



A STUDY ON YOUNGER GENERATION CONSUMER PREFERENCE TOWARDS SELECTED APPAREL BRANDS

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ABSTRACT Indian marketing scenario is undergoing a phenomenal change over the last few years. This is also positively affecting the economy of the country which in fact has led to high standard of living, high per capita income and other aspects of economic development. Consumer pattern of behaviour due to the changes in technology such as multiple uses of smart phones, internet and Wi-Fi boom and hence leads to the changes in the life styles.

The current scenario of the Indian market looks bright. It is no longer a seller's market and over the years, it has become one of the largest consumer markets in the world. The significant growth of the Indian economy has also put a positive impact on the market. To complement the economic growth, the retail marketing sector in India is also on its high. It contributes around 10 % of the overall GDP and generates around 8 % of the overall employment in the country.

Over the years, the retail marketing sector is expected to rise by around 25 % due to improvement in per capita income, better lifestyle, and better demographic patterns. According to the experts, the retail and marketing sector in India will amount to around US\$ 175- 200 billion by the year 2016.

KEYWORDS : Garments, Brand Image, Apparel Brands And Younger Generation Preferences

INDIAN APPAREL INDUSTRY – AN OVERVIEW

India's textiles sector is one of the oldest industries in Indian economy dating back several centuries. Even today, textiles sector is one of the largest contributors to India's exports with approximately 15 per cent of total exports. The textile industry is also labour intensive and is one of the largest employers. The textile industry has two broad segments. First, the unorganized sector consists of handloom, handicrafts and sericulture, which are operated on a small scale and through traditional tools and methods. The second is the organized sector consisting of spinning, apparel and garments segment which apply modern machinery and techniques such as economies of scale.

The textile industry employs about 51 million people directly and 68 million people indirectly. India's overall textile exports during FY 2015-16 stood at US\$ 40 billion. The Indian textiles industry, currently estimated at around US\$ 120 billion, is expected to reach US\$ 230 billion by 2020. The Indian Textile Industry contributes approximately 4 per cent to India's Gross Domestic Product (GDP), and 14 per cent to overall Index of Industrial Production (IIP).

Indian khadi products sales increased by 33 per cent year-on-year to Rs 2,005 crores (US\$ 311.31 million) in 2016-17 and is expected to exceed Rs 5,000 crores (US\$ 776.33 million) sales target for 2018-19, as per the Khadi and Village Industries Commission (KVIC).

The total area under cultivation of cotton in India is expected to increase by 7 per cent to 11.3 million hectares in 2017-18, on account of expectations of better returns from rising prices and improved crop yields during the year 2016-17.

Indian exports of locally made retail and lifestyle products grew at a compound annual growth rate (CAGR) of 10 per cent from 2013 to 2016, mainly led by bedding bath and home decor products and textiles#. The Government of India targets textile and garment sector exports at US\$ 45 billion for 2017-18.

BRAND INFORMATION: TOMMY HILFINGER

Tommy Hilfiger, formerly known as Tommy Hilfiger Corporation and Tommy Hilfiger Inc., is an American multinational corporation that designs and manufactures upper market apparel for men, women and children, and a wide range of licensed products such as footwear, accessories, fragrances and home furnishings. The company was founded in 1985, and today is sold in department stores and over 1400 free-standing retail stores in 90 countries. Daniel Grieder was appointed CEO in July 2014, while founder Tommy Hilfiger remains the company's principal designer, leading the design teams and overseeing the entire creative process. Global sales in retail through

the brand in 2013 were US \$6.4 billion and \$6.7 billion in 2014.

BASICS

Basicslife.com is India's favourite menswear e-store. Basics merchandise is also available in 100 + exclusive stores & 600 MBOs across the world.

From clothing to accessories, Basics Life is ultimate fashion destination and the first-of-its-kind store in India.

Since 1990, over 5 million men have trusted Basics to look trendy. Keeping with the latest international fashion trends, Basics life showcases lines for spring, summer, fall, and winter, in varied fabrics, styles, and silhouettes.

For men, Basics life features formals to casuals and everything in between, Basics ax life is the online store to visit for the new age man. The store he will swear by.

Dive in and discover the latest fashion apparel, accessories and other paraphernalia that men crave for. With the launch of our Omni-Channel, we are now able to offer a seamless shopping experience that eliminates the boundaries between shopping online and at the store.

LOUISPHILIPPE:

Louis Philippean initiative of Madura Fashion & Lifestyle, a division of Aditya Birla Fashion and Lifestyle is India's largest and fastest growing branded apparel companies and a premium lifestyle player in the retail sector. After consolidating its market leadership with its own brands, it introduced premier international labels, enabling Indian consumers to buy the most prestigious global fashion wear and accessories within the country.

The company's brand portfolio includes product lines that range from affordable and mass-market to luxurious, high-end style and cater to every age group, from children and youth to men and women. Madura Fashion & Lifestyle is defined by its brands — Louis Philippe, Van Heusen, Allen Solly, Peter England — that personify style, attitude, luxury and comfort.

It also includes India's first fast-fashion youth brand, People; India's largest fully integrated fashion multi-brand outlet chain, Planet Fashion; India's largest premium international brand retailer, The Collective and the British fashion icon, Hackett London's mono-brand retail in India.

