Attitude of Customers to Buy Face Masks Cloth in Bangladesh - An Observation toward Customers Psychology of Face Masks Fabric

Md. Shazzat Hossain[*]**, Md. Hasan Ali, Md. Abdus Samad**

Bangabandhu Textile Engineering College, Tangail, Bangladesh

Abstract   This research paper inquiries about different attribute for purchasing face mask of Bangladeshi customer's during pandemic circumstance. Specially, it reveals adequate information on the customer's decision-making behavior and criteria for choosing toward buying face mask cloth. For the sake of this survey a questionnaire was employed as the tool to gather raw data, where 600 consumers were willingly attended from different region of three popular districts in Bangladesh. After collecting all raw data from respondents, the data of questionnaires was coordinated by Excel program, consequently the data was analyzed and integrated statistically to identify the customers attribute for satisfaction to face masks cloth. This process also detects numerous challenges and suggesting a proper solution to the problems that the textile industry facing in current situation. This research paper illustrates adequate information about the customer's psychology in purchasing face masks cloth during pandemic situation which is available in the Bangladeshi market to ensure public health.

Keywords   Face masks cloth, Face masks, Customer psychology, Purchasing behavior of customer's, Customer's buying intension, Customer's satisfaction, Demand of customer, Attribute, Face mask attributes, Buying attitude, Buying behavior of customers

1. Introduction

In this pandemic situation customers faces a numerous challenge that really need to addressed through constant persistency and targeted research. Poverty is constant companion of Bangladesh that surprisingly influenced customer's behavior [1]. The retail market is totally dependent on additional sales because of targeted profit. Retailing is described in terms of excessive consumption in many consumer related literature and research. Literally buying behaviors Of Customer for face masks cloth or any other garments products rely on different aspects of people's retention, perception, financial state and the Circumstance. Owing to the problem every vendor needs to realize what product and brands willing to buy customers to use them, and what effected on shopping of consumer [1]. Customers buying behavior has alternated energetically in the past few month. Consumers are focused on their money how they spend than ever before Rather than protection. They want products that satisfy their deepest emotional needs, and which is really affordable [2]. Customers are not complicated attitude but harder to define, [1]. Poverty is regulating not only where, how and when consumers shop, but is revamp their expectations of, and interactions with, all suppliers to governments and utilities. This upheaval Corona pandemic has come so fast that many companies are fighting to making affordable product and considered about protection to keep their business model in line. In spite of the temporary future, one thing is clear that every organization trying to ensure public health [3]. Face mask play a very far-reaching role in protecting corona virus from the aspect of the customer and marketer and it is a biggest opportunity to set the marketer's clothing brand apart from race. [4]. A face masks is a textile product that is capable to protecting customers from corona virus. It also plays an important Role on customer's satisfaction and provoked loyalty of customer, repurchases method and perception of the people about the specific company. Majority. Companies aware that the product they have envisioned is mainly finding application in our developing country and humanitarian sector and this is the way some company proceed. In spite of the high pricing, upper class customers concur to give higher price for purchasing face masks products [2]. However existing poverty consumers are rushing to buy affordable goods [5]. In these critical moments it is vital for companies and retailers to focus on humanity rather than price, which will be for the sake of the company's best interest in the future.

[1]. Consumer purchasing demeanor. It further explains why coronavirus onset circumstance and awareness are diminished dramatically over time. [6]. Hence, the focus of the present study is to explore the customer's psychology and to optimize for the customer to purchasing face masks cloth in perspective of Bangladesh.

2. Procedure

In regarding to perform the analysis consumer satisfaction was treated as the root point. Eventually the separate people sentiment was taken into account about the characteristic of face masks cloth. This research detects the preferable attribute for buying behavior of customers for face masks cloth [9].

2.1. Research Approach/Way

The Goal of this inquiry was to collect the opinion of numerous Bangladeshi customers on the different aspects such as fabric, quality, performance, safety, awareness, brand, raw materials, prices etc. The customer expectation was implemented by using targeted research. The questionnaires were handed out to the consumers in the stores including a mixture of structured and open priority questions. This enabled the customer to write their open opinions and improvement counsel down about the face masks cloth attributes [2].

2.2. Obstacle Analysis

The analysis has been performed to detect customers demand and their attribute of face masks cloth. The general research conducted through handed out questionnaires to the targeted consumer and this study tried to focus the factor of customer need. This Research was carried out to collect useful data with specific criteria that create a sense of overall buying behavior for the consumer. Overall buying behavior positively impacts both attribute and gratification and this ultimately leads to customer loyalty [12].

