

# Assessment of Customers' Satisfaction towards Fashion Apparels: Evidence from Bangladesh

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The global apparel industry has experienced exponential growth in recent decades, powered by rapid technological advancements, shifting fashion trends, and evolving consumer preferences. In developing nations like Bangladesh, which is well known as a major center for the production of clothing worldwide, the sector is changing dramatically. The emphasis is progressively shifting from conventional production-centric techniques to more consumer-focused tactics that give quality, sustainability, and market responsiveness top priority. Therefore, the goal of this study was to evaluate customer' satisfaction towards fashion apparels in the context of Bangladesh. The data were collected from 100 respondents by survey method through a structured questionnaire with five-point Likert scales and multiple items. The purposive sampling method was used in this research. The data were analyzed using frequency analysis, mean, standard deviation, and regression analysis using SPSS software. The findings show that product quality, price fairness, shopping experience, and brand reputation had a positive impact on customers' satisfaction towards fashion apparels in the context of Bangladesh. The results of this study offer valuable insights for apparel manufacturers, retailers, and brand managers in Bangladesh. Industry participants should place a high priority on upholding good product quality, making sure that prices are fair and transparent, fostering pleasurable shopping experiences, and developing powerful, reliable brand images in order to increase customer happiness. In a market that is becoming more and more driven by customers, these tactics are now necessary rather than discretionary. Furthermore, incorporating consumer input into marketing and product development choices helps reinforce market positioning and brand loyalty. Lastly, businesses will be in a better position to prosper in both domestic and foreign markets if they adjust to these changing consumer demands.

*Keywords:* customers' satisfaction, fashion apparels, garment industry, Bangladesh

## Introduction

The global fashion apparel industry has witnessed rapid expansion in recent decades, driven by evolving consumer preferences, socio-cultural influences, and the proliferation of fast fashion. The rise in disposable income, growing fashion consciousness, and accessibility to international brands have drastically changed how consumers in emerging nations like Bangladesh buy clothes (Islam & Aktar, 2013). According to Kotler and Keller (2016), consumer happiness has become a crucial component of long-term commercial success in the apparel industry as fashion evolves from a utilitarian obligation to a vehicle for social identity and self-expression.

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In a competitive market, client happiness is a crucial component of success, and the global apparel business plays a major role in economic growth (Ahmad, Miskon, Alabdan, & Tlili, 2020). Bangladesh, which is well-known for its thriving garment industry, needs to understand customer satisfaction in order to sustain growth and improve brand loyalty (Nazrul & Rahman, 2021). Customer satisfaction has emerged as a critical determinant of corporate success in the fiercely competitive retail industry. Because the apparel sector is a very dynamic and customer-driven market, it necessitates a deep understanding of consumer preferences, behaviors, and satisfaction levels. Clothing is not only a basic need but also a tool for self-expression and social identification, emphasizing how important customer satisfaction is in this regard.

The garment business, which works in this dynamic sector, is aware that maintaining its competitive edge requires learning about customer satisfaction. Product quality, cost, design, availability, and customer service are just a few of the variables that affect customer happiness. Features including fabric quality, fit, style, durability, and brand reputation are crucial in determining how customers view clothing. Furthermore, consumer expectations have changed due to the growth of fast fashion and e-commerce, which place an emphasis on speed, convenience, and customization while buying. Measuring customer happiness gives organizations important information that helps them pinpoint their strengths, fix their weaknesses, and adjust to shifting market trends. Long-term profitability and a strong brand image are also fostered, in addition to helping to keep devoted clients. This study aims to explore the factors influencing customer satisfaction in the fashion apparel industry and evaluate the effectiveness of various measurement approaches. By doing so, it seeks to offer actionable recommendations for retailers, including garments industry, to enhance customer experiences and sustain competitive advantage.

In the retail area, especially in the apparel industry, which depends on constantly changing consumer trends and tastes, customer satisfaction is essential to success. Brand loyalty, repeat business, and positive word-of-mouth are all directly impacted by satisfaction levels, which are reasons why firms must prioritize them (Kotler & Keller, 2016). Clothing has both functional and emotional significance, unlike other consumer commodities, because it expresses social standing and personal identity, which complicates the variables affecting enjoyment. Recent years have seen a further shift in consumer expectations in the garment business due to the quick development of technology and the growth of online shopping platforms. According to Solomon (2020), a number of factors, including product quality, design, pricing, brand reputation, and the general online and offline shopping experience, substantially impact customer happiness. Recognizing customer preferences has become critical for merchants looking to stay competitive in this ever-changing market as consumers demand more convenience, customization, and sustainability.

This research article is allocated into several sections. Firstly, objectives of the research. Secondly, the literature review is provided based on a past study. Thirdly, the theoretical background and hypotheses development have been demonstrated. Fourthly, research methods that are applied to the current research are described. Fifthly, the paper is demonstrated with the results and analysis. Sixthly, the conclusions and implications section incorporates the consequences of present research and its linkups with the previous studies. At the end of the segment, the shortcomings and potential directions of the research are stated.

### **Objectives of the Research**

The main objective of this research was to examine the determinants of customer' satisfaction towards fashion apparels in the context of Bangladesh. The specific objectives of this research are as follows: to examine

the level of customer satisfaction based on demographic profiles; to explore the influence of various factors on customer satisfaction; and to examine the influence of product quality, price fairness, fashion trends, shopping experience, and brand reputation on customer satisfaction in the context of Bangladesh.