INDIAN TERRAIN:

Indian Terrain Fashions Ltd. was founded by Mr. Venky Rajgopal with the aim of providing men in India with premium work wear and smart-casual clothing. The company launched "Indian Terrain," a brand to cater to the needs of the cosmopolitan, mature, upwardly-mobile man. The range of garments offered includes shirts, trousers, t-shirts, shorts, sweaters, jackets, and denims.

Launched in 2000, Indian Terrain demerged from Celebrity Fashions Limited, the parent company, in 2010.

To meet the increasing demand for smart-casual clothing for boys, the company introduced a brand called “Indian Terrain BOY” in September 2015.

To complement the American Sportswear style of clothing, the company launched a range of carefully curated footwear styles under the label “Indian Terrain Footwear” in October 2016. With understated designs and a muted colour palette, the shoes pair well with the brand’s iconic khakis and chinos.

With a turnover of over Rs.500 Crores, Indian Terrain today retails across the country through 800+ Multi Brand Outlets (MBOs), 150+ doors of Large Format Stores (such as Lifestyle, Shoppers Stop, and Central), 100+ Exclusive Brand Outlets (EBOs), and key e-commerce platforms as well.

LEVI STRAUSS:

Levi Strauss & Co., the world’s largest brand-name apparel manufacturer, gave the world blue jeans and grew enormously rich on this piece of U.S. culture. Indeed, around the world the name of the company’s founder has grown to be synonymous with the pants he invented: Levi’s. Levi Strauss markets apparel in more than 60 countries, and it has 53 production facilities and 32 customer service centres in 49 countries. The company operates wholly owned businesses in most European countries, in South Africa, Australia, Japan, Hong Kong, India, The Philippines, Malaysia, New Zealand, South Korea, Taiwan, Brazil and Argentina, and operates through joint ventures and licensing agreements in a host of other countries. Besides its well-known Levi’s brand products.

FINDINGS OF THE STUDY

- From the study, it is understood that majority of the respondents considered for the study are male.
- Majority of the respondents belong to the age group of 26-30 years.
- Majority of the respondents have PG as their educational qualification.
- Majority of the respondents Levi’s is the brand that comes first to their mind and next to it is the Basics which comes to their mind.
- Majority of the respondents use Indian Terrain on regular basis and next to it is the Basics.
- It is inferred that half of the respondents buy apparel very often and next to it is the respondents who buy apparels once in six months.
- Nearly (1/4)th of the respondents buy a specific brand because of its quality and style & fashion is the next preferred factor which makes respondents to buy a specific brand.
- Majority of the respondents prefer online purchases.
- Nearly (3/4)th of the respondents recommend their favourite brand.

Respondents opinion towards apparels of different brands:

| | |
|--------------------|--------------------------------------|
| T-Shirts | 1.Louis Philippe 2. Levis |
| Jeans | 1. Levi’s 2. Louis Philippe |
| Formal Wear | 1.Louis Philippe 2. Basics |
| Casual Wear | 1.Indian Terrain 2.Tommy Hilfiger |

- With regard to T-shirts, Louis Philippe is the brand which is preferred most and next to it is the Levi’s T-shirts.
- With regard to Jeans, Levi’s is the brand which is preferred most and next to it is the Louis Philippe Jeans.
- With regard to Formal wear, Louis Philippe is the brand which is preferred most and next to it is the Basics.
- With regard to Casual Wear, Indian Terrain is the brand which is preferred most and next to it is the Tommy Hilfiger.

Respondents preference towards brand features:

| | |
|----------------------------|--------------------------------|
| Design | 1. Levi’s 2. Louis Philippe |
| Style & Fashion | 1. Louis Philippe 2. Levi’s |
| Colour | 1. Levis 2. Basics |
| Quality | 1. Basics 2. Indian Terrain |
| Price | 1. Louis Philippe 2. Basics |
| Brand Name | 1. Basics 2. Indian Terrain |

- It is understood that Levi’s is rated first for its design followed by Louis Philippe as second.
- For style and fashion, Louis Philippe is ranked first followed by Levi’s.
- For colour Levi’s is ranked in the first place followed by Basics.
- For quality Basics is ranked in the first place followed by Indian Terrain.
- For price Louis Philippe is ranked in the first place followed by Basics.
- For brand name Basics is ranked in the first place followed by Indian Terrain.

Majority of the respondents prefer Basics and their second preference is Tommy Hilfiger

Suggestions

- It is suggested that the government and the association of the exporter may arrange to open evening colleges of fashion and garment technology to facilitate the exporter’s to study the fashion technology will help to introduce new fashion in readymade garments.
- It is inferred from the study that the majority of the readymade garments units depend on banks and financial institutions to borrow funds.
- The banks and the financial institutions should provide better services to the exporters for enhancing their export performances.
- In order to improve export to keep touch with existing customers and to attract new customer the exporter may visit international market frequently.
- A friendly tax policy is must essential besides lowering of effective tax rates government officials may be asked to desist from raising unwanted litigations.
- Virtual presentation is growing immensely in this field too so improvement and developments based on this it will help the industry to grow at a rapid speed.

CONCLUSION

Tirupur have the ability to take up small orders or large orders. They are able to produce the products at lower cost. This study gives the opinion of brand image the customers. In future there is an urgent need to think about the industry leaders and policy makers to make a comprehensive strategy in the garment industry. Hence, it have been concluded that there is a good future for garments exporters at Tirupur in mere future.