Analysis of buying perception of textile engineering students to identify the scope of local brands in Bangladeshi apparel market

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ABSTRACT

Apparel from the local brands are becoming more and more popular in Bangladesh as well as around the world. In this study, qualitative and quantitative data both are used to evaluate how these students are currently buying local clothing products. The target audience for this study are textile engineering students of Bangladesh. This is a niche segment because these students possess knowledge about the manufacturing process that a regular buyer does not. It is safe to say, this segment of buyers are subjected to the brands and their products to additional scrutiny possibly indicating gaps in the market. Which can provide the clear concept about the current situation of local brands in the apparel market. Here, primary data from the questionnaire responses are analyzed using Microsoft Excel to draw conclusions about the project results from different statistical analysis. The data analysis results suggested that about 70% of students often buy apparel from a range of local brands, compared to only 9% of students who frequently shop at brand stores. In addition, budgets for festival-specific clothing make up around 6.88% of those of textile engineering students. Therefore, this study revealed the real scenario of local brands and their scope in the apparel market of Bangladesh.

1. Introduction

Globalization is an expected trend that is turning the whole world into a single market, or "global village" (Levitt, 1983). Even though the "global village" that was predicted more than three decades ago still has a long way to go, more and more consumer markets are facing global competition and challenges. Globalization is becoming more common, whereas transportation and communication technologies are getting better (Jiang et al., 2022). This gives consumers access to a wide range of goods and services from different countries (Herche, 1992). Some people have different ideas and feelings about global and local brands in the same product category (Ahmed et al., 2020). To be more specific, consumers in developed countries tend to prefer their own high-quality products over global ones (Mia et al., 2021). On the other hand, consumers in developing and underdeveloped countries are more likely to

choose global products over local ones because they think global products are usually better in terms of quality and performance and that using global brands will impress others because they are associated with high style and fashion or high prices (Wang et al., 2004).

People in developing countries like India, Sri-Lanka, and Bangladesh have a wider range of products from local and international brands to choose from. In this competitive and difficult market, both global and local marketers need to know why and how consumers choose brands and products (Bhardwaj et al., 2010). People choose products or brands because they want to get both practical and emotional benefits from them. For example, they might want to show off their social status, wealth, or prestige by buying a certain brand (Batra et al., 2014). Using global brands to show the status stands out more in developing countries, where income gaps and changes in status are more common (Kottak, 1996). Consumer behavior is described as the actions that

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customers take when looking for, acquiring, using, reviewing, and disposing of products and services that they believe will meet their requirements. Consumer behavior is concerned with how people decide how to utilize their resources available (time, money, and effort) on consumption-related things (Islam, M.D. et al., 2022). The examination of what individuals purchase and also how they buy it is known as consumer behavior (Indriani, 2016). This encompasses where they acquire it, how frequently they purchase it, how frequently they use it, how they assess it after purchase and the influence of such assessment on future purchases, and how they deal of it. Consumers seek information while analyzing a product or service in order to determine whether that type of product will satisfy certain requirements. The primary issue of sales representatives is how to enhance their consumers' willingness to purchase a product (Hervé and Mullet, 2009; Zhang et al., 2022).

Most research on assessment and judgment processes have found that in order to make good decisions, all cues that are descriptive or predicting of the result should be considered. There will be multiple sources of documentation in complicated real-world situations. As a result, experts must base their decisions on various indicators (Hagerty and Aaker, 1984). Different studies have been conducted to find out the buying perception of different products in Bangladesh. For example, (1) Ho et al. investigated the elements influencing the purchase of ethically produced food products. To address ethical food consumption behaviors difficulties, the researchers used the theory of planned, the Hunt-Vitell general theory of ethics codes, and value construction and utilitarian value (Ho et al., 2022); (2) Haque et al. examined the many elements that impact customers' intentions to purchase foreign items. Data were acquired using self-structured questionnaires from 260 Bangladeshi consumers living in the country's two largest cities, Dhaka and Chittagong (Haque et al., 2015); (3) Masukujjaman et al. researched on the significant insight into the utilization of solar energy purchasing intentions in Bangladesh, as well as managerial and policy consequences (Masukujjaman et al., 2021); (4) Sumi et al. revealed that confidence and perceived price, in addition to product features, health awareness, and environmental concern, had a substantial impact on organic tea customers' purchasing intentions (Sumi and Kabir, 2018); (5) Rahman et al. demonstrated a study to understand how internet buyers behave. 160 respondents from Dhaka city filled out a self-made questionnaire for this study. According to the report, customers purchase online to save time and to find the widest selection of goods and services (Rahman et al., 2018). However, till date, no studies have been carried out to focus the buying behavior of cloths from the local brands of Bangladesh by textile engineering students.