### **Review of Literature**

A key component of the fashion industry's success is consumer pleasure with clothing, which affects brand loyalty, consumer purchasing patterns, and overall market competitiveness. A satisfying customer experience can boost brand reputation and have a big impact on customer retention. A cognitive or affective response that occurs at a certain moment and is associated with a particular subject (such as a purchasing experience and/or the associated product) (i.e. post-purchase, post-consumption) is known as customer satisfaction (Carpenter, 2008). According to Wann et al. (2011), a company's capacity to obtain a competitive advantage can be greatly impacted by fostering client loyalty, boosting customer satisfaction, and encouraging repeat business. As a clothing brand, the garments business has effectively employed a number of tactics to hold onto its market share. This literature study examines the body of research on customer satisfaction and how it affects consumer behavior, with a particular focus on the apparel industry—more especially, the garment sector in Chattogram, Bangladesh. Fostering loyalty and guaranteeing long-term business growth require an understanding of client satisfaction in fashion apparel.

#### **Product Quality**

Product quality is one of the most vital elements affecting client satisfaction in the fashion clothing sector. According to Parasuraman, Zeithaml, and Berry (1985), customers anticipate that fashion items would satisfy requirements for comfort, fit, durability, and material in addition to design and aesthetics. Positive post-purchase experiences, increased brand credibility, and repurchase intentions are all facilitated by superior products. On the other hand, unfavorable word-of-mouth and discontent might result from perceived low quality. Product quality is a crucial independent variable in research studies, especially those that concentrate on market rivalry, corporate success, and consumer behavior. It is frequently characterized as a product's overall excellence or superiority, comprising a variety of qualities like performance, design, dependability, durability, and functionality. Consumer perceptions and satisfaction are commonly used by researchers to gauge the quality of products since they have a direct impact on brand loyalty and purchase decisions (Garvin, Hardy, & Xu, 2016). In addition to increasing customer happiness, a high-quality product gives a business a competitive edge that helps it hold onto market share and succeed over the long run (Wirtz & Zeithaml, 2018). Quality may include a number of factors, including fabric composition, longevity, fit, design, and overall cost-effectiveness. The review may also explore the idea of quality in branded clothing, emphasizing how branded goods are frequently thought to be better than non-branded ones in terms of material and craftsmanship. This part would probably examine how consumers' experiences with the brand are linked to their expectations of product quality and how this affects their satisfaction levels. The connection between product quality and customer retention could also be covered, with a focus on how firms that consistently deliver high-quality products are more likely to win over loyal customers over the long run (Rahman, Hossain, & Hasan, 2018). When prospects and actual product performance are compared, customer satisfaction results (Oliver, 1997). In the clothing industry, emotional satisfaction and enjoyment result from a product that meets or goes beyond quality standards. According to Anderson and Sullivan (1993), consumer loyalty is impacted by perceived quality, which is also a powerful predictor of satisfaction.

### **Price Fairness**

According to Lichtenstein, Ridgway, and Netemeyer (1993), pricing fairness becomes more subjective in the fashion industry since emotional and symbolic considerations frequently outweigh practical advantages. Consumers are sensitive to apparent inequities like unexpected price reductions or hidden costs since they regularly compare prices across online and physical retailers. Recurring purchases and increased trust can result from the perception of fair pricing (Kukar-Kinney, Walstrom, & Miller, 2007). Customers typically evaluate price fairness by contrasting the present price with internal benchmarks (like previous prices) or external benchmarks (like rival pricing), according to a number of research (Xia, Monroe, & Cox, 2004). According to Kalyanaram and Winer (1995), perceptions of injustice can swiftly undermine trust and pleasure in the fashion business, where markdowns and dynamic pricing are prevalent. A customer's assessment of their purchase and consumption experience adds up to their level of satisfaction (Oliver, 1997). It includes a number of elements, such as perceived value, service quality, and product quality, with price being a key component. Aesthetic appeal, brand identification, and emotional resonance with the product are also linked to pleasure in the fashion industry (Solomon & Rabolt, 2004). Customers are more likely to be satisfied with their purchase, recommend the brand, and make additional purchases in the future when price fairness is viewed favorably (Haws & Bearden, 2006). On the other hand, a perceived unjust price might result in unhappy customers, bad impression, and even customer attrition. Customer happiness and perceived price fairness are positively correlated, according to a number of empirical studies (Martín-Ruiz & Yagüe, 2009). Pricing stability and transparency are essential in the fashion retail industry, where seasonal sales and promotions are common. Perceived price fairness affects customer satisfaction both directly and indirectly, affecting both emotional reactions and cognitive assessments of value, according to research by Homburg, Koschate, and Hoyer (2005). Additionally, perceived value and brand trust frequently operate as mediators between customer pleasure and fashion. Even if the price is greater than that of competitors, customers are more satisfied overall if they believe the price is reasonable given the product's quality and brand prestige (Choi & Lee, 2018).

