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Change in Consumer's Purchase Pattern of Clothing Due to the Price Hike: A Case Study on the Dhaka City Area of Bangladesh

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Abstract

Bangladesh has been manufacturing garments for foreign buyers for a long period of time with worldwide reputation. Correspondingly, Bangladesh's local market size for apparel products is also increasing and most of the local brands have placed their retail shops in the capital city. However, when the price hikes, consumers need to adjust their lives accordingly. This study aimed to provide the findings of an investigation into the effects of hikes in clothing prices. A purposive sampling method was used only in the Dhaka city area and a sample of 247 consumers was fixed through a semi-structured questionnaire. To fulfill the aim, paired sign test, binary logistic regression and exploratory factor analysis were applied to test the significance of five developed hypotheses. Finally, the reduction of buying clothes was found mainly due to the price hike along with the shoppers' perceived inflation rate during the survey time. Significant reduction was noticed for buyers over 40 years old, homemakers, graduates, or HSC-passed personnel. Though people with more than 50000 taka monthly income guessed the actual inflation rate, customers 31 to 40 years old found it high. As an effect of the price hike, consumers did not prefer branded, expensive dresses. Rather, they shared clothes with family and repaired and used the same clothes for a longer time. However, these findings can be beneficial for the retail shop owners, policymakers, etc. to explore alternative purchasing behaviors.

Keywords: Binary logistic regression, Clothing purchase behavior, Exploratory factor analysis (EFA), Paired sign test (non-parametric test), Price hike, Purchase and consumption patterns after the price hike.

1. Introduction

"Price-hike" means the unusual increase in the price of daily necessaries. Enormous factors, i.e., the increment of oil prices, epicurean consumption of commodities, etc., are essential variables in the rising prices of necessary commodities. Continuous step-ups in prices of important items worldwide have raised serious risks towards the food, hygiene, living standard and nutrition situations of poor people greatly in developing countries, like Bangladesh, over the past couple of years. The rise in prices can benefit producers but harms every segment of the living pattern of those people who represent the vast majority of the world's poor (Baki, 2014). The increase in the price of essentials rapidly and continuously is called inflation. The rise in prices of products and services is a regular and inevitable event of every economy, whether developed or developing. The supply of money increases the demand for products and services, which results in increases in the prices of products and services. It influences every country, negatively as well as positively. But in most cases, inflation is an important factor leading to social and economic instability and disorder, as it can erode purchasing power, create uncertainty in the economy and lead to increased costs of living for individuals and families.

Bangladesh is a small nation with a huge population. In spite of its utmost efforts and growth prospects, Bangladesh is yet to reach the stream of the lower-middle-income countries (World Bank Blogs, 2024) and to improve effectively the quality of life of its people because of its age-old poverty, structural weakness of its economy and lack of productive capacities for development. Inflation can be caused by the sudden disruption in the supply of products by flood, drought, shortage of power, raw materials, etc. It can also be caused by increases in aggregate demand over supply (Abdul Latif M & Hanif M., 2016).

The price hike has been an alarming concern, and it is not to be taken lightly. Every section of our daily life has been suffering, from basic needs to daily essentials, due to inflation. However, what's even more concerning than

the price hike is how people react to it. And interestingly, their reaction has been rather submissive, in contrast to the staggering rise in prices of essential products (Rudro, 7 June 2022). Day-to-day increases in the prices of commodities snatch money from the savings of consumers and uncertainty of costs, both food and non-food items like cloth and consumer products, generate tension among all types of income people, who search for alternatives toward earning more and more (Abdul Latif M & Hanif M., 2016).

Price is one of the major considerations when consumers buy clothes. Price is the prime factor in the law of demand in economics. The prices of all commodities, including clothing, increased worldwide in 2022 due to many reasons. In this problematic situation, most people might have to consider their clothing purchase pattern. Empirical research compared how people bought apparel before and after price hikes and evaluated it from different perspectives. In Bangladesh, there was no market research in 2022 to get the exact information on the inflation rate for clothing items. Researchers went to the people and asked about their clothing purchase behavior before and after the price hikes in Bangladesh, which has not been done yet. Uniquely, this study fully considered the people living inside Dhaka city and researchers went from person to person to understand what consumers decided they wanted and when to buy it after price hikes. So, the most significant was determining consumers' needs and what kind of apparel consumers like to wear after price hikes. So, this research analyzed the variables by knowing how consumers change their purchase patterns after price hikes.

Therefore, this study aimed to understand the variables affecting the purchase pattern, mainly the price hike, clothing consumption after the price hike, and the reaction of consumers to this hike. Elaborately, the objectives of this research were-

1. To determine the purchase behavior of clothing due to the price hike.
2. To determine the effects of the socio-demographic factors on clothing purchases.
3. To determine the purchase and usage behavior of clothing due to the price hike.
4. To assess the effect of the price hike on overall clothing-related issues.

