

Perceptual Appropriateness of Design with Brand Selection of Jeans Garment in India

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Abstract

Although brands can signal reputation and serve as proxies for trust, consumer preferences for attributes may differ for branded and non-branded products. The authors of this paper test this hypothesis using data from a particular experiment conducted with consumers wearing jeans available in India. The research work conducted to know the types of Jeans garments accepted by Indian customers and shifting their preference from one brand to next brand for better options. The results indicate that consumers appear uncertain when there is an absence of a brand; non-brand-oriented consumers ascribe greater importance to the attributes of a product, with emphasis on those that relate to the product model (fit, comfort, design). A sample size of 250 has taken from one of the city in India to carry out the research. Majority of female candidates considered to verify the linkages of brand with design. Sixteen statements have considered for conducting factor analyses to study the preferences given to the variables mostly associated with the reputed brands on the basis of designing and stitching. ANOVA test has been conducted to know the validity of the variables. Here study has given more importance to the consumers' preferences for more designing and style related to a particular company. Research implication came with the result of four factors have given high priority by respondents and they are design, emotional value, augmented value and potential value respectively. For marketing managers, it is important to know the consumer's perception of the product's characteristics and, accordingly, adopt specific communication and positioning strategies for more sustainability of product in Indian market.

Keywords

Brand, Factor, Eigen, Jeans, Values

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1. Introduction

The demand of denim jeans from the Asia-Pacific region is dominated by countries like India and China. The western style of dressing has influenced the dressing style in these countries and is expected to continue influencing resulting in increased growth of denim wear in these countries for the coming years. The most preferred brands of the middle class community in the Asian countries are expected to be the high-end designer labels along with mid-priced well established international brands. Constant increase in the prices of cotton is a matter of concern for the manufacturers and marketers in the denim jeans market. The manufacturers

in the industry are increasingly shifting focus on developing strategies to deal with these price hikes.

The retail industry in India has been witnessing healthy positive growth for the past few years. The Indian retail industry is highly unorganized; however, it is moving towards organization at a fast pace. The denim jeans market is part of the retail industry of India in the apparels & accessories segment, and is thus gaining growth as a result of developments in the retail industry. The second half of 90's was a period of rapid growth for the denim jeans market in India. Not just the domestic players benefitted from the same, almost all the major international brands paved their ways in the country.

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The two giant denim producers; China and United States, have cut down their production of denim, as a result of rising labour and energy costs. This has led to significant growth in export demand for Indian denim market resulting in increase in exports of denim from India. However, the country still faces vast competition in international market along with competition from neighbouring countries such as Pakistan, Bangladesh, and Indonesia.

Clothing fit has been shown to be the most important element for consumers in determining their overall satisfaction with garments [1-2]. Previous researchers have noted that consumers' dissatisfaction with apparel fit is influenced by the unavailability of certain size categories that are not offered by manufacturers [3-5]. Although consumers' dissatisfaction with fit has a negative impact on purchasing decisions [6-10] meeting the needs of every person in terms of fit preference is difficult for apparel companies because ready-to-wear clothes are made for consumers with normatively proportioned bodies. As a reflection of this difficulty, the [11] found that 62% of women could not find clothing that fit well, and 57% of women did not fit into today's standard sizes. Thus, the difficulty of finding a good fit frequently reduces satisfaction with garments among consumers because very few consumers are built like the normative body form [6]. In addition, the [11] reported that inconsistency of fit within brands was one of the more significant complaints by women shoppers. Fit problems, which often cause consumers to return apparel they have purchased [7] or avoid purchasing apparel after trying it on in the store, have continuously arisen due to an incongruent relationship between the garment and the human body [12].

Branding is a tool used by producers to increase consumer awareness and loyalty. The goal of such marketing strategies is to convince consumers that the brand name is a substitute, or proxy, for expected benefits. [13] Argue that brand equity, as the perception that the brand, meets a promise of providing benefits to consumers. Also, consumers may have an orientation hypothesis for satisfaction regarding consumption of a product, to contact the same producer or brand in order to avoid the risk of a wrong choice. This phenomenon is also referred as an "inertia value" of the brand [14]. Therefore, branding may represent a mechanism to address this risk-averse behaviour by providing a guarantee that the product consumed today will be essentially identical to the one the consumer sampled on a previous occasion. Furthermore, a positive experience with a brand may reduce the expected payoff of updating information about substitutes and competition, thereby creating persistence in purchase.

