



ORIGINAL RESEARCH PAPER

History

GENDER DIFFERENCE IN ATTITUDE TOWARDS BRANDED APPARELS: AN EMPIRICAL STUDY OF PUNJAB

KEY WORDS: Branded apparels, Fashion, Gender differences, Survey, Loyalty

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ABSTRACT

The main objective of this paper is to study the gender differences in factors influencing the purchase decision taking. Empirical findings are calculated using survey technique and chi square test with a sample of 250 participants in Punjab (Moga, Jalandhar, Mohali, Chandigarh, Ludhiana and Amritsar). The paper investigates the significance of demographic profile of consumers affecting the purchase decision of branded garments and to observe from gender perspective the consumer awareness about different apparel brands available in the Punjab market and also to find out whether there is a significant difference in total expenditure on branded apparels done by males and females. The results exhibit there is no significant differences in the brand awareness, shopping frequency and shopping expenditure between males and females.

Introduction

The Indian textile industry is growing at a steady speed. With more foreign brands coming into picture and more Indian start-ups that target the youth, which constitutes around 1/5th of the population, the industry is getting highly competitive. Increase in the income and standard of living of the people making people to increase their household expenditure, which has led to increased development of the garment industry. It is expected that in 2018 the industry is expected to grow about 18% (www.kenresearch.com). This is making every consumer to display consistent decision-making styles to buy their product (Korgaonkar, 1981; Stone, 1954). Campbell (1997) suggested that males have a different ideology from females regarding the perception of buying behavior.

Literature shows that male and female consumers have different information tendencies by demonstrating different consumer behaviors relative to advertised products (Barbara, et.al., 2000), as female consumer does more analysis regarding the product while buying the same. Female consumers have more interest for buying family products, such as clothing and groceries (Buttle, 1992), whereas male consumers, have more inclination to buy mechanical goods and technical goods (Wilson, 1992). Males tend to spend less time shopping than women; they have been shown to spend more money than females (Fischer & Arnold, 1990). Male consumers were also found to consider fewer sources of information in relation to shopping, tended to directly approach salespersons for getting product information and believed that the brand name served as a replacement for detailed product information (Barbara, et.al., 2000)

According to Sheth et al. (1991), mention five basic consumption values are described as *Functional Value*, where customers are initially affected by the functional value of a product in their preferences; "Price, quality and value" are the main determiners in consumers' rational purchase behaviors and product preferences. *Social Value*, where the benefit that is perceived and obtained in relation to one social group or several social groups". Social classes are generally determined according to "work, education and income status". Apart from that, classification of social classes can be made by prestige, status, adopted values etc. *Emotional Value* can be described as feelings or emotional reaction against components, namely situations, products, advertisements and brands. *Epistemic Value* refers to the curiosity that is perceived or obtained from the product and the benefit that meets the desire and need of innovation. *Conditional Value*, where benefit that arises as a result of a specific condition the person who is making a preference comes across and is perceived at that moment. The factors of "time, place and environment" are considered to be the main determiners in the identification of conditional factors (Hansen, 1972). Hence, the main objective of the research is to

examine buying behaviour differences between male and female consumers in the Punjab. Literature shows that male and female has different buying patterns. For the study, the researchers posit the following Objectives:-

1. To analyze the significance of gender differences of consumers regarding brand awareness, quality of the product, recreation, confusion regarding the product, fashion, impulse for the product, and price awareness regarding the product.
2. To observe male and female awareness regarding brand awareness, quality of the product, recreation, confusion regarding the product, fashion, impulse for the product, and price awareness regarding the product in the Punjab market.

Factors affecting consumer behavior

Consumers vary in terms of age, income, education etc., these characteristics influence the buying behavior of consumer. Consumer behavior is influenced mainly by four factors. But it does not mean that all the consumers are similar because the psychological factors play major role and this varies from person to person. **There are mainly following factors affecting consumer behavior.**

Problem recognition: Process starts when consumer recognizes the need. Marketers have to understand the spark or stimuli which generate the needs in consumers so that they marketers can formulate strategies accordingly to generate the needs.

Information search: when the need or problem is identified then this aroused consumer will search for more information to solve this recognized problem. There are various sources through which consumer gathers information and each source plays a different role in influencing buying decision. Consumers learn about the features of different competing products.

Evaluation of Alternatives: At this stage, consumer will evaluate all the available alternatives and there are several decision evaluation processes, the most current models of which see the process as

Cultural: Cultural factors are coming from the different components related to culture or cultural environment from which the consumer belongs.

Social: Reference Groups, family, social Role and status Personal: Gender, age, stage in lifecycle, occupation, income, and lifestyle.

Psychological: Psychological factors like motivation, perception, beliefs & attitudes of consumers also have a deep impact on the buyer decision

Hypothesis of the study

On the basis of objectives, following hypotheses are formed to test the hypotheses:

H1: There is no statistical significant difference between male and female regarding brand awareness, quality, recreation, confusion, fashion, impulse, and price awareness.

