an ideal dress material for everybody in teen age generation. Everybody has denim in their wardrobe. Recognition of denim has a multiple effect on demand of other complementary things depending on their usage.

This paper proposes to analyse applicable salient internal and external elements such as determinants of teenagers buying behaviour for denim products in relation to teenagers. The structured questionnaire was distributed personally to the teenagers in Jaipur city by using convenience sampling technique. The questionnaire comprises of product features such as; cost, texture, shade, brand, ease of use and fashion. The compiled data was examined based on demographic profile, descriptive statistics, factor analysis, regression analysis and other relevant statistical tests to find out the relationship among the elements.

Review of Literature

Denim products are now commonly used by Indian customers. The denim market begun to ascend with the incoming of MNCs brands. A foreign denim brand, U.S. Levi Strauss, most demanded denim brands around the globe, came in the Indian market around 1994, which was comparatively too soon for India.

Hofstede defines "culture as the collective programming of the mind that distinguishes the members of one group or category of people from another. It affects the way in which people think and resolve conflicts in their everyday lives" (Kumar & Sethi). As per to Hofstede's analysis, "India has a high power distance" (Kwak). "The average Indian customers is teenager, of the affluent middle class, and materialistic" (Hasan). "Indian customers have shifted substantially toward consumerism, particularly over the past decade. The Indian middle class is larger than its counterpart in Western Europe." (Gopal & Srinivasan). "It is attractive to multinational corporations" (Nicholls, Roslow). "Rising salaries, low interest rates, and new malls have made shopping the favourite pleasure time of India's burgeoning middle class" (Bellrnan). "The growing middle class provides the prospect for substantial sales" (Kaye).

Workman considered that "denim have the ability to convey images related to fashion or utilitarian usage." "A well-recognized brand image is one of the most valuable asset which sets a firm in any industry." (Claycomb & Porter). "The brand plays a critical role as it helps the customers to infer consumption benefits pertaining to a product pre-purchase and usage" (Danaher, Wilson and Davis). "It is believed that customers form impressions of brands that ultimately have a major effect on buying decisions." (Davis) find out that "customers use the physical features of garments to classify them such as low or high texture garments. Because high texture garments were determined to play a role in how customers feel about themselves and how they perceive others to view." Hines and O'Neal opined "customers judge clothing texture for its social and psy-

chological consequences.” Kardes proposed that “customers often believe that the cost of a product is indicative of its texture. The idea that you ‘get what you pay for’ still exists among customers.” Mazursky and Jacoby opined “customers’ opinions of product texture across industries might be affected by the product brand name.” In terms of apparel, Holstius and Paltschick opined “perceived texture was affected by brand name specifically among so-called fashion- minded customers.” Likewise, Sproles and Kendall opined “the brand conscious customers is oriented toward purchasing expensive, well- known brands due to the belief that higher cost equates to better texture.” (Adaval & Wyer) “Cost perception is therefore a dynamic construct that not only affects willingness to pay but is also affected by internal elements such as brand familiarity” (Abhijit).

Objectives of Analysis

- (1) To analyse opinions for wearing denim products in relation to teenagers in Jaipur city.
- (2) To analysis buying behaviour for denim products in relation to teenagers in Jaipur city.
- (3) To find out the most significant factor for buying behaviour of denim products in relation to teenagers in Jaipur city.

Research Questions

- (1) Is there any relationship among selection of denim products and cost factor?
- (2) Is there any relationship among selection of denim products and texture factor?
- (3) Is there any relationship among selection of denim products and shade factor?
- (4) Is there any relationship among selection of denim products and ease of use factor?
- (5) Is there any relationship among selection of denim products and fashion factor?

Implication of Analysis

This analysis may assist in providing the information to the students and to the marketing strategists for denim making and selling companies. The findings of the present analysis would be helpful to find out the ways to enhance their revenues and increase market contribution. Detecting and putting on the records of the elements such as texture, cost, shade, ease of

use and fashion which affect Indian teen age generation that will help to build a better method of sales forecasting denim products.

