

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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## ASSESSING THE IMPACT OF STORE AESTHETICS AND ADVERTISEMENT ON CONSUMER PERCEPTION TOWARDS BRANDED MEN'S ATTIRE: AN EMPIRICAL INVESTIGATION

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### ABSTRACT

The spending power, willingness to spend and ability of customers has enlarged in India. The main aim of any business is to attract new customers and retain the existing customers. Keeping this in mind, businessmen have come up with the organized retail outlets and effective advertisements to attract new customers and to satisfy the needs of the existing customers in order to retain them. A well designed advertisement and properly maintained store not only increase store foot traffic, but also promotes the sale and maintains the brand identity. The present study contains the analysis and discussions in order to understand the customer perception regarded branded men's wear based on store aesthetics and advertisement effect. The survey was conducted on the basis of convenient sampling. The study will also reveal which brand is more preferred over others those are Levis, U.S.Polo Assn, Van Heusen, Puma and Addidas. The findings from this study were analyzed using factor analysis. The population of this research consisted of shoppers from Delhi. The sample of the study comprised of 200 shoppers. Respondents belonged to different age groups, income groups and occupations. A pre – structured questionnaire was used with a 5 point Likert rating scale to the consumers visiting apparel stores and a large number of respondents were also contacted in their houses, offices and colleges. The empirical results revealed that instead garments shop consumer prefers multi branded outlets and exclusive outlets. Therefore, brand preference should be created through effective advertisements. The results also revealed that product display in the store and theme of advertisement should be according to the offerings as men like formal, sporty, trendy and casual look.

### KEYWORDS

consumer perception, brand, store aesthetics, advertisement.

### INTRODUCTION

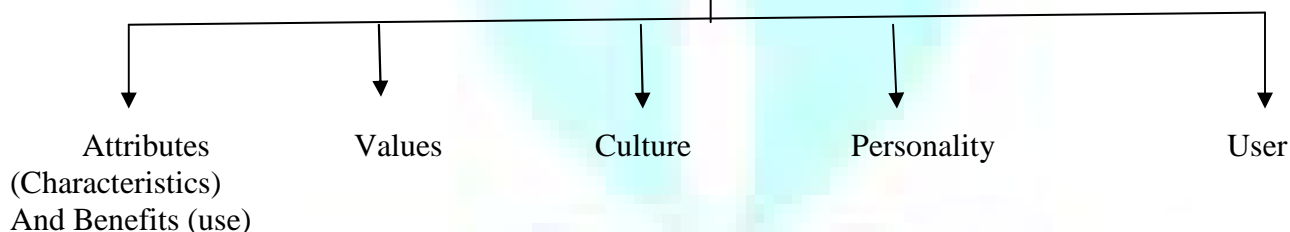
**B**rands have become so important in our life that we have started eating, walking, sleeping and living in the world of brands. Brands are nothing but the names, symbols that differentiate one product from the others in the market place but brands are not confined to the names only, but brands offer a kind of promise about the quality, attributes, functional and emotional benefits.

Brand is a trademark or distinctive name identifying a product or a manufacturer. It is a product line so identified. A distinctive category and a mark indicating identity or ownership. (Keller and Kelvin, 2003)

### BRANDING PROCESS

Branding is one of the most important issues for the business if it wants to face competition successfully. Branding helps customers recall your brand over your competitors. Effective branding will create the kind of company loyalty that leaves the competition out of the mind of the prospects. The process of branding is fivefold:

**FIGURE 1  
BRANDING**



### CONSUMER PERCEPTION

Perception means the adaptation of reality. The process of selection is the processing and the interpretation of input data from the environment to make the purposeful logical and coherent for finally arriving at intangible decisions. Perception has a strategy implication for marketer because consumer buying decision process depends on consumers' perception based on what they have interpreted rather than the physical stimuli (reality).

### FACTORS INFLUENCING CUSTOMER ATTITUDE TOWARDS BRANDS

**BRAND AWARENESS:** This refers to the ability of the potential buyer to recall or recognize that a brand is a member of particular product category.

