

Factors Affecting Customers Buying Behavior towards Original Brand Purchase and Replicas in Clothing Sector

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Abstract

The objective of this study is to scrutinize the factors that affect the buying behavior of customers towards the brand replicas and the original brands. The dependent variable of this study is buying behavior which is significantly affected by the independent variables which are price, quality, satisfaction, status and class. This is a casual and exploratory quantitative study. The sample size was 211 and convenient sampling strategy was used to collect the data. SPSS version 16 was used to analyze the data. Conclusion of this study indicated those replicas brands are much preferable for middle class as they provide prestigious impression of them in the society.

Keywords: price, quality, satisfaction and buying behavior

Introduction

As the world's economy faced crisis, the behavior of the people towards purchasing changed a lot. They started preferring the products which is similar to brands in fewer prices. Such behaviors of customers increased the worth of substitute of brands and more specifically customer moves towards replicas among brands and products. Replicas are the copies of original brands or products and are a real threat to the economy. (Jurgita Stravinskiene¹, 2013). Further, people of developing countries prefer to buy the brand replicas. This is because they can't afford brands and replicas for them are pretty much affordable. On the same note, replicas also make them feel the stature of a brand. (Lee, 2004) Replicas in clothing notably damage the reputé of the original product. These replicas are mostly sold at low prices due to their low quality as compare to the original one. (hadiwijaya k. k., 2015). The original brand owners criticize replicas for harming the reputation and decreased profitability of the brand. (ying wang, 2013). As the trend of replicas have been increasing day by day not only in clothing sector but also in almost every sector (bhardwaj, 2010).

Purpose of the study

Purpose of this study is to know the factors that affect the buying behavior of the customers towards the replicas brand and the original brands.

Problem Statement

The global economy has been changing and this change effecting the buyer's behavior in terms of purchasing power, perception of quality of the brand, customer start comparing the product which is similar to original brands in less price. Such behavior has been enhancing the value of substitute product. Therefore, this study provides a framework to the firms about customer's intention towards replicas and original brand.

Literature Review

There is a high demand for counterfeited products in the market. Mainly for two reasons people buy counterfeit products of luxury brands; first the low price compared to the original luxury brands and the value that replicas brands deliver comparatively with the original brands. (Tjiptono¹, 2013). In clothing sector quite o lot of replicas has affected

the buying behaviors of customers on the basics of price, quality, status, class. These variables are discussed below.

Price

Price is considered the most important factor that changed the buyer mind from original brands to replicas. The demand of replicas brand is the emerging trends now days(Tjiptono1, 2013). Because replicas make them feel prestigious of brands. (Jurgita Stravinskiene1, 2013). Further study showed that the urge of people to buy only the branded products is directly correlated with the income of the people. People with high income prefer to buy brands. .middle level class prefers replicas brands in clothing. Further two main reasons provoke customers to buy replicas over original brands. First is the price factor. Replicas brands are affordable to the majority of the population of Pakistan and second reason is the prestigious impression that they give to the people.

Quality

Customers usually compromise on quality because of the low income. They rather focus on norms and status that they want to show to others. The urge to be impressive in front of others is pretty much important for them. (Jurgita Stravinskiene1, 2013)

Buying behavior

Consumers show very different kind of buying behavior according to their class. Customers from high class prefer brands and feel insulted about replicas. Whereas customers of low class become satisfy to wear replicas brands. (Muhammad Rizwan, 2014)Stated that consumers of middle class have the limited income but to fulfill the desire of wearing branded clothes consciously or unconsciously provoke them to buy the replicas clothes that are similar to the original brands

Status symbol

Consumers buy replicas just for the status symbol; to make a good impression on others. But reality is that they don't belong to the upper class. They are just showing the status from which they actually want to belong. (Cademan, 2014) Customers from high class are against the replicas as they consider that it affects the impression of their class. (Muhammad Rizwan, 2014)

Satisfaction

Satisfaction level among people varies class to class. People of high class feel satisfied by buying the branded clothes because they can afford it and they enjoy wearing it. Customers from low class also have a desire to wear branded clothes but limited financial resources is the main obstacle for them but replicas at large extent is able to satisfy their desire and make them feel regarded.. (Eisend, et al, 2006).

Class

Class difference matters a lot and it also affects the buying behavior of customer. The one who belong from high class will always go for brands but one who belongs from the middle class would have thirst to wear brands but because of the affordability issue he/she will go for replicas. (Ekawati, 2010). In purchasing original luxurious branded clothes limited a financial resource is the only hurdle (Jurgita Stravinskiene¹, 2013)

Hypothesis development

H1: Price of the product will have the positive impact on the customers buying behavior.

