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PRICE AND QUALITY ON CONSUMER BRAND PERFORMANCE: CASE OF THE APPAREL INDUSTRY

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Abstract

Ever since the modern era began, evolving technological progressions have amplified the marketing process of conveying products and services to customers, where the foremost priority would be based on their preference and intention to purchase. The key drive of executing this study is to seek the effect of apparel quality, price, and digital advertising on customers' preferences. Moreover, this study involves four basic dimensions, which were used in order to find the influence of independent variables, including price, quality, and digital advertisement of apparel brands. In contrast, customer brand preference is taken as a dependent variable. The following research is quantitative in manner and casts a deductive approach. Further, this study has few questions related to our objective; however, the solution to those questions is being analyzed through correlation analysis, which also expresses the relationship among the designated variables/dimensions. For the purpose of finding the effect of independent variables on the dependent variable, a Regression test was carried out for the prior understanding. With the help of data analysis, it can be concluded that all the dimensions have a significant relationship among them; however, a significant impact of independent variables on the dependent variable has been found. Eventually, there were 239 respondents taken as the sample size of the population. However, the respondents are primarily categorized as those who use the mentioned apparel brands and are residents of metropolitan cities in Pakistan.

Keywords: Product Quality, Price, Digital Marketing, Consumer Brand Preference.

Introduction

The success of advertisers depends on the satisfaction of the customers. This satisfaction relies upon the particular brand preference perception (Hayes et al., 2021). The preceding research aims to identify digital advertising, price, and quality influence on consumer brand preference and develop a deep understanding of how the apparel brand quality price and advertising triggered consumer brand preference. The growing utilization of modern apparel and the evolving market has restored international along with local brands to facilitate their customers (Swaminathan et al., 2020). The foremost objective of the research is to enlighten the significant components of the adoption of branded clothes in Pakistan and to figure out the impact of these factors on consumers' buying decisions with the emergence of digital marketing.

The current study gives us a vast knowledge of the topic of customer preference, but there are a few missing areas, and some inadequate information is described as the research gap. A few studies discuss how consumer loyalty is influenced by price and advertisement. Secondly, the position of digital advertising in

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affecting consumer choice is also emphasized as an untouched region in the context of the literature review (Sharma & Kaur, 2020). Further research discusses the need to study product quality, digital advertisement, and price in the apparel industry to lose their customers. The research has also been to show the value of advertisement, product quality, and cost as a potential mediator between customer preference and retaining customers for a longer period. In contrast, the importance of studying the factor of consumer preference is being underscored respectively (Yip et al., 2020). In Pakistan, branded and fashion clothing has been the primary objective for the last couple of years among the concerned population. Much work has been done in developed nations in this regard, but the domain is still to be researched in developing world countries such as Pakistan, and the results are yet to be formulated (Reham, 2016). In Pakistan, the major concern among the people from previous years was clothing and fashion, which are labeled as branded (Dabbous & Barakat, 2020). Prominent research has been done on this matter in developed countries like Pakistan. However, there is a huge void left to carry out more studies and formulate the outcomes (Kalantari, 2017) through previous articles and research conducted in developed countries. In today's world, many marketers are facing the problem of brand switching due to price, quality, and Digital marketing. These factors are interlinked with preference, and there is a need to identify the influence these factors have on customers' brand preferences.

The study stressed consumer brand preference, so it might be evident that the theory that underpinned our analysis must be correlated with our dependent and independent variables (Reham Ebrahim, 2016). Therefore, the theory found to be relevant in analyzing the impact of digital advertising, price, and quality on consumer preference is regarded to be an Expectancy Value Theory that emphasizes the preferences and values of a consumer, which ultimately is a key to our research objective. Moreover, this theory also determines that consumers' perception of a brand's attributes, including the advertisement, quality, and price, leads to preference, which automatically reflects their intentions for purchase.

The data of the following research examine 384 respondents whose age is 18-above and the demographics of the citizens of metropolitan cities including Karachi, Lahore, Islamabad, Sialkot, Peshawar, Rawalpindi, Hyderabad, and Bahawalpur; these citizens have participated in which only male and female respondents participated who has been indulged in the following brands purchasing i.e. Khaadi, J. Alkaram, and Gul Ahmed.