In the process that leads to the purchase of a product, the consumer, guided by the reasons for which he or she has

decided to make the purchase (motivation), seeks information that will be useful in making the best choice, minimizing the associated risks [15]. The literature refers mainly to consumer behaviours founded on rational principles [16]. Indeed, the product is understood to be the sum of a number of attributes that enables it to meet the needs that prompted the purchase in the first place. Depending on the weight accorded to each attribute [17], different market segments are generated, reflecting different consumer behaviours. It, therefore, becomes indispensable for companies to understand how each potential consumer evaluates a product's attributes and what role is played in this regard by the brand. Although the behaviour of consumers cannot easily be schematized, given the specific characteristics of each individual, it can be argued that the process of choosing a product depends on the consumer's preference for either branded or unbranded goods [18-21]. The expectations developed by the consumer with respect to a brand, with the awareness of the characteristics that it is able to provide, can modify the perception of the attributes and, thus, the preferences that arise from the evaluation process. Although the literature contains examples of hostility towards brands [22] and "un-marketing" [23], it confirms the existence of a positive relationship between the brand and the perception of quality that can increase trust in it [24]. Interestingly, after brand awareness is established, consumers tend not to explore the additional informational attributes and purchase the known brand, even if it is lower in quality [25]. This is likely because the search cost associated with updating product information across a set of competitors is greater than the benefit that the consumer expects to receive as a result [18]. For this reason, the objective of this study is to understand the factors that determine the purchase of a product by two categories of consumer, i.e. brand-devoted and non-brand-devoted, verifying the importance of the features of the product (attributes) and the benefits associated with it, as well as the values that the consumer seeks to achieve through their consumption behaviour. Recent research has addressed the issue with reference to the food sector [18, 21], or when purchasing green products [26].

Investigating the emotions elicited by a product considering only its intrinsic characteristics or both its intrinsic characteristics and branding, can give a deeper insight into product perception and can help companies in the design and optimization of products that meet consumers' expectations. This was conducted with reference to the jeans sector, given both its intrinsic characteristics (variety of production, orientation to differentiation, growth in consumption) and the frequent and specific attention paid to it by the managerial literature dealing with consumer purchasing processes [27-30].

2. Literature Review

Theories of consumer behaviour [17, 31] place great emphasis on the role of the product's characteristics, tangibility and otherwise, in order to understand the motives for the consumers' choices. A number of recent studies have examined the possibility of better explaining the loyalty structure of brands based on various product attributes or variants [32]. Seen from this perspective, any product category comprises subcategories formed around product attributes, and that each of these subcategories performs differently in terms of loyalty, obtaining its own attribute-based loyalty level [33]. In this respect, managing customer loyalty involves working with a bundle of attributes, with the brand name being only one of them [34]. Some studies have tried to explain the relationship of consumption based on the attributes of the product [18, 35, 36, 37, 26]. The appreciation manifested by the consumer is not exclusively linked to the product's characteristics (tangible and intangible attributes) and expected benefits. Some authors [38-40] have placed particular emphasis on the importance of values in individuals' behaviours, i.e. the deeper needs which such characteristics can help to meet. The model most frequently used [16] for analysing consumers' reasons for purchase is the so-called "means-end chain", which represents the logical sequence of motivations undertaken by the consumer. The sequence entails the consideration of the concrete aspects (the product's attributes) associated with the expected benefits (the consequences of its use), and the values that guide the behaviour of the individual [41-42]. A mental association between the individual and the product is also assumed by self-image congruence models [43-44]. The basic assumption of self-image congruence models is that consumers use products to express their self-images. Self-congruity refers to the matching between consumers' self-images (i.e., actual, ideal, social, and ideal social self-images) and value-expressive attributes of the product. Exploring the consumer's decision-making process is useful because the thoughts arising from one's most personal and private values are often sub-conscious and consumers are rarely able to identify and reveal them.

For marketing managers, it is important to know the consumer's perception of the product's characteristics and, accordingly, adopt specific communication and positioning strategies. The theoretical background of this research is based on the approach that supposes that the properties or characteristics of the goods are the sources of consumer utility. Therefore, the consumer, with specific preferences for each of the product characteristics and a budget constraint, will choose the bundle of attributes (product in total) that maximizes his/her utility.

