



“A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS BRANDED APPARELS IN VADODARA CITY.”

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Abstract:

The research paper consumer buying behaviour towards branded apparels in Vadodara was undertaken with the objectives to study the socio economic characteristics of consumers who prefer branded apparels and to know the factors which influence the consumers for purchasing branded apparels. For meeting the objectives primary data was collected from 100 consumers with the help of questionnaire across the Vadodara. From the study it was found that consumers are brand conscious now a days. To look more stylish they prefer branded apparels and branded apparels also depict the status of a person. Due to more durability,, variety and quality and people prefer branded apparels.

Keywords: Apparels brands, consumer behaviour, purchase intentions.

1. INTRODUCTION:

Indian textile industry is one of the leading textile industries in the world. Though was predominantly unorganized industry even a few years back, but the scenario started changing after the economic liberalization of Indian economy in 1991. The opening up of the economy gave the much needed thrust to the Indian Textile industry, which has now successfully become one of the largest in the world. Indian textile industry largely depends upon the textile manufacturing and export. It plays a major role in the economy of the

country. India earns about 27 percent of its total foreign exchange through textile exports. Further, the textile industry of India contributes nearly 14 percent of the total industrial production of the country. It contributes about 3 percent to the GDP of the country. Indian textile industry is the largest in the country in terms of employment generation. It not only generates jobs in its own industry, but opens up scopes for the other ancillary sectors. Indian textile industry currently generates employment to more than 35 million people.

2. CONSUMER BEHAVIOUR TOWARDS APPARELS

Consumer preferences relating to apparel fall in to two categories namely those related to apparel attribute and those related to store attribute. Apparel attributes include variety, its durability, price, size available. Store attributes include the location of a store, its size and its service. Apparel is an item of regular consumption, which enables consumers to develop stable preferences. Enduring involvement reflects feelings experienced toward a product category that are persistent over time and across different situations (Forsythe, 1994). When consumers become involved with a product, they process product-related information more readily. This information is processed deeply and is, therefore, retained for a longer duration. When consumers form an attitude toward a product, they make evaluative associations between the product and its attributes. Some of that attributes may be utilitarian such as durability or comfort -or hedonic such as colour, fashion, or styling. Preferences, which influence the selection of products, fall into extrinsic criteria such as brand, label and price and intrinsic attributes such as style, design, uniqueness, appearance, attractiveness fabrication, construction, durability, maintainability, etc (Plumle, 2001). Consumers also associate higher merchandise quality with time/effort savings and greater enjoyment (Broekhuizen et al, 2006). Retailers add value for producers and consumers in many of ways, most of which are difficult for manufacturers to replace. These include breaking the bulk into smaller retail quantities, providing an assortment of products so that customers can achieve one-stop shopping, creating an inventory buffer between production and consumption so that products are available when desired, and providing support services such as display, demonstration, credit, delivery, assembly, repair, and return and warranty services. The value addition made by retailers is considerably more in the case of high involvement goods like garments. Low prices, a large and varied selection, fast delivery and the freedom to exchange attract most customers regardless of the product type (Levin, 2003).

3. PURCHASE INTENTIONS OF TODAY'S CUSTOMER

The fashion apparel has short product life-span and is influenced largely by the celebrity promotions, visual merchandizing, and store ambience. The multi-channel systems of brand building and differentiation at regional and local levels supported by cultural forums in the local markets drive the purchase intentions of consumers. Besides retail stores, fashion and design based industrial actors also contribute to creating images and myths that support consumers' orientation towards buying fashion apparel (Jansson and Power, 2010). Purchase intentions of consumers on fashion apparel are influenced by psychodynamics and social factors. Consumer perceptions on buying fashion apparel are based on five factors that include perceptual leadership and perceived role models in the society, matching attire status to employment and workplace ambience, socialization with peers and people they like, self-esteem and fun, and respectful treatment in the society (Stanforth, 2009). In recent past conscience among men and women on a body of critical scholarship emerged globally that stimulated the feel of newness and feminisms. Fashion magazines have become emblematic of feminism, a form of 'third-wave' feminist engagement that revalues activities and interests traditionally associated with femininity, such as knitting, fashion clothing, and make-up (Groeneveld, 2009). Fashion magazines are the perfect medium to influence the fashion adaptation within the larger thesis of global-local effects. These magazines along with television fashion shows influence consumers on the process of fashion adaptation, which begins with product conceptualization and self-esteem in the society (Tay, 2009). As women's purchase behavior is very different from men's, it is essential for businesses that target female consumers to make a shift in marketing strategies and include factors other than socio-cultural characteristics. Fashion-involved female consumers are considered as the drivers and legitimists of the fashion adoption process (Belleau, et al, 2008).