Background

Pakistan has had a successful emerging economy in recent years, and the country's apparel industry has made tremendous strides forward. To demonstrate one's personality and identity through the perspective of color, design, and style of clothing, Fashion and clothing do an essential task. A Customer can only establish a wide selection of clothing brands through a significant perception of a particular brand. For a long period, it has been observed that consumers have used brands to portray themselves, which is commonly evident in fashion (Kalantari, 2017). In order to have a wider preference for the brand, one must have a powerful personality.

In the Pakistan apparel industry, companies are accelerating the market with their share of profit, and people's interest in clothing has shifted conventionally towards

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branded clothing (Daniel, 2019). While the price of selling a brand remains higher and similar to another brand selling at a lower price, both scenarios have exact qualities and characteristics. Due to the direct relationship with customers and its importance, the study of brands has been the priority of any marketer (Dam, 2020). To avoid any uncertainty and quality issues, customers took branded apparel and showered them with their trust, just like their own family members. It came out that the strong involvement in clothing was the result of their characteristics involving fashion knowledge of females and younger ones, which further persuaded them to make their decision to purchase.

The study analyzed variables, i.e., Digital Advertising, Quality, and Price, as our independent ones to see the effect they have on the dependent variable, i.e., Consumer Brand preference.

The primary aim of the study is to examine the effect of digital advertising on products accompanied by price and quality, which have been taken as independent variables, and their influence on consumers' brand preferences. Also, the analysis of descriptive and reliability is carried out, followed by the regression test to observe the impact. SPSS software is being used for all the analyses. These analyses aid us in stipulating any relationship that may exist among these variables, whereas the reliability check and level of positivity in the preferred model being used.

These variables are the major aspects that impact consumer preference for brands, as shown through previous articles and research. Many marketers are facing the problem of brand switching due to price, quality, and Digital marketing. These factors are interlinked with the consumer's preference.

Theoretical Framework

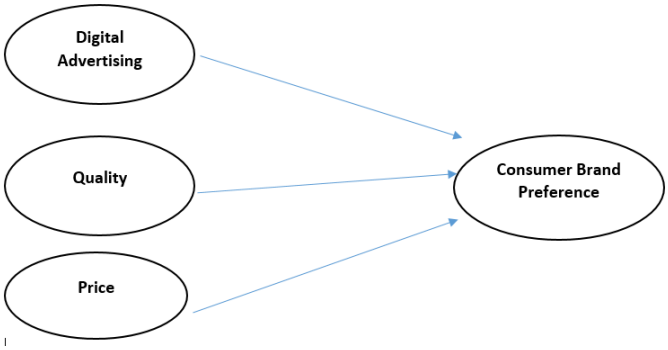


Figure 1: Conceptual Framework of the research

Hypotheses

$H_{o1:}$ There is an insignificant relationship between Digital advertising and product quality.

$H_{1:}$ There is a significant relationship between Digital advertising and product quality.

$H_{o2:}$ There is an insignificant relationship between digital advertising and product price.

$H_{2:}$ There is a significant relationship between Digital advertising and product price.

$H_{o3:}$ There is an insignificant relationship between digital advertising and customer preference.

$H_{3:}$ There is a significant relationship between Digital advertising and customer preference.

$H_{o4:}$ There is an insignificant relation between Product Quality and Product price.

$H_{4:}$ There is a significant relationship between Product Quality and Product price.

$H_{o5:}$ There is an insignificant relation between Product Quality and Customer Preference.

$H_{5:}$ There is a significant relationship between Product Quality and Customer Preference.

H_{o6}: There is an insignificant relation between Product price and Customer preference.

H_6: There is a significant relationship between Product price and Customer preference.

H_{o7}: There is an insignificant effect of the product price, digital advertising, and quality of the product on consumer brand preference.

H_7: There is a significant effect of product price, digital advertising, and product quality on consumer brand preference.

Research Questions

1. Does Digital marketing have a significant impact on Consumer brand preference?
2. To what extent does the price factor affect the consumer brand preference?
3. Does product quality influence consumer brand preference?
4. Is there any substantial relation between product price, quality, digital marketing, and consumer brand preference?

Digital Advertisement

The foremost objective of this research was to reflect on the advertisement's impact on consumer brand selection. This includes three independent variables: celebrity endorsement, advertisement content, and product perceived value and one dependent variable, which is Consumer brand preference. Data was collected from 200 people from Nigeria's population. A simple random sampling method was used in order to collect data. As it was interpretive philosophical research, the data they collected through questionnaires and interviews explicitly gave the answers. After analysis results shows that advertising is the most common factor in the telecom industry which effects the consumer brand preference (Daniel, 2019).