Understanding consumer behavior after price hikes, this study will help one to become a better marketer, as it is the foundation for segmenting markets, positioning products and developing appropriate marketing.

2. Literature Review and Hypotheses Development

Researchers said that around 80-90% of people in Bangladesh are people of limited income. The price spiraling of essential commodities is one of the main problems of these people. The price of raw materials, transportation costs, fuel costs, processing cost, and manipulations are the main causes of price hikes (Abdul Latif M & Hanif M., 2016). Researchers found how demand for other, unrelated items can be affected by unexpected shifts in one product's marketing mix in a retail setting. Both positive and negative changes in a product's price or quality could result in spillover effects, with positive changes increasing total spending on other items and negative changes decreasing it, according to two laboratory studies. The results also showed that these effects were based on an attributional process. This meant that customers had specific affective responses to the retailer that caused them to either reward or punish the retailer (Janakiraman et al., 2006). Moreover, the researcher investigated to measure the effect of randomly assigned food price variations on consumer purchasing. These price variations were modeled after frequently discussed food tax and subsidy policies like subsidies for fruits and vegetables, taxes on sweetened beverages, and taxes on foods based on their sugar, sodium, and saturated fat content (Waterlander et al., 2019).

Again, researcher investigated a significant connection between consumer impulse buying behavior and window displays, credit cards, and promotional activities (free products and discounts) (Karbasivar & Yarahmadi, 2011).

The amount of money charged for a product is its price. It is the sum of all the values that customers give up in exchange for the benefits of receiving or using a product or service (Kotler & Armstrong, 2010). Pricing decisions were extremely critical and difficult for marketing strategists to implement because they could have a direct impact on numerous goals, including market share, profit, customer retention, and sales. It was challenging to accurately evaluate the particular kinds of correlations that existed between pricing and these target factors. Marketing and company goals, objectives, and plans should guide the development of pricing goals, objectives, and strategies; if a product's price reflects a higher level of quality, consumers are less affected by the price. Buyers would use price as a proxy for quality if they were unable to distinguish between competitive alternatives in terms of performance or quality (Nagle & Hogan, 2006).

2.1. Price Fairness in Clothing Purchases

How a customer evaluated their purchasing and consumption experience determined their level of satisfaction (Oliver, 1997). Here, price was a crucial component and the more clients thought the clothes' price was fair, the more delighted they were likely to be (Lichtenstein et al., 1993). Even a fair price or the lowest possible payable price of a product could make them buy extra clothes (Chen & Xie, 2008). But it also incorporated other factors like perceived value, service excellence, and product quality (Solomon & Rabolt, 2004). Usually, customers compared the current price to the past prices or, such as competitive pricing, to assess price fairness (Xia et al., 2004) and since they frequently compared prices among online and physical stores, consumers were sensitive to apparent discrepancies like surprise price drops or discounts and hidden charges (Lichtenstein et al., 1993). Though customers preferred online shopping to avail themselves of discounts and promotions (Balaly et al, June 2025). Pricing consistency and transparency were crucial, given the prevalence of seasonal offers and discounts in the fashion retail sector (Homburg et al., 2005) and these all served as justifications for achieving a comprehensive client experience in the apparel industry (Kukar-Kinney et al., 2007)

The proposed hypotheses followed as-

H_1: Price hike significantly reduces clothing purchases.

H_2: The buyer's high assumption of price significantly reduces clothing purchases.

2.2. Impact of Socio-Demographic Factors

Customer's decision to buy was also influenced by economic growth and consumer purchasing power. Customers spent more money on shopping as their income rose (Wang & Tsai, 2010). Therefore, income significantly influenced a person's product preferences (purchasing decisions) and buying behavior (frequency of purchasing products). Moreover, changes in personal earnings, rates of interest and savings were therefore important to marketers. Spending might give way to saving as someone's financial situation changes, or vice versa (Garner, 2017).

Throughout their lifespans, people had a tendency to switch between various goods and services. When they purchased food or clothes, or engaged in any leisure activity, this was very evident. Consumer behavior was greatly affected by age. Compared to elders, younger people had been found to spend more money on fashion. The younger generation aspired to be stylish, more to be socialized and engaged with their friends. Considering each phase of the consumer lifespan, marketers should create policies and modify products based on customer demands (Garner, 2017).

