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## **Factors Influencing men's choice for Eastern Wear**

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### **Abstract**

Culture is pivotal in shaping the behavior of an individual. Clothing is one way looking at the culture of one and this research in specific investigates about eastern clothing of men. The origin comes from South Asia i.e. Pakistan. The preference of eastern wear by the male segment has changed drastically as sub-cultures have evolved (inter-marriage with different caste), westernization and consumer's choices and preference change with time and fashion. The current personality and purchase intent towards eastern clothing was studied with the sample of 267 male respondents from Karachi. The One Sample Test analysis resulted in positive association between personality factor and purchasing decision but a negative association between purchasing decision and product composition, product performance, service quality, marketing factor, social factor and cultural factor. Today's environment is crucial to the consumer behavior that is the men purchase intentions are variable and does not get easily influenced by the factors(performance, quality, social and cultural etc) pushing the male consumers to purchase the eastern clothing whereas, if the

marketer of the eastern clothing hits the jackpot i.e. the personality of the men target segment as its relative to their purchasing decision, it will help the marketers and the organization to attract this segment and increase sales for eastern clothing.

**Keywords:** Purchase intention, Men buying behavior, Clothing, Culture, Personality, Eastern wear.

## 1. Introduction

The eastern wear for men includes clothing such as Shalwar Kameez, Sherwani and Kurta Pajama for routine and special occasions. The purchase intention of an individual is build up through his/her personality, which is translated through the society and the culture belonging. This study is thrusting on the fact that what factors influence Pakistani men's market to wear their own ethnic outfits as western clothing i.e. jeans, t-shirts, Bermuda, cargos etc are the western influence. Hence, various factors are accounted in this research related to social and marketing factors. This empirical study will shine on the fashion trend of the men's market segment for eastern wear and whether there interest is still in eastern wear.

It is known fact that buying behavior of every person varies and it's the same for purchasing clothing and fashion accessories. The behavior can be influenced through word of mouth, peers, friends, family members, social circle and class . It is also crucial to one that not all types of clothing suites an entity no matter the trend is in fashion (Subhani, Hasan, & Osman, 2011). Men are also into fashion like women and are demanding in making apparel choices.

## 2. Literature Review

Customers believing in their country-made products and culture have a sense of ownership of their country and culture and tend to purchase home-made items regardless of international brands. There are also a segment of customers who wish to purchase international branded items for quality and there are relatively expensive as well. For e.g. China and India, the customers promote their own country products and use them. This also creates an impact on economy. There are consequences of using own home products because of the poor quality and not being a leader in the product market. Though China is a strong economical country of the cause that its using its own home-made products and has excellence in innovation and variety but is low in cost and low in quality (Wang & Chen, 2004). It is evident that buying behavior/purchasing intention are crucial due to the sudden change in styles and fashion clothing.

Restricting oneself to men clothing and fashion clothing, it was found that belief in the brand or buyer and seller association is important. The customers have a positive impact via organization selling the clothing if the purchase was good in price value and quality and organizations can restore their males' customers for providing the same or better clothing according to the new times. Now, it is important to also understand that customers who are happy with their shopping also rely upon their income generation and domestic behaviors (own living standards, movement in society), which makes its possible or not possible to purchase clothes that may be necessary or for fashion (Bruce & Daly, 2006).

Men also indulge in favoritism and so they also have favorite products/brands in clothing. Generations have brought different fashion and clothing cycles and men also sometimes off fashion wear what they like. The civilized nations establish standards which effect the society has a whole, when we talk about men's clothing there are 50% of them unaware of the latest clothing and wear what is as a part of their ritual/culture (Perez, Padgett, & Burgers, 2011).

