

Customers' Preference of Palpali Dhaka Garments in Kathmandu Valley: Ordered Logistic Model

Yogesh Ghimire¹,
 Udaya Raj Paudel²,
 Devid Kumar Basyal³,
 Purnima Lawaju⁴,
 Anil Bhandari⁵

Abstract

Dhaka is a handcrafted cloth with a specific meaning in Nepal. Despite its indigenous value, Producer & Supplier are not aware in promotional activity of the Palpali Dhaka garment is not sufficient. So, there is lack in preference of Palpali Dhaka garment. Therefore, the aim of this study is to analyze the determinant of customer preference of Palpali Dhaka garment in Kathmandu valley. Following exploratory research design was adopted and data was collected using structured questionnaire. Where ordered logistic model was used for inferential analysis, both descriptive and inferential analysis was used. Respondent were sampled from Kathmandu valley. Simple random sampling technique was used for 196 respondents. KOBO toolbox was used for data collection. The study found that the promotion of Palpali Dhaka garment is affected by major determinants. The factors which are significant to customer preference of Palpali Dhaka garment are Brand, Quality, Knowledge source, Family type, Advertising, Reducing Challenges which shape customer preference. Based on the findings of the study, the study concluded that for the better promotion of Palpali Dhaka garment the producer and supplier should improve promotional activity, improve Brand and Quality of Palpali Dhaka.

Keywords: garment, Palpali Dhaka, Kathmandu valley, preference

JEL Classification: C12, C83, O14

Originality: The findings of this study provide valuable information which is original and there is no potential conflict of interest with respect to research and publication of this article.

Introduction

Dhaka is hand-made textile that holds special significance in Nepal. It is traditional fabric of the indigenous of Limbu people. It represents Limbu cultural dress. Once, it

1 Mr. Ghimire is Lecturer at Quest International College, Faculty of Management, Pokhara University.

2 Mr. Paudel is Lecturer at Quest International College, Faculty of Management, Pokhara University.

3 Dr. Basyal is Lecturer and Research Head at Quest International College, Faculty of Management, Pokhara University.

4 Ms. Lawaju is Lecturer at Quest International College, Faculty of Management, Pokhara University.

5 Mr. Bhandari is Lecturer at King's College, Kathmandu.

was only made in Palpa, in western Nepal. Some of the products of Dhaka are Dhaka topi (hat), scarf, and other. Palpali Dhaka topi or Nepali topi is a hat which is popular in Nepal. Dhaka topi was part of Nepalese national dress and symbol of Nepalese identity. The fixed origin of Dhaka is unknown but it is believed that the name for this cloth was given because thread and other things come to Nepal from Dhaka (formerly Decca). Dhaka is handloom manufactured product which is highly labour intensive industry. Dhaka topi and Daura suruwal became popular during the time of King Mahendra, who ruled during 1955 to 1972. The handicraft production has contributed in Nepalese economy. The market is not as high for traditional blouses and shawls. Though topis remains unchanged in blouse design, many women use man-made cotton factory, often man-made, rather than hand woven dhaka cloth (Shrestha, 2010).

The Fascinating Story of Palpali Dhaka Cloth, Palpa has a renowned for manufacturing various types of manually woven textiles since ancient times, and this craft was so commonly used that many houses were made of cloth. The loom made from a pine tree kind, known in the Magar language in Palpa as 'Tangsing' (incidentally, the capital of Palpa district is named Tansen, which derives from Tangsing. Ahead of 1958, Ganesh Lal Maharjan, a local weaver who had learnt to weave on a single hand loom in India was considered to be quite a specialist in weaving. He encountered the Dambar Kumari Dhaka fabric during a training visit to the capital. Shrewd man, Maharjan had plans in his hometown, Palpa, to make this cloth (Inside Himalayas, 2018).

In the world economy, the textiles and garment sector contributed nearly 6 per cent to world merchandise exports. However, world trade in textiles and garments takes place in a highly protected market with tariffs and quantitative restrictions. The main impediment to trade in the past has been the quantitative restrictions that have been in force for several decades (Dheerasinghe, 2009). The preference of Palpali Dhaka garment in Kathmandu valley among customer studies the value given by the customer in the choosing the cultural garment in the occasion. It also studies the cultural believes and tradition affecting he preference of selecting customs in Kathmandu valley. Although customer lifestyle is changing towards western culture, what is the reason behind choosing cultural garment in festivals and occasions. In the context of Nepal, cultural handlooms and garment industry plays significance role in economic development in the country. Nepal is a developing country where there are different cultural practices. Dhaka is Nepalese traditional cloth produced in Nepal since long time back. Although export of Dhaka is less than other garment but it has high cultural values and belief among the people in Nepal.

Mostly, Asian countries are developing and under developed so the value of traditional garments is high. Similarly, we can say that Sri Lanka and Bangladesh has played important role in the garment industry. Although garment has its own values in regional

context, Different countries and different region has its own garment which has its own culture and values. Countries like, India, Bangladesh and Sri Lanka produce different garment and they have own values and culture.