Men and women have somewhat distinct perspectives, so gender plays an important role. The effect of profession levels was also significant, indicating that different backgrounds resulted in different levels of perception (Shahinur & Yang, 2025). The majority of consumers, especially those in the 18–34 age range who were freshers joining their professions, usually had a tight budget. So, they made a small contribution to affordable clothing that had a positive effect. That's why the popularity of fast fashion increased among these people (Garner, 2017). According to an analysis, ages 21 to 25, students and those earning BDT 10,000 or less—a restricted salary—constituted the majority of the clothing market (Abdullah, Apr.-June 2025). Simply, a high-status individual could spend their money carelessly, yet a single mother without a job might be quite frugal (Chowdhury, Spring 2024)

So, the proposed hypotheses are as follows:

H_3: At least one of the independent variables *(socio-demographic factors such as gender, age, marital status, education, total family members, main income holder, profession and income)* has a significant effect on the binary outcome *(the quantity of clothing items will be purchased).*

H_4: At least one of the independent variables *(socio-demographic factors such as gender, age, marital status, education, total family members, main income holder, profession and income)* has a significant effect on the binary outcome *(the buyers assume price hike for clothing items).*

2.3. Customer's Modified Clothing Purchase Behavior Due to Price Hike

When it's time to choose what to buy, style and fashion are linked (Shaw et al., 2006). Satisfaction in the fashion sector was also associated with brand recognition, an emotional connection with the product, and visual appearance (Solomon & Rabolt, 2004). In fact, fair pricing became more arbitrary in this sector because practical benefits were often overtaken by symbolic and emotional factors (Lichtenstein et al., 1993). Therefore, a clothing brand was a crucial marketing tactic to draw in buyers (Shaw et al., 2006). Moreover, considering the item's quality and brand reputation, if buyers thought the price was fair, they would be happier, even though the price was more than that of competitors (Choi & Lee, 2018). High-quality items were directed to great after-sales experiences, improved trust in the brand and further purchasing plans (Parasuraman et al., 1985). Moreover, secondhand apparel or used clothing is significantly influencing Bangladeshi consumer behavior today. Shopping for used clothing might result in financial savings and contribute to the environment, but few consumers were worried about their public appearance or personal cleanliness (Mahmud, 2023). The primary and biggest influence when it came to used clothing was family. A family creates a social atmosphere, molds personality, and fosters beliefs, behaviors, and views in its members (Naomi, 2010). Finally, cost fairness enhanced the likelihood that customers would be happy with their shopping experience, promote the brand, and make further purchases in the future (Haws & Bearden, 2006).

Here, the only hypothesis is—

H_5: *The observed variables (the consumer's purchase and usage behavior of clothing due to the price hike) can be explained by underlying factors.*

A large number of research works relating to various aspects of Bangladeshi consumers' buying behavior towards sustainable products, eco-friendly clothing, secondhand apparel, online shopping, fashion apparel, etc. have been published. But exact changes in the consumer's purchasing pattern of clothing due to only a price hike in the economy within a period of time have not been analyzed before. A review of previous literature from abroad and home identified certain vital areas that contribute to the current literature for examining attributes that change in consumers' purchase patterns of clothing due to price hikes. Many types of research have been done in this context before in many countries in different views and ways. In this study, researchers analyze all the variables in the factor specified based on this previous research and try to identify how people consider their clothing purchase patterns due to price hikes.

3. Research Methodology

This research primarily considered how the price hike affected consumers' purchasing behavior regarding clothing. Simultaneously, these modifications might result in a significant shift in the clothing purchasing habits of Dhaka's buyers.

3.1. Instrument Development for Survey

A self-made, semi-structured questionnaire was used to collect the responses to research questions through the online and physical interviews to fulfill study goals that were made accessible to all respondents. The full questionnaire included:

1. *Socio-demographic characteristics:* Here the added topics were gender, age in interval (years), marital status, educational background, profession, monthly income, total family members and information on the main earning person in the family.

2. The main part of the questionnaire included two different segments—open-ended items and closed-ended items.

i. *Open-ended items:* Three open-ended questions were used regarding the number of clothing items customers bought before and after the price hike and the participants were also asked to assume the price of the clothing items was increased (in %) due to the price hike.

ii. *Closed-ended items:* Five 5-point likert items (5-point scale; 5= strongly agree, 4= agree, 3= neutral, 2= disagree and 1= strongly disagree) were added to figure out customers' altered clothing purchase behavior due to the price hike.

At the end of the questionnaire, a checkerboard was attached. That's why each shopper could sequentially mark all his/her prioritized products among food, clothes, education, medical, internet or mobile bills and traveling.

3.2. Participants, Sampling and Data Collection

To reach the goals, researchers collected data both online and offline, targeting Dhaka city. Purposive sampling was used and the target population was obtained from different wholesale and retail markets located in Dhaka city. Volunteers helped participants to attend a direct interview to answer the survey questions. In the online survey, a questionnaire (with the same survey questions) was prepared in a Google form and provided to different Facebook groups, mentioning that this study will cover only the area of Dhaka city. This survey was carried out, storing participants' contact information or providing volunteers' and researchers' contact information. Overall, 247 customers confirmed the final sample size.

3.3. Time Frame

Two different phases of timing were fixed in 2022. The 1st phase (April to June) presented the timing prior to the price hike and the 2nd phase (July to September) was the timing when the price was already hiked. Researchers fixed the timing of the first phase according to the convenience of data collection for them and volunteers. In accordance with the timing, the second phase was decided.