**Price:** Price charged by the company also affects consumer attachments to brand.

**Perceived quality:** Customers perception of high quality is a desired association that all firms seek in the market place. The customers may have a positive image towards quality if the price is low in relation to quality. A good quality image brand can command a premium for its product which adds to the profitability of the company.

**Brand association:** brand begins with a name, but it is more than just a name. It is a portfolio of the quality associated with the brand. It can be formed on the basis of color, symbol, logo, advertisement, worth of mouth, celebrity etc.

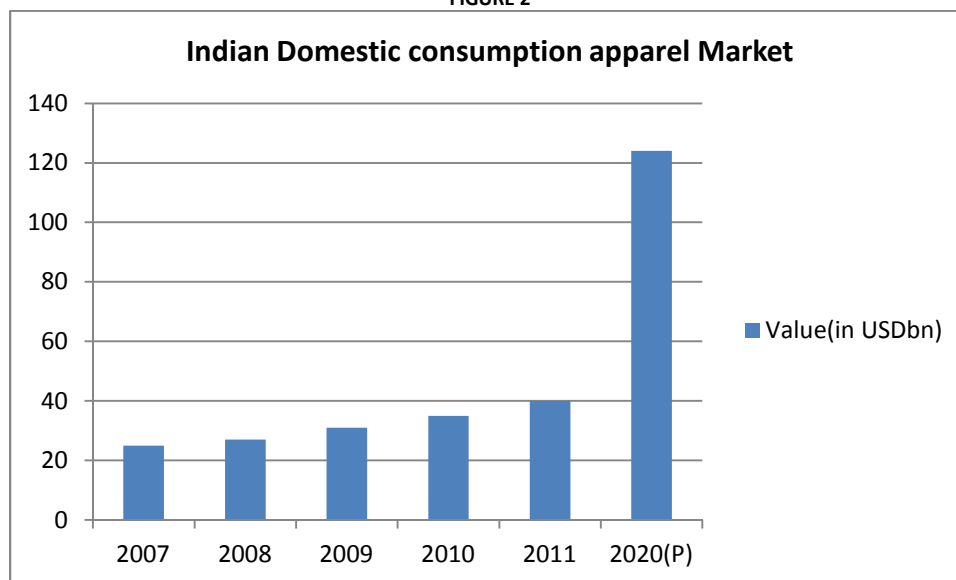
### INDIAN APPAREL MARKET

According to report submitted by Wazir, "The Indian apparel industry is estimated to grow at CAGR of 15% over the next five years. The consumer spends 4 percent of its total household expenditure on apparel.

The Indian apparel market helps in the generation of employment and foreign reserves. India is the sixth largest exporter of readymade garments in the world with apparel worth 9.7 billion dollars exported from the country in 2007-2008. The Indian retail market is expected to US\$ 470 bn in 2011, accounting for 35% of GDP and is expected to grow to US\$ 675 bn by 2015, @ CAGR of 7.5% and will be expected to reach to us\$ 124 billion by 2020, @ CAGR of 13%.



FIGURE 2



Source: Wazir Advisor

Indian cloth and apparel business is projected to grow up from the 3,27,000 crores (US\$70 BN) in 2011 to Rs 10,32,00 crores (US\$220 bn) by 2020. The expected CAGR is 11% domestic apparel retail market was worth RS 1, 54, 00 crores (US\$ 33 bn) in 2009 and is expected to reach Rs 470000 crores (US\$100 bn) by 2020. Men currently dominate the share of apparel market i.e. 40%.

TABLE 1

CATEGORY	% OF SHARE IN APPAREL	BRANDED	% OF SHARE IN APPAREL	BRANDED
MEN	40%	5	39%	18
Women	35%	4	42%	20
Kids	25%	1	19%	5
Total	100%	10	100%	43

Source: Wazir Advisors

### MAJOR INFLUENCERS OF APPAREL MARKET

FIGURE 3



**MENS APPAREL:** The majority of the population of India is of men. A survey conducted on the respondents showed that 21.8% men are highly brand conscious, 20.9% are high, 29.2% are moderate, 19% are somewhat low and 9.3% are very low. The figure reveals people of our country are aware about the brands and demand for brands are high in our country.

