Decision-Making Determinants in Working Women's Clothes Purchasing – Malaysia Evidence

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Abstract—Nowadays so many researches about the decision-making models of consumer behavior are done, however these kinds of researches does not specify determinants of decision-making in the purchased of consumers. Since consumer's attitude may reduce their purchase or increase it, consideration of determinants of decision-making process in purchase goods would be justified. This Study aimed to examine the determinants of decision-making on the purchased of working women's clothing in Malaysia. Therefore, 4Ps in 12 dimensions, demographic of consumer and consumer behavior characteristics were shaped research framework. The main tool used in this study was questionnaires and the information about literature and history has been collected through libraries. The relationship among variables has been studied through correlation test. This study found that, place factor had the most important role for working women when they purchased their working clothes; consumer demographic factor and consumer behavior characteristic factor were correlated with consumer decision-making factor.

Index Terms—Decision-making, Consumer behavior, 4Ps.

I. INTRODUCTION

Fashion retailing was a relatively high competitive and it was a profitable part of the UK retail sector. For the retailers of diffusion lines, they trickle down from catwalk to mass market. Thus, the pressure to stock the latest fashion was considerable. The impulsive purchasing and the fickle customers affected the consumer behavior in this dynamic marketplace. In order to achieve and maintain the competitive advantage of the firm, retailers must engage a retail strategy that closely related with customer merchandise preferences. Customer loyalty and profitability are rewarded to the successful fashion multipliers [1].

Women who went shopping for clothing was worn at workplace may be having an easy conscience changing tasks and even enjoy doing so. But, it does not represent that they try to combine several activities when shopping. Possibly, some of the women like better focused the task at hand, preferring to complete their purchases with integrated departments or stores that offering matching accessories and other necessary but related items. The shopping mall atmospherics were positively influence hedonic shopping

value and approach behavior among majority of the female shopper fashion clusters [2]. However, it only presses the goals of the shopping and the middle-of-the-road fashion segment. Regional mall developers and operators must be aware the highly targeted group such as middle-of-the market target group. Besides, luxury brand manufacturers are developing "bridge" lines and lower priced products in order to achieved downward for the middle market in a determined attempt to increase the market share and profitability of the firm [3]. Hence, first step of an internationalization strategy for a fashion retailer was reflect upon the congruence of their product range and brand image with the predominant cultural and trading conditions of the foreign markets. Thus, product and brand outline should be altered to make it more tuned to market conditions. Marketing communications can be used to influence the cultural conceptions of the market by required a deliberate approach, resources, international partner relationships, and skill transfer of self-control and conformity of management plan to implementing an integrated product, brand, and marketing strategy [4].

The general Objective of present research is to study the determinants of decision-making in the purchase of working women's clothing in Malaysia. This research has followed specific objectives: study the determinants of decision-making in the purchase of working women's clothing in Malaysia. This research has followed specific objectives:

- To study which of the marketing mix factors has the most effect on demographic of working women's clothing consumer.
- To study consumer demographic effect towards the consumer's decision-making on working women's clothing.
- To study consumer behavior characteristic effect towards the consumer's decision-making on working women's clothing.
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II. MATERIALS AND METHODS

Consumer decision-making, with insight into why individual act in certain consumption-related ways and learning what marketing strategies influenced impelled them to act as what they do. The result of this study can be used to build up consumer awareness in their decision-making that related with the four factors of marketing mix. The consumer can use this information so that they can be aware of the stimulation used by retail stores or shop to arouse their choice in clothing item and try to avoid over spending and unnecessary buying. However, for the marketers, the result of this study was useful since it identified factors that can arouse a consumer's demographics influences their decision-making

in the purchased of clothing and this can help them in applying the right marketing strategy to attract new customer especially the working women. Other authority likes Consumer Protection Agency can use the result from this study to set up rules to protect consumer's right. Last but not least, it is useful for the international business in fashion industry.