2.3. Evolve Questions

The provided questions are created to adequately collect information to construct a view of customer's intension about disjunction variables such as textile raw materials, price, activity, quality of face mask, preference of brand, and reason of buying and customer expectation. Consumer is able to answer with "tick mark" option Needless to say, the Corona virus is running in a completely reverse way in the context of its onset and the current situation. This study expounds the psychology of different customers about face masks cloth during this impasse situation and scrutiny of the so it is not problematic and tedious for them.

2.4. Data Assortment and Inspect

There are 600 people were attended in this interview where most of them were aged from 18 to 55 among adult consumers in Bangladesh. Most of them Respondents dwelling places were Dhaka, Barisal and Tangail for these short-term interviews. Most of the Interview location chosen at the market places where customer buying face masks from shops of different local brand for instance "plus point, easy, Richman and local brand etc." and as the study focused to get respondents of over 18 years age [8].

2.5. Final Data Scraping and Analysis

Data analysis is regulated through the customer's intension and behavior to divide, into fewer worthwhile groups. The statistical analysis succeeds using the process of open coding. Consequently, this method of data-analysis permits us to illustrate the data [13].

2.6. Magnitude and Measurement

For data collecting we tried to make a sample size 600 questionnaires for respondents we took to ensure adequate ratios where the most respondents are male and students. Eventually the authors are able to collect information from respondents are from 8 different market place (New market, Mirpur, Tangail plaza, sahid marker Barisal, Hossain plaza, khan shopping market, kaliakoir market, lal de plaza) [9].

2.7. Data Manipulation and Integration

Data integration is a vital element of quality research where this process considered several Expression, attitude and data points. It controlled ideal and accurate decision with reducing misleading data. This process able to evaluation and identification of data where the specific data comes from respondents. Hence this integration implemented for standard result [2].

3. Result & Discussions

3.1. 1st and 2nd Priority Level in Purchasing Face Masks Cloth

The research detects that majority of the customers give 1st preference to the price and 2nd priority to quality of the face masks cloth over time. However at The Beginning of the period people never thought about face masks price. But it changes dramatically over time due to temporary using value of face masks. The following bar diagram show the highest proportion of priority for price of face masks cloth where 1st and 2nd priority accounted for 71.53% and 70.08% respectively. This was followed by 11.96% and 10.78% for quality. The following diagram shows the volume of each priority in percentage.
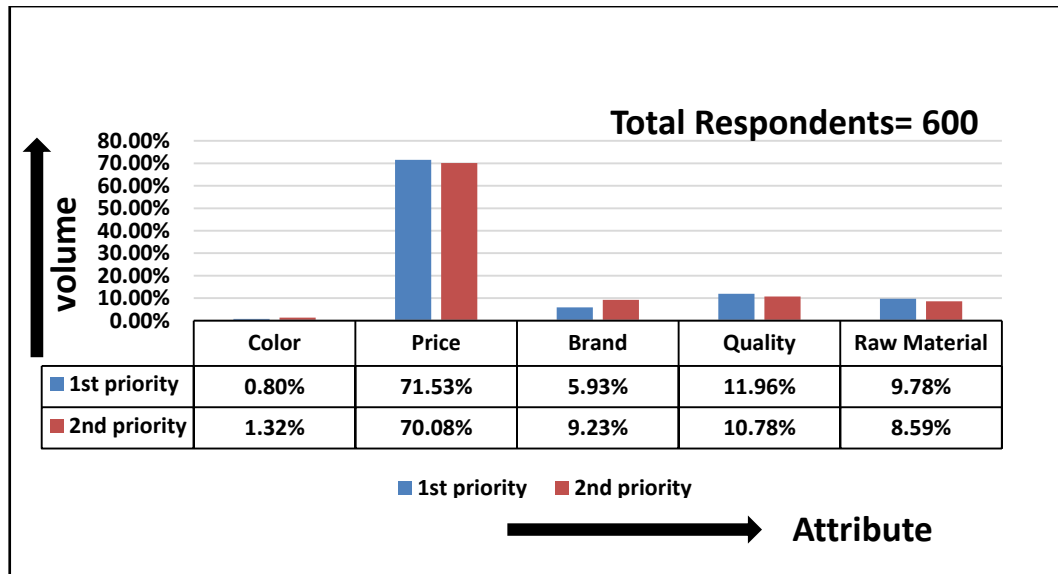
Figure 1.   1st and 2nd priority in purchasing face masks cloth

