An Analytical Study on the Men's Denim Wear Market in India – Identification of the Key Factors Influencing the Consumer Buying Behaviour in the Economy Segment.

Dr. Sougata Banerjee
Assistant Professor
Dept. Of Fashion Management Studies
National Institute of Fashion Technology
Ministry of Textiles, Govt. Of India.

Ms. Trisha Banerjee
Masters in Fashion Management (2016-2018)
Dept. Of Fashion Management Studies
National Institute of Fashion Technology
Ministry of Textiles, Govt. Of India.

Abstract: *In this research study, the researcher tried to study the various factors affecting the consumer buying behaviour in the Men's Denim Wear Market in Kolkata. All the indicators applied in the study, were extracted from intensive literature survey and some of them came out as strong factors with high factor loadings in totality explaining the various reasons behind the behaviour displayed by the consumers while making a purchase of Denim wear in Kolkata. Eight factors namely, product quality, product innovativeness, product variety, style and attractiveness, long lasting, peer influence, availability and enhance confidence are seen to be the major driving forces behind the consumer buying behaviour. Relevant hypothesis were formulated to study the dependency of the important behavioural factors through Chi-square on the demographic variables of the consumers like Age, Income and Occupation. To understand the various segments of the market and its characteristics, cluster analysis was performed to dissect the existing market into smaller segments to focus upon and to understand the consumer characteristics in a bigger and a more focussed way. The three segments which were derived are namely, Fashion Replicates, Trend Setters and Fashion Traditionalists. This research shall help in a better understanding of the denim jeans consumer market and shall help further researchers and organisations based in India to work upon these characteristics before launching their brand or product.*

Keywords*: Consumer Behaviour, Denim Market, Factor Analysis, Cluster Analysis, Chi-square*

I.   Introduction

Denim is a unique fabric, specifically designed in the 18th century to withstand the day to day lives of hard workers. Crafted from a mix of cotton, polyamide, lycra, polypropylene, polyester and nylon, the material was stronger than most other fabrics at the time; however, it wasn't invincible. Denim was traditionally coloured blue with indigo dye to make blue "jeans," though "jean" then denoted a different, lighter cotton textile; the contemporary use of jean comes from the French word for Genoa, Italy, from which the first denim trousers were made. Denim is a type of cotton textile known for its use in blue jeans and other clothing. It uses a sturdy twill weave with a characteristic diagonal ribbing. Originally used for workmen's clothes, denim is now ubiquitous and has even entered the world of high fashion. Nearly everyone has at least one garment made of this fabric in the closet these days. (Morris & Prato, 1981)

The denim market has always been one of the leading markets in the fashion forum. It has been a staple wardrobe element for decades. Globally, the growth is expected to be at a CAGR of over 6.5% during 2015 to 2020, with the market value increasing from $113 billion to $153 billion. (Co., Global and Indian Denim Market, 2016). The global market for denim jeans is projected to cross $65 billion by the year 2020 due to the increasing number of customers buying denim jeans that offer better fitting, superior style, long-lasting quality, and are reasonably priced. Furthermore, various lifestyle factors, fashion craze, celebrity endorsements, and employment terms were foreseen to add to the market growth. (Upadhyay & Ambavale, 2013)

Denim jeans, a trouser modification, were previously worn by prospectors looking for gold in the USA, spread throughout the world during World War II. In the last 50 years, jeans have frequently been used as the street

clothes of the young, gradually and steadily moving up-market. Jeans are also leisure wear which, owing to their comfort, are very commonly worn, particularly by millions of young people. Even though jeans are designed to enhance comfort, they can negatively affect physical activities by reducing movement. (Coruh, Vural, & Coruh, 2010)

Denim wear market in India is expected to grow at a CAGR of 15% in the near future. It has also been seen that unlike a few years ago when denim was a popular choice for urban male segment only, it is now seen to have become popularised in the semi urban and rural areas too. India is said to dominate the Asia Pacific region with 1200 MMPA denim manufacturing capacity with 65% to 70% local consumption (Co., Global and Indian Denim Market, 2016).

It has been seen in the study of (Rahman, Understanding Consumer's Perceptions and Behaviours: Implications for Denim Jeans Design, 2011) that, since the introduction of denim in India in 1986, the industry has evolved continuously, witnessing a healthy positive growth for the past decade. The unbranded denims constitute a higher share in the overall market in India as the demand for branded denims come primarily from limited number of mega-metros and metros With the growing penetration of denims and rising disposable incomes in semi-urban and rural areas, general demand has shifted towards premium quality products and thereby, branded denims may occupy a higher share in the market in the years to come

The denim revolution started in India in the '80s and '90s, which gradually shifted to lifestyle and more so fashion of late and India continues to be one of the largest producers of denim in the world. The number of denim manufacturers has almost doubled from 25, five years ago to currently 42; excess production capacity leads to 30 percent of this capacity remaining idle. India is selling the cheapest pair of jeans, which is available nowhere in the world. (32nd IAF World Fashion Convention: Indian Denim sector to become 8 billion dollar industry, 2016). Indian denim market was measured at USD 1.2 Bn in 2015 and was projected to rise at a CAGR of 15-18%; having potentiality of doubling its size by 2019. Moreover, it was likely to boost up to USD 124 Bn by 2025. The Indian denim market was subjugated by the non-branded players who grabbed major shares of the denim market. Indian consumers spend nine percent of their disposable income on clothing and footwear. (Upadhyay & Ambavale, 2013).

In the study of (Nayak, 2016), it has been seen that the integration of diversified cultures and traditions is determining factor of Indian people's clothing pattern. It is estimated that 222 million metres of denim jeans was used in the country during 2014. The estimated total consumption of denim trousers in Indian cities is 21.45 million pieces. The market is presently dominated by the men's wear. However a large part of the Tier II and III cities has interplay of unbranded denim wear. The versatility has made its purchase decision convenient suiting all occasions and purposes. The demand for denim has been propelled by the increase in the number of shopping malls and online shopping portals. Among a variety of available fabrics, denim is considered to be one of the most versatile one with multitude of applications from casual wear, work wear to regular everyday wear. Although denim is a popular choice among the age group of 20-30 years, yet it has now become a necessity from the kids to the elderly. It has also seen its acceptance as a business wear (Co., Global and Indian Denim Market, 2016)

It has been seen in the study of (Rao, 2015) that the retail revolution in India has also helped growth of the product in India, due to which denim jeans which were available earlier in only metro cities are now available in Tier I, II, III and even Tier IV towns and cities. Denim being a product of everyday regular use is subjected to a high amount of wear and tear, it is thus seen that consumers look at longevity of the product while purchasing denim jeans. Thus the long lasting factor of denim jeans is considered to be of prime importance while purchasing denim wear. (Rahman, Fung, Chen, Chang, & Gao, 2010).

According to the study (Rao, 2015) it has been seen that the growth in the denim jeans segment started post-2000, due to many factors, one among them being the cultural revolution due to the media, which lead to a lot of western influence in India. The new generation, which became influenced with these *cultural changes*, took to denim jeans in a big way. The new generation is considered to be influenced by Bollywood to a great extent where actors and actresses who earlier were shown in traditional Indian dresses were now sporting denim looks in various denim products like jeans, jackets, skirts, etc. In the last few years, a lot of developments have also taken place in the *look and feel of denim*, which too has influenced growth. Nowadays, denim jeans are available in *various finishes, colours, fits,* etc., which too attracted the younger generation to denim, who now have multiple pairs in their wardrobe as against just 1 or 2 pairs or even none till a few years back.

