

Inherent Factors to Amplify Export of Denim Fabric From Developing Economy

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Abstract

The following research was conducted to study the determinants appealing the international customers towards the Textile Industry. The research was specifically focused towards the denim sector of Pakistan. Following are the objectives which were developed to achieve the desired results, to understand the concept of client acquisition practices, to identify the factors by which the companies in textile industry of Pakistan satisfy their customers, to understand the methods and techniques by which Denim sector of Pakistan creates and maintain a strong relationship with its customers, provide recommendations to enhance the winning percentage of customers locally and globally. The literature review encompasses various research studies that were conducted in past in the denim sector around the world. Quantitative method was chosen to execute the research study due to the fact that it can analyse huge amount of data through which valid and credible results can be extracted. Data collection was done through survey questionnaire to obtain more data within the given timeframe from appropriate respondents. The data was analysed using software of SPSS through which various statistical tests were applied including the test of Reliability Analysis, Descriptive Analysis, Correlation Analysis and Regression Analysis. The outcomes of research displayed that Quality Patterns, Alignment, Trust and Innovation are important and play a significant role in the denim sector of Pakistan to attract international customers.

Keywords: Quality Pattern, Alignment, Trust, Innovation, Customer Satisfaction

Introduction

According to Hamid, Nabi & Zafar (2014), in order to grow a business internationally, it is important to understand the customers and as well as the business practices practiced in different regions. Before approaching the international customers, it is vital for the owners of Denim businesses to understand new leads completely. Many businesses today have adopted the strategy to employee a local person where they wish to expand their business. This strategy has worked successfully for many businesses; however, some companies have strict rules and regulations regarding information sharing, and in that case they prefer to educate their own employees regarding the international environment (Hamid, Nabi & Zafar, 2014). The latter business practice has been proven successful for Textile businesses in Pakistan, where the companies select from their present employees to go abroad and appeal international customers towards their Denim products.

In Asia, and other emerging economies the consumption of Denim jeans is driven by westernization of the society and work culture and as well as the increase in the disposable income. Denim is not only used for making a pair of jeans but over the time its usage has expanded on different platforms such as furnishings and accessories. According to Memon (2012), it has been estimated that, the global Denim industry, by the year 2020, will worth nearly \$64.1 billion. Presently, the amount of Denim trousers sold all over the world is \$51 billion annually. The biggest market for Denim jeans are US and Europe, however, China and India are also witnessing a slow but steady growth which is deemed to increase the demand in coming years. The industry estimates that in US, per capita consumption of Denim is 8 pairs, whereas in India the per capita consumption is 0.3 and 1 in China (Memon, 2012).

Presently, Pakistan is among the top five manufacturers of Denim in Asia. During the year 2014-2015, the export of Denim reached Rs 47 billion from Pakistan, which is considered as a laudable performance from the sector. Given below are the names of companies which contribute towards the Denim sector of Pakistan. According to "Pakistan makes it to the Top Five denim manufacturers in Asia - The Express Tribune" (2018), within less than a decade, Pakistan has become one of the most lucrative Denim producer in the region and is considered as a Denim Hub due to its leading supplies of Denim in terms of quantity and quality both, for the best-known garment brands all over the world. Pakistan's Denim sector substantially contributes towards the economy through exports and as well as create opportunities for jobs.

Background

Over the decades, since the industrial revolution, the textile industry in every country has flourished and has doubled its production. As civilizations became more advanced, people started exploring new things in almost every dimension. However, according to Gustafsson-Lindstam & Nilsson (2012), textile industry is above many of these dimensions that were explored and has seen many advancements and developments over the decades. The Denim sector evolved from the West due to the clothing worn by cowboys to display a rough and tough image of their society, since then, Denim jeans have escalated quickly among other nations and become a fashion trends all over the world. An estimation provided by Platzer (2013), regarding the market size of Denim in European Union, states that in 2007, nearly 389 million pair of Denim jeans were sold and the overall worth of these pair of Denim was more than € 14.0 billion in value against the overall sale of Denim pair in 2003 which 373 million pair of worth € 13.8 billion. All there pair of Denim was bought by 493 million individuals in 2007 which sums for 78% of the population of European Union including men, women and as well as children. The per capita consumption of Denim in United Kingdom accounts for approximately 1.1 pair of Denim per year, in Belgium and Netherlands the per capita is 1.0, Spain 0.7, Italy 0.8 and France with 0.9 jeans pair per year. The 80% of entire European Union market was covered by these major seven countries (Platzer, 2013).

Client Acquisition

According to Klaassen (2016), the process of acquiring customers consists of several steps through which the prospect customers are transformed into actual customers. The process of customer acquisition is a part of relationship between the customer and business which is developed at their first interaction and continues to grow from first purchase to repeat purchases. Before starting the process of acquiring clients, businesses limit their scope only towards those companies which have the potential to become actual customers. In business language, all potential customers are often referred to as 'suspects'. After setting the standards, businesses start screening suspects and transform them into prospects. Only those suspects are transformed into prospects that are best for doing business. The last step of the client acquisition process is to transform the prospect into customer (Kazienko, Szozda, Filipowski & Blysz, 2013). The process of client acquisition is time consuming since identifying suspects and screening them requires time and efforts of the sales department. It depends on the nature of business and the market in which the business is operating.