### **Fashion Trends**

The ever-changing fashion trends that impact consumer expectations and tastes are a major factor in the fashion apparel industry's dynamic character. Brand strategy and customer experiences are shaped by design innovation, cultural influences, and collective consumer behavior, all of which are reflected in fashion trends. How well firms match their products with current trends has a big impact on customer satisfaction in this industry (Solomon & Rabolt, 2004). In order to stay relevant and loyal in a highly competitive market, firms must consider the relationship between fashion trends and client happiness. According to Kawamura (2005), fashion trends are emblematic representations of cultural affiliation, social identity, and individual beauty. Following trends gives consumers emotional and psychological benefits, especially those in the fashion-forward market. Therefore, companies that are able to react quickly to new trends or anticipate them tend to have more satisfied trend-sensitive consumers (Sproles, 1981). Adopted by companies such as Zara and H&M, the "fast fashion" strategy focuses on bringing trendy products to market rapidly. Higher perceived value and pleasure have been associated with this trend-responsiveness because it makes product offerings more relevant and fresh (Barnes & Lea-Greenwood, 2006). In the fashion sector, aligning brand offers with consumer expectations—which are frequently influenced by trends—is just as important as product quality and price in determining customer

happiness (Park & Kim, 2016). Fashion brands improve consumers' perceptions of themselves by anticipating or reflecting the newest trends, which increases emotional fulfillment and happiness. Additionally, studies indicate that when fashion-conscious buyers are able to exhibit their uniqueness and conform to societal standards, they are more likely to express happiness (Goldsmith, Flynn, & Moore, 1999). Dissatisfaction may result from failing to follow current fashion trends, especially among younger consumers who place a higher value on trend relevance than other considerations. Digital platforms, influencers, and social media have sped up the emergence and fading of trends. Companies are better equipped to meet the changing preferences of their clientele when they use digital technologies to track and react to trends in real time (McCormick et al., 2014). The immediacy and visual nature of platforms like Instagram and TikTok have shifted how consumers perceive trend adoption, making trend agility a direct driver of satisfaction.

### **Shopping Experience**

Customer satisfaction in the fashion apparel industry is significantly influenced by the purchasing experience. Perceptions of value, brand loyalty, and happiness are strongly impacted by the experiences that customers have while interacting with physical stores and digital platforms. These experiences might range from store layout and staff contact to website usability and delivery service (Kim, Fiore, & Lee, 2007). Particularly in the fashion industry, where aesthetics, mood, and individual expression play a major role in purchasing decisions, a captivating shopping experience is frequently just as significant as the actual goods. The retail atmosphere, sensory stimuli, customer service, convenience, and emotional engagement are just a few of the physical and psychological components that make up the shopping experience (Verhoef et al., 2009). Lighting, music, layout, and employee conduct are some of the elements that can either improve or decrease customer happiness in physical formations (Baker, Parasuraman, Grewal, & Voss, 2002). Online fashion retail, on the other hand, depends on responsiveness, personalization, website aesthetics, and ease of navigation to provide a positive experience (Rose, Clark, Samouel, & Hair, 2012). Shopping for fashion is both a utilitarian and a hedonistic activity, according to research by Fiore, Jin, and Kim (2005). Customers frequently shop to express their identities, have fun, or escape boredom; therefore, their interactions with the retail setting are crucial to their overall enjoyment. According to Oliver (1997), customer satisfaction is the consumer's assessment of whether the shopping experience met or went beyond their expectations after making a purchase. According to Yoo, Park, and MacInnis (2013), a satisfying shopping experience frequently leads to increased levels of satisfaction, loyalty, and favorable word-of-mouth in the fashion industry. Customers are more satisfied when they experience an emotional connection to the brand during their purchasing process. Personalized assistance, a pleasant fitting room experience, and friendly staff all have a big impact on customer satisfaction in physical retail (Bustamante & Rubio, 2017). Clear product descriptions, reviews, easy checkout, and quick delivery are all important factors in customer satisfaction when shopping online (Hsiao, Shen, & Chao, 2010). The significance of a seamless and uniform purchasing experience across all touchpoints—online, mobile, and in-store—has been further highlighted by the rise of omnichannel strategy (Rigby, 2011). Because they are more convenient and allow for greater personalization, fashion firms that seamlessly integrate digital and physical platforms typically see better levels of client satisfaction. Brands are increasingly using experiential retailing to stand out in competitive markets by turning purchasing into an interesting and memorable experience (Pine & Gilmore, 1998). Nike and Uniqlo, among other fashion businesses, use flagship locations to craft emotionally engaging experiences that increase consumer happiness and brand loyalty.

### **Brand Reputation**

Brand loyalty, purchasing intentions, and consumer happiness are all significantly impacted by brand reputation in the fashion apparel sector. Over time, a solid brand reputation is developed via innovation, consumer satisfaction, ethical business practices, and consistently high-quality products (Fombrun & Van Riel, 1997). Since buying fashion serves both practical and sentimental purposes, customers frequently use brand reputation as a stand-in for value and trust (Keller, 1993). Reputable brands influence consumers' opinions and raise their level of satisfaction in addition to meeting their expectations. According to Davies, Chun, da Silva, and Roper (2003), brand reputation is the total of the opinions and views that stakeholders and customers have about a company's moral character, effectiveness, and social responsibility. Because image and identity are so important in the fashion industry, a brand's reputation can be a crucial distinction in crowded industries. A good reputation conveys social standing, trend leadership, and dependability, all of which affect customer loyalty and satisfaction (Helm, Eggert, & Garnefeld, 2010). Keller (2008) asserted that reputation plays a crucial role in brand equity and has a big influence on how customers view the company's products. Strongly reputable fashion brands, like Nike, Gucci, or Zara, enjoy the trust of their customers and are frequently seen as offering more value, even at premium costs. Customer happiness and brand reputation are positively correlated, according to empirical research (Walsh, Dinnie, & Wiedmann, 2009). Customers are more likely to be confident in the performance, design, and quality of a brand when they believe it to be trustworthy, which boosts customer satisfaction. In fashion, where fit and feel are important but not necessarily verifiable prior to purchase, brand reputation can help lower perceived risk (Esmaeilpour & Barjoei, 2016). Additionally, consumers frequently experience social and emotional fulfillment when they wear brands that other people respect or admire (Heinberg, Ozkaya, & Taube, 2017). Deeper satisfaction results from this symbolic consumption, which raises one's sense of self-worth and emotional bond with the brand.