4. LITERATURE REVIEW:

- **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.
- **Reham Abdelbaset Sanad (2016)** this paper aims to make a comprehensive review of factors affecting purchaser decision towards apparel and textile products. Research studies concerned with factors having impact on marketing of textile products including apparel and fashion products were reviewed. These factors include different cultural, social, personal, psychological and environmental aspects. Features related to market; namely product characteristics, purchase channel, price and promotion were reported. This study reviewed research studies concerned with consumer behaviour towards textile and apparel products. However, it is believed that textile products' visual and physical characteristics has a great impact on consumer buying decision, limited studies were found investigating the relation between textile product attributes and consumer purchase decision. Most of these studies were concerned with preference of product attributes. Therefore, it is proposed to extend consumer behaviour studies in textile and apparel area with special concern of fit, comfort and performance.

- **Deepali Saluja (2016)** 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 on Delhiites 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 behaviour towards fashion apparels. The study shows that the age, gender, education and occupation do not have any impact on buying behaviour of consumers. Finally, the survey shows that Delhi consumers have positive attitude towards fashion apparel brands.
- **Sandeep Kumar, Prasanna Kumar, Srinivasa Narayana (2016)** conducted a study mainly to know about the consumer perception, behavior, life style towards the apparel brands. To assess the importance of different factors in brand retention. From the study, it is suggested that the apparel companies should focus more on customer retention. This can be achieved by keeping the prices reasonable, maintaining quality in clothing, announcing loyal programs in special periods, offering perfect customer services, advertising more on internet, newspapers, social-media and tele-media.
- **Lakshminarayana.K and Dr.Sreenivas (2017)** conducted a study mainly to know about the consumer buying behaviour towards branded apparels in Bangalore city. The study reveals that 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 a brand in mind, in same as 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, buy2 get1 free schemes have maximum influence on purchase decision of a particular brand. With the effective marketing mix and strategies can extend the sustainable growth in this industry.

5. **OBJECTIVES:**

- To study the socio economic characteristics of customers in Vadodara towards branded apparels.
- To study factors influencing buying behaviour customers towards branded apparels.

6. **RESEARCH METHODOLOGY:**

• **RESEARCH DESIGN**

A study is descriptive in nature. The population of interest is limited to Vadodara due to reason of convenience, low cost and accessibility.

• **SOURCE OF DATA**

The research is based on primary data which is collected through the self design, structure questionnaires. However help of secondary data is also taken from existing journals, articles and internet in forming questionnaire.