The international managers/marketers were enabled to use the result of this study to carve out a potential fashion market in Malaysia. Therefore, it might bring assist the business to gain more the market share of clothing in Malaysia. Moreover, the foreign clothing producers or marketers were enables to use this result in order to enter the fashion market in Malaysia. As noted, many marketers were entered the Malaysia market nowadays due to its advantageous. To conclude, this study assists producers/ marketers or even the consumers in clothing industry. The purpose of this study was to develop a theoretical framework to examine the determinants of decision-making in the purchased of working women's clothing in Malaysia as shown in Figure 1.
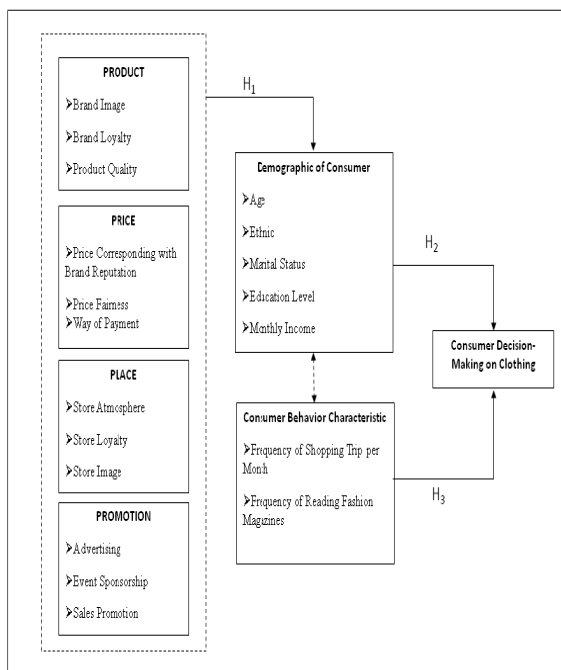

Fig.1. The Determinants of Decision-Making in the Purchase of Working Women's Clothing in Malaysia

III. HYPOTHESIS OF THE STUDY

H_1: Among marketing mix factors, product factor has the most significant effect on demographic of consumer in the purchase of working women's clothing.

H_2: Demographic of consumer has the significant relationship with the consumer decision-making in the purchase of working women's clothing.

H_3: Consumer behavior characteristic has significant relationship with the consumer decision-making in the purchase of working women's clothing.

IV. RESEARCH METHOD

The primary data for this study were collected via a survey.

Self administered questionnaire was designed to collect the data as part of a larger study on working women's decision-making towards clothing. The questionnaire was developed using academic and trade literature as a guide and been adapted to suit the objectives of study. It incorporates the questions pertaining to the parameter used to measure factors influencing the consumer in their choice towards clothing decision-making. The primary data referred to the information that obtained firsthand by the researcher on the specific variables studied and the respondents had the opportunity to feel free in answer the entire question distributed by researchers without strict monitoring. Secondary data was data which has been collected previously by someone else, and consequently has been collected for a different purpose [5].

The secondary data was the information gathered for purposed other than the completion of a research paper and it was used to gain the initial insight into the research problem as well [6].

For this study, the secondary data was used to increase the validity of the study. For example, the dependents variables and independent variables that used by the scholars was adapted and adopted to structure the research framework for this study. In order to get a new conceptual framework, there were many secondary data collected to implement the new conceptual framework for this study. The instrument for data collection to evaluate decision-making on working women's clothing was in the form of questionnaire. This research employed convenience sampling in the process of sample selection. It was a non-probability sampling method that takes less time and cost to complete, but it was quick and cost-saving for an unknown population. A total of 196 respondents who were working women in Malaysia have been chosen to conduct the study. Convenience sampling as assembled a sample population that was readily available or easily accessible and immediately to the researcher [7].

Validity was the extent to which a test measures what it claims to measure and it was vital for a test to be valid in order for the results to be accurately applied and interpreted [8].

Validity approach continues to be of great importance when tests were used for selecting the most suitable candidates for a job [9]. For this study, the secondary data used for references in the literature review by scholars was validated and it was proven by them. Besides, the questionnaires set for this study was adapted and adopted from some of the scholars [7], [10], [11].

The key reason to pilot study was the instrument able to be administered in a 'real world environment' by interviewers or self-reported, based on the method used [12]. However, the reliability test was important for the study conducts; it examined the internal consistency of the concept of the study conducted [13].

In addition, a test intended to calculate the Cronbach's Alpha value in an endeavor to test the reliability of the items and variables in questionnaire and generally should be greater than 0.70. Hence, the higher the value of the Cronbach's Alpha, it implied that the questionnaire was of high consistency [14].