3.2. Quality Selection of Face Masks Cloth

Customers terribly keen about quality of face masks where most of the customers considered some attribute such as raw material and air circulation ability, price, Brand etc. The first priority accounted for raw material, air circulation ability, and price, brand respectively 32.33%, 23.59%, 21.53%, and 19.29%. This was followed by just 31.87%, 22.89%, 21%, and 21.56% for 2nd priority. So, customers avoiding color attribute and it has no role in case of quality selection. People always tried to avoid expensive products such as N-95 mask. The volume of priority for quality has shown in the following bar chart.
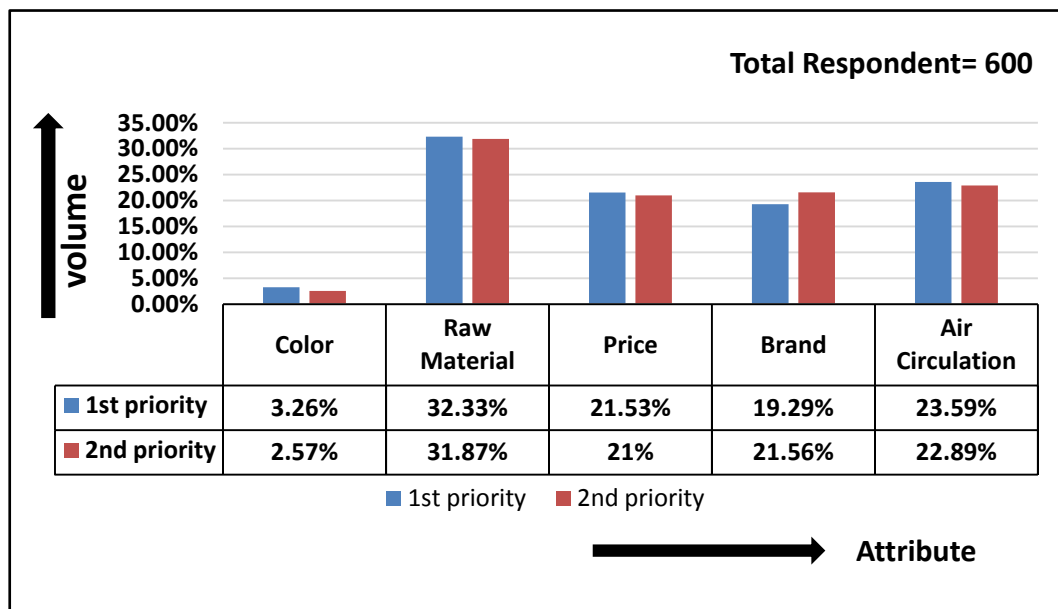

Figure 2.   Preferable Attribute for quality selection of face masks cloth

3.3. Fabric/Raw Material Selection for Face Masks Cloth

Most of the customer intended to buy thin fabric for face masks rather than heavy weight fabric where the highest proportion people choose to buy meltblown non-woven fabric and tissue fabric which both accounted for 57.38% and 23.59% for 1st priority. This was followed by just 56.48% and 24.32% respectively for 2nd priority. Among them customers choose to buy knitted and woven small portion where garments worker prefers to buy knitted fabric. The minimum amount of people intended to buy woven fabric due to low price. However, it is clear that face masks producer also focusses on meltblown and tissue fabric for higher demand in market place. Fabric selection percentage has been shown in the following figure.
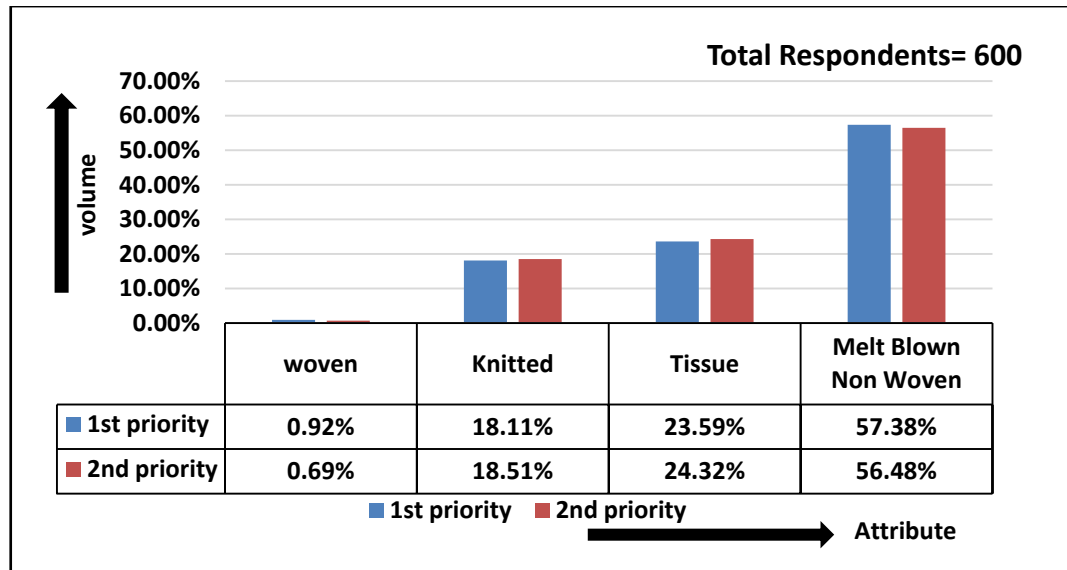
Figure 3. Preferable Attribute for Fabric selection of face masks cloth