### **Customer Satisfaction**

Customer satisfaction is a significant success factor in the fashion apparel industry, where consumer preferences are constantly evolving and competition is intense. Defined as the customer's post-consumption evaluation of a product or service based on whether it met or exceeded expectations (Oliver, 1997), brand loyalty, repurchase behavior, and word-of-mouth advertising are all influenced by satisfaction. In the context of fashion clothing, brand perception, emotional fulfillment, and shopping experiences all influence customer satisfaction in addition to product attributes (Kotler & Keller, 2016). Happy consumers are more likely to become brand loyal and trusting, which results in more frequent purchases and less price sensitivity (Anderson & Srinivasan, 2003). Fashion companies are better positioned to keep consumers and expand through positive word-of-mouth if they continuously satisfy their expectations across product, service, and brand touchpoints. According to Kim and Park (2005), research indicates that in the context of fashion, emotional fulfillment—like feeling fashionable, self-assured, or a part of a community—may have greater influence than functional fulfillment. Customer satisfaction in the fashion apparel industry is a multidimensional construct shaped by product quality, shopping experience, brand image, value perceptions, and emotional gratification. In an era of rapid trends and digital retailing, fashion brands must take a holistic approach to delivering consistent and meaningful satisfaction across every consumer touchpoint.

## **Theoretical Background and Hypothesis Development**

### **SERVQUAL Model (Parasuraman, Zeithaml, and Berry)**

SERVQUAL, a widely recognized model in customer satisfaction studies, measures service quality across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1985). In the context of fashion apparel, SERVQUAL provides a framework to assess how customers perceive the quality of service provided by retailers. Research indicates that customers in the apparel industry are particularly sensitive to aspects like store ambiance (tangibles), the accuracy of product information (reliability), quick responses to inquiries (responsiveness), the professionalism of staff (assurance), and the level of personalized service (empathy) (H. Kim, Fiore, & J. Kim, 2013). Customers of apparel have a tendency to link excellent customer service to both the actual product and the entire purchasing experience. Customer satisfaction can be greatly raised by a satisfying service experience, which can result in more repeat business and loyalty (Orel & Kara, 2014). The interaction of these SERVQUAL factors has a direct effect on how customers perceive value and satisfaction in the retail apparel industry. This theoretical framework is helpful in comprehending how consumers' opinions of clothing brands are influenced by the quality of service provided in retail locations (Pizam & Ellis, 1999).

### **Brand Equity Framework**

The value a brand donates to a good or service based on consumer relations, loyalty, and perceptions is known as brand equity. This method evaluates how brand qualities affect customer satisfaction in the apparel industry. Brand loyalty, perceived quality, brand associations, and brand awareness are important elements of brand equity. Research in this field demonstrates that by bringing brand perceptions into line with customer expectations, positive brand equity raises customer satisfaction. Emotional reactions and meeting functional needs are indicators of satisfaction. Long-term relationships with customers are fostered by strong brand equity, which increases brand loyalty and encourages repeat purchases. The notion emphasizes how important quality and consistent brand messaging are to sustaining high levels of customer satisfaction. According to Aaker (1991), it asserts that brands that successfully manage their equity increase consumer preference and trust. This paradigm aids brands in comprehending how consumer experiences affect their overall position in the market. Brands can improve consumer satisfaction and loyalty by analyzing brand equity in the clothing industry. According to Aaker (1991), brand equity comprises a set of assets and liabilities linked to a brand's name and symbol that add to or subtract from the value provided by a product or service.

### **Hypothesis Development**

Quality of the product is frequently regarded as a crucial independent variable. Product quality affects customer expectations and satisfaction levels by referring to the clothing's general design, fit, comfort, and perceived durability. According to study, apparel items that meet or exceed consumer expectations in terms of quality have a good impact on customer satisfaction, which in turn encourages repeat business and brand loyalty (Keller, 2013). According to Keller (2013), brands that successfully build positive associations and trust in consumers' minds are more likely to generate higher levels of customer satisfaction and loyalty. In the garment business, for example, a study by Lee, Workman, and Jung (2015) found that consistent sizing, suitable stitching, and perceived high-quality fabric greatly increase customer happiness. Furthermore, product quality influences consumers' purchasing decisions and gives a brand a competitive edge by setting it apart from rivals (Lee et al.,

2015). According to Lee et al. (2015), customers who are highly involved with fashion tend to show stronger emotional responses and satisfaction towards clothing brands. Therefore, it is expected that,

H1: Product quality has a positive impact on customers' satisfaction.