Research Methodology

This analysis proposes to use correlation to analysis teenagers' opinions and buying behaviour for denim products. The convenience sampling technique is used for collecting primary data. The questionnaire comprises of elements such as; brand, texture, cost, ease of use, shade and fashion. The sample size was found out to be 360. The method used to find out sample was:

$$\text{Sample Size} = \frac{(z \text{ value})^2 * (\text{percentage}) * (1 - \text{percentage})}{(\text{confidence interval})^2}$$

The structured questionnaire was distributed personally to the teenagers in Jaipur city by using convenience sampling technique. The questionnaire comprises of product features such as; cost, texture, shade, brand, ease of use and fashion. The compiled data was examined based on demographic profile, descriptive statistics, factor analysis, regression analysis and other relevant statistical tests to find out the relationship among the elements.

Secondary data was also taken into consideration for study. 5 point Likert scale technique is used to do scaling in questionnaire from strongly disagree to strongly agree. The following hypotheses are formed to meet the objectives of the analysis.

H₀₁: There is no relationship among customers opinions on brand and texture of denim products in relation to teenagers of Jaipur.

H₀₂: There is no relationship among customers opinions on brand and cost of denim products in relation to teenagers of Jaipur.

H₀₃: There is no relationship among customers opinions on brand and shade of denim products in relation to teenagers of Jaipur.

H₀₄: There is no relationship among customers opinions on brand and ease of use of denim products in relation to teenagers of Jaipur.

H₀₅: There is no relationship among customer's opinions on brand and fashion of denim products in relation to teenagers of Jaipur.

Discussions and Findings

Table 1: Demographics

Sr. No	Demographic	Category	Frequency	Percentage
1	Gender	Male	208	57.8%
		Female	152	42.2%
2	Age	<20 years	260	72.2%
		21 – 25 years	100	27.8%
3	Study	UG	288	80.0%
		PG+	18	5.0%
4	Social Culture	Urban	333	92.5%
		Rural	27	7.5%
5	Financial Status	Dependent	315	87.5%
		Independent	45	12.5%
6	Residential Status	Non-parential	111	30.8%
		Parental	249	69.2%
7	Denim Brand	Major Brand	215	67.1%
		other	105	32.9%

Table-1 depicts findings of demographic profile of responders. The frequency distribution depicts the categorisation of demographic profile of responders. Gender wise the males are 57.8% and females are 42.2%. Age wise the responders having age group of less than 20 years is 72.2% and age group between 21-35 years is 27.8%. Education wise the responders at UG level is 80.0% and PG level is 5%. Socio- culturally from urban culture is 92.5% and from rural culture are 7.5%. Financially dependents are 87.5% and independent are 12.5%. Residentially living with parents 69.2% and not so is 30.8%. It is found out that the responders having opinions on denim products brand is not uniform. The 32.9% responders have a brand inclination other than major brands.

Table 2: Scale Reliability Test

Sr. no	Factor	Items	Excluded Items	Valid Items	Measured Cronbach Alpha	Standard Internal Consistency	Decision
1	Brand	6	0	6	0.942	$0.9 \leq \alpha < 0.99$	excellent
2	Cost	6	0	6	0.867	$0.8 \leq \alpha < 0.9$	good
3	Texture	6	0	6	0.839	$0.8 \leq \alpha < 0.9$	good
4	Shade	6	0	6	0.884	$0.8 \leq \alpha < 0.9$	good
5	Ease of use	6	0	6	0.821	$0.8 \leq \alpha < 0.9$	good
6	Fashion	6	0	6	0.819	$0.8 \leq \alpha < 0.9$	good

Table-2 depicts the findings of scale reliability test of factors. The Range of Cronbach's alpha, α of factors is between 0.819-0.942. The relationship appears adequate to hold strong on the basis of Cronbach's alpha, α value. So it can be deduced that the range of Cronbach's alpha, α values authenticates the scaling in a positive to take the further steps for the analysis.