II.   Literature Review

According to (Co., Global and Indian Denim Market, 2016) few of the factors responsible for the promising industry in the future include – *Rising Disposable Incomes, Rapid growth of the retail sector, the westernisation trend prevalent in the nation, booming internet retailing sector, young population demographics* (15-29 year olds) *with higher spending power, wide range of consumer segments* that consider denim as an apparel of choice owing to its *comfort and style*, favoured preference for denim amongst youth owing to its versatile association. The driving forces behind the increase in the market share of denim as researched are *Variety,*

Versatility and Diversifications. Currently it is seen to suffice *all purposes, in all types and colours* as well *different occasions*. Considered to be *convenient*, Denim wear is *comfortable, low maintenance, easy-care and long lasting*. The convenience in *online orders, flexible return policies, and cash on delivery* system has triggered the youth to be the largest purchasers of denim presently. The market is on a constant redefinition of itself with new *designs, washes, cuts, and embellishments* which keep the masses interested and the demand high. The various factors responsible for the *price* of a denim wear as identified by spawned over *quality, texture, comfort, cut and wash*. Denim jeans are available as an expensive luxury item to a product of *regular everyday use*. The growth of the mid-value segment of denim wear is seen to have been characterised by *quality, value-for-money,* and *increasing styling quotient.*

In the research (Su & Tong, 2016) it has been found out that the *personality* of denim jeans brands can be described in six facet dimensions such as *attractiveness, practicality, ruggedness, flexibility, friendliness,* and *honesty*. It was seen that consumers do associate brand personality framework with denim jeans brands which have different effects on the over satisfaction earned by the consumer as well as reflected in their brand loyalty.

The important factors responsible for the selection criterion of jeans as identified by (Upadhyay & Ambavale, 2013) have been *colour and style, fabric and price, fittings and size, brand and durability*. It has been seen that the various *pattern cuts* like *straight cut, narrow cut* and *skinny fit* has been a major factor in the selection of denim wear. It has also been stated that along with *durability and price, the economic cost, fit* and *brand name* are highly prioritized during purchase.

(Lall & Mukherjee, 2016) identified factors like, Casual wear is an important category of apparel, the buyers have a preference in terms of the type of dress (as a casual wear) and a particular brand for the same, the choice of brand depends on the various attributes of casual wear. The attributes of a casual wear can be *functional* (like fit, size etc.) or *perceptual* (like sense of belonging, self-esteem boost etc.). The decision to buy a particular brand of casual wear may/may not be individual's own decision but may depend on role models or *reference groups* (role models and reference groups are used synonymously) which may include *family, friends* or *stars* (if categorized broadly). It has been found out that the purchase behaviour of consumers of denim wear is influenced by factors like, Family, friends and stars (film-stars, sport-stars etc) as categories of reference group influence the buying decision of the consumers. Also, any consumer before buying evaluates the casual wear on the basis of the various functional features (e.g. fit, size etc.) and perceptual features (e.g. sense of belonging, boosting self-esteem etc.) that it has to offer as attributes of the casual wear

In the study (Rahman, Understanding Consumer's Perceptions and Behaviours: Implications for Denim Jeans Design, 2011) it has been concluded that the purchase of denim is triggered by certain *distinct* and *indistinct* factors. The distinct factors include *product quality and features* that can easily be understood, observed, dissected by consumers like the pocket of a denim and the indistinct factors include the less tangible ones that cannot be easily dissected and understood such as the *elegance, self esteem, sophistication* and *confidence* These abstract attributes are closely related to the *psychological* consequences like the *social status* and the concrete attributes are closely related to the *functional* and *performance* factors. The various *intrinsic* cues observed are *quality, style, colour, comfort, fit* and *fabric*. The *extrinsic* cues are as follows, *price, brand name* and *the country of origin*. Consumers tend to use both the cues concurrently while making a purchase with the importance ranging differently across gender and age groups. Over the last five-six years it has been the *fit* attribute of a denim wear has become increasingly important than the brand name and consumers are often seen to use it as a yardstick to measure and differentiate a product or brand from one another. Consumers are often seen to pay a premium price for certain brands if they are satisfied with the fit and comfort of the denim jeans. A single monolithic feature like the brand name is not enough for the young consumers in order to make a choice of denim wear. The fit and comfort play an equivalent role along with the brand name.

According to the study conducted by (Wu & Delong, 2006) it has been found out that *comfort* and *fit* are the two most important criteria for the purchasing decision. *Aesthetic* characteristics like *colour, style, fabric* play a vital role in judging the *quality* of denim jeans. Many times the *sensorial* features like *colour* and *the tactile feel* also play a prominent role of a driving force behind purchase. The *appearance, hand and weight of the fabric* play a role in determining the quality from the consumer's perspective.

Consumers use *price* to infer quality especially when other cues are not available. However, the study revealed that the most expensive jeans did not offer the best performance quality, like the *tensile strength, seam strength* etc. Thus the price cue is considered to be less significant if a set of multiple cues were used to measure the salient determinant of purchase intention of the consumers.(Chowdhury, Does Price Reflect Emotional, Structural or Performance Quality?, 2002). The *seam strength* and *tensile strength* often play a very important factor in the *durability* of the denim. It helps to increase the *longevity* the better it is and often plays an important role in consumer satisfaction and loyalty of the consumer. (Chowdhury & Poynor, Impact of stitch density on seam strength, seam elongation, and seam efficiency, 2006)

In the research conducted by (Rahman, Fung, Chen, Chang, & Gao, 2010) the varied functional and aesthetic attributes that play a role in the purchase decision of a consumer in the denim market is cross national and the focus may vary according to the consumer's country of origin. For some it may be the *social conformity* played

a significant role in the consumption of denim jeans, while *self-expression/personal enhancement* was more important to some other consumers.

According to the study (Morris & Prato, 1981) it was observed that *comfort* and *fit* of the jeans were the two most important factors in determining the overall preference for the garments. The comfort ratings were found to be most dependent on the fit of the garment, characterised by the *dimensional stability of the fabrics*. In addition, *softness* was also ranked as an important attribute. Laboratory tests made on the fabrics were poor predictors of the dimensional changes that occurred during wear. However, changes in the laundered garments were good predictors of the changes.

In the study (Coruh, Vural, & Coruh, 2010) it has been found out that *comfort*, at its highest level, is important for the body to feel comfortable. An individual's feeling of *self-comfort* is possible through wearing comfortable garments that both fit his/her body and provide him/her with an ease of movement. Garment comfort ensures some functional properties to co-exist such as *ease of movement, comfort feeling,* and *garments' fitting* the body like a second skin and also involves the production and the use of garments in terms of *psychology, aesthetic* and *ease of use* which arouse a comfort feeling in an individual. Denim jeans are preferred because they are *comfortable, durable, easy to maintain*, and are *worn through all four seasons*. The various factors identified leading to a feel of discomfort in denim wear by are mainly due to factors of *strain, tightness, stepping upstairs, opening of the waist at the back* during squatting, sitting and bending.

