



Consumer Behaviour Towards The Branded Apparels In Thanjavur

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ABSTRACT

In the present world, consumer's purchase behaviour is differentiated among consumers, and is based on their personal cultural, social and environmental factors. Branding plays an important role in the creation of demand and its retention consumer behaviour attitude is a field of study which focuses consumer activities. Nowadays researches and practitioners have focused on consumption analysis why and how people consume in addition to why and how they buy. Consumer behaviour is an emerging field which attempts to understand and predict human actions with regard to purchase decisions. It mainly describes how individuals decide to spend their resources (time, money, effort) on consumption related items, consumer behaviour is equivalent to marketing, items marketing involves sizing up consumer behaviour and responding to it appropriately through strategy. In this context consumer behaviour and brand preference of apparel is undertaken as a study for research.

KEYWORDS : Consumer behaviour , brand preference , consumer attitude.

INTRODUCTION

“Clothes make the man. Naked people have little or no influence on society.”

– Mark Twain

India represents an economic opportunity on a massive scale, both as a global base and as a domestic market. Indian consumer markets are changing fast, with rapid growth in disposable incomes, the development of modern urban lifestyles, and the emergence of the kind of trend conscious consumers that India has not seen in the past.

Apparel industry is in its growth stage. With the proliferation of western culture, more brands are added to the Indian market. Larger budget is allocated to sales promotion activities that lure the consumers. In such a scenario, it is very essential to study how consumers make their choices in category where there are several brands in the consideration set of a consumer. There is a trend for a high number of consumers in the apparel industry to switch from one brand to another due to sales promotion offers and personal comfort zone. Hence it would of interest to a marketer to learn about the consumer preferences with respect to sales promotion offer; what schemes do consumer prefer for what kind of brands, which media do they prefer to know about the brand, product, and related schemes, who prefers the branded apparel and fashion products, the price range of the fashion products. These are the questions which consumer considers while choosing a brand.

Brands build customer loyalty by delivering excellent value no matter the price point – high, low, or medium. Value includes styling, durability, quality, fabrics, and confidence in performance. Brand names when linked with lifestyle, self-expression, and aspirations epitomize intangibles that are desirable to the consumer.

IMPORTANCE OF BRANDS

It acts as an implement for sales promotion in the market

It creates the brand publicity

It facilitates easy advertisement and publicity.

It creates special consumer preference over the product.

STATEMENT OF THE PROBLEM

The present study deals with the study of consumer behaviour towards the branded apparels. The consumer behaviour differs from brand to brand on the basis of quality, quantity, price, taste, advertisement etc. The complication had undergone to identify consumer's perception.

REVIEW OF LITERATURE:

Dr. S. V. Pathak and Aditya P.Tripathi (2009) made a study entitled “customer shopping Behaviour 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 behaviour in Indian scenario among the modern retail formats. Objectives of the study are to find out the factors that the buyer's decision among the modern retail formats and to evaluate the comparative strength of these factors in buying decision of the buyers.

On the basis of primary as well as secondary research the authors note that retailers often overlook the schemes and offerings expected by the customers and tried to impose their own offerings upon customers which ultimately cause the dissatisfaction. It is also observed that in the changing retailing environment, understanding the psyche of a customer is critical for success in retailing. Aggregate level picture may be misleading, as it averages the peaks and the valleys. Hence, individual understanding is desirable. It is further stated that the Indian customers have become more sensitive to quality, customer service and status.

In the article “Products May Die ; Brands Don't!” the author (2009) focuses on the brand conscious generation with increasing disposable incomes. Today's young consumers are inclined more towards leading a comfortable and hassle-free life. They have come in possession of money and wish to spend it on trusted goods and services, which are well worth the money that they would pay. Brands cost them dearly and yet, they prefer the same as they are conscious of the fact that branded products give them their money's worth. This generation of consumers may, therefore, be labeled as ‘the brand conscious generation’. Raymonds, Amul and Beta are trusted brands. The problem is that when they started they were pioneers in their line, whereas today, there are multiple brands that are able to deliver the same quality at a lower price perhaps. Unless they relevant themselves and remain relevant themselves and remain relevant, they cannot sustain.

