



## A Study on Consumer Awareness About Private Label Brand Apparels in Coimbatore City

### KEYWORDS

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**ABSTRACT** Indian apparel retail market has faced a tremendous growth. The recent successful developments in the apparel retail sector are private label brands. Many of the retailers are increasing the percentage of private label brands in their product portfolio as the store brands will leave higher margins to them. The consumers are now-a-days preferring store brands heavily because they can save on money. The sale of private labels has increased exponentially in the past few years, which has enabled the retailers to be a strong competitive force against the national brands or the brands developed by manufacturers. Private label brands which were first introduced over 100 years ago in few product categories, had seen an impressive growth in past few decades. Hence an attempt has been made in the present study to identify the consumer awareness about private label brand apparels. The structured questionnaire was used to collect primary data. The collected data were then coded and analysed using SPSS 16.

### INTRODUCTION

Apparel is one of the basic necessities of human civilization along with food, water and shelter. It reflects people's lifestyles and shows their social and economic status<sup>1</sup>. The Indian Apparel retail has an overwhelming presence in the economic life of the country. The mass retail sector has evolved a lot during the past 40 years. The most significant fact is the increased concentration of retailing groups towards apparel segment<sup>2</sup>. With more and more selling similar products by these retail sectors, consumers expect fulfillment through a unique shopping experience and a different product from each store. When it comes to shopping apparel products, each of the above retailers has something unique to offer. To communicate the distinctiveness and specialty of their offering to the consumers, the stores have exclusive branding strategies, called private label<sup>3</sup>. When the retailer decides to sell products or a line of merchandise which is owned, controlled, merchandised and sold in his own store/chain of stores, he is said to be selling own label/brand or private label merchandise. Private labels or store brands exists in a wide variety of industries from apparel to accessories, food to health and beauty aids<sup>4</sup>. These are the brands owned by the retailer rather than the producer or manufacturer<sup>5</sup>.

### OBJECTIVES OF THE STUDY

The present study has the following objectives

- To study the socio economic profile of the respondents.
- To examine the respondents awareness about private label brand apparels.

### METHODOLOGY

Primary data were collected through a structured questionnaire. The sample size was 350. Convenience sampling technique was adopted for the study. The data collected were then tabulated, coded and analysed using SPSS 16.

### REVIEW OF LITERATURE

- Richardson et al (1996)<sup>2</sup> focused on PLB proneness a quantitative study which focused on 6 scales such as intolerance for ambiguity, familiarity, extrinsic cues, perceived quality variation, perceived risk and perceived value for money was used in the study. The result of the study showed that the consumers who were familiar with PLB were more likely to perceive them as high quality, less risky and of better value. Inexperience consumers were perceive of viewing PLB as risky and of lower quality and they depend on extrinsic cues such as packaging, price, and brand name for making inferences about the quality of the product.
- Ishita lahiri and Pradip Kumar Samanta (2010)<sup>21</sup> have focused on the organized apparel segment to know about the apparel buying pattern of consumers to identify the factors influencing the buying behavior. It is revealed that style is the important factor followed by quality, price, variety, appeal, brand name and referral group which implies that consumers prefer PLB mainly to keep them self fashionable. It is also stated from the study that the brand name is given lesser importance rather than distinct features like discount, offers, pick and choice, family shopping are considered to be more appealing. The result reveals that referral group motivates the consumers least.

### RESULTS AND DISCUSSIONS

#### 1. SOCIO ECONOMIC PROFILE OF THE RESPONDENTS

Table 1.1 depicts the socio economic profile of the respondents. To know the distribution of sample characteristics, percentage analysis is performed.

**Table 1.1 – Socio economic profile of the respondents**

Personal factors	Particulars	Number of respondents	Percentage
Age	15 -20 yrs	39	11.1
	21-25 yrs	163	46.6
	26-30 yrs	86	24.6
	31-35 yrs	35	10.0
	Above 35 yrs	27	7.7
	Total	350	100.0
Gender	Male	153	43.7
	Female	197	56.3
	Total	350	100.0
Level of education	School Level	17	4.9
	Under Graduate	136	38.9
	Post Graduate	120	34.3
	Professional	67	19.1
	Others	10	2.9
	Total	350	100.0
Marital status	Married	125	35.7
	Single	225	64.3
	Total	350	100.0
Occupation	Student	68	19.4
	Business	28	8.0
	Professional	94	26.9
	Employed	127	36.3
	Home-maker	18	5.1
	Others	15	4.3
	Total	350	100.0
Type of family	Nuclear	249	71.1
	Joint	101	28.9
	Total	350	100.0
Number of members in family	2	29	8.3
	3	87	24.9
	4	125	35.7
	More than 4	109	31.1
	Total	350	100.0
Number of earning members in family	1	88	25.1
	2	171	48.9
	3	72	20.6
	4	19	5.4
	Total	350	100.0
Monthly Family Income	Up to Rs.25000	76	21.7
	Rs.25001-50000	133	38.0
	Rs.50001-75000	48	13.7
	Rs.75001-100000	41	11.7
	Above Rs.100000	52	14.9
	Total	350	100.0
Monthly Family Expenditure	Up to Rs.10000	51	14.6
	Rs.10001-20000	102	29.1
	Rs.20001-30000	75	21.4
	Rs.30001-40000	35	10.0
	Rs.40001-50000	33	9.4
	Above Rs.50000	54	15.4
	Total	350	100.0