3.4. Data Analysis

The main focus of the study was on how the increasing price of clothes affected customer purchase behavior. For this purpose, the analysis of the data was started with paired sign test (non-parametric test) to examine the changes in the quantity of clothes bought due to the price hike. Since the data did not assume normality. To this end, identification of the relationship between the percentage of clothing price customers already presumed was increased and the changes in the number of total clothing items bought by customers due to the price hike was essential. With the help of binary logistic regression analysis, this identification provided the reason for real changes in the quantity of buying clothes. In this linked percentage of respondents, was also calculated to know their essential priority list for food, clothes, education, medical, internet or mobile bills and traveling. Further, the impact of socio-demographic characteristics on altering the purchasing behavior of clothing items was analyzed. The same binary logistic regression analysis was applied here like before. At the same time, this same method (binary logistic regression) uncovered the reasons behind the buyers' thoughts on how much the clothing price (in %) was increased. Finally, exploratory factor analysis (EFA) was executed on five 5-point likert items to sort customers' clothing purchase behavior after the price hike. Throughout the experiment, frequency distribution and descriptive statistics were also added to clarify results according to the requirements of the analyses.

Statistical tool: Utilizing the vital statistical tool of IBM SPSS for Windows (version 25), the acquired data was analyzed to report all the results.

4. Results and Discussion

4.1. Demographic Characteristics

This study included 247 buyers to understand the consumers' purchase patterns of clothing due to the price hike. At the beginning of the questionnaire, some demographic and social characteristics such as gender, age, marital status, etc. were added. Below (Table 1), are the frequency distributions and percentages of customers in those categories.

Table 1. Frequency distributions and percentages of customers in different categories of socio-demographic characteristics.

Socio-demographic characteristics	Categories	*n*	%	Socio-demographic characteristics	Categories	*n*	%
Gender	Male	157	63.6	Profession	Unemployed	94	38.1
	Female	90	36.4		Homemaker	24	9.7
Age in interval (years)	Up to 20	34	13.8		Business	38	15.4
	21-30	119	48.2		Private job holder	72	29.1
	31-40	61	24.7		Government job	19	7.7
	Above 40	33	13.4	Monthly income	Below 10000	122	49.4
Marital status	Unmarried	127	51.4		10000-20000	15	6.1
	Married	120	48.6		20001-30000	27	10.9
Educational background	HSC	82	33.2		30001-40000	30	12.1
	Graduation	123	49.8		40001-50000	20	8.1
	Post-Graduation	42	17		Above 50,000	33	13.4
Main earning person	Yes	79	32	Total family members	1-3	77	31.2
	No	168	68		4-6	138	55.9
					Above 6	32	13

4.2. Validity

A valid questionnaire means the data obtained is meaningful and truly reflects the phenomenon being studied. Regarding the validity test, there were three experts—two academicians with marketing and statistics backgrounds and one manager of a textile company. They checked clarity, representativeness, comprehensiveness and factor structure and confirmed content validation for the questionnaire (Rubio et al, 2003).

4.3. Reliability

Here, Cronbach's alpha (α) was used to test the inter-item reliability. In total, five 5-point likert items were added to the questionnaire and α = .682 (approximately .70) was found as an acceptable value by showing the adequacy of the items. This meant survey questions were related to one another (Tavakol & Dennick, 2011).

4.4. Determination of the Purchase Behavior of Clothing Due to the Price Hike (Objective-1)

4.4.1. Testing of the Proposed Hypotheses- H_1 and H_2

Now, the main objective of this research was to look for the changes in the quantity of clothes bought due to the price hike. Since data did not follow normality (Figure 1), paired sign test (non-parametric test) was applied to compare the differences in the quantity of clothes bought before and after the price hike. As usual, the result showed statistically significant ($p < .01$) median change in the quantity. This meant buyers reduced their purchasing of clothing items when the price was already increased.

