

Article

A Study on Consumer Buying Behaviour
Towards Branded Apparels with Reference to
Dindigul City

Journal of Development Economics and
Management Research Studies (JDMS)
01(01), 1-12, July-September 2019
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ABSTRACT

On one hand, in textile sector high domestic consumption is going to throw up significant business prospects, while on the other hand a slowdown in Chinese exports will offer an opportunity to exporters to fill the void, provided they are able to measure up and match the expectations of the consumers, with this potential, India will appear as a preferred place for investment in textile and apparel sectors, both by Indian and global companies, the report (wizar 2013) added. The apparel and clothing industry being place that first place and also the spending on apparel and clothing among the customers are getting increased, considering these points it is very necessary to study the changing behavior of consumers. The main purpose of this study is to increase the awareness of apparel buying behavior of Indian consumers and in a real sense understanding factors which impact apparel buying behavior in order to provide actionable information to apparel retailers seeking to standardize or adapt their strategy for the Indian consumers.

Consumers are increasingly becoming brand conscious and are opting for apparel with brand images or logos. With growing awareness and fashion sensibility as a means of self-expression among consumers, demand for more choices and products serving both fashion and performance needs are evolving out. The modern customer is identified as a person who elects to experiment with diverse looks and ideas. Men in the age group of 19-25, with higher disposable income spend on expensive shirts and suits. From the research, there is a lot of scope for new entrants in this field, the manufacturers and marketers of branded wears should concentrate on making new consumer rather than retaining old one. The number of people visiting the showroom is with no brand in mind. Most of the time buyers visit the showroom of branded wears with the purpose of shopping however compared to women, male consumer visit the showroom for passing time, even though pop, advertisement, promotional schemes and other factors influence the consumer purchase decision and consumer stimulated to buy. Among the various promotional schemes and promotional measures discounts, buy 2 get 1 free scheme have maximum influence on purchase decision of a particular brand.

Keywords: Consumers, brand, apparels, buying behavior, modern, purchase decision, promotions

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Introduction

Clothing is considered to be second skin of the body and interest in clothing is higher during the whole life. Today, we live in consumer based society where consumer is known as the king of the market. The behaviour of the customer affects the market size, brand name, fashion etc, Clothes or in other words, a person's wardrobe is one of the key aspects in assessing one's personality. Clothes and mood are two inter-related constituents, affecting the overall personality of an individual (Subhani et al, 2011). India has been ranked as the top retail destination globally for retail investment attractiveness among 30 emerging markets in the world. The Indian retail sector is the second largest untapped market after China. Readymade garment is a part of the textile industry and it accounts for about half of India's textile exports. India's consumer market for readymade apparel has become varied by surge of more designer brands. India is becoming the most preferred destination for outsourcing readymade garments for the international market. According to Fashion 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. 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 (Shetty, 2001; Rajput et al, 2012). The apparel Industry has stretched the boundaries of its creativity and imagination to find new ways to increase selling opportunities, reduce operating costs achieve competitive advantage and improve the bottom line. Apparel retailers and brand-owners are stepping up their efforts for improvements in business processes with innovative technology that touches every step in their workflows.

To remain competitive and profitable in present marketplace, the apparel industry must continue to expand its capability to respond to the needs and wants of customers. Since last few years the apparel market has seen substantial change with respect to dressing desing, style, usage of branded items and choice of fibers and awareness of modern trends. The Indian textile industry is a sector which has created employment in large scale and it stands next only to agriculture by providing employment to about 15 million people across rural as well as urban areas. Retail in India has emerged the third most attractive market destination for apparel retailers, according to a study by global management consulting firm AT Kearney. India, apparel is the second largest retail category, representing 10 percent of the US\$ 37 billion global retail market. It is expected to grow 12-15 percent per year. In 2012, the total size of the Indian apparel market was \$45 billion. India and China will be the fastest growing markets growing in double digits and would become the leading consumer market with a huge share of 27 percent. "India would have a vast consumption growth due to population progress. It would be irrespective of export market." According to the report, (Wizar2103) the global apparel market would grow to \$2.1trillion by 2025 from its present size of \$1.1trillion. According to report with the changes in global macroeconomic conditions and demographics, it would be very important for Indian manufacturers to be present at the right location at the right time.

On one hand, in textile sector high domestic consumption is going to throw up significant business prospects, while on the other hand a slowdown in Chinese exports will offer an opportunity to exporters to fill the void, provided they are able to measure up and match the expectations of the consumers, with this potential, India will appear as a preferred place for investment in textile and apparel sectors, both by Indian and global companies, the report (wizar 2013) added. The apparel and clothing industry being place that first place and also the spending on apparel and clothing among the customers are getting increased, considering these points it is very necessary to study the changing behavior of consumers. The main purpose of this study is to increase the awareness of apparel buying behavior of Indian consumers and in a real sense understanding factors which impact apparel buying behavior in order to provide actionable information to apparel retailers seeking to standardize or adapt their strategy for the Indian consumers.