Client Acquisition Practices

According to Jalkala & Salminen (2010), client acquisition practices evolved over the time in accordance with fast development in channels of interactive communication (for example, Internet, Call-Centers, etc). The client acquisition process has become difficult over the time due to different characteristics of specific channels and continuous innovations. Few of the most used client acquisition practices utilized today are word of mouth, intermediaries, personal selling, direct marketing, mass media and many more. According to (Kazienko, Szozda, Filipowski & Blysz, 2013), in order to attract large number of audience, the practice of mass media is used which includes magazines, newspaper, radio and television. On the other hand, in order to attract audience through direct marketing, outbound telephone calls and direct mails are sent to the clients.

According to Klaassen (2016), in the industry of Textile, the most successful client acquisition practice is exhibitions. Around the globe, there are many exhibitions that are arranged for Textile customers, where buyer meets the seller and discuss and experience the quality of samples provided by businesses on their booths. These exhibitions are organised internationally and are open for all Textile giants of their respective countries.

Global Market of Denim

According to Memon (2012), it has been estimated that, the global Denim industry, by the year 2020, will worth nearly \$64.1 billion. Presently, the amount of Denim trousers sold all over the world is \$51 billion annually. The biggest market for Denim jeans are US and Europe, however, China and India are also witnessing a slow but steady growth which is deemed to increase the demand in coming years. The industry estimates that in US, per capita consumption of Denim is 8 pairs, whereas in India the per capita consumption is 0.3 and 1 in China (Memon, 2012). In Asia, and other emerging economies the consumption of Denim jeans is driven by westernization of the society and work culture and as well as the increase in the disposable income. Denim is not only

used for making a pair of jeans but over the time its usage has expanded on different platforms such as furnishings and accessories.

Current Status

The manufacturing of Denim has progressively moved towards eastern hemisphere due to the availability of resources including cotton and as well as due to the cheap labor offered by the Asian market. The outsourcing markets in the Denim world today are being dominated by China and as well as other competing Asian countries including Pakistan, Vietnam, Bangladesh and India. According to Chaudhry & Faran (2016), the total production capacity of Denim is nearly 7.7 billion meters globally. Lately, it had been observed that China is slowly losing the dominance in the Asian region due to rise in cost of manufacturing including the labor and power charges. This event is providing other Denim manufacturing countries to take advantage of the situation through which their levels of production will increase. However, according to Shafiq, Shafique, Din & Cheema (2013), in order to gain the benefits from this advantage, these countries need to address to the following challenges, 1. Leverage the economies of scale in order to make sure that the costs are controlled without any impact on business margins and competitive customer experience, 2. Develop a strong sense of product intelligence to enhance the manufacturing process aligned with global fashion scenario. Undoubtedly, manufacturers of Denim in the competing markets need to adopt a proactive and coherent strategy if they wish to elbow out China from the scene.

REGION	NUMBER OF DENIM MILLS
China	297
Other Asian Countries	104
North America	9
Europe	41
Latin America	46
Africa	15
Australia	1
Total Number of Mills Globally	513

Figure 1: Denim Mills Globally

Pakistan's Denim Status

According to "Pakistan makes it to the Top Five denim manufacturers in Asia - The Express Tribune" (2018), with in less than a decade, Pakistan has become one of the most lucrative Denim producer in the region and is considered as a Denim Hub due to its leading supplies of Denim in terms of quantity and quality both, for the best-known garment brands all over the world. Pakistan's Denim sector substantially contributes towards the economy through exports and as well as create opportunities for jobs. Presently, Pakistan is among the top five manufacturers of Denim in Asia. During the year 2014-2015, the export of Denim reached Rs 47 billion from

Pakistan, which is considered as a laudable performance from the sector. Given below are the names of companies which contribute towards the Denim sector of Pakistan.

S. No	Company Name	S. No	Company Name
1	Siddiqsons Denim Mills Limited	21	Artistic Milliners Pvt (Garments)
2	Pak Denim Limited	22	Artistic Fabric mills (Garments)
3	Al-Ameen Denim Mills Limited	23	Soorty Denim
4	Artistics Denim Mills Limited	24	Siddiqsons Industry (Garments)
5	Mekotex Pvt Ltd	25	Karr International (Garments)
6	X Pertex Denim Mills Ltd	26	Rana Tex
7	Kassim Textile Mills Ltd	27	Rana Textile Mills (Garments)
8	Baig Spinning Mills Limited	28	Noor Fashion (Garments)
9	S M Denim Mills Ltd	29	Naveena Denim
10	Naveena Exports (Pvt) Limited	30	Naveena Denim II
11	Abbas Spinning & Weaving	31	U S. Apparel Pvt Ltd
12	Rana Textile Mills Limited	32	U S. Apparel & Tex (Garments)
13	Marfani Denim Mills	33	U S. Emporio (Garments)
14	Denim International	34	S.M. Traders (Garments)
15	Rayby Industries	35	Raywani Apparat Ltd (Garments)
16	Classic Denim	36	Vipatex Industries (Garments)
17	Azgard G Ltd	37	Hartex Textile Ltd
18	PDL Fashion (Garments)	38	Mr Denim Ltd
19	Indus Denim	39	Karim Denim Mills
20	Crescent Bahuman (Garments)	40	AG: Casual Sports