Men's clothing includes:

- Shirts
- T-shirts
- Trousers
- Jeans
- Pullovers
- Jackets

- Jeans
- Socks
- Vests
- Underwear

## MAJOR RETAILERS IN THE MARKET

VAN-HUESEN  
US POLO ASSN  
PUMA  
UNITED COLOR OF BENETTON  
LEVIS

## ONLINE MENS APPAREL INDIAN MARKET

The Men of this era are fashionable. Men's wear consists of Indian, Western, Casual, Formal etc that caters to variant occasions and moods. Apparel online retail market is growing substantially. Currently, the online apparel retail share in India is 4% and it is expected to grow at 37% CAGR by 2020. The online websites offering men's clothing is as follows:

- Amazon.com
- Flipkart.com
- Myntra.com
- Jabong.com
- Yebhi.com
- Homeindia.com
- Mapvcllothing.com

TABLE 2

Indian	Year of establishment	Reach (in Mn)	Penetration (cities)	Range (brands)	Revenues (inUSD Mn)
Myntra.com	2007	3	1200	350	100
Yepme.com	2011	0.5	500	-	30
Jabong.com	2012	1.5	500	500	150
Yebhi.com	2004	1.2	1100	150	20

Source: Wazir Advisors

## LITERATURE REVIEW

### STORE AESTHETICS & VARIABLES

According to Richardson et al. 1996; "making an investment in store aesthetics provides a big bang for the buck" because the effect is holistic and not product specific. Research has revealed that an aesthetically pleasing store has a significant effect on the purchase intention of the consumers. (Wang, Hong & Lou (2010) According to Sirgy et. Al 2000 revealed if the store is correctly located, it can lead to higher footfall and higher chances of converting potential customer into actual customers. According to Berman & Evas, 2013, "parking facilities can add or detract customers from the store atmosphere. A difficult or congested parking area dissuades shoppers from shopping. According to Berman & Evas, 2013, "display window are included in the store beautification. Display windows shows the new product available in the store and its main aim is to induce the potential customers to enter the store by catching their attention through the products displayed in the windows. Research has found increase in purchase intention and sales in store with a display window, especially with new products (Edwards & Shakley, 1992).

According to Lewison, 1997, "a well designed store layout encourages shoppers to visit stores regularly and creates a shopping atmosphere that contributes towards shopping efficiency. According to Aalpert & Maltz 2005." Music played in the store can have an influence on the act of consumer like sales, arousal of intention to purchase. According to Sharma & Stafford, 2000, "the salesmen hire by the store and the customer service provided by the store has a persuading effect on the customers and their purchase intention.

### STORE AESTHETICS AND PURCHASE INTENTION

The previous studies have proven that the consumer perception is influenced by the store aesthetics. The retailers design store environment in a manner that will enhance customers' positive feelings which will result in higher willingness to purchase (Mano, 1999).

The physical atmosphere of the store create consistent purchase behavior by operational arousal and pleasure to purchase (Babin & Attaway, 2000). It has been found that the purchase intention of a customer depends upon two things- the thoughts of the customer and the atmosphere of the store. (Sharma & Staaford, 2000)

According to Gillani, 2012, "elements like colors, layout, product display catch attention of the consumer and deliver certain stimuli, and helps in communicating to customers about their importance in the store.

According to Gogoi, 2013, "Purchase intention would lead to development of brand loyalty by local customers"

Ritu Narang (2006) in a study entitled "A Study on Branded Men's wear", conducted in Lucknow with an intent to find the buying behavior of consumers of branded men's wear.

The aim of this study are to learn the buying behavior of the consumers of branded men's wear, to study the affect of advertising on the buying judgment of consumers, to study the affect of promotional actions on buying behavior of consumers (Kazmi, 2001; Mathur, 2002). 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 buying decision. The conclusion of the study was that the majority of times consumers go to the outlets of famous branded garments with the aim of shopping, according to Jaishri & Jethwaney, 1999.