The importance of Palpali Dhaka garments is that it reflects the Nationality and traditional culture of the people in Nepal. The use of this garment is mostly in occasion, marriage and festivals. Today, most people of Nepalese Society are interested in the consumption of Dhaka garment among occasion and festival. Now, the role of Dhaka garment is high to show the traditional culture practices in Nepal.

Cloth production in Dhaka and garment sewing in Dhaka are both dominated by women. Weaving sections in Dhaka are also employing more women (Shrestha, 2010). The traditional system of production and no marketing strategy in production and distribution of Dhaka garment tends to have less scope of the Nepalese product worldwide. Dhaka industrialist think that maximum people prefer international brand which tend to produce less and low-quality goods. Although production of Dhaka is less the value of the product is high. Advancement in production process may decrease the value and preference of cultural product whereas uniqueness creates value. Bangladesh's oldest and most important cottage industry is on the verge of extinction. Raw materials are not available at the right time and price for weavers in our country (Banarjee et al., 2014).

Several research questions are still unanswered in the context of Kathmandu valley which can be seen as; what are the factor that shapes the Preference of the customer towards Palpali Dhaka garment? What types of challenges faced by producer to promote Dhaka garment? What are the managerial solutions to reduce challenges while promoting Palpali Dhaka? The acknowledged gap in researching is that the advancement in production technology increase garment productivity which make product common. Does the advancement in production process affects or decrease the cultural value of garments and customs. Moreover, the study intent to understand the determinants of customer preference towards Palpali Dhaka garment. Also, it aims to understand the challenges and managerial solution towards promoting Dhaka garments among Kathmandu Valley.

Literature Review and Conceptual Framework

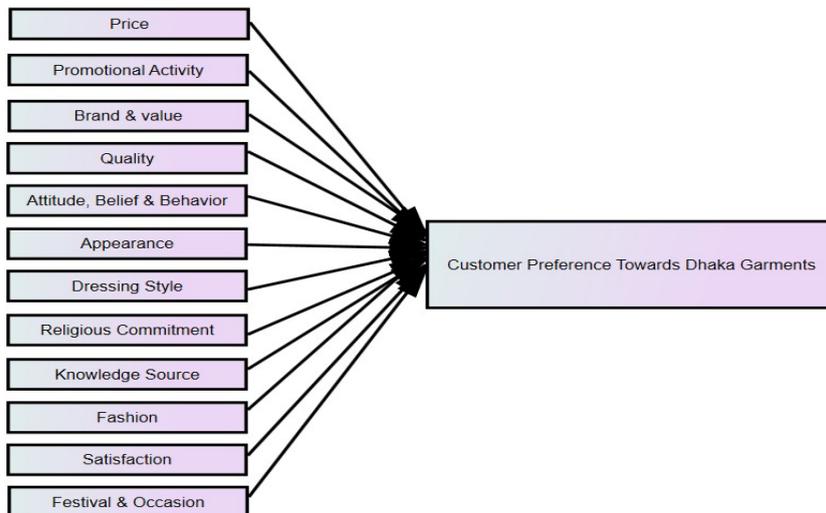
Several theories which are reviewed for the study are; Theory of consumer culture and Behavior theory. Theory of consumer culture emphasizes non-obvious experiential and socio-cultural aspects of consumption (Sherry) which includes product symbolism, ritual and other related issues. Consumer collective identities However, CCT does not require adherence to a single methodological orientation. The distinction between qualitative and quantitative is emphasized (Hickman & Ward, 2007). The consumer culture theory is family theoretical prospective focused not on conventional economy or psychological view, but on

the social and cultural side of things which discuss the link between the consumer behavior and marketplace. Another theory is Behavior theory which explains human behavior by analyzing antecedents & consequences present in the individual environment and the learnt through previous experience. Consumer attitude consist of values emotions and intention against such things, common beliefs play a critical role. Since, it can be positive and negative in relation to an object. Theory of planned behavior explains the behavior of the individual directed by knowledge, attitude, intention & subjective norms.

Theory of Planned behavior is viewed as the appropriate framework for customers preference of palpali dhaka garmets. Buying behavior plays a significance role in the conceptual model of my study. Attitude, Belief and values plays important role in the purchasing of traditional, cultural dress and garments among customers. Whether a consumer feel satisfied or dissatisfied depends on the product's actual performance in comparison to his expectations. It is based on past experiences and references that consumers set their expectations for services (Dhawale, 2020).

Figure 1 exhibit twelve independent variables; price, promotional activity, brand & value, quality, attitude/ belief and behavior, appearance, dressing style, religious commitment, knowledge source, fashion, satisfaction, festival and occasion which shapes the preference of Palplai Dhaka Product among customers.

Figure 1: Conceptual Framework



Source: Modified from, Rai (2019) & Saeed et al. (2021)

Age: Lamichhane et al.(2020) explains that awareness promotion for ethnical people have significant relationship with age of the respondents. However, it is unclear to what extent age determines, the intention to know about Preference of Palpali Dhaka

Gender: The study made by Abane (2016) have mentioned that the awareness promotion have the positive relation with male and female. Gender may or may not influence the awareness promotion. As respondent of different gender might or might not be interested to know about contribution of Preference of Palpali Dhaka.

