Original Research Paper

Commerce

A study on purchase towards Branded Apparels (with reference to Vellore city)

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ABSTRACT The Indian consumers are known to be price-sensitive and retailers have to manage with razor thin margins in order to compete for the share of wallet of the grocery consumer. Margin on food retail is in between 12 percent to 15 percent with a post-tax margin of 2 percent (Vijayraghavan, 2007). The entry of huge grocery format of Reliance is expected to further kick up competition in the business and put pressure on margins (Daftari, 2007). The 2000-crore Future Group (Pantaloon Retail) intends to increase its non-grocery business from the present 40 percent to 50- 70 percent in view of the increased competition in the grocery business in coming years where in the group's grocery model might not be competitive enough (Vijayraghavan, 2007).

KEYWORDS : Consumer, Branded Products, Brand Esteem

Introduction

The Consumer Characteristics approach is one of the most promising as it deals with the mental orientation of consumers in making decisions. According to differences in consumer's needs and wants, they show different shopping patterns. The different shopping patterns are evident, based on the personalities and attitudes of the consumers. Moreover, based on an individual's economic situation, personal taste and environment, each consumer develops a unique shopping style. For example, some consumers may buy expensive brands or high quality products, while others may buy inexpensively priced, non-brand, or even low-quality products. Therefore, many factors, such as brand, quality, and price, combine to determine an individual's unique shopping habits (Sproles and Kendall, 1986).

On the other hand, understanding consumer insight is crucial to get to the shelf right and Wal-Mart went wrong in Germany as they did not even understand that the pillow size of Germans is bigger than that of Americans (Karwal as quoted by Tarun and Chopra, 2007). Again, Indian retailers understand the culture, taste and preferences of Indian consumers better (Biyani of Pantaloons as quoted by Tarun and Chopra, 2007). Some experts also feel that the kirana stores do not have any overheads and are extremely presentable; if Indian big retailers can compete with them, they may compete with anybody and should not be worried about competition from international players (Sanjiv Goenka of RPG Enterprises as quoted by Tarun and Chopra, 2007). Indian consumer is also known to be extremely value-conscious with 80 percent of his wallet consisting of essential and need-based purchase which he can get from the store next-door; the big question is whether he would travel all the way to the big store (Karwal as quoted by Tarun and Chopra, 2007).

Review of Literature

Visser et al (2006) studied the importance of apparel store image attributes as perceived by female consumers by means of eight focus groups. Results indicated that merchandise and clientele were perceived as the most important dimensions, followed by service; physical facilities were the least important. Leung and Oppewal (1999) had conducted research on the roles of store and brand names in consumer's choice of a retail outlet and concluded that a highquality brand or high-quality store is sufficient to attract the customer to a retail store.

Hedrick et al (2005) propose that store environment and store atmospherics can influence customer's expectations on the retail salesperson. They conducted a study on sales people and store atmosphere, and identified that customer's perceptions of a salesperson's attributes and relationship building behaviors were important drivers of customer satisfaction. In retail, intentions are usually determined by a willingness to stay in the store, willingness to repurchase, willingness to purchase more in the future and willingness to recommend the store to others.

Several factors such as store attributes (e.g., product assortment, customer service), shopper demographics, and store environment (e.g., in-store displays) have been shown to influence consumers' choice of (similar format) retailer stores (Crask & Reynolds, 1978; Arnold, Oum, & Tigert, 1983; Zeithaml, 1985; Baker, Grewal, & Parasuraman, 1994; Kumar & Karande, 2000).

Syed Irfan Shafi, Dr. C. Madhavaiah (2014) in his experimental study examined the influence of demographic and Consumer buying attributes which influence the apparel buyer decisions, results of the study revealed that reference group, promotion, Store attributes, product attributes, income and occupation are the main dimension of apparel buying behaviour, this shows that the apparel stores should give more importance to apparel buying attributes to attract and appeal the consumers, and also the promotional programme also should be done aggressively and appropriately.