Brand is the incorporation of all impressions received by consumers which will lead to a distinctive position in their mind based on perceived emotional and functional benefits [45]. In particular, an image is the mental construct developed by the consumer on the basis of a few selected impressions [42, 46] argued that the value of the brand should be attributed to the "differential effect of brand knowledge on consumer response to the marketing of the brand". In other words, brand equity is the difference between the marketing effects accruing to branded and non-branded products [47-49]. In some circumstances, the "inertia value" of the brand [14] i.e. aversion to the risk of changing brand on the part of the consumer, can also affect the perception of a product's or brand's attributes, which generates trust and thus repeat purchases of the brand. [46] and [50] considered brand image as a set of perceptions or associations that are activated in the memory of the consumer thinking about a brand. [51] However, defined brand image as "a cluster of attributes and associations that consumers connect to the brand name". [52] Argue that "a successful brand image enables consumers to identify the needs that the brand satisfies and to differentiate the brand from its competitors, and consequently increases the likelihood that consumers will purchase the brand". Indeed, the presence of a brand affects the reputation of a company and its products, becoming a proxy for trust.

For example, some authors [24, 18] have verified the existence of positive relations between a brand and the perception of quality that can increase confidence in it. In consumer psychology, understanding of how consumers respond to a brand (positive, favourable perception, and willing to commit to positive word-of-mouth) begins with attitudes [53]. The most common approach adopted in consumer brand research was the three component model [54-55]: cognitive, affective, and conative. In line with this, the current study approaches corporate brand image as an overall attitude judgment of an object (jeans or corporate brand), and this overall attitude judgment is based/formed through dual attitudinal components (cognitive and affective brand attributes). In this paper, cognitive brand attribute is defined based on the functional characteristics of product, related to tangibles, such as product or service offered. The definition of affective brand attribute is based on intangible and emotional criteria, such as the personality attributes/traits of a corporation [56]. For unbranded products, the absence of a brand makes it necessary for the consumer to pay attention to the characteristics of the same, as well as the benefits that they can generate. Several studies have investigated the emotions that are elicited by unbranded products (especially food products) within a product category, showing that products elicit emotions for their specific sensory

characteristics in absence of any other information [57, 21, 58]. The literature includes some studies of the role of product attributes in the assessment of the alternatives when purchasing jeans [35, 59].

3. Hypothesis

Designing a valid scale by which to measure overall apparel fit satisfaction in general, most researchers have relied on post-purchase experience measurements of consumers' satisfaction with garments and apparel shopping. Although overall satisfaction with fit of garments is important in understanding the apparel purchase process, a reliable and consistent scale of apparel fit satisfaction has not been developed to date. Therefore, it is necessary to define a scale which measures individuals' overall satisfaction with apparel fit across their experience with clothing purchases and acquisitions.

H0 = Brand preferences of jeans depend upon the design prefer by the customers.

H1 = Brand preferences of jeans do not depend upon the design prefer by the customers.

4. Objectives

The purpose of this study was to enhance understanding of consumer satisfaction with apparel fit in general (i.e., the perception of clothing fit in general which is achievable when purchasing apparel in the marketplace). The general perceptions of clothing fit satisfaction may be affected by multi-dimensional factors, all of which come into play when consumers evaluate whether or not garment fit meets their expectations during and after purchasing garments. This study sought to refine the concept of apparel fit and satisfaction with fit in general as laid out in existing studies, to qualitatively investigate consumers' perceptions of apparel fit and the factors that may affect fit satisfaction, and to develop an understanding of consumers' overall satisfaction with fit. This study aimed to: a) to know the profile of customer having high involvement with jeans brands, b) to know the factors responsible to select any brands of jeans and c) to find the relationship of individual's gender with his preferred brand.

