

Purchasing Decision of Denim Jeans in Albania

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Abstract:

The purpose of this study is to identify and analyze the key factors influencing consumer purchase decisions for denim jeans using a multiple linear regression model. The study aimed to provide actionable insights for businesses, marketers, and researchers in the fashion industry. A self-administered survey with closed-ended Likert scale questions was employed, and the data were analyzed using R software. A total of 225 usable surveys were collected, analyzed, and collated. This approach allowed for a comprehensive examination of consumer preferences and purchasing behavior regarding denim jeans. The results of this study revealed that fit, color, quality, style, and comfort are crucial factors influencing purchase decisions for denim jeans. Price and return policies also have a notable effect but are less impactful compared to these primary attributes. The study's findings can guide retailers in product development, marketing strategies, and consumer engagement.

Keywords — Denim jeans, Textile industry, purchasing, multiple linear regression, attribute

I. INTRODUCTION

Consumer purchasing decisions have always been the subject of study for many companies with the goal of increasing their competitive advantage. The textile industry is also relatively significantly affected by this. This industry is one of the most competitive and economically dominant sectors in today's market. Its high flexibility has led to early adoption of digital practices. The products developed by this industry are increasingly aligned with consumer demands and needs. In 2022, China dominated this sector with exports worth 303 billion dollars, representing 32.2% of the world market [1].

The textile sector in Albania has experienced fluctuating periods of growth and decline, reflecting broader economic trends and shifts in consumer preferences. Its development began in 1940s but was significantly hindered by the political conditions of the time. The sector experienced its most notable expansion after the 1990s, following the fall of communism [2]. The competitive advantages of the

Albanian textile sector include its strategic geographic location and low labour costs. Currently, it primarily focuses on clothing and footwear. In 2023, textile exports reached 126.3 billion ALL, making up 29% of the domestic market. The highest profits were achieved in 2022, with earnings of 135.2 billion ALL, representing 28% of the market, and Italy remains a crucial partner in this industry [3], [4].

Clothing, according to [5], has a significant impact on the textile industry and is a fundamental human right. Clothes serve multiple functions including providing protection, offering comfort, enabling self-expression, and fulfilling social and cultural roles [6]. The process of clothing production begins with demand analysis, followed by design, manufacturing, distribution, and sales.

This study focuses on identifying the determinants of purchase decision-making for denim jeans among consumers using a multiple linear regression model. It is highly relevant for businesses and marketers in the fashion industry, especially those dealing with denim jeans, as it provides valuable insights into

consumer decision-making factors. Additionally, the study is useful for market analysts, retailers, and brands. It also serves researchers and analysts who are interested in consumer behaviour and market trends, offering a detailed understanding of the factors influencing denim jeans purchases in the Albanian market.

II. JEANS DENIM

Denim jeans are always a choice that never goes out of style. Its history began in the 1850s and the first company in the world to produce blue jeans was Levi Strauss & Co. in 1873. This new product was designed to provide durable work pants for men in labour-intensive jobs [7]. The original of denim production was 100% cotton. Today, jeans made primarily from cotton are considered premium denim and are characterized by high-quality materials, exceptional craftsmanship, distinctive designs, and often incorporate sustainable practices [8]. However, the need to reduce costs has led many factories to produce denim jeans by combining cotton with polyester and elastane [9]. Traditionally, the characteristic colour was blue, but nowadays, the colour spectrum is very diverse [10].

In 2022, the market value of denim jeans fabric was \$27.1 billion, with China leading in exports [11], [12]. The global denim jeans market, valued at 64.5 billion U.S. dollars in 2022, is projected to reach approximately 95 billion U.S. dollars by 2030 [13].

The denim market is highly competitive, with hundreds of companies worldwide offering denim products. The common goal of these companies is to reduce costs and increase profitability. Denim jeans are produced based on factors such as quality, price, colour, style, fit, and brand, catering to various customer needs [14].