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The authors have demonstrated that fundamental brand attitude and brand image have a massive influence, while advertising has an adverse impact on the customer's intention to purchase. Future studies have been recommended to use advertising as a criterion variable. Also, the following research can be carried out on the basis of differences in demographics (Siddiqui et al., 2021).

This study was conducted to deduce the factors that identify consumer preferences for internationally renowned clothing brands in Delhi. The purpose is also to identify the factors for internal brand clothes among Delhi's young customers. The independent variables are Land of Origin, Style, Advertisement, Quality and Popularity. The dependent variable is consumers' preference towards International Brand Apparel. The collection of primary data was done through questionnaires. The Principal Component Approach, Barlett's test, and Kaiser-Kolkin (KMO) measure are run to determine the appropriateness of data. The results determine that among the variables, there is a significant positive impact (Likith et al., 2020).

Progress has been made to carry out the influence that advertisements have on brand preference consumers. The advertisement was considered as the independent variable, and the dependent variable was brand preference.

Quality

The study was carried out in Taiwan for the purpose of acknowledging the impact of the quality of food products, packaging, and design on consumers' brand preferences. Data was collected from 315 undergraduates at Taiwan University. They were asked to test the snacks and give their opinions. It was descriptive research, and they used different analysis tools in order to find the impact of independent variables, which are packaging, food quality, and design of the food product, on the dependent variable, which is Consumer brand preference. Analysis was done through LISREL, CFA, AVE, CR and SEM. Results show that attitude towards visual packaging has the highest impact on Consumer brand preference, whereas indirectly, quality is also affecting consumer brand preference (Wang, 2013).

This work was carried out to figure out what factors influence the mark loyalty of a brand. To carry out this research, product quality, involvement and durability were taken as independent variables, and the variable was dependent on brand loyalty. A primary research where the survey data was collected through questionnaires and survey forms. The data was emerging from the manufacturing companies. The correlation of Pearson product-moment was used. The results showed that the variables do have an impact on brand loyalty (Michael & David, 2019).

This research was done to examine whether brand origin influences the quality of the product, which yields customer brand preference. Product quality and brand preference were taken as the variables. The data was primarily collected through survey forms and questionnaires. MANOVA TEST was run on the data to conclude the relevant results. The results further emphasize that brand origin does have an impact on product quality, which further triggers brand preference (Peterson, 2009).

Price

The valuations of foreign customers on the basis of attitudes, attributions and emotions for a US-based apparel brand. The variables used are customer attitude, brand awareness and price sensitivity. The research objective is to determine the perception of consumers and their intention toward a luxury brand of apparel. Moreover, the authors have found that customer responsiveness to perceived quality has a preferable impact on intentions of purchase for the luxury brand of apparel through emotional value. The areas not touched on in this research are the measure of consumer desire for uniqueness in an apparel brand and further suggested to include teens in the target consumer population (Wang & Peltron, 2018).

The authors have worked on the significance of price information, which is considered a feasibility indicator that can enhance consumers' future preferences toward products that remain consistent over time. The variables used in this study are price information, preference consistency, product functionality and product convenience. The major objective is to stipulate the impact of price information on product preference consistency over time. The authors have found that price information enhances preferences for the product's improved functionality and tends to drive the consistency of preference over time. Future research has been recommended to determine the consequences of different decision scenarios and the different kinds of consistency for preferences (Lee, 2014).

Consumer Brand Preference

The research objective is to determine the buying behaviors of young consumers for luxury apparel brands. The peer pressure on purchase intention has a positive impact, signified by the author. A future study has been recommended to conduct research more based on personality factors and consider the brand image and style of the brand they create. (Unal, 2019)

Literature Review

Daniel and Ogohi (2019) said that advertising is the most common factor in the telecom industry, which affects consumer brand preference. Wang, Edward S.T 2013 revealed that Attitude towards visual packaging has the highest impact on Consumer brand preference, whereas indirect quality is also affecting consumer brand preference.

Dam (2020) interpreted factors as having a positive and significant effect on the dependent variable, which was consumer brand preference.

Park & Sullivan (2014), visual merchandising cognition affects brand salience, which in turn influences brand attitude and purchase intention of the customer.

Stephen (2018) discussed how customer responsiveness to perceived quality on purchase intentions has a positive influence on luxury apparel brands through emotional value.