In this study, we tried to find out the purchasing behavior of textile engineering upcoming graduates of various textile universities, colleges and institutions towards local brands of Bangladesh. From the study of 1643 students we had tried to find the buying perception of local brands as well as analysis of brand value of those particular brands. Reasons of purchasing, place of purchasing and other factors like comfort, price, and durability are the buying perception of any apparel product for those students. On the other hand, purchase habit, loyalty towards any brand, brand value, brand publicity and brand ratings are the key factors of those students during identifying any particular apparel. Through such kind of study, we would understand not only purchasing habit of textile engineering student but also it would focus the opportunity and lacking's of the local brands to cope up the modern consumer world. At the same time, if any entrepreneur wants to start the business on focusing local brands, it would provide certain idea to attract young generations towards local brands.

1.1. Research objectives

The objective of this study is to investigate out how textile engineering students make decisions about what to buy, how they feel about buying apparel, and seek out opportunities there are for local clothing brands to build their brand value all over the Bangladesh. Qualitative and quantitative data will be both used to evaluate out how these students are currently buying local clothing products. This will give as an insight to the buying patterns of the more discerning apparel consumers in Bangladesh as well as indicate gaps in the market that can be filled up by the clothing brands.

1.2. Literature review

Previous studies concerned with the factors like different cultural, social, personal, psychological and environmental (Ahmed et al., 2021) aspects as well as features related to market; namely product characteristics, purchase channel, price and promotion having impact on marketing of textile products including apparel and fashion products (Sanad, 2016). According to the study, a strong brand improves a customer's view of the strength of a brand's products and its alliance with other brands (IPOGAH, 2008). One study in Bangladesh used as three important factors in strategic decision making, i.e., sales promotion, time constraints and unavailability of brand to smoothen the progress of the fast-moving consumer goods (FMCG) industry in Bangladesh to find better development opportunities (Ullah and Prince, 2012). Another study investigates men's perception towards branded shirts and to ascertain the brand of shirt as well as consumer's perception towards retail garments showrooms most preferred in Trichy city (Pandian et al., 2012). In modern analysis, brand and self-identity are the key factors like shape Gen-Y consumer's attitudes towards fashion apparel which is influenced by brand, style, price, and social identity towards purchase intention for fashion apparels (Valaei and Nikhashemi, 2017). In case of purchasing intention of eco-friendly apparel is significantly influenced by attitudes, subjective norm (SN), environmental concern (EC) and environmental knowledge (EK) of consumers. Whereas SN and EK were found highly influential to eco-friendly apparel purchase patterns among young consumers in Bangladesh (Sobuj et al., 2021). Consumer purchasing decisions in the apparel industry, a sector that today encompasses numerous personal and societal issues beyond mere need, are influenced by a wide range of factors that are numerous and varied. Social influence, which includes social media, media, family, and peers, was the key factor in determining consumers' emotion and cognition (Chaturvedi et al., 2020).

1.3. Interest in clothing and brand perception

Among all the elements that affect consumer behavior while making clothes purchases, fashion and brand-name products are the most effective because of their ability to be understood and perceived by members of society (Koca and Koc, 2016). Consumer behavior has been impacted by globalization, rising competition, short product life cycles, and fashion retailing. As indicated by the brand linkage in the consumer's memory, brand image is described as a collection of perceptions about a product (Goldsmith and Flynn, 2004). Independent of price, people are more likely to see a product favorably when the brand image is powerful and positive.

1.4. Price consciousness

Price has frequently been a deciding factor in customers' decision to buy and their selection of goods and services. Customers will assess if a product or service's pricing is acceptable or appropriate and compare it to the rates paid by rival companies (Goldsmith and Flynn, 2004). Previous research suggests that price consciousness may have an interaction effect on the link between interest in apparel and purchase intention. If the price is too high, price-conscious customers could decide against buying the clothes they are interested in (Ahmed et al., 2022). Price consciousness has been demonstrated to have a moderating effect on the link between product interest and purchase intention in a number of consumer behavior research. For instance, price consciousness reduced the association between "scratch and save" promotions and

consumers' purchase intentions, according to their experimental study conducted on 101 undergraduate students (Ragatz et al., 2002).

2. Experimental details

2.1. Materials

Students from several textile institutes in Bangladesh responded to a questionnaire on a printed form with a total of 1643 responses in Table 1. The questionnaire survey is the most effective way of collecting data in this study and is the tool used for this particular investigation. There are both closed-end and open-ended questions included in the framework. Respondents were free to express their opinions regarding a specific statement. The scales feature qualities such as high or some consideration, neutral, no or little consideration. The questions are measured on a 5-point Likert scale for the survey (Harpe, 2015). The obtained data was analyzed from many viewpoints, including buying perception and brand value analysis (Toki et al., 2023). Statistical tools, such as Microsoft Excel 2019, are employed to examine the data (Islam, M.R. et al., 2022).

2.2. Methodology

The study employs primary data to answer the major research question, and questionnaire responses from various textile institutes are analyzed. In addition, different published materials, including books, journals, periodicals, and newspapers, are used as secondary data. A sample questionnaire (**Appendix**) was developed to examine how individuals behave by examining the factors influencing their decisions to purchase local apparel products, the potential for growth, and the most significant brand value creation. Fig. 1 depicts the conceptual framework of this project. The data was then analyzed using quantitative and qualitative methods.

