



A Study on Female Consumers Buying Behavior Towards Textile Showrooms in Chennai

KEYWORDS

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ABSTRACT *The purpose of this research is to examine Chennai female consumer's buying behavior and understand the key factors of branded clothing which influence female consumer's involvement towards trendy branded clothing. The results indicate that status branding, brand attitude, paying premium for branded clothing, self-concept and reference groups were found to have positive effects on female consumer buying behavior while increasing consumer involvement in fashion clothing. This paper expands understanding of female consumer buying behavior related to Chennai environment and highlights the factors that highly influence consumer involvement in fashion clothing.*

INTRODUCTION

Clothing sector firms are competing to increase their profit share in the market and among these firms; branded clothing has shifted the conventional clothing interest of people. A brand which is sold at a high price and the other which is sold at low price while both have same quality and attributes, why is that? Brand studies always have remained the key attention of the marketer's because of its importance and direct relationship with consumers. The purpose of the study is to identify the important factors of branded clothing adoption in Chennai and to find the impact of these factors on consumer buying behavior.

Five dynamic factors of branded clothing adoption are defined and their relationship is explored with consumer behavior namely: brand status, brand attitude, willingness to pay premium, self-concept and reference groups. A survey of general female consumers is conducted in this study, data is analyzed and model is given to provide policy recommendations.

LITERATURE REVIEW

Influence of brands on consumer buying behavior is a very vigorous subject and is of great importance in Pakistan. Fashion industry includes clothing, footwear and other accessories like cosmetics and even furnishing.

• A. The concept of branding

Branding more or less for centuries has been a mean to differentiate goods of one producer from those of another. Brand can be seen from two perspectives one from companies point of view and other from consumers' point of view.

Fashion branding: Fashion branding could be defined as a broadly based behavioral observable fact evidenced in a diversity of material and non material contexts.

Brand name: It shows the source of the product and help aware consumers to differentiate the product from its competitors.

• B. Understanding consumer behavior

Consumer behavior is the study of when, why, how, and where people do or do not buy product. It blends ele-

ments from psychology, sociology, social anthropology and economics. Consumer behavior attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand peoples' wants.

• C. Consumer involvement in fashion clothing:

Consumer involvement in fashion clothing finds that involvement is a helpful metric for strengthening consumer behavior and segmenting consumer markets. Involvement is the motivational state of stimulation or interest evoked by a particular stimulus or situation, and displayed through properties of drive. In general, involvement is conceptualized by the interface between an individual (consumer) and an object (product). In fashion marketing, fashion involvement refers to the extent of interest with the fashion product category (apparel). Fashion involvement is likely to be connected with differences in compassion to social surroundings.

RESEARCH METHODOLOGY

The study aims at investigating the key branding influences on consumers buying behavior focusing females in clothing sector in Chennai.

- To analyse key influences on consumers buying behavior in Chennai;
- To evaluate the role of branding as a key influence on female consumers buyer behavior;
- To evaluate the impact of brand status, brand attitude, willingness to pay premium, self-concept and reference groups on consumer involvement in fashion/branded clothing

RESEARCH FINDINGS

Five indicators of brand influence such as brand status, brand attitude, willingness to pay premium, self-concept and reference groups are considered for the study. There is a direct relationship between brand influence elements and consumer involvement in fashion clothing.

The relationship was determined by Pearson correlation in standard statistical software "Statistical Package for Social Sciences" (SPSS). Pearson's Correlation is a measurement

of the strength of a linear relationship between two variables. The Correlation Coefficients indicate both the direction of the relationship and its magnitude.

DISCUSSION OF THE FINDINGS

Analysis of the collected data revealed that branded clothing, textile and fashion industry has a bright future in Chennai. Chennai fashion industry has taken steps to build up policy for the local brands as well as high apparel brands to adopt the trendy and fashionable clothing in the near future. In this research the prime focus is on females of young girls analyze and evaluate their perception and behavior, when they purchase their clothing brands. That all the factors discussed in the literature account for their impact on the consumer involvement in fashion clothing. Factor analysis has identified the impact of the brand status, brand attitude and self concept upon consumer involvement in fashion clothing as the most significant. The factor loadings define their variance as the major contributing factor to the total variance of the model.

A. Implications of the Research

Following are the implications of the study:

- Sale is the important influence as it plays an important role to change consumer's attitude and perception; Clothing brands can use sales promotions to bring brand in decision phase from consumers holding state.
- Magazines compared to other media vehicles can provide better results to marketers to increase sale. Also the use of celebrities will multiply the results.
- Brand name is important for respondents, but along with that other attributes like quality and fashion should also be focused by the marketing managers.
- Positioning of brands based on self-image and trust, reliable, perfect and friendly, emotional and creative personality traits automatically attract the extrovert female consumers to show their reliable characteristics (self-image). So it is important for marketing managers to position their brand accordingly

B. Limitations and future research

The study is conducted at primary stage of branded clothing adoption and the results cannot be generalized. The study used female's young girls as a sample however females may act differently if the age group is increased. Consequently, these two issues limit the researcher to know the effect of this research in the whole society because findings based on this study are not applicable to society as this research is truly based on sample from only four cities.

Conclusion

The author concludes that the research has answered the research question, regarding the dimensions of affecting the adoption of branded clothing to create female consumer involvement in fashion clothing in Pakistan. The question has been answered with robust statistical significance. The research findings contribute to the literature of consumer involvement in fashion clothing and dimensions of consumer buying behavior. Along with the discussion on the extant literature, hypotheses were developed to ascertain the consequential effect of brand status, brand attitude willingness to pay premium, self-concept and reference groups on consumer involvement in fashion clothing. The study finds that the female consumers who possess strong positive attitudes towards brands show high level of involvement in fashion clothing, along with that self concept is also the most important element as consumers use brand related product that matches with their own personality. Consequently, consumers who perceive higher self-concept will generally hold a high level of involvement in fashion or branded clothing. However on the whole this study examined various brand related variables including brand status, brand attitude, willingness to pay premium, self-concept and reference groups using fashion clothing brands as the focal object showing their effect on consumer involvement in fashion clothing.

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