As researched in (Crowther, 1985) the inherent properties of the *fabric construction* may be utilized to reduce *skin restraint* and enhance *body-contouring* by adjusting the angle of the back-rise seam to one nearer to the true bias to meet skin-stretch demands in the local hip-to-hip, local-crotch, and buttocks locations, and also by pre-shaping the front and back panels of the jeans to reduce restraint and provide local accommodation of body contours. Such allowances should also partly satisfy those stresses that occur between knee and seat-contact points.

The Indian consumers placed importance on fitting, brand country of origin, design, price, and quality, in descending order unlike the Chinese and the European consumers. These factors played a prominent role in determining the purchase of a denim wear. (Jin, Park, & Ryu, 2010)

It has been found out in the study of (Wu & Delong, 2006) that design and fashion of jeans were deemed highly critical but were superseded by comfort and fit. Consumers distinguished brand origins only between the West and the East instead of by specific countries. Dissatisfaction is usually related with price and fit for the consumers. Brand names can serve to indicate overall quality, develop associations and reduce risk and shopping efforts. However judgement is strongly guided by the physical attributes and style. In the study of (Fishbein, 2003) it has been told that the Domain-specific innovativeness: captures an individual's predisposition toward a product class and reflects the tendency to learn about and adopt new products within a specific domain of interest.

According to the study of (Weinstein, Maraz, & Griffiths) , the buying of goods is a normal activity in everyday life. However, for a small minority of individuals, and in specific situations, purchases may be unplanned and sudden, initiated on the spot and associated with a strong urge and feeling of pleasure or excitement. This kind of repetitive purchasing behaviour is generally known as *compulsive buying* and can lead to psychological and economic distress

III.   Research Objectives

The primary objective of the study was to study the factors responsible for driving the consumers to make a purchase of denim jeans in the Indian market. It tried to extract the various factors governing their purchase decision. The secondary objectives of the study include segmenting the consumers of the denim jeans market in Kolkata into some distinct and differentiating clusters according to the preferences of the customers towards certain important product attributes. Lastly this study also tried to identify and study the dependency of the key behavioural opinions of the customers on key demographic factors driving the consumers in the Kolkata market.

IV.   Research Methodology

The research design is *partly exploratory partly conclusive* in nature. Exploratory research is research conducted for a problem that has not been studied more clearly, intended to establish priorities, develop operational definitions and improve the final research design. Conclusive research is meant to provide information that is useful in reaching conclusions or decision-making. It tends to be quantitative in nature that is to say in the form of numbers that can be quantified and summarized. (Kothari, 2004) In this research, the researcher has tried to find out the various factors responsible for the buying behaviour of denim wear through surveys and thus this is a descriptive research.

Qualitative approach to research is concerned with subjective assessment of attitudes, opinions and behaviour. Research in such a situation is a function of researcher's insights and impressions. Such an approach to research generates results either in non-quantitative form or in the form which are not subjected to rigorous quantitative analysis. (Kothari, 2004). Quasi-qualitative designs identify a comparison group that is as similar as possible to the treatment group in terms of baseline (pre-intervention) characteristics. The comparison group captures what

would have been the outcomes if the programme/policy had not been implemented). Hence, the programme or policy can be said to have caused any difference in outcomes between the treatment and comparison groups. (White & Sabarwal, 2014). In this research, the approach is *quasi qualitative* in nature. The researcher has tried to find out the factors related to the consumer buying behaviour and pattern which has been quantified and analysed qualitatively.

In the study, the researcher tried to use *both primary and secondary data.* Primary Data is originated by the researcher for the specific purpose of addressing the problem at hand (Malhotra & Birks, 2006). Thus primary data are the raw data, which is needed to be further, processed and secondary data are the published data. As a data collecting tool, the researchers have used, *structured non-disguised questionnaire* with both open and close ended questions. A Questionnaire is called a scheduled interview form or measuring instrument including formalized set of questions for obtaining information from respondents (Malhotra & Birks, 2006). Non-disguised approach is a direct approach in which purpose of the project is disclosed to the respondents or is otherwise obvious to them from the questions asked. The reason for asking structured questions is to improve the consistency of the wording used in doing the study at different places which increases the reliability of the study by ensuring that every respondent is asked the same question (Nargundkar, 2004) and the survey instrument was used to collect data through personal interviews.

A *Likert Scale* with 58 statements was devised to judge the consumer buying behaviour on the basis of 11 dimensions. It was a five point Likert Scale with a rating of 1-5 where 5 is strong agreement with the statement, 4 is agreement with the statement, 3 is neither agreement nor disagreement, 2 is disagreement and 1 is strong disagreement with the statements were formed on the factors and the respondents were asked for their opinion and responses.

The first step in developing any sample design is to clearly define the set of objects, technically called the Universe, to be studied. (Malhotra & Birks, Marketing Research: An Applied Approach, 2006) In this research, all the men wearing denim jeans in Kolkata will comprise the population of this study.

The researchers have used *non probabilistic sampling* technique, along with *convenience sampling*. In a non-probabilistic sampling technique all the individual samples do not have the equal chances of being selected by the researcher.(Kothari, 2004) *Convenience sampling* is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. (Malhotra & Birks, Marketing Research: An Applied Approach, 2006)

A decision has to be taken concerning a sampling unit before selecting sample. Sampling unit may be a geographical one such as state, district, village, etc., or a construction unit such as house, flat, etc., or it may be a social unit such as family, club, school, etc., or it may be an individual. The researcher will have to decide one or more of such units that he has to select for his study.(Kothari, 2004)

In this research, the researcher has chosen all its respondents from Kolkata who wear denim jeans. This refers to the number of items to be selected from the universe to constitute a sample. The size of sample should neither be excessively large, nor too small. It should be optimum. An optimum sample is one which fulfils the requirements of efficiency, representativeness, reliability and flexibility. (Malhotra & Birks, Marketing Research: An Applied Approach, 2006) In this research, the researcher has kept the sample size to 150 respondents.

There are several ways of collecting the appropriate data which differ considerably in context of money costs, time and other resources at the disposal of the researcher. Through *personal interview*, the investigator follows a rigid procedure and seeks answers to a set of pre-conceived questions through personal interviews. This method of collecting data is usually carried out in a structured way where output depends upon the ability of the interviewer to a large extent.(Kothari, 2004) In this research, the researcher has undertaken the personal interviews of the various people in the sample population to undertake the research. This research has been conducted in the time span ranging from January to April 2018.

V.   Findings and Analysis

Factor Analysis attempts to identify underlying variables or factors that explain the pattern of correlations within a set of observed variables. Used in data reduction to identify a small number of factors that explains most of the variance observed in a much large number of manifest variables.

A Likert scale was formed on 58 statements based on 11 different dimensions, namely – *Product, Price, Place, geographic, Demographic, Psychographic, Behavioural, Cultural, Social, Modified Compulsive Buying Scale* and *Domain Specific Innovativeness Scale*. All the attributes were scanned through literature review specific to the Denim Wear Market.

