



Consumer Behaviour Towards Branded Apparels in Thanjavur City Corporation

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ABSTRACT

The Indian apparel retail is the second largest category in organized retail after food and groceries segment and the increase of private label brands is also high in both food and groceries segment and in apparel segment also. India is witnessing change in life styles of large section of the population. The need to understand the emerging markets and consumers has become a big challenge for the corporate world especially in creating and managing a powerful brand. By developing a powerful brand, corporates can establish "brand equity" and the equity assists firms in a variety of ways to manage competition and to maintain market share. Branding is one of the most effective competitive tools and it is a challenging task for the marketer to nurture a brand into a strong, profitable brand.

Today's brands are more visible than those in the past. They are everywhere on the TV hoardings, posters and print media. Brands while proclaiming their positive qualities pull down those of their rivals. Intangible assets such as Brands, patents and know now have become increasingly dominant elements of company value, Brands are widely recognized as corporate assets but have been historically evaluated based on nonfinancial attributes like awareness, recognition and perceived value. Every marketer instinctively knows that his or her brand is valuable. Brand value is represented by the premium price a company gets at the time of transfer of ownership. However, the value for on going business is determined by the important financial term "Goodwill".

Consumer buying behavior of branded apparels are changing one. A number of people visit the show room with a brand in mind because the quality and comfort of that brand are suitable for them.

Most of the youth are not giving much importance to any specific brand because they go for smart look and different style only. An attempt is made in this study to assess the buying behavior in respect of branded apparels.

KEYWORDS

INTRODUCTION

"Clothes market a man"

The Indian textile and apparel industry is the largest foreign exchange earner for the country. It is also the second largest employment provider after agriculture and plays a key role in the development of the economy. This industry profile on the 'Textile and Apparel Sector in India' provides a gainful insight of the industry. The fashion industry is the fastest growing industry in the world. From the last few decades, the fashion industry in India has been experiencing an explosion due to considerable dynamic nature which increases fashion consciousness among consumers. Everyone has a separate and elegant fashion sense which is mainly related to the apparels throughout the world. Apparels define the personality, education, behavior and the way of thinking of the people. It is substantial to note that Indian fashion consumers will set the global fashion trends in the coming era. Currently all international brands are found in India. Indian fashion industry has progressed from emerging stage to successful blooming industry today. Indian apparel sales are expected to reach an estimated \$25 billion this year, having grown in excess of 10% over the past 5 years (Note 1) – a growth rate faster than that of the overall India retail market – and the curve is expected to continue.

In India, apparel is the second largest retail category (behind food and groceries), representing approximately 10% of the total market (Note 2) e.g. Benetton recently hit \$100 million in sales in India, and is targeting \$250 million within the next 3-4 years, largely by targeting smaller cities. Which are already contributing about 20% to the company's growth and growing much more quickly than in the larger markets (Note 3). India is also a manufacturer and exporter of international

brands for cloths like Gap, Tommy Hilfiger, Espirit, Wills Lifestyle, Peter England, Allen Solly etc., after China and Bangladesh. India's textile and apparel industry, including domestic and exports is expected to grow from Rs.3.27 lakh crores to Rs.10.32 lakh crore by 2020, says a new research report by Technopak Advisors, a leading management consultancy. It estimates that by 2015, the overall Indian apparel industry would be worth Rs.2.88 lakh crores and the organized market share will be 25% of this. Therefore, one can say that the branded apparel market which is a major chunk of the organized market will be around Rs.55,000-60,000 crores (Note 4).

There are numerous fashion designers of India which have distended into famous brands not only in the country but in the world which has given more improvement to the Indian fashion industry. Consumers attitude is changing with the present scenario, as the hoisting of tailoring costs and comparatively less charges of branded outfits; they are increasingly being attracted towards ready-mades. Readymades of specific brands have become not only a status symbol; these have brought a more latest style in offices as much as in social circles. According to Fashion Design Council of India (FDCI), that apparels created by Indian designers are going to play a major role in the growth of the apparel industry in the next few years. These changes will have far-reaching implications for designers, manufacturers, and retailers targeting the Indian apparel market. Spanish fashion giant inditex (zara) has announced plans to enter India this year. Fast Retailing (Uniqlo) has pegged 2012 for market entry.