Figure 2: Pakistan's Denim Mills

According to (Agarwal, 2018), Colombia, India, Italy, Sri Lanka, Egypt, Turkey and Bangladesh are the key markets for Pakistan in terms of Denim exports. In 2014-25, the quantity of Denim exported to Bangladesh from Pakistan was nearly 144 billion sq. meters. India on the other hand is also becoming an emerging market for the export of Denim, however the quantity exported in 2014-2015 to India was as low as 9.24 million meters. Although, these countries are direct competitors to Pakistan but due to excess quantity and quality production of cotton in Pakistan, they purchase raw materials and then manufacture their own garments.

International Customers

According to Hamid, Nabi & Zafar (2014), in order to grow a business internationally, it is important to understand the customers and as well as the business practices practiced in different regions. Before approaching the international customers, it is vital for the owners of Denim businesses to understand new leads completely. Many businesses today have adopted the strategy

to employee a local person where they wish to expand their business. This strategy has worked successfully for many businesses; however, some companies have strict rules and regulations regarding information sharing, and in that case they prefer to educate their own employees regarding the international environment (Hamid, Nabi & Zafar, 2014). The latter business practice has been proven successful for Textile businesses in Pakistan, where the companies select from their present employees to go abroad and appeal international customers towards their Denim products. According to Hodge, Goforth-Ross, Joines & Thoney (2011), international customers are differentiated into different categories. These categories are discussed below;

Endorsers

Endorsers are defined as such individuals who are responsible for enlightening the interests of customers into your products. The responsibility of these endorsers is same as celebrity endorsers, who use their commercial image to attract customers towards the brand (Chi, Yeh & Tsai, 2011). However, the Denim businesses does not hire a celebrity to endorse their products but they hire certain individuals who have experience of international market and can easily appeal the buyer towards the offering.

Buyers

In general, a buyer refers to a person who makes a purchase. In Denim sector, it means the same, however, the purchases made by buyers in Denim sector are huge and involves a lot of paper work. Buyers are the individuals who are often influenced by endorsers in order to make the purchase, since it is the responsibility of endorser to build the trust of buyer in the product or offering (Saleh, Ali & Julian, 2014). It is important for the business to fulfil and satisfy the buyers demand in order to develop strong relationship which could bring more business in future.

Satisfied Mute

These customers are the ones who do not converse with business and in return the business does not converse with them. On the off chance that you solicit one from them how the business is getting along and they reply, "Fine," that is all you know.

Dissatisfied Mute

These are the customers who become dissatisfied and do not communicate properly, for the purpose of ending the business transaction. However, there are chances for business to regain these customers trust by providing the quality agreed upon. It is very often that a customer becomes a dissatisfied mute because there are numerous verities and options which are available in Denim sector of Pakistan.

Grumblers

These are the customers and buyers with whom the business has encountered number of negative events, due to which they are never satisfied with what is provided to them even of the

best quality. However, these customers and buyers are satisfied with the product but tend to display dissatisfaction in order for the business to do more for them.

Complainers

These are the customers and buyers who complain a lot regarding the products and offerings they are provided (Hodge, Goforth-Ross, Joines & Thoney, 2011). Similar to Grumblers, they are never satisfied, what separates them from Grumblers is that complainers continuously complain about the products which are delivered to them even if the product is according to their demands. These practices are often encountered in businesses in order to get more out of one another.

Key Determinants in Denim Sector

Discussed below are the key determinants which are required to appeal international customers towards Pakistan's Denim sector.

Quality Patterns

In light of the ISO 9004-2 (International Standards Organisation), quality is described as an essential nature of something, which have distinguishing or inherent characteristics, excellence, superiority, property or a perceived level of value. The characteristics of quality vary from individual to individual depending on their experience with something (Lindstam & Nilsson, 2012). Every individual has different references of quality; some people find quality in functionality and durability of a good, while others perceive brand status and attractive design as a sign of quality. Customers rely on a number of different aspects for deciding that whether their quality references are met by the product. According to Kan & Yuen (2009), the concept of quality can be divided into 3 subcategories: Perceived, Extrinsic and Intrinsic.

The intrinsic quality shaped during the initial stages of production and development which depends on processes, methods and materials used. The extrinsic quality is related to everything around the product such as price, brand, merchandising and many others, and the mixture of both, intrinsic and extrinsic quality is perceived quality.