Education: Karkee & Comfort (2016) explains the education as the independent variable in studying the determinants of developmental promotion. Therefore, Preference of Palpali Dhaka is considered as the dependent variable in this study. Respondents with higher level education will be more aware than uneducated people. Therefore, it is expected that education level of an individual can influence their Purchase Intention.

Marital Status: Regarding the effect of marital status, some studies have reported significant relationship with preference of Dhaka, while others have described the relationship as insignificant. Abane (2016) emphasized in their study that no relationship exists between marital status and Preference of Palpali Dhaka. Therefore, this study is neutral in the assumption that marital status influences Purchase intention.

Family Type: The study made by Bennett et al. (2008) have considered that the family type can influence on the Preference of Palpali Dhaka and lead people to development progress. However, it is unclear to the scenario that the contribution of developmental sector in Purchase intention is actually affected by family type.

Price: Rai & Rawal, (2019) found that the affordable price of the Dhaka influence the Purchasing intention of the product. In this study, Price of the Palpali Dhaka Influence the Preference of Palpali Dhaka garment which change Purchase intention.

H_{01} : There is no significance relationship between Price and Preference towards Dhaka Garment.

Promotional Activity: In this study, does promotion activity effect on the purchasing intention and preference of Palpali Dhaka garment. Promotion refers to any types of marketing communication used to inform targeted audiences of the relative advantage of the product, services and brand or issue, most of the time persuasive in nature. Effective advertising can provide product information, highlight product selling aspects, and, most significantly, give customers the impression that they are receiving more bang for their buck (Menon et al., 2016).

H_{02} : There is no significance relationship between Promotional Activity and Preference towards Dhaka garment.

Brand: Naresh (2012) considers brand personality as an important component of the brand image. He defines the brand personality as the symbolic meaning of the brand linked to the non-related brand attributes (Rai & Rawal, 2019). In this Study, Brand influences the Preference of Palpali Dhaka Product.

H₀₃: There is no significance relationship between Brand and Preference towards Dhaka Garment.

Quality: In this Study, Quality of the Palpali Dhaka product influences the Preference of Palpali Dhaka Product which influences purchasing intention. Quality is the totality of features and characteristics of product and service that bears on its ability to satisfy given needs.

H₀₄: There is no significance relationship between Quality and Preference towards Dhaka Garment.

Attitude Behavior and Belief: In this Study, attitude behavior and belief of the influence in purchasing intention of the Palpali Dhaka Garment. An attitude refers to a set of emotions, beliefs, and behaviors toward a particular object, person, thing, or event. Attitudes are often the result of experience or upbringing, and they can have a powerful influence over behavior.

H₀₅: There is no significance relationship between Attitudes, Beliefs & Behavior & Preference towards Dhaka garment.

Appearance: In this study, personal appearance of an individual influence the purchase and preference of Palpali Dhaka garment. It is an external show, the way that someone or something looks. The appearance of the individual customer shapes the Preference of Palpali Dhaka product.

H₀₆: There is no significance relationship between appearance and Preference towards Dhaka garment.

Dressing Style: The dressing style differ from young people to old age people. With the dressing styles the appearances of the dresses/clothes the preferences by the customers changes (Klepp & Storm-Mathisen, 2005). Most of the old age customers are attracted towards the palpali dhaka garments

H₀₇: There is no significance relationship between Dressing Style and Preference towards Dhaka garment.

Religious Commitment: In this study, religious commitment of an individual influences the preference of Palpali Dhaka product which affect in purchasing intention. The belief in and worship of a superhuman controlling power, especially a personal God or gods. The belief in Religion shapes the preference of the Palpali Dhaka Product. Despite the fact that religion is a significant cultural aspect that influences a society's value system and people's behavior, little research has been done on the impact of religion on consumer patronage and consuming behavior, particularly when it comes to clothing (Davis, 2014).

H₀₈: There is no significance relationship between religious commitment and Preference towards Dhaka garment.

Knowledge Source: Knowledge Management (KM) has been utilized as a strategic tool for a long time. A contemporary organizational component Creating and applying new information is considered as a valuable resource that helps to a company's long-term viability and market presence (Menegassi, 2019). Customer purchase intention is influenced by knowledge source that may be advertising, personal information.

H₀₉: There is no significance relationship between Knowledge Source and Preference towards Dhaka garment.

Fashion: In this study, Fashion of the Palpali Dhaka product influences the Preference of the product. Fashion is visible all around Western culture, with new designs being introduced constantly, rising to various levels of popularity at different rates, and then diminishing in popularity until they are only found in museums and junkpiles (Minshall et al., 1982).

H₁₀: There is no significance relationship between Fashion and Preference towards Dhaka Garment.

Satisfaction: In order to increase product and service quality and sustain customer loyalty in a highly competitive market, firms and organizations have turned to customer happiness as a top priority (Iazzi et al., 2016). When the customers are satisfied with the product, It is believed that customer Prefer Dhaka garment.