Table 1
List of total students from many Bangladeshi textile's institutes.

Sl.	Textile Universities/Institutions/Departments	Frequency	Percent (%)
1	Bangladesh University of Textiles (BUTex)	185	11.26
2	Mawlana Bhashani Science and Technology University (MBSTU)	53	3.23
3	Khulna University of Engineering & Technology (KUET)	42	2.56
4	Dhaka University of Engineering & Technology (DUET)	45	2.74
5	Jashore University of Science and Technology (JUST)	30	1.83
6	BGMEA University OF fashion & Technology (BUFT)	165	10.04
7	Ahsanullah University of Science Technology (AUST)	85	5.17
8	National Institute of Textile Engineering & Research (NITER)	147	8.95
9	Daffodil International University (DIU)	107	6.51
10	Southeast University (Bangladesh)	91	5.53
11	Primeasia University	71	4.32
12	Bangladesh University of Business & Technology (BUBT)	69	4.20
13	Textile Engineering College, Noakhali	77	4.69
14	Pabna Textile Engineering College	67	4.07
15	Chittagong Textile Engineering College	79	4.81
16	Shahid Abdur Rab Serniabat Textile Engineering College	81	4.93
17	Bangabandhu Textile Engineering College	64	3.90
18	Port City International University	62	3.77
19	Northern University Bangladesh	72	4.38
20	Shanto-Mariam University of Creative Technology	51	3.11
	Total	**1643**	**100**

3. Results and discussion

3.1. Analysis for buying perception

3.1.1. Reasons for purchasing an apparel

From the data analysis of the study, we found that twenty different textile universities, institutions or textile departments' 1643 students buying perception of apparels in their day-to-day life. Basically, the buying perception varied into seven different categories. Like only formal use, casual use, festive use, both formal and casual use, both casual and festive use, both formal and festive use and all of these. Among different textile universities, institutions or textile department's response for purchasing were only formal use 4.2%, casual use 3.47%, festive use 6.88%, both formal and casual use 24.22%, both casual and festive use 4.2%, both formal and festive use 3.41% and all of these 53.62% in Fig. 2. Finally, we could summarize that buying perception mostly depend upon all of these factors (formal, causal and festive) and less depend upon both formal and festive use were 53.62% and 3.41% respectively.

3.1.2. Important consideration of purchasing an apparel

3.1.2.1. On the basis of comfort. The study's data analysis revealed that sixteen hundred and forty-three students from twenty different textile universities, institutes, or textile departments had consideration of purchasing clothes for everyday use. Essentially, there were five distinct purchasing impression categories. Like no consideration, little consideration, neutral, some consideration, high consideration. Purchasing responses from various textile universities, institutions, or textile departments were varied as follows: no consideration 8.4%, little consideration 1.95%, neutral 6.63%, and some consideration 15.34%, high consideration 67.68% in Fig. 3a. Last but not least, we may conclude that purchasing perception was largely dependent on high consideration and less dependent on little consideration, which account for 67.68% and 1.95%, respectively.

3.1.2.2. On the basis of good design and color. The examination of the study's data indicated that 1643 students from twenty different textile institutions, institutes, or departments had considered buying clothing for daily usage. Five separate purchase impression categories were identified. Similar to no consideration, little consideration, neutral, some consideration, and high consideration. The purchasing replies of different textile colleges, institutions, and departments were as follows: no consideration 4.38%, little consideration 9.25%, neutral 8.09%, some consideration 31.47%, and high consideration 46.81% in Fig. 3b. Last but not least, we may infer that buying perception was substantially influenced by high consideration and less so by no consideration, which account for 46.81% and 4.38%, respectively.

3.1.2.3. On the basis of quality aspects. According to an analysis of the study's data, 1643 students from twenty different textile universities, institutes, or departments had contemplated purchasing everyday wear. There are five distinct purchasing impression categories. Similar to no consideration, little consideration neutral, some consideration, and high consideration. The purchase responses of various textile schools, institutions, and departments were as follows: 6.57% no consideration, 4.69% little consideration, 12.6% neutral, and 32.32% some consideration, and 43.82% high consideration in Fig. 3c. Last but not least, we may conclude that purchasing perception is significantly impacted by high consideration and less so by little consideration, which account for 43.82 and 4.69%, respectively.