According to (Lindstam & Nilsson, 2012), there are two different groups that are responsible for the intrinsic qualities of Denim, namely; material and production. The process of improvements is made easy by these two groups while researching for quality standards. The group of material holds fabric, yarn and fibre structure whereas the group of production holds pre-treatment, making and finishing. Different looks of Denim jeans can be achieved by applying different washes and finishes.



Figure 3: Denim Quality Groups

According to Kan & Yuen (2009), today many washes that are applied to give a worn and torn looks to the jeans. The properties of fabric and garments are tested in order to ensure high quality and high durability of jeans. The properties related to durability of Denim jeans are test in laboratories, however the outcomes within laboratories does not accurately predict the performance of Denim jeans when used by consumers.

Alignment

According to (Lindstam & Nilsson, 2012), the alignment of fibre length is influenced by the properties of cotton denim fabric. Fibres that are longer in length provide higher quality and durability. In cotton synthetic blends and mass production, low-middling cotton is used very commonly. However, for products of high quality, preference is given to longer staple fibres. The cotton fibre is a fibre with medium strength which consists of a dry breaking tenacity of 3.5 to 4.0 g/d. As opposed to other different fibres, in wet conditions cotton gets stronger. This strength in properties of cotton increases by 30 %. Acids can easily harm cotton fibre but is not greatly harmed by alkalis.

Dimensional Stability

According to Hannan, Sheikh, Kabir, Hossain & Rouf (2014), the dimensional stability of Denim described as its ability to resist stretching and shrinkage. As it has been mentioned previously, that the content of fibre influences the fabric properties. Dimensional changes are caused due to three different factors, including.

- Felting, wool
- Swelling
- Tension

The most important factor that influences the dimension stability in Denim is the degree of tension. The occurrence of tension is observed when the yarn is held stretched during its construction, and after that it is exposed to moisture which significantly causes dimensional changes. At relaxation, the degree of dimensional change depends upon the type of weave used, including weft, warp and overall shrinkage. In the production of Denim, fibres that are more compact and have a higher thread counts results in more stability (Hannan, Sheikh, Kabir, Hossain & Rouf (2014).

Trust

According to Nasir, Vel & Mateen (2012), with the increase in globalisation, the practices of marketing has also increased and highlighted the contribution of trust between suppliers and customers in both contexts, business to consumers as well as business to business. For the relationship between suppliers and customers, trust is considered a key attribute which is important for successful business outcomes and to maintain long and healthy relationship between the entities. It has been discussed by Shafiq, Shafique, Din & Cheema (2013) that through literature there are several general formulations that has been made for the definition of trust. All of these generalisations have three elements in common, first is the competency of seller which includes the belief, expertise and skills that the information which is provided to customers is reliable and valid. Second element is regarding the seller's compassion towards the customers and the motivation to protect the interest of clients.

Interpersonal Relationship

According to Khan, Ramzan, Shoaib & Mohyuddin (2015), at this level of relationship, trust's structure can be divided depending on origin basis which are emotional or rational. The distinction which is used most commonly in the literature of social-psychological is between cognitive and affective trust. Individuals search for rational reasoning when the trust is established through cognition while interacting with other individuals. The trust based on cognition allows individuals to choose anyone who they want to trust which depends on the understanding among individuals and circumstances under which the rational reasoning is made. To attain high level of cognitive trust, it is mandatory for the individual to gain necessary amount of knowledge related to other individual (Khan, Ramzan, Shoaib & Mohyuddin, 2015). The benefit of gathering knowledge about the individual will enable prediction regarding what to expect from other party which increases level of likelihood and certainty of obligations.

Innovation

According to Hodge, Goforth-Ross, Joines & Thoney (2011), over the time, research literature has presented different definitions of innovation resulting from different perspectives of the authors. Enkel & Gassmann (2010) regarded innovations as the presentation and foundation of one's value. The term innovation includes idea formation and at the same times its execution to give a face value to a product or service. Today, innovation has become the most important key element for the businesses to survive in the global market due to the decrease in lifecycle of technologies used for developing products and services. According to (Chi, Yeh & Tsai, 2011), primarily innovation was only limited to organisations, however, due to today's sophisticated and dynamic environment innovation has gone beyond boundaries set by organisations.

Open Innovation

According to Enkel & Gassmann (2010), the term open innovation was offered in the year 2003 by Henry Chesbrough, which refers to the use of knowledge outside and inside a business to assist innovation internally and at the same time develop external market for the consumption of innovation. In an open innovation business, the boundaries and limits penetrable and the author proposed that if businesses want to advance technologically, it is important for them to seek for advantages that are available in the external environment and at the same time look for improvements internally.

Closed Innovation

According to Enkel & Gassmann (2010), the concept of closed innovation was also investigated by Henry Chesbrough, and the investigation resulted in an insight into development activities and organised industrial research, including significant trading success and achievements. Many large corporations in the last decade have adopted the practices of closed innovation, especially in the West. An example can be taken of Xerox, an organisation which established its closed innovation research centre due to which it became successful in the long run. The paradigm approach of closed innovation is an introverted approach in which consistency is required in gaining the knowledge from the environment.