H₁₁: There is no significance relationship between Satisfaction and Preference towards Dhaka garment.

Occasion & Festival: In this study, Preference of Palpali Dhaka is influenced by factor like occasion and festival which change purchasing intention of the customer. Festival is an occasion celebrated due to some sentimental, religious, cultural reasons. On festivals it is national and local holidays in different states or countries. It is a public occasion celebrated by several people.

H₁₂: There is no significance relationship between Festival & Occasion and Preference towards Dhaka garment.

Methodology

This research is based on explanatory research design as this study tries to examine the cause and effect relationship. It covers the variable definitions, study area, , population of the study, sampling techniques and size, data collection techniques and so on to analyze different factors influencing customers' preference of Palpali Dhaka garments.

Variables and Its Definition

The table below describes the independent variables applied in this study for measuring Preference of Palpali Dhaka garment.

Table 1: Variable Definition

Variables	Description	Value	Expected Sign
Preference of Palpali Dhaka			
Age (age)	Age of the respondent	Above30=1, otherwise=0	±
Sex (sex)	Sex of the respondent	1= Male, 0= Otherwise	±
Education(edu_lvl)	Education Status	+2,Bachelors,Masters=1 0=Otherwise	+
Monthly Income (mth_inc)	Average monthly income of respondent	In Rupees	±
Profession (occ)	Profession of respondent	Business, Government Job, Private job=1, 0=otherwise	+
Marital Status(mat_stus)	Marital status	1=married, 0=Unmarried	±
Family Type(fam_typ)	Family Composition	1=Nuclear, 0=otherwise	±

Independent Variables

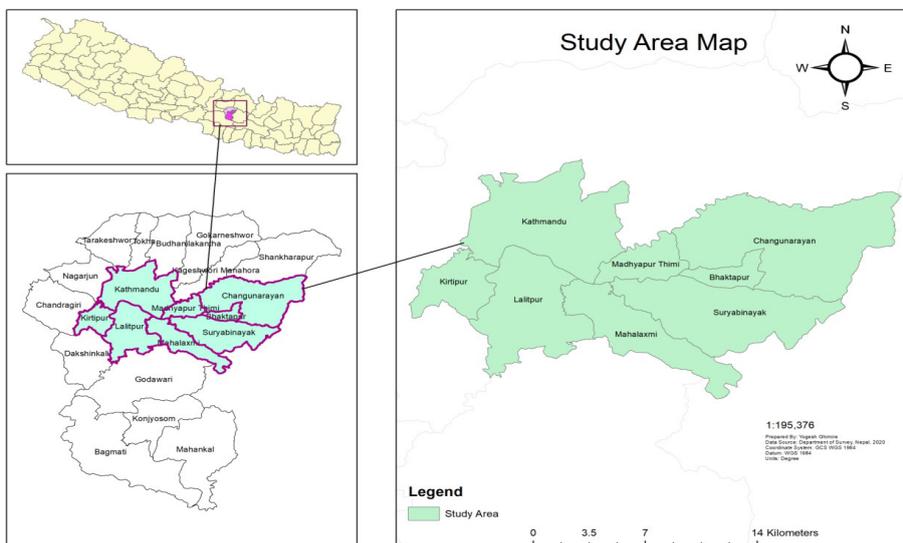
Consumer Preference Towards Dhaka Garments	Brand	Brand Image of the garment shapes the Preference of Dhaka Garment of the Customer.	1 = Yes, 0=No	±
	Price	Price of the garment shapes the Preference of Dhaka Garment of the Customer.	1=Yes 0=No	±
	Quality	Quality of the garment shapes the Preference of Dhaka Garment of the Customer.	1=Yes 0=No	±
	Fashion	Fashion of the garment shapes the Preference of Dhaka Garment of the Customer.	1=Yes 0=No	±
	Availability	Availability of the garment shapes the Preference of Dhaka Garment of the Customer.	1=Yes 0=No	±
	Appearance	Appearance of the garment Shapes the preference of Dhaka Garment of the Customer	1=Yes 0=No	±
	Attitudes, Beliefs & Behavior	Attitudes, Beliefs & Behavior of the garment Shapes the preference of Dhaka Garment of the Customer	1=Yes 0=No	±

	Festival & Occasion	Festival & Occasion of the garment Shapes the preference of Dhaka Garment of the Customer	1=Yes 0=No	±
	Promotional Activity	Promotional Activity of the garment Shapes the preference of Dhaka Garment of the Customer	1=Yes 0=No	±
	Knowledge source	Knowledge source of the garment Shapes the preference of Dhaka Garment of the Customer	1=Yes 0=No	±
	Religious commitment	Religious Commitment of the garment Shapes the preference of Dhaka Garment of the Customer	1=Yes 0=No	±
	Satisfaction	Satisfaction of the garment Shapes the preference of Dhaka Garment of the Customer	1=Yes 0=No	±

Study Area and Population

Palpali Dhaka is produced in Palpa district, which is located in the middle in the map of Nepal. This study includes the preference of Palpali Dhaka garment in Kathmandu valley. Kathmandu valley was chosen for study area because the population of Kathmandu is diversified. The main area in Kathmandu valley is: Kirtipur, Lalitpur, Mahalaxmi, Suryabyanak, Madhyapur Thimi, Changunarayan & Kathmandu Municipality.

