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A STUDY ON CONSUMER BEHAVIOR FOR BRANDED APPARELS IN BANGALORE

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ABSTRACT

Propelled by steady rise in income levels and greater penetration of organized retail, India's branded apparel market is expected to grow strongly in the next few years. Branded apparels would grow at a much stronger pace, driven by increased presence of organized retail, rising disposable incomes, changing demographics and increasing brand consciousness^[1]. The Indian textiles industry is set for strong growth, buoyed by both strong domestic consumption as well as export demand. The industry is expected to reach US\$ 220 billion by 2020. With consumerism and disposable income on the rise, the retail sector has experienced a rapid growth in the past decade with several international players like Marks & Spencer, Guess and Next having entered the Indian market. The organised apparel segment is expected to grow at a compound annual growth rate (CAGR) of more than 13 per cent over a 10-year period^[2]. A decade ago, the corresponding percentage would probably have been closer to 25 per cent, in such a scenario a clear understanding of preferences of consumers will help the marketer to attract and maintain their target consumer group^[1]. The purpose of this study is to examine Indian consumers buying behavior of branded apparel and deeply understand the key factors of branded clothing which influence consumers' involvement towards stylish branded clothing. A survey was conducted among general consumers aged between 18-35 to obtain empirical evidence by using questionnaire and statistical techniques.

KEYWORDS

brand, consumer, buying behavior.

INTRODUCTION

The Indian economy has been witnessing a massive change for the last one decade because of the various dynamics of the business. Particularly the business sectors like share market, retailing, BPO, real estate etc. are growing rapidly. The Indian retailing industry is moving towards the phase of organized retailing from the phase of unorganized retailing. Over the past few years, the retail sales in India are hovering around 33-35 per cent of GDP as compared to around 20 per cent in the US. According to a survey conducted by business consultancy Technopak Advisors, the country's retail market is expected to touch 620 billion euros by 2020 at a compounded annual growth rate (CAGR) of more than 25 per cent at the same time the competition is also growing within the industry because of the large number of players entering the markets both from national and international levels. These changes in the business environment directly influence the overall lifestyle behavior of the people. The changes in the behavior of consumers in turn have impact on the industry directly or indirectly.

In order to attract and retain customers the companies have to come up with various business strategies. To plan a successful business strategy, it is very much necessary to understand the factual changing patterns of the consumer behaviour. The apparel and clothing industry being positioned at first place and also the spending on apparel and clothing among the customers are getting increased, it is very important to study the changing behavior of consumers^[3]. The purpose of this study is to expand the knowledge of buying behavior of branded apparel of consumers and in a practical sense understanding factors which influence buying behavior of branded apparel.

INDIAN CONSUMER PROFILE

The generation next customers (between ages 18 – 35) as a market segment are of immense importance in India in terms of both magnitude and spending capacity. The census fig. for 2001 shows that 54% of the population i.e. 540 million is below the age of 25 and 45% below the 19 years.

The median age of an average Indian is about 25 years i.e. 100 million and will have about 325 million people in the 25 – 35 age group by 2020 (Sinha, 2004). The size of the population is an important determinant of demand for many products and services. Out of the total population of 1027 million about 742 million live in rural areas and 285 million in urban areas (census 2001).

By 2015 the share of organized retail market in India as per population projections is as follows:

Metros and mini-metros 20%

Top cities (pop: > 1m) 8%

Large cities (Pop: 0.5 – 1m) 3%

Rest of India (towns & villages) 69%

(Source: NCAER, CSSO, TSMG analysis)^[3]

TABLE 1

BRAND CONSCIOUSNESS DRIVES GROWTH		
Particulars	Size (Rs. crore)	Share of branded apparels
Domestic apparels market	1,25,000	40 %
Category-wise market		
Women's traditional wear	34,200	Low
Men's formal wear	31,900	High
Kids' wear	10,100	Low
Casuals-Jeans	8,600	Medium
Casuals-T Shirts	6,400	Low
Women's western wear	2,100	High

Note: 1) Market size is estimated size in 2012

2) Category-wise share of branded apparels is relative to the share in total apparels market

Source: CRISIL Research

LITERATURE REVIEW**CONSUMER BEHAVIOR AND ITS RELATED STUDIES**

The concept of modern consumer behavior is that people mostly buy products not for what they do but for what they stand for. This concept implies that the product plays a role which goes beyond their functional purposes what actually they meant for and consumers tend to establish a relationship with a product what they like. The type of relationships consumer may make with a product is like self-concept attachment, nostalgic attachment, interdependent and love.