3.1.2.4. On the basis trend or modern fashion. According to a review of the study's data, 1643 students from twenty textile institutions, institutes, or departments had considered buying daily clothing. A fashion
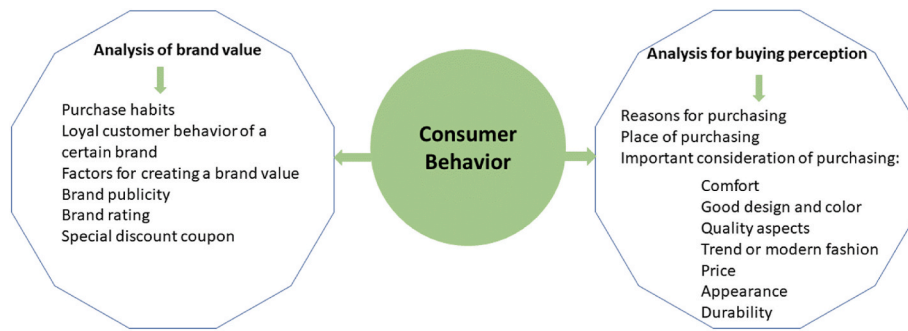
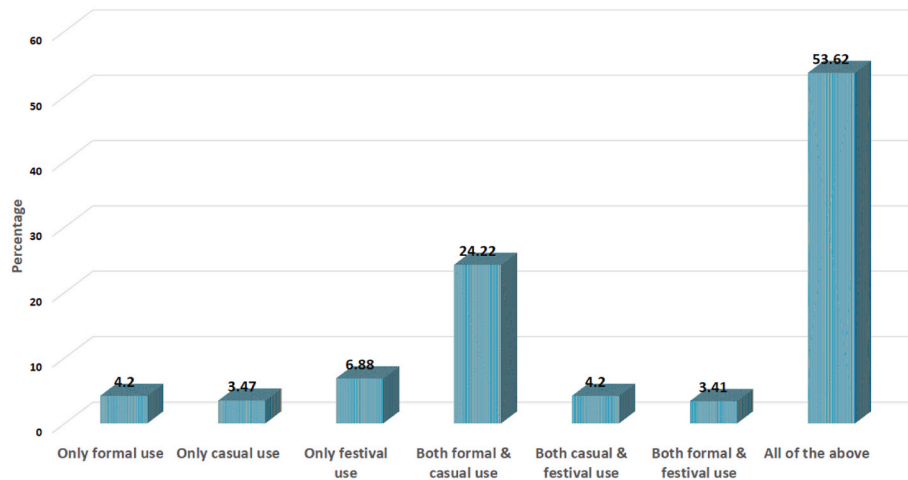**Fig. 1.** Conceptual framework of the project (Consumer Behavior).

Fig. 2. Reasons for purchasing an apparel in bar diagram. (Only formal use = 69 (4.2%), casual use = 57 (3.47%), and festive use = 113 (6.88%), both formal and casual use = 398 (24.22%), both casual and festive use = 57 (4.2%), both formal and festive use = 56 (3.41%) and all of these = 881 (53.62%)).

trend denotes a certain style or expression that is prevalent in a population at a particular time and area. A trend is a passing fashion style that is not always decided by the seasons when fashion manufacturers produce collections. Films, climate, artistic explorations, political, economic, social, and technological forces all have an impact on fashion trends (Rahman et al., 2022). There are five main sorts of buying impressions. Comparable to no consideration, little consideration, neutral, some consideration, and high consideration. The purchasing replies of different textile institutions, schools, and departments were as follows: 14.61% no consideration, 13.26% little consideration, 27.33% neutral, and 24.28% some consideration, 20.51% high consideration in Fig. 3d. Last but not least, we may infer that neutral consideration influences buying perception more than little consideration, which accounts for just 27.33% and 13.26% respectively.

3.1.2.5. On the basis of price. According to the findings of the study's data analysis, 1643 students attending one of twenty various textile-related institutions, institutes, or departments expressed interest in making a purchase of clothing for daily usage. The data might be broken down into five main groups of purchase impressions. Such as having no consideration, little consideration, neutral consideration, some consideration, and high consideration. Responses from different textile universities, institutions, or textile departments regarding purchasing were as follows: 2.86% no consideration, 18.75% little consideration, 23.92% neutral, and 17.35% some consideration, and 37.13% high consideration in Fig. 3e. Last but not least, we may reach the conclusion that buying perception is substantially reliant on high consideration and less dependent on no consideration, which together account for 37.13% and

23.92% of the total, respectively.

3.1.2.6. On the basis of appearance. According to the conclusions of the study's analysis of the data, 1643 students who were enrolled in one of twenty different textile-related institutions, institutes, or departments indicated that they were interested in purchasing apparel for day-to-day use. The information may be partitioned into five primary categories of purchasing impressions, if desired. Such as having no consideration, little consideration, neutral, some consideration, high consideration. Regarding purchases, the following responses were received from various textile universities, institutions, or textile departments: 4.26% gave no consideration, 6.51% gave little consideration, 16.56% were neutral, 34.33% gave some consideration, and 38.34% gave high consideration in Fig. 3f. Last but not least, we might arrive at the conclusion that buying perception is substantially dependent on high consideration and less dependent on no consideration, both of which together account for 38.13% and 4.26% of the total, respectively. This would mean that high consideration is the most important factor in determining buying perception.