The purchasing of branded outfits is not impetuous. Though, in contrast to women, male buyers go to the showroom to while away the time; The count of people going to visit an outlet with a brand name in the back of their mind are similar to the count of people going to visit an outlet with no brand name in the back of their mind. Advertising has maximum impact in creating brand awareness (Kamalaveni, 2008).

Jayashree (1998) says "In subject to textiles, the purchaser have a preference for a ample range of fabrics to select them, and their predilection vary according to the period, weather and geographical areas Consumer taste is a controlling factor in determining the character of goods that appears in the market. A ratiocinative approach to garments wants and costs makes the consumer more effectively take part in full market economy".

Buyers buying behavior acts as an important reason in understanding buyers behavior and is a primary market segmentation indicator for companies to meet up their customers' desires and wants; marketers should make every effort to identify the sex distinction in decision-making design. Research concentrating on the subject of masculinity distinction in decision-making designs could facilitate marketers to find improved ways of conversing with both genders and to direct marketing mix decisions (Mitchell and Walsh, 2004). Marketing researcher argue that sex based segmentation, particularly if it is based on genetic sex, meet up a number of the necessities for winning execution: the division were simple to formulate, effortless mode to access, and adequate for the consumer products and services to be marketed profitably 3&4. Numerous studies in the past have provided considerable evidence that gender relates to buyers insight, mind-set, fondness and purchase decisions (Bakewell and Mitchell 2006; Sproles and Kendall, 1986; Canabal, 2001).

Celebrity endorsement: according to Mcaleer, 2010, "celebrity endorsement although being an expensive process but is used commonly by the marketers as a strategic tool as it will be helpful for the companies in drawing out many benefits like instant credibility, instant attention, media exposure, super market presence, improved financial returns and also helpful in differentiating the company product from that of competitors, thereby, creating brand awareness and influencing the consumer intention to purchase in a positive manner (Karina, p.r, 2008).

According to Au-Yeung Pui yi, Priscilla, 2012, Hongkong, "consumers are not ready to pay higher charges for the branded products endorsed by the celebrities. Celebrities' endorsement can create only awareness and can gain attention of the consumers.

According to Richards and Sturman (1977); apparel market is affected by lifestyle segmentation. It is difficult to predict consumers' acceptance towards alternative fashion, style and materials.

Prasad and Chandrasekar (1998) revealed that brands are created and fought in consumer mind through effective communication. The key attributes like reputation, recognition, affinity and expertise determine brand power. Guerrero, L. et al. (2000); "most consumers believe that store brands are trustworthy, diverse from the brands of the producer and are excellent worth for resources. The quality perception depends on the store and when the cost is identical. According to Goswami (2007); "apparel reaches the consumers through retailing and the Indian apparel industry and the steady increase in consumer spend examine the apparel orientation of the urban Indian shoppers by way of segmentation.

## OBJECTIVES

1. To identify the factors which can create the brand loyalty in case of mens apparel
2. To find out the impact of advertisement for branded clothing
3. To study which brand is preferred among the given brand by the male consumer
4. To find out the most preferred elements of the store aesthetics by male shoppers.

## HYPOTHESIS

- **H01:** Consumers' perception towards branded men's attire is dependent on store aesthetics.
- **H11:** Consumers' perception towards branded men's attire is independent of store aesthetics.
- **H02:** Consumers' perception towards branded men's attire is dependent on advertising
- **H12:** Consumers' perception towards branded attire is independent of advertising.

## RESEARCH METHODOLOGY

### SAMPLE SIZE

200

### DATA SOURCE

Both primary and secondary sources of data have been used and survey questionnaire was designed for primary data collection. To strengthen the results, secondary data sources such as websites of companies, publications, blogs etc.

### DEVELOPMENT OF SURVEY QUESTIONNAIRE

A questionnaire was segmented into five sections. Each section has 5 different questions (table 1) using five points Likert scale (table 2). Detailed attention was laid on drafting statement to keep it simple and short, positively phrased and neutral to avoid any bias.

