

Analysis of Purchasing Behavior of Office-Goers Youth in Branded and Non-branded Apparel Category in Mumbai



Management

KEYWORDS : Purchasing behavior, Office-Goers Youth, Branded apparel, Non-branded apparel

Dr Sandeep Rajendra Sahu

ABSTRACT

The total apparel market is about 7.3% of total retail market in India in 2009-10 and organised apparel market accounts for 31.2% of total apparel market in India. Indian consumer is witnessing some changes in its demographic with a large working population being under the age group of 24-35. The young generation prefers to buy differentiated products that they feel reflects their own personality, needs and lifestyles. A brand is a perceived image that resides in the minds of consumers. It is the aura that surrounds a product or service that communicates its benefits and differentiates it from its competitors for the consumer. The emergence of a larger middle and upper middle classes and the substantial increase in their disposable income has changed the nature of shopping in India from need based to lifestyle dictated.

This research paper attempts to understand the purchasing behavior of office-goers youth in branded as well as non-branded apparel. It also attempt to find out the different reasons (or factors) for purchasing branded and non-branded apparel. For the purpose of the study, 120 office-goers, in the age bracket of 20 years to 30 years, are taken as sample from Mumbai city. After the analysis of the study, researcher concludes that that today's office-goers youth normally prefer branded apparel due to mainly good quality, durability and status symbol. Non-branded apparel is also popular among them mainly because of bargaining, reasonable price and attractiveness. As the majority of the apparel buyers in India are young, it is suggested that the product should be associated with style, trends and comfort.

A. INTRODUCTION

The total apparel market is about 7.3% (i.e. Rs. 1,41,547 crore) of total retail market in India in 2009-10. Organised apparel market accounts for 31.2% (i.e. Rs. 44,166 crore) of total apparel market in India. (Taneja Amitabh - India Retail Report 2011).

Brand may be defined as distinguishing name and/or symbol such as logo, trade mark or package design intended to identify the goods, services of either one seller or group of sellers and to differentiate those goods or services from those of competitors. The growth of Indian economy and markets has given birth to a new type of customers who is inclined towards the purchase of branded and quality products specially the apparels as the youth of the country is now exposed to various business and professional situations. There are number of pattern affecting the consumer spending pattern, which includes growing income level resulting in high disposable income with individual, changing attitude towards consumption, changes in prices, members in the family and brand constrains include loyalty, awareness and prestige. Studying the concept of branding specifically in the context of the Indian Apparel Industry becomes more interesting when one finds its overwhelming presence in the economic life of the country. This study is conducted to understand the office-goers youth behavior towards purchasing branded as well as non-branded apparel and what are the factors which force them to purchase branded and non-branded apparels.

B. REVIEW OF LITERATURE

Hassan, S. T., Bilal H. H., and Lanja A. (2014) studied the brand preference of youth in buying branded apparels in Jalandhar city by taking sample size of 200 people. They found out that people prefer branded clothes over non-branded regardless of high price. They wear branded clothes to look attractive and to impress people. They buy branded clothes because they provide more value for money and because of their good quality. Fashion, family and friends influence the choice of brand.

Md. Mazedul Islam et. al. (2014) questioned the customers to rank the factors on buying branded clothing in Bangladesh stores. Samples of 200 respondents were interviewed during the period january to april 2013. According to the ranking by customers, the quality factor prevails in the first position, color and design, comfort and style and price are securing successive ranks respectively. **Syed Ahamed S., and Ravi A. (2013) identified** the women's preference of formal wear for different occasions and