Customer Satisfaction

According to Kazienko, Szozda, Filipowski & Blysz (2013), customer satisfaction is a term which has gained importance in businesses today due to its significance in dealing customers. A customer is satisfied when his or her expectation are met by the product or service provided by a business or an organisation. Each and every well-known and even new brand that are introduced in the market focus on satisfying their customer base. Similarly, in textile, businesses are focused towards providing greater satisfaction to their customers in order to gain competitive advantage over other players in the industry. Over the years, many textile businesses have adopted new marketing techniques to satisfy their customers and the same time improved and enhanced the quality and standards of their products and procedures.

Objectives of the Study

The primary aim of this research is to study the determinants that are important for attracting international buyers towards denim products in Textile industry of Pakistan. Given below are the objectives that were developed in order to achieve the aim of research study;

- To gather knowledge and understand client acquisition practices concept.
- To identify key factors through which international buyers and customers can be satisfied by Textile companies operating in Pakistan.
- To identify and understand the techniques and methods through which Denim companies in Pakistan can develop and maintain a healthy relationship with international customers and buyers.
- To provide recommendations for increasing the number of international customers and buyers to Denim companies in Pakistan.

Research Questions

Following are the research questions developed for study in order to attain the purpose of study;

- What practices are essential for Denim companies in Pakistan to attract international customer and buyers?
- How satisfied are the buyers with the current quality developed and manufactured by Pakistan's Denim companies?
- In order to maintain strong relationship with international buyers, what techniques and methods are adopted by the Denim companies of Pakistan?

Significance of Study

The following research study hold significance for companies operating in Textile industry of Pakistan, specifically the Denim industry.

- Through the outcomes of this research, the Pakistan Denim companies can easily identify potential buyers and customers internationally and can easily attract them towards the denim manufactured in Pakistan.
- The research will facilitate Denim companies in Pakistan to identify underutilized areas which create gaps between the buyers and producers.

- This research can significantly change the way Denim companies operate by allowing them to identify how to plan their operations and actions keeping in mind the international customers.
- This research will result in the elimination of interconnectivity among the buyers and vendors in Denim sector of Pakistan.

Research Design

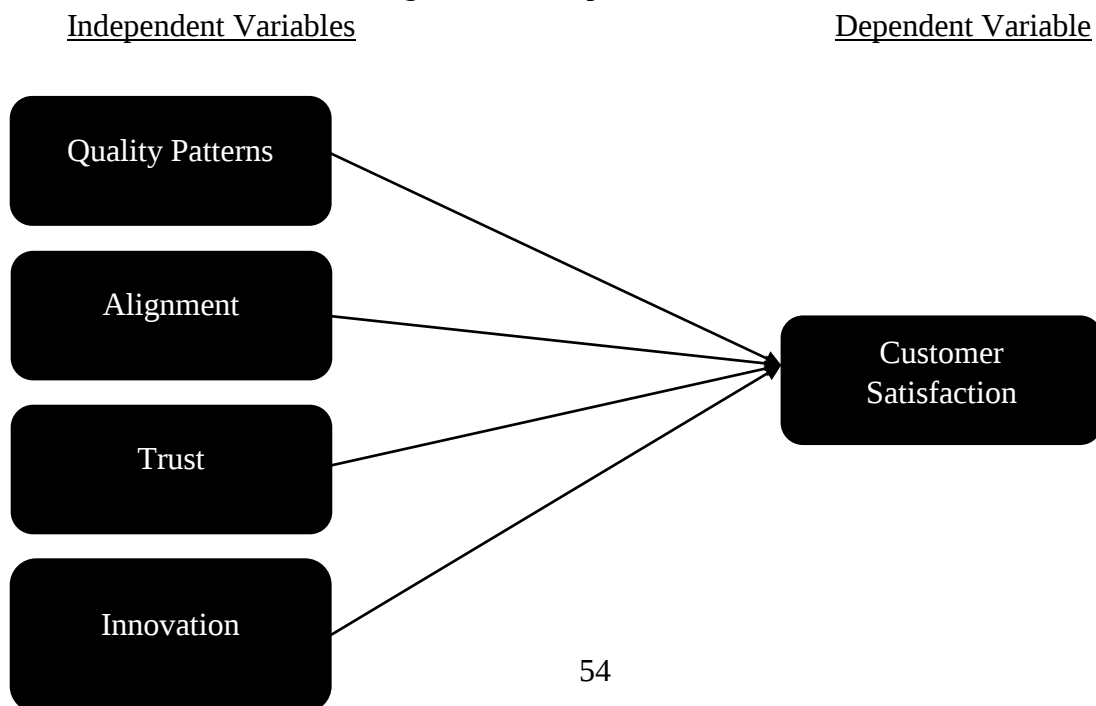
Given below are the components which are necessary for the explanation of overall research design. According to Scotland (2012), the term examine reasoning is characterized as a belief with respect to the route through which data and information is acquired, accumulated and broke down all together comprehend a marvel. There are different sorts of theories of research, including authenticity, positivism, interpretive and numerous other. For this exploration examine specifically, the logic of Epistemology is picked since it thinks about four distinct wellsprings of information, which are; Intuitive Knowledge, Authoritative Knowledge, Logical Knowledge and Empirical Knowledge (Scotland, 2012). Epistemology will assist the scientist with gathering broad information on the determinants of engaging global clients towards the Denim part of Pakistan.