III. LITERATURE REVIEW

A. Purchase decisions

Consumer buying decisions involve choosing among many alternatives, making this process

complex. Purchase intention measures a shopper's interest in buying an item, with the goal that a lower purchase intention correlates with a stronger desire to purchase the product [15]. According to [16], the influencing factors in purchasing include social, psychological, cultural, and personal factors. The author in study [17] adds the economic factor as one of the five highly influential factors in decision-making. These attributes help consumers differentiate and evaluate products, impacting their final decision. Additionally, factors such as brand reputation, customer reviews, and promotional strategies further influence consumer choices by shaping perceptions and expectations. According to [18], products possess two distinct physical and visual attributes.

B. Product attributes

Product attributes are the unique characteristics of a product that distinguish it from others. Colour is essential in creating visual appeal and expressing personal identity, with its preference being influenced by individual perception, cultural context, and psychological responses [19]. Colour is essential for attractiveness, self-expression, and communication of identity and emotions [20]. Additionally, colour choices in design can significantly impact user preferences and emotional responses, playing a crucial role in branding and aesthetic appeal. Study [21] shows that colour preferences in fashion differ significantly by gender, with women favouring pink and lilac hues, while men prefer blue and generally avoid pink. According [22] colour preference can significantly influence children's clothing choices and their buying decisions.

H0: Colour has a significant and positive impact on the purchase decision of denim jeans.

Price is the monetary value a consumer pays for a product, reflecting production costs, revenue distribution, and perceived value, and it influences both purchasing decisions and company profitability. Price sensitivity plays a crucial role in shaping consumer behaviour by influencing their reactions to price changes, thereby affecting their decisions on

product purchases and the adoption of innovative products, which managers must carefully consider to optimize pricing strategies and maximize profitability [23] [24].

H1: Price is a statistically significant determinant and positively influences the purchase decision of denim jeans.

Price discounts influence purchase decisions by increasing the perception of savings, which can boost demand for products. Price discounts often lead to perceptions of greater savings and lower product quality, they generate stronger positive emotions, which can enhance the overall perception of value and boost purchase intentions [25].

H2: Price discounts influence the purchase decisions of denim jeans.

In today's competitive market, brands are pivotal in shaping customers' identities and self-expression, especially in fashion, where clothing is more about personal image and status than functionality. The study [26] finds that consumer brand identification positively affects customer brand engagement, which in turn boosts purchase intentions for fashion apparel. Brand perception significantly influences purchasing decisions, with quality being the most critical factor for customers when selecting branded apparel, followed by colour, design, comfort, style, and price [26].

H3: Brand perception has a positive and significant impact on the purchase decisions in the denim jeans market.

Perceived quality refers to the subjective evaluation of a product's overall excellence or superiority based on consumer perceptions and expectations. Based on the findings of the study [28], most people were prepared to spend extra money if they believed that a product offered superior quality.

H4: Perceived quality is a factor influencing the purchase decision of denim jeans in Albania.

Style of clothes is crucial in purchase decisions because it reflects personal taste and enhances a product's attractiveness. Consumers often prioritize

style as it aligns with their aesthetic preferences and fashion trends [29].

H5: Style of denim jeans is a significant factor in the purchase decision.

Comfort in purchase enhances consumer satisfaction by ensuring a convenient, secure, and personalized shopping experience, ultimately fostering repeat business and loyalty [30]. Fit refers to how accurately a garment matches the specific dimensions and shape of an individual's body. Consumers prioritize garment fit and comfort over aesthetic aspects, reflecting a broader trend towards valuing physical and psychological harmony in clothing choices [31].

H6: The comfort experienced while wearing denim jeans influences the purchase decision.

H7: Fit is a significant and positive determinant of the purchase of denim jeans.