for work place and also found out the factors affecting the selection of formal wear. Samples of 100 women respondents, in Hosur town, were interviewed using structured interview schedule. It is identified that the image, elegance, status symbol has dominated the customer to go for the specific kind of brand. The frequency of purchase depends on the customer. It is revealed that they prefer to purchase once in a year. As far as the Hosur region is concerned the women like to wear when she go for work is formal trousers, salwar khamiz, etc. Karuppasamy P., Nivetha V. and Keerthivasan V. (2012) investigate men's perception towards branded shirts and also ascertain the brand of shirt most preferred by respondents in Trichy city. Primary data was collected with the help of structured questionnaire administered to 215 male respondents in Trichy city. The study reveals that Raymond, Peter England, and John player remains the top three brands preferred by the respondents. It is clear that most of the shoppers of men's branded shirts were highly influenced by the factors such as durability, reference groups, wider choice of color and design, attractiveness, price range and celebrity endorser.

The study of Chakrapani A. (2014) focused on the consumer behavior of young Indians in the age of 15 – 25 to understand and know their perception towards spending on apparel. This study was conducted in 4 cities across Delhi NCR covering Delhi, Faridabad, Gurgaon, Noida and Gaziabad. The sampling was adopted to cover a sample size of 200 in each segment (100 male and 100 female). The study revealed that age group of 15-20 Indian consumers buy less than age group of 21-25 and this trend exists because 21-25 is the age where people start to work. Chakrapani A. (2014) concluded that the young consumers prefer domestic products than international products and that is because the domestic products understand the consumer better and products are based on nativity and suits their needs than international products.

C. OBJECTIVES OF THE STUDY

Following are the objectives of the study:

- 1) to study the demographic profile of office-goers youth of Mumbai.
- 2) to understand the preferences of office-goers youth in purchasing branded and non-branded apparel
- 3) to study the reasons (factors) for purchasing branded and non-branded apparel.
- 4) to give suitable conclusion and suggestions on the basis of findings of the study.

D. SCOPE OF THE STUDY

In this study, 120 office-goers, in the age bracket of 20 years to 30 years, are taken as sample from Mumbai to find out their preferences in purchasing branded and non-branded apparel.

The Period of the data collection for the study is December 2014.

E. LIMITATION OF THE STUDY

The present study has some limitations like:

- Sample size of only 120 people is taken for the study.
- The research findings are based on the responses of office-goers youth. However, the genuinity and frankness in their responses is assumed.

F. RESEARCH METHODOLOGY

The study is conducted by collecting data through primary sources like questionnaires and observation. All the datas are properly classified and arranged in tabular form and simple percentage method is used as statistical tool for this study.

G. RESULTS AND DISCUSSIONS

Table 1.1: Profile of Office-goers Youth in Mumbai

		Responses	
		In No's	In Percent
1) Gender	Male	72	60
	Female	48	40
	Total	120	100%
2) Marital Status	Married	57	47
	Unmarried	63	53
	Total	120	100%
3) Educational Qualification	< SSC	00	00
	SSC	02	02
	HSC	06	05
	Graduate	83	69
	Post-Graduate	21	18
	Others	08	06
Total	120	100%	
4) Annual Income	< 20,000 Rs.	34	28
	21,000 – 40,000 Rs.	62	52
	41,000 – 60,000 Rs.	21	18
	Above 60,000 Rs.	03	02
Total	120	100%	

It is evident from the table 1 that 60% of office-goers youth are male and remaining is female. In terms of marital status, 53% of sample is unmarried and remaining is married. If educational qualification is seen, then it is found out that 69% of sample is graduate, 18% of them are post-graduate, 6% of them is pursuing or completed other courses, 5% of them are HSC and remaining 2% is SSC. In terms of annual income, 52% of sample is found in the range of 21,000 – 40,000 Rs, followed by 28% is in the range of < 20,000 Rs, and 18% of them are in the range of 41,000-60,000 Rs.

Table 2: Preferences of Branded or Non-Branded Apparel?

	Branded Apparel	Non-Branded Apparel	Total
In Numbers	77	43	120
In Percent	64	36	100%

It is understood from the table 2 that majority of sample (i.e. 64%) prefer to purchase branded apparel and remaining 36% prefer non-branded apparel.

