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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
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CONSUMER BEHAVIOUR REGARDING INDIAN BRANDED GOODS: A STUDY OF APPAREL INDUSTRY OF LUDHIANA

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ABSTRACT

With the advent of globalization and liberalization, Indian consumer's preferences have also taken a giant leap. Today, Indian consumers are more inclined towards the purchase of branded and quality products, specially the apparel. As the youth of the country is now exposed to various business and professional situations. Economy has resulted into the development of markets with new jobs created in apparel manufacturing and fashion designing industry. This growth has also been supported by Indian education sector with the creation of various diplomas, graduation and post-graduation level courses. The apparel market is considerably churning with respect to dressing pattern, style, usage of branded items and choice of fibre and awareness of latest trends. The Indian apparel industry has been contributing a lot in the growth of Indian economy as this industry has come up with lot of employment opportunities. The industry is also promoting the age long heritage of India by giving due importance to artisans and their hand designed apparels. This paper focuses on the growth and structure of Indian apparel industry and Ludhiana (Punjab) and the consumer behaviours towards Indian Branded Goods. From this research it has been concluded that there is maximum preference towards non branded cloths because branded cloths are costly than the non branded cloths.

KEYWORDS

behaviour, consumer, bran, apparel.

INTRODUCTION TO CONSUMER BEHAVIOUR

Buying Behaviour is the decision processes and acts of people involved in buying and using products. Why do we need to learn about consumer buying behaviour? The simple answer is that no long can we take the customers for granted. Consumer buying behaviour determines how our consumers decide to buy our product and what are the various factors responsible for this decision? The central focus of marketing is the consumer. To devise good marketing plans, it is necessary to examine consumer behavioural attributes and needs, lifestyles, and purchase processes and then make proper marketing-mix decisions. The study of Consumer behaviour includes the study of what they buy, why they buy, how they buy, when they buy, from where they buy, and how often they buy. An open-minded consumer-oriented approach is imperative in today’s diverse global marketplace so that a firm can identify and serve its target market, minimize dissatisfaction, and stay ahead of competitors. Even, luxury brands have to design a unique pricing strategy in order to get a foothold in the Indian market.

INTRODUCTION TO THE APPAREL INDUSTRY

The textile and apparel industry can be broadly divided into two segments - yarn and fibre, and processed fabrics and apparel. India accounts for ~14 per cent of the world's production of textile fibres and yarns (largest producer of jute, second largest producer of silk and cotton, and third largest in cellulosic fibre). India has the highest loom capacity (including hand looms) with 63 per cent of the world's market share. The domestic textile and apparel industry in India is estimated to reach US$ 141 billion by 2021 from US$ 67 billion in 2014.

Apparel is the second largest retail category in India. There are a number of factors that have contributed to a definite swell in apparel market size. The rising affluence of the middle class due to rising disposable income and strong per capita income have considerably helped the industry to move ahead from a commodity level garment purchasing to a life style or a branded level product.

According to the confederation of Indian Textile Industry it constitutes 4% of India’s GDP, 12% of Industrial Production and 10.5% of total exports of goods. It is the second largest employer after agriculture which provides direct employment to over 35 million people and indirect employment to 45 million.

Readymade garments remain the largest contributor to total textile and apparel exports from India. In FY15 the segment had a share of 40 per cent of all textile and apparel exports. Cotton and man-made textiles were the other major contributors with shares of 31 per cent and 16 per cent, respectively.

Rising government focus and favourable policies is leading to growth in the textiles and clothing industry. Foreign direct investment (FDI) in textile sector increased to US$ 1,587.8 million in FY15 from US$ 1,424.9 million in FY14. The Ministry of Textiles is encouraging investments through increasing focus on schemes such as Technology Up-gradation Fund Scheme (TUFS). To promote apparel exports, 12 locations have been approved by the government to set up apparel parks for exports.

MARKET STRUCTURE AND SEGMENTATION

Indian apparel market is vast, and fragmented and yet growing, characterized by presence of large number of players, widely dispersed across the country. The market is segmented in three different ways:

- Segmentation by User category: - men’s wear, women wear, unisex wear and kids wear
- Segmentation by Use: - formal, casual, active sports, traditional and uniforms
- Segmentation by Price: - super premium, premium, medium, economy and low