Lee and Leonas (2020) discussed that the use of pricing tiers can be applicable to brands and retailers. The price tier strategy can be useful for the success of brands and retailers.

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Sevtap (2019) found a positive influence of Status consumption on purchase intention.

Likith, Lavanya, Mahendran, and Krishnakumare (2020) study results and analysis show that advertisements are the major factor that affects the cognitive thinking of customers. Advertisements and promotions are the major factors that influence customers' brand preferences. If this is not at all effective, they can lose their customers, and they can easily switch from one brand to another brand. Quality is another factor that influences customers' selection of apparel brands.

Reham (2016) studied that brand preference does not really matter in the food or drink industries. However, advertising plays a major role in the formation of brand image and helps the consumer in their brand preference.

In this industry, consumers prefer those brands that provide value for money, and advertisements help to show the value of the brand that they are offering. Among all the advertising mediums, television contributed the most, so marketers should consider this medium in order to increase market share.

Hein et al. (2020) concluded that brand origin impacts product quality, which influences brand preference.

Dam (2020) revealed the significant impact of advertisements on brand preference.

Khan (2019) found a significant positive impact of social media marketing activities on brand equity (brand awareness and image). Brand awareness and image on social media are the significant factors through which the brand could be retained in the minds of customers for a longer period.

Park, Im, and Kim (2020) emphasized building positive associations for increased brand awareness in the minds of consumers and the market.

Methodology

This research is conducted in order to find the impact of product quality, price and digital marketing on consumer brand preference. A deductive approach is being used in this research, and the data is in a quantitative form. Information is being gathered via a literature review of previous research and existing theories (Hayes et al., 2021). Data for this research is being collected through online questionnaires, which include structured questions with a specific measurement of scale (Five Points Likert scale) from 239 respondents. Our targeted customers are those men and women who purchase apparel brands from J., Khaadi, Gul Ahmed, Alkaram and others, living in metropolitan cities of Pakistan like Karachi, Islamabad, Lahore, Sialkot, Peshawar, Rawalpindi, Hyderabad Bahawalpur. Due to the short time frame, all the data was only once and within two weeks, which is the reason the time horizon of this research article is cross-sectional. Primary data is being used in this research. The convenience sampling technique is being used to gather the data from 239 random respondents (Ardiansyah & Sarwoko, 2020). Data for this research has been gathered through online questionnaires, which include. The dependent variable of the research is

Consumer brand preference, whereas the independent variables are price, product quality and digital marketing (Rahman et al., 2020). Correlation analysis, regression test and descriptive analysis were used to test the hypothesis. The study conducted all the tests on the most reliable software, which is SPSS.

Reliability and Validity Analysis

Reliability analysis was done in order to check the value of Cronbach's alpha and to check the reliability of data and consistency among the items of variables. Our main purpose was to find the effect of those independent variables that the study has taken on the dependent variable. Cronbach Alpha's value for product quality is 0.602, which is considered moderate consistency and reliability among variables; in contrast, digital advertising and consumer preference have the highest values of about 0.767 and 0.744, respectively, and product price has the lowest, 0.311.

Data Analysis

In order to research to test the research objectives and check the answers to research questions, our questionnaire includes five demographic elements. The first question includes the users' preferred brand and then age, income level, education level, and gender. The analysis of demographic elements is done through Spss software, which is given below. Moreover, our research questionnaire includes four dimensions (product quality, digital advertising, price, and brand preference). Five items were used to test these dimensions. Then, reliability and correlation analysis were done through SPSS to check the consistency between the different items under each dimension and the relationship among the variables or dimensions. In the end, a regression analysis was conducted in order to check the effect of independent variables (product quality, digital advertising, price) on the dependent variable (Brand preference). Lastly, the results of every test and analysis were interpreted.

Descriptive Statistics

In descriptive analysis, the study showed the Data in a tabular form, which contains Frequencies along with the pie charts.

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Frequencies for Digital Advertising

Table 1: Frequencies for Digital Advertising	
Valid N	239
Missing	0
Mean	1.299
Median	1.200
Std. Deviation	0.395
Range	1.60
Minimum	0.40
Maximum	2.00

Descriptive Statistics for Demographics of Respondents

Table 2: Descriptive Statistics for Demographics of Respondents

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Age group	239	1	3	1.06	0.275	0.076
Gender	239	1	2	1.41	0.493	0.243
Education	239	1	5	2.93	0.709	0.503
Monthly income	239	1	4	1.69	0.978	0.956
Valid N (listwise)	239					

Table 2 includes the maximum, minimum, mean, standard deviation and variance in the data of demographic elements.