All the gathered information was computed to be analyzed by using Statistical Package of the Social Science (SPSS)

version 13. The Descriptive Analysis in SPSS designed to provide the researcher about the distributions of their variables. Frequency and percentage of the selected variables (product, price, place, promotion, consumer demographics, consumer behavior characteristics, and consumer decision-making) were determined by Descriptive Analysis. Multiple regression analysis was a statistical tool for understanding the relationship between two variables. It typically was used a single dependent variable together with several explanatory variables to assess the statistical data pertinent to those theories. The Multiple Regression was used in this study to determine the hierarchy effect of the product, price, place, and promotion factors on the consumer demographics factors by determined the Standardized Beta Coefficients. The Standardized Beta Coefficients give a measure of the contribution of each variable to the model. However, a large value indicates that a unit change in this predictor variable has a large effect on the criterion variable. Pearson Moment Correlation to measure the relationship between the two selected variables. The value for a Pearson's can fall between 0.00 (no correlation) and 1.00 (perfect correlation). Other factors such as group size will determine if the correlation was significant. Generally, correlations above 0.80 were considered pretty high [15].

For this study, the Pearson Moment Correlation was used to study the relationship between the consumer demographics with the consumer decision-making in clothing and the relationship between the consumer behavior characteristics with the consumer decision-making in clothing.

V. RESULT AND DISCUSSION

A total of 196 female respondents were participated in this study. Of the 196, there were a total of 38.3% of the respondents were categories in aged 25 to 29 years old. However, only 4.6% of the respondents were under aged 20 and below. Moreover, 48.5% of the respondents were Chinese, followed by Malay (28.1%), Indian (23.0%) and others (0.5%). For the marital status of the respondents, majority of the respondents were single, which was consists of 75.0% of the total respondents. Meanwhile, there were two (1.0%) of the respondents who were separate/ divorce/ widow and the remaining was married (24%).

H1: Among marketing mix factors, product factors has the most significant effect on demographic of consumer in the purchase of working women's clothing.

The first hypothesis in this study was to determine whether the product factors in marketing mix was the most significant on the demographics of the consumer or not by using the Multiple Regression Analysis. The result showed that there was not significant relationship between the products factor (p= 0.80) with the demographics of the consumer. However, a large value of Standardized Beta Coefficients indicates that a unit change in this predictor variable has a large effect on the criterion variable.

Promotion factor (beta= -0.058) had the most insignificant effect toward the consumer demographics, followed by product factors (beta= 0.027), price factors (beta= 0.058) and lastly was place factors (beta= 0.075). The hypothesis was rejected. On the other hand, we can state that the place factor such as store image, store atmosphere was playing an important role for working women when they purchased their working clothes.

H2: Demographic of consumer has the significant relationship with the consumer decision-making in the purchase of working women's clothing.

The second hypothesis in this study was to determine the relationship between the consumers demographic with the consumer decision-making in clothing by using the Pearson Moment Correlation. The study found that the consumer demographic factor was correlated with the consumer decision-making factor (r= 0.20; p=0.01). The hypothesis was support in a significant of 95%.

According to the Guildford Rule of Thumb, r represented the strength of the relationship, thus, r that less than 0.20 was equal to negligible relationship; 0.20-0.40 equal to low relationship; 0.40-0.70 represented moderate relationship; 0.70-0.90 represented high relationship and if the r was greater than 0.90, it was considered that there were a very high relationship between two variables. However, the relationship in these two variables was considered as low relationships. Based on the correlation coefficient square (R^2) in this analysis, about 4.0% variance of the consumer demographic was explained by the consumer decision-making, or verse vice.

H3: Consumer behavior characteristic has significant relationship with the consumer decision-making in the purchase of working women's clothing.

The third hypothesis in this study was to determine the relationship between the consumer behavior characteristics with the consumer decision-making in working women's clothing by using the Pearson Moment Correlation. The study found that the consumer behavior characteristics factor was correlated with the consumer decision-making factor (r= 0.42; p=0.01). The hypothesis was support in a significant of 95%. From the above description, the result of the r was represented the strength of the relationship between two variables. However, in this study, there was a moderate relationship between the consumer behavior characteristics with the consumer decision-making in the purchased of working women's clothing. Based on the correlation coefficient square (R^2) in this analysis, about 17.6% variance of the consumer behavior characteristics was explained by the consumer decision-making, or verse vice.

This study attempts to investigate the determinants of decision-making in the purchase of working women's clothing in Malaysia. The population of the study was working women surrounding the Malaysia. Convenience sampling was used.