3.1.2.7. On the basis of durability. According to the outcomes of the study's analysis of data, 1643 students enrolled in one of twenty diverse textile-related institutions, institutes, or departments indicated an interest in purchasing everyday wear. From the consumer's standpoint, durability has two different meanings: physical and emotional. Physical durability refers to things that are sturdy and well-made (Sk et al., 2022). Because it has a strong and good association, a garment with emotional longevity will continue to be used by the customer. It is
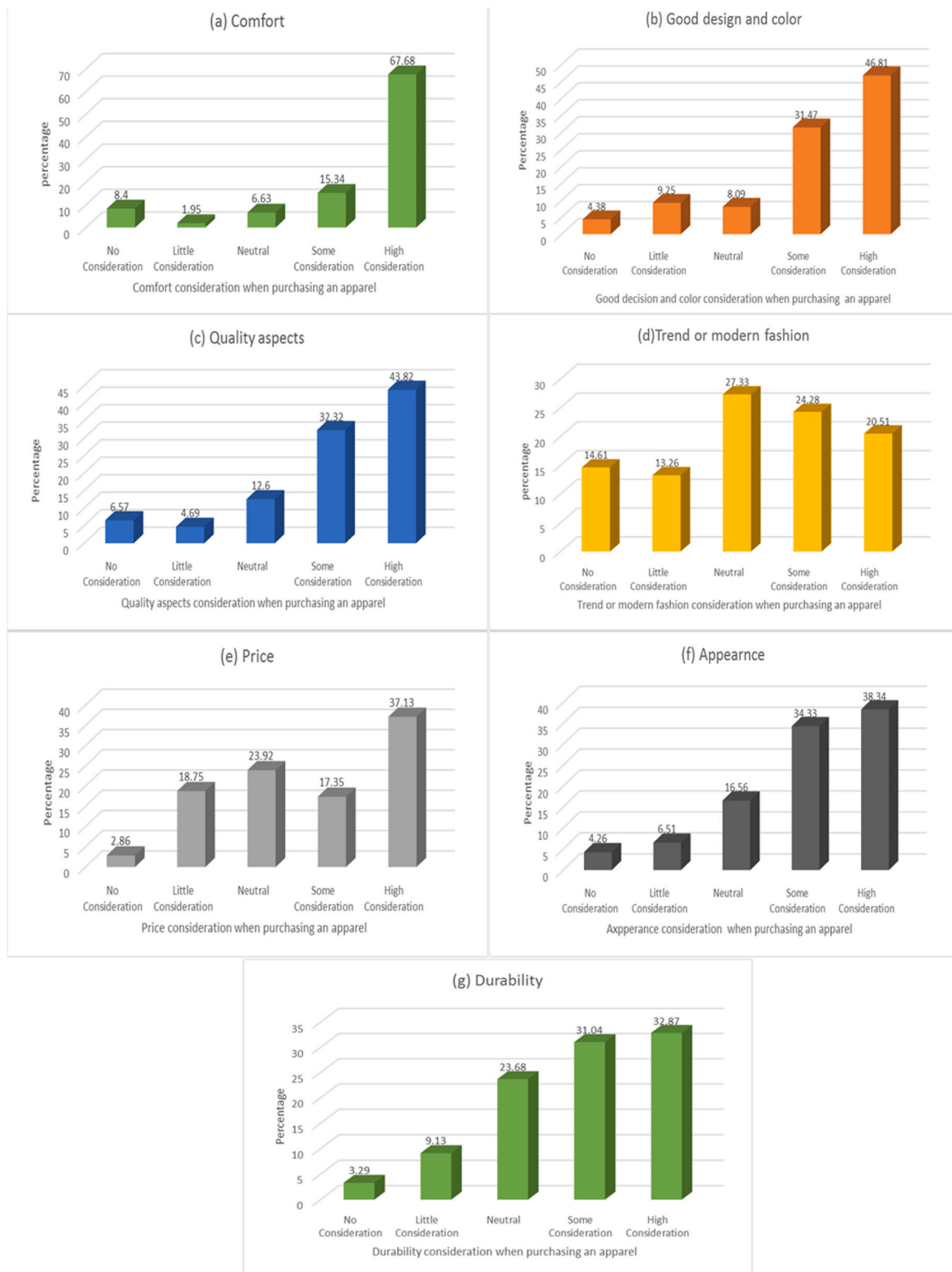
Fig. 3. (a) For comforts, no consideration = 132 (8.4%), little consideration = 32 (1.95%), neutral = 109 (6.63%), and some consideration = 252 (15.34%), high consideration = 1112 (67.68%); **(b)** no consideration = 72 (4.38%), little consideration = 152 (9.25%), neutral = 133 (8.09%), some consideration = 517 (31.47%), and high consideration = 769 (46.81%); **(c)** For quality aspects, no consideration = 108 (6.57%), little consideration = 77 (4.69%), neutral = 277 (12.6%), and some consideration = 531 (32.32%), and high consideration = 720 (43.82%); **(d)** For trend or modern fashion, no consideration = 240 (14.61%), little consideration = 218 (13.26%), neutral = 449 (27.33%), and some consideration = 399 (24.28%), high consideration = 337 (20.51%); **(e)** For price, no consideration = 47 (2.86%), little consideration = 308 (18.75%), neutral = 393 (23.92%), and some consideration = 285 (17.35%), and high consideration = 610 (37.13%); **(f)** For appearance no consideration = 70 (4.26%), little consideration = 107 (6.51%), neutral = 272 (16.56%), some consideration = 564 (34.33%), and high consideration = 630 (38.34%); **(g)** For durability, no consideration = 54 (3.29%), little consideration = 150 (9.13%), neutral = 389 (23.68%), and some consideration = 510 (31.04%), and high consideration = 540 (32.87%).

