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# A Study on Consumer's preference towards Country of Origin while Purchasing the Apparel Product undertaken at Spectrum Dyes & Chemicals Pvt. Ltd.

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**Abstract:** *This article is an attempt to analyse the consumer's preference towards the apparel product while purchasing the country origin. A sample of 100 consumer's with valid responses was collected from the spectrum Dyes & chemicals Pvt.Ltd. the demographic characteristics of these company have been represented to give insight into the company where the study been conducted. the different consumer's preferences have been identified from the previous literatures towards the country of origin while purchasing the apparel product. The study primarily analyse the strength of the relationship of the consumer's and the company. The questionnaire survey method was used to collect data for conducting the study. descriptive statistics, frequencies and chi-square have been used as a tools for analyse. The findings of the study shows the preferences of the consumer's and effects of the consumer's on the success of company's export, thereby leading to implications that leave further scope for future research. The study has helped in contributing to the existing literatures in this segment of the research.*

**Keywords:** *Consumer's, preference, products, clothes, country-origin. The purpose of this research is to study on consumer's preference towards country of origin while purchasing apparel product.*

## I. INTRODUCTION

The purpose of this study is to explain, explore and to analysis the possible impact of the different coo on consumers purchase decision on three different categories of products. This study is conducted from a consumer-based view to investigate that up what extent, country-of-origin affects the customer's purchasing decision for three different categories of products. The study also investigates the possible behaviour of different customers regarding different country-of-origin depending upon the different demographic variables, different choices and preferences of different customer's segments. The country of origin effect and product consumption conspicuousness are examined. This study strengthens our understanding of the importance of the coo effect as it is investigated with respect to consumer's purchasing intentions of public vs. private and luxury vs. necessity products.

## II. LITERATURE OF REVIEW

Paul Patterson and Siu Kwan tai (1991) researcher has conducted research on "consumer perception of country of origin in the Australian apparel industry" Their research objective is consumer's perception of the quality of Australian products in general. Consumers' attitudes toward Australian-made versus imported apparel from major importing countries the investigator collected the data from 550 randomly selected. From the finding showed that this study show country of origin effects are operating in the Australian apparel industry, but are not as strong as prior research in other countries and product markets suggest. The results show a positive bias towards apparel products from Australia, New Zealand and the United Kingdom, but a strong negative one to products from china and other countries in southeast Asia. Indeed, the data suggests that consumers in general perceive the five regions as two distinct group; "made in Asia" and "made in Australia/New Zealand/United Kingdom." This has important implication for domestic manufactures and importers. Cude & Swagler (2004) researcher has conducted research on "does country -of-origin matter? A comparison study of the advanced vs. emerging and developing economies" Their research objective is to identify reasons for selecting global/ international brands. To identify impact of product's origin on brand selection. To identify impact of other important factors in selecting brand. Quantitative research and survey was done to collect data. The investigator collected the data from 70 email interview sent out which led to 67 interview responses that were valid. From the finding showed that consumers' perception of international branded clothes made in the emerging and developing countries are different to those made in advanced economies. Consumers' perceptions of products made in advanced economies are that they are of better quality than products made in less industrialised countries. This also affects their perception and behaviour towards international branded clothes made in their own countries. It could be suggested made in less industrialised countries.

Sanchita Ghosh (2009) researcher has conducted research on “country of origin effect and perception of Indian consumers.” The main objective of the research would be to investigate the Indian consumer’s perception on the origin effect on product preference and consumer behaviour of the Indian consumers. The second objective of the study would relate to the consumer perception about the country of origin and the product quality. Convenience sampling method are used. Factor analysis was used for the research. A sample of 200 respondents was used. Factor analysis was used for the analysis. The finding also suggests the purchase of the expensive and highly. In a country like Indian where the culture of references from family and friends. The value of 0.694 shows that for referring a product to members of the family and friends the country of origin for a product has an important role to play. They are more biased towards the imported products which is very much significant from the quality and price factor.

Abdollah norouzi (2011) researcher has conducted research on “the effects of brand’s country-of-origin image on the formation of brand equity.” In order to collect data, 400 questionnaires distributed in Tehran among married management students. The finding image and brand equity by taking into account the balancing effect of brand equity dimensions proved this fact. The result of this research show that brand’s country of origin image has an important role in promoting the brand equity. In other words, brand’s country of origin image effects the brand equity. So, producers and owners of brand should pay attention to this, and try to shap desirable image in consumer’s mind during the time. On the other hand, results show that brand loyalty has the most effect on brand equity.

Siaa Fakharmanesh (2013) researcher has conducted research on “The purchase of foreign products: the role of brand image, ethnocentrism and animosity: iran market evidence” the objective of this study is to investigate rarely studied variables namely animosity and ethnocentrism with concepts taken from consumer behaviour which are brand image and foreign purchase intention. Collected the data from 100 respondent-tests was used. The finding says that the effects of brand image, consumer ethnocentrism and animosity on foreign purchase intention were investigated in this research. The study also highlights how the presence of consumers” ethnocentrism and animosity alters the relationship between consumers” brand image and foreign purchase intention. The results demonstrate that the model is effective in explaining Iranian consumers” foreign consumption tendencies related to brand image, consumer ethnocentrism and animosity.