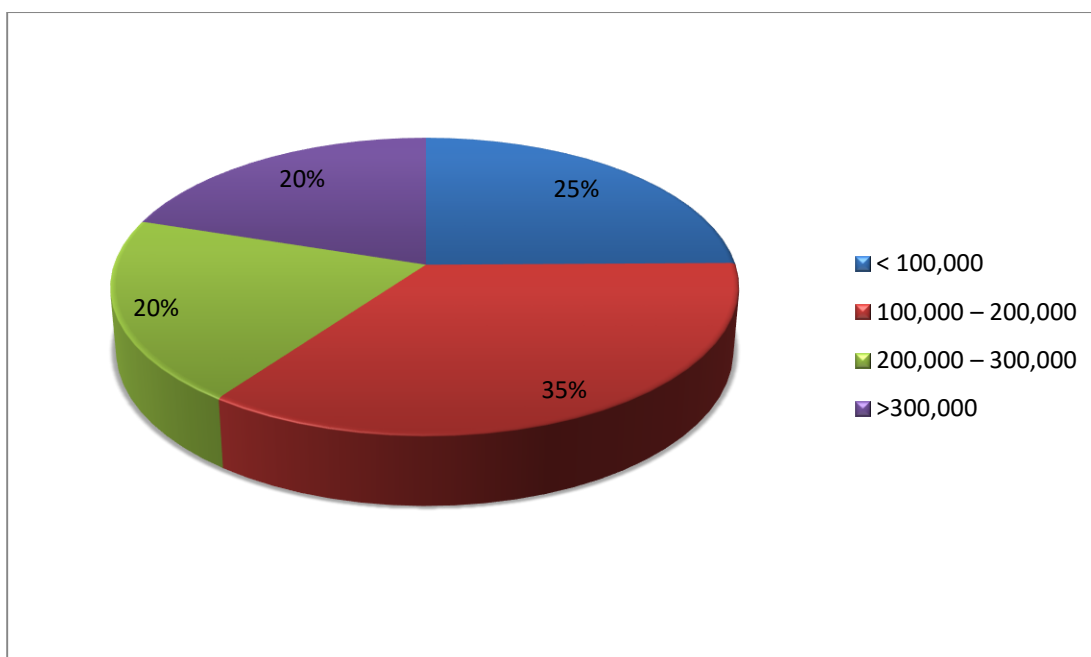
• **DATA COLLECTION METHOD**

Secondary data collected from the various website, journals, articles and research projects. And primary data will collect through structure, self design, and close-ended questionnaires.

7. DATA ANALYSIS:

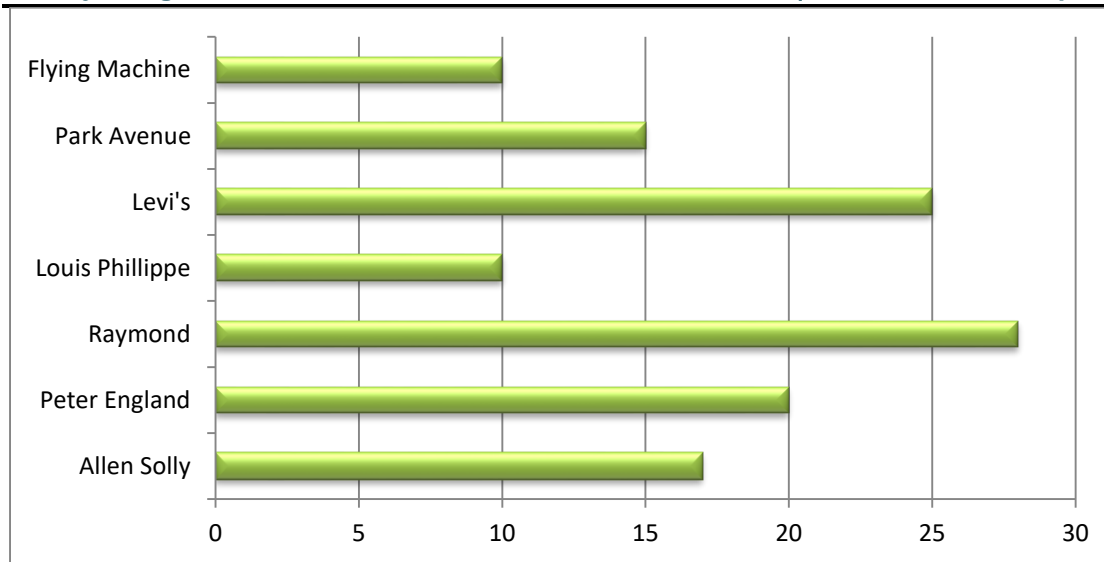
FAMILY ANNUAL INCOME

Family Annual Income	Respondents	Percentage
< 100,000	31	25 %
100,000 – 200,000	44	35 %
200,000 – 300,000	25	20 %
>300,000	25	20 %