concentrating on meeting and surpassing consumer needs, focusing on durability allows them to maintain efficient market access and foster brand loyalty (Chowdhury et al., 2022). The data may be divided into five primary categories of purchasing impressions. Such as having no consideration, a little consideration, a neutral, some consideration, and high consideration. Regarding buying, the responses of various textile colleges, institutions, or departments were as follows: 3.29% no consideration, 9.13% little consideration, 23.68% neutral, and 31.04% some consideration, and 32.87% high consideration in Fig. 3g. Last but not least, we may conclude that purchasing perception is highly dependent on high consideration and less dependent on no consideration, which account for 32.87% and 3.29%, respectively, of the total.

3.1.3. Place of purchasing

From the data analysis, we found the 1643 students from twenty textile-related institutions, institutes, or departments purchasing place of buying an apparel. Place of purchasing is categorized into three areas like Dhaka cities outlets, regional outlets, and both of these. From the buying perspective the results were found as follows- Dhaka cities outlet 24.95%, regional outlets 56.73%, and 18.32% both of these in Fig. 4. Finally, we could say that from the regional outlets purchasing rate is higher than both of the regional and Dhaka cities outlets. Therefore, when a new brand can be introduced, it is suggested to setup their business in regional outlets. This can be more profitable and sustainable development of new local brand in Bangladeshi apparel market.

3.2. Analysis of brand value

3.2.1. On the basis of purchase habit

From the data analysis of the study, we found that twenty different textile universities, institutions or textile departments' 1643 students purchase habit of apparels in their day-to-day life. Purchase habit is categorized into three like brand, non-brand and both of these two for both male and female. Purchase habit is resultant as followings-brand items for male 3.71% and for female 4.69%, non-brand items for male 10.83% and for female 1.7%, both of these items for male 65.67% and for female 34.33% in Fig. 5a. From these we could say that male and female students mostly bought from both of brand and non-brand. At the same time, male students bought less from brand items whereas females bought from non-brand.

3.2.2. On the basis of loyal customer behavior to a certain brand

According to the study's data analysis, 1643 students from twenty various textile universities, institutes, or departments have a loyalty as a customer to the certain brand. To identify the parameter of purchasing loyalty are divided into three categories-never love to experiment something new, sometimes only for quality products, and always rely on the certain brands. The results are as follows-for never

love to experiment something new 35.3%, sometimes only for quality products 61%, and always rely on the certain brands 3.7% in Fig. 5b. So that we could say that the customer buys mostly sometimes only buy quality products and less rely on certain brands. Therefore, the certain brand can not get more profit by a short-term business. To become a profitable brand, it is suggested to plan a long-term business.

3.2.3. On the basis of factors creating a good brand value

According to the study's data analysis, 1643 students from twenty various textile universities, institutes, or textile departments acquire habitual clothes in their daily lives and what are factors that creates a good brand value. Such as-offer/sale, price, product quality, frame/reputation, size, attractive design or color, service and free trails. Studied results of factors creating good bran values are - offer/sale 2.74%, price 18.5%, product quality 51.13%, frame/reputation 2.98%, size 1.46%, attractive design or color 7.12%, service 15.52% and free trails 0.55% in Fig. 5c. We could summarize that product quality was the most essential criteria and free trials was the less essential.

3.2.4. On the basis of brand publicity

According to the findings of the study's data analysis, 1643 students attending one of twenty different textile-related institutions, institutes, or departments regularly purchase clothing for their everyday life and how does brand publicity affect their purchase. Like – friends/relative, advertisement, brand Ambassadors, show room/shop, all of above. From the in Fig. 5d. We could say the results are as followings-friends/relative 31.1%, advertisement 16.56%, brand Ambassadors 0.3%, show room/shop 48.39%, all of above 3.65%. Thus, means showroom/shops are the most influential criteria and brand ambassador are the less influential.

3.2.5. On the basis of brand ratings

From the study, 1643 students at 20 textile-related colleges, institutes, or departments often buy apparel, from their buying perspective of 12 months we could provide ratings. Both male and female students mainly bought their apparel from- Yellow, Anjans, Dorjibari, Noborupa, K-craft, Texmart, Aarong, Richman Lubnan, Eastacy Tanjim, Smartex, Gentile Park, Easy, and Cats Eye. From the results we were found that for Yellow male 14.6% and female 3.5%, for Anjans male 0.5% and female 5.9%, for Dorjibari male 15.3% and female 3%, for Noborupa male 0.7% and female 6.7%, for K-craft male 6.2% and female 4.9%, for Texmart male 2% and female 1.2%, for Aarong male 9.1% and female 27.2%, foe Richman Lubnan male 7.2% and female 4.7%, for Eastacy Tanjim male 7.4% and female 3.2%, for Smartex male 1% and female 3.7%, for Gentile Park male 12.4% and female 2.2%, for Easy male 32.6% and female 5.7%, and for Cats Eye male 23.5% and female 4.2% in Fig. 5e. So, we could say that male students mostly bought from Easy and less from Anjans. As like male female students mostly bought from Aarong and less from Texmart. This result indicated that the variation of products by different brands, consumer are more preferable to buy the cloths from those brands.