(Solomon & Nancy, 2004)^[4]

Sproles and Kendall (1986) established a model to conceptualize consumer's decision making behavior with eight consumer mental orientation variables viz., perfectionism consciousness, brand consciousness, novelty and fashion consciousness, impulsive and careless consumer, confused by over choice consumer habitual and brand loyal consumer, recreational and hedonic shopping consciousness, and price and value consciousness.^[5]

Jin and Kang (2010) in their study of purchase intention toward foreign brand jeans using four antecedents viz. face saving, attitude, perceived behavior control, and subjective norms found that face saving, attitude, perceived behaviour control have significant influence of purchase intention where as subjective norms has not significant influence toward purchase intention.^[6]

(Sawant 2012) In today's world a brand occupies a very important place in the mind of customers. A brand, by definition, is a short hand description of a package of value, on which consumes can rely to be consistently the same or better over a period of time. The owner of a registered brand personally stands behind the branded and offers personal guarantee for maintaining the quality and standards of the product^[7]

Lalitha et al., (2008) made a study entitled "Brand Preference of Men's wear". Scope of the study focuses on the brand preference regarding shirts and pants of select consumers living in twin cities of Hyderabad and Secunderabad. It is confined to the customers visiting the select showrooms in Hyderabad and Secunderabad. The objectives of this study were to know the reason why customers prefer branded shirts and pants to unbranded ones, to find out the influence of advertisement for branded clothing for the purchase behavior of the respondent and to know the factors influencing customers while choosing branded shirts or pants. It is concluded that educational qualifications, employment status, age group, convenience of shops, and advertisement are influencing factors for purchasing the branded shirts and pants by the respondents. 94percent of the respondents are highly educated and purchased branded ready wears. Age group of 20-50 years is income earning people and spending on the branded wears. The study reveals that the advertisements play a limited role to choose the brand among ready-made dresses available in the market. 54percent of the customers are buying branded ready wear because of quality and status symbol.^[8]

Ritu Narang (2006) in a study entitled "A Study on Branded Men's wear", was taken up in the city of Lucknow with an intention to explore the purchase behavior of the buyers of branded men's wear. The objectives of this research are to study the purchase behavior of the buyers of branded men's garments.^[9]

The research type was exploratory as it was conducted to develop a concept about the purchasing behavior of buyers of branded men's garments and the impact of advertising on their purchase decision. This study concluded that most of the times buyers visit the showrooms of branded garments with the purpose of shopping (Jaishri and Jethwaney, 1999). The purchasing of branded garments is not impulsive. However, compared to women, male buyers visit the showroom for passing the time; the number of people visiting the showroom with a brand in mind is same as the number of people visiting the showroom with no brand in mind.^[10]

Advertising has maximum impact in creating brand awareness (Kamalaveni, 2008)^[11]. Pathak and Tripathi (2009) made a study entitled "Customer Shopping Behavior among Modern Retail Formats: A Study of Delhi & NCR". The Study is an exploratory research conducted in Delhi & NCR. It specifically focuses on customer shopping behavior in Indian scenario among the modern retail formats^[12]

RESEARCH OBJECTIVES

1. To study the influence of brands on consumer buying behavior.
2. To study the impact of age and gender as the factors affecting branded apparel purchase.
3. To analyze factors influencing the purchase decision for branded apparel
4. To assess the store selection process of the consumer
5. To evaluate brand preference, brand loyalty among the consumer.

STATEMENT OF THE PROBLEM

The present study deals with the study of consumer preferences toward branded apparels. Consumer behavior differs from brand to brand on the basis of quality, quantity, price, taste, advertisement etc.

RESEARCH METHODOLOGY

Descriptive Research was conducted.

SAMPLE SIZE

88

DATA COLLECTION

Primary data: The data are collected by means of structured questionnaire. The questions were prepared and given to consumers residing in Bangalore. The result of the information obtained from various customers are analyzed.

