A Comparative Study on Buying Behavior of Customers towards Branded Apparel over Non Branded Apparel with Special Reference to Raipur City

Sonika Mishra, Dr. (Mrs.) Archana Agrawal
Research Scholar
M.Phil (Management) Dr. C. V. Raman University, Kota
Bilaspur , Chhattisgarh
Asst. Professor
Dept. of Management Studies Dr. C.V. Raman University , Kota
Bilaspur, Chhatisgarh

Abstract

Indian markets have been very popular in fashion and it has been same in Raipur city. This study is conducted to find out the consumer's buying behavior towards branded apparels over non-branded apparels in this city. The purpose is also to study how consumer behavior for apparel is influenced by factors like monthly income, gender and peer influence .The survey conducted in Raipur city shows that the consumers prefer shopping mostly with their friends and family members. They are influenced by their choices of their friends, family members, celebrities, magazines etc. Quality, comfort, brand are the main criteria's which impact their buying behavior towards branded apparels over non branded apparels The study shows there are different attributes which attracts customers towards branded apparels over non branded apparels.

Key words – Buying behavior, branded apparel, non branded apparel

Introduction
Buying Behavior Consumer

Buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace while purchasing a product or service.

Buying Behavior is the decision processes and acts of people involved in buying and using products.

Apparel Industry

The Apparel Industry reflects people's lifestyles and shows their social and economic status. The Apparel and Textile industry is India's second largest industry after IT Industry. At present it is amongst the fastest growing industry segment and is also the second largest foreign exchange earner for the country. The apparel industry accounts for 26% of all Indian export The Indian government has targeted the apparel and textiles industry segments to reach $50 billion by the year 2015.

One of the most interesting features of the apparel industry is that, it migrates from high cost nations to the low cost nations. The growth of the domestic demand for clothing in India is linked with the success of the retailing sector. India presently has entered the second phase of growth and is witnessing a massive rise in the domestic demand. This is primarily due to the rise in the standard of living caused by the rise in the middle-income groups. In our present economic world of demand and supply, price and quality are the key factors, which determine the success of any

business.

Factors influencing Consumer Behavior

Consumers are evolving entities. Their aspirations & expectations are continuously changing. Today's shoppers are more intelligent, discerning & tuned to their individual preference. They are increasingly fashion and brand conscious and select labels which define who they are or who they want to be. The biggest challenge for all the brands is to create loyal consumer who love them." – Shopper's Stop Ltd India represents an economic opportunity on a massive scale, both as a global base and as a domestic market. Indian consumer markets are changing fast, with rapid growth in disposable incomes, the development of modern urban lifestyles, and the emergence of the kind of trend-conscious consumers that India has not seen in the past Apparel industry is in its growth stage. With the proliferation of western culture, more brands are added to the Indian market. Larger budget is allocated to sales promotion activities that lure the consumers. In such a scenario, it is very essential to study how consumers make their choices in category where there are several brands in the consideration set of a consumer. There is a trend for a high number of consumers in the apparel industry to switch from one brand to another due to sales promotion offers and personal comfort zone. Hence it would of interest to a marketer to learn about the consumer preferences with respect to sales promotion offer; what schemes do consumer prefer for what kind

Objectives

The major objectives of this study are as follows:

1. To find out the Brand Awareness of various apparel brands in the Raipur.
2. To find out the reasons for purchasing branded and non-branded apparel

of brands, which media do they prefer to know about the brand, product, and related schemes, who prefers the branded apparel and fashion products, the price range of the fashion products. These are the questions which consumer considers while choosing a brand. Brands build customer loyalty by delivering excellent value no matter the price point-high, low, or medium. Value includes styling, durability, quality fabrics, and consistent fit. To the consumer, a brand name represents familiarity, consistency, and confidence in performance. Brand names when

Brand Today's global apparel environment is tougher than ever for brands. There are many reasons for the emergence of this challenging climate; Proliferation of brands, Smarter consumers, Ever changing fashion, Increasing competition This research aims at understanding the appeal of youth towards branded apparels and the factors that lead to the purchase of these branded apparels. It also explores into the dimensions of brand loyalty and determines which categories of the consumers are loyal to the brands that they purchase and the reason behind the ardent brand loyalty. This study focuses on people living in cosmopolitan & metropolitan cities having access to brands and the latest information about brands. The data is collected through a qualified questionnaire that focuses not only determining the brand loyal customers, but also in finding out the most popular brand among the youth and the influential factors that lead to the purchase of a particular brand.

3. To find out the consumer's preference towards branded apparel over non-branded apparel in Raipur.
4. To study the perception of consumers towards branded and non- branded apparel.
5. To find the factor responsible for preference of branded over non branded apparel by consumer Raipur.

Hypothesis

H1: There is no significance difference among the reasons for buying branded apparel over non branded apparel.

H2: There is no significance difference between perception of consumer's towards branded apparel and non branded apparel.