C. Return policy

One of the challenges faced by companies is the return of items by customers, which leads to increased costs and sustainability issues. Many companies implement various return policies to address this, such as offering free returns, exchanging products for items of equal monetary value, refunding payments, and other methods designed to attract and retain customer attention. A consumer survey by [32] reveals that clothing is the item most likely to be returned in the UK, with a return rate of 28%. Return policies directly impact purchase decisions by influencing consumer satisfaction and shaping their overall shopping experience [33].

H8: Return policies set by the company have a significant and positive impact on the purchase decision of denim jeans.

D. Recommendations

With advancements in technology, the consumer purchasing process has become much simpler, but reliance on digital platforms is still very high. This impact extends to product selection, as many people now consult online reviews and recommendations before buying. [34] has shown that these online

evaluations, which highlight both pros and cons, significantly influence consumers' purchasing intentions, with social media recommendations playing a key role.

H9: Online recommendations are a significant and positive influencing factor on the purchase decision of denim jeans.

IV. MATERIALS AND METHODS

For the realization of this study, a questionnaire with closed-ended questions was used. The questionnaire was divided into two sections. The first section contained questions related to the determinants of denim jeans, recommendations, and return policies. This part allowed for responses using a five-point Likert scale, where 1 represented "strongly disagree" and 5 represented "strongly agree." The second section sought demographic information such as gender, monthly income, profession, employment status, residence, and frequency of jeans purchases.

The research instrument was designed using Google Forms and was tested on a sample of 15 people. The test results showed that the questionnaire was valid for the study. After testing, the link was distributed using the snowball method. A total of 225 valid responses were collected for the study. The responses were tested for reliability using Cronbach's alpha. Cronbach's alpha values above 0.90 are often considered excellent, indicating very high internal consistency. Strong internal consistency is generally reflected by values between 0.81 and 0.90. Values ranging from 0.71 to 0.80 are seen as good, suggesting acceptable internal consistency. Values between 0.61 and 0.70 are termed moderate, indicating moderate internal consistency that may still be deemed acceptable depending on the specific context. Values below 0.60 are often categorized as low, suggesting that the internal consistency may be insufficient and potentially problematic for the reliability of the instrument [35].

Linear regression was used for data analysis. Linear regression is a statistical technique designed to understand the relationship between a dependent variable Y and one or more explanatory variables X . The aim is to derive a linear function that can predict Y with the greatest precision.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \varepsilon$$

EQUATION 1 LINEAR REGRESSION

In this study, the dependent variable Y represents purchase decisions. The independent variables X_1, X_2, X_n encompass attributes of denim jeans, such as fabric quality, style, fit, along with factors like recommendations and return policies. The coefficients $\beta_0, \beta_1, \beta_2, \beta_n$ quantify the influence of these variables on the purchase decisions. The term ε represents the error term, capturing any variations in purchase decisions not explained by the independent variables.

The analysis for this study was carried out using R.

V. STUDY RESULTS

A. Demographic information

Among the respondents, the majority were female, accounting for 57.8% of the total, which translates to 130 individuals. In contrast, 42.4% were male, equating to 95 individuals (Fig.1). The age distribution of the respondents was notably skewed towards younger individuals, with 68% falling within the 18-34 age range. This indicates that most participants were relatively young adults. A smaller segment of the respondents, 37.6%, were aged between 35 and 54 years, while only 8% were 55 years old or older. This suggests that the survey predominantly captured the views of a younger demographic, with fewer respondents in the older age brackets.

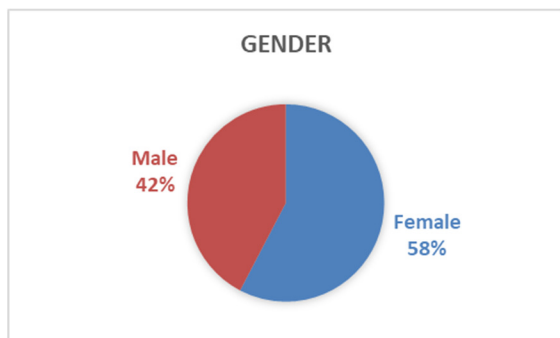
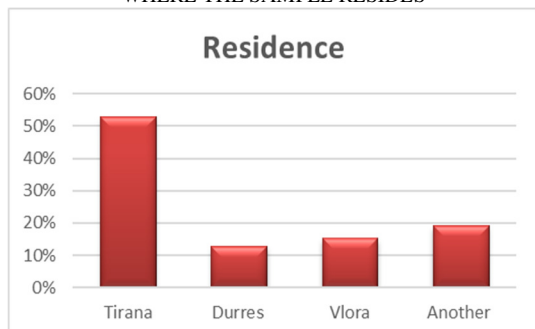