Secondary data was collected from the websites, company profiles, newspapers, magazines and through general discussion with company persons.

QUESTIONNAIRE DESIGN

The relevant information was obtained from 88 respondents. A questionnaire was prepared and distributed to the consumers both manually and through emails.

DATA ANALYSIS

Data was collected from 88 respondents.

DEMOGRAPHICS

- It was found that 68% of them belonged to the age group 18 -25 and about 20% belonged to the age group 25-40. Very small percentage belonged to the other two categories.
- 77% of the respondents were single and 23% were married. A majority of the respondents, about 73% were with educational qualification of post graduation, 23% were graduates and a very small percentage were with higher secondary qualification.
- 30% of the sample were financially independent and remaining 70% were not financially independent.
- 45.5% of the sample had a monthly family income in the range 40000-60000, about 33% of them had the income above 60000, 22% had monthly family income in the range 25000-40000 and the remaining were with monthly family income of below 25000.

OTHER INFORMATION

- About 57% of them bought branded apparels and 41% bought it sometimes. 61.4% preferred to buy foreign brands, 17% preferred Indian brands and 21.6% preferred either foreign or Indian brands.
- A majority of them preferred branded clothes casual wear and then next was formal wear. About 20.5% of the sample strongly preferred branded wear, whereas 72.7% preferred branded and just 5.7% least preferred the branded wear.
- 47.7% occasionally shopped for branded wear whereas 42% shopped monthly and only 9% shopped fortnightly for branded apparel.
- A majority of them, upto 58% went to shopping mall to buy branded clothes, whereas 25% went to exclusive showroom to purchase, 8% went to either shopping mall or exclusive outlets and rest purchased them online.

- There were various criteria based on which people chose various brands. To name a few Product Quality, Design, Brand name, promotion and price.
- 37.5% of them bought branded apparel on special occasions, 30.7% bought it during end of season sale, and the rest bought during festival or end of season sale or special occasion.
- The various sources of information on various brands for apparel were from advertisements, past experience, peer and family, online and store executive.
- 6.8% of them strongly agree that they wear only branded clothes, 26.1% agree that they wear only branded clothes and 65.9% are neutral that they wear only branded clothes. 1.1% is invalid data.
- 53.4% agree that brand name is important for them when they go shopping, 39.8% are neutral about the importance of brand name and 5.7% strongly agree that brand name is important for them when they go shopping. 1.1% is invalid data.
- 11.4% believe that the brand enhances their status, 39.8% are neutral that the brand enhances their status whereas the rest disagree about it.
- 3.4% strongly agree that brand reflects latest fashion, 20.5% agree that it reflects latest fashion, 47.7% are neutral about it and 28.4% disagree that brand reflects latest fashion.
- 14.8% agree that brand enhances their confidence, 35.2% are neutral about it and 48.9% disagree that brand enhances confidence in them.
- 56.8% disagree that brand speaks about their attitude, 35.2% are neutral about it and 6.8% agree that brand speaks about their attitude.

1. Relationship between Age and buying branded apparel

Correlations				
Spearman's rho	1. Age	Correlation Coefficient	1.000	-.027
		Sig. (2-tailed)	.	.808
		N	86	85
	6. Do you buy branded Apparel?	Correlation Coefficient	-.027	1.000
		Sig. (2-tailed)	.808	.
		N	85	87

This clearly shows that there is no relationship between age and buying branded apparel. The sig value is >.05 and we accept null hypothesis.

2. Relationship between marital status and buying branded apparel

Crosstab					
Count					
		6. Do you buy branded Apparel?			Total
		1	2	3	
2. Marital Status	1	40	0	27	67
	2	10	1	9	20
Total		50	1	36	87
Chi-Square Tests					
		Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square		3.685 ^a	2	.158	
Likelihood Ratio		3.282	2	.194	
Linear-by-Linear Association		.328	1	.567	
N of Valid Cases		87			

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .23.

We can see the sig value >.05, and hence we accept the null hypothesis that marital status has no influence on buying branded apparel.