H3: There is no significance difference between consumers preference towards branded apprel over non branded apparel.

Review of literature

Leung and Taylor (2002) in a study on fashion buying criteria of X generation consumers in Hong Kong found that consumers of this category are attracted by a good interior store layout; and feel good service is essential when buying fashionable clothing.

In the Indian context, a study was done by Sinha et al. (2002) on store choice behavior that indicated Indian shoppers on an overall basis give importance to proximity of the store, merchandise and service provided by the store and stores dealing in apparels are also chosen based on ambience.

Kincade, Doris H; Woodard, Ginger A; Park, Haesun (2002) studied Buyer-seller relationship for promotional support in the apparel sector which is critical for success.

Willans (2002) says 'several fashion retailers have adopted a concept known as 'edited retailing' whereby the customer is offered a limited though changing choice of merchandise that is highly co-ordinated, offering a high degree of product range compatibility.'

Moye and Kincade (2003), the occasion for which an apparel item is bought does influence the consumer's importance rating of the store environment and there were higher expectations for the environment of a store offering formal merchandize than a store offering casual merchandize.

Vivek (2004) in his article had said that JC Penny a leading retail chain of US looks India for sourcing its garments in woven and hosiery. He is of opinion that India will be fulfilling its major need of Hosiery and woven garments in cotton while China will be good for synthetic fabrics and its garments.

Chugan (2005) emphasized that Indian textile Industry has to change to be more competitive in the long run. This paper emphasizes that merely cost competence is not enough to maintain the lead while Indian companied has to have a global competitive view.

Kunz and Garner (2007), the textile and the apparel business provides employment for more than any other business segment, directly providing a livelihood for many millions of people, including 37 million individuals in India alone.

Dr.Biradar et.al. (2008) in their article pointed out that the organized retail sector is registering tremendous growth fuelled by the unleashed spending power of new age customers who have considerable disposable income and willingness to have new shopping experience. It is emphasized that India's top retailers are largely lifestyle, clothing and apparel stores followed by grocery stores. The paper further mentions that increasing number of nuclear families, working women, greater work pressure and increased commuting time; convenience has become a priority for Indian consumers. All these aspects offer an excellent business opportunity for organized retailers in the country. Designers have acknowledged that they alone cannot decide what their customers want and they are offering as more of fashion to consumers' attention.

Fernandez, P.(2009), focuses on the impact of branding on youth in choice of clothing as it is hypothesized that they are brand conscious. He suggests that brand conscious is the right choice

of clothing, which helps them create an image and identity for themselves. Peer influence plays a crucial role in their choice of brands as it aids in their socialization process. In addition, advertising is an important variable in conferring brand values and establishing an image for the brand. Celebrity endorsements have a huge impact on branded clothing too as they promote certain attributes like image, quality and status. The researcher recommends that to retain loyalty of youth, brand managers need to build an emotional attachment to make the brand special and bring lasting competitive advantage. Additionally, advertising should be used to not only create awareness but influence brand image and preference.

Verma, A.P. and Tiwari, K(2011) covered the medium to high potential consumers that international and national brands can target in the Indian context. This study measures the segment values of some brands those have achieve success in the Indian market. Study shows that people are becoming mere brand conscious with the increase in income level. Brands and individuals would do well to understand the finer aspects of the scenario, and venture out to capitalize on the opportunities.

Yin, H.S. and Susan, S.(2012) this study examine the purchase preferences towards foreign and domestic branded apparels.It was found that preferences towards foreign branded apparels are related to the level of purchasing power and is not related to the demographics variables. 58% of the students surveyed preferred foreign branded apparel. There is a positive relationship between media influence and preferences towards foreign/domestic branded apparel The more a person is exposed to the media, the stronger will be the influence of the media in "persuading" the individual to purchase the apparel

Nirbhan Singh, R.(2013)Clothing is an important part of women's life and plays a major role in building the female identity and status. Cloths help the women to enhance their confidence and strengthen their self esteem. Clothing is referred to as specialty good since consumers often make an effort for seeking out the garment that they require. Most of the female focus on product attributes, fashion trends and other factors related to social or psychological needs of the customer. These characteristics help them to choose their cloths according to their preference and it also suits with tradition and culture.

Namrata Anand, Vandana Khetarpal (2014) in spite of the apparel consumer's increasing demand and their active role in the diffusion of innovation, the study highlights the importance of research in the domain of apparel industry to tap this increasing potential. Apparel retailers and suppliers also have a decisive role to play in order to understand the consumer behavior for buying the fashion apparel so that they may cater to this segment more profitably.

Sheek Meeran, Ranjitham (2016)the objectives of this research are to ascertain the branded apparel most preferred by respondents and to examine customer's perception towards retail garments showrooms and factor they Considered to choose a particular retail garments showroom for their shopping in Tirunelveli Hub. The study reveals that Raymond, Peter England, and John player remains the top three branded apparels preferred by the respondents. It is clear that most of the shoppers on branded apparel were highly influenced by the factors such as durability, reference groups, wider choice of colour and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of colour and design. The manufacturers of branded apparel must focus on all these factors to formulate branding strategies effectively and to sustain their growth. Convenient shop hours and the offer & discounts are the two factors that contribute more to prefer a particular retail garment showroom. The retailers need to give more attention to these factors in order to attract and retain their customers.