Price fairness is the study of consumer satisfaction in relation to clothes. According to Lichtenstein, Ridgway, and Niemeyer (1993), customers are more likely to be satisfied when they believe that the price of clothing is reasonable. This perception is influenced by a number of factors, including the product's quality, assessment to competitors, and the whole shopping experience. Price consciousness, as defined by Lichtenstein et al. (1993), reflects a consumer's motivation to pay the lowest possible price, which can shape satisfaction outcomes in apparel purchases. According to Chen and Xie (2008), buyers are more satisfied and inclined to make additional purchases when they feel they are getting a fair price. On the other hand, unfavorable word-of-mouth, diminished loyalty, and discontent might result from perceived unjust pricing (Kukar-Kinney, Xia, & Monroe, 2007). Therefore, in the clothing market, pricing fairness is a key factor in determining the total client experience. Pricing strategies, including perceived fairness and price transparency, are critical to consumer satisfaction in retail, as emphasized by Kukar-Kinney et al. (2007). Their research shows that customers who perceive pricing as fair are more likely to experience higher levels of satisfaction and loyalty. Therefore, it is expected that,

H2: Price fairness has a positive impact on customers' satisfaction.

Fashion trends have an impact on consumers' satisfaction levels and purchase decisions. Studies show that consumers' expectations and tastes are greatly influenced by fashion trends, which influence their decision to accept or reject specific apparel brands and styles (Keller, 2009). Consumers that follow current trends tend to be more satisfied with clothing manufacturers that do the same (Liu, Lin, & Wang, 2020). Clothing that is viewed as being "in style" might raise a customer's opinion of the product's worth, which will increase their level of satisfaction overall. Additionally, researchers contend that when fashion trends are successfully incorporated by firms, they foster a sense of social legitimacy that enhances consumer pleasure and loyalty (Mulyanegara, Tsarenko, & Anderson, 2009). Therefore, it is expected that,

H3: Fashion trends have a positive impact on customers' satisfaction.

The experience of shopping is frequently recognized as a crucial independent variable. A great buying experience has a major impact on customer satisfaction, according to studies on Malaysian university students' online shopping habits. The significance of the shopping experience in influencing satisfaction levels was shown by the study's substantial connection between the two variables. This emphasizes how businesses should concentrate on improving the shopping experience in order to increase consumer satisfaction (Norazah, 2013). According to Norazah (2013), customer satisfaction in retail is significantly influenced by factors such as product quality, service quality, and the overall shopping experience, which directly impact purchase behavior and brand loyalty. Therefore, it is expected that,

H4: Shopping experience has a positive impact on customers' satisfaction.

According to Nik Hashim, Abdullah, and Rahman (2024), the growing influence of digital technologies and social media has significantly altered consumer behavior in the fashion apparel sector, enhancing the importance of online reviews and brand reputation in shaping customer satisfaction. Consumer attitudes and actions are significantly influenced by brand reputation, an independent variable. According to a Nik Hashim et al. (2024), brand reputation is greatly improved by product novelty and inimitability, which in turn influences consumers'



behavioral intentions in the women's clothing market. Similar findings were made by Barakat Ali (2022), who showed that a company's brand reputation significantly affects customer satisfaction, which in turn affects customer loyalty and trust. In the clothing industry, these results highlight how crucial brand reputation is in determining consumer loyalty and satisfaction. According to Barakat Ali (2022), consumer satisfaction in the fashion industry is significantly shaped by the perceived quality of products and the overall retail experience, including both in-store and online environments. Therefore, it is expected that,

H5: Brand reputation has a positive impact on customers' satisfaction.