Learning as general to the men clothing are the components that gauge their purchase behavior are through stylish clothing, clothing sizes, brand-conscious, price and quality. Also, interestingly style really matters to men and their appeal on others, which has an association with favorable feelings to oneself to indulge in purchasing clothing items. Men a lot rely on the sales person selling the apparel

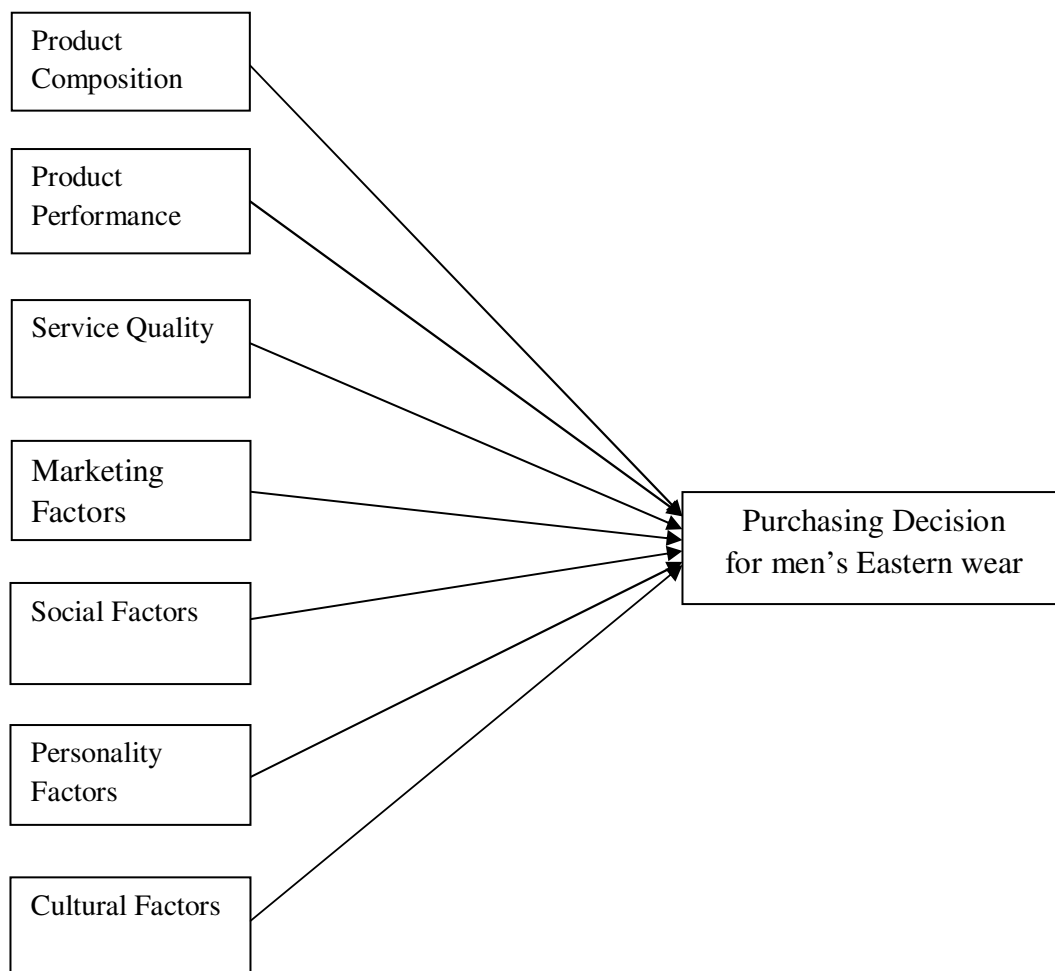
and get a sense of encouragement and boost to purchase and giving promotional offers also entices the male segment in purchasing the clothes.

As this study is restricted to vest in eastern menswear, the western culture has influenced at large to the east that no matter if one is at professional workplace, travelling, dinning out, at home has adopted the western clothing as which is referred by the young boys and men as comfy dressing and uniform code (professional meetings/dinners). Through this stance, eastern wear has just been confined to religious or cultural gatherings. The basic definition and style of eastern wear has been lost. Influential people for example Zulfikar Bhutto, the leader of the 70s in Pakistan was known for being fashionable and liked by the younger generation influenced the young boys and the men to wear shalwar kameez as a style icon, comfy and trendy wear because at that time shalwar kameez was a dress for the poor classes only.