Figure 2: Study Area Map



Source: Field survey

Sampling Technique and Sample Size

Following Adhikari et al. (2021) convenience sampling under non-probability sampling was used for the study. The sample size for this study was determined through the following procedure. Formula $n = z^2pq/e^2$ (Devkota et al., 2021) is used to derive the sample size (n). Where, n_0 = sample size required for study, Standard tabulated value for 5% level of significance (z) = 1.96, p = prevalence or proportion of an event 50 % = 0.50 (Idowu et al., 2020). So, p value is 0.5, $q = 1-p$, = 0.5, Allowable error that can be tolerated (e) = 6%. 266.78 is the total population for the study. This study allows non-response error of 5%. Thus, this study is based upon the 280 respondents residing in Kathmandu valley but due to COVID 19 outbreak only 196 sample sizes was collected.

Research Instrument, Data collection and Data Analysis Technique

Structured questionnaire has been developed and devised to conduct survey on factors influencing in Preference of Dhaka Garment on data collection. Primary data from questionnaire survey have been collected. The researchers have linked questionnaire in order to meet the various objectives mentioned above in the study. The formulated structured questionnaires are maintained in kobo toolbox for data collection. Descriptive and inferential analysis are the techniques for data analysis. In which descriptive analysis consist an analysis based on mean, median, mode and style along with inferential analysis based on Binary Logit Model. Data obtained from the respondents regarding developmental sectors are now further processed using software such as STATA for data analysis and use of Microsoft Excel for data entry and research tabulation has been done, respectively for analysis.

Result

Descriptive Analysis

Sociodemographic Characteristics of Respondents

Socio-demographic information generally deals with the personal characteristics of the respondents. Out of 196 respondents, 68.18% were female and remaining were male. Most of respondents are under age of 40 and most of them have achieved higher secondary and above education level. Devkota et al., (2020), young age were more influend by the westernization so the prefernces of products under age of 40 and above 40 is different. Generality of respondents are unmarried i.e., 45.45% and most of them are from nuclear family. Income source of 79.29% of respondents are from; Doctor, Engineer, Banker, Businessman, Private Employee whereas, 20.70% respondents' generation of income is from government job.

Factors affecting/impeding Preference of Palpali Dhaka Garment

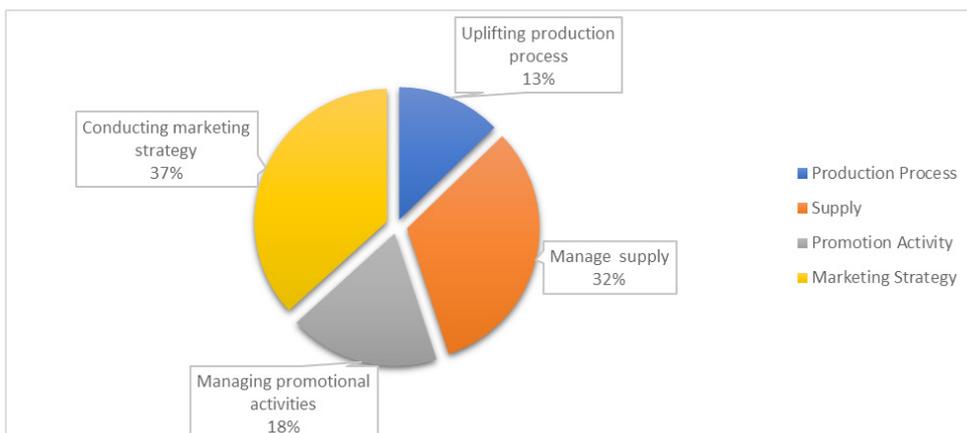
Majority of respondent i.e., 87% conveyed that brand of the Product shapes the Preference of

Palpali Dhaka garments. The survey conveyed that of consumers who choose local and foreign brands to buy apparel is practically identical at 36.5 percent and 31 percent, respectively. 91% of the respondents shows the positive reaction on if the price of the Palpali Dhaka decreases then the preference and demand of the Dhaka garment will increase. Likewise, 70% of the respondents watch promotional activity while purchasing the product. Also, 93% and, 85% said the quality and fashion style matters while purchasing. Similarly, 79% respondents think that home environment/ home preaching diverts them to specific brand while buying Dhaka product. Besides, 90% consider appearance (looks, design, color, shape) while purchasing Palpali Dhaka clothes and 85% frequently purchase the palpali dhaka clothes during festivals and occasion. Moreover, 86% and 89% of respondents agreed on that their religious belief/ commitment influence in the purchase of Dhaka clothes and they bought it by belief in the product knowledge source. While, 89% disagreed on displaying of Palpali Dhaka product in dummy does not influence their purchasing intention of Dhaka clothes. Further, most of the customers i.e.,93% are satisfied while wearing Palpali Dhaka clothes.