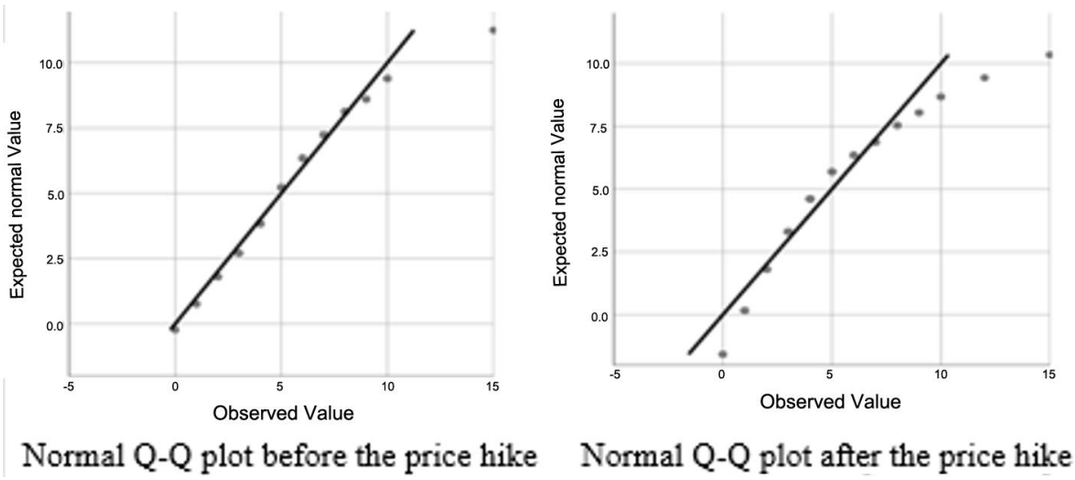

Figure 1. Normal Q-Q plots for the number of clothing items bought by buyers.

Hence, the results of descriptive statistics for the numbers of clothing items bought by customers before (1st phase of timing) and after (2nd phase of timing) the price hike were presented here (Table 2):

Table 2. Descriptive statistics for the numbers of clothing purchased before and after the price hike.

Quantity of clothing items bought by customers (within 3 months)	Median	Mean	S.D.	Min.	Max.
Before the price hike	5	5.36	2.255	0	15
After the price hike	3	3.93	2.460	0	15

Generally, a reduction in the purchasing of clothing items was normal when the price was already increased and this research had already proved this (significant result of paired sign test). But here, buyers exposed three types of clothing purchasing patterns in the second phase (after the price hike), where mostly 182 (73.68%) reduced their quantity of buying clothes, which was normal. On the other hand, sixty-five (26.32%) buyers were untroubled due to the increasing price of clothing and this group of customers explored another two patterns of clothing purchases. 13 (5.26%) of 65 shoppers revealed their growing-up purchasing behavior and fifty-two (21.05%) customers had no changes in the second phase. That's why this research focused on exploring the reasons that might keep buyers untroubled even after the price hike.

Considering this fact, another feature where participants guessed the percentage of price was increased for the clothing products (Table 3) and its effect on the changes in the quantity of clothes bought was analyzed by applying binary logistic regression.

Table 3. Frequency distribution of the assumed percentage of price was increased for the clothing products.

Assumed price (in %)	Number of shoppers assumed that percentage
0-11	47
12-20	84
21-100	116
Total	247

Since the response variable was divided into two groups, the independent variable was also partitioned into two groups. The associated results under binary logistic regression analysis were presented below (Table 4):

Table 4. Parameter estimation using binary logistic regression model.

Independent Variable	Response variable	Coefficient, β (*Standard error*)	Wald	*df*	*p*	Odds ratio, e^{β}	95% C.I. for e^{β}	
							LB	UB
Buyers assumed price hike greater than 11%	Buyers reduced buying clothes	1.514 (*0.342*)	19.644	1	**0.000***	4.545	2.327	8.879
Intercept		-2.900 (*0.459*)	39.973	1	.000	0.055		

Note: Reference category for response variable:- after price hike buyers did not reduce buying clothes and for independent variable:- buyers assumed price hike less than 11%. Cox & Snell R Square: 0.076 and Nagelkerke R Square: .111. LB and UB mean lower bound and upper bound respectively. *p < .05

A statistically significant result was found in Table 4, which meant buyers' thoughts regarding the amount of the price hike influenced the number of clothes they could buy. The positive coefficient indicated that buyers who assumed the price hike was greater than 11% reduced the quantity of buying clothes subsequently. Also checking the value of the odds ratio, it could be mentioned that the odds for buyers to reduce the quantity of buying clothing items was 355% higher for those who guessed the price hike was greater than 11%. A huge reduction. Actually, in this survey, each participant had to mention their last 6 months of buying history, which was made during April to June (1st phase) and July to September (2nd phase) in the year 2022. In this whole duration, the monthly inflation rate (Table 5) increased and ranged from 6.29% to 9.10%. That's why consumers who guessed the clothing price hike was less than or equal to 11% could guess approximately the same inflation rates as were documented during April to September, 2022.

Table 5. The monthly inflation rates in 2022 (April to September).

Month	April	May	June	July	August	September
Inflation rate	6.29%	7.42%	7.56%	7.48%	9.52%	9.10%

Source: Bangladesh Bank (https://www.bb.org.bd/en/index.php/econdata/inflation).

In Bangladesh, there was no such market research in 2022 to get the information of the exact inflation rate for clothing items. But clothing is a component of the Consumer Price Index (CPI) and contributes to the non-food index (such as education, healthcare, rents, clothing, transportation, entertainment, labor costs, etc.) of a country. Furthermore, inflation as measured by the CPI can be assumed to raise an equivalent price in the clothing products also in Bangladesh. In that sense, people of Bangladesh faced an equivalent 7.70% raise in the price of clothes since the annualized average inflation rate was 7.70% in 2022 (FocusEconomics, 2026) (Research Department, 2024). Now, researchers found only 47 (19%) buyers (Table 3) could guess the approximate inflation rate throughout April to September (Table 5), as their assumption of increasing price (in %) for clothing items was similar. In contrast, the majority (81%) felt it was huge, as the real monthly inflation rates were not.