Testing of Hypothesis
H1: There is no significance difference among the reasons for buying branded apparel over non branded apparel.

Table 1

Category	N	Mean	SD	t-test value	df
Branded Apparel	100	222.61	48.1	45.293	238
Non-Branded Apparel	100	25.31	6.52		

Above table shows that the t-test value 45.293 is significant at the 0.05 level and 0.01 levels. Hence the hypothesis will be rejected. There will be significant difference among the reasons for buying branded apparel over non branded apparel.

H2: There is no significance difference between perception of consumer's towards branded apparel and non branded apparel.

Table 2

Category	N	Mean	SD	t-test value	df
Branded Apparel	100	226.1	48.11	45.166	238
Non-Branded Apparel	100	25.1	8.07		

Above table shows that the t-test value 45.166 is significance at the 0.05 level and 0.01 level hence the hypothesis will be rejected. Hence it means there is no significance difference between perceptions of consumer's towards branded apparel and non branded apparel.

H3: There is no significance difference between consumers preference towards branded apparel over non branded apparel

Table 3

category	N	Mean	SD	t-Test value	df
Branded apparel	100	226.1	48.11	45.372	238
Non branded apparel	100	24.31	7.63		

Above table shows that the t-test value 45.372 is significant at the 0.05 level and 0.01 level hence the hypothesis will be rejected. It means there is no significant difference between consumers preference towards branded apparel over non branded apparel.

Research Methodology
Research is initiated by examining the secondary data to gain insight into the problem.

Data Collection Method
The primary data is evaluated on the basis of the analysis of the secondary data.

Developing the Research Plan
The data for this research project would be collected through questionnaire. A structured questionnaire would be framed as it is less time consuming, generates specific and to the point information, easier to tabulate and interpret.

Research Design
I have chosen the Exploratory Research Design. Exploratory Research is research conducted for a problem that has not been studied more clearly, establishes priorities, develops operational definitions and improve the final research design. Exploratory research helps determine the

best research design, data-collection method and selection of subjects.

Sampling

Sampling refers to a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The methodology used to sample from a larger population depends on the type of analysis being performed.

- Sampling method:

  Sampling method is a procedure for selecting sample members from a population. In this study, **Non-Probability Sampling Method** i.e. Convenience Sampling is used.

- Sample size:
  In this study, the primary has been collected from 100 respondents.

- Sample unit:

  The population of Raipur city has been chosen for sample unit.

Findings

1. Majority of the people i.e. 95% are aware of different brands available in the market and 5% people are not aware of brands available in the market.

2. There are various reasons for buying branded apparel over non branded apparel and they are advertisement 40%, shop display 25% , word of mouth and(family /friends/relative)with 10% and 5% are others reasons.

3. Consumer (50%) prefers branded apparel over non branded apparel because the brand is wide range under one roof. Next

is a brand name with 25 % which attracts customer than and 15% customers have chosen easy availability is the attributes which attracts the consumers towards brands and 10% of customer selected that transparent price is the most important attribute which attracts them towards branded apparel.

4. Customer choose fashion and uniquely as the factor (40%) which influence them to buy branded apparel over non branded apparel and 30 % customer choose Trust as a factor which influence them to buy branded apparel over non branded apparel . 25% customer choose recognition as a factor which influence them to buy branded apparel over non branded apparel and rest of 5% customer find the attractive packaging as a factor which influence them to buy branded apparel over non branded apparel.

5. It has been found out that 40% customer are influenced towards branded apparel over non branded apparel because of family, 30% of customer are influenced towards branded apparel over non branded apparel because friends and 20% customer are influenced towards branded apparel over non branded apparel because of brand ambassadors. Lastly, rest of 10% customer is influenced towards branded apparel over non branded apparel because of co-workers.

Suggestions

- The apparel 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 Media.
- Especially in apparel marketing promotion measures like Discount and buy 2and get 1 free scheme are playing effective role towards promotion.
- Nearly 50 per cent 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.

Conclusion

The conclusions that can be drawn from the study are:

1) In the study the observation is that Most of the people are brand conscious.
2) Most of the people buy branded products by seen the brand ambassador of the product.
3) In this study we have observed that most of the people are aware of the different brands available in the apparel market.
4) Most of the people think that they feel more comfortable in branded clothes.
5) In the study majority of the people said they will switch over the brands if they find the better offers from others products.

6) In apparel markets people are most aware of brand Levis followed by Lee, Provouge than Park Avenue.
7) The factors which influence buyers to buy branded apparel are advertising, shop display after that word of mouth, family/friends and others.

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