Challenges and Managerial Solution

Producer and supplier faced challenges to promote the palpali Dhaka in the four sectors; Production process, Supply chain management, promotion management & marketing strategies. 83% of the respondents said the mentioned challenges can be managed. Some of the managerial solution for the mentioned challenges are; conducting research and using marketing strategy like internet advertisement, television advertisement, newspaper advertisement, production advancement and others, managing promotional activities like television, newspaper and internet advertisement, manage supply and maintaining the network with the suppliers of garments/ raw materials and uplifting the production process techniques. (See figure 3)

Figure 3: Managerial Solution



Source: Field Survey

4.2 Inferential Analysis

Summary Statistics

Mean, minimum and maximum value, and standard deviation of the dataset are observed. All the variables have been assigned values zero and one where zero holds minimum value and one maximum value. The observed dataset demonstrates that satisfaction has highest mean i.e., 0.9285 whereas watching advertisement has lowest mean of 0.1071429 and standard deviation range between 0.499162 to 0.2581989 which determine the scatter of dataset. (See table 2)

Table 2: Summary Statistics

Variable	Obs	Mean	Std. Dev.	Min	Max
satisfaction	196	.9285714	.2581989	0	1
price	196	.9081633	.2895349	0	1
promotion	196	.6989796	.4598762	0	1
brand	196	.872449	.3344435	0	1
quality	196	.9285714	.2581989	0	1
attitudesb~r	196	.7908163	.4077673	0	1
appareance	196	.8979592	.3034771	0	1
festivalan~n	196	.8520408	.3559688	0	1
religion	196	.8622449	.3455253	0	1
knowledges~e	196	.8826531	.3226574	0	1
fashion	196	.8520408	.3559688	0	1
reducechal~s	196	.8316327	.3751504	0	1
watchingad~t	196	.1071429	.3100868	0	1
age	196	.3928571	.4896362	0	1
gender	196	.6836735	.4662329	0	1
maretialst~s	196	.5459184	.499162	0	1
familytype	196	.6479592	.4788297	0	1
occupation	196	.2040816	.404061	0	1
education	196	.8520408	.3559688	0	1

Source: Field Survey

Final Regression Result

Robust standard error is a strategy for producing unbiased OLS standard errors under heteroscedasticity, or it may be understood as the actions carried out when doing tasks and solving problems (Murdie & Bhasin, 2011). It can be analyzed by three processes; odds ratio, coefficient and marginal effect.

In logistic regression, odds ratio represents the constant effect if a predictor X, on the likelihood that one outcome will occur. In regression models, we often want a measure of the unique effect of each X and Y. Table 3 demonstrate Brand, Quality, Knowledge Source, Family type, Advertisement, Reducing Challenges has p-value less than 5% and 10% representing that the preference of Palpali Dhaka garment is significantly affected by six significant variables i.e.

Table 3 indicates that brand in Palpali Dhaka product increase the preference of Palpali Dhaka Products by 43.70 times. 1 unit change in brand affect the preference of Palpali Dhaka by 0.152 unit. Similarly, quality of Palpali Dhaka garments influence its preferences towards customer by 4.258 times and change in quality by 1 unit changes the preferences by customers of Palpali Dhaka garment by 0.0582 unit. Moreover, knowledge source, family type, reducing challenges, advertisement also make effect on the preference of palpali dhaka garments. (See table 3).

Table 3: Final Regression Result

VARIABLES	(1) Logit coeff	(2) Odds ratio	(3) Marginal effects
Satisfaction			
Price	-0.643 (1.059)	0.526 (0.557)	-0.0258 (0.0431)
Promotion	0.0315 (0.618)	1.032 (0.638)	0.00126 (0.0247)
Brand	3.777*** (1.042)	43.70*** (45.55)	0.152*** (0.0291)
Quality	1.449** (0.705)	4.258** (3.002)	0.0582** (0.0276)
Attitudesbeliefsbehavior	-0.621 (0.727)	0.538 (0.391)	-0.0249 (0.0295)
Appareance	-0.729 (1.012)	0.482 (0.488)	-0.0293 (0.0407)
Festivalandoccasion	-1.006	0.366	-0.0404

	(0.793)	(0.290)	(0.0315)
Religion	0.140	1.151	0.00564
	(0.690)	(0.795)	(0.0279)
Knowledgesource	2.550***	12.80***	0.102***
	(0.731)	(9.359)	(0.0206)
Fashion	0.459	1.583	0.0184
	(0.748)	(1.184)	(0.0298)
Reducechallenges	3.061***	21.34***	0.123***
	(0.999)	(21.32)	(0.0275)
Watchingadvertisement	3.962***	52.55***	0.159***
	(1.442)	(75.78)	(0.0489)
Age	-0.202	0.817	-0.00809
	(0.801)	(0.655)	(0.0325)
Gender	-0.721	0.486	-0.0289
	(0.885)	(0.430)	(0.0338)
Maretialstatus	0.359	1.432	0.0144
	(0.537)	(0.770)	(0.0224)
Familytype	2.093**	8.111**	0.0840**
	(0.953)	(7.728)	(0.0383)
Occupation	0.133	1.142	0.00532
	(0.719)	(0.821)	(0.0297)
Education	-1.699	0.183	-0.0682
	(1.059)	(0.194)	(0.0426)
Constant	-2.860*	0.0572*	
	(1.663)	(0.0952)	
Observations	196	196	196