5. Methodology

The above-mentioned objectives were pursued in accordance with a mixed-method research approach, divided into the following steps: a) an on-desk survey of the managerial literature on the sector in question, and an in-depth qualitative investigation (by means of the so-called

“laddering” interview technique), both aimed at identifying information about the product, i.e. attributes, benefits, and the value of the product making it possible to pursue which, in turn, determine the consumer's choice; b) compilation of a questionnaire (with a pilot test conducted on 50 consumers) by 250 consumers (non-probabilistic sample) who regularly buy jeans.. Sampling procedure used for this research is convenient one. Statistical Tools like tabulation, weighted average mean and factor analysis are being used for the data analysis. Also, the data was processed by descriptive and multivariate statistical techniques (using SPSS software) in order to assess the role of the various purchase attributes with reference to the two types of consumer identified.

6. Analysis & Findings

Studies of consumers' satisfaction with fit have long received great attention in clothing-related research areas, such as product development and apparel design; because consumer fit satisfaction directly affects purchase behaviour when shopping for clothing. However, it is difficult, if not impossible, for apparel retailers and merchandisers to meet every consumer's needs due to the many factors that affect satisfaction with apparel fit.

6.1. Demographic Profile

In the present study the respondent's income mostly above Rs.10,000 per month is being considered on the total sample. In order to avoid the risk related to those who are getting below Rs.10,000 may not be the suitable customer for the regular jeans user. The total sample size for the research is 250. Out of the total respondents 48% are students in various professional and non-professional institutes, 12% are businessmen and 21.6% are service holders and 18.45 are housewives. 100% of the total respondents are coming under the income level of higher than Rs.10,000. Most of the people are coming above the age of 30. About 90% of the respondents are coming under the age of 50. Out of this 32% are coming under age 20, 24% are coming under age 21-30 and 21.6% are coming under 31-40 and 13.2% are coming under 41-50 and 8.8% are coming above the age of 50. The people who are very much aware of jeans garments are taking into consideration because the questions can be solved by the highly aware respondents only. The above information is available in the table 1 in annexure.

Jeans garment usability per week

From the above table 2 in annexure it is found that 15.2% of respondents are using Jeans pant once a week, 24.8% of respondents are using Jeans pant thrice a week, 32.8% respondents are using Jeans pant twice a week, remaining 27.2% respondents are using Jeans pant more than thrice a

week.

Gender preferences of Jeans garments

From the table 3 of annexure the male and female wise different in consumptions can be studied. Female have higher consumption of Jeans dresses than males. The table shows in male 57.6% are purchasing Jeans pant, 28.86% are purchasing Jeans jacket and 13.46% are purchasing Jeans shirts. In female the percentage is mostly different. Here 31.31% of women are using Jeans pants, 56.06% are using Jeans jacket which is majority and 12.63% are using Jeans shirt.

This table 4 in annexure provides the R and R² values. The R value represents the simple correlation and is 0.898 (the "R" Column), which indicates a high degree of correlation. The R² value is 0.807 (the "R Square" column) indicates how much of the total variation in the dependent variable like selection of the products FMCG, FMCD, CD, Bike and Car on the basis of colour can be explained by the independent variable, statements for factor analysis of all sixteen statements. In this case, 80.7% can be explained, which is very large. The next table is the ANOVA table, which reports how well the regression equation fits the data (i.e., predicts the dependent variable). The table 5 in annexure shows the output of the ANOVA analysis and whether there is a statistically significant difference between our group means. We can see that the significance value is 0.00 (i.e., $p = .000$), which is below 0.05 and therefore it is a statistically significant difference in the mean length of time to complete the spreadsheet problem between the different courses taken.

From the table 6 in annexure shows 16 predictors out of which four are not significant and twelve are statistically significant as $p \leq 0.05$. Out of twelve statistically significant statements five statements coefficient are negative which would indicate that statements (s4), (s13), (s14), (s15) and (s16) has negative impact on decision for any brand of jeans and seven statements coefficients are positive which would indicate that statements (s1), (s2), (s5), (s7), (s9), (s10), (s12) are the area where consumer gives highest attention to take decision for any design or brands of jeans.

6.2. Perception Towards Verities of Jeans

The data collected though the questionnaire has gone through the reliability test i.e. Cronbach's Alpha whose value should be > 0.7 to accept for the factor analysis. This data has Cronbach's Alpha value of 0.674 which is more significant for the reliability of data shown in table 7 in annexure.