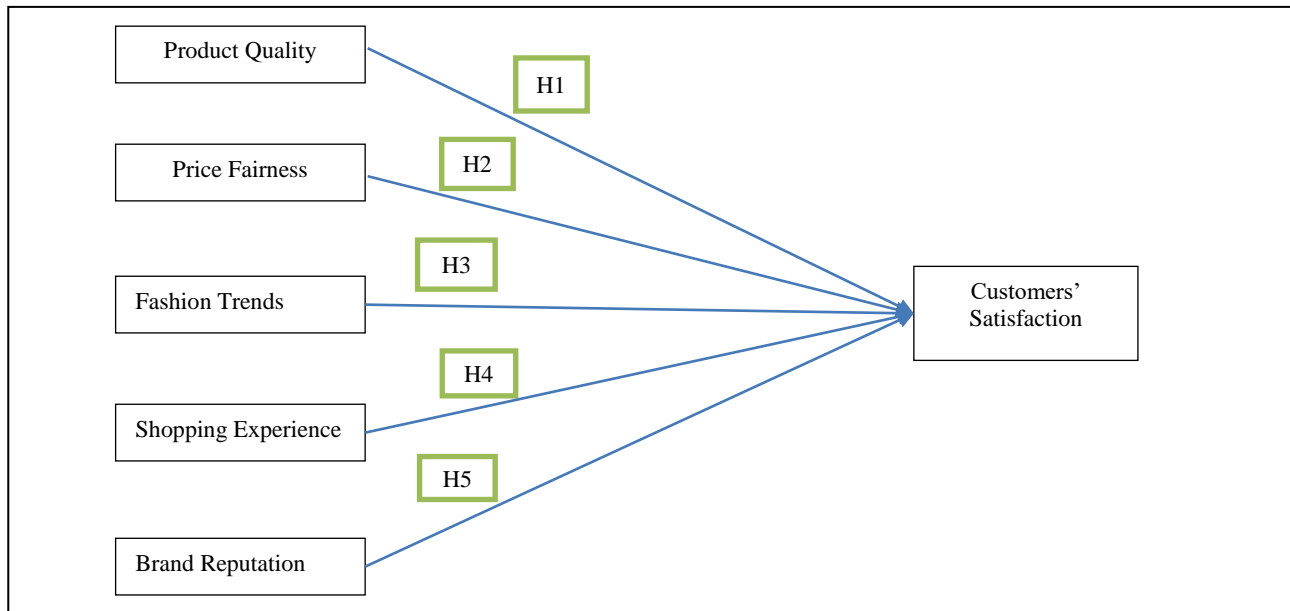


Figure 1. Research model.

## Research Methodology

### Research Design

The research design for this study is descriptive, combining elements to explore and explain the relationships between branding factors and consumer buying behavior. It allows for understanding patterns, frequencies, and trends in the data collected (Creswell, 2014). A quantitative approach using a structured questionnaire ensures objectivity and statistical reliability. Quantitative methods are well-suited for descriptive designs, as they allow researchers to measure relationships between variables numerically and test hypotheses rigorously. In this research, to measure the branding impact on buying behavior of consumer, the study followed the descriptive research design which is qualitative in nature. This study covers total 100 respondents in Chittagong zone, belonging to various age groups, gender, and other information.

### Methods of Research Data Collection

The participants used for this study were purposefully selected from family/friends. Both male and female participants were considered to participate in this research. Researchers believe that these organizations will be able to provide successful or appropriate answers with the study data collected to answer the research question through online survey. In this survey the researcher used a quantitative method to complete the research. The advantage of the questionnaire method is effectual, simple association and straightforward analysis predominantly

in quantitative research. Questionnaires provide a relatively cheap, quick, and effective way of obtaining large amount of information. Primary data provided by respondents constituted the main source of data. Data for this study were collected mainly through self-administered questionnaires. In this research, the secondary data were collected by searching electronic databases including Google scholar, ResearchGate, Elsevier science direct, Emerald insight, the web, and several relevant leading.

### **Method of Sampling**

To ensure that research results accurately represent the target population, a strong sampling strategy is essential. The methods employed in this study include defining a sample unit, adopting an appropriate sampling technique, and determining the optimal sample size.

**Sampling unit.** Sampling unit refers to the basic unit of study selected from the population. The target population is consumers in Bangladesh who buy clothing products. The sampling unit is a separate buyer from the selected areas of Chittagong.

**Sampling technique.** Non-probability convenience sampling procedure has been used in the survey. Convenience sampling is a non-probability sampling technique that attempts to obtain a sample of convenient elements. Online questionnaire was sent using Google Forms Link, and the researcher collected data by providing this link to various convenient individuals. The convenience sample was chosen because of Afrah Ltd. simplicity and efficiency in reaching consumers. Respondents were contacted through online surveys and in-person interactions in the market.

**Sample size.** The sample size for this study is 100 respondents. This size was determined to ensure adequate representation of the population while maintaining the feasibility. Respondents were selected from different demographics to provide different datasets.

### **Measurement Scale of Dependent and Independent Variable**

The study intended to use the Likert scale which consists of five stages (1 to 5). In this scale 1 is used for Strongly Disagree, 2 is used for Disagree, 3 is used for Somewhat, 4 is used for Agree, and finally 5 is used for Strongly Agree. The scale was used for measuring all variables including dependent and independent variables and seeking the respondents' responses individually regarding branding impact on buying behavior of consumer.

### **Data Analysis**

For the study, questionnaire is created by Google form. Then all the data are encoded and scanned with SPSS 25 (Statistical Package for the Social Sciences). The practice of systematically applying statistical and logical approach to explain and demonstrate, condense and recap, and evaluate data is known as data analysis. The data gathered from respondent were analyzed and interpreted by IBM SPSS25 which is the latest available for use. The relationship of dependent and independent variable is tested through regression, correlation, and other descriptive analysis.

### **Quality of Data Assurance**

Regarding the study's purpose, objective, scale that's used, procedures of data collection, and questionnaire survey, the enumerators and supervisors had the proper idea and understanding that lead to smooth functioning of the research work. The obtained data were tested and verified before making input into SPSS data analysis Software by the trained inspectors on a daily basis.

## Data Analysis

### Descriptive Analysis

The descriptive analysis examines the general statistical description of variables in the study which includes mean, and standard deviation of all variables. Whereby, the descriptive analysis depicts the lowest responses from the respondents, mean depicts the average responses from respondents, it represents the highest responses from the respondents, and standard deviation represents the amount of variability in the distribution of a variable. The present study collected all the responses with a five-point Likert scale ranging from 1 for Strongly Disagree to 5 for Strongly Agree. Table shows the descriptive statistics of the variables used in this study.

