An Empirical Evidence on Wearing Behavior of Denim Jeans Among Female Undergraduate Students

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Abstract

This study offers insightful information to guide the creation of focused strategies to improve female undergraduate students' overall satisfaction and engagement with denim jeans. The study mainly discusses findings about different aspects of denim jeans and basic demographic information. It also looks at how students wear denim jeans with other outfits for various occasions, their target market, the availability of their favourite denim jeans in the market, the reasons behind their ownership of particular quantities of denim jeans and other factors that affect their choice of denim jeans. Using the stratified sampling method, the researcher selected 341 students from the University of Ruhuna's Faculty of Humanities and Social Sciences as a sample in order to gather this data. Descriptive statistics, ordinal regression, chi-square testing and correlation analysis were used to analyze the data. The price range of 1500-2500 rupees, the living area, the degree of study, the colour, the style and the availability of dark wash, 100% cotton, stretch and denim jeans were significant. Most students focused on the local market, choosing denim jeans primarily because they were convenient and did not require ironing. The study discovered that female students tend to buy particular quantities of denim jeans because of the range of events they attend. Earlier studies in 2020 and 2021 examined Sri Lankan consumers' jeans preferences using ordinal regression and market observations, but subsequent research shifted to multiple regression analysis, leaving limited exploration with ordinal regression in this field.

Key Words: Denim jeans, Female undergraduate students, Ordinal regression, Wearing behavior

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