Moreover, during the Covid-19 pandemic, food was prioritized more over non-essential products such as clothing, footwear, etc. in Bangladesh (Chowdhury et al., 2021) and in this experiment, respondents replied the same. Clothes were prioritized as the second basic need (Table 6) of customers. So, considering all these, price hike could also make a huge reduction in buying clothing items without any doubt (Table 4).

Table 6. Percentage of respondents prioritized each basic need.

Basic needs	Food	Clothes	Medical	Education	Internet or Mobile bills	Travelling
Priority	1st	2nd	3rd	4th	5th	6th
Respondents (%)	78%	37%	32%	31%	45%	68%

The above analyses finally proved the significance of the first two proposed hypotheses. Where both the price hike and the buyer's high assumption of price significantly reduced clothing purchases.

4.5. Determination of the effects of the socio-demographic factors on clothing purchases (objective-2): Testing of the proposed hypotheses- H3 and H4

Now, the further suggestions of this continuous investigation were to identify the reasons (socio-demographic characteristics) behind the unchanged behavior (price hike did not affect the buyer's buying habit) of buyers and the thought of the price (in %) they guessed regarding the rising price for clothes. Binary logistic regression analysis was applied and the results were presented in Table 7 and 8.

Table 7. Binary logistic regression for customer's buying behavior (differences in the quantity of clothes bought before and after the price hike).

Socio-demographic characteristics	Coefficient, β	Standard error	Wald	*df*	*p*	Odds ratio, e^{β}	95% C.I. for e^{β}	
							LB	UB
Gender								
Female	0.447	0.410	1.189	1	0.275	1.564	0.700	3.494
Age interval (years)								
21-30	0.004	0.533	0.000	1	.995	1.004	0.353	2.852
31-40	-1.028	.745	1.906	1	.167	0.358	0.083	1.539
Above 40	-1.660	.891	3.469	1	.063**	0.190	0.033	1.091
Marital status								
Married	0.314	.569	0.305	1	0.581	1.369	0.449	4.173
Educational qualification								
Graduation	-.996	.463	4.630	1	.031*	0.370	.149	.915
HSC	-1.140	.540	4.458	1	.035*	0.320	.111	.921
No. of people in family								
1-3	-0.044	.562	0.006	1	0.938	0.957	0.318	2.880
4-6	0.324	.511	0.402	1	0.526	1.382	0.508	3.761
Main income holder in family								
No	0.102	.581	0.031	1	0.861	1.107	0.355	3.458
Profession								
Business	-0.872	.987	0.781	1	0.377	0.418	0.060	2.893
Government job	-1.108	1.133	.955	1	0.329	0.330	0.036	3.047
Homemaker	-1.794	0.869	4.264	1	0.039*	0.166	0.030	913
Private job	-1.280	1.002	1.632	1	0.201	0.278	0.039	1.982
Monthly income (taka)								
10000-20000	-0.690	1.273	0.294	1	0.588	0.502	0.041	6.080
≤30000	1.195	1.034	1.335	1	0.248	3.304	0.435	25.084
≤40000	1.047	1.061	0.973	1	0.324	2.849	0.356	22.802
≤50000	0.207	1.157	0.032	1	0.858	1.230	0.127	11.871
Above 50000	1.632	1.047	2.427	1	0.119	5.112	0.656	39.810
Constant	-0.116	0.918	0.016	1	0.900			

Note: Reference category for socio-demographic characteristics:- gender: male, age interval: up to 20 years, marital status: unmarried, educational qualification: post-graduation, number of people in family: above 6, main income holder: yes, profession: unemployed, monthly income: below 10000 and for dependent variable:- buying behavior: reduction in the purchasing of clothing items.Cox & Snell R Square was 0.110. Nagelkerke R Square was 0.160.
LB means lower bound, UB means upper bound.
*p-value < .05 and **p-value < .10

Significant results showed the importance of the parameters in the model (Table 7). Statistical significance is the certainty that an outcome is due to that specific (significant) cause rather than chance. Consumers over 40 years old showed a significant reduction in buying habits due to the price hike (the coefficient showed negative sign) and the odds for buyers to increase their buying habits were 81% lower for them. Graduates, HSC-passed individuals and homemakers also reduced the quantity of clothing items they bought significantly. Remarkably, people with high income (greater than 20000 taka) did not reduce the quantity of buying new clothing items.

Table 8. Binary logistic regression for assumed price increased (in %).

