

A STUDY ON THE FACTORS THAT AFFECT CONSUMER DECISION IN BUYING APPAREL IN HONG KONG

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Abstract

This paper examines consumers' purchasing habits and attitudes towards apparel in Hong Kong. A questionnaire survey was administered to 320 consumers and it was found that four factors (product quality, style and brand, price and value, peer and social factor) affected consumers' apparel purchase decision. In-depth interviews with experienced merchandisers were also conducted so that we could compare the views of the consumers and the experts. The similarity between them was that quality, price and style were the three key components for an apparel brand to gain market share. The main difference was that the experts had more confidence and higher ratings on apparels made in China and were not affected by the negative news reports. The current opportunities and challenges in the apparel industry were also discussed.

Keywords: Apparel, Consumer Behaviour, Factor Analysis, In-depth Interview, Survey.