Statistics for Frequencies

Table 3: Statistics for Frequencies

	Age group	Gender	Education	Monthly income
Valid N	239	239	239	239
Missing	0	0	0	0
Mean	1.06	1.41	2.93	1.69
Median	1.00	1.00	3.00	1.00
Std. Deviation	0.275	0.493	0.709	0.978
Range	2	1	4	3

Table 3 includes the mean, Median, Standard deviation and range of the data of Demographic elements.

Frequency for Age group

Table 4: Frequency for Age group

	Frequency	Percent	Valid Percent	Cumulative Percent
18-30	226	94.6	94.6	94.6
31-45	11	4.6	4.6	99.2
46-60	2	0.8	0.8	100.0
Total	239	100.0	100.0	

Table 4 indicates that out of 239 respondents, the majority of the people belong to the age bracket of 18-30, about 94.6%, and have a Frequency of 226, whereas only 0.8% of people belong to the age bracket of 46-60, which is the least count.

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Frequency for Gender of Respondent

Table 5: Frequency for Gender of Respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	141	59.0	59.0	59.0
Female	98	41.0	41.0	100.0
Total	239	100.0	100.0	

Table 5 indicates that out of 239 respondents, the majority of the people who took part in our questionnaire were males, about 59%, with a maximum frequency of 141. In contrast, only 41% of people were female, with the lowest frequency of about 98.

Different frequencies of people of gender group. Among total responses, which were 239, the majority were males, about 141, and in percentage, about 59%, and the remaining 98 were females, and in percentage, it was about 41%.

Frequency for Level of Education

Table 6: Frequency for Level of Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Matric/O-levels	5	2.1	2.1	2.1
Intermediate/A-levels	50	20.9	20.9	23.0
Bachelor's degree	145	60.7	60.7	83.7
Masters/PhD	35	14.6	14.6	98.3
other	4	1.7	1.7	100.0
Total	239	100.0	100.0	

Table 6 indicates the different frequencies of people's education levels. According to the frequency table, 2.1% of people were those who had done matric/O level, 20.9% of people were those who had done intermediate/Q levels, whereas 60.7% of people graduated and had bachelor's degrees. 14.6% of people were those who have done Masters/PhD, and the remaining 4% lied to others.

Frequency for Monthly income

Table 7: Frequency for Monthly income

	Frequency	Percent	Valid Percent	Cumulative Percent
Under 150,000	140	58.6	58.6	58.6
150,000-250,000	57	23.8	23.8	82.4
250,000-350,000	19	7.9	7.9	90.4
Rs 350,000 and above	23	9.6	9.6	100.0
Total	239	100.0	100.0	

Table 7 indicates the frequencies of monthly income levels of those people who took part in this questionnaire. According to this table, out of the total respondents, which were 239, only 140 people earned under 150,000, 57 people had an income between 150,000 and 250000, and 19 people had an income between 250,000 and 350,000. Twenty-three people had an income level greater than 350,000.

Correlation Analysis for Variables

Correlation analysis shows the relationship among the variables and the degree to what extent they are related to each other. The value of correlation ranges from –1 to +1. If the value is nearer to 1, it means there is a strong association,0.5 means moderate, whereas near 0 or less indicates a weak association among them.

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Table 8: Correlation Analysis for Variables

		Digital Advertising	Product Quality	Product Price	Customer Preference
Digital Advertising	Pearson Correlation	1	0.197	0.276	0.298
	Sig. (2-tailed)		0.002	0.000	0.000
	N	239	239	239	239
Product Quality	Pearson Correlation	0.197	1	0.328	0.239
	Sig. (2-tailed)	0.002		0.000	0.000
	N	239	239	239	239
Product Price	Pearson Correlation	0.276	0.328**	1	0.311
	Sig. (2-tailed)	0.000	0.000		0.000
	N	239	239	239	239
Customer Preference	Pearson Correlation	0.298	0.239**	0.311	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	239	239	239	239

**. Correlation is significant at the 0.01 level (2-tailed).

Digital Advertising and Product Quality

$H_{o1:}$ There is an insignificant relationship between Digital advertising and product quality.