Socio-demographic characteristics	Coefficient, β	Standard error	Wald	*df*	*p*	Odds ratio, e^{β}	95% C.I. for e^{β}	
							LB	UB
Gender								
Female	0.185	0.508	0.132	1	0.716	1.203	0.445	3.254
Age interval (years)								
21-30	1.019	0.623	2.676	1	0.102	2.771	0.817	9.396
31-40	1.742	0.869	4.020	1	0.045*	5.710	1.040	31.356
Above 40	1.110	0.934	1.412	1	0.235	3.035	0.486	18.947
Marital status								
Married	-0.283	0.654	0.188	1	0.665	0.753	0.209	2.714
Educational qualification								
Graduation	0.172	0.532	0.104	1	0.747	1.187	0.419	3.369
HSC	0.342	0.626	0.299	1	0.585	1.408	0.413	4.798
No. of people in family								
1-3	0.701	0.564	1.546	1	0.214	2.015	0.668	6.081
4-6	0.779	0.495	2.482	1	0.115	2.180	0.827	5.749
Main income holder in family								
No	-1.081	0.671	2.592	1	0.107	0.339	0.091	1.265
Profession								
Business	0.007	0.999	0.000	1	0.995	1.007	0.142	7.135
Government job	-0.813	1.158	0.493	1	0.483	0.444	0.046	4.292
Homemaker	-0.427	0.766	0.311	1	0.577	0.653	0.146	2.927
Private job	-0.017	0.990	0.000	1	0.986	0.983	0.141	6.843
Monthly income (taka)					.			
10000-20000	-0.429	1.087	0.156	1	0.693	0.651	0.077	5.484
≤30000	-1.505	1.033	2.122	1	0.145	0.222	0.029	1.682
≤40000	-0.306	1.108	0.076	1	0.782	0.736	0.084	6.464
≤50000	-0.407	1.221	0.111	1	0.739	0.666	0.061	7.280
Above 50000	-1.996	1.054	3.585	1	0.058**	0.136	0.017	1.073
Constant	1.168	1.004	1.354	1	0.245			

Note: Reference category for socio-demographic characteristics:- gender: male, age interval: up to 20 years, marital status: unmarried, educational qualification: post-graduation, number of people in family: above 6, main income holder: yes, profession: unemployed, monthly income: below 10000 and for dependent variable: assumed price increased: (0-11) %.
Cox & Snell R Square was 0.100. Nagelkerke R Square was 0.160.
LB means lower bound, UB means upper bound.
**p-value < .05 and **p-value < .10*

Moreover, 31 to 40 years old shoppers found high price hike in the consumption of new clothes (Table 8). Their odds for high-price assumptions were 471% higher than others'. Shoppers who earned more than 50000 taka as a monthly salary could guess the actual price increase was approximately the monthly inflation rates that occurred during their survey time. Even buyers who had at least 10000 taka monthly income also guessed the same.

The above analyses provided the significance of another two proposed (third and fourth) hypotheses. Where at least one of the socio-demographic factors had significant effect on clothing purchases.

4.6. Determination of the Purchase and Usage Behavior of Clothing Due to the Price Hike (Objective-3): Testing of the Proposed Hypothesis- H_5

Now at the end of the assay, researchers focused on how buyers managed their clothing consumption due to the price hike. For this purpose, Exploratory Factor Analysis (EFA) was conducted on five 5-point likert items. These five likert items were identified as two different unobserved factors (Table 9).

Table 9. Exploratory factor analysis based on principal component analysis with varimax rotation for five 5-point likert items.

Items	Factor 1	Factor 2	Communalities
I have shifted to relatively cheap clothing products due to the price hike.	0.865		0.762
I have shifted to a relatively cheap clothing brand due to the price hike.	0.887		0.791
I am using the same clothes longer than usual due to the price hike.	0.819		0.686
I am sharing the same clothes with my family more than usual due to the price hike.		0.889	0.794
I am repairing old clothes and will use them for a further period due to the price hike.		0.586	0.448

Note: Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .738 (data is suitable for EFA). Bartlett's Test of Sphericity = 334.431, degrees of freedom = 10, p < .05 (this significant value indicates that there are significant correlations between variables and the data is suitable for EFA).

The first three items were condensed into the same factor 1 (Table 9), where the customer's choice to buy branded, expensive dresses was not a preference anymore and they dressed in the same clothes longer than the previous time, obviously due to the price hike. Using the same clothes longer might discontinue their frequent buying habits and all these brought changes in their purchasing and consumption of new clothes. On the other hand, sharing the same clothes with family members and repairing old clothes for further usages were condensed together in factor 2, though people would like to repair their old clothes rather than sharing clothes with family members (Table 10). However, the price hike changed consumers' usages of clothing items.

Table 10. Frequency distribution (with percentage) of consumers for five items (5-point likert items).