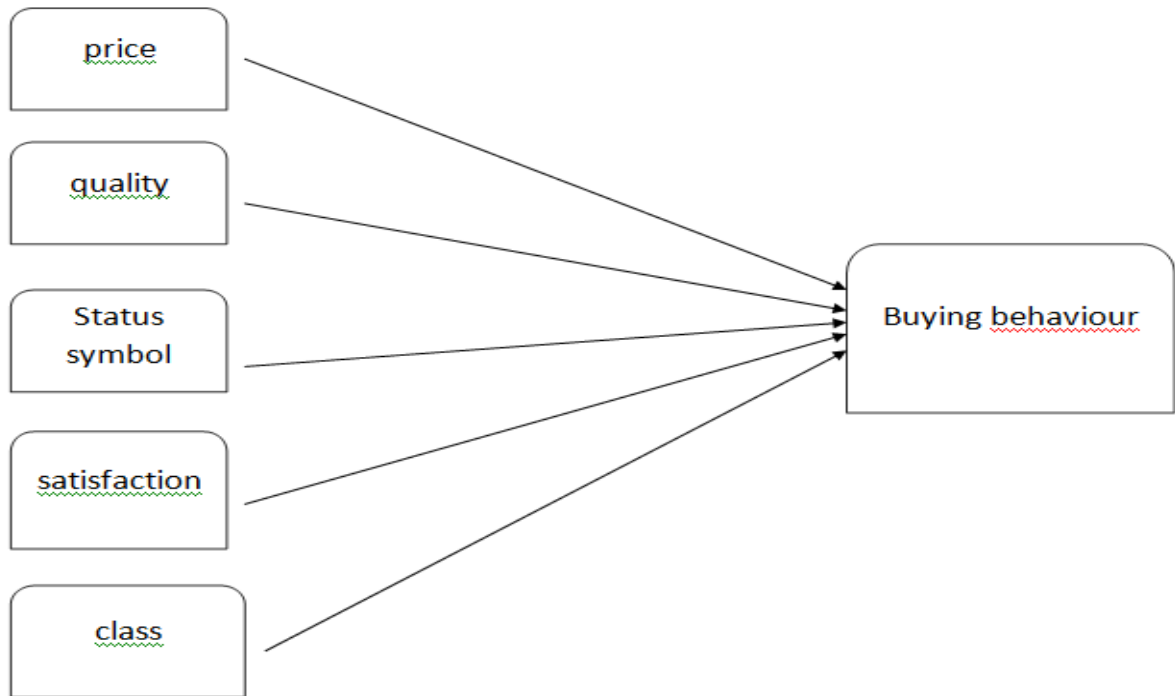
H2: Quality of the product will have the positive impact on the customers buying behavior.

H3: Status symbol of customers has positive impact on the buying behavior

H4: Satisfaction has the positive impact on the customers buying behavior

H5: Class has the positive impact on the customers buying behavior

ResearchModel



Research Methodology

This is a quantitative research was conducted on the citizens of Bahawalpur who belong to different classes and status. Sample size was 211 and convenient sampling strategy was used to collect the data. The questionnaires of this study were adapted and SPSS version 16 was used to analyze the data.

Results and Analysis

“Cronbach’s Alpha” is used to test reliability and validity of questionnaire. Regression analysis is used to check the effect of independent variables on dependent variable.

Reliability Statistics

Cronbach's Alpha	N of Items
.718	20

This table shows the reliability of questionnaire which used in this study. The result of Cronbach's Alpha is 0.718 which is above than 0.70 (Nunnally, 1978). It means that this instrument is reliable.

Correlation

Correlations

		price	quality	status	satisfaction	Buyingbehav iour	class
Price	Pearson Correlation	1	0.351	0.342	0.545	.701	.573
	Sig. (2-tailed)		.000	.001	.000	.002	.000
	N	211	211	211	211	211	211
Quality	Pearson Correlation	0.351	1	0.598	.323	.567	.765
	Sig. (2-tailed)	.002		.001	.000	.000	.002
	N	211	211	211	211	211	211
Status	Pearson Correlation	.342	.598	1	.598	.632	.549
	Sig. (2-tailed)	.000	.000		.001	.000	.001
	N	211	211	211	211	211	211

Satisfaction	Pearson Correlation	.545	.323	.598	1	.561	.523
	Sig. (2-tailed)	.000	.001	.002		.001	.000
	N	211	211	211	211	211	211
Buying behavior	Pearson Correlation	.701	.567	.632	.561	1	.651
	Sig. (2-tailed)	.000	.002	.000	.000		.000
	N	211	211	211	211	211	211
Class	Pearson Correlation	.573	.765	.549	.523	.651	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	211	211	211	211	211	211

The above table shows that buying behavior is positively correlated with price having pearson correlation of (0.701) $p < 0.05$ hence hypothesis 1 is proved. Table shows that buying behavior is positively correlated with quality having pearson correlation of (0.567) $p < 0.05$ hence hypothesis 2 is proved. Table shows that buying behavior is positively correlated with status having pearson correlation of (0.672) $p < 0.05$ hence hypothesis 3 is proved.

Table shows that buying behavior is positively correlated with satisfaction having Pearson correlation of (0.561) $p < 0.05$ hence hypothesis 4 is proved. Table shows that buying behavior is positively correlated with class having Pearson correlation of (0.615) $p < 0.05$ hence hypothesis 4 is proved. The above analysis shows that there is a strongest relation between the buying behavior and the price.

Regression analysis

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.251 ^a	.630	.040	.35166

In this model value of R square(.630) shows that 63% change in dependent variable is due to the proposed independent variables. And the other change is because of other variables that are not mentioned in the research.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.692	5	3.26	36.72	.000 ^a
	Residual	25.227	204	.124		
	Total	26.919	209			

a. Predictors: (Constant), class, status, satisfaction, price, quality

b. Dependent Variable: buying behavior

Regression model is predicting the significant value of variance $F=36.72$ shows model is good and $\text{sig} = p < 0.05$. There lies significant variance.

Multi coo linearity table

Tolerance	VIF
.965	1.037
.958	1.043
.995	1.005
.981	1.019
.980	1.020

Values are not correlated .so there is no colinearity among the variables.

Values of tolerance are .965,.958,.995,.981,.980 > 0.2

Values of VIF are 1.037, 1.043, 1.005, 1.019, 1.020 < 5

As values of tolerance are greater than 0.2 and values of VIF are smaller than 5 that shows no collinearity.

Conclusion

This research was made on the factors that affect the buying behavior of the customers towards the brands and the replicas. Findings of this study showed that that there is a strong positive relationship between all the proposed independent variables and the dependent variable. Hence it is concluded that in clothing sector replicas have a great influence on consumer's mind on the basics of quality, price and status. Especially people of middle class who have limited financial resources found replicas as an alternative to maintain their status up to the mark in the society.

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