Fig. 1 The demographic distribution of the sample by gender

In terms of residence, 53% of the participants lived in Tirana, indicating that the majority of the respondents were based in the capital city of Albania. Durres, another major city, was home to 12.8% of the respondents, while 15.2% lived in Vlore. The remaining respondents (19%) resided in various other cities not specifically listed (Tab. 1).

TABLE 1 DEMOGRAPHIC INFORMATION ABOUT THE CITIES WHERE THE SAMPLE RESIDES



Professionally, the majority of respondents were engaged in engineering, with 47.2%. A significant portion, 16%, were students, while another 16% held managerial positions. Additionally, 12% were economists. The rest of the respondents (8.8%) worked in other diverse professions (Fig. 2).

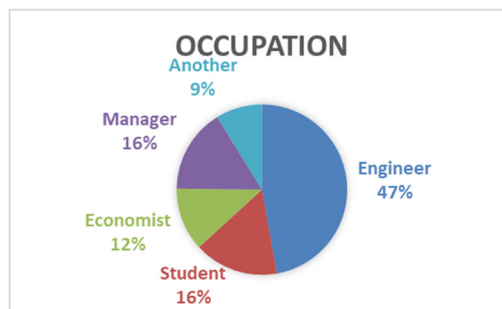


Fig. 1 Professions of the respondents

Regarding employment, 53.6% of the respondents were employed in the private sector, indicating a preference or trend towards private-sector jobs. In contrast, 28% worked in the public sector, which includes government or state-run positions. The remaining 18.4% were unemployed, meaning they were not engaged in any form of paid work (Fig.3).

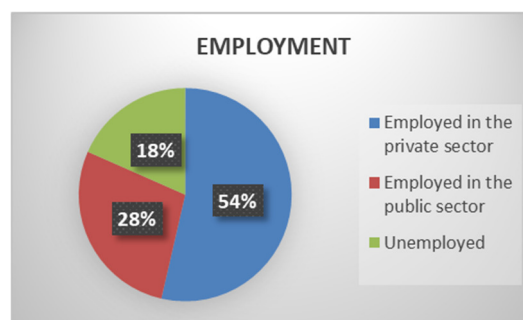


Fig. 2 Employment status

On the topic of income, 23.4% of respondents earned 42,000 ALL or less per month, which is relatively low. A larger group, 31.5%, earned between 40,001 and 60,000 ALL per month. The highest income bracket was represented by 45.2% of respondents, who earned more than 60,001 ALL per month. (Fig.4)

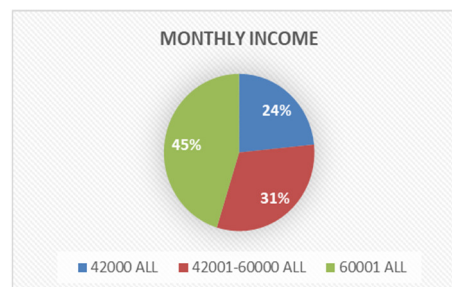
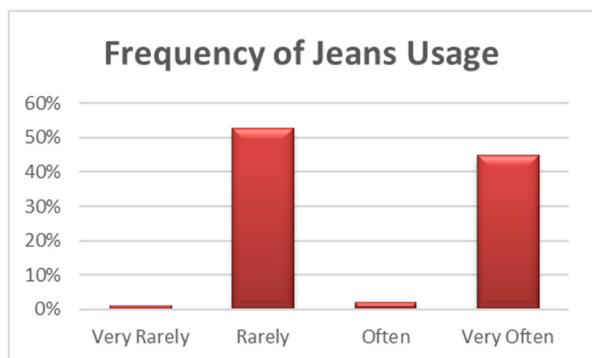