Traditionally, Indians preferred dresses stitched by local tailors catered exclusively to local demand. The growing awareness of brands since 1980s and the convenience offered by ready-to-wear garments were largely responsible for the develop-

ment of the branded apparel industry in India (Indian Retail Report 2010). Other factors affecting to its growth are considered as better purchasing power in the hands, access to fashion trends outside the country, and the superior quality of fabrics available in the fashion market. 1990s witnessed a drastic change in the overall economic environment of the country which is described liberal trade and new investment policies. It was seen the effects of such liberalized policies in the clothing industry also. After liberalization of Indian economy, there emerged more than 100 leading brands that jostled for consumer mind space Today Indians are more inclined than consumers in other markets to buy apparel for a specific purpose. Indeed 38 percent of Indian respondents to a recent McKinsey study said they were highly likely to buy apparel for special events, a significantly higher proportion as compare to Brazil (5%), Russia (3%), or China (6%). The growth of the Indian and global fashion designers has encouraged the branded apparel market additionally. Designers do annual business of \$250 million. Formerly, ready made market was restricted to some limited extant only like baby dresses and shirts, but currently, it has extended to all kinds of outfits and fashion clothing for men and women also.

Regarding female garments, it is today easy to buy high fashion at a low price particularly regarding female garments. It is majorly seen that women view shopping as a fun. Satisfying, hedonic and joyful activity. The female attitude towards shopping seems very positive and they look forward to this communal event with cheerful prospects. Clothing is an important part and parcel of women's life and plays an imperative role in building the identity of the women. The very important tool which is used by women to strengthen her self esteem is clothes. All important experiences of women while shopping and its importance create a constant demand for clothes which gives this market a great potential for growth. There are many factors which impact the buying behavior of females like organized retail stores, malls, fit, look, style, rising income, rising young consumer base and multiple brands available in the market.

In the perspective of clothing, people express themselves through consumption in an innumerable ways. Similarly, executives determine the consumers' perception regarding a particular product and brand due to the skill of communication with customers differently. In gender perspective, for building individually, a reasonableness of attainment and recognition for fashion conscious people, brands are perceived essentially in separate outlook the information for which can be made available through market segmentation in which analysis can be done in a profound way to find out differences in shopping behavior.

Market Segmentation is defined as the process of dividing a market into district subsets of the consumers with common needs or characteristics and the selecting one or more segments to target with a distinct marketing mix. Segmentation studies are designed to discover the needs and wants of the specific groups of the consumers so that the specialized goods and services can be developed and satisfy each groups need. The purpose of this research is to investigate buying behavior which constitutes expenditure, independence and frequency as regards males and females. In this competitive era marketer must be fully aware about the customer needs distinctly and separately as two groups males and females as regards what are they expecting from a brand, how they differ in their buying behavior, factors which push them to purchase a particular brand, their total outlay shopping frequency etc., to attain a competitive edge. This vital information can help the companies to formulate the strategies as per the customer needs & deliver them the products which consumer want from the company which will be profitable for the company embedding gender perspective. Retailers and marketers should understand the immense diversity among consumers if they are to market apparel accurately and successfully.

2.1 STATEMENT OF THE PROBLEM

India has witnessed a frantic pace of retail development over the past five years.

There is increased sophistication in the shopping pattern of customers, which has resulted in the emergence of big retail chains in most metros; mini metros and towns being the next target. Customer taste and preferences are changing, leading to radical transformation in life style and spending patterns, which in turn is giving rise to new business opportunities. The generic growth is likely to be driven by changing life styles and by strong surge in income, which in turn will be supported by favorable demographic patterns.

Now-a-days the branded shirts are increasingly used by men. They select their branded shirt in the Single brand showrooms (or) Multi brand showrooms. The buying decisions of the respondents are influenced by different factors. The increase in demand for consumer goods and expendables have boosted the sale of branded men's wear. Keeping this in view research is carried out to know about the buying behavior consumer with regard to branded apparels specific showrooms (Single brand showroom) and multi-brand showrooms (Multi brand outlets).

Purchase decision is facilitated by having a comprehensive knowledge of the brand which helps in evoking positive effects towards the brand, as these days people don't buy the product they buy images (brands). It influences brand choice, preferences and intention to purchase of consumers. Therefore, it is indispensable for a marketer to comprehend about the perceptions of consumers for a brand which impact the purchase decision embedding gender perspective. The purpose of the study is to examine how brand awareness influences an outlook of the consumer about various brands which leads to take purchase decision.

3.1

Need for the study

Customers include the present customers consuming the products of an organization and also the prospective customers who are presently consuming the products of competitors. Customers must be periodically analysed from several perspectives such as who constitute the customer inventory, level of customer retention, what makes them buy, what their level of satisfaction is, where they are placed in the loyalty ladder, what makes them disloyal, and so on. This analysis is to be performed not only on the existing customers but also on the former customers, so that corrective actions may be instigated to retain current customers. Periodical customer satisfaction audit program would provide a meaningful insight into the customer attitude and their behavior and also would form the basis for developing appropriate strategies to retain relationship with the customers.