VI.   Considerations in Factor Analysis:

In the study a sample size of 150 respondents were taken and was checked if it was adequate for the study. It was checked using Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity as shown in the Table below. KMO value more than 0.5 shows that the sample size was adequate. KMO Value

between 0.5 to 0.7 shows a Mediocre sample size, greater than 0.7 shows a Good Sample Size and value greater than 0.8 shows a great Sample Size (Hassan, et al., 2006). As the value KMO is 0.851 in this study, the sample adequacy is good. As the Significance Value is lesser than 0.05, the data is sufficient for factor analysis as per the Sufficiency Test.

Table 1 - KMO Table for Factor Analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.851
Bartlett's Test of Sphericity	Approx. Chi-Square	642.067
	df	435
	Sig.	.000

Initially the factor analysis was done using all the 58 statements of the Likert scale. The analysis resulted in the extraction of 22 different components. 22 being a large number in studying the number of factors governing the consumer buying behaviour, the correlation values among various statements were checked in order to reduce the number of statements, so that less number of components is extracted. The pair of statements with values having correlations greater than or equal to 0.7 (Erdem & Swait, 2004), were studied and among them one was dropped (because of high correlation) and one was kept for performing a second round of factor analysis. The researchers were finally left with 30 statements which were subjected to a second round of factor analysis. From the table of Total Variance Explained given below, it can be seen that 8 factors have been extracted in the second round, which in total explains 76.886% of reasons dictating consumers to purchase denim wear.

Table 2 - Total Variance Explained for Factor Analysis

Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.463	8.210	8.210	2.463	8.210	8.210
2	2.112	7.038	15.249	2.112	7.038	15.249
3	1.729	5.764	21.013	1.729	5.764	21.013
4	1.696	5.653	36.666	1.696	5.653	26.666
5	1.623	5.411	42.077	1.623	5.411	32.077
6	1.520	5.067	57.144	1.520	5.067	37.144
7	1.455	4.852	61.995	1.455	4.852	41.995
8	1.355	4.517	76.886	1.355	4.517	46.512
9	1.292	4.305	80.818			

28	.349	1.163	98.288			
29	.272	.905	99.194			
30	.242	.806	100.000			
Extraction Method: Principal Component Analysis.						

Within each factor (to the extent possible) the items are sorted from the one with the highest factor weight or loading for that factor to the one with the lowest loading on the first factor. Loadings resulted from the orthogonal rotation are correlation coefficients of each item with the factor, so they range from -1.0 through 0 to +1.0. A negative loading just means the question needs to be interpreted in the opposite direction from the way it is written for that factor, but here no negative loading was extracted. Usually factor loadings less than 0.30 are considered low, which is why we suppressed loadings less than 0.30. On the other hand, loadings of 0.40 or greater are typically considered high (Erdem & Swait, 2004).

Using the Rotated Component Matrix, the following 8 factors were extracted. All the factors from the Likert scale with factor loading value above 0.4 have been taken in order to extract the various 8 individual components. The table below shows all the extracted factors with their factor loadings and explanations.

Table 3 - Factors Extracted

Indicator	Factor Loading	Explanation
Component 01 – Product Quality		
I prioritize product quality	0.512	One of the main factors driving consumers towards the purchase of denim wear is its quality. Denim being a product of casual everyday wear the quality needs to be good in order to be worn everyday and yet also be stylish. Thus the washing effect on denim needs to be eye catchy which enhances the product quality. These as cumulating forces, drives a consumer to feel the urge to purchase new denim wear as it is seen this is a product to be owned in multiple numbers by the consumer. (Chowdhury P. K., 2001)
Wash is important to me when I have to justify the price paid for the purchase	0.454	
There are times when I have a strong urge to buy Denim jeans	0.517	
Component 02 – Product Innovativeness		
I prioritize fit in Denim Jeans	0.433	With the ownership of multiple pairs in denim wear, consumers always look forward to search for innovations in denim jeans in order to reduce redundancy in owning multiple pairs. Thus each time they visit a store, they wish to see newness in styles, designs, cuts and definitely fits. Fit stands to be one of the most important priorities considered by the shoppers. With proper fit comes proper comfort to wear the denim jeans on a regular and uninterrupted basis. (Chowdhury U. , Does Price Reflect Emotional, Structural or Performance Quality?, 2002)
I buy innovative and new denim jeans before anyone else I know	0.575	
Component 03 – Product Variety		
I look forward to the design of the Denim Jeans in every purchase	0.512	Variety in denim jeans is always an important factor in driving the consumers towards making a purchase. The more the variations they see, the more they spend on the purchase of denim jeans. They can be entirely new designs, colour variations or just mere product modifications that consumers look out for. When these are able to attract them consumers can't help but make a purchase in this product category. (Morris & Prato, 1981)
I look forward to product modifications of the Denim Jeans in every purchase	0.456	
When I have money I cannot help but spend a part or whole of it on Denim jeans	0.408	
Component 04 – Stylish and Attractive		
Product Versatility offered is the reason behind my selection of the Denim Jeans	0.422	With product variety, shoppers always ask for product versatility which is stylish and attractive. These drive them to make a purchase. Unless they see versatility, they are not convinced to make a purchase. The origin on the denim jeans also plays an important role in determining the reasons governing the consumer buying behaviour in this segment. With more number of product variations, consumers are automatically driven towards the brand to make a purchase. (Sprott, Czellar, & Sangerber, 2009)
Style Quotient is the main reason behind my selection of the Denim Jeans	0.540	
Country of Origin is the main reason behind the selection of a Denim jeans	0.406	
As soon as I enter a shopping centre I wish to go and buy a Denim jeans	0.550	
Component 05 – Long Lasting		
Product Durability is the main reason behind my selection of the Denim Jeans	0.452	Denim Jeans is known to be a product subjected to high wear and tear as it is considered to be worn everyday and is expected to have a high longevity. This defines and justifies the price paid to acquire that denim wear. The durability stands an important factor for shoppers to purchase denim jeans specifically. Thus the durability and
Value for Money is important to me when I have to justify the price paid for the purchase	0.420	

		maintainability which would also justify the price that consumer pay for it becomes very important here. (Allen & Madden, 1985)
Component 06 – Peer Influence		
Cut is important to me when I have to justify the price paid for the purchase	0.639	Denim jeans being completely a casual wear product it is usually worn for all casual gatherings and occasions among friends and other peers, thus their choices, likes and trends influence a lot on the kind of denim wear one purchases. Thus it is important to understand the temperament of the entire peer group rather than just the customer. Western culture and styles often play a major role too. Thoughts and comments of friends and peers play a pivotal role on what customers shall wear as casual wear. (Blut, Evanschitzky, Vogel, & Ahlert, 2007)
I am influenced by my friends on the type of denim jeans to be purchased	0.421	
I am influenced by my family on the type of denim jeans to be purchased	0.527	
Component 07 – Availability		
Convenience of Purchase is the reason behind my selection of a Denim jeans	0.575	Denim being available in all kinds of retail formats it has become the most sought after product of casual wear. Shoppers will purchase denim jeans when it is conveniently available for them and also depicts the designs and styles of western culture easily available and in their reach. (Chowdhury P. K., 2001)
Influx of Western Culture makes me purchase more products of Denim jeans	0.405	
Component 08 – Enhance Confidence		
I want my Denim jeans to be Rugged	0.415	Denim jeans are expected to have a rugged personality which shall boost the self confidence of the wearer. The higher the depiction of ruggedness and ability to withstand everyday wear and tear, the higher is the urge to purchase and wear that denim for the shoppers. (Erdem & Swait, 2004)
I want my Denim jeans to boost my confidence	0.456	