APPARELS INDUSTRY PROFILE

India is the world's sixth largest apparel exporter after China, Bangladesh, Italy, Germany and Vietnam and the share of India in global apparel exports had remained modest over the last decade at 3 - 4%. The Indian textiles industry, currently estimated at around US\$ 108 billion, is expected to reach US\$ 223 billion by 2021. The industry is the second largest employer after agriculture, providing employment to over 45 million people directly and 60 million people indirectly. The Indian Textile Industry contributes approximately 5 per cent to India's gross domestic product (GDP), and 14 per cent to overall Index of Industrial Production (IIP). Apparel is the largest segment of the Indi-

an Textile & Clothing industry; share of apparels in textile exports is lower than its share in domestic textile market due to high proportion of exports of textile intermediates such as yarn and cotton. **(Source: www.ibef.org, Textile Industry in India, Sep. 2015)**

PURPOSE OF THE RESEARCH

The Apparels Industry and retailing show tremendous growth for last few years. Compare to other sectors investors prefer to make their investment in these areas. However there is high growth tendency for apparels sector, it faces some difficulties in achieving their destination. India is witnessing change in life styles of large section of the population. Consumers vary in one form or other on the basics of their likes, dislikes, attitude income levels etc. The behavior of consumers is complex, dynamic, multidimensional process and all marketing decisions are based on assumptions about consumer behavior. The need to understand the emerging markets and consumers has become a big challenge for the corporate world especially in creating and managing a powerful brands in apparels.

The purpose of this research is to explore the consumer behaviour with respect to branded apparels and shopping stores and their impact on post purchase behavior towards branded apparels.

OBJECTIVES OF THE STUDY:

To study and analyse the consumer behaviour towards apparels in Thanjavur.

To know the market for branded apparels in Thanjavur.

To identify the various factors influencing the choice of stores with regard to branded apparels in Thanjavur.

To study and analyse the level of satisfaction on branded apparels in thanjavur.

To Evaluate the post purchase behaviour towards branded apparels in Thanjavur.

HYPOTHESIS OF THE STUDY:

There is no significant difference among the demographic variables of consumers factors influencing consumer behaviour towards apparels.

There is no significant difference among the demographic variables of consumers the various factors influencing the choice of shopping stores with respect to the branded apparels.

There is no significant differences among the demographic variables of consumers with respect to the attitudes towards branded apparels.

There is no significant relationship between the various factors influencing consumer behaviour and actual purchase behaviour towards branded apparels.

There is no significant relationship between the various factors influencing the choice of shopping stores and actual purchase behaviour towards branded apparels.

RESEARCH METHODOLOGY

The detailed methodology of the research has been described on the basis of research design, sampling design, data collection method and analysis. From the view point of function it is a descriptive as well as analytical research because here we discuss the consumers' perception, attitude, satisfaction and their impact on post purchase behavior towards branded apparels. From the view point of data nature it is both qualitative and quantitative research.

Table 1.1

RESEARCH METHODOLOGY

Research type	Descriptive and Analytical Research
Population	Consumers of Branded Apparels
Sample size	450
Sampling Area	Thanjavur Town
Sampling Method	Probability sampling – Stratified Random Sampling

Research Method	Survey
Data type	Primary (Majority of the data) and Secondary Data
Sources of Primary Data	Questionnaire, Personal Interview and Observation techniques
Sources of Secondary Data	Newspapers, Journals, Magazines, Reports, Books, Research Articles, Internet, etc.
Research instrument	Structured Questionnaire
Validity and Reliability of Questionnaire	Pilot Study was conducted in the month of Aug. 2015 (Overall Cronbach's Alpha value = 0.850)
Period of data collection	August 2015 to January 2016
Software used for analysis	SPSS (Version 20)

DATA ANALYSIS AND INTERPRETATION

I. RESULTS FROM DESCRIPTIVE STATISTICS

1. DEMOGRAPHIC DATA

The sample consists of a sizeable preponderance (257, 57%) of male respondents over female (193, 43%) respondents.

The respondents are mostly spread between the ages of 16 to 50 (51%) and 51 to 66 (49%).

The majority of the respondents are belong to Generation Y (1980 - 2000) (279, 62%) followed by Generation X (1964 - 1980) (111, 25%).

In terms of marital status, a significant majority of the respondents (306, 68%) are married while (144) 32% of the respondents are unmarried.

2. BUYING PATTERN OF CONSUMER

Majority of the respondents purchase the apparels on the occasion of Festivals (208, 46%).

Majority of the respondents bought apparels in Multi-branded showrooms (282, 63%) and majority of them bought both Indian and Foreign Brands (326, 72%).

In terms of Sources of Awareness of branded apparels, Word of mouth plays major role (132, 29%) followed by Television (76, 17%).

Majority of the respondents buy Combination of Men's wear, Women's wear and Kids wear (196, 44%) followed by Women's wear (102, 23%).

Majority of the respondents spend normally for purchase of apparel (shopping expenditure) per six month Rs.3,001 – Rs.6,000 (182, 40%).

3. FACTORS INFLUENCING CONSUMER BEHAVIOUR

Promotion (M = 12.10) and Brand (M = 12.05) are the more influencing factors of consumer behavior with respect to branded apparels.

Store/Shop Policy (M = 12.09) and Shopping Environment (M = 11.78) are the more influencing factors for choosing the shopping malls/stores for branded apparels.

4. CONSUMERS' ATTITUDE

Based on the mean score (M = 115.40), it is inferred that the Consumers' attitude towards s is more than 76%.