Objectives of the study

1. To study the buying behavior of consumers towards the branded apparels in Dindigul city.
2. To study the socio-economic characteristics of selected consumers in Dindigul city.
3. To study impact of advertisement, marketing communication and other influences on the buying decision.
4. To study the impact of promotional activities of selected companies.
5. To study the structure and performance of Apparel Industry.

Statement of the Problem

Many developments and changes are taking place around us with all the industries and firms within each industry including garment industry with an intention to keep pace with the changes and diverse needs of the people. Though for decades together, marketers have regarded, “consumer” as the king and evolved all activities to satisfy him, this concept is gaining more momentum and importance today. This can largely be attributed to the prevailing market situation. Not only competition has become intense but over and above with the market being flooded with many products. The challenge before the marketers is to understand the diversity of consumer behavior and offer goods and services accordingly. Today the company image is built and made known by its customers. Thus the success of the firm will be determined by how effective it has been in meeting the diverse consumer needs and wants by treating each customer as unique and offering products and services to suit his needs and creating a life time value and relationship with him. The present study was started with an aim to study the behavior of male Shoppers in Dindigul City in purchasing branded Textile garments. Hence from this study it would be helpful for the garment industry to identify the various factors that lie behind in purchasing Branded textile readymade apparels.

Research Methodology

The present study is undertaken “a study on consumer buying behavior towards branded apparels with reference to Dindigul city”. Data Collection Methods: The data has collected from both primary and secondary data. Primary data has collected with the help of a globally accepted structured questionnaire, personal interviews and discussions with apparel brand users and non users. Secondary data collected from various sources such as books, journals, Magazines, Company reports, websites, etc. Research Design: A study is Descriptive in nature. Sampling: The study would cover the consumers taste and preference towards the branded apparels, impact of sales promotional Measures and buying patterns of consumer in Dindigul city. Sampling Technique: Adopted simple and stratified random sampling technique. The survey has conducted in textiles/apparel shops & exclusive garment showrooms and some college campuses and among the general public. Sample Size: Sampling size for this study is 200. Sampling Unit: Samples will be collected from students, Corporate and general public in Dindigul city.

The present who study covers Dindigul city only. The data are collected from only those are using branded apparels. The study is undertaken in the time period between November 2018 and March 2019.

Result and Discussion

Table 1- Average value of consumption

Average value of consumption (Per month)	No of Respondents	Percentage
Up to Rs. 3000	37	19
Rs. 3000 to Rs. 5000	110	55
Above Rs. 5000	53	26
Total	200	100

Source: computer and primary data

It reveals that out of 200 respondents, 110 respondents (55%) belong to up to the maximum of Rs. 3000 to Rs.5000 per month consumption category, 53 respondents (26%) belong to consumption between above Rs. 5000 per month consumption category and the remaining 37 respondents (19%) belong to consumption up to Rs. 3000 per month consumption category.

Media of purchase of the respondents

Awareness in the mind of the customers about the various brand of Textile readymade apparels through various sources like Friends, Relatives, Media, Newspaper, Television, Journal, Magazines, Radio etc., To know whether these factors have strong influence in creating awareness in the mind of customers, this question was put up to the customers. The distribution

of respondents in accordance with their Media of purchase of the respondents is given in the table 2.

Table 2 - Media Influence of purchase of Textile Apparels

Media of Purchase	No of Respondents	Percentage
T.V Advertisements	106	53
News paper	14	7
Magazine	14	7
In store ads	12	6
Banner & Hording	6	3
Friends & Relatives	38	19
Wall painting	4	2
Other medias	6	3
Total	200	100

Source: computer and primary data

It reveals that out of 200 respondents, 106 (53%) consumers are aware of their brand through TV advertisement, 38 (19%) consumers. Consumers are aware of their brand mostly through friend and relatives and the remaining consumers are consumers are aware of their brand of through News paper, Magazine, In store ads, Banner & Hording, Wall painting and other medias.

Table 3 - Factors Influence to Purchase the Apparels.

Factors influence to purchase	No of respondents	Percentage
Discount	107	54
Free Gift	24	12
Coupons	18	9
Buy 1 Get 1 free	36	18
Lucky Draw	15	7

Total	200	100
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Source: computer and primary data

Table 3 shows that out of 200 respondents, 107(54%) respondents influence to purchase their apparels in Discount, 36(18%) respondents influences to purchase their apparels in Buy 1 get 1 free, 24(12%) respondents influences to purchase their apparels in free gift, 18(9%) respondents influences to purchase their apparels in coupons and the remaining 15(7%) respondents influence to purchase their apparels in lucky draw.