Correlation analysis shows that the Pearson value is about 0.197, which means it is a positive but weak relation between two variables. The coefficient of Correlation can only be significant at 0.01. It is an Alpha value, and its significance is 0.00. This value is smaller than the Alpha's value so that the study will reject our formulated null hypothesis. Hence, a significant relationship exists, and Digital advertising and product quality are interdependent.

Digital Advertising and Product Price

$H_{o2:}$ There is an insignificant relationship between digital advertising and product price.

Correlation analysis shows that the Pearson value is about 0.276, which means it is a positive but weak relation between two variables. The coefficient of Correlation can only be significant at 0.01; it is an Alpha's value, but the significance value is 0.00. This value is smaller than the Alpha's value so that the study will reject our formulated

null hypothesis. Hence, a significant relationship exists, and digital advertising and product prices are interdependent.

Digital Advertising and Customer Preference

$H_{o3:}$ There is an insignificant relationship between digital advertising and customer preference.

Correlation analysis shows that the Pearson value is about 0.298, which means it is a positive but weak relation between two variables. The coefficient of Correlation can only be significant at 0.01. It is an Alpha value, but the significance value is 0.00. This value is smaller than the Alpha's value so that the study will reject our formulated null hypothesis. Hence, a significant relationship exists, and Digital advertising and Customer preference are interdependent.

Product Quality and Product Price

$H_{o4:}$ There is an insignificant relation between Product Quality and Product price.

Correlation analysis shows that the Pearson value is about 0.328, which means it is a positive but weak relation between two variables. The coefficient of Correlation can only be significant at 0.01. It is an Alpha value, but the significance value is 0.00. This value is smaller than the Alpha's value so that the study will reject our formulated null hypothesis. Hence, a significant relationship exists, and Product Quality and Product Price are interdependent.

Product Quality and Customer Preference

$H_{o5:}$ There is an insignificant relation between Product Quality and Customer Preference.

Correlation analysis shows that the Pearson value is about 0.239, which means it is a positive but weak relation between two variables. The coefficient of Correlation can only be significant at 0.01. It is an Alpha value, but the significance value is 0.00. This value is smaller than the Alpha's value so that the study will reject our formulated null hypothesis. Hence, a significant relationship exists, and Product Quality and Product Customer preference are interdependent.

Product Price and Customer Preference

$H_{o6:}$ There is an insignificant relation between Product price and Customer preference.

Correlation analysis shows that the Pearson value is about 0.311, which means it is a positive but weak relation between two variables. The coefficient of Correlation can only be significant at 0.01. It is an Alpha value, but the significance value is 0.00. This value is smaller than the Alpha's value so that the study will reject our formulated null hypothesis. Hence, a significant relationship exists, and Product price and customer preference are interdependent.

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Analysis of Variance Analysis

Table 10: Analysis of Variance Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.177	3	6.726	14.926	0.000b
	Residual	105.896	235	0.451		
	Total	126.073	238			

a. Dependent Variable: Customer preference

b. Predictors: (Constant), Digital advertising, Product quality, Product price

The ANOVA table represents the significance value of 0.000, which depicts significant variation in customer preference due to Digital advertising, Product quality and Product price.

Regression Analysis

Model Summary

Table 9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.400a	0.160	0.149	0.671

a. Predictors: (Constant), digital advertising, product quality, product price

Results indicate that the value of R2 is about 0.160, which means 16%.

Independent variables have only a 16% impact on selected dependent variables. The remaining emptiness could be filled by those items that the study has not taken in this research. This percentage shows that it is a weak model.

Coefficient of Regression Analysis

Table 11: Coefficient of Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.421	0.329		4.314	0.000
	Product Price	0.291	0.090	0.210	3.234	0.001
	Product Quality	0.120	0.060	0.127	1.995	0.047
	Digital Advertising	0.184	0.054	0.215	3.437	0.001

Dependent Variable: Customer preference

H_{o7}: There is an insignificant effect of the product price, digital advertising, and quality of the product on consumer brand preference.

Alpha Value

Regression analysis shows that the significance value of Alpha is 0.05.

The results indicate that the P-value is less than 0.005. So, the study will reject our formulated null hypothesis. Hence, Product Price, digital advertising and product quality have significant effects on Customer brand preference.

Product Quality

Regression analysis shows that the significance value of product quality is 0.047, and the value of Alpha is 0.05.