Table 3: Descriptive Statistics

Sr. no	Factor	Items	Excluded Items	Valid Items	Mode	Mean	SD
1	Brand	6	0	6	4	3.62	1.56
2	Cost	6	0	6	2	3.11	1.19
3	Texture	6	0	6	4	3.46	1.62
4	shade	6	0	6	4	3.31	1.68
5	Ease of use	6	0	6	4	3.26	1.61
6	Fashion	6	0	6	4	356	1.62

Table-3 depicts the findings on descriptive statistics such as mean, standard deviation, etc. The range of mean is between 3.11 to 3.62. The range of standard deviation is between 1.19 to 1.68 and mode comes to 4 excluding cost factor. The values of mean, standard deviation and mode are noted on significant discrepancy.

Table 4: Factor Analysis

Factor	KMO	Approx. Chi-Square	Bartlett's Test of Sphericity		Communalities		Extraction Sums of Squared Loadings			Component Matrix (PCA)			Rotated Component Matrix		
			df	Sig (p<0.05)	Initial	Extraction	Total	% of Variance	Cumulative %	Item	Comp 1	Comp 2	Item	Comp 1	Comp 2
Brand	0.911	712.455	15	0.000	1	B5: 0.825	2.566	52.611	52.789	B5	0.844	0.003	B5	0.908	0.074
Cost	0.843	659.865	15	0.000	1	C2: 845	2.777	65.614	65.665	C2	0.877	0.003	C2	0.911	0.089
Texture	0.834	719.273	15	0.000	1	T3:0.687	3.05	60.413	60.421	T3	0.867	0.003	T3	0.899	0.087
Shade	0.87	774.071	15	0.000	1	S6: 0.632	3.245	72.912	72.903	S6	0.889	0.009	S6	0.834	0.081
Ease of use	0.871	878.728	15	0.000	1	E4:0.645	3.367	75.632	75.659	E4	0.801	0.013	E4	0.799	0.082
Fashion	0.888	890.610	15	0.000	1	F5:0.651	3.356	76.111	76.215	F5	0.812	0.015	F5	0.813	0.083

Table-4 depicts the findings on factor analysis of collected primary data. The KMO value of all the factors came to be from 0.911 to 0.834 which gave an indication to proceed further in analysis. Bartlett's Test of Sphericity depicts that p-value at sig <0.05 seem for all the factors comes 0.000 which implies all the variables are absolutely correlative with themselves and also correlated with other variables to some extent. The findings on component matrix (PCA) and rotated component matrix also affirm close correlation among the variables. KMO values reflect on moving further in investigation of collected data. The regression analysis is conducted and the findings are discussed as follows:

Table 5: Regression Analysis

Factor*	Variables Entered	Model	R	R square	Adjusted R square	ANOVA				Coefficients			t	Sig	
						Sum of square	d f	Mean square	f	Sig	Unstd Coefficient Beta	Std error			Std Beta
DV:B1 IDV:CI-6	6	1	0.908	0.824	0.821	842.309	6	140.385	319.056	0.000	C2 0.885	0.095	0.850	33.387	0.000
DV:B6 IDV:TI-6	6	1	0.802	0.644	0.638	739.235	6	131.343	123.381	0.000	T6 0.785	0.039	0.854	22.839	0.000
DV:B5 IDV:TI-6	6	1	0.922	0.850	0.848	851.696	6	141.949	387.940	0.000	T3 0.953	0.026	0.952	37.037	0.000
DV:B4 IDV:SI-6	6	1	0.995	0.983	0.962	991.783	6	165.297	6822.39 9	0.000	S2 0 .999	0.007	0.998	149.325	0.000
DV:B4 IDV:EI-6	6	1	0.974	0.949	0.948	970.473	6	161.745	1269.51 4	0.000	E5 0.984	0.014	0.976	69.521	0.000
DV:B3 IDV:FI-6	6	1	0.911	0.845	0.833	911.431	6	168.654	1121.45 3	0.000	F2 0.922	0.032	0.911	43.345	0.000
DV:B2 IDV:FI-6	6	1	0.844	0.801	0.785	853.511	6	171.654	1076.98 5	0.000	F6 0.942	0.029	0.934	65.234	0.000