Robust standard errors in parentheses

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Source: Field Survey

Discussion

Ordered logistic analysis was used for the study. The final regression analysis of the dataset depicts; brand, quality, knowledge source, Advertisement, Family type, and solution for challenges significantly affect the preferences of palpali dhaka garments. The study revealed that advertisement effect more on choosing the garments rather than knowledge source and quality. Likewise, brand also influence by more times. Study by Cobb-Walgren et al., (1995) also revealed that, the brand and advertisement generated significantly greater preferences and purchase intentions. Dulal & syduzzaman (2020),

it is found that local brand choice is higher than foreign brand & age and income also shapes cloth preference but from our study brand preference of Dhaka garment has higher customer choice & age and income don't show high significant relationship.

Religious commitment, satisfaction, knowledge source and dressing style are important antecedents of hijab purchase intention as all the hypotheses positively influence the hijab purchase intention. Local and international brands should develop their hijab brands in line with religion, and, furthermore, design their marketing efforts with a focus on creating awareness regarding their hijab brands that these comply with religion and at same time complement their dressing styles (Saeed et al., 2021). From our study, knowledge source is significant variable which influence positively in customer preference but dressing style religious commitment are not significant determinant.

The study discloses that promotional activity and marketing strategy of the Palpali Dhaka garment increase the customer Preference. Digital marketing and facebook, twitter, youtube, can upgrade the advertisement and product knowledge source. According to Menon (2016), marketing and quality of the product influence customer preference which is similar with our study. Also, increases in age were also linked to a preference for jeans with a higher waistline. The availability and acceptability of various fits and waist levels in jeans, providing the consumer more options and experience with fit differentiations, could be one reason for this subjectivity in fit preferences (Chattaraman et al., 2013). Simply, it refers that age group of the customer affect in the preference of Dhaka garment.

Conclusion

This study concluded that mainly cultural people prefer Palpali Dhaka garment other group of people prefer branded, quality, and fashionable which have good appearance garments. The promotion of the Palpali Dhaka garment can be improved by upgrading the brand, quality, knowledge source, advertisement of the Palpali Dhaka garment. Some strategy to reach the target markets and customers are; manager should focus on production process techniques, supply Chain management, upgrading and improving the promotional activity & marketing strategy (online advertisement and digital marketing). Some recommendations are; enhancing the quality of the product and brand, advertising the product to share the knowledge of the palpali dhaka garments to reach numbers of customers.

This study focusses on identifying customer preference on Dhaka garment in Kathmandu valley. Despite several area covered by this study there are other areas that need further research. As, this study is conducted in Kathmandu valley only, so that further research might be conducted in other areas where development sectors has been helping hand

to promote as well as other places even outside valley. Similarly, this study is based on the six variables that affect the customer preference i.e., brand, Quality, knowledge source, advertisement, reducing challenges, family type. Further study might include others factors and more variables that affect the customer Preference towards Dhaka product with clearer picture. In Nepal there have been very limited researches and studies on the issues related customer preference towards Dhaka garments especially in Kathmandu valley. Likewise, additional tests are needed to replicate the results of this study and to identify additional potential reasons for analyzing people perception regarding customer preference. Further study of the customer preference towards Dhaka garments and importance in various societies is required in Nepal. In addition, the researcher should physically take the responses of the respondent for better result and analysis. Therefore, for clearer picture about the customer preference conducted by developmental sectors researchers might perform more research in Nepal.

References

- Adhikari, D. B., Shakya, B., Devkota, N., Karki, D., Bhandari, U., Parajuli, S., & Paudel, U. R. (2021). Financial hurdles in small business enterprises in Kathmandu Valley. *Modern Economy*, 12(6), 1105-1118.
- Abane, S. (2016). Employee perceptions of corporate social responsibility and organisational citizenship behaviours: A comparative Ghanaian study. *Research Gate*, 20 (10), 1–178. <https://doi.org/10.13140/RG.2.2.25978.49606>
- Banarjee, S., Muzib, M. M., & Sharmin, S. (2014). Status of handloom workers and causes of their migration: A study in handloom industry of Tangail district, Bangladesh. *Research on Humanities and Social Sciences*, 4(22), 157-162.
- Bennett, L. (2008). Caste, ethnic, and regional identity in Nepal: Further analysis of the 2006 Nepal demographic and health survey. population division, Ministry of Health and Population, Government of Nepal, 1(3), 1-12.
- Chattaraman, V., Simmons, K. P., & Ulrich, P. V. (2013). Age, body size, body image, and fit preferences of male consumers. *Clothing and Textiles Research Journal*, 31(4), 291-305. <https://doi.org/10.1177/0887302X13506111>
- Cobb-Walgreen, C. J., Ruble, C. A., & Donthu, N. (1995). Brand equity, brand preference, and purchase intent. *Journal of advertising*, 24(3), 25-40.