3.4. Color Selection of Face Masks Cloth

Customers have no attention about color of the face masks. However, majority of the face masks manufacturing company producing three major colors respectively blue, white and red. So, lot of customer intended to buy blue color face mask which is made by meltblown fabric. 83.21% customer interested to buy light blue face masks which is the highest. Some people prefer white color face mask which normally made by tissue fabric. The following bar sketch shows the best color which was chosen by customers.
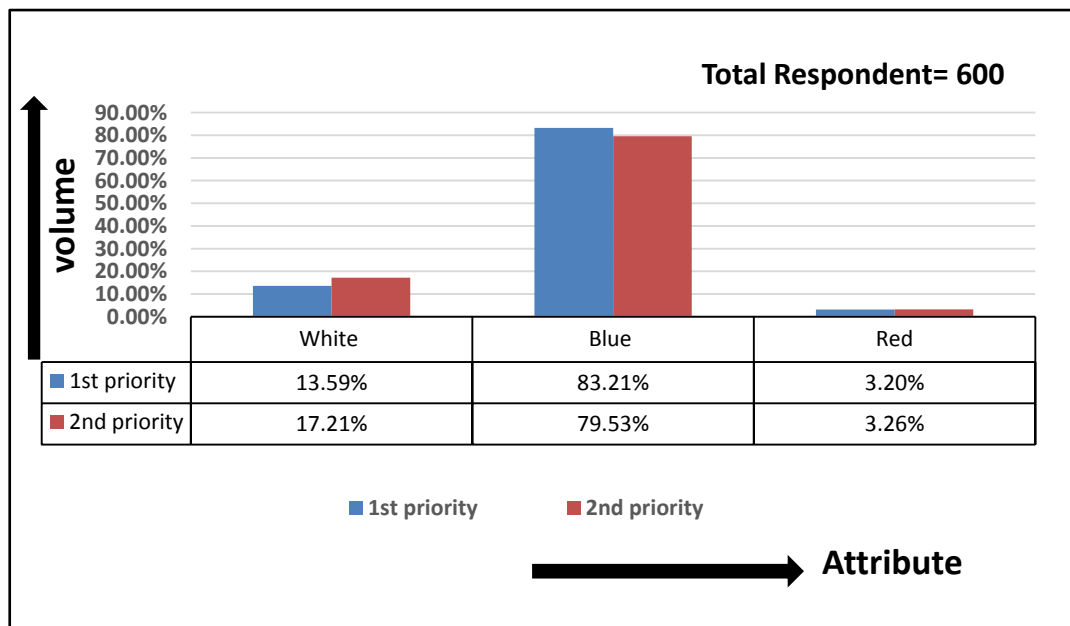