Fig. 3 Monthly income of the respondents

When it comes to wearing jeans, 52.8% of the respondents wore them rarely, while 1% wore them very rarely, and 2% wore them often. A significant 44.8% wore jeans very often, indicating a strong preference for this type of clothing among a substantial portion of the respondents (Tab.2).

TABLE 2 FREQUENCY OF DENIM JEANS USAGE AMONG THE SAMPLE



Regarding purchasing denim jeans, 73.6% preferred buying them from physical stores, suggesting that a majority of respondents favoured the traditional shopping experience. Conversely, 26.4% opted for online shopping, with 10.4% using mobile applications and 16% using websites to make their purchases. This highlights a notable portion of respondents who are inclined towards digital shopping methods for denim jeans (Fig.5).

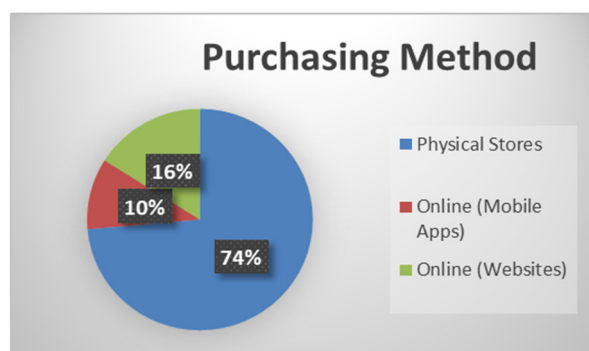


Fig. 4 Denim Jeans Purchasing Preferences

In analysing the survey data, specific trends are evident in consumer preferences for denim jeans attributes. For design, the highest number of respondents rated it as important, with 67 people

selecting this level 4, indicating that design is valued by a significant portion. However, only 25 respondents strongly agreed that design is very important, suggesting that while design is appreciated, it may not be a top priority for everyone. Regarding fit, a significant majority, 112 respondents, strongly agreed that fit is crucial, showing a strong consensus on its importance. In contrast, only 16 respondents strongly disagreed, highlighting that fit is a key factor for most but not universally accepted. For comfort, 65 respondents strongly agreed that it is essential, indicating that comfort is highly valued. However, 27 respondents strongly disagreed, showing that while many prioritize comfort, it is not a universally held view. When it comes to material thickness, the highest number of respondents rated it as neutral, with 83 choosing this option. Only 10 respondents strongly disagreed that material thickness is important, indicating that this attribute is less critical for most people. For colour, the most respondents (114) strongly agreed that colour is very important and that they pay special attention to it. This indicates a strong preference for colour when purchasing denim jeans. Conversely, only 7 respondents felt neutral about this attribute, and 25 strongly disagreed that colour is important, suggesting that while many value colours, it is not universally crucial.

Brand attribute, the highest number of respondents (74) rated it as important. However, only 18 strongly agreed that the brand is the most important component, while 51 strongly disagreed, reflecting that brand importance is mixed. This suggests that while brand may be significant for some, it is not a predominant factor for everyone. A significant number of respondents (102) strongly agreed that price is a decisive factor when buying denim jeans, highlighting its importance in the purchase decision. On the other hand, 23 respondents strongly disagreed that price is a key factor, indicating that price, while important for many, is not the sole determinant for all consumers (Tab.3).

