Analysis of consumer preferences on local fashion house in Bangladesh

Mohammad Abdul Baset, Md. Mominur Rahman
Lecturer, Department of Textile Engineering,
Daffodil International University,
Bangladesh.

Abstract

Fashion house is typically a consumer goods market. It is characterized by very short product life, fickle consumer preferences, numerous competitors, relatively easy entry and exit, and a myriad of manufacturing, marketing and retail alternatives (Richardson, 1996). Over here, we will mainly make references to Bangladesh where the fashion capitals - Dhaka, Chittagong, Sylhet, Khulna and Rajshahi - reside. One of the reasons for their leading role in the apparel sector is that they are able to acquire information on future trends in color, theme and styles in advance, preparing their own collections by combining and interpreting such information with market data. This study is conducted in the top five fashion house in Bangladesh and their popularity to the consumers for different garments item like Shirt, T-shirt, Panjabi, Fotua, Sharee, and kameez.

Keywords: Fashion, consumer, preference.

1. Introduction

Fashion house is an establishment in which fashionable clothes are designed, made, and sold. A fashion house is a place where the art of fashion design is applied. In a fashion house, fashion designers work in a number of ways in designing clothing and accessories; and, because of the time required to bring a garment onto the market, must at times anticipate changing consumer tastes. Fashion design is influenced by cultural and social latitudes, and has varied over time and place. Such a business designs, makes, and sells fashionable clothes typically associated with an important designer. To have a successful fashion house, requires having designers, ample stock and generally a great system of administration and management. Nowadays, not only in developed countries but also in developing countries like Bangladesh the popularity of the fashion house is increasing with a tremendous rate due to their quality, innovative design and dynamic fashion.

2. Objectives

The main purpose of this study is to find out the consumers’ both men and women preferences to different types of clothes and dresses on local fashion houses. In addition with this objective there are also some other reasons for doing the study which help to gather more information to fulfill this work.

i) Ensuring the quality provided by the fashion houses
ii) Consumers’ opinions on the fashion houses and their products
iii) To find out the prices of the product whether they are tolerable or not
iv) The art of the designs and their acceptability
v) The satisfaction of the consumers by using the products from fashion houses

3. Methodology

This is a survey based study consists of primary and secondary resources. In primary resources the data is collected by developing a questionnaire of 10 questions from different arena. The questionnaire is developed separately on the basis of men and women as some fashion houses are specialist on the particular products. The survey questionnaire is provided to 120 potential consumers of local fashion house. This is done for the top five local fashion house of Bangladesh. Finally a discussion is done to find out the reason of consumers preference for different fashion house for different garments.
4. Data presentation and analysis
The statistical analysis of consumers’ preference for the different garments is given below:

**Graph 4.1: Brand Prefer for Panjabi**
Survey regarding Panjabi shows that only 6% consumers prefer Banglar Mela, whereas, 15% prefer Rang. Moreover the most popular local brand is Arong for this item. However 8% consumers do not like any of these five fashion house for Panjabi. Besides that, 19% consumer prefer Kay-kraft which is second in position.

**Graph 4.2: Brand Prefer for Shirt**
On the other hand, survey regarding the preference of local fashion house for Shirt shows that 3% consumers prefer Anjans, whereas, 9% Banglar Mela. Moreover the most popular local brand is Arong and Kay-kraft for this item. It’s Surprising that 21% consumers do not like any of these five fashion house for Shirt.
Above pie chart shows that Arong is the most popular brand for fotua. Moreover, it also observed that 10% consumers do not prefer any of these brands for fotua. However, only 4% consumer like anjans, whereas, 25% like Kay-kraft for this item. Beside that Rang and Banglar Mela preferred by 9 and 10 percent consumers respectively.

In case of Sharee, the prominent market leader is Arong which brand is preferred by 57% consumers. Beside that the second choice for this item is Rang. However, 9% consumers like Kay-kraft, whereas, 10% like Anjans for Sharee. Another important observation is that 10% consumers do not like any of these brands for this item.
Survey regarding Kameez finds that 5% consumers prefer Rang, whereas, 9% prefer Kay-kraft. Moreover the most popular local brand is Arong for this item Which is preferred by 62% consumers. However 14% consumers do not like any of these five fashion house for Kameez. Besides that, 10% consumers prefer Anjans.

This study also tries to find how many consumers like fashion house for different type of garments. From the above graph, we found that 78% consumer like Fashion House, whereas, 22% do not like this culture. Some people think that the price of different garments in Fashion House is very high comparatively to the local market.

5. Result discussion
In this study we discuss about some reputed local fashion house. We try to find out which brand prefer most for which reason among Aarong, Rang, Kay-kraft, Banglar Mela&Anjans. After the data analysis we can see that Aarong is best fashion house. Most of the men& women select Aarong to buy their dresses. Aarong is best fashion house in the Bangladesh because it produces more fashionable & comfortable dress. It also produced dresses for different age people. The price of this fashion house is also reasonable. It brings new dresses on different occasion for the people. Aarong has many outlets than other fashion house in Bangladesh. Outlets are spread all over the country. Now it established an
outlet in London. In Bangladesh there is also some reputed fashion house which is also produce good quality and fashionable dresses.

6. Conclusion
The fashion house of Bangladesh establishes a strong business sector in Bangladesh. Now this is called local brand of Bangladesh. Quality and price have a vital effect to the consumers for preferring fashion house. One specific fashion house is not popular to the consumers for all types of garments. One is the best choice for the Panjabi, whereas, another is the best choice for the Shirt. This is also true for sharee and kameez. Some people give the most priority to the quality of garments, whereas, some people think about the price. However, few people think that the fashion house concept is popular only for the people living in big cities but not for the villagers.

7. References