INDUSTRIAL SET UP OF LUDHIANA

Ludhiana District’s industrial set-up pulsates day and night, tossing goods worth crores and transporting them to all corners of India and different parts of the world. The majority of Ludhiana-based industrial houses have made inroads into other parts of the nation, even overseas. One-third of the total power available in Punjab is guzzled in Ludhiana only. Of the categories of industry, the leading are a hosiery-based industrial unit. These comprise woolen, cotton & synthetic yarns. Ninety-five per cent of the country's woollen industry is located in Ludhiana. Some of best-known brands, including Oswal, Casa Blanca, Santa Rova, Monte Carlo, LWS, Pringle, York, Great way, Rage, are made here. Thirty per cent of the cotton industry is also based here. As much as 70 per cent of the country's cycle and cycle parts are manufactured in Ludhiana—Hero, Avon, Neelam, Kular and Atlas, to name a few. A large chunk of India's sewing machines and fans are also produced here, besides small machine and hand tools and agricultural implements. Ludhiana is home to certain world-class tyre and tube manufacturing units for two and three-wheelers, including cycles, scooters, motorcycles, animal-driven vehicles etc. Except for the Oswals, who have made the mega city world famous with their Monte Carlo and Casablanca range of woollens, the other big industrial houses the Hero Group of Munjals, the Avon Cycle Group of Pahwas, were set up by migrants from Pakistan.

LUDHIANA’S MARKET: GARMENTS AND HOSIERY

Ludhiana is a leading industrial town of the north Indian State of Punjab and an important center of textile and allied industry. Ludhiana is a leading producer of woolen and acrylic knitwear, although it also uses extensively cotton and other blended fibers to produce a wide range of fabrics, hosiery, knitwear and readymade garments. The industry caters largely to the domestic market, although it has also been exporting for nearly a century. Consisting of both registered and unregistered units, almost 99% of the ready-made garments, textiles and hosiery industry in Ludhiana are small scale. Historically, the domestic market has been the main consumer of textile and garment industry's products and it has been growing significantly in recent years as income levels among India's middle class go up and fashion conscious young adult consumers increase. Exports from Ludhiana based garment and hosiery units have generally been around 10% of the total production. Main export markets – till early 1990s, it was former USSR and Middle East and now in recent years it has expanded to other markets in Europe and USA.

RESEARCH METHODOLOGY

The study made extensive use of both primary and secondary data. Secondary data was collected through numerous articles and reports made available by government official websites.

The main sources of secondary data were Government of India websites related to economy and trade like Ministry of Finance, Department of Commerce, Department of Central Excise and Customs etc., - Import and Export data from Directorate General of Commercial Intelligence and Statistics (DGCI&S), catalogues of Indian manufacturing and marketing companies.

The primary data was collected through a field survey. The questionnaire was designed to know the consumers behaviour, frequency of purchasing and perception towards branded goods. A sample of 100 respondents from Ludhiana district aged 18 years and above was contacted on the basis of convenient sampling method.

OBJECTIVES OF THE RESEARCH

The basic objective of research was to:

1. To know the structure, growth and size of the India and Ludhiana Textile Industry
2. To identify various factors that motivates people to buy branded goods
3. To know the satisfaction level of customer

ANALYSIS AND INTERPRETATION OF DATA

1. NUMBER OF CONSUMERS WHO LIKE TO DO SHOPPING

TABLE 1.1

Particulars	No. of respondents	Percentage (%)
Yes	50	100
No	0	0

Interpretation: As the above table shows, out of sample size of 50 all the consumers like to do Shopping.

2. NUMBER OF PEOPLE LIKES TO DO SHOPPING THROUGH VARIOUS PLACES

TABLE 1.2

Particulars	No. of respondents	Percentage (%)
E Shop	5	10
Trade Shop	20	40
Mall	15	30
Super Market	10	20

Interpretation: Maximum consumers like to do shopping from trade shops which is 40% and online shopping is the least preferred mode of shopping.

3. FREQUENCY OF VISITS

TABLE 1.3

Category	No. of respondents	Percentage (%)
Weekly	10	20
Monthly	20	40
15-20 days	20	40
Rarely	-----	------

Interpretation: As the above table shows that 20% consumers shop weekly. 40% consumers are likely to do shopping on monthly basis. 40% of consumers like to do shopping on 15-20 Days basis. And out of sample of 50 no one is there who likes to do shopping rarely. It means most of the people like to do the shopping at monthly and 15-20 days basis.

4. NUMBER OF PEOPLE WHO ARE BRAND CONSCIOUS

TABLE 1.4

Particulars	No. of respondents	Percentage (%)
Yes	20	40%
No	30	60%

Interpretation: From the above table it is proved that out of the sample size of 50, 40% consumers are brand conscious and 60% are not brand conscious. It means most of the consumers are not brand conscious.

5. NUMBER OF PEOPLE BUY DIFFERENT BRAND OF CLOTHS

TABLE 1.5

Category	No. of respondents	Percentage (%)
Levi's	10	50%
Pepe	5	25%
Lee	3	15%
Puma	2	10%
Any other	---------	______

Interpretation: Out of sample size 50% consumers prefer Levi's brand. 25% prefer Pepe brand, 15% prefer Lee brand and 10% prefer Puma brand. It means maximum brand conscious consumers prefer Levi's brand.