- Davis, Y., & Jai, C. (2014). Effects of religiosity on apparel shopping orientation: An exploratory study. *International Journal of Business Anthropology*, 5(2), 24-36. <https://doi.org/10.33423/ijba.v5i2.1134>
- Devkota, N., Paudel, U. R., & Bhandari, U. (2020). Does westernization influence the business culture of a touristic city?. *Economics & Sociology*, 13(4), 154-172.
- Devkota, N., Budhathoki, A., Paudel, U. R., Adhikari, D. B., Bhandari, U., & Parajuli, S. (2021). Online trading effectiveness in Nepal share market: Investors awareness, challenges and managerial solution. *Asian Journal of Economics, Business and Accounting*, 21(5), 90-98.
- Dhawale, S. K. (2020). Study on customers preference and satisfaction level with special reference to pantaloons, pune. *International Journal of Engineering Applied Sciences and Technology*, 5(4), 178–185. <https://doi.org/10.33564/ijeast.2020.v05i04.024>
- Dheerasinghe, R. (2009). Garment Industry in Sri Lanka. *Staff Studies*, 3(3), 33–72.
- Dulal, M., & Syduzzaman, M. (2020). Brand Preferences and Frequency of Buying Branded Clothes: A research on Dhaka city, Bangladesh. *Tekstil ve Mühendis*, 27(119), 178-185. <https://doi.org/10.7216/1300759920202711906>
- Hickman, T., & Ward, J. (2007). The dark side of brand community: Inter-group stereotyping, trash talk, and schadenfreude. *ACR North American Advances*.
- Iazzi, A., Vrontis, D., Trio, O., & Melanthiou, Y. (2016). Consumer preference, satisfaction, and intentional behavior: Investigating consumer attitudes for branded or unbranded products. *Journal of Transnational Management*, 21(2), 84-98. <https://doi.org/10.1080/15475778.2016.1167000>
- Karkee, R., & Comfort, J. (2016). NGOs, foreign aid, and development in Nepal. *Frontiers in public health*, 4(177),1-5. <https://doi.org/10.3389/fpubh.2016.00177>
- Klepp, I. G., & Storm-Mathisen, A. (2005). Reading fashion as age: Teenage girls' and grown women's accounts of clothing as body and social status. *Fashion Theory*, 9(3), 323-342.
- Lamichhane, S., Joshi, R., Poudel, B. and Subedi, P.(2020). Role of community in leading conservation: effectiveness, success and challenges of community-based anti-poaching unit in Nepal. *Grassroots Journal of Natural Resources*, 3(4), 94-109. <https://doi.org/10.33002/nr2581.6853.03046>.

- Menegassi, M. J. S. C. H. M. (2019). Knowledge management in fashion and clothing context: the purchasing process of an industry as an object of verification. *International Journal of Science and Research*, 8(2), 521–529. <https://doi.org/10.21275/ART20194477>
- Menon, R. G. V., Sigurdsson, V., Larsen, N. M., Fagerstrøm, A., & Foxall, G. R. (2016). Consumer attention to price in social commerce: Eye tracking patterns in retail clothing. *Journal of Business Research*, 69(11), 5008–5013. <https://doi.org/10.1016/j.jbusres.2016.04.072>
- Minshall, B., Winakor, G., & Swinney, J. L. (1982). Fashion preferences of males and females, risks perceived, and temporal quality of styles. *Home Economics Research Journal*, 10(4), 369-379. <https://doi.org/10.1177/1077727X8201000408>
- Murdie, A., & Bhasin, T. (2011). Aiding and abetting: Human rights INGOs and domestic protest. *Journal of Conflict Resolution*, 55(2), 163-191. <https://doi.org/10.1177/0022002710374715>
- Naresh, G. (2012). Do brand personalities make a difference to consumers?. *Procedia-Social and Behavioral Sciences*, 37, 31-37.
- Rai, B., & Rawal, R. R. (2019). Consumers' preference of fast food items in Kathmandu Valley. *NCCJournal*, 4(1), 17-25. <https://doi.org/10.3126/nccj.v4i1.24730>
- Saeed, M., Grine, F., & Shafique, I. (2020). Integrating factors influencing hijab purchase intention among Muslim women. *Journal of Islamic Marketing*, 12(1), 95–112. <https://doi.org/10.1108/JIMA-10-2018-0194>
- Shrestha, E. (2010). Study on the prospects of promoting Dhaka cloth production in Nepal. *Tribhuvan University Journal*, 27(12), 53-60. <https://doi.org/10.3126/tuj.v27i1-2.26371>
- Sughra, U., Siddiqui, M., Noorani, S., Mansoor, H., & Kausar, S. (2021). Patient Satisfaction: A Tool towards Quality Improvement: <http://doi.org/10.36351/pjo.v37i2.1150>. *Pakistan Journal of Ophthalmology*, 37(2).