The study has been made to know the preference and perception of customers towards the Jeans garments offered by the different companies. Sixteen statements are generated for measuring respondents' opinion on a 5-point Likert scale

for preferring a particular brand of Jeans garment. The table 8 in annexure measures the data adequacy for the factor analysis. Kaiser himself designates the level as follows: A measure > 0.9 is marvelous, > 0.8 is meritorious, > 0.7 is middling, > 0.6 is mediocre, > 0.5 is miserable and < 0.5 is unacceptable. This factor analysis measure for sampling adequacy is greater than 0.7 (0.723) which is mediocre. In the Bartlett's Test for Sphericity, if the significance value will be less than 0.5 then the data will not produce identity matrix. As the significance value is less than 0.5 (i.e. 0.000) So the data set can be acceptable for factor analysis. There is a high correlation between the various variables. Hence the null hypothesis accepted that is:

H₀ = Brand preferences of jeans depend upon the design prefer by the customer

Factor matrix and their corresponding factor loading after the varimax rotation are presented in the table 9 in annexure. Here the factors are considered whose eigenvalues are more than 1. By this process three factors can be generated. The four factors are explaining 71% of the variance of total variables. The statements of factor loadings more than 0.5 are grouped and are shown in the table 10 in annexure. Factor 1 has an eigen value of 4.138 and explains 25.86% of the total variance. The eigen value of Factor 2 is 3.166 and explains 19.79% of the total variance. Factor 3 has an eigen value of 2.342 and explains 14.64% of the total variance and Factor 4 has an eigen value of 1.825 and explains 11.41% of the total variance and. The total variance accounted for by all the three factors is 71.69% which is quite high and it establishes the validity of the study. The null hypothesis is accepted as 71% of the consumers' decision is being explained by these three factors.

The factors will be named after grouping the key variables which are depending upon their factor loading scores under different key factors. The table 11 in annexure represents the grouping of factors. The total factor loadings for factor 1 (F1) is 3.55 and for factor 2 (F2) is 4.19 and for factor 3 (F3) is 2.35 and for factor 4 (F4) is 1.40. The table 12 in annexure depicts the variables under each of the three desired factors. The first factor identified with quality of the Jeans and availing basic features which has been grouped under F1 and termed as "Design" factor. The second factor explains the friends influence and emotional aspect of human being towards Jeans garments. The second factor F2 is termed as "Emotional" factor. The third factor F3 explains the augmented value of the Jeans garments what everybody requires after the basic features. The factor F3 is termed as "Augmented Value" factor. The fourth factor F4 explains the additional value with the Jeans garment especially the pants which gives result beyond the customers' expectations and termed as "Potential Value".

7. Conclusion

Only a few studies have explored consumers' perspectives; these looked at consumers' fit preference in terms of the degree of good fit and style attributes [6, 7, 60] as well as consumers' concerns with fit and size of garments [61]. However, these studies on fit preference have been limited to understanding consumers' perceptions of garment fit. This is because individuals have various fit preferences due to their different body shapes and because their perceptions of fit is affected by many factors, such as personal style preference, fashion trends, body image and satisfaction, and attitudes [6, 62]. It has been observed that people not only use Jeans but also preferred to use cotton jeans because of its uniqueness and comfort. People also use more than one brand of jeans garments to taste variety. People wear branded clothes to look attractive and to impress people. Price of branded clothes is not a big issue for people. People prefer branded clothes over non-branded regardless of high price. People buy branded clothes because they provide more value for money and because of their good quality. Wearing the same type of clothes makes people bored. They like to wear new and fashionable clothes. People wear branded clothes because of comfort and recognition that they give. Promotion of the brand by a well-known personality hardly affects the decision. People are less loyal towards the branded clothes. People get influenced by price offers, design and style of products to change the brand. Fashion, family and friends influence the choice of brand. The priority given by the respondents depicted through the ranking of factors which is shown in table 13 in annexure. Respondents have given high priority to the factor F1 "Design" followed by factor F2 "Emotional", followed by factor F3 "Augmented Value" and followed by factor F4 "Potential Value".

8. Limitations and Scope for Further Studies

As concerns with fit and size of garments may serve as an important antecedent of consumers' intention to shop for clothing in both offline and online shopping contexts, much attention has been directed toward the negative aspects of fit perceptions. However, in spite of the complicated factors that affect perception of fit, no study to date has considered consumers' summary perceptions of fit towards apparel in general. Therefore, both the positive and general aspects of fit perceptions need to be explored. Time may not be sufficient for conducting the research with a larger sample. Therefore I have taken sample size of 250 which is an ideal one. Sample data is limited to Bhubaneswar territory and prediction is on the basis of Bhubaneswar territory only.