A total of 196 respondents who were working women in Malaysia have been chosen to conduct the study. Working women in this study did go to shopping at least once a month, mostly of them were read the fashion magazines once per month. In prior to purchase a working clothing, the respondents in this study will go for the issues of brand image, brand loyalty and product quality. This was because the quality was the collection of features and characteristics of a product that contribute to its ability to meet given requirements. The following issues were being price corresponding with brand reputation, perceived price fairness and way of payment. However, working women in this study also agreed that the store atmosphere, store loyalty and store

image was influences them when purchased working clothing. Meanwhile, the advertising and sponsorship event were neutrally affected their decision-making but the sales promotion was relatively affected them. Result from the first hypothesis showed that, product factor has not the most significant relationship with the demographic of consumer (t= 0.25; p=0.80). This might due to the products item chosen, as the clothing item was a need for all. For the working women, they were put more effort when choosing their working clothing as it represented their appearance as well. So, no matter how old were you, which ethnics you were, and etc factors of demographics, it will not influence the choice on the clothing. For example, we cannot determined that only the younger women will purchased the branded clothing or the branded clothing will be purchased by higher income level of working women only.

The result from second hypothesis indicated that the consumer demographics had a significant relationship (r=0.20; p= 0.01) with the consumer decision-making on clothing items. This was because of different people had different needs and wants; they had different types of considerations before they were purchased. For example, a younger working woman who was single will definitely purchased more than an older woman who was married as they were put more effort on their appearance. Besides, an older woman will think twice rather than the younger women when they purchased. This was because of their thinking was more mature and may other factors that will influences their decision-making. For the third hypothesis, there was a significant relationship (r=0.20; p= 0.01) between the consumer behavior characteristic with the consumer decision-making on clothing. This was because of shopping trip per month and monthly reading magazines will indirectly influences the consumer especially women to purchased. On the other hand, the higher the frequency of shopping trips per month, the higher the percentages for women to make decision to purchase. For example, if there was only once per month to go for shopping, a working woman might not be able to purchase due to they always were be in two minds when purchase especially clothes. Moreover, reading fashion magazines also influences the decision-making of the working women. This was because of the attraction from the expertise and the designers from the fashion magazines attracted their attention and interested. Thus, this was directly affecting their decision-making for purchased.

Consumer decision-making, with insight into why individual act in certain consumption-related ways and learning what marketing strategies influenced impelled them to act as what they do. The result of this study can be used to build up consumer awareness in their decision-making that related with the four factors of marketing mix. The consumer can use this information so that they can be aware of the stimulation used by retail stores or shop to arouse their choice in clothing item and try to avoid over spending and unnecessary buying. However, for the marketers, the result of this study was useful since it identified factors that can arouse a consumer's demographics influences their decision-making in the purchased of clothing and this can help them in applying the right marketing strategy to attract new customer especially the working women. Other authority likes Consumer Protection Agency can use the result from this study to set up rules to protect consumer's right. Last but not least, it is useful for the international business in fashion industry. The international managers/ marketers were enabled to use the result of this study to carve out a potential fashion market in Malaysia. Therefore, it might bring assist the business to gain more the market share of clothing in Malaysia. Moreover, the foreign clothing producers or marketers were enables to use this result in order to enter the fashion market in Malaysia. As noted, many marketers were entered the Malaysia market nowadays due to its advantageous. To conclude, this study assists producers/marketers or even the consumers in clothing industry. Working women nowadays were playing an important role in the expansion of the economics. This was because they are the targeted market for many of the manufacturers/ retailers. However, it was important for the marketers to know the determinant of their decision-making in the purchased of the goods. This study studies the determinants of decision-making in the purchased of working women's clothing in Malaysia. Noted, the appearance of the working women was directly influences people's perception towards them. Besides, the first impression of the customers/ publics towards the working women was their appearance and their attitudes. On the other hand, clothing was one of the main "packaging" for women especially working women when they were dealing with their subordinates or their clients. The nicety of them enables them to behave in more confidence, as well as more productive. Moreover, majority of the working women were willing to pay for their new clothes rather than pay for expensive food or beverages. Meanwhile, the manufacturers of the fashion, especially who produces working women's clothing can gain the market share on it. However, it can increase the business profitable by knowing and understanding the purchased decision-making of the working women. Nevertheless, the study also contributed to the international business in fashion industry especially working women's clothing. The international managers enable to use the result of this study to get their targeted market in Malaysia. This can increase the effectiveness of the marketing strategies used by them instead of gaining the profitability.

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