Research Strategy

According to Blatter & Haverland (2012), is defined as the planning of actions which are performed step by step in order to provide thoughts, efforts and direction to the research study. It enables research execution in a systematic way which produces results and outcomes that are detailed and have quality. There are three different types of research strategies including explanatory, exploratory and descriptive strategy of research. In order to determine the factors necessary for attracting international customers towards denim manufacturers of Pakistan, the researcher has adopted the strategy of explanatory research trough which ideas can be connected easily and facilitate the researcher to analyse the significance of each factor.

Conceptual Framework

Figure 1: Conceptual Framework



Data Analysis & Discussion

The importance of Customer Satisfaction is studied in every field since every aspect of an individual's life is associated with the comfort from things they possess. There are countless number of research studies that have been conducted in order to analyze the effects of different variables on customer satisfaction and how customer satisfaction can increase the sales and word of mouth of a brand. However, the importance of customer satisfaction is studied less in the Denim industry of Pakistan. Therefore, this study aims to understand the factors that increase the customer satisfaction of international buyers.

The respondents that were chosen for the purpose of collecting the data for research study belonged to Textile industry of Pakistan. Moreover, as this study is specifically focused towards the Denim sector, these individuals belonged to companies which deal only in Denim clothing. The focus of study is to analyze how companies in Denim sector attract international customers towards their product, for which only the individuals at managerial were selected since they have more exposure to international market and clients due to their job nature.

Table 1: Reliability Table

Variables	Items	Cronbach's Alpha
Quality Patterns	5	0.700
Alignment	5	0.708
Trust	5	0.822
Innovation	5	0.719
Customer Satisfaction	5	0.719

The reliability of scale and items developed for questionnaire is analyzed using the test of Cronbach Alpha. This test checks the reliability of questions and measures their internal consistency and have different ranges of values which identify that whether scale and items are reliable or not. The value of Cronbach Alpha greater than 0.9 is considered excellent, greater than 0.8 good, greater than 0.7 acceptable, below 0.7 questionable, below 0.6 poor and below 0.5 unacceptable.

All the variables chosen for the research purpose had 5 items each for measurement. The table given above can be interpreted as; the Cronbach Alpha value of quality pattern is 0.700 which is acceptable hence the variable is reliable. The value of alignment is 0.708 which is also acceptable hence the variable is reliable. The value of trust is 0.822 which lies in the criteria of good, depicting that the variable is reliable. For innovation and customer satisfaction the value of Cronbach alpha is 0.719 and is considered acceptable.

Descriptive Analysis*Table 2: Quality Pattern Analysis*

Quality Pattern					
	N	Minimum	Maximum	Mean	Std. Deviation
Coarser yarns increase the quality patterns of fabric	100	1.00	5.00	1.9600	.75103
Right application of dyes on fabric enhance quality patterns of the fabric	100	1.00	5.00	1.9600	.61824
Good quality fabric can sustain heavy washes	100	1.00	5.00	1.9900	.67412
Type of yarns used affects denim durability	100	1.00	5.00	2.0700	.83188
Controlled shrinkages of the fabric make a better end product	100	1.00	5.00	2.7000	1.02986

The table given above displays the descriptive statistics of quality pattern variable. N displays the number of respondents who answered the survey questionnaire, minimum and maximum are the values distributed to Likert scale and mean value represents the sum of responses recorded with respect to each question. Value near to 1 shows that more responses are recorded as Strongly Agree, while value closer to 5 shows that responses are recorded closer to 5.

Table 3: Trust Analysis

Trust					
	N	Minimum	Maximum	Mean	Std. Deviation
Using quality materials contributes towards customers trust	100	1.00	5.00	2.2800	.92201
Transparency of processes enhances customer's trust	100	1.00	5.00	2.0100	.70345
Trust develops a clear understanding between the parties	100	1.00	5.00	2.3200	.82731
Through trust strong relationship with customers is developed	100	1.00	5.00	2.1400	.65165
Trust fulfills customer expectations	100	1.00	5.00	2.0700	.83188
Valid N (list wise)	100				

The table given above displays the descriptive statistics of trust variable. N displays the number of respondents who answered the survey questionnaire, minimum and maximum are the values distributed to Likert scale and mean value represents the sum of responses recorded with respect

to each question. Value near to 1 shows that more responses are recorded as Strongly Agree, while value closer to 5 shows that responses are recorded closer to 5.