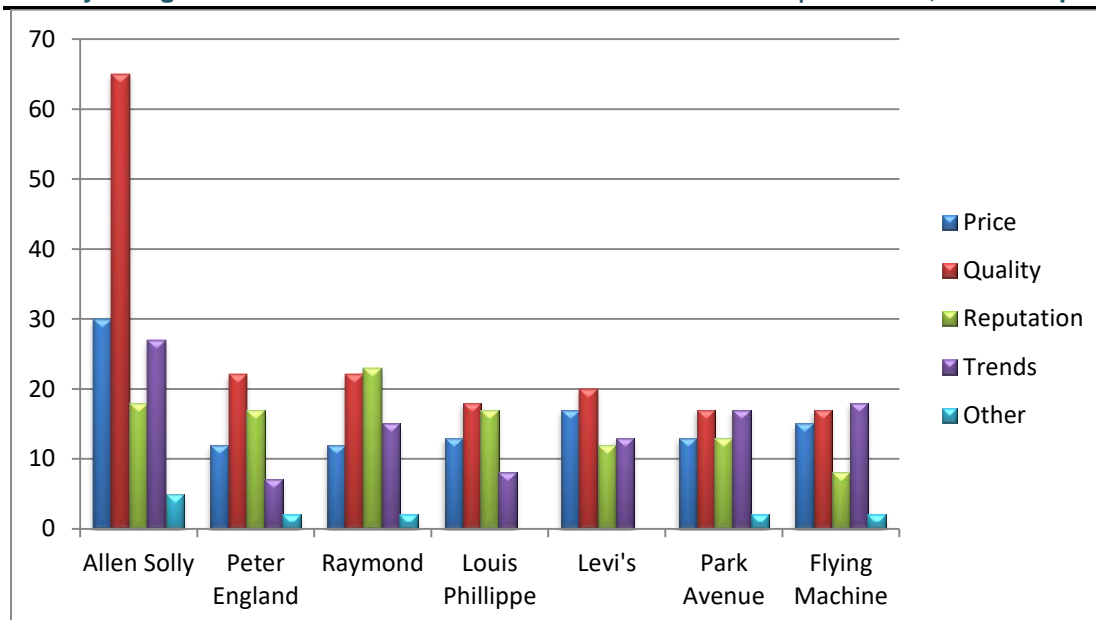
BRAND THAT PREFER BY CONSUMERS

Prefer to Purchase Branded Apparels	Respondents
Allen Solly	17
Peter England	20
Raymond	28
Louis Phillippe	10
Levi's	25
Park Avenue	15
Flying Machine	10