Hypothesis Testing through Chi Square

On a random basis top 5 highest factor loading score value parameters have been taken in order to test the dependencies on the demographic variables namely *Age, Income* and *Occupation* of the 150 respondents. The following Table gives the *top 5* parameters with their factor loading scores:

Table 4 – Top 5 Factor Loading parameters

Parameters	Factor Loading Scores
Cut is important to me when I have to justify the price paid for the purchase	0.639
I buy innovative and new denim jeans before anyone else I know	0.575
Convenience of Purchase is the reason behind my selection of a Denim jeans	0.575
As soon as I enter a shopping centre I wish to go and buy a Denim jeans	0.550
Style Quotient is the main reason behind my selection of the Denim Jeans	0.540

The Chi Square statistic compares the tallies or counts of categorical responses between two (or more) independent group. It assists us in determining whether a systematic association exists between the two variables (Erdem & Swait, 2004). The null hypothesis, H_0, is that there is no association between the variables. For the research hypothesis were formulated to establish the statistical dependence between factors associated to the demographic variables. The variables with highest factor loading from each Component in the exploratory factor analysis were selected. Three demographic factors namely, *age, income* and *occupation* were chosen. *Fifteen* hypotheses were formulated to evaluate whether there are any dependencies of these consumer buying behaviour factors on the demographic variables of the target segment and a logical justification were tried to be concluded in the study.

All the above factors have been tested at 95% confidence level subjecting them to the Demographic variables of Age, Income and Occupation. On combining the results obtained from the Chi Square testing of the high factor loading statements, it can be summarized as per the following table:

Table 5 - Chi Square Analysis

Null Hypothesis	Significance Value	Hypothesis Accepted/ Rejected	Managerial Implecations
H_1: 'Cut is important to me when I have to justify the price paid for the purchase' does not depend on the Age of the consumer.	0.042	Rejected	The cut of denim jeans becomes of prime importance with age. There are a variety of cuts in the market which are preferred differently by different age groups. Thus it is clear as to why the null hypothesis was rejected accepting the fact that the brand has to cater to different cuts in denim to cater to a wider age group.
H_2: 'Cut is important to me when I have to justify the price paid for the purchase' does not depend on the Occupation of the consumer.	0.032	Rejected	The cut of denim jeans also depends on the occupation of the customer as it determines the suitability of wear of the denim jeans in the environment needed as per the occupation of the consumer.
H_3: 'Cut is important to me when I have to justify the price paid for the purchase' does not depend on the Family Income of the consumer.	0.191	Accepted	The cut of denim jeans does not depend on family income because brands usually don't charge different prices for different cuts of a pair of denims. Irrespective of family income the choices of the various cuts in denim jeans may vary.
H_4: 'I buy innovative and new denim jeans before anyone else I know' does not depend on the Age of the consumer.	0.039	Rejected	The need to wear new denim jeans is felt differently in different age groups. It is dictated by the age factor upon the extent of liking and being first among the crowd to wear a new denim style and be a fashion innovator instead of a fashion follower.
H_5: 'I buy innovative and new denim jeans before anyone else I know' does not depend on the Occupation of the consumer.	0.018	Rejected	Type of occupation of a customer plays a role in the need to wear new denim styles among peer group arise. Different occupational groups of consumers may behave differently towards the purchase of denim jeans and hence in turn the buying factors driving them may vary.
H_6: 'I buy innovative and new denim jeans before anyone else I know' does not depend on the Family Income of the consumer.	0.778	Accepted	The need to wear new styles and designs are not much dictated by family income as brands usually don't charge exceptionally different for different products. Thus family income is definitely not the driving force here.
H_7: 'Convenience of Purchase is the reason behind my selection of Denim jeans' does not depend on the Age of the consumer.	0.047	Rejected	The convenience of purchase of denim jeans is dependent on the age of the consumer. While it is seen that the young population may take pains of going far to purchase denim wear, however the elderly may be driven by the convenience of purchase factor more.
H_8: 'Convenience of Purchase is the reason behind my selection of Denim jeans' does not depend on the Occupation of the	0.475	Accepted	Convenience of purchase of denim jeans however does not depend on the occupation of the consumer. As the occupational locations are completely different to the purchase locations of apparel.

consumer.			
H$_9$: 'Convenience of Purchase is the reason behind my selection of Denim jeans' does not depend on the Family Income of the consumer.	0.028	Rejected	Convenience of purchase depends on the family income as being a driving force for consumers as it helps to decide to what extent a consumer can go monetary wise to purchase a pair of denims.
H$_{10}$: 'As soon as I enter a shopping centre I wish to go and buy Denim jeans' does not depend on the Age of the consumer.	0.015	Rejected	The urge to buy inside a shopping mall is highly driven by the age of the shopper or the consumer. They behave differently with respect to age when they enter a shopping centre.
H$_{11}$: 'As soon as I enter a shopping centre I wish to go and buy Denim jeans' does not depend on the Occupation of the consumer.	0.026	Rejected	The need to visit shopping malls and in turn make a purchase is dictated by the occupation of the consumer. This turns out to be a strong driving force in shaping the factor governing consumer buying behaviour.
H$_{12}$: 'As soon as I enter a shopping centre I wish to go and buy Denim jeans' does not depend on the Family Income of the consumer.	0.239	Accepted	The need or urge to purchase a denim jeans does not depend on the family income of the consumer as this factor just deals with a need and not real time purchase of the product.
H$_{13}$: 'Style Quotient is the main reason behind my selection of the Denim Jeans' does not depend on the Age of the consumer.	0.039	Rejected	Different age groups perceive style differently in denim wear. Thus the style factor is highly dependent on age and it thus becomes a strong driving force in the consumer buying behaviour when it comes to purchase of denim wear.
H$_{14}$: 'Style Quotient is the main reason behind my selection of the Denim Jeans' does not depend on the Occupation of the consumer.	0.019	Rejected	With different occupations of the consumers the way they want to be stylish also differs. Style is perceived differently by different consumers with respect to their occupational activities.
H$_{15}$: 'Style Quotient is the main reason behind my selection of the Denim Jeans' does not depend on the Family Income of the consumer.	0.757	Accepted	The interest to wear different styles in denim wear is not dictated by the family income of the consumer. This clearly explains the reason behind not much difference in prices in different styles of denim wear as offered by a brand.

VII.   Cluster Analysis:

It is a data reduction tool that creates subgroups that are more manageable than individual datum. Cluster analysis (CA) is an exploratory data analysis tool for organizing observed data (e.g. people, things, events, brands, companies) into meaningful taxonomies, groups, or clusters, based on combinations of factors, which maximizes the similarity of cases within each cluster while maximizing the dissimilarity between groups that are initially unknown (Banerjee & Agarwal, 2013).