H2: female consumers manifested a greater tendency toward brand awareness, quality, recreation, confusion, fashion, impulse, and price awareness.

Data

For the research, a sample of 250 respondents with the age group of 15-40 was considered. Participants, which included males (125 or 50 %) and females (125 or 50%), are varying from student to professional or job seekers highlight the diversity of the survey. The sampling technique used for the paper is convenience 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 initiated relation among search effort age, gender and economic conditions.

Methodology

A survey was conducted to investigate the brand awareness and attitude of the consumers towards selected brands of apparel industry existing in India. A combination of both open-ended and close-ended questions was asked to analysis the pre-determined objectives. Further, to test consumer perception of various brands, a rating question was incorporated wherein the consumers were required to rate each mentioned brand and their various attributes. The tool also included a part dedicated to access gender difference in buying behavior towards branded clothing. It also involves use of secondary sources such as web and other research articles Printed by various financial institutions and other journals and magazines.

Result

Table No. 1 shows the gender Differences of youth Apparel buying behavior regarding brand awareness , quality of the product, recreation, confusion regarding the product, fashion, impulse for a product, and price consciousness, univariate ANOVA s were performed for each of the dependent variable. The results showed that there were statistically significant differences between male and female college-aged consumers on quality($F(1, 240) = 33.72$, $p < .05$), recreation ($F(1, 240) = 3.91$, $p < .05$), confusion regarding the product ($F(1, 240) = 3.36$, $p < .05$), impulse for the product ($F(1, 240) = 5.12$, $p < .05$), fashion ($F(1, 240) = 7.72$, $p < .05$), price of the product ($F(1, 240) = 6.39$, $p < .05$), and brand consciousness ($F(1, 240) = 16.33$, $p < .05$).

Table 1. Gender Differences of buying behavior for Apparel on different parameters

Consciousness	SS	Df	MS	F	Sig
Quality	26.411	1	26.158	29.66***	.001
Recreation	1.146	1	1.146	2.89*	.024
Confusion	2.46	1	3.32	3.36*	.039
Fashion	1.836	1	1.639	7.72*	.032
Impulse	1.397	1	1.286	5.12*	.024
Price	.153	1	.269	6.38*	.052
Brand consciousness	12.460	1	12.410	16.33**	.001

Wilks Lambda=0.91; $F=11.39$, $p=.000$ * $p < .05$, ** $p < .01$, *** $p < .001$

After finding significant differences in gender comparisons, all mean comparisons were performed (Table No.2). The results showed that female college-aged consumers manifested a greater tendency toward quality ($M=2.29$, $M=2.48$), recreation ($M=3.14$, $M=2.91$), confusion ($M=3.39$, $M=2.87$), fashion ($M=2.13$,

$M=2.89$), impulse ($M=3.38$, $M=3.34$), Price ($M=3.41$, $M=3.54$) and brand ($M=2.47$, $M=3.58$).

Table No. 2. The Results of Mean Comparison for Gender on selected parameters

	Gender	N	Mean	Std. error
Quality of the product	Male	125	2.29*	.038
	Female	125	2.48*	.037
Recreation	Male	125	3.14*	.040
	Female	125	2.91*	.036
Confusion regarding the product	Male	125	3.39*	.025
	Female	125	2.87*	.029
fashion	Male	125	2.13*	.041
	Female	125	2.89*	.042
Impulse for the product	Male	125	3.38*	.034
	Female	125	3.34*	.029
Price of the product	Male	125	3.41*	.026
	Female	125	3.54*	.023
Brand awareness	Male	125	2.47*	.031
	Female	125	3.58*	.038
* $p < .05$				

Interpretation

The premise of this study was to identify if gender-specific sport apparel shopping pattern differences existed between male and female consumers. The results revealed statistical differences between female consumers who demonstrated a higher preponderance in the areas of quality, recreation, confusion, impulse, and brand consciousness than males. The preference of consumers for apparels outfits of female consumers are changing even for branded apparels due to social their status, quality of life and personality. The knowledge of the consumer is increasing day by day and they are ready to spend any price for comfort and quality. Consumer demand high quality materials and lot of variety in Indian garment market to satisfy the desire. Even companies are taking care of their customers.

Results show that female consumers may spend more time to be involved in information gathering and participate in a greater amount of impulsive purchasing. They have desire to buy high-priced brand because they tend to believe price and brand the major indicators of quality. Results revealed both male and female consumers may pursue an awareness of new styles, and changing fashions, and attractive styling as well as desire to buy something exciting and trendy. Additionally, different shopping patterns have been shown to exist between genders were affected by culture, social, demographic, economic situations, and environments.

Implication of the study

The findings of this study have implications for developing male and female consumer education in the Punjab. The shopping consciousness is very important concepts while purchasing a product; therefore, this study may be used to develop better product demand in male and female consumers. Results show that there are a similarities and differences between male and female consumer. This information may be used to assist organizations to better understand the gender differences while buying the product.

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