### III. RESEARCH METHODOLOGY

The present empirical study is an attempt to enrich the existing literatures by analysing the influence of the consumer’s preferences towards country of origin while purchasing the apparel product in the export country. The details of data collection tools and techniques have been discussing below:

The population of the study refers to comprehensive list of regular customers of the spectrum dyes and chemical pvt.ltd. A primary survey was conducted by providing a questionnaire to115 consumers of the spectrum dyes and chemical pvt.ltd. A convenience sampling method was used. A sample of 15consumer’s was discarded for the study due to incomplete and invalid response. Therefore, a total of 100 completely filled-in questionnaire was used for the analysing of the data. A structured questionnaire was constructed in line with the research objective of the study. Data were classified according to demographic characteristics, for example, gender, age, residential area and education of the consumers of the spectrum dyes and chemical pvt.ltd. The present study has used the tools like frequencies and chi-square in SPSS 16.0 package.

### IV. DATA ANALYSIS

#### A. Why do you Prefer Foreign Country Apparel Products over Domestic? (Tick all that apply)

	Frequency	Percent
Country-of-origin firms are innovative	5	7.1
Country-of-origin firms possess a distinguished brand image	7	10.0
Country-of-origin firms are prestigious	21	30.0
Country-of-origin firms are well recognized;	16	22.9
Country-of-origin firms are frequently mentioned in the media	8	11.4
Country-of-origin firms have better reputation than others	13	18.6
Total	70	100.0

B. Which is the other factor you Consider while Purchasing Appeal Product?

	Frequency	Percent
Brand	22	31.4
Quality	21	30.0
Price	16	22.9
Social Impact	9	12.9
Country of origin	2	2.9
Total	70	100.0

C. Do you think Products made in Foreign Countries are usually Quite Reliable?

	frequency	percent
Yes	54	77.1
No	16	22.9
Total	70	100.0

D. Chi-Square Test

Gender

	Observed N	Expected N	Residual
Male	100	100.0	.0
Total	100 <sup>a</sup>		

Age group

	Observed N	Expected N	Residual
21-30	54	25.0	29.0
31-40	32	25.0	7.0
41-50	9	25.0	-16.0
above 50	5	25.0	-20.0
Total	100		

Area

	Observed N	Expected N	Residual
City	50	33.3	16.7
Town	39	33.3	5.7
Village	11	33.3	-22.3
Total	100		



Test Statistics

	Age group	Area
Chi-Square	61.840a	24.260b
Df	3	2
Asymp. Sig.	.000	.000

## V. FINDINGS

All the respondents were aware about country of origin.

55.7% respondents who consider the country of origin of apparel product while purchasing for sometimes, where 32.95% of respondents never it, and only 11.4% respondents who consider it every time they purchase.

For country of origin products respondents prefer more of Indian 60% COD products by following 52% USA, 30% UK, 26% France, 26% China and 18% Germany.

Respondents willing to pay more for Appeal products UK, USA, China country of origin are higher than for other countries than India, Germany, Dubai and Thailand. 37.1% respondents believe that apparel products made in USA are very well suited to the needs of the Indian consumer, 32.9% for apparel products made in India. 30% respondents prefer foreign country apparel products over domestic because country-of-origin firms are prestigious, 22.9% respondents prefer for country-of-origin firms are well recognized, 18.6% respondents prefer because Country-of-origin firms have better reputation than others, 11.4% respondents prefer because Country-of-origin firms are frequently mentioned in the media. 12% respondents prefer the product that are from India, but when we talk about the other side respondents highly avoid product from china about 15% of them. Factors respondents consider while purchasing apparel product are as follows; 31.1% consider Brand, 30.0% of consider Quality, 22.9% respondents consider Price 12.9% respondents consider Social. There are very few respondents (2.9%) consider Country of origin while purchasing apparel product. From the research I found that there are 77.1% respondents think that the Products made in foreign countries are usually quite reliable. From the research I found that there are 70 % respondents think the foreign product give them a unique social presence.

## VI. CONCLUSION

The purpose of study to know about Consumer's preference toward Country of origin while purchasing apparel product. It helps to respondents consider that respondents every time they purchase. As per the research factors show that they are important for Consumers' to purchase apparel product. From the research some other factors are also affect the purchasing appeal product. Like, brand, quality, price etc. respondents prefer the product that are from India, but when we talk about the other side respondents highly avoid product from china. The respondents are aware about country of origin. I found that there are respondents think that the Products made in foreign countries are usually quite reliable and the respondents think that the foreign product give them a unique social presence.

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