Figure 4. Color selection of face masks cloth

3.5. Air Circulation Ability Selection of Face Masks Cloth

Air circulation ability play an important role for people breathes. Any face masks if involves with less air pass ability then it may be detrimental for human. So, every Consumer is serious about this issue. In spite of least amount safety people are intended to buy light weight fabric which is accounted for 69.38% for 1st priority and 62.59% for 2nd priority. Customer also prefers to buy medium weight fabric such as knitted fabric. The minimum amount of people intended to buy heavy weight fabric for low air passing ability. The result of consumer priority is shown in the following figure.
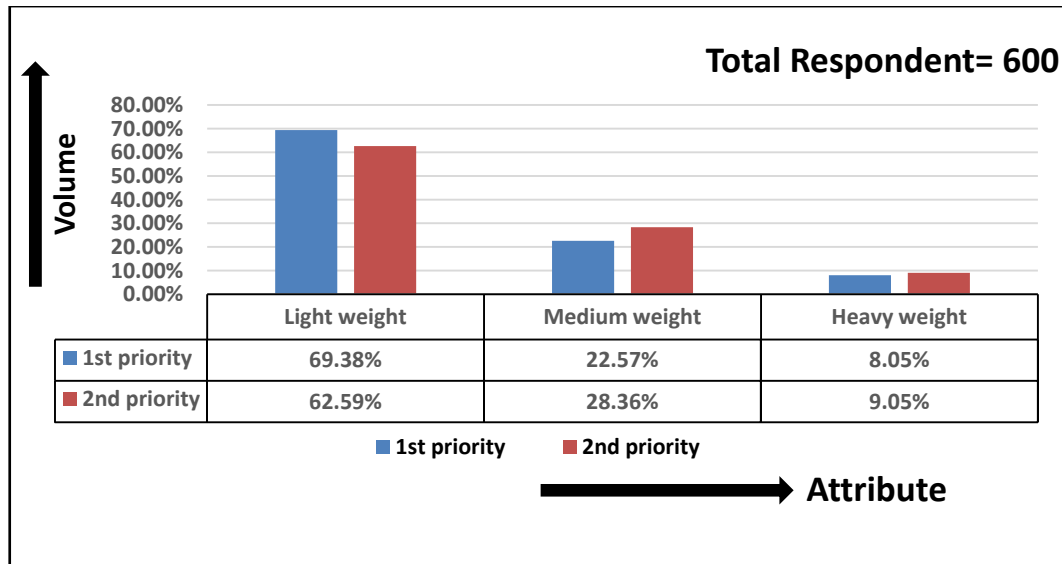
Total Respondent= 600

	Light weight	Medium weight	Heavy weight
■ 1st priority	69.38%	22.57%	8.05%
■ 2nd priority	62.59%	28.36%	9.05%

■ 1st priority   ■ 2nd priority

Figure 5.   Air circulation ability selection of face masks

3.6. Special Parts Selection of Face Masks

when people consider on usabilty then they focus on some major parts of face masks cloth. For instance nose bridge and ear hang. A numerous people prefers to buy face mask with elastic ear hang because of flexibility. The highest proportion customers choose to buy face masks with elastic ear hang which all recorded for 78.21% and 58.20% for first and second priority respectively.. Then they focus on nose bridge which is 2nd prority of majority customers. Some consumers also intended to buy non elastic ear hang which is least. The following figure shows the 1st and 2nd priority of customer to select different parts of face masks.
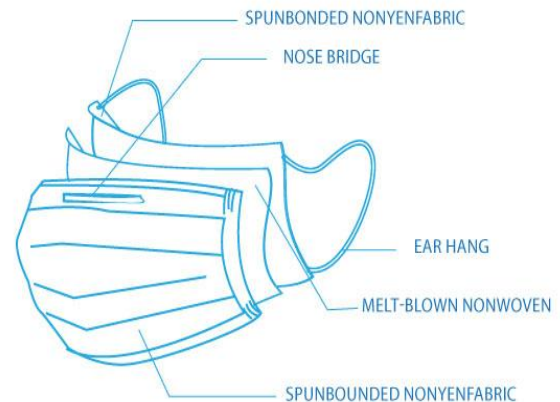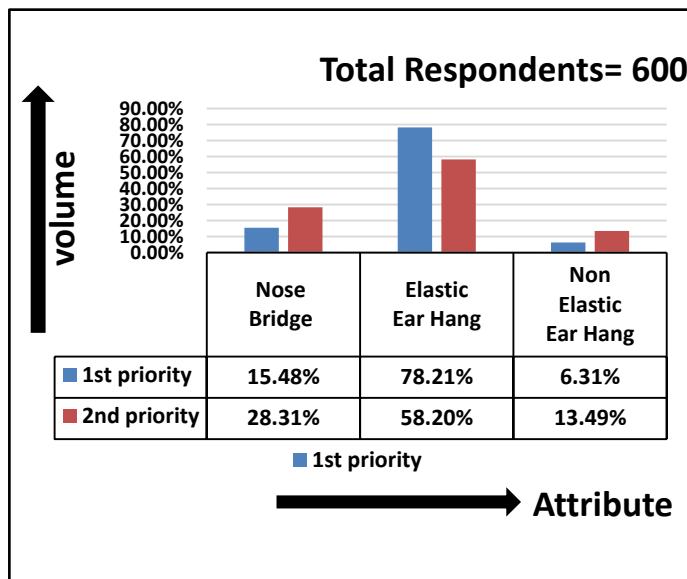
Total Respondents= 600