However consumer buying is a complex process in which number of factors like economic factors, social status and psychographic factors influence the buying of the consumer. The changing demographic profile of the population like education, income, size of family are necessary by what's going to be changed in days to come regarding understanding psychographics of customers as to how they feel, assume or behave. Marketers are required to constantly monitor and identify the core psychographics to map the sectors movement and review what ought to be done, by adding value that motivates consumers to opt from the company's product range which may influence the long term business structure and market share.

Appendix

Table 1. (Demographic Profile of the Respondents using Jeans garment).

Type	Particulars	Frequency	Percentage
Gender	Male	52	20.8
	Female	198	79.2
Age	Less than 20	81	32.4
	21-30	60	24
	31-40	54	21.6
	41-50	33	13.2
	More than 50	22	8.8
Educational Qualification	Matriculation	9	3.6
	Intermediate	36	14.4
	Graduation	105	42
	Post-Graduation	45	18
	PG above	55	22
Occupation	Student	120	48
	Businessman	30	12
	Service holder (Pvt/PS/Govt)	54	21.6
	Housewife	46	18.4
Family Income per month	Less than 10K	0	
	10K- 20K	54	21.6
	20K-30K	36	14.4
	30K-40K	51	20.4
	40K-50K	39	15.6
	50K-60K	36	14.4
	60K-70K	19	7.6
70K+	15	6	

Table 2. (Respondents wearing of jeans garment frequency per week).

Respondents Profile	Once	Twice	Thrice	More than thrice	Total
No of Respondents	38	62	82	68	250
Percentage of Respondents	15.20%	24.80%	32.80%	27.20%	100

Table 3. (Category of Jeans garment purchased by both male and female).

	Jeans Pant	Jeans Jacket	Jeans Shirt
Male	30	15	7
Percentage	57.69	28.85	13.46
Female	62	111	25
Percentage	31.31	56.06	12.63

Table 4. (Regression variables correlation for factor fitness).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.898 ^a	.807	.791	.630

Table 5. (F-test to study the validity of the variables).

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	307.158	16	19.197	48.427	.000 ^b
	Residual	73.337	186	.396		
	Total	380.495	202			

Table 6. (Regression table explains correlation among the factor variables).

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	.692	.522			1.326	.186
S1	.255	.039	.262		6.532	.000
S2	.310	.084	.252		3.676	.000
S3	.235	.127	.189		1.850	.066
S4	-.672	.107	-.689		-6.285	.000
S5	.514	.098	.187		5.237	.000
S6	-.176	.138	-.097		-1.274	.204
S7	.368	.111	.230		3.323	.001
S8	.087	.078	.075		1.120	.264
S9	.515	.088	.429		5.868	.000
S10	.317	.099	.337		3.188	.002
S11	-.172	.150	-.124		-1.146	.253
S12	.229	.101	.167		2.268	.024
S13	-.316	.105	-.324		-2.994	.003
S14	-.168	.119	-.085		-1.415	.159
S15	-.477	.098	-.478		-4.884	.000
S16	-.218	.089	-.167		-2.451	.015

Table 7. (Reliability Test for Factor Analysis).

(Reliability Statistics of variables)	
Cronbach's Alpha	N of Items
.674	250

Table 8. (Sampling adequacy for factor variables).

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.723
Bartlett's Test of Sphericity	Approx. Chi-Square	1.996E3
	df	153
	Sig.	.000

Table 9. (Eigen values and Cumulative %age of various variables or statements).