Table 4: Innovation Analysis

Innovation					
	N	Minimum	Maximum	Mean	Std. Deviation
Process innovation is critical in textile industry	100	1.00	5.00	2.7000	1.02986
Innovative mechanisms shorten the lead time	100	1.00	5.00	2.6900	.87265
Innovative machines and equipment enhance productivity	100	1.00	5.00	2.0100	.70345
Innovative procedures eliminate waste of materials	100	1.00	5.00	2.3200	.82731
Innovation is necessary to attract customers	100	1.00	5.00	2.1400	.65165

The table given above displays the descriptive statistics of innovation variable. N displays the number of respondents who answered the survey questionnaire, minimum and maximum are the values distributed to Likert scale and mean value represents the sum of responses recorded with respect to each question. Value near to 1 shows that more responses are recorded as Strongly Agree, while value closer to 5 shows that responses are recorded closer to 5.

Table 5: Customer Satisfaction Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Customer satisfaction is necessary for the development of brand image	100	1.00	5.00	2.0700	.83188
Customer satisfaction is essential for enhancing the performance of organization	100	1.00	5.00	2.6900	.87265
Customer satisfaction enhance and increase sales of the organization	100	1.00	5.00	2.0100	.70345
Customer satisfaction helps firms to position their product in the minds of the consumer	100	1.00	5.00	2.3900	.80271
Satisfied customers do repeat purchases with the brand	100	1.00	5.00	2.1300	.79968

The table 5, displays the descriptive statistics of customer satisfaction variable. N displays the number of respondents who answered the survey questionnaire, minimum and maximum are the

values distributed to Likert scale and mean value represents the sum of responses recorded with respect to each question. Value near to 1 shows that more responses are recorded as Strongly Agree.

The table 6, displayed below shows that correlation among the independent and dependent variables chosen for research study and was generated using the software of SPSS. Different values which are shown in the table were generated based on the data which was collected from the respondents through survey questionnaire. In statistics, Pearson Correlation is a technique which is used by researchers to for the purpose of identifying the strength of relationship between the independent and dependent variables. The independent variables for this study are quality pattern, alignment, trust, innovation and the dependent variable is customer satisfaction.

The technique of Pearson Correlation is useful for establishing the connection among the chosen variables of research study. The presence of correlation between two variables displays that if systematic change is observed in a single variable, then the other variables will also be affected by it. Pearson Correlation can be of two types, Positive or Negative. Presence of positive correlation

		QualityPattern	Alignment	Trust	Innovation	CustomerSatisfaction
QualityPattern	Pearson Correlation	1	.595**	.684**	.658**	.720**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Alignment	Pearson Correlation	.595**	1	.732**	.810**	.889**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Trust	Pearson Correlation	.684**	.732**	1	.870**	.829**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Innovation	Pearson Correlation	.658**	.810**	.870**	1	.831**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
CustomerSatisfaction	Pearson Correlation	.720**	.889**	.829**	.831**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

is displayed by simultaneous increase in the values of variables whereas negative correlation exists when one variable increase in value while the other decrease. Pearson coefficient is the measurement of correlation and ranges between +1 and -1. +1 shows the positive and strongest possible correlation; on the other hand -1 shows the negative strongest.

Thus, coefficients closer to any one of these numbers, then it represent stronger correlation of the data. On the other hand, 0 indicates no correlation, thus values closer to 0 represents poor/weak correlation than those closer to +1/-1.

The table above displays the Pearson Correlation values of Quality Pattern with Alignment, Trust, Innovation and Customer Satisfaction as 0.595, 0.684, 0.658 and 0.720 respectively. These value ranges between 60% to 70% which displays that there is a strong correlation of quality pattern

with alignment, trust, innovation and customer satisfaction. Similarly, the Pearson Correlation value of alignment with trust, innovation and customer satisfaction is 0.732, 0.810 and 0.889 respectively. The value ranges from 73.2% to 88.9% which displays that the relationship is very strong among these variables. The Pearson Correlation values of Trust with Innovation and Customer Satisfaction 0.870 and 0.829 respectively. These value ranges between 82.9% to 87% which displays that there is a strong correlation of trust, innovation and customer satisfaction. Lastly, the value of Pearson Correlation of innovation with customer satisfaction is 0.831, which displays that the relationship among these variables is 83.1% strong.

All the values in the table of Pearson Correlation display that the independent and dependent variables of this research study which are quality pattern, alignment, trust, innovation and customer satisfaction are correlated and have strong relationship with each other. The positive values show that as any one variable will increase, all the other variables will also increase.

Regression Analysis

In Statistics, regression analysis is used to identify the impact, effect or influence of independent variables on dependent variable. This test identifies the extent to which independent variable influences the dependent variable. Many researchers use the test of regression analysis in their studies in order to arrive at the conclusion and findings. Given below are the tables that were generated using the software of SPSS and test of regression.