TABLE 3 DENIM JEANS ATTRIBUTES SURVEY RESPONSES

Denim jeans attributes	5 Strongly Agree	4	3	2	1 - Strongly disagree
For me, the design is very important.	n=25	n=67	n=42	n=58	n=33
Fit is an element that I pay attention to when I want to buy denim jeans.	n=112	n=54	n=31	n=12	n=16
I cannot make a purchase if I do not feel comfortable in the garment.	n=65	n=71	n=44	n=18	n=27
Every time I buy jeans, the thickness of the material remains an important factor for me.	n=63	n=37	n=83	n=32	n=10
The colour is very important to me, and I pay special attention to it.	n=114	n=45	n=7	n=34	n=25
The most important component for me is the brand.	n=51	n=74	n=34	n=48	n=18
Price is a decisive factor during the moment when I buy denim jeans.	n=102	n=41	n=28	n=31	n=23

B. Return policy and recommendations

The survey data reveals varying attitudes towards different factors influencing clothing purchases. When it comes to checking online reviews, the majority of respondents (85) strongly disagreed that they always consult reviews before buying clothes, indicating that online reviews are not a primary concern for most. On the other hand, 32 respondents strongly agreed that online reviews are important, suggesting that while not universally significant, reviews do play a role for some consumers.

Regarding recommendations from relatives, 62 respondents strongly disagreed that such recommendations are always their next purchase, reflecting that family suggestions are not a major influence for many. Only 13 respondents strongly agreed, showing that while recommendations from relatives can be influential for a few, they are not a key factor for most.

The importance of free returns showed a notable divide, with 57 respondents strongly disagreeing that

free returns impact their clothing purchases. Nevertheless, 38 respondents strongly agreed that free returns are a significant factor, indicating that while not universally decisive, free return policies do matter to some consumers.

Finally, the acceptability of products after several days garnered mixed responses. The largest group (87 respondents) rated this factor as neutral, suggesting that its importance varies among consumers. Meanwhile, 42 respondents strongly agreed that acceptability over time is a crucial consideration, highlighting that this attribute is important for a significant portion of respondents but not universally so (Tab.4).

TABLE 4 SURVEY DATA ON RECOMMENDATIONS AND RETURN POLICIES

C. Questionnaire reliability

Attribute	1 - Strongly Disagree	2	3	4	5 - Strongly Agree
I always check online reviews before buying clothes.	n=85	n=76	n=15	n=17	n=32
For me, recommendations from relatives are always my next purchase.	n=62	n=71	n=44	n=22	n=13
Free returns are an element that influences my clothing purchases.	n=57	n=48	n=42	n=40	n=38
The acceptability of products after several days is an element I pay a lot of attention to.	n=39	n=33	n=87	n=24	n=42

In evaluating the reliability of the survey instrument, Cronbach's Alpha values were assessed for different sections. For Denim Jeans Attributes, the reliability slightly improved from 0.80 in the pilot test to 0.81 in the final version, indicating strong internal consistency. The Recommendations section saw a modest increase in reliability from 0.70

in the pilot test to 0.72 in the final instrument, reflecting moderate internal consistency. Return Policies demonstrated a notable improvement, with reliability rising from 0.82 in the pilot test to 0.89 in the final version, showcasing high internal consistency (Tab.5). Pilot test had a reliability score of 0.78, which increased to 0.82 in the final test.

TABLE. 5 RELIABILITY ANALYSIS OF SURVEY SECTIONS

Section	Pilot Test	Final Instrument
Denim Jeans Attributes	0.8	0.81
Recommendations	0.7	0.72
Return Policies	0.82	0.89
Overall Reliability	0.78	0.82

D. Regression analyses

The analysis of the hypotheses regarding denim jeans purchase decisions reveals several key insights. The hypothesis that colour has a significant and positive impact on purchase decisions (H0) is supported, as the analysis shows a significant estimate of 0.2246 and a p-value of 0.049. Similarly, price is confirmed to be a statistically significant determinant with an estimate of 0.1843 and a p-value of 0.025, validating the hypothesis that price influences purchase decisions (H1). However, the hypothesis that price discounts influence purchase decisions (H2) is not supported, given the non-significant estimate of 0.006 and a p-value of 0.81.

