A STUDY OF CONSUMER BEHAVIOR WITH REFERENCE TO FASHION APPARELS IN COIMBATORE AMONG COLLEGE STUDENTS.

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Abstract:

Apparel is one amongst the fundamental wants of individuals in addition to food, water and shelter. The dress one wears reflects people's lifestyles and shows their social and economic standing. The garments and Textile industry is an emerging industry after the IT Industry. In recent years, college students as a young consumer group have gained significant importance from marketers .this is due to their growing purchasing power. Now a day, they have easy access to credit cards also earn from their part-time jobs which results to more spending. Students tend to spend money on clothing and other beauty products, and find these items to be an essential part in their daily life. Therefore, college students' apparel shopping orientation is important which is to be researched. The ultimate aim of this study is to grasp the necessary demographic,socio economic and psychological factors that influence the pattern of purchase behaviour for attire with regard to college going students at the age group of 18-23 years. Initially a review was done to understand the apparel market in India through secondary sources. Then a questionnaire was prepared to collect primary data from college going students of different areas of Coimbatore. The collected data was then analysed the relation between various demographic variables and consumer behaviour on apparel were analysed. The findings of the study will help Apparel companies to target the right target segment in terms of gender, age group, family income, personality, culture etc. by understanding the preferences of the students and can devise appropriate strategies to target on these sections of consumers.

Keywords: Apparel, Consumer Behavior

Introduction

Fashion industry especially in apparels is a fast growing industry. The fashion industry in India presently is considered dynamic. Over the last few decades the fashion industry in India has experiencing a boom, thanks to the ever increasing fashion consciousness among Indians. India represents an economic opportunity on a vast scale, both as a worldwide base and as a domestic market. Indian shoppers markets are dynamic fast, with rapid growth in disposable incomes, the development of recent urban lifestyles, and also the emergence of the kind of trend-conscious shoppers that India has not seen in the past. Fashion may be a complicated social development, involving generally conflicting motives, like making a personal identity and being a part of a group, emulating fashion leaders and rebelling against conformity. The fashion industry thrives by being diverse and versatile enough to gratify any consumer's need to embrace or maybe to reject fashion ability, but that term may be defined. Growing competition may result in to short product life cycles in fashion marketing; this will create a series of selling challenges for retail companies. In order to survive in this industry, it's very important for manufacturers and retailers to develop and leverage core promoting capabilities. It's been determined that the fashion apparel market has been extremely influenced by fashion trends. In India the fashion industry for apparel has become more diverse by fashion brands, store brands, personalization, advertising etc. Very little research has been conducted to investigate the factors influencing apparel shopping behaviors so far. Hence, the intention of the present study is to explore the attributes of fashion apparel shopping among consumers. Consumers get involved in showing fashion and lifestyle as an artistic way to present their personality. Therefore, clothing is looked upon as an opportunity for communicating a new identity of a person. Retailers as well as Manufacturers may use push and pull ways to create the promotions of fashion apparel. Mainly the purchase intentions are influenced by overall look, whole attractiveness and overall feeling. Indian shopper behavior to a large extent has the Western influence particularly amongst youngster. There's a rise in positive perspective towards the Western trends. The Indian shopper has become much more broad-minded and experimental in his perspective.

Currently, the most critical issue faced by marketing managers is "a shift in cultural values, consumer preferences and purchase intentions toward fashion products. India has a rich and varied textile heritage wherever every region of India has its own native dress and ancient costumes. Apparel industry is growing at a speedy pace with international developments, like the India Fashion Week gaining popularity and annual shows by fashion designers held in major cities of India. In Indian history, the varieties of costumes and accessories worn may be seen to satisfy two criteria:

simplicity and luxury. In either of the instances, the selection of clothing depends on the person's status, wealth and spiritual orientation. In ancient India the knowledge regarding fashion is available from the sculptures as only a few samples of costumes, textiles and jewellery have survived. Within the Indus valley Civilization (c. 3000-1500 BC), clothing tended to be easy where men wore loin-clothes whereas ladies were bare to the waist. Their status was reflected within the kind of jewellery they wore; high-level ladies generally covered their bosoms themselves with jewels. It was Aryans who were considered as more sophisticated; introduced clothing consisting of the higher and lower clothes. Usually items of fabric draped over the body in a style seen in several Indian costumes these days. Indian dhoti, the headband or utterly, and also the in style Turban are still visible and still be a part of Indian fashion. After the independence, Indian apparel industry witnessed a dramatic change. As a result of globalisation, a dramatic change has occurred within the dressing style of Indians, that even led to the fusion of Indian and western dresses. Wearing kurtis with jeans, spaghetti with sarees have become a trend showing the result it.

Literature Review

Khare, A. (2010), opined that in developing nations, consumers are aware of fashion brands. He tried to understand the determinants of trends of apparel involvement of Indian early life. He researched on Youths of Indian schools to fully grasp the importance of trend apparels of their lives. The results show that Indian formative year is concerned with branded trend put on. There was once not much large difference within the involvement of females and males closer to fashion apparel.

Mittal, P. And Aggarwal, S. (2012) in this study he possibly realizes that the purchaser and his habits are the cornerstones of success in advertising. It involves all of the physical, mental and emotional processes and concerned behaviour which can be observable before, for the period of and after every buy of items and services. This makes us compelling to understand, notice, report and react to such habits, in case we want to have awin-win procedure that matter for the marketer and the consumer each. The study report is based on the purchaser perception towards Branded garments. Through this study, an attempt has been made to practically understand these emotional or rational appeals, which drive the purchase resolution toward the branded clothes. Additionally, precise demographic and psychographic profiles had been studied and targeted relation has been developed.

Rajput, N., Kesharwani, S. & Khanna, A. (2012) according to this, the Modern era supplies excessive excellent substances and lot of variety in Indian garment market to fulfil the wish of consumers. The consumers are utilizing the opportunity too. The outcome verifies that Indian men and women have become incredibly brand aware at the moment. As a consequence, brand image is now not a large factor in deciding upon the product or brand to buy. There are different points like, quality, comfort, expectations and demographic characteristics are additionally affecting the buying selection that dominates the acquisition resolution of males and females.

Pandian, Varathani, Keerthivasan (2012) the study shows that Raymond, Peter England, and John player remains the top three brands desired by way of the respondents. It's clear that many of the consumers of men's branded shirts had been particularly influenced by the cause's equivalent to durability, reference businesses, the wider alternative of colour and design, beauty, cost range and famous person endorser. Most of the consumer expects reduced fee and the wider alternative of color and design.

Vikkraman and Sumathi (2012) study reveals that Indian buyers perceived emotional value and clothing interest are the colossal constructive antecedents of purchase intentions towards international and local brands. The significant influence of self-concept on the need for the area of expertise indicates that the Indian consumers with excessive self-concept neither wish to be exceptional from others nor wish to fit in with others and also that Indian consumers may just recall their self-concept and have got to be targeted to specific their individuality.

Nirbhan Singh, R. (2013) Dressing is a most important part of women's life and plays a primary function in building the female identity and fame. Cloths support the females to increase their self-assurance and support their vanity. Clothing is known as uniqueness good when you consider that shopper regularly make an effort for seeking out the garment that they require. Lots of feminine focal point on product attributes, fashion traits and different factors concerning social or psychological desires of the customer. These characteristics support them to choose their clothes consistent with their choice and it also suits with tradition and culture.

Syed Irfan Shafi, Dr. C. Madhavaiah (2014) this experimental study examined the influence of demographic and consumer buying attributes which have an impact on the apparel buyer decisions, results of the study revealed that reference group, promotion, retailer attributes, product attributes, revenue, and occupation are the most important dimension of apparel purchasing behaviour, this indicates that the apparel outlets should give extra significance to apparel purchasing attributes to draw and attract the shoppers, and the promotional program must be done aggressively and accurately.