*

(Brand: B1: It has a good brand image; B2: It is easily available; B3: It assures for Texture; B4: I am loyal with my present brand; B5: It is recommendable brand to the others; B6: My past experience is satisfactory with this brand) (Cost: C1: It is affordable; C2: Comparatively low Cost; C3: It is moderate; C4: No frequent Cost adjustments; C5: It changes consumer taste in terms of Cost; C6: It meets my expectations on Cost factor)

Table-5 depicts findings of regression analysis. It is done after observing findings from factor analysis and expectations on correlation among Brand (B) which is considered as dependent variable (DV) and the rest of the elements which are considered as independent variables (IDV). Each factor has six items. The findings on regression analysis among DV (Brand) and IDVs cost, texture, shade, ease of use and fashion (C_{1-6} , T_{1-6} , E_{1-6} , S_{1-6} , F_{1-6}) describe testing of hypothesis which is summed up below:

(Texture: T1: It is ease; T2: It is durable; T3: It is versatile; T4: Overall satisfied with Texture; T5: It changes consumer taste in terms of Texture; T6: It meets my expectations on Texture factor)

(Shade: S1: I like blue shade; S2: No selectivity on shade; S3: Any shade without treading in future ; S4: Multi shade denim should be made available ; S5: It produces positive emotional response on me ; S6: Its shades have cultural relationships)

(Ease of Use: E1: It is Ease of use to me physically; E2: It is free from stress and anxiety after wearing; E3: Feeling wellness on wearing; E4: Feeling suitable my body and mind; E5: It is well -grieved; E6: I am enjoying its Ease of use)

(Fashion: F1: I like its distinctive appearance; F2: It is for youth wearing Fashion; F3: It is a fashion of all moments; F4: It is incomparable with other brands in terms of Fashion; FS: It creates personality to me; F6: It is eye attractive)

H₀₁: There is no relationship among customers opinions on brand and texture of denim products in relation to teenagers of Jaipur.

H₁₁: There is significant relationship among customers opinions on brand and texture of denim products in relation to teenagers of Jaipur.

The findings of table-5 depict that adjusted R² is 0.821 which implies that 82.1% of the variance is found out among B₁ and C₁₋₆. ANOVA section of table-5 describes assessment of overall significance at level P<0.05 of H₀₁ which comes to 0.000 at p<0.05. The standardized beta coefficient evaluates contribution of each variable. A high value of 0.850 depicts that a small change in a particular independent variable will have a large effect on dependent variable. These values give a crude denotation of the effect of each independent variable on dependent variable. Sig (p) value is found out as 0.00 which is less than 0.05 for B₁ and C₁₋₆. The t (33.387) and sig (p) values shows the impact of each independent variable. Sig (p) value is found out as 0.00 which is less than 0.05 for B₁ and C₁₋₆. That means H₀₁ is not acceptable and H₁₁ is taken. It can be deducted that there is significant relationship among brand of denim product and its texture in relation to

teenagers of Jaipur.

H₀₂: There is no relationship among customers opinions on brand and cost of denim products in relation to teenagers of Jaipur.

H₁₂: There is significant relationship among customers opinions on brand and cost of denim products in relation to teenagers of Jaipur.

The findings on H₀₂ from table-5 indicate consistency with values of adjusted R square. In this case adjusted R square is 0.644 which represent that 64.4% of the variance is found out among B₆ and T₁₋₆. The ANOVA section of table-5 on correlation among B₆ and T₁₋₆ depicts on mean value and F value (standard beta value (0.854), t value(22.839) and significance value is 0.000(where p< 0.05) The findings of adjusted R square value is 0.848 among B₅ and T₁₋₆.It depicts that there is 84.8% of the variance found out among B₅ and T₁₋₆. It concludes that there is a significant relationship among brand and texture of denim products buying behaviour in relation to teenagers of Jaipur. That is why H₀₂ is rejected and H₁₂ is adopted.