Statement. No.	Attributes	Initial Eigen Values		
		Total	% of Variance	Cumulative %
S1	My brand is associated with good material.	4.138	25.862	25.862
S2	My Jeans brand has good stitching which is different from rest.	3.166	19.786	45.647
S3	My brand of jeans requires less water to wash.	2.342	14.635	60.283
S4	It looks more colourful after wash.	1.825	11.406	71.689
S5	I purchased the Jeans because of my friends influence.	.970	6.061	77.751
S6	My Jeans brand is mean for good fit.	.808	5.050	82.800
S7	My brand of Jeans has good front pocket design.	.708	4.425	87.226
S8	Its shapes are good for all heights.	.677	4.229	91.455
S9	It has highest variety of colours.	.442	2.763	94.218
S10	It has good fibre which maintains the quality.	.315	1.969	96.187
S11	It has also good fit for all healthy people.	.238	1.491	97.677
S12	It is giving the best comfort.	.167	1.044	98.721
S13	My brand of Jeans has good back pocket design.	.101	.630	99.351
S14	This brand of Jeans has warranty protection for colours and stitch.	.053	.330	99.682
S15	It is available in majority of the showrooms	.040	.251	99.933
S16	It has a competitive price.	.011	.067	100.000

Table 10. (Factor Loadings of selected variables on key factors (Loading Criteria >0.5)).

Statement. No.	Attributes	Factor Loadings			
		F1	F2	F3	F4
S1	My brand is associated with good material.	.859			
S2	My Jeans brand has good stitching which is different from rest.	.660			
S3	My brand of jeans requires less water to wash.	.506			
S4	It looks more colourful after wash.	.814			
S5	I purchased the Jeans because of my friends influence.		.605		
S6	My Jeans brand is mean for good fit.	.711			
S7	My brand of Jeans has good front pocket design.				.747
S8	Its shapes are good for all heights.		.429		
S9	It has highest variety of colours.			.591	
S10	It has good fibre which maintains the quality.			.841	
S11	It has also good fit for all healthy people.		.721		
S12	It is giving the best comfort.		.784		
S13	My brand of Jeans has good back pocket design.				.658
S14	This brand of Jeans has warranty protection for colours and stitch.			.918	
S15	It is available in majority of the showrooms		.854		
S16	It has a competitive price.		.801		
Eigen Values		4.138	3.166	2.342	1.825
%age of Variance		25.86	19.79	14.64	11.41
Cumulative Variance		30.87	45.65	60.28	71.69

Table 11. (Grouping of Factor Loadings for Identifying Key Factors).

Statement. No.	Attributes	Factor Loadings			
		F1	F2	F3	F4
S1	My brand is associated with good material.	.859			
S2	My Jeans brand has good stitching which is different from rest.	.660			
S3	My brand of jeans requires less water to wash.	.506			
S4	It looks more colourful after wash.	.814			
S6	My Jeans brand is mean for good fit.	.711			
S5	I purchased the Jeans because of my friends influence.		.605		
S8	Its shapes are good for all heights.		.429		
S11	It has also good fit for all healthy people.		.721		
S12	It is giving the best comfort.		.784		
S15	It is available in majority of the showrooms		.854		
S16	It has a competitive price.		.801		
S9	It has highest variety of colours.			.591	
S10	It has good fibre which maintains the quality.			.841	
S14	This brand of Jeans has warranty protection for colours and stitch.			.918	
S13	My brand of Jeans has good back pocket design.				.658
S7	My brand of Jeans has good front pocket design.				.747
	Total factor Loadings	3.55	4.19	2.35	1.40

Table 12. (Factors with highly correlated variables or statements).

(F1) Quality	My brand is associated with good material.(S1)
	My Jeans brand has good stitching which is different from rest.(S2)
	My brand of jeans requires less water to wash.(S3)
	It looks more colourful after wash.(S4)
	My Jeans brand is mean for good fit.(S6)
(F2) Emotional	I purchased the Jeans because of my friends influence.(S5)
	Its shapes are good for all heights.(S8)
	It has also good fit for all healthy people.(S11)
	It is giving the best comfort.(S12)
(F3) Augmented Value	It is available in majority of the showrooms.(S15)
	It has a competitive price.(S16)
	It has highest variety of colours.(S9)
(F4) Potential Value	It has good fibre which maintains the quality. (S10)
	This brand of Jeans has warranty protection for colours and stitch.(S14)
	My brand of Jeans has good back pocket design.(S13)
	My brand of Jeans has good front pocket design.(S7)

Table 13. (Ranking of Factors according to Factor Loadings).

Factors	Factor Loadings	Rank
Design (F1)	3.55	2
Emotional (F2)	4.19	1
Augmented Value (F3)	2.45	3
Potential Value (F4)	1.40	4

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