Deepali Saluja (2016) Consumer habits for apparel are influenced by way of explanations like monthly income, gender, and peer impact. The survey conducted in Delhi shows that the shoppers decide upon looking in general with their pals

and families. They are influenced by means of their selections of their friends, family members, celebrities, magazines and so on. Quality, brand, comfort are the principal standard's which affect their buying conduct toward trendy apparels. The study suggests that the age, gender, education, and occupation don't have any impact on buying behavior of consumers.

Objectives:

The primary objective of the study was to identify the significance of demographic, socio-economic and psychological factors which influence the consumer purchase behaviour for apparel with reference to college students.

Secondary objective was to understand how consumer behaviour for apparel is influenced by factors like family income, gender and peer influence.

Research Methodology:

Research Design: The primary data was collected with the help of a structured questionnaire and the secondary data was collected with secondary sources like books, periodicals and internet.
Sampling design: Convenience sampling was used to collect data from a sample of 120 college going students in Coimbatore city
 Data analysis: The collected data was then analysed and interpreted using different quantitative tools.

Major findings:

Out of 120 college going students 66 were male and 54 were female.

Findings are as under:

(1). In case of male students, approximately equal number of students purchased their apparel from retail stores and malls, while in case of female students, majority of them purchased apparel from malls.
(2). Majority of male and female students purchased casual apparel rather than formal apparel. Hence the young generation choice is casual wears.
(3). Majority of male and female students purchased readymade apparel rather than to be stitched materials. Hence, the demand for to be stitched materials are almost nil.
(4). All most all the male students went for western apparel while 75% of female students prefer western dress and the rest 25% prefer Indian garments and apparels.
 (5). If their preferred brand is not available, majority of them both male and female either shift to another brand or buy whichever is available.
(6). Most of the male students and all the female students purchased apparel by actually visiting the store and not through e-commerce. This means that for garments they still need the touch and feel.
(7). Male students purchase apparel based on their own choice or on the opinion of their friends. Female students purchased apparel based on their own choice and they are not much influenced by others.
(8). 70% of male students were not influenced by their friends' choice of brand or type of apparel, while around half of the female students were influenced by their friends' choice of brand or type of apparel.
(9). Majority of the male and female students spent between Rs. 3500 and Rs. 6000 on apparel P.A.
(10).Nearly 18% of male students and about 25% of female students are influenced by movies in their choice of apparel.
(11). 40% of male students had their expenditure on apparel funded by their parents and 60 % from their pocket money. As far as female students are concerned, 87% of them had their expenditure on apparel funded by their parents and 17 % buy out of their pocket money.
(12) Different factors were considered which influence the purchase of apparel. These were given ratings from 1 to 5 on a Likert scale with 1 as highest and 5 as lowest.

Table-1: Mean of Factors

Mean	
Buying apparel is not expensive here	2.92
It saves money	3.00
Many options are available	1.62
Latest designs are available	1.69
It is fashionable to buy from here	2.85

Outlet name carries extra weightage	3.08
Clothes bought are of high quality	2.00
Attracted by ads	3.77
Convenient to buy because It offers pick and choice	1.92
Buying here increases social recognition	3.62
Various discount offers attract me	2.38

Then average rating was found for these factors. It was found that the most important factors were:
Many options are available, latest designs are available; Clothes bought are of high quality, and Convenient to buy in the order.

Table-2: Chi square test-1

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.170[a]	1	.279
Continuity Correction[b]	.090	1	.764
Likelihood Ratio	1.828	1	.176
Fisher's Exact Test			
Linear-by-Linear Association	1.080	1	.299
N of Valid Cases	13		

Ho: There is no relation between gender and type of apparel bought

H1: There is a relation between gender and type of apparel bought

Since the significance value is greater than the level of significance 0.05, we accept Ho and conclude that there is no relation between gender and type of apparel bought.

Table-3: Chi-square tests-2

	Value	df	Asymp.Sig.(2 sided)
Pearson Chi-square	2.672	3	.