Perceived quality significantly affects purchase decisions, with a strong estimate of 0.469 and a p-value less than 0.0001, affirming the hypothesis that quality is a key factor (H4). The hypothesis that style is a significant factor in purchase decisions (H5) is also supported, evidenced by an estimate of 0.3576 and a p-value of 0.009. Similarly, comfort significantly impacts purchase decisions, with an estimate of 0.1747 and a p-value of 0.002, confirming that comfort is a crucial consideration (H6).

The hypothesis that fit is a significant and positive determinant of the purchase of denim jeans (H7) is

supported by an estimate of 0.3489 and a p-value of 0.003. Return policies have a notable but smaller effect, with an estimate of 0.018 and a p-value of 0.025, partially validating the hypothesis that return policies impact purchase decisions (H8). Finally, online recommendations are a significant influencing factor, with an estimate of 0.2124 and a p-value of 0.009, supporting the hypothesis (H9) that online recommendations play a role in purchase decisions (Tab.6).

TABLE 6 MULTIPLE LINEAR REGRESSION

Variable	Estimate	Std. Error	t-value	p-value
Fit	0.3489	0.115	3.038	0.003
Word of mouth	0.26305	0.0987	2.664	0.0088
Style	0.3576	0.101	3.54	0.009
Design	0.29716	0.079	3.759	0.005
Material Thickness	0.1747	0.088	1.984	0.002
Colour	0.2246	0.084	2.664	0.049
Online Ratings	0.2124	0.094	2.252	0.009
Return Policies	0.018	0.081	0.233	0.025
Price Discounts	0.006	0.089	0.073	0.81
Price	0.1843	0.082	2.251	0.025
Quality	0.469	0.112	4.173	0.0001
Intercept	50.68%	0.442	1.146	0.254

$R^2=0.8686$
 $R^2\ adj.=0.8331$
 $p<0.00$

The analysis highlights the importance of quality, fit, style, and comfort in purchase decisions, while colour and online recommendations also significantly influence consumer choices. Price and return policies are relevant but less impactful compared to other factors, and price discounts are not a significant determinant. The model's high R-squared value of 0.8686 and adjusted R-squared of 0.8331 indicate that it effectively explains a large portion of the variance in purchase decisions,

highlighting the importance of these attributes in consumer choices

VI. CONCLUSIONS

The survey data provides a comprehensive view of consumer preferences for denim jeans, along with demographic details and purchasing behavior. The majority of respondents were female (57.8%) and predominantly young adults, with 68% aged 18-34. Income levels varied, with 45.2% earning over 60,000 ALL per month. Most respondents wore jeans very often (44.8%) and preferred buying them from physical stores (73.6%), while 26.4% opted for online shopping.

The analysis supports the hypothesis that color significantly influences purchase decisions and confirms that price is a key determinant. However, price discounts do not significantly impact decisions. Perceived quality, style and comfort are all significant factors, with fit also being crucial. Return policies have a smaller but notable effect, and online recommendations are significant. Overall, quality, fit, style, and comfort are primary factors, while color and online recommendations also matter, but price discounts are not significant.

The objective of this study is to analyze the factors influencing denim jeans purchase decisions and to understand consumer preferences regarding various attributes of this product. This study aims to identify the key factors that contribute to purchase decisions.

First, the study's sample size and demographic representation may limit the generalizability of the findings. The majority of respondents were from urban areas and predominantly young adults, which might not fully represent other age groups or geographic locations. Secondly, the study focused on specific attributes influencing denim jeans purchases but did not account for other potentially relevant factors like brand loyalty or lifestyle influences.

This study benefits fashion retailers and brands by offering insights into consumer preferences for denim jeans, guiding product development and marketing strategies. It also helps marketers create targeted campaigns, consumers make informed

purchasing decisions, and researchers expand their understanding of market trends. Additionally, industry analysts and policymakers can use these findings to influence market strategies and regulations.

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