Table 7: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.936 ^a	.876	.871	.19812
a. Predictors: (Constant), Innovation, Quality Pattern, Alignment, Trust				

The table displayed above is of model summary generated as a part of regression analysis. Different values are generated in the model summary table including the value of R, R Square, Adjusted R Square and standard error of estimate. The value of R represents the overall relationship between the independent and dependent variables of the research study. In correlation analysis, individual relationship between the variables is shown whereas in regression analysis the relationship displayed is of all the independent variables with the dependent variable. The value of R given in the table above is 0.936; this value shows that the relationship is 93.6% strong between quality pattern, alignment, trust, innovation and customer satisfaction.

The value of R Square shows the measurement of data and how closely it is fitted to the line of regression. The greater the value, it displays the variability in the data and its presence around the mean. The value of R Square in the table given above is 0.876, which can also be written as 87.6%, displaying that the data collected fits best along the line of regression and justifies the model. The next value is the value of Adjusted R Square which has the same interpretation as R Square

however the change in value is adjusted according to the number of variables in research study. The Adjusted R Square value is 0.871 which is 87.1%.

Table 8: ANOVA Table

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.375	4	6.594	167.992	.000 ^b
	Residual	3.729	95	.039		
	Total	30.104	99			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Innovation, Quality Pattern, Alignment, Trust						

Table given above is ANOVA table generated through the test of regression analysis. The key value in this table is the value of significance which ensures the influence of independent variables on dependent variable. In order for the value to be significant and identify the influence, the value should be less than 0.05. The significance value in the table given above is 0.000 showing that the independent variables influence the dependent variable. Hence it can be interpreted as that quality pattern, alignment, trust, innovation influence customer satisfaction in the denim sector of Pakistan in order to attract international customers.

Hypotheses Assessment

Variable	Hypothesis	Sig Value	Status
Quality Pattern	There is a significant relationship between Quality Patterns & Customer Satisfaction	0.000	Accepted
Alignment	There is a significant relationship between Alignment & Customer Satisfaction	0.000	Accepted
Trust	There is a significant relationship between Trust & Customer Satisfaction	0.000	Accepted
Innovation	There is a significant relationship between Innovation & Customer Satisfaction	0.000	Accepted

Conclusion

The following study was executed in order to identify the factors which are necessary and important for the purpose of attracting and appealing international customers towards the denim sector of Pakistan. The approach chosen for research purpose was quantitative since it allows the researcher to collect more data in less time in comparison with qualitative design. Five different variables were chosen for research including four independent and one dependent variable namely; quality pattern, alignment, trust, innovation and customer satisfaction, respectively. The reliability i.e. the Cronbach Alpha value of quality pattern is 0.700 which is acceptable, hence the variable is

reliable. The value of alignment is 0.708 which is also acceptable, hence the variable is reliable. The value of trust is 0.822 which lies in the criteria of good, depicting that the variable is reliable. For innovation and customer satisfaction the value of Cronbach alpha is 0.719 and is considered acceptable. The Correlation values of Quality Pattern with Alignment, Trust, Innovation and Customer Satisfaction as 0.595, 0.684, 0.658 and 0.720 respectively. These value between 60% to 70% displays a strong correlation of quality pattern with alignment, trust, innovation and customer satisfaction. Similarly, the Pearson Correlation value of alignment with trust, innovation and customer satisfaction is 0.732, 0.810 and 0.889 respectively. The value ranges from 73.2% to 88.9% which displays that the relationship is very strong among these variables. The Pearson Correlation values of Trust with Innovation and Customer Satisfaction 0.870 and 0.829 respectively. These value ranges between 82.9% to 87% which displays that there is a strong correlation of trust, innovation and customer satisfaction. Lastly, the value of Pearson Correlation of innovation with customer satisfaction is 0.831, which displays that the relationship among these variables is 83.1% strong. All the variables display strong correlation with each other ensuring the credibility and validity of data.

In regression analysis, the significance value of all the independent variables including quality pattern, alignment, trust and innovation is 0.000, showing influence on dependent variable customer satisfaction. Therefore, it can be interpreted as, quality pattern, alignment, trust and innovation are important in order to appeal international customers towards the denim sector of Pakistan.

Recommendations

Based on the outcomes of this research study, following recommendations can be driven;

- Companies in denim sector must focus on their quality and specifications in order to attract more international customers since there are many options and alternatives available at the disposal of customers which can deviate them from the denim industry of Pakistan.
- Quality of denim is the first priority of international customers and they want denim which is durable and stylish at the same time to fulfil the needs of end customers. Therefore, every minor detail with respect to fabric the thread counts and other denim dynamics must be taken care of.
- It is recommended that the alignment of denim must be proper since it has been observed in the industry that many B category and even A category denim products are not aligned properly and perfectly which results it bad fitting and at the same time uncomfortable for the customer to wear.
- Often it has been observed in international exhibitions that denim companies exaggerate the specification and durability of their product in order to acquire business from customer but in the long run they fail to meet the customer's expectation which results in bad image of the company. Therefore, it is recommended that denim companies should deliver quality products to their customers for the purpose of gaining their trust which will result in repeat business.

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