Table 3: Preferences of Stores for Branded or Non-Branded Apparel?

	Dept. Store	Hypermarket	Small Retail Stores	Online	Others	Total
In Numbers	54	17	28	03	18	120
In Percent	45	14	23	03	15	100%

Above table 3 shows the preferences of stores for branded or non-branded apparel. It is found out that majority of sample (i.e. 45%) prefer department store to purchase mainly branded apparel, followed by 23% of sample prefer small retail stores, 15% of them prefer others like hawkers, 14% of them prefer hypermarket and remaining 3% prefer online purchasing.

Table 4: Frequency of Visiting the Stores for Purchasing?

	Once in a Month	Once in 3 Month	Once in 6 Month	Once in a Year	Total
In Numbers	00	11	46	63	120
In Percent	00	09	38	53	100%

It is cleared from table 4 that 53% of sample visit the store for their purchase once in a year, followed by 38% of sample who visit once in six month and remaining 9% of sample visit once in three month for their purchases.

Table 5: Reasons for Purchasing Branded over Non-Branded Apparel?

Reasons	Yes		No		Total	
	In No's	In %	In No's	In %	In No's	In %
1) Good Quality	77	00	00	00	77	100
2) Warranty and Guarantee	61	79	16	21	77	100
3) Durability	71	92	06	08	77	100
4) Status Symbol	68	88	09	12	77	100
5) Brand Ambassadors	24	31	53	69	77	100
6) Wider Choice of Design and Color	59	77	18	23	77	100
7) Bargaining	11	14	66	86	77	100
8) More Comfort	43	56	34	44	77	100
9) Reasonable Price	34	44	43	56	77	100
10) Attractiveness	56	73	21	27	77	100

Above table 5 shows the reasons (or factors) for purchasing branded over non-branded apparel. Majority of sample select good quality as the main reason for their purchasing branded apparel. It is followed by durability, status symbol, warranty & guarantee, wider choice of design & color, attractiveness, more comfort, reasonable price, brand ambassador and bargaining.

Table 6: Reasons for Purchasing Non-Branded over Branded Apparel?

Reasons	Yes		No		Total	
	In No's	In %	In No's	In %	In No's	In %
1) Good Quality	17	40	26	60	43	100
2) Warranty and Guarantee	09	21	34	79	43	100
3) Durability	14	33	29	67	43	100
4) Status Symbol	12	28	31	72	43	100
5) Brand Ambassadors	00	00	43	100	43	100
6) Wider Choice of Design and Color	32	74	11	26	43	100
7) Bargaining	41	95	02	05	43	100
8) More Comfort	27	63	16	37	43	100
9) Reasonable Price	38	88	05	12	43	100
10) Attractiveness	36	84	07	16	43	100

Regarding reasons (or factors) for purchasing non-branded apparel over branded apparel, then it is found out from the given table 6 that majority of sample select bargaining as the main reason for their purchases, followed by reasonable price, attractiveness, wider choice of design & color, more comfort, good quality, durability, status symbol and warranty & guarantee.

H. CONCLUSION AND SUGGESTIONS

It can be concluded that today's office-goers youth normally prefer branded apparel due to mainly good quality, durability and status symbol. Non-branded apparel is also popular among them mainly because of bargaining, reasonable price and attractiveness. The manufacturers of branded as well as non-branded apparel must focus on all these factors to formulate different strategies effectively and to sustain their growth. Department store is found out to be the place where majority of youth go for purchasing branded apparel and mostly, they prefer to visit the stores once in a year. The retailers also need to give more attention to these factors in order to attract and retain their customers. As the majority of the apparel buyers in India are young, it is suggested that the product should be associated with style, trends and comfort. Surveys should be conducted by the companies to know about the preferences of the buyers and necessary changes should be made accordingly and from time to time. There should also be availability of economical range in branded apparel which may help to maximize its sale.

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