Based on the mean score (M = 57.52), it is inferred that the Consumers' attitude towards shopping malls/stores is more than 76%.

5. LEVEL OF SATISFACTION ON BRANDED APPARELS

Level of Satisfaction on branded apparels and service quality of shops is more in case of "Convenient" (M = 4.23) and "New Experience" (M = 4.20).

6. POST PURCHASE BEHAVIOUR TOWARDS BRANDED APPARELS

Based on the mean score (M = 18.95), it is inferred that the Consumers' post purchase behavior towards branded apparels is more than 75%.

II. RESULTS FROM INFERENCE STATISTICS

1. FACTORS INFLUENCING CONSUMER BEHAVIOUR -

BRANDED APPARELS

Female respondents are more influenced by the various factors with respect to consumer behaviour towards branded apparels than male respondents.

Unmarried respondents are more influenced by the various factors with respect to consumer behaviour towards branded apparels than married respondents.

Urban respondents are more influenced by the various factors with respect to consumer behaviour towards branded apparels than rural respondents.

The respondents who buy in Multi-branded showrooms are more influenced by the various factors with respect to consumer behaviour towards branded apparels than Single branded showrooms.

2. FACTORS INFLUENCING THE CHOICE OF SHOPPING MALLS/STORES

Female respondents are more influenced by the various factors with respect to consumer behaviour towards the choice of shopping malls/stores than male respondents.

Unmarried respondents are more influenced by the various factors with respect to consumer behaviour towards the choice of shopping malls/stores than married respondents.

Rural respondents are more influenced by the various factors with respect to consumer behaviour towards the choice of shopping malls/stores than urban respondents.

The respondents who buy in Multi-branded showrooms are more influenced by the various factors with respect to consumer behaviour towards the choice of shopping malls/stores than Single branded showrooms.

3. CONSUMERS' ATTITUDE TOWARDS BRANDED APPARELS

There is no significant difference between male and female respondents with respect to the Attitude towards branded apparels.

There is no significant difference between married and unmarried respondents with respect to the Attitude towards branded apparels.

Urban respondents have more Attitude towards branded apparels than the rural respondents.

There is no significant difference between married and unmarried respondents with respect to the Attitude towards branded apparels.

There is no significant difference between the Attitude of respondents who buy in Single branded and Multi Branded Showrooms towards branded apparels.

CONSUMERS' ATTITUDE TOWARDS SHOPPING MALLS/STORES

Female respondents have more Attitude towards shopping malls/stores than the male respondents.

Married respondents have more Attitude towards shopping malls/stores than the unmarried respondents.

Rural respondents have more Attitude towards shopping malls/stores than the urban respondents.

The respondents who buy in multi branded showrooms/stores have more Attitude towards shopping malls/stores than the respondents buy in single branded showrooms/stores.

5. LEVEL OF SATISFACTION ON BRANDED APPARELS & SERVICE QUALITY

Female respondents have more satisfaction towards branded apparels than the male respondents.

Unmarried respondents have more satisfaction towards branded apparels than the married respondents.

Female respondents have more satisfaction towards branded apparels than the male respondents.

Urban respondents have more satisfaction towards branded apparels than the rural respondents.

The respondents who buy in multi branded showrooms/stores have more satisfaction towards branded apparels than the respondents buy in single branded showrooms/stores.

6. POST PURCHASE-BEHAVIOUR TOWARDS BRANDED APPARELS

Female respondents have more positive post purchase behaviour towards branded apparels than the male respondents.

Unmarried respondents have more positive post purchase behaviour towards branded apparels than the married respondents.

Urban respondents have more positive post purchase behaviour towards branded apparels than the rural respondents.

The respondents who buy in multi branded showrooms/stores have more positive post purchase behaviour towards branded apparels than the respondents buy in single branded showrooms/stores.

7. CORRELATION ANALYSIS

There is a significant difference between the factors influencing consumer behavior towards branded apparels and Post purchase behavior.

There is a significant difference between the factors influencing consumer behavior towards the choice of shopping malls/stores and Post purchase behavior.

There is no significant difference between the consumers' attitude towards the choice of shopping malls/stores and the level of satisfaction.

There is a significant difference between the factors influencing consumer behavior towards branded apparels and Choice of shopping malls/stores.

There is a significant difference between the consumers' attitude towards branded apparels and Shopping Malls/Stores.

There is a significant difference between the consumers' attitude towards branded apparels and the level of satisfaction.

There is a significant difference between the consumers' attitude towards shopping malls/stores and the level of satisfaction.