This era has evolved immensely and deeply with multi-cultured notions popping out. Everyone has their own style statement. This generation of men style statement is investigated to brighten up the eastern culture once again through this study.

### 3. Conceptual Frame work & Research Hypotheses

The objective and the proposition of this paper have been interrogated through establishing the following conceptual frame and hypotheses.



H1: Product composition is an important factor for male consumer's choice for eastern wear

H2: Product performance is an important factor for male consumer's choice for eastern wear.

H3: Service quality is an important factor for male consumer's choice for eastern wear

H4: Marketing factors is an important factor for male consumer's choice for eastern wear

H5: Social factors is an important factor for male consumer's choice for eastern wear

H6: Personality factors is an important factor for male consumer's choice for eastern wear

H7: Cultural factors is an important factor for male consumer's choice for eastern wear

## 4. Methodology

### 4.1 Description of Data and Sampling criteria.

In order to evaluate the effect of outlined constructs on the consumer's choice for men's eastern wear. The data was collected via restricted non probability sampling from the various shopping malls of Pakistani space. The responses of 2000 customers (Male customers) via closed ended instruments have been recorded while the one sample T-test has been deployed to interrogate the all established hypotheses.

## 5. Findings and Results

**Table 1:**

Hypotheses	Mean Values	T-Statistics	Empirical Conclusions
H1: Product composition is an important factor for male consumer's choice for eastern wear.	3.7647 < 4	-9.009	Rejected
H2: Product performance is an important factor for male consumer's choice for eastern wear	3.3596 < 4	-17.632	Rejected
H3: Service quality is an important factor for male consumer's choice for eastern wear	2.9888 < 4	-34.607	Rejected
H4: Marketing factors is an important factor for male consumer's choice for eastern wear	2.9807 < 4	-31.640	Rejected
H5: Social factors is an important factor for male consumer's choice for eastern wear	2.9618 < 4	-30.023	Rejected
H6: Personality factors is an important factor for male consumer's choice for eastern wear	4.0337 ≥ 4	0.907	Accepted
H7: Cultural factors is an important factor for male consumer's choice for eastern wear	3.2228 < 4	-21.523	Rejected
Test Value = 4 (i.e. 100% Agreement)			

The findings of this paper reveal that the personality factor is the only important factor which provoke consumer's choice for men's eastern wear as the mean value of the perceptions of 2000 respondents is found more than the test value i.e. 4. While the rest of the constructs which include Product composition, Product performance, Service quality, Marketing factors, Social factors, and Cultural factors are found significantly different then the test value i.e 4 or 100 % level of agreement. Therefore, they don't matter at all when customers choses the men's eastern wear. Hence from out of all seven hypotheses we fail to reject hypothesis no 6 (H6) only as shown in table 1.

## 6. Discussion & Conclusion

Bruce and Daly (2006) found that Cultural factor matters for consumer's choice for eastern men's wear, while, Rocha, Hammond, and Hawkins (2005) believed that it is the social factor which provokes buyer behaviors for a certain trend and hence also eastern fashion. They further stressed that fashion innovations in clothing also a pivot factor when any trend is set and accepted among the customers. Laohapensang (2009) stressed that they are the Age and gender which decides what to wear and what not. Chattaraman and Lennon (2008) accentuated that ethnic identity, consumption of cultural apparel, and self-perceptions of ethnic consumers paves the way for selecting trends and fashion. In contrast to all above studies the finding of this paper tells that personality traits (which include how to carry oneself, self concept, family brought up, character, style, belief and value) are the major influential constructs which matters for consumers to choose eastern men's wear in Pakistani Space.

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