H₀₃: There is no relationship among customers opinions on brand and shade of denim products in relation to teenagers of Jaipur.

H₁₃: There is significant relationship among customers opinions on brand and shade of denim products in relation to teenagers of Jaipur.

The findings on H₀₃ from table-5 indicate consistency with values f adjusted R square is 0.962 which represent that 96.2 % of the variance is found out. The ANOVA of table-5 on correlation among B₄ and S₁₋₆ depicts mean value and F value (standard beta value (0.998), t value(149.325) and significance value is 0.000(where p< 0.05) relationship between, brand and shade of denim products buying behaviour. That is why H₀₃ is rejected and H₁₃ is adopted.

H₀₄: There is no relationship among customers opinions on brand and ease of use of denim products in relation to teenagers of Jaipur.

H₁₄: There is significant relationship among customers opinions on brand and ease of use of denim products in relation to teenagers of Jaipur.

The findings on H₀₄ from table-5 indicate consistency with values of adjusted R square. In this case adjusted R square is 0.948 which represent that 94.8 % of the variance is found out among B₄ and E₁₋₆. The ANOVA section of table-5 on correlation among B₄ and E₁₋₆ depicts mean value and F value (standard beta value (0.976), t value(69.521) and significance value is 0.000(where p< 0.05). It inferences that there is a significant relationship among brand and ease of use of denim products buying behaviour in rela-

tion to teenagers of Jaipur. That is why H_{04} is rejected and H_{14} is adopted.

H_{05} : There is no relationship among customers opinions on brand and fashion of denim products in relation to teenagers of Jaipur.

H_{15} : There is significant relationship among customers opinions on brand and fashion of denim products in relation to teenagers of Jaipur.

The findings on H_{05} from table-5 indicate consistency with values of adjusted R square. In this case adjusted R square is 0.833 which represent that 83.3 % of the variance is found out among B_3 and F_{1-6} . The ANOVA section of table-5 on correlation among B_3 and F_{1-6} depicts mean value and F value (standard beta value (0.911), t value(43.345) and significance value is 0.000(where $p < 0.05$). The adjusted R square value for B_2 and F_{1-6} is 0.785 which represent that 78.5% of the variance is also found out among B_3 and F_{1-6} . It inferences that there is a significant relationship among brand and fashion of denim products buying behaviour in relation to teenagers of Jaipur. That is why H_{05} is rejected and H_{15} is adopted.

Conclusion

The objectives of this analysis have been accomplished where the findings had established that some of the elements such as, brand, cost, texture, shade, ease of use and fashion, the factor "brand" focuses on positive relationship with other elements. The customers opinions on denim products are reflected on taking advantages of competitiveness with each other by analysing brand, texture, cost, shade, ease of use and fashion with reference to teenagers of Jaipur. The findings also inferences on satisfaction of objective-1 and objective-2. The findings also indicate level of correlation among dependent variables (DV) and independent variables (IDV).The adjusted R value, mean value, F value, standard beta value and t value are most significant in this analysis to find out the level of correlations among dependent variables and independent variables. In this analysis, B_4 ("I am loyal with my present brand") and S_2 ("No selectivity on shade") are the most influential with one another by showing adjusted R value at 0.962(i.e.96.2%). It also infers that the respondents have clear knowledge on their brand inclination and shade has turn out to be lesser significance in buying decision. So that, objective-3 is also satisfied. The entire five alternative hypotheses are adopted and also infers that the respondents have preferred the brand with a loyalty along with its cost, texture, shade, ease of use and fashion. Such responses may be due to result of brand awareness of teenager generation for their buying decision making. It is also found out that (table-1) 32.9% responders are using denim products other than major brands but have not compromised with sentiments on

texture, cost, shade, ease of use and fashion.

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