Level of Satisfaction of Customers in purchase of Readymade Apparels

The respondents were asked to rate their satisfaction on six factors such as Value for Money, Friends & Colleagues impression, stitching, Design, Comfort and Return Policy on five point Likert scale.

Table 4

Factors	Satisfaction Level				No. of Respondents
	Excellent	Very Good	Good	Satisfactory	
Value for money	2	15	38	5	60
Friends & colleagues impression	3	5	22	12	42
Stitching	5	8	7	9	29
Design	6	5	14	2	27
Comfort	12	1	9	4	26
Return policy	3	1	10	2	16
Total	31	35	100	34	200

Source: computer and primary data

Table 4 shows that out of 200 respondents, Majority of the respondents are satisfied in value for money is good.

Hypothesis tested 1

There is no significant difference between satisfaction level and period of usage.

Chi-Square Test

Table 5 - Level of satisfaction and period of Usage

Period of usage	Satisfaction Level				No. of Respondent
	Excellent	Very Good	Good	Satisfactory	
Below 1 year	8	11	11	8	38
2-4 years	12	10	64	14	100
5-7 years	4	5	11	6	26
8 and above	7	9	14	6	36
Total	31	35	100	34	200

Source: computer and primary data

Result:

Chi-Square is applied: The calculated value is, 0.024. By referring the χ^2 table for 5 percent level of significance with Degrees of Freedom (9), the table χ^2 value is 16.9.

The calculated χ^2 value (0.024208961) is less than χ^2 table value (16.9). The hypothesis is accepted. Hence there is no significant difference between satisfaction level and period of usage.

Chi-Square Analysis – II

There is significant difference between media influence and purchase plan of respondents.

Table 6 - Media Influence and Purchase Plan of Respondents

Media	Purchase plan		No. of respondents
	Planned brand	Other brand	
T.V. Advertisements	63	43	106
News Paper	12	2	14

Magazine	4	10	14
In store ads	8	4	12
Banner & Hording	5	1	6
Friends & Relatives	16	22	38
Wall Painting	2	2	4
Other medias	3	3	6
Total	113	87	200

Source: computer and primary data

Results:

Chi-Square calculated value is, 0.032178004. By referring the χ^2 table for 5 percent Level of significance with Degrees of Freedom (7), the table χ^2 value is 14.1.

The calculated χ^2 value (0.032178004) is less than χ^2 table value difference between media influence and purchase plan of respondents.

Suggestions:

- Upcoming BIG MALLS, Multi branded shops are becoming preferred places to purchase branded wears instead of exclusive showroom. Because of availability of various brands in single roof. So the marketers may choose their distribution channel may be BIG MALL, Multi branded shops.
- Compared to various promotional measures Quality and brand image stood 1 & 2 ranks. So continues supply of quality product and maintaining image will sustaining product life in market.
- The textile marketer may concentrate the business & primary educated consumer because according to the survey their consumption is low.
- Other than the TV advertisement, other Medias effectiveness is low. The companies may concentrate to strengthen the Medias.
- Brand conscious about female consumer is compared to male is low, the companies may take necessary step to increase their brand conscious to increase the market. For instance the markets like Delhi, Bombay, Calcutta consumer's brand conscious is high compare to other cities.

- Especially in textile marketing promotion measures like Discount and buy 2 and get 1 free scheme are playing effective role towards promotion.
- Nearly 50 percent of the consumers are not decided their favorable brands before enter the shop. So the marketer having more chance to convince them to buy particular brand with effective sales tools.
- As the majority of buyers are young, so the product should be associated with style and trends so that it appeals to the youth and the brand should be developed.
- POP material and sales persons in brand selection is important measures in branded wears.

Conclusion:

Consumers are increasingly becoming brand conscious and are opting for apparel with brand images or logos. With growing awareness and fashion sensibility as a means of self-expression among consumers, demand for more choices and products serving both fashion and performance needs are evolving out. The modern customer is identified as a person who elects to experiment with diverse looks and ideas. Men in the age group of 19-25, with higher disposable income spend on expensive shirts and suits. From the research, there is a lot of scope for new entrants in this field, the manufacturers and marketers of branded wears should concentrate on making new consumer rather than retaining old one. The number of people visiting the showroom with no brand in mind. Most of the time buyers visit the showroom of branded wears with the purpose of shopping however compared to women, male consumer visit the showroom for passing time, even though pop, advertisement, promotional schemes and other factors influence the consumer purchase decision and consumer stimulated to buy. Among the various promotional schemes and promotional measures discounts, buy 2 get 1 free scheme have maximum influence on purchase decision of a particular brand.

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