Using cluster analysis, a customer 'type' can represent a homogeneous market segment. Identifying their particular needs in that market allows products to be designed with greater precision and direct appeal within the segment. Targeting specific segments is cheaper and more accurate than broad-scale marketing. Customers respond better to segment marketing which addresses their specific needs, leading to increased market share and customer retention. Cluster analysis does not make any distinction between dependent and independent variables. The entire set of interdependent relationships is examined. Cluster analysis reduces the number of observations or cases by grouping them into a smaller set of clusters. In this study the researchers tried to select strong indicators, having factor loadings more than .05 (Erdem & Swait, 2004). from the Communalities Table of Exploratory Factor Analysis, to do cluster analysis for segmenting the market. But it was been observed that in the analysis many strong variables were obtained. To simplify the process and to obtain distinct clusters on few variables random number 5 was selected and top five indicators on the basis of highest factor loading were chosen for cluster analysis as given in Table.

Table 6 - Parameters for Cluster Analysis

Factor No.	Factor	Factor Loading
1	I buy innovative and new denim jeans before anyone I know	0.839
2	If new and different denim jeans is available in the shops I usually buy them	0.850
3	I often wonder what other people will think of me when I wear a denim jeans	0.617
4	Compared to my friends I purchase more denim jeans	0.555
5	Western style of dressing makes me purchase more products of Denim jeans	0.533

Technique Adapted: As the number of groups or clusters that will emerge from the analysis is not known in the sample and as optimum solution is soughted, a two-stage sequence of analysis was implemented as follows:

- A *hierarchical cluster analysis* using *Ward's method* applying *squared Euclidean Distance* as the distance or similarity measure was carried out. This helped to determine the optimum number of clusters we should work with.
- In the next stage the hierarchical cluster analysis was rerun with the selected number of clusters, which enabled us to allocate every case in our sample to a particular cluster.

Hierarchical Cluster Analysis is the major statistical method for finding relatively homogeneous clusters of cases based on measured characteristics. It starts with each case as a separate cluster, i.e. there are as many clusters as cases, and then combines the clusters sequentially, reducing the number of clusters at each step until only one cluster is left. The clustering method uses the dissimilarities or distances between objects when forming the clusters. The SPSS programme calculates 'distances' between data points in terms of the specified variables. Ward's Method is distinct from other methods as because it uses an analysis of variance approach to evaluate the distances between clusters. In general, this method is very efficient. Cluster membership is assessed by calculating the total sum of squared deviations from the mean of a cluster. The criterion for fusion is that it should produce the smallest possible increase in the error sum of squares.

The results start with an agglomeration schedule which provides a solution for every possible number of clusters from 1 to 150 (the number of our cases). The column to focus on is the central one which has the heading 'coefficients'. Reading from the bottom upwards, it shows the agglomeration coefficient for one cluster to another. If we rewrite the coefficients as in the below mentioned (as it is not provided on SPSS) it is easier to see the changes in the coefficients as the number of clusters increase. The final column, headed '*Change*', enables to determine the optimum number of clusters. In this case it is 3 clusters as succeeding clustering add very much less to distinguishing between cases. A clear demarcation point seems to be there after 3rd Row.

Table 7 - Agglomeration Schedule for Cluster Analysis

Agglomeration Schedule						
	Cluster Combined			Stage Cluster First Appears		
Stage	Cluster 1	Cluster 2	Coefficients	Cluster 1	Cluster 2	Next Stage
1	70	147	.000	0	0	49
2	49	139	.000	0	0	90
3	2	123	.000	0	0	51
4	119	120	.000	0	0	5
5	118	119	.000	0	4	129
6	110	116	.000	0	0	9
7	74	115	.000	0	0	46
8	102	113	.000	0	0	47
--	--	--	--	--	--	--
143	1	16	393.182	135	139	145

144	2	30	419.175	130	138	148
145	1	4	489.083	143	140	147
146	9	38	559.587	141	136	149
147	1	6	649.885	145	142	148
148	1	2	767.329	147	144	149
149	1	9	1088.200	148	146	0

Reformed Agglomeration Table

Table 8 - Reformed Agglomeration Schedule for Cluster Analysis

No. of clusters	Agglomeration last step	Coefficients this step	Change
2	1088.200	767.329	320.871
3	767.329	649.885	117.444
4	649.885	559.587	90.298
5	559.587	489.083	70.504
6	489.083	419.175	69.908

K-Means Clustering: This method of clustering is very different from the hierarchical clustering and Ward method, which had been applied previously when there is no prior knowledge of how many clusters there may be or what they are characterized by. K-means clustering is used when you already have hypotheses concerning the number of clusters in your cases or variables. This is the type of research question that can be addressed by the *k*-means clustering algorithm. In our study we have used both the hierarchical and the *k*-means techniques successively. The former (Ward's method) is used to get some sense of the possible number of clusters and the way they merge as seen from the dendrogram. As from Table below we have deduced 3 Clusters. Then the clustering is rerun with only a chosen optimum number in which to place all the cases (*k* means clustering). One of the biggest problems with cluster analysis is identifying the optimum number of clusters. As the fusion process continues, increasingly dissimilar clusters must be fused.

Table 9 - Final Cluster Centres

Final Cluster Centres	Cluster		
	1	2	3
Western Style of Dressing makes me purchase more products of Denim jeans	4.12	3.61	3.52
I often wonder what other people will think of me when I jeans a denim jeans	3.96	1.92	1.80
Compared to my friends I purchase more denim jeans	3.51	2.83	3.60
If new and different denim jeans is available in the shops I usually purchase them	1.88	4.14	1.65
I buy innovative and new denim jeans before anyone else I know	1.67	4.00	1.77

Table 10 - Cases in each Cluster

Number of Cases in each Cluster		
Cluster	1	49.000
	2	36.000
	3	65.000
Valid		150.000
Missing		.000

From studying the tables above, it can be said that Cluster 3 is the most attractive cluster in the market with 43.33% of customers falling in that cluster.

Table 11 - Distances between clusters

Distances between Final Cluster Centers			
Cluster	1	2	3
1		3.927	2.257
2	3.927		3.435
3	2.257	3.435	

The differences between Final Cluster Centres Table, shows the Euclidean distances between the final cluster centres. Greater distances between clusters mean there are greater dissimilarities. So Cluster 2 & 1, have the highest dissimilarity and Cluster 1& 3 are the most similar one. The dissimilar cluster groups have been ranked as per the Table below:

Table 12 - Differences in the clusters

Rank	Cluster Group	Differences
1	Cluster 2 & 1	3.927
2	Cluster 3 & 2	3.435
3	Cluster 1 & 3	2.257

When cluster memberships are significantly different they can be used as a new grouping variable in other analyses. The significant differences between variables for the clusters suggest the ways in which the clusters differ or on which they are based, the more the difference the more the uniqueness in the segment. This helps the marketers if they want to enter into multiple similar segments with their product lines or can target the next segment in their growth strategy. It is never advisable to cater to multiple dissimilar segments. These differentiations do not indicate any positive or negatives aspects of a cluster, it depends on subjective evaluation of the marketers. Table which explains the market characteristics of the three different clusters is formed from Table of Final Cluster Centres.