**TABLE 3: QUESTIONNAIRE STRUCTURE**

Section	Section name	No of questions	Scale used
A	STORE FEATURES	6	LIKERT
B	RELIABILITY AND CONVENIENCE	5	LIKERT
C	PRICE AND VARIETY	3	LIKERT
D	ADVERTISEMENT EFFECTS	4	LIKERT
E	BRAND PERFORMANCE AND EQUITY	6	LIKERT

**TABLE 4: NUMERICAL CODE FOR QUESTIONS**

Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Numerical code	5	4	3	2	1

## RESEARCH METHODOLOGY

The study employed factor analysis, KMO and Bartlett's test of sphericity and Cronbach's Alpha test for data analysis using SPSS 17 Statistical software. Two factors- store aesthetics and advertising effect were taken for the study. The variables - store aesthetics and advertising effect were taken as the independent variables, whereas consumer perception towards brands was taken as the dependent variable. The retail store chosen for the survey was leading apparel branded store in Delhi. 250 respondents who visited the store were asked to participate in the study as respondents.

Factor analysis using SPSS for windows was conducted in order to assess the impact of advertising and store aesthetics on consumer perception towards branded Men's attire. KMO and Bartlett test of Sphericity method is employed to calculate the correlation matrix between factors, before employing factor analysis. Kaiser (1974) recommended that to accept the KMO values of  $>0.5$ , a researcher should ensure the generation of reliable factors. Further, Bartlett's Test of sphericity exhibited significance value of less than 0.05 (0.000), thereby ensuring the appropriateness of factor analysis for this research work. The obtained factors were rotated to get a factor solution and extracted factors were then tested for reliability using Cronbach's Alpha. The method of Varimax rotation had been applied to achieve factor rotation. If the total explained cumulative variance of rotated factor is above 60% (0.6) means rotated factors were selected and if it is 50% (0.5), can be selected. According to table 4, five factors were extracted, whose Eigen value is above 1. The total variance explained of the 5 factors extracted is 58.338 which is above 0.5 which shows that the results are acceptable. After applying Varimax rotation, there are two criteria to reject the variable. If coefficient on all factors is less than 0.4 or more than 0.4 on at least two factors meanwhile. According to result, no variable should be omitted based on the criterion.

## RESULTS AND DISCUSSION

As already described, a questionnaire was focused to assess the impact of store aesthetics and advertising effect on branded men's attire under 5 broad heads namely, store features, reliability and convenience, price and variety, advertisement effect and brand performance and equity.

TABLE 5: RESPONDENTS DEMOGRAPHICS

Variable	Category	Frequency	%
Gender	Male	200	100%
Age	18-29	120	60%
	30-41	63	31.5%
	41-50	17	8.5%
Marital status	Married	67	33.5%
	Unmarried	133	66.5%
Occupation	Private employee	47	23.5%
	Govt. employee	5	2.5%
	Self employed	46	23%
	Student	102	51%
Income	No income but pocket money	90	45%
	]less than 2 lacs	4	2%
	2 lacs-5 lacs	67	33.5%
	5 lacs and above	39	19.5%

Source: Primary data

For drawing the demographics of respondents, content analysis was conducted to strengthen the results, 100% of respondents were male. The minimum age of the respondents was 18 years. The respondents were classified into different age group, majority of the respondents belonged to 18-29 years i.e. 60% followed by the respondents in the age group of 35-45 years(8.5%).the minimum percentage of the respondents were above the age of 50 years. . A majority of respondents (51%) were student and 45% of the respondents had no income, but received pocket money.

## RESULTS FROM FACTOR ANALYSIS

TABLE 6: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.672
Bartlett's Test of Sphericity	382.87
Approx. Chi-Square	
Df	210
Sig.	.000

TABLE 7: TOTAL VARIANCE EXPLAINED

Rotation of sum of squared loadings			
Component	Total	% of variance	Cumulative%
1	3.256	15.371	15.371
2	1.941	9.265	24.636
3	2.205	10.501	35.137
4	2.91	13.856	48.993
5	1.872	9.345	58.338