Source: primary data

It is found from the above table that the majority 46.6% of the respondents are in the age group of 21-25 years, 56.3% of the respondents are female, 38.9% of the respondents are graduates, 64.3% of the respondents are unmarried/single, 36.3% of the respondents are employed, 26.9% of the respondents are professionals, 71.1% of the

respondents belong to nuclear family, 35.7% of the respondents belong to the family size of 4 members, 48.9% of the respondents family have 2 earning members, 38% of the respondents monthly family income is between Rs. 25001-50000 and the majority 29.1% of the respondents monthly family expenditure is between Rs. 10001-20000.

**2. PERSONAL FACTORS AND AWARENESS ABOUT PLB APPARELS**

**Hypothesis:**

There is no significant relationship between personal factors and consumer awareness about PLB apparels.

**Table 2.1 - PERSONAL FACTORS AND AWARENESS ABOUT PLB APPARELS**

S.NO.	PERSONAL FACTOR	CHI SQUARE-VALUE	TABLE VALUE	SIGNIFICANT / NOT SIGNIFICANT	RE-MARKS
1	Age	16.889	15.507	*	Re-jected
2	Gender	0.965	5.991	NS	Ac-cepted
3	Educational qualification	4.969	15.507	NS	Ac-cepted
4	Marital status	15.973	9.210	**	Re-jected
5	Occupation	21.660	18.307	*	Re-jected
6	Monthly family income	15.947	15.507	*	Re-jected
7	Monthly family expenditure	13.009	18.307	NS	Ac-cepted

Source: Primary data

The table 2.1 depicts the relationship between personal factors and consumer awareness about PLB apparels. For the personal factors age, marital status, occupation and monthly family income there is a significant relationship with consumer awareness about PLB apparels. Hence the hypothesis is rejected. For the personal factors gender, educational qualification and monthly family expenditure there is no significant relationship with consumer awareness about PLB apparels. Hence the hypothesis is accepted.

**3. ANALYSIS ON AWARENESS ABOUT PRIVATE LABEL BRAND APPARELS WITH STUDY FACTORS**

In order to study the respondents awareness about private label brand apparels with the various study factors chi square test has been employed. The study factors are analysed with the awareness about number of stores private label brands.

**Hypothesis:**

There is no significant relationship between consumer awareness about PLB apparels and various study factors.

**Table 3.1 - STUDY FACTORS AND AWARENESS ABOUT PLB APPARELS**

S.NO.	STUDY FAC-TOR	CHI SQUARE-VALUE	TABLE VALUE	SIGNIFI-CANT / NOT SIGNIFI-CANT	RE-MARKS
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1	Perception about the key attribute of an apparel brand	26.244	16.812	**	Re-jected
2	Consideration of the economic factor while purchasing PLB apparels	8.820	12.592	NS	Ac-cepted
3	Spending on clothes at a point of purchase	9.838	15.507	NS	Ac-cepted
4	Comparison of price of PLB apparels with other brands	7.370	12.592	NS	Ac-cepted
5	Change in dressing style according to latest fashion and design	8.656	15.507	NS	Ac-cepted
6	Level of importance of culture while purchasing PLB apparels	15.113	15.507	NS	Ac-cepted

Source: Primary data

The table 3.1 depicts the relationship between consumer awareness about PLB apparels and the various study factors. For the study factor Perception about the key attribute of an apparel brand there is significant relationship awareness about PLB apparels. Hence the hypothesis is rejected. For the study factors Consideration of the economic factor while purchasing PLB apparels, Spending on clothes at a point of purchase, Comparison of price of PLB apparels with other brands, Change in dressing style according to latest fashion and design and Level of importance of culture while purchasing PLB apparels there is no significant relationship with awareness about PLB apparels. Hence the hypothesis is accepted.

## CONCLUSION

Private labels have come a long way over the last three decades. Private labels are started with want to offer cheaper substitutes for the manufactures brands. The study has attempted to analyse the consumer awareness about private label brand apparels. It was found from the study that the consumers are aware about private label brands for years. The personal factors age, marital status, occupation and monthly family income and the study factor Perception about the key attribute of an apparel brand has a significant relationship with consumer awareness about PLB apparels.

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