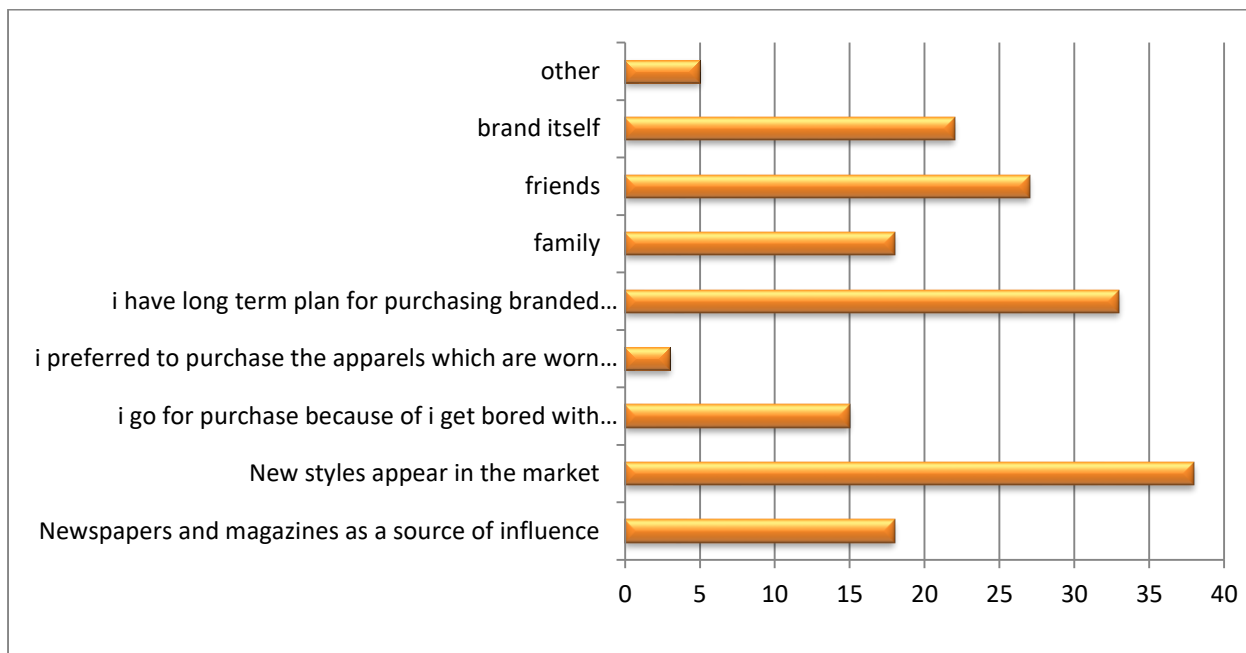
WHY THEY PREFER SPECIFIC BRAND

	price	Quality	Reputation	Trends	Other
Allen solly	30	65	18	27	05
Peter england	12	22	17	07	02
Raymond	12	22	23	15	02
Louis phillippe	13	18	17	08	-
Levi'	17	20	12	13	-
Park Avenue	13	17	13	17	02
Flying Machine	15	17	08	18	02



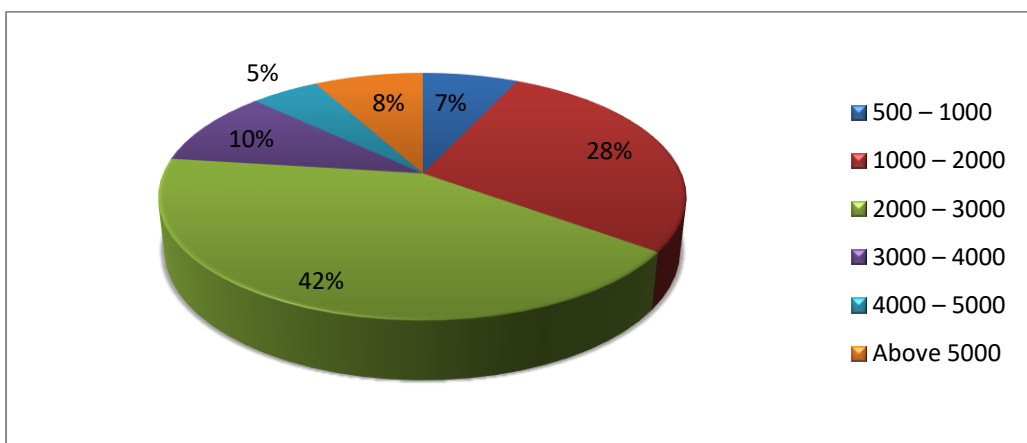
FACTORS THAT INFLUENCE CONSUMER TO PURCHASE BRANDED APPARELS.

Factors influence for purchase	Responds
Newspapers and magazines as a source of influence	18
New styles appear in the market	38
i go for purchase because of i get bored with wearing same type of clothes	15
i preferred to purchase the apparels which are worn by the celebrities.	03
i have long term plan for purchasing branded apparels	33
Family	18
Friends	27
brand itself	22
Other	05