The results indicate that the P-value is less than 0.005. So, the study will reject our formulated null hypothesis. Hence, Product Quality has a significant effect on Customer brand preference.

Product price

Regression analysis shows that the significant value of the product price is 0.001, and the value of the Alpha is 0.05.

The results indicate that the P-value is less than 0.005. So, the study will reject our formulated null hypothesis. Hence, Product Price has a significant effect on Customer brand preference.

Digital Advertising

Regression analysis shows that the significant value of the product price is 0.001, and the value of the Alpha is 0.05.

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The results indicate that the P-value is less than 0.005. So, the study will reject our formulated null hypothesis. Hence, Product Price has a significant effect on Customer brand preference.

Customer brand preference=0.291(product price) 0.120(product quality) 0.184(Digital advertising) + 1.421

Discussion

The literature reviews of existing articles depict factors that affect the customer's perception. Psychological factors, behavior, demographics (age, income level/spending), the popularity of the brand, quality, style, advertising, and other factors affect the cognitive thinking of the customer. The previous works of literature also tell us that customer preference is derived from the quality and price of the product with respect to competitors and advertising. It discusses how marketers can attain their customers for a longer period and stop them from switching. Customers would be loyal if the actual value that is given to them is greater than the perceived value; secondly, whatever they are offering with respect to competitors should be more valuable. The value of any product is formed through different factors like product price, product quality and advertising.

Previous research articles have not provided us with enough information on how digital advertising in the Pakistani apparel industry influences customers' perceptions.

This research was done in order to work on the future directions that were mentioned in the previous literature. The first direction was to find out the effect of product price, product quality and digital advertising on customer preference.

The Coefficient value of the independent variable, which is product price, was 0.291, whereas the Coefficient value for Product Quality was 0.120, and Digital advertising was 0.184. Our results show that all the independent variables, like product quality, product price, and digital advertising, have a significant impact on customer preference. However, there are other factors than the ones that the study has taken into consideration.

Significance of the study

The study provides us with vast information by finding the effects of product quality, price and digital advertising (harem Zeb, 2011). The research objectives that the study has formed are being tested. Then, through results, the study concludes that product price, product quality and digital advertising significantly affect consumer brand preference.

Recommendations

According to the data analysis and results, Product price, product quality and digital advertising do have a significant impact on their customer’s preferences. Apparel industries in Pakistan can consider all these results and work on improving the quality of their products and prices. Most importantly, digital advertising, as today’s generation is internet savvy, and they love to spend most of their time on the Internet

and social media rather than traditional ways of advertising (Daniel, 2019). Likith, Lavanya, Mahendran, and Krishnakumare (2020) Furthermore discussed that apparel industries should also work on their marketing strategies, suppliers, and customers to deal with all the problems that affect the customer's preferences.

Limitations

There were a few constraints that the study faced while conducting our research; we did not have enough budget to carry out this research on a higher level, which is the reason the study conducted our research on small sample size. Only 239 people who belong to the metropolitan cities of Pakistan, like Karachi, Islamabad, Lahore, Sialkot, Peshawar, Rawalpindi, Hyderabad and Bahawalpur, were part of this research. Secondly, due to COVID-19 '19, online platform studies were restricted and had time constraints, which limited research and all the data were gathered in a given time of 2 weeks, which restricted the finding of more results due to these constraints.

Conclusion

The main purpose of our research was to find the relationship between variables like Product Quality, Product Price and Digital Advertising on Customer preference. So, in order to conclude, first of all, the study has to test the research objectives that it has formalized through a problem statement. The study chooses four different variables (product price, product quality, digital advertising and customer perception). Then, we ran a descriptive analysis, which shows the Frequency of our demographic elements. Then, correlation is used, through which the study gets to know whether or not a relationship exists between the variables (product quality, product price, digital advertising, and customer preference). Other than that, the study also ran a reliability test through which the study extracted the value of Cronbach's alpha. Cronbach's alpha helps us know the strength of consistency among the items. Cronbach alpha's value for Customer preference and Quality of product was nearer to 1, about 0.744, which means 74.4% consistency exists between items, and 0.602, which means there is 60% (moderate consistency) between the items. Product price has the least consistency among the items. Through analysis of data, the study concluded that all the variables are interrelated to each other. In the end, the study performed regression analysis and extracted R2's value, and it was about 16%, which shows our model is only that strong. The study also concluded that all the variables have a significant effect on customer brand preference.

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