Table 3 - Clusters formed

Cluster Name	Cluster Variables				
	Influence of Western Style of Dressing	*Other's Thoughts as Influences*	*More Purchase compared to Peers*	*Purchase of Innovative Denim Wear*	*Trend Starters in Innovative Denim Wear*
Cluster 01: **Fashion Replicates**	High influence of Western Style of Dressing in Denim Wear	High influence of other people's thoughts and suggestions while dressing in Denim Wear	Moderate influence of peer pressure in purchase of Denim Wear	Very Low amount of purchase of innovative Denim Wear	Very low in being trend setters in Innovative Denim Wear
Cluster 02: **Trend Setters**	Moderate influence of Western Style of Dressing in Denim Wear	Very Low influence of other people's thoughts and suggestions while dressing in Denim Wear	Low influence of peer pressure in purchase of Denim Wear	High amount of purchase of innovative Denim Wear	High in being trend setters in Innovative Denim Wear
Cluster 03: **Fashion Traditionalists**	Moderate influence of Western Style of Dressing in Denim Wear	Very Low influence of other people's thoughts and suggestions while dressing in Denim Wear	Moderate influence of peer pressure in purchase of Denim Wear	Very Low amount of purchase of innovative Denim Wear	Very low in being trend setters in Innovative Denim Wear

Out of the 150 respondents, it has been seen that 32.66% belong to Cluster 01 – *Fashion Replicates*, 24% belong to Cluster Group 02 – *Trend Setters* and the remaining 43.33% belong to the Cluster Group 03 – *Fashion Traditionalists*. Fashion Replicates and Fashion Traditionalists have the least differences among them and they usually end up liking the basic traditional products in Denim wear.
Suggestions for Marketers: Keeping the core product line and manufacturing style of economy segment brands, marketers should focus and target the *fashion traditionalists* who shall continue wearing the same kind of denim jeans throughout their life owing to the fact that denim is a casual wear everyday product. Majority of the target market falls in this cluster which makes it an easy to target the segment. Even if the brand is low on product modifications and being up to date with the market trends it can survive in the current market conditions by focussing majorly on this cluster. They have lower demands in trends and choose to wear less modified denim products. If the marketers want to stretch the segment they can also target the *fashion replicates* which is the closest one to their target market. They want to wear me-too products and replicated designs at affordable prices which are popular in the market.

VIII. Conclusion

In this study the researchers tried to explore the present scenario of the denim wear market in India and the various reasons responsible to drive the consumers towards making a purchase in this product category. Denim

is unique among all the apparels worn as it is a wear that is always subjected to wear and tear and is expected to survive the test of time. On performing a factor analysis it was seen that the major factors driving the consumers to make purchase in this category are namely, *Product Quality, Product Innovativeness, Product Variety, Stylish And Attractive, Long Lasting, Peer Influence, Availability* and *Enhance Confidence.* All these factors cumulatively can explain around 76.886% of the reasons behind the consumer buying behaviour. The hypothesis testing through chi square indicated the dependency of the various behaviourial factors driving the consumers for a purchase on the demographic variables age, income and occupation. While on one hand it was seen that the cut of the denim jeans to justify the price paid depends upon the age of the consumer, as with changing age, the choice of various cuts of a denim changes, on the other hand it was seen that, the cut of the denim jeans to justify the price paid does not depend upon the family income of the consumer, which largely explains the facts why brands do not have much of a price difference depending on the change of the cut seen in a denim jeans. *Cluster Analysis* was done first by hierarchical method to deduce number of clusters which can be formed, and then the data was further processed through Ward Method in K-Means Cluster Method. On dividing the consumer market into segments, three distinct segments were derived which helped to understand the consumer market in a better way so that brands can devise products of denim wear which shall suit each individual segment, namely, *The Fashion Replicates, The Trend Setters and The Fashion Traditionalists*. It has been seen that 32.66% belong to Cluster 01 – Fashion Replicates, 24% belong to Cluster Group 02 – Trend Setters and the remaining 43.33% belong to the Cluster Group 03 – Fashion Traditionalists. Fashion Replicates and Fashion Traditionalists have the least differences among them and they usually end up liking the basic traditional products and popular in designs in Denim wear. The study thus tried to help understand the consumer market of Men's Denim Wear in Kolkata in a bigger and better way. It can be further used by researchers and brands in order to understand the various factors driving the consumer buying behaviour of men towards denim jeans in Kolkata.

References

[1.] 32nd IAF World Fashion Convention: Indian Denim sector to become 8 billion dollar industry. (2016, October). *Colourage , 63* (10), pp. 105-106.

[2.] Chowdhury, U. (2002). Does Price Reflect Emotional, Structural or Performance Quality? *International Journal of Consumer Studies , 26* (2), 128-133.

[3.] Chowdhury, U., & Poynor, D. (2006). Impact of stitch density on seam strength, seam elongation, and seam efficiency. *International Journal of Consumer Studies , 30* (6), 561-568.

[4.] Co., G. a. (2016, September 2). An Overview of the Global and Indian Denim Market. *The Textile Magazine , 57* (11), pp. 52-58.

[5.] Co., G. a. (2016, September 2). An Overview of the Global and Indian Denim Market. *An Overview of the Global and Indian Denim Market , 57* (11), pp. 52-58.

[6.] Coruh, M., Vural, T., & Coruh, E. (2010). A Scale Development Study To Evaluate The Physical Comfort Of Denim Jeans. *Journal of Textile & Apparel , 21* (1), 77-81.

[7.] Crowther, E. M. (1985). Comfort and Fit in 100% cotton denim jeans. *Journal of the Textile Institute , 76* (5), 323-338.

[8.] Jin, B., Park, J. Y., & Ryu, J. S. (2010). Comparison of Chinese and Indian consumers' evaluative criteria when selecting denim jeans: A conjoint analysis. *Journal of Fashion Marketing and Management: An International Journal , 14* (1), 180-194.

[9.] Kothari, C. (2004). *Research Methodology - Methods and Techniques* (2 ed.). New Age International Private Limited Publishers.

[10.] Lall, S., & Mukherjee, S. (2016). Case Study: An Insight into the Buying Behaviour of Urban Consumers towards Casual Wear-An Empirical Evaluation. *Advances in Management , 9* (6), 1-8.

[11.] Malhotra, N. K., & Birks, D. F. (2006). *Marketing Research - An Applied Approach.* Pearson Education Limited.

[12.] Morris, M., & Prato, H. (1981). Consumer Perception of Comfort, Fit and Tactile Characteristics of Denim Jeans. *Tetxile Chemist and Colorist , 13* (3), 24-30.

[13.] Nayak, P. (2016). Trends & patterns of denim jeans demand in India. *Indian Textile Journal , 120* (8), 18-24.

[14.] Rahman, O. (2011). Understanding Consumer's Perceptions and Behaviours: Implications for Denim Jeans Design. *Journal of Textile, Apparel, Technology and Management , 7* (1).

[15.] Rahman, O., Fung, B. C., Chen, Z., Chang, W.-L., & Gao, X. (2010). A study of apparel consumer behaviour in China and Taiwan. *International Journal of Fashion Design, Technology and Education , 13* (3), 1-12.

[16.] Rao, A. (2015, April). Nandan All Set To Become India's Top Denim Maker. *The Textile Magazine , 56* (6), pp. 66-70.