	Nose Bridge	Elastic Ear Hang	Non Elastic Ear Hang
■ 1st priority	15.48%	78.21%	6.31%
■ 2nd priority	28.31%	58.20%	13.49%

■ 1st priority

SPUNBONDED NONYENFABRIC
NOSE BRIDGE
EAR HANG
MELT-BLOWN NONWOVEN
SPUNBOUNDED NONYENFABRIC

Figure 6.   Special parts selection of face mask

3.7. How People Awareness and Face Masks Price Changes Over Time

This is a unique analysis for identify how the trends and choice of customers changed dramatically over time. Covid-19 pandemic started in Bangladesh in February which gradually increased over time. Hence it influences people awareness about importance of using face masks. In the beginning 10% people were concern about using face masks which gradually increased and touched 80% in June. In spite of risk Customer are obliged to go work and awareness of people were diminished in September. Then people awareness unchanged in next 3 month. On the other hand, price of the face masks fluctuated over time where the highest price accounted for 70 taka, although it started with 50 taka per mask. On the next 5-month period the price reduced and reached 10 taka per masks. The following figure shows how the customer's awareness and face masks price changed over period.
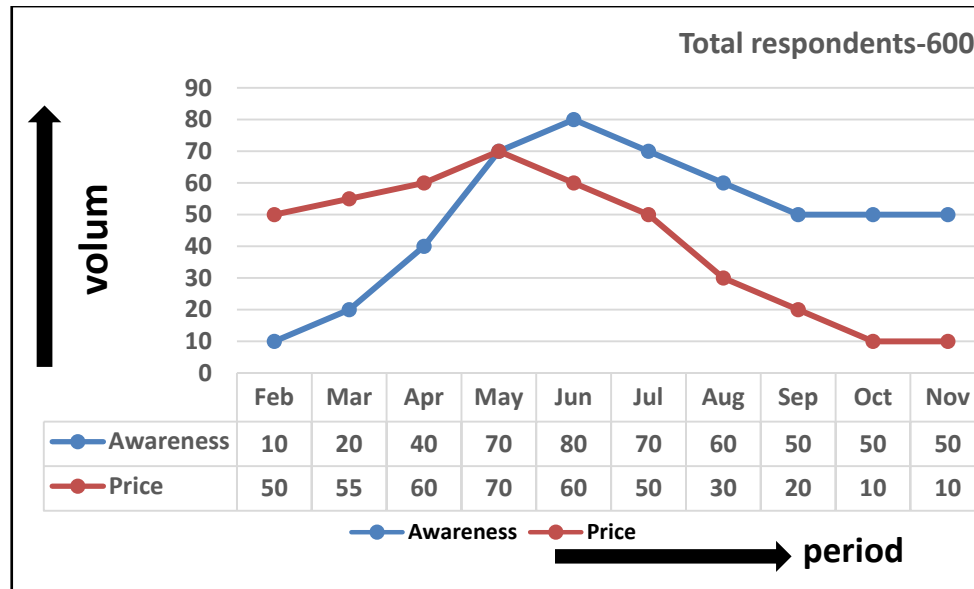
Figure 7.   Relationship of people awareness and face masks price over time

4. Conclusions

From the Research that performed successfully it can draw the conclusion for Bangladeshi customer and Identify attribute which affects to customer behavior for the particular Garments product [12]. Overall, the highest priority of customer's was price, air circulation ability and raw materials. Owing to poverty, price of the face mask plays an important role that influence people tendency to buying not only face masks but also any other textile product. Customers purchasing where 71.53% consumer prefer to buy cheap face masks and 11.96% Customers preferred quality rather than price. Customers want comfortable face masks which involves highly air passing ability where 32.33% customers want light weight (50-80 GSM) fabric for body fabric of face mask which is considered as high quality. Customers also focus on some attribute such as air circulation (23.59% 1st priority and 22.89% 2nd priority), brand (1st and 2nd priority respectively 19.29% and 21.56%) and price (1st and 2nd priority respectively 21.53% and 21.11%). The highest proportion Customers intended to select fabric named meltblown which is really affordable and light weight. Meltblown fabric customers recorded for two priorities respectively 57.38% and 56.48%. However, people have no choice about color of face mask although most of the customers bought light blue fabric because of that majority company producing blue color face masks which all accounted for 83.21% and 79.53% for both 2 priority.