TABLE 8: ROTATED COMPONENT MATRIX

Section	Variable	1	2	3	4	5
A	Store aesthetics	.709				
	Display window	.845				
	Trial rooms	.827				
	Music played	.667				
	Location	.675				
	Dressing and quality of Sales personnel	.517				
	Store layout	.646				
B	Reliability and convenience					
	Proximity		.783			
	Parking facilities		.505			
	After sales services		.534			
	No false claims in advertisement		.654			
	Credit card facility		.765			
C	Advertisement effect					
	Image, language & music used in advertisements			.589		
	Celebrity endorsement			.745		
	Audible			.697		
	Air timings perfect			.786		
D	Price and variety					
	Variety in price range				.778	
	Discounts/ offers				.897	
	Product range				.734	
E	Brand performance and equity					
	Easy to identify from competitors					.569
	Good quality producers					.665
	Build public image					.623
	Brand associates with image					.567
	Reputation of the company					.776
	Trustworthiness of brand					.654

TABLE 9: CRONBACH ALPHA VALUE

Factor	Description	Alpha value
A	STORE FEATURES	0.8753
B	RELIABILITY AND CONVENIENCE	0.6901
C	PRICE AND VARIETY	0.5276
D	ADVERTISEMENT EFFECTS	0.6596
E	BRAND PERFORMANCE AND EQUITY	0.771

As seen from the results (table-4), the KMO MEASURE OF sampling adequacy score is .672, well above the recommended 0.5 level. Kaiser (1974) recommended that to accept the KMO values of  $>0.5$ , a researcher should ensure the generation of reliable factors. Further, Bartlett's Test of Sphericity exhibited significance value of less than 0.05(.000), thereby ensuring the appropriateness of factor analysis for this research work. The coefficient of correlation for every variable was less than 0.5. the determinant of correlation matrix was 0.001, KMO value was 0.672 and Bartlett's test significance value is 0.000 and hence acceptable to perform principal component factor. The number of factors was determined by cutoff Eigenvalue  $>1$  which resulted in 5 components (table 5). The table shows the total variance explained by all the factors is 58.338, above 50%, hence study is justified. To further strengthen the results, the Cronbach Alpha value of all the variables were calculated ranging from 0.527 to 0.875 which is more than 0.5 and proves that variables are reliable and acceptable.

## FINDINGS AND SUMMARY

- Van Heusen was the highly preferred brand out of all the brands chosen by the consumer and the Adidas was least preferred brand among the respondents of Delhi.
- Men's founded TV to be the best source to promote the branded products than radio. Therefore, the companies should promote their product or create awareness about their brand through effective advertisement.
- The respondents of Delhi prefer to buy the product from multi store or exclusive showroom than buying the product from the garment shop.
- The findings and conclusion is based on the information provided by the respondents as perception, will and experience.

## CONCLUSION

The large numbers of studies have been conducted by various research scholars and academicians nationally and across the globe, exploring the factors that may affect consumer perception towards branding men's attire. This research work is an attempt to explore the factors that may affect the perception of male consumers in Delhi towards branding. Relying on existing literature; variables were considered and offered to respondents in form of a closed ended questionnaire to mark their responses on a five point Likert scale. The collected data was analyzed with the help of statistical package for social science (SPSS17). The results revealed five important factors viz. store features, reliability and convenience, advertising effect, price and variety and brand performance and equity affecting the consumer perception in Delhi towards branding. As per the data collected and analyzed through SPSS17 it is found that mens perception towards branded clothes depends on store aesthetics and advertising and therefore, the hypothesis H01 & H02 has been accepted and the hypothesis H11 & H12 has been rejected.

## LIMITATIONS OF THE STUDY

Although the objective of the study has been met, but still the current study suffers from few limitations

- Firstly, the study conducted is limited consumers of Delhi.
- Secondly, the variables chosen for the study are few in number.
- Lastly, the outcomes of the study are subject matter of general drawback of accuracy of response.

## SCOPE FOR FUTURE RESEARCH WORK

The present study is based on limited number of variables which affects the consumer perception. Therefore researchers can use different variables such as loyalty and disloyalty, interior and exterior factors like external appearance, marquee, color of lighting, merchandise assortment. Further, studies can be conducted by taking into account larger areas or other states of India. Further researchers can also conduct research to examine consumers' intention to shop online with special reference to product categories and brands.

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