3.2.6. On the basis of special discount coupon

Students at 20 different textile-related colleges and universities often buy apparel for their daily lives, according to the results of the study of special discount coupon offers. It was divided into categories like strongly agree, agree, neutral, disagree, and strongly disagree. From Fig. 5f, we could say that 60.5% strongly agree, 20.27% agree, 11.08% neutral, 6.94% disagree, and 1.21% strongly disagree with the special discount coupon. So that we could say that mostly students agree with the special discount coupon and less amount of student disagrees. As a result, whatever the quality of products is, the special discount coupon are more preferable to buy a new cloths by consumer.

4. Conclusion

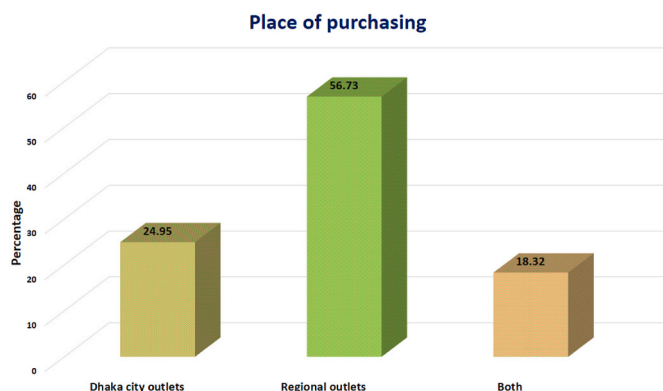According to the findings of the research, having a marketing mix

Fig. 4. Place of purchasing. (Dhaka cities outlet 410 (24.95%), regional outlets 932 (56.73%), and 301 (18.32%) both of these purchasing place).
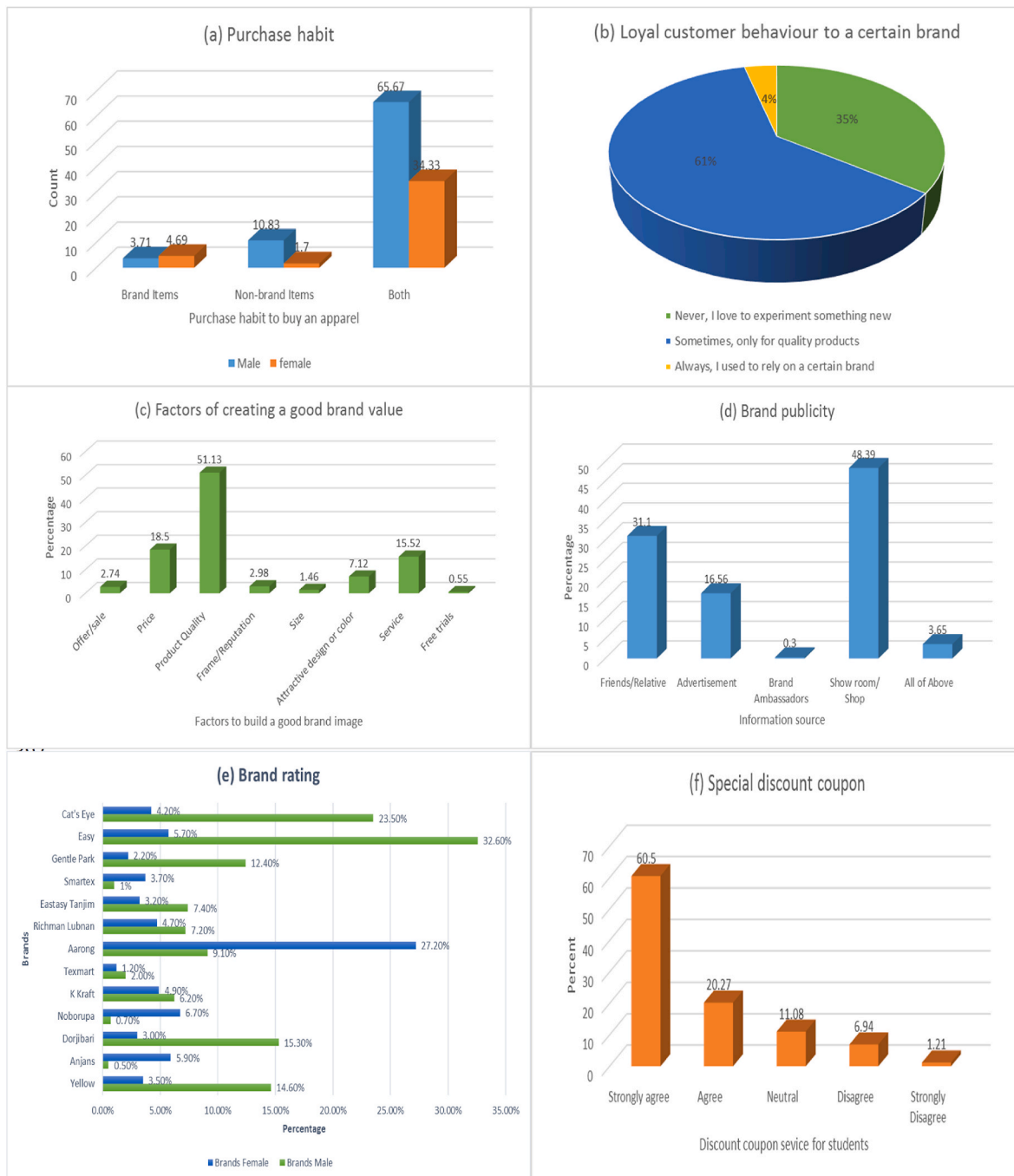
Fig. 5. (a) For purchase habit, brand items for male = 61 (3.71%) and for female = 77(4.69%), non-brand items for male = 178 (10.83%) and for female = 28 (1.7%), both of these items for male = 840 (65.67%) and for female = 459 (34.33%); **(b)** For loyal customer behavior to certain brand, for never love to experiment something new = 580 (35.3%), sometimes only for quality products = 1002 (61%), and always rely on the certain brands = 61 (3.7%); **(c)** Factors of creating a good brand value, offer/sale = 45 (2.74%), price = 304 (18.5%), product quality = 804 (51.13%), frame/reputation = 49 (2.98%), size = 49 (1.46%), attractive design or color = 117 (7.12%), service = 255 (15.52%) and free trails = 9 (0.55%); **(d)** For brand publicity, friends/relative = 511 (31.1%), advertisement = 272 (16.56%), brand Ambassadors = 5 (0.3%), show room/shop = 795 (48.39%), all of above = 60 (3.65%); **(e)** For brand ratings, several brands over 12 months purchase; (f) For special discount coupon, strongly agree = 994 (60.5%), agree = 333 (20.27%), neutral = 182 (11.08%), disagree = 114 (6.94%), and strongly disagree = 20 (1.21'%). (For interpretation of the references to color in this figure legend, the reader is referred to the Web version of this article.)