Table 1

*Descriptive Statistics*

	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Product quality	3.8067	0.78736	-0.536	0.241	-0.443	0.478
Price fairness	3.7100	0.75902	-0.729	0.241	0.235	0.478
Fashion trend	3.6567	0.63113	-0.257	0.241	-0.260	0.478
Shopping experience	3.5967	0.71898	-0.290	0.241	-0.280	0.478
Brand reputation	3.4467	0.85572	0.000	0.241	-0.794	0.478
Customers' satisfaction	3.8633	0.67353	-0.164	0.241	-0.435	0.478

The descriptive statistics table provides valuable insights into respondents' perception of the various factors that affect customer satisfaction towards fashion apparels. Overall, respondents rated product quality, price fairness, and customer satisfaction positively, with product quality and customer satisfaction receiving particularly high scores. This suggests that consumers are generally satisfied with product quality offerings and perceive products as providing good value. Price fairness was also viewed favorably with a strong concentration of positive ratings, indicating that respondents felt that the price of clothes was reasonable. Fashion trends had a moderate impact with slightly positive ratings, suggesting that while trends are important, they are not the dominant factor for most consumers. The shopping experience was similarly rated, with respondents generally positive but not overly enthusiastic responses.

On the other hand, the brand's reputation received relatively low ratings, with a flattering and more symmetrical distribution of responses. This can indicate mixed opinions on how brands are perceived in the market, potentially signaling an area for improvement. Customer satisfaction emerged as one of the highest-rated factors, indicating that despite potential concerns over the brand's reputation, consumers are largely satisfied with their overall experience. The negative diagonally observed for most variables indicates a trend towards higher ratings, with more respondents expressing positive ideas. Kurtosis values, which are usually negative, indicate flattering distributions, indicating slight variations in reactions. These results provide a strong foundation for understanding the key drivers of consumer satisfaction in the fashion apparels and identifying areas where brands can increase their appeal.

### Reliability

Reliability in SPSS refers to the consistency or reliability of a scale or measuring instrument. This ensures that the instrument produces stable and consistent results in different situations and time frames. The most common method of determining reliability in SPSS is by using Cronbach's alpha, which assesses internal

consistency. Cronbach's alpha value above 0.7 is generally considered acceptable, although values above 0.8 are preferable for higher reliability. Reliability analysis in SPSS involves calculating alpha coefficients and analyzing "item-total statistics" to determine whether removing an item improves overall reliability. This process helps refine the scale by ensuring that all items contribute positively to the consistency of the measurement.

Table 2

*Cronbach's Alpha*

Measurement	No. of items	Cronbach's alpha
Product quality	3	0.881
Price fairness	3	0.882
Fashion trend	3	0.881
Shopping experience	3	0.878
Brand reputation	3	0.888
Customers' satisfaction	3	0.872
Overall reliability	18	0.898

Cronbach's alpha table provides insight into the internal consistency and reliability of measurement scales used in the study. Cronbach's alpha values range from 0 to 1, with higher values indicating stronger internal consistency. Generally, a value above 0.7 is considered acceptable, and values above 0.8 are considered to be better than excellent. Cronbach's alpha results indicate excellent reliability for all variables, with values ranging from 0.872 to 0.888 demonstrating strong internal consistency. The highest reliability is seen thanks to brand reputation (0.888). The overall reliability for all 18 items is 0.898, ensuring robustness and consistency of questionnaires in measuring factors that influence consumer satisfaction in the fashion apparels.

**Regression Analysis**

In statically modelling, regression analysis is set of statistically processes for estimating the relationships between a dependent variable and one or more independent variables. To analyze the above four hypotheses linear analysis was used. Linear regression was used to examine the relationship between dependent and independent variables. SPSS Version 25.0 was used to analyze regression.

Table 3

*Model Summary*

Model	R	R square	Adjusted R square	Std. error of the estimate
1	0.821 <sup>a</sup>	0.674	0.656	0.39484

**Model summary.** Regression analysis examines the relationship between customer satisfaction and several independent variables: brand reputation, fashion trends, product quality, price fairness, and shopping experience. The results showed a strong positive correlation with an R value of 0.821. An R-squared value of 0.674 indicates that about 67.4% of customer satisfaction is explained by these independent variables.

Table 4

*ANOVA Table*

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	30.256	5	6.051	38.815	< 0.001
	Residual	14.654	94	0.156		
	Total	44.910	99			

**ANOVA.** The table shows the ANOVA to clarify the overall model is significant. All factors are constructed, and outcomes are computed in table and revealed in F statistic created ( $F = 38.815$ ) that is significant at 1 percent level with 5 and 99 degree of freedom, therefore accepting the fitness for the model.

Table 5

*Coefficients*

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.677	0.250		2.705	0.008
Product quality	0.429	0.069	0.501	6.255	0.001
Price fairness	0.129	0.077	0.146	1.987	0.001
Fashion trend	0.088	0.094	0.082	0.933	0.353
Shopping experience	0.126	0.082	0.134	1.996	0.001
Brand reputation	0.088	0.064	0.111	1.974	0.001

**Coefficients.** Coefficient analysis highlights the impact of independent variables on customer satisfaction. Product quality shows the strongest and most significant impact, indicating its important role in shaping consumer satisfaction. Price fairness demonstrates a moderate but almost significant impact. Fashion trends and shopping experiences have limited and statistically insignificant effects, suggesting that they are less important considerations for consumers. The reputation of the brand, despite a positive relationship, lacks statistical significance, which indicates the potential for improvement. Overall, product quality emerges as the key driver, with price fairness assuring some attention, while other factors present opportunities for strategic improvement.