3. Relationship between educational qualification and buying branded apparel

Crosstab					
Count					
		6. Do you buy branded Apparel?			Total
		1	2	3	
3. Educational Qualification	2	0	0	3	3
	3	10	1	9	20
	4	40	0	23	63
Total		50	1	35	86
Chi-Square Tests					
		Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square		8.538 ^a	4	.074	
Likelihood Ratio		9.152	4	.057	
Linear-by-Linear Association		3.886	1	.049	
N of Valid Cases		86			

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .03.

There is slight indication of buying branded apparel depending on educational qualification and this is due to that small category of sample which belongs to higher secondary. That apart it shows clearly that there is no relationship between educational qualification and buying branded apparel.

4. Financially independent and buying branded apparel

Crosstab					
Count					
		6. Do you buy branded Apparel?			Total
		1	2	3	
4. Are you financially independent	1	15	1	10	26
	2	34	0	26	60
Total		49	1	36	86
Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)		
Pearson Chi-Square	2.414 ^a	2	.299		
Likelihood Ratio	2.500	2	.286		
Linear-by-Linear Association	.065	1	.799		
N of Valid Cases	86				
a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .30.					

Since the sig value >.05, we accept the null hypothesis that there is no relationship between financial independence and buying branded apparel.

5. Monthly family income and buying branded apparel

Crosstab				
Count				
		6. Do you buy branded Apparel?		
		1	2	3
5. Monthly Family Income	1	1	0	2
	2	9	0	6
	3	21	1	17
	4	18	0	11
Total		49	1	36
Total				
86				
Symmetric Measures				
	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	-.071	.108	-.650
Ordinal by Ordinal	Spearman Correlation	-.063	.108	-.576
N of Valid Cases	86			
a. Not assuming the null hypothesis.				
b. Using the asymptotic standard error assuming the null hypothesis.				
c. Based on normal approximation.				

The sig value >.05 and hence we accept null hypothesis that there is no relationship between monthly family income and buying branded apparel.

6. Monthly family income and frequency to shop for branded clothes

Paired Samples Test							
		Paired Differences				t	df
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		
					Lower	Upper	
Pair 1	5. Monthly Family Income - 11. How frequently do you shop for branded apparel?	-.264	1.166	.125	-.513	-.016	-2.115
							86
							.037

Here we see sig value <.05, and hence reject the null hypothesis and we can say that the monthly family income has an influence on the frequency of buying branded clothes.

7. Monthly income and degree of preference of branded clothes.

Paired Samples Test							
		Paired Differences				t	df
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		
					Lower	Upper	
Pair 1	5. Monthly Family Income - 10. What is the degree of preference of branded clothes?	1.309	.944	.105	1.100	1.517	12.477
							80.000

The above is the result of paired T test and shows sig value <.05, hence we reject the null hypothesis and accept that there is an influence of monthly family income on the degree of preference of branded clothes.

REGRESSION MODEL

1. Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	2.792	.941		2.968
	1. Age	.074	.178	.080	.419
	2. Marital Status	.418	.257	.283	1.626
	3. Educational Qualification	-.162	.135	-.140	-1.194
	4. Are you financially independent	.243	.254	.180	.957
	5. Monthly Family Income	-.222	.089	-.289	-2.500
a. Dependent Variable: 16. Rate the following statements [I wear only branded clothes]					

From the table we can get the regression model as:

$$P = 2.792 + .074 X + .418 Y - .162 W + .243 V - .222 Z,$$

Where P represents the dependent variable – I wear only branded clothes. With X, Y, W, V, Z representing 1,2,3,4,5 respectively from the table above. 2.792 is the constant. We can see for every unit change in marital status there is .418 unit change in P and for every unit change in financially independent variable there is .243 unit change in P, age having very less effect and variable W and Z having negative change.

2. Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.649	.915	1.801	.076
	1. Age	-.099	.173	-.573	.569
	2. Marital Status	.251	.250	1.006	.317
	3. Educational Qualification	-.022	.132	-.020	.166
	4. Are you financially independent	.210	.247	.851	.397
	5. Monthly Family Income	.102	.086	1.177	.243
a. Dependent Variable: 16. Rate the following statements [Brand name is important for me when I shop]					

Here let P represent the dependent variable that Brand name is important for me when I shop, with dependent variables X, Y, W, V, Z representing 1, 2, 3, 4, 5 from the table above.