Research Methodology

A questionnaire has been framed on a five point likert scale and the same has been used to collect data from the 50 respondents. Percentage analysis and chi-square have been used to analyze the data.

Analysis of Data:

TABLE - 1 PURCHASE OF BRANDED PRODUCTS

Level of rating	No. of Respondents	Percentage %
Strongly Agree	33	66
Agree	16	32
Neutral	1	2
Disagree	0	0
Strongly Disagree	-	-
Total	**50**	**100**

Inference:

Table 1 shows that 66% of the respondents strongly agree, that they purchase branded products 32% of the respondents agree that they purchase branded products, whereas 2% of them are Neutral purchase branded products.

TABLE - 2 PURCHASE OF BRANDED PRODUCTS FOR BEST DESIGN

Level of rating	No. of Respondents	Percentage %
Strongly Agree	11	22
Agree	26	52
Neutral	9	18
Disagree	3	6
Strongly Disagree	1	2
Total	**50**	**100**

Inference:

Table 2 clearly shows that 22% of the respondents strongly agree,

that they purchase branded products for best design 52% of the respondents agree, that they purchase branded products for best design whereas 18% of them were neutral, 6% of the respondents disagree and 2% of the respondents strongly disagree that they purchase branded products for best design.

TABLE- 3 PURCHASE BRANDED PRODUCTS TO FIT IN WITH FRIENDS

Level of rating	No. of Respondents	Percentage %
Strongly Agree	22	44
Agree	18	36
Neutral	5	10
Disagree	-	-
Strongly Disagree	5	10
Total	50	100

Inference:
Table 3 Exhibits that 44% of the respondents strongly agree, that they purchase branded products to fit in with friends 36% of the respondents agree that they purchase branded products to fit in with friends whereas 10% of them were neutral, and 10% of the respondents strongly disagree that they purchase branded products to fit in with friends.

TABLE - 4 PURCHASE BRANDED PRODUCTS FOR BRAND ESTEEM

Level of rating	No. of Respondents	Percentage %
Strongly Agree	7	14
Agree	17	34
Neutral	13	26
Disagree	12	24
Strongly Disagree	1	2
Total	50	100

Inference :
Table 4 clearly shows that 14% of the respondents strongly agree, that they purchase branded products for brand esteem 34% of the respondents agree and 26% of them were neutral, 24% of the respondents disagree and 2% of the respondents strongly disagree that they purchase branded products for brand esteem.

TABLE - 5 PURCHASE BRANDED PRODUCTS TO FOLLOW THE TREND

Level of rating	No. of Respondents	Percentage %
Strongly Agree	12	24
Agree	25	50
Neutral	5	10
Disagree	6	12
Strongly Disagree	2	4
Total	50	100

Inference:
Table 5 reflects that 24% of the respondents strongly agree and 50% of the respondents agree that they purchase branded products to follow the trend, whereas 10% were neutral, 12% of them disagree, and 4% of the respondents strongly disagree that they purchase branded products to follow the trend.

Findings:
1. It was found that 66% of the respondents strongly agree that they purchase branded products.
2. It was found that 52% of the respondents agree that they purchase branded products for best design.
3. It was found that 44% of the respondents strongly agree that they purchase branded products to fit in with their friends.
4. It was found that 34% of the respondents strongly agree that they purchase branded products for brand esteem.
5. It was found that 50% of the respondents strongly agree that they purchase branded products to follow the current trend.

Conclusion

Consumers are increasingly becoming brand conscious and are opting for apparel with brand images or logos. With growing awareness and fashion sensibility as a means of self-expression among consumers, demand for more choices and products serving both fashion and performance needs are evolving out. The modern customer is identified as a person who elects to experiment with diverse looks and ideas.

From the research, there is a lot of scope for new entrants in this field, the manufacturers and marketers of branded wears should concentrate on making new consumer rather than retaining old one. Among the various promotional schemes and promotional measures discounts, buy 2 get1 free schemes have maximum influence on purchase decision of a particular brand. The effective marketing mix and strategies can extend the sustainable growth in industry.

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