Items	Responses (n & %)				
	Strongly agree	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**
I have shifted to relatively cheap clothing products due to the price hike.	19 7.7%	89 36%	56 22.7%	66 26.7%	17 6.9%
I have shifted to a relatively cheap clothing brand due to the price hike.	30 12.1%	92 37.2%	44 17.8%	58 23.5%	23 9.3%
I am using the same clothes longer than usual due to the price hike.	32 13%	109 44.1%	43 17.4%	50 20.2%	13 5.3%
I am sharing the same clothes with my family more than usual due to the price hike.	13 5.3%	28 11.3%	34 13.8%	85 34.4%	87 35.2%
I am repairing old clothes and will use them for a further period due to the price hike.	50 20.2%	103 41.7%	24 9.7%	35 14.2%	35 14.2%

Finally, the last hypothesis was found significant and the consumers changed their usage behavior of clothing due to the price hike.

4.7. Assessment of the Effect of the Price Hike on Overall Clothing-Related Issues (Objective-4)

Price hike or inflation is a common issue in a country's economy. But when it gets high, managing livelihood gets worse. Day-to-day increases in the prices of commodities bring dissatisfaction to the people of the nation. Regarding this issue, income level played a vital role in the reduction of buying new clothes. The actual rate of inflation did not bother people who earned more than 20000 taka monthly, though people with a poor monthly income found a high inflation rate and moved to the reduction. So, price hike directly influenced the income level of consumers, undoubtedly. Moreover, the overall inflation rate in 2022 was 7.70%, while around 81% customers in this study found it more than 11% for clothing. It could be possible for clothing products for various reasons, such as an increase in cost in backward linkage at that time, sellers could capitalize on more revenue in negotiations, etc. However, clothing items have not been the first priority of the consumers, especially since the Covid-19 pandemic. But the effect of the price increase also did matter to explore the association with socio-demographic characteristics of the buyers. Such as a homemaker, HSC to graduate passed, etc. did reduce their purchasing. Consumers were affected severely due to the price hike, and so branded, expensive clothes were not their dream to shop for anymore. Rather, reuse, sharing, etc. were the most possible options for them for clothing items. So, the price hike can increase the usage of sustainable clothes.

5. Limitations

1. This research was severely limited by its geographical scope. Only Dhaka city-based survey was conducted here. So, an overall scenario of the whole country was not detected.
2. Also, the study focused on wearable clothes only as the main product. Other basic needs were not focused on to understand the effect of the price hike on all that.
3. In Bangladesh, throughout the year, people celebrate different cultural and religious festivals with immense joy. Eid al-Fitr, Durga puja, etc. are the biggest events here, when people buy new clothes and new collections, designs are also available in those seasons. When researchers collected information from the participants, in that duration people observed Eid al-Fitr and immediately after the completion of their survey, people celebrated Durga puja. Though researchers tried to cover many socio-demographic characteristics of the participants to know the relationship with their buying habits and thoughts, they could not point out the effect of these biggest occasions on the purchasing behavior and reflections of the consumers.

6. Further Research

1. Try to cover more cities and districts to get a clear scenario and differences in shopping due to different facts like high price, demographic facts, social factors, etc.
2. The effect of yearly religious and cultural festivals on the purchasing behavior and buyers' thoughts can be analyzed. If the price hike is high also in those periods, factors such as religion, devotion and engagement to celebrate religious and cultural festivals along with gender, income, etc. can be considered to understand consumers' buying habits.
3. The results of our study will add to the growing body of research on change in clothing purchases due to the price hikes if conducted nationwide in Bangladesh as well as globally.
4. When it's on clothing products, the yearly inflation rate is not the only reason for the price hike. Some other factors, such as the cost of raw materials, import, profit maximization of sellers, etc., can change the real price of clothes. So, more deep investigation, including these factors, may be used in future research.

7. Conclusions

In Bangladesh, a country with a huge population, the daily life of people has been suffering due to the price hike or inflation. Since price is the prime factor in the economy of any country, this study showed that price hike causes a major change in the buying behavior of consumers for clothes. It brought consumers to shift to buying less wearable clothing. Since clothes were the second prioritized basic need and high inflation rates also matter to the consumers, with the high perceived inflation rates (more than 11%) rather than the real rate, a high reduction was found here. According to the socio-demographic characteristics, significant reduction was noticed for shoppers over 40 years old, homemakers, graduates, or HSC-passed personnel. But buyers whose monthly income was more than 10000 taka could approximately anticipate the real price hike for clothing items, though customers whose monthly

income was more than 20000 taka did not reduce their buying of new clothing items. Moreover, 31 to 40 year old shoppers found a high price hike rather than the actual inflation rate.

Due to the price hike, consumers changed their consumption behaviors. More durable clothes were preferred and consumers also repaired their old clothes for further use. Some people shared their clothes with family members and switched from buying branded, expensive clothing when the price increased. However, this study will help retail shop owners, policymakers, etc. to create better strategies, display products, bring alternative products and help consumers to change purchase behaviors.

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