The regression model is :

$$P = 1.649 - .099 X + .251 Y - .022 W + .210 V + .102 Z$$

We can see that for every unit change in marital status and financial independence there is .251 and .210 units change in P respectively.

3. Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2.955	1.066	2.773	.007
	1. Age	.176	.201	.875	.385
	2. Marital Status	-.691	.293	-2.356	.021
	3. Educational Qualification	-.074	.155	-.477	.635
	4. Are you financially independent	-.055	.289	-.037	.849
	5. Monthly Family Income	.063	.101	.628	.532
a. Dependent Variable: 16. Rate the following statements [Brand enhances my status]					

Here let P represent the dependent variable that Brand enhances my status, with dependent variables X, Y, W, V, Z representing 1, 2, 3, 4, 5 from the table above.

The regression model is:

$$P = 2.955 - .176 X - .691 Y - .074 W - .055 V + .063 Z$$

We can see that for every unit change in age and monthly family income there is .176 and .063 units change in P respectively. For every unit change in marital status there is high negative change, that is -.691 units change in P.

4. Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.478	1.105	.433	.666
	1. Age	.215	.209	1.029	.307
	2. Marital Status	-.208	.303	-.687	.494
	3. Educational Qualification	.134	.159	.845	.401
	4. Are you financially independent	.452	.299	1.512	.135
	5. Monthly Family Income	.039	.104	.373	.711
a. Dependent Variable: 16. Rate the following statements [Brand reflects latest fashion]					

Here let P represent the dependent variable that Brand reflects latest fashion, with dependent variables X, Y, W, V, Z representing 1, 2, 3, 4, 5 from the table above.

The regression model is:

$$P = .478 + .215 X - .208 Y + .134 W + .452 V + .039 Z$$

We can see that for every unit change in age and financial independence there is .215 and .452 units change in P respectively. For every unit change in marital status there is negative change, that is -.208 units change in P.

5. Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.891	1.131	1.672	.099
	1. Age	-.175	.214	-.820	.415
	2. Marital Status	.451	.309	1.461	.148
	3. Educational Qualification	-.063	.163	-.386	.701
	4. Are you financially independent	.343	.305	1.124	.265
	5. Monthly Family Income	-.012	.107	-.112	.911
a. Dependent Variable: 16. Rate the following statements [Branded clothes enhance my confidence]					

Here let P represent the dependent variable that Brand clothes enhance my confidence, with dependent variables X, Y, W, V, Z representing 1, 2, 3, 4, 5 from the table above.

The regression model is:

$$P = 1.891 - .175 X + .451 Y - .063 W + .343 V - .012 Z$$

We can see that for every unit change in marital status and financial independence there is .451 and .343 units change in P respectively. For every unit change in age, educational qualification and monthly family income there is negative change in P.

CONCLUSION

Analysis of the collected data revealed that branded clothing was preferred by most of the respondents which indicates that today's customer is very brand conscious. Chi Square test done helped us to analyze that there is no relationship between demographic variables like age, marital status, educational qualification,

financially independence of respondents has no influence on purchase of branded apparel. But monthly family income was found to be associated with frequency of purchase of branded apparel and preference of branded apparel which indicates that companies should target particular income groups for better results. Foreign brands are preferred more which indicates that Indian brands have to evolve more and also need to work on their brand communication for example apparel brands like AND even though Indian in origin people might perceive it to be a foreign brand. In terms of place of purchase the culture is shifting towards buying from the malls because of shopping experience the consumers get. The factors influencing the purchase decision for branded apparel was found to be Product Quality, Design, Brand name, Promotion and price. The study also shows that criteria like Brand enhances their status, brand reflects latest fashion, brand enhances their confidence, brand speaks about their attitude was found to be insignificant. The predictive model indicates that decision to wear branded apparel i.e. whether branded clothes increase confidence and influence of brand name in purchase decisions are dependent more on marital status and financial independence whereas for understanding whether Brand reflects latest fashion and enhances status, age is the main factor which affects the buying behavior.

From the above analysis the perspectives and motives behind the respondent's purchases is clearly understood. This analysis will help the marketer to attract and maintain their target consumer group. It gives important insights to the marketer to redefine the strategies of retailing branded apparel in India

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