[17.] Su, J., & Tong, X. (2016). Brand Personality, Consumer Satisfaction, and Loyalty: A Perspective from Denim Jeans Brands. *Family and Consumer Sciences Research Journal , 44* (n4).

[18.] Upadhyay, D., & Ambavale, R. (2013). International Journal of Management and Social Sciences Research. *A Study on Preference with Reference to Denim Jeans in Female Segment in Ahmedabad city , 2* (4), 153-159.

[19.] White, H., & Sabarwal, S. (2014). Quasi Experimental Design and Methods. *Methodologicl Briefs Impact Evaluation , 8*, 1-5.

[20.] Wu, J., & Delong, M. (2006). Chinese perceptions of western-branded denim jeans: a Shanghai case study. *Journal of Fashion Marketing and Management: An International Journal , 10* (2), 238-250.

Annexure

1. Name: _____

2. Age (in Years): ☐ 15-25 ☐ 25-35 ☐ 35-45 ☐ 45-55 ☐ 55-65 ☐ 65 and above

3. Marital Status: ☐ Single ☐ Married ☐ Widowed ☐ Divorced ☐ Separated

4. Qualification: ☐ High School Graduate (Class XII) ☐ Graduate ☐ Post Graduate ☐ Professional Degree ☐ Others

5. Occupation: ☐ Homemaker ☐ Student ☐ Self-Employed (Businessman/ Businesswoman) ☐ Service ☐ Retired

6. Average Family Income: (in Rs.) per annum: ☐ Below 5 Lakhs ☐ 5-15 Lakhs ☐ 15-25 Lakhs ☐ 25-35 Lakhs ☐ 35-45 Lakhs

☐ 45 Lakhs and Above

7. How much on average would you spend (in Rs.) on a Denim jeans? ☐ 1000-1500 ☐ 1500-2000 ☐ 2000-2500 ☐ 2500-3000

☐ 3000-3500 ☐ 3500-4000 ☐ 4000-4500 ☐ 4500-5000 ☐ 5000 and above

8. What is the purpose behind purchase of your denim jeans? ☐ Need Fulfilment ☐ Specific Occasion ☐ Impulse Purchase

☐ For Gifting ☐ Keeping up with the Fashion or Trend ☐ Others

9. How often do you buy a Denim jeans? ☐ Once in 2 months ☐ Once in 4 months ☐ Once in 6 months ☐ Once in a year

10. Do you wear/ have worn Moustache Jeans? ☐ Yes ☐ No

11. Tick-mark your agreement/ disagreement in the boxes given for the following statements. (1- Strongly Disagree, 2-Disagree, 3-Neither agree nor disagree, 4-Agree, 5-Strongly Agree)

Sl. No	Code	Parameters/ Dimensions	1	2	3	4	5
PD		**Product**					
1	PD1	I prioritize product quality					
2	PD2	I prioritize product features					
3	PD3	I prioritize fit in Denim Jeans					
4	PD4	I prioritize comfort in Denim Jeans					
5	PD5	I look forward to the design of the Denim Jeans in every purchase					
6	PD6	I look forward to product modifications of the Denim Jeans in every purchase					
7	PD7	Product Versatility offered is the reason behind my selection of the Denim Jeans					
8	PD8	Product Variety offered is the reason behind my selection of the Denim Jeans					
9	PD9	Product Diversification offered is the reason behind my selection of the Denim Jeans					
10	PD10	Style Quotient is the main reason behind my selection of the Denim Jeans					
11	PD11	Easy Care is the main reason behind my selection of the Denim Jeans					
12	PD12	Product Durability is the main reason behind my selection of the Denim Jeans					
13	PD13	Colour Durability is the main reason behind my selection of the Denim Jeans					
14	PD14	Fabric is the main reason behind my selection of the Denim Jeans					
PR		**Price**					
15	PR1	Texture is important to me when I have to justify the price paid for the purchase					
16	PR2	Cut is important to me when I have to justify the price paid for the purchase					
17	PR3	Wash is important to me when I have to justify the price paid for the purchase					
18	PR4	Value for Money is important to me when I have to justify the price paid for the purchase					
19	PR5	Affordable Prices offered is the reason behind my selection of a particular denim jeans					
20	PR6	Price is the main criteria behind the selection of a Denim jeans					
PL		**Place**					
21	PL1	Large number of retail outlets makes me purchase more products of Denim jeans					
G		**Geographic**					
22	G1	Convenience of Purchase is the reason behind my selection of a Denim jeans					
23	G2	Country of Origin is the main reason behind the selection of a Denim jeans					
D		**Demographic**					

24	D1	Increase in Disposable Income makes me purchase more products of Denim jeans					
P		**Psychographic**					
25	P1	I want my Denim jeans to be Attractive					
26	P2	I want my Denim jeans to be Practical					
27	P3	I want my Denim jeans to be Rugged					
28	P4	I want my Denim jeans to be Flexible					
29	P5	I want my Denim jeans to be Friendly					
30	P6	I want my Denim jeans to be Honest					
31	P7	I want my Denim jeans to boost my confidence					
32	P8	I want my Denim jeans to boost my self esteem					
B		**Behavioural**					
33	B1	I own multiple pairs of Denim jeans					
34	B2	I own different colours of Denim jeans					
C		**Cultural**					
35	C1	Influx of Western Culture makes me purchase more products of Denim jeans					
36	C2	Western Style of Dressing makes me purchase more products of Denim jeans					
37	C3	Influx of Bollywood Influence makes me purchase more products of Denim jeans					
S		**Social**					
38	S1	I am influenced by my friends on the type of denim jeans to be purchased					
39	S2	I am influenced by my family on the type of denim jeans to be purchased					
40	S3	I am influenced by the style trends in the society for my denim jeans					
41	S4	I often wonder what other people will think of me when I jeans a denim jeans					
CB		**Modified Compulsive Buying Scale**					
42	CB1	When I have money I cannot help but spend a part or whole of it on Denim jeans					
43	CB2	I often buy a Denim jeans if I see it in a store even if I am not planning to buy it					
44	CB3	Shopping for denim jeans is a way of relaxation and forgetting my problems					
45	CB4	I sometimes feel something inside me pushes me to go shopping for denim jeans					
46	CB5	There are times when I have a strong urge to buy Denim jeans					
47	CB6	At times I have also felt guilty after buying a Denim jeans because it sounded unreasonable					
48	CB7	There are few Denim jeans that I buy that I do not show to anybody because I think people will think I did a foolish expense or I wasted money					
49	CB8	I often have a real desire to go shopping or buying a Denim jeans					
50	CB9	As soon as I enter a shopping centre I wish to go and buy a Denim jeans					
51	CB10	I often bought a Denim jeans when I did not need it even though I had very little money					
52	CB11	I like to spend money on Denim jeans					
DSI		**Domain Specific Innovativeness Scale**					
53	DSI1	I buy innovative and new denim jeans before anyone else I know					
54	DSI2	Generally I am first among my circle of friends to buy innovative denim jeans					
55	DSI3	Compared to my friends I purchase more denim jeans					
56	DSI4	If new and different denim jeans is available in the shops I usually purchase them					
57	DSI5	Generally I am the first amongst my friends to remember a new type of Denim jeans					
58	DSI6	I like to purchase new and innovative denim jeans launched					