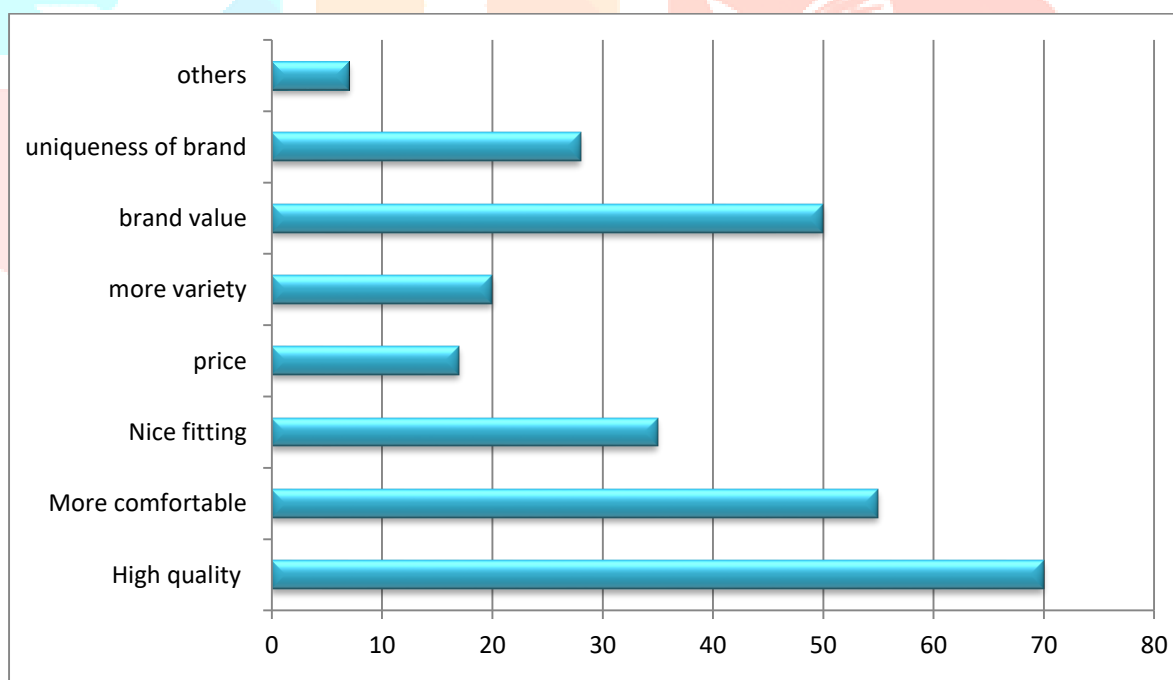
CONSUMER’S PRICE RANGE WHILE PURCHASING BRANDED APPARELS.

Price Range	Respondents	Percentage
500 – 1000	07	07
1000 – 2000	28	28
2000 – 3000	42	42
3000 – 4000	10	10
4000 – 5000	05	05
Above 5000	08	08



REASON WHY CONSUMER PURCHASING BRANDED APPARELS.

Reasons for purchasing branded apparels	Responds
High quality	70
More comfortable	55
Nice fitting	35
Price	17
more variety	20
brand value	50
uniqueness of brand	28
Other	07

**8. FINDINGS OF THE STUDY.**

- Consumers were aware about branded apparels. 80 percent of respondents prefer to purchase branded apparels.

- The mostly preferred brands by the respondents were Peter England and Raymond. Because these brands have created a brand image in the market and 90 percent of consumers were loyal towards these brands.
- The moderately preferred brands by the respondents were Allen Solly , Louis Phillippe , Levi's , Park Avenue.
- The least preferred brand according to respondents is Flying machine.
- 5 Out of 7 brands are being purchased by respondents because of its quality.
- 50% of respondents are neutral for making buying decision when they heard of any of these brands. 38% of respondents are Fast for making buying decision when they heard of any these brand. 5-5% of respondents are Very Fast and Slow for making buying decision when they heard of any these brands. And 2% of respondents are very slow for making buying decision when they heard of any these brands.
- 21.23% of respondents are influence by News paper and magazines for buying branded apparels. 18.44% of respondents are influenced for purchasing branded apparels because of they have long term plan for purchase. And 15.1% respondents are influenced by their friend for purchase branded apparels.
- 42.83% of respondents are choose cotton material while purchasing of branded apparels. 25.24% of respondents are choose Denim material while purchasing of branded apparels. 13.33% of respondents are choose Silk material while purchasing of branded apparels. And other 18.6% are divided in Leather, Acrylic and Polyester.
- 47% of respondents are going to buy branded apparels in every 6 months. 27% of respondents are going to buy branded apparels in every 3 months. 20% of respondents are going to buy branded apparels once in a year. And 3% of respondents are buy branded apparels in monthly.

9. CONSLUSION:

Throughout project we came to know that buying behaviour of consumers towards branded apparels. According to my research, we found the factors that influence the consumers to purchase branded apparels and also found socio economic characteristics of customers. We found consumers behaviour while purchasing branded apparels, product attributes, purchase intentions of consumers, and store attributes.

- Throughout this research we found that Raymond and Peter England are mostly preferred brands by consumers.

- Consumers prefer to purchase branded apparels because of its high quality of apparels.
- We also found that consumer influenced by news paper - magazines, and friends.
- We found that consumers prefer cotton material while purchasing branded apparels.

10. REFERENCE :

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