III. MULTI-VARIATE ANALYSIS

1. MULTIPLE REGRESSION ANALYSIS

Multiple Regression was conducted to determine the best linear combination of various factors that influencing Consumer Behaviour towards branded apparels for predicting **POST PURCHASE BEHAVIOUR**. This combination of all Nine independent variables predicts the dependable variable i.e., Post Purchase Behaviour $F(9, 440) = 51.722, p = .000$ which is lesser than .001 (Sig. Value 2-tailed). The beta weights suggest that the Product Quality only contribute most (0.520 or 52%) to predict Post purchase behavior followed by Reference Group (0.400) and Consumer Characteristics (0.323).

Another Multiple Regression was conducted to determine the best linear combination of various factors that influencing Consumer Behaviour towards the Choice of Shopping Malls/stores for predicting **POST PURCHASE BEHAVIOUR**. This combination of all Nine independent variables predicts the dependable variable (except one) i.e., Post Purchase Behaviour $F(9, 440) = 232.771, p = .000$ which is lesser than .001 (Sig. Value 2-tailed). The beta weights suggest that the Service Quality only contribute most (0.540 or 54%) to predict Post purchase behavior followed by Shopping Environment (0.331) and Store/Shop Policy (0.255).

2. FACTOR ANALYSIS

A Factor analysis (FA) was conducted on the 15 items of Level of Sat-

isfaction on Branded Apparels and Service Quality of Shopping Malls/ Stores with orthogonal rotation (Varimax). Three factors are taken and labeled for analyzing the Level of Satisfaction. The three-factor solution accounted for 60 percent of explained variance which is more than 50 percent. All dimensions were named on the basis of the contents of final items making up each of the three dimensions.

The factors so generated are labeled / named as **PHYSICAL FACTOR, PRODUCT RELATED FACTOR** and **SHOPPING ENVIRONMENT FACTOR**. The commonly used procedure of Varimax Orthogonal Rotation for factors, whose Eigen values were greater than 1.0, was employed in the analysis (Hair et al., 2010). All items were highly loaded under three factors, which indicate respondents are highly perceived with these statements. It also meant that factor analysis extracted a good amount of variance in the statements.

FINDINGS OF THE RESEARCH

Findings of the study were in accordance to the objectives listed. The results were outcomes of using the methods elaborated in Research Methodology. Most of the discussion that follows the findings was with reference to literature review. The analysis of findings was done both using descriptive and inferential.

The results of the study revealed that the demographic variables have an impact on various aspects of consumer behavior towards branded apparels. There is a positive significant relationship between factors influencing consumer behavior and post purchase behavior. Product Quality and Service Quality are the strongest factors for predicting post purchase behavior towards branded apparels.

SUGGESTIONS AND RECOMMENDATIONS

The suggestions made in this chapter are personal opinions of the researcher and should not be considered as facts. No research has been conducted on how well the suggestions would work in real-life and should therefore be taken merely as good advice. This study provides information which could benefit the Apparel Industry in better understanding the consumer behaviour and the factors that contributing for the same. The management of apparels organisations could consider and develop the following to respond to the needs, perception and attitude of consumers with respect to the branded apparels.

Based on the research, Product Quality is the most important factors which influence the customers regarding post purchase behavior of apparels. Mostly, the acceptance and rejection decision of purchase depends upon the price and quality of the product. Hence, companies should focus more on the quality and price of the product. There is also a segment of our society whose income is low but they want to wear the branded clothes. The companies should plan new strategies to increase their sales by introducing low range of clothes especially for this segment.

LIMITATIONS OF THE RESEARCH

The biggest limitation of the study was to collect the information from the respondents. Respondents were not enthusiastic to participate and convincing them to share the information was not an easy task. The questionnaire for Consumers' survey was slightly lengthy and complex which required more time than the normal attention span of respondents. Because of the limited time and financial resources available, the survey is of limited scale and scope, such that the survey results may not be fully representative of the views of the consumers in the city (Chennai) studied. It is important to note that consumers' behavior (Perceptions, attitude, satisfaction, etc.) that exists in the apparels sector may vary from time to time. This research had gathered the data during the time period 2015. Therefore similar research on some other time period, in same geographical location may produce some different result.

Finally, these limitations may decrease the ability of generalizing the results of this study to other industries' settings. Therefore, the conceptual and methodology limitations of this study need to be considered when designing future research and these limitations are acknowledged and provide possible avenues for further research.

CONCLUSION

Finally, it can be concluded that it is important to know the customers

buying behavior process and customers' requirements properly. The brand developer should develop and place the products accordingly to the customer and that will help in sustainable apparel products development as well as better business performances. It was found in the study that there is a complete awareness of the branded apparels amongst both male and female consumers and their shopping behaviour reflect that they buy these products on regular basis. The results are interesting and will give important insights to the marketer to redefine the strategies of retailing apparels in India considering the global-local preferences. Further research could be conducted to a different segment of consumers or expanded to a larger sampling size or geographical area so that the result may be reflective of the actual buying pattern of consumers in Chennai.

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