that is focused on the customer has a substantial impact on the purchase choices made by consumers. Around 6.88% of textile graduate students' budgets are dedicated to the purchase of festival-specific attire. This is because the majority of purchases made by those students are for usage in both formal and casual. When making a purchase, they give priority to ease of use, aesthetic appeal (including design and color), and product quality as because they have a good perception about yarn, fabric, and

apparel knowledge. Approximately 9% of the students often purchase clothing from brand stores, whereas approximately 70% of students typically buy clothing from a variety of regional retailers. It is wonderful news that the value of the local brand is increasing with a healthy sense of humor among young people on a day-to-day basis, particularly since young people are becoming more aware of the importance of purchasing high-quality items. More than sixty percent of students believe that they

must have a unique coupon for a discount to purchase a certain brand's clothing. Comfort, excellent design and color look, acceptable pricing, durability, visual merchandising, promotional sale offers, special discount coupons are crucial for local brand development. The study also revealed the criteria for open a new local brands where the people can buy their cloths more frequently. When a local brand can be introduced in the market, there is a chance of profit or losses. Without knowing the consumer demands to open a local brand can be a loss project. As a result, which factors can be considered for setup a new brand with more profit are focused on our research. The brand should follow these standards to grow its brand value and reach the top of the local and global garment markets by satisfying customer demand. Therefore, this study clearly indicated the demands of local brands in Bangladeshi apparel markets which is also a sustainable concept to open a new brand.

4.1. Limitation and future works

This research focused on the buying behavior of local brands cloths among the textile engineering students in Bangladesh. For the purpose of evaluating statistical data, Microsoft Excel 2019 software program was used to analyze consumer behavior utilizing several parameters. Although the manual data entry technique could have introduced some errors, every attempt was made to obtain reliable results. In the future research, the participation of consumer will increase and analyze the behavior in terms of world market. Some of the main factors for the growth of garment items include comfort, nice design and color appearance, fair pricing, durability, visual merchandising, promotional sale offers, and special discount coupons. The brand should adhere to those guidelines when establishing their brand value in order to rise to the top of the local apparel market as well as the global market by ensuring client desire and complete pleasure.

Author statement

We confirm that the manuscript has been read and approved by all named authors and that there are no other persons who satisfied the criteria for authorship but are not listed. We further confirm that the order of authors listed in the manuscript has been approved by all of us.

Declaration of competing interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Data availability

Data will be made available on request.

Appendix A. Supplementary data

Supplementary data to this article can be found online at https://doi.org/10.1016/j.clet.2023.100597.

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