**Discussion on Findings**

The results obtained from the data analysis present valuable insights into factors influencing customer satisfaction in the apparel market. This section interprets these findings in the context of the existing literature and draws meaningful conclusions about key drivers of customer satisfaction. The analysis shows that young adults (21-25 years old) dominate the clothes consumer market, with students (84%) and individuals on limited incomes (77% earning BDT 10,000 or below). Product quality and customer satisfaction were the most important factors influencing purchase behavior, followed by price fairness. Although fashion trends and shopping experiences had a moderate impact, the brand's reputation received the lowest ratings, offering room for improvement in how brands are perceived. The reliability of the data is high, Cronbach's alpha values range from 0.872 to 0.888, indicating strong consistency on measurement scales. Regression analysis shows that product quality, price fairness, and customer satisfaction collectively explain 67.4% of customer satisfaction, underlining their importance in shaping consumer decisions. The brand's reputation remains an important area for improvement.

The fashion apparels companies should focus on maintaining product quality, setting fair pricing, and creating a positive brand image, and consider trends and shopping experiences as complementary factors. Marketing strategies aimed at younger consumers and offering healthier options can increase brand appeal.

**Conclusions and Implications**

The purpose of this study was to explore the relationship between various factors—product quality, price fairness, fashion trends, shopping experience, and brand reputation—and customer satisfaction in the context of

garments industry in Bangladesh. These components are essential for building lasting relationships with clients and promoting brand loyalty and repeat business. Product quality, shopping experience, and brand reputation were found to have a considerable impact on customer satisfaction, whereas pricing fairness and fashion trends had a more minor effect. This shows that although consumers appreciate reasonable prices and stylish designs, the perceived quality of the goods, the shopping experience, and the brand's reputation have a significant impact on their level of satisfaction overall.

The results highlight the necessity for the apparel industry to concentrate on strategic initiatives that improve product quality and offer a remarkable shopping experience. Maintaining and improving customer satisfaction is a problem for the garment business in a market with fierce domestic and worldwide competition. A comprehensive strategy that takes into account client preferences is needed to address these issues, with an emphasis on sustainable processes, excellent materials, and effective customer service. By emphasizing the crucial role that quality and brand reputation play in customer satisfaction—particularly in a market as competitive and culturally complex as Bangladesh—these insights add to the body of current material. Notwithstanding, the study was limited by its dependence on a comparatively small sample size that was limited to particular regions, thereby failing to accurately reflect Bangladesh's heterogeneous clientele. Furthermore, the results' applicability to other brands or product categories is limited by the garment industry's focus. By increasing the sample size, encompassing more geographic areas, and comparing various clothing brands, future study could overcome these constraints. To gain a more comprehensive picture of contemporary consumer dynamics in the apparel sector, future research may also examine how ethical behavior and digital change influence customer happiness.

### **Theoretical Implications**

This study adds to our understanding of consumer behavior and satisfaction in the apparel business, particularly in developing nations like Bangladesh. In the context of the apparel market, the study verifies a number of theoretical theories, such as the SERVQUAL model and the Expectancy-Disconfirmation Theory. These models highlight the ways in which important factors including brand reputation, price fairness, shopping experience, and product quality influence customer happiness. While the majority of research focuses on individual components, this study examines how they all work together to affect consumer satisfaction, emphasizing the importance of brand reputation, shopping experience, and product quality.

The study emphasizes how crucial it is to comprehend Bangladesh's distinct consumer behavior patterns, where economic and cultural issues have a big impact on customer happiness. The results show that while pricing fairness and fashion trends have a relatively moderate effect on customer satisfaction, product quality, shopping experience, and brand reputation have a considerable impact. These findings reinforce the impact of brand reputation and quality in customer satisfaction models and highlight the significance of offering superior items and outstanding shopping experiences in influencing customer satisfaction and loyalty.

### **Practical Implications**

For marketers and brand managers in the apparel business, the research's conclusions provide practical suggestions. Marketing initiatives that highlight the brand's reputation and product quality can greatly increase consumer satisfaction and sway their decisions to buy. Strategies should be developed by the apparel sector to conform to local cultural values and preferences, particularly in regions where local rivalry is fierce. Especially among socially conscious consumers, addressing consumer concerns about sustainability and ethical labor

standards can improve brand reputation and confidence. In an increasingly digital world, using social media and other digital channels to interact with consumers and raise brand awareness can be very successful. Frequent market research is necessary to monitor the performance of domestic and foreign rivals and modify plans as necessary to preserve and increase market share.

### Limitations and Further Research

This study may not accurately reflect the dynamics of customer satisfaction across the country because it is geographically restricted to Chattogram urban centers and some Bangladeshi rural areas. Survey data might not give a complete picture of all consumer preferences, especially in areas not included by the study. The analysis did not take into account variables like marketing expenses, seasonal demand, or economic situations. The study's unique emphasis on the apparel business restricts the findings' applicability to other companies or the larger apparel sector. Comparative research encompassing several clothing manufacturers may offer a broader perspective on the dynamics of client satisfaction. Exploring the impact of digital transformation and ethical practices over time would help analyze trends in long-term customer satisfaction. Investigating how sustainable and ethical practices influence customer trust and loyalty would also provide valuable insights. Examining the role of social media and online platforms in shaping customer engagement and satisfaction could further enrich the understanding of modern consumer behavior in the garment industry.

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