6. REASON FOR PREFERRING A PARTICULAR BRAND

TABLE 1.6

Category	No. of respondents	Percentage (%)
Brand name	15	75%
Product feature	--------	-------
Promotion activities	--------	-------
Distribution system	5	25%

Interpretation: The above table shows 75% consumers buy the branded garments because of brand name and 25% of respondents prefer branded garments because of the distribution system. As a result, we can say that people prefer branded cloths because of brand name.

7. NUMBER OF PEOPLE THINKS BRAND IS A STATUS SYMBOL

TABLE 1.7

Category	No of respondents	Percentage (%)
Highly disagree	------	-------
Disagree	------	------
Neutral	------	------
Agree	12	60%
Highly agree	8	40%

LEVEL OF AGREEMENT

[(60*4) + (40*5) = 440/50 = 8.8]

Interpretation: Out of the sample size of 20 preferring brand, 60% respondents respond that brand is a status symbol. So we can conclude that maximum consumers are agreeing that brand is a status symbol.

8. NUMBER OF PARAMETERS WHICH EFFECTS CONSUMER BUYING DECISION

TABLE 1.8

Category	Numbers	Mean rank
Quality	64	3.2
Price	41	2.05
Easy Availability	48	2.4
Discount	47	2.35

Interpretation: From the rank being given to some factors by respondents we come to know that most important factor took into consideration while buying a branded cloth is price. After that easy availability and discount are considered and least common factor which effects the purchase decision is Quality.

9. RATING OF THE FACTORS WHICH CONSUMER CONSIDER WHILE BUYING

(I) PRICE

TABLE 1.9.1

Particular	Numbers	Percentage
Most important +2	20	60.66%
Important +1	5	16.66%
Neutral 0	3	10%
` Less important -1	2	6.66%
Least important -2	--------	---------

Interpretation: The above graph shows that 61 % of consumers consider that Price is most important factor while buying cloths and 17% consumer considered price is an important factor. 10% is for neutral and 7% is for least important. It means from the results we can conclude that maximum consumer thinks that price is the most important factor which they take into consideration while buying.

(II) DESIGN

TABLE 1.9.2

Particular	Numbers	Percentage
Most important +2	10	33.33%
Important + 1	15	50%
Neutral 0	5	16.66%
` Less important -1	0	____
Least important -2	0	____

Interpretation: out of the sample size of 30. 50% consumers consider, Design is important factor which they take into consideration while buying cloths. 34% consumers respond that design is most important factor. So as a result we can say that, design is an important factor for buying cloths.

(III) DISCOUNT

TABLE 1.9.3

Particular	Numbers	Percentage
Most important +2	7	23.33%
Important +1	10	33.33%
Neutral 0	5	16.66%
` Less important -1	5	16.66%
Least important -2	3	10%

Interpretation: 24% consumers consider that discount is most important factor, 34% consider discount is an important factor and 17% is neutral and less important respectively. 10% consumers respond that discount is least important factor**.** As a result, maximum consumers said that discount is an important factor.

(IV) SALES PROMOTION

TABLE 1.9.4

Particular	Numbers	Percentage
Most important +2	3	10%
Important +1	5	16.66
Neutral 0	5	16.66
Less important -1	10	33.33
Least important -2	7	23.33

Interpretation: It is evident from the above table that 34% respondent said that sales promotion is less important factor. 10% consumers said that sales promotion is most important factor.

10. SATISFACTION OF CUSTOMER REGARDING BRAND AVAILABLE IN THE MARKET

TABLE 1.10

Particulars	No of responses	Percentage
Yes	50	100%
No	0	0

Interpretation: Out of 50 Sample size 100% respondents are satisfied with the brand and company available in the market.

RESULTS AND FINDINGS

- Out of the sample size of 50, all the consumers at monthly and between a period of 15-20 days go for shopping and like to shop from trade shops and E Shop is the least preferred mode.
- 40% consumers are brand conscious and like Levis brand due to its brand name and 60% are not brand conscious.
- Maximum respondent agrees that brand is a status symbol and there are some people who highly agree that brand is a status symbol. But non branded clothes are preferred more as compared to branded clothes.
- Most important factor which is considered while buying a branded cloth is price. Second preference is given to easy availability of the brand and then to the discount factor. And least common factor which effects the purchase decision is Quality.
- 100% respondent responds that they are satisfied with the brand and company available in the market.

SUGGESTIONS

- Customers like best quality product at any price, so companies should add latest technologies to their products to enhance quality of product.
- After sale services is the area where branded and non branded company can highly satisfy the existing customers, because they can make more customers through their word of mouth. So Indian and international company should provide latest and reliable services to their customers.
- Customer's always look for some extra benefit with purchasing. They demand for affordable price and gifts with purchasing.
- International companies should make strategies to cater every income group. In Ludhiana city upper income group can afford to purchase international brands, but lower income group cannot. So international companies should make products to cater the needs of middle income groups also.
- The companies should give more emphasis on advertising to create awareness and make brand image in the minds of customer.