Because of that highly flexibility customers Choose to buy face masks with elastic ear hang which all accounted for 78.21% for 1st priority and 58.2% for 2nd priority. A large number of customers also focus on Nose Bridge of face masks. The final Diagram clarifies how customer's attitude fluctuated over time where people awareness changed dramatically with time. It also draws a clear view about price of face masks whereas it diminished over time. This research shows valuable data about the customer's psychology in purchasing about different attributes for face masks. Bangladeshi customer's criteria are predicted by this thesis which is valuable for future textile industry expectations. After analyzing all valuable information an effective solution suggested to the problems that the textile industry faces were disclose and this research suggesting valuable approach to the textile industry, where meltblown fabric is best choice of customers for low price, highly air passing ability, easy to use, and for light weight. But meltblown fabric is less protective rather than other highly prices product where consumer also provided their opinion to develop this attribute [8].

REFERENCES

[1]   Afzal, Sadia Khan, Javed Rabbani (JANUARY 2015), *Consumer Buying Behavior of Branded Garments, Asian Journal of Management Sciences & Education*, Vol. 4, pp. 125-135.

[2]   Peter, J.P., J.C., Olsan (2005), *Essential Insights into the Mind of the Market, the McGraw-Hill Companies, Inc., New York*.

[3]   Kind, J.M., Hathcote (2000), *"satisfaction with retail outlets and apparel/GARMENTS fit", Journal of Fashion Marketing & Management, pp. 315-24, Vol. 4*.

[4]   Ali, Janakiraman, Sanjeev Moorthy, Jabir Kapoor, (2010),

"Buying behavior of consumers for food products in an emerging economy", British Food Journal, vol. 112, pp. 109-124, ISSUE 2, ISBN: 0007070101101, DOI:10.1108/000 70701011018806, ISSN: 0007070X.

[5]   Sally, McKechnie, (1992), *"Consumer buying behavior in financial services", International Journal of Bank Marketing, vol. 10, pp. 5-39, ISSUE-5, ISBN: 02652323, DOI:10.1108/02652329210016803.*

[6]   Gulati, Shruti (2017), *Impact of Peer Pressure on Buying Behaviour, International Journal of Research –GRANTHAALAYAH, vol. 5, pp. 280-291, ISSUE-6, ISBN: 2394-3629.*

[7]   Ahmed, Rizwan, Seedani, *Sumeet Kumar (2015), Impact of Celebrity Endorsement on Consumer Buying Behavior, SSRN Electronic Journal, pp. 1-11.*

[8]   Desai, Ashish, Ganatra, Amit (2015), *Algorithm to understand customers' buying behaviour from time stamp-based, Cogent Engineering, vol. 2, ISSUE-1, ISBN; 23311916.*

[9]   Mittal, Sandeep, Parul, Aggarwal (2012), *"CUSTOMER PERCEPTION AND BEHAVIOR TOWARD BRANDED GARMENTS", International Journal of Research in Finance & Marketing,* Volume 2.

[10]   J. Keane, D. te Velde (2008, may), *"The role of textile and clothing industries in growth and development strategies",* ODI Working Paper, http://www.odi.org/sites/odi.org.uk/files /odi-assets/publications-opinion-files/3361.pdf, pp.1-71.

[11]   Hosseini, R. & Valizadeh, M. (2011), *"Impact of Peer Pressure on Buying Behaviour, International Journal of Research",* pp. 63-65, ISBN: 9781845695392.

[12]   Madsen, Bo (2004), *"Properties of Plant Fabre Yarn Polymer Composites",* pp. 218, ISBN: 87-7877-145-5.

[13]   Tao, Xiaoming (2001), *"Smart fibres, fabrics and clothing",* ISBN: 0849311721, Doi: 10.1533/9781855737600.