



## CONSUMER PURCHASE DATA AS A STRATEGIC PRODUCT DEVELOPMENT TOOL

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### ABSTRACT

*As the apparel market becomes progressively more competitive and market driven, manufacturing firms must cultivate the ability to design and develop products responsive to the changing wants and needs of their customers. Product attribute analysis of consumer purchases provides insight into product preferences and changing preferences over time. This study examined the attributes of intimate apparel purchased in a department store. Patterns of consumer's preferences were found in the attributes of products purchased when analyzed both overall and individually by manufacturer. In addition, this research examined use of attributes to forecast purchase behavior and to identify features important for product development. Results of the study have implications for the use of point of sale (POS) data by manufacturers of apparel products.*

**KEYWORDS:** Product development strategy, Evaluative criteria, Consumer purchase, Product attributes, Attribute forecasting