LIMITATIONS OF THE STUDY

1) The Study is Restricted to Ludhiana.
2) The Response can be biased and subjective.
3) Many Respondents were not sharing their actual views.
4) Due to time Constraints the sample size was kept small and view of majority were not taken.

CONCLUSION

Consumer buying behaviour is the important factor to forecast the sale of any product on a particular area. So company should keep close eye on the customer buying behaviour. The changing market trend, customer view and preference showed that customers are quality sensitive. From this research it can be concluded that there is maximum preference towards non branded cloths because branded cloths are costly than the non branded cloths. Preference for particular brand depends on individual tastes and preferences. However, majority of Indian consumers look for certain common parameters like design, quality and above all merchandizing. Innovation in product design and fabric selection, are essential elements that add to value perception for a product. Sales discounts also tend to influence the purchase decisions of consumers provided the minimum parameters/ features are not compromised with.

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ANNEXURE

FIG. 1

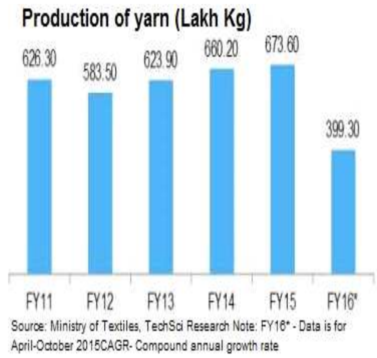


FIG. 2

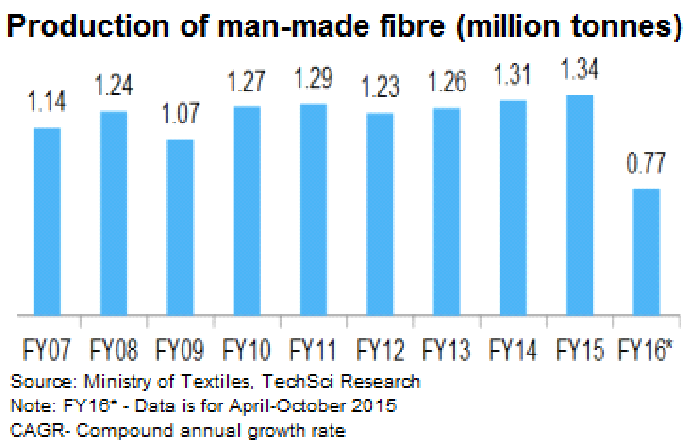
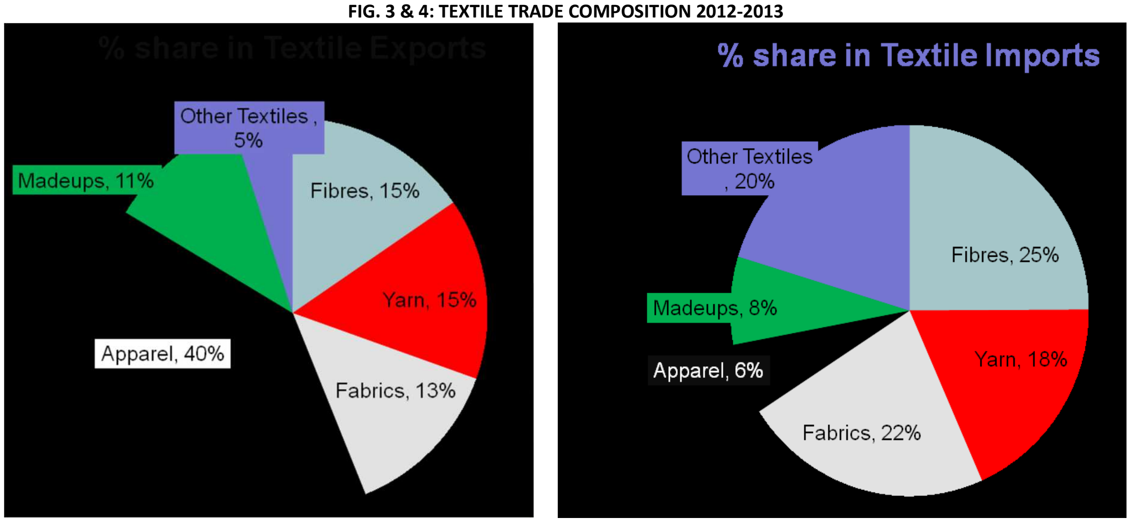


FIG. 3 & 4: TEXTILE TRADE COMPOSITION 2012-2013



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