4.1

Objectives

1. To know the market for branded apparels in Thanjavur city corporation.
2. To identify the various factors influencing consumer behavior towards branded apparels in Thanjavur city.
3. To analyse the various factors influencing the choice of shopping malls/stores with regard to branded apparels in Thanjavur city.
4. To examine the consumers' attitude towards branded apparels and shopping malls/stores in Thanjavur Town.
5. To assess the actual purchase behavior of consumers towards branded apparels in Thanjavur Town.
6. To study and analyse the level of satisfaction on branded apparels in Thanjavur Town.
7. To evaluate the post purchase behavior towards branded apparels in Thanjavur Town.

5.1

HYPOTHESIS OF THE STUDY

Hypothesis is usually considered as the principal instrument in

research. Hypothesis means mere assumption or some supposition to be proved or disproved. Hypothesis may be defined as a proposition or a set of propositions set forth as an explanation for the occurrence of some specified group of phenomena either asserted merely as a provisional conjecture to guide some investigation or accepted as highly probable in the light of established facts.

Hypothesis states what we are looking for and it is a proposition which can be put to a test to determine its validity. Keeping in view the theoretical framework and objectives of the study, the researcher has formulated and tested the hypotheses which also address the research questions.

The following hypothesis were formulated and tested to achieve the objectives.

- There is no significant difference among the demographic variables of Consumers and the various factors influencing consumer behavior towards branded apparels.
- There is no significant difference among the demographic variables of Consumers and the various factors influencing the choice of shopping malls/stores with respect to the branded apparels.
- There is no significant difference among the demographic variables of Consumers with respect to the attitudes towards branded apparels.
- There is no significant difference among the demographic variables of Consumers with respect to the attitudes towards shopping malls/stores.
- There is no significant difference among the demographic variables of Consumers with respect to the actual purchase behavior towards branded apparels.
- There is no significant difference among the demographic variables of Consumers with respect to the level of satisfaction on branded apparels.

6.1 TOOLS AND METHODOLOGY

Questionnaire, Personal Interview and Observation techniques have been used to collect the Primary data relating to Consumer Behaviour towards Branded Apparels in Thanjavur. The duly filled in questionnaires were edited by the researcher and in accordance with the requirements of the objectives and hypothesis, various tables (Frequency, Percentage, etc..) were prepared.

The data after collection, has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan. Analysis has been done through various statistical tools to understand the outcomes with reference to the objectives and hypothesis. Seven main data analysis techniques were chosen for this study to analyse the data and the data processing was carried out using the SPSS software, version 20. These analysis techniques were;

- Descriptive Analysis (Tabulation, Percentage, Mean, Ranks, etc.)
- Independent-samples t-test
- One-way ANOVA
- Pearson Correlation
- Multiple Regression
- Factor Analysis and
- Structural Equation Model (SEM)

These analysis techniques were considered the most appropriate to answer the research questions and Hypotheses.

7.1 DATA AND METHODOLOGY

In this paper, total 550 respondents are participated fairly with the age group of 15-40. Participants which included males (300) and females (250) are varying from student to professional or job seekers highlight the diversity of the survey. The sampling technique used for the paper is Random within Quota sampling by age and gender. Consumers with different demographic characteristics may differ in the amount

and type of effort they put into shopping and the way they make purchase decisions. There are individual differences in information search process have been found to be related to demographic characteristics. Research has introduced relation among search effort age, gender and economic conditions.

8.1 LIMITATIONS

The study is subject to the following

1. The study covers respondents in Thanjavur town only.
2. The consumer's attitude may not be same in other towns and cities because of difference in preference, life styles and buying patterns.
3. As the sample size being limited (i.e) 550 the conclusion may not be wholly applicable to the total market.
4. The primary data and information were used in the study based on the information supplied by the respondents.

9.1 METHODOLOGY

Chapter scheme

The present study divided into six sections

Chapter 1 deals with the introduction and contemporary position of apparel industry in India.

Chapter 2 gives extensive review of literature of studies done in India and overseas.

Chapter 3 gives conceptual framework of Indian apparel industry and also the profile of the Thanjavur city corporation

Chapter 4 elaborates data and methodology used in paper to achieve the objectives of the study.

Chapter 5 exhibits Analysis and interpretation of results derived from the study.

Chapter 6 concludes the research work.

10. CONCLUSION

Consumers often judge the quality of a product on the basis of a variety of informational cues that they associate with the product. Some of these cues are specific product characteristics (for example, color) and are therefore, intrinsic cues. Some cues are extrinsic to the product, for example, price, store image, and brand image. Extrinsic cues are attributes which are 'product related' but are not a part of the physical product (Wheatley, Chiu and Goldman, 1981). Either individually or integrated, these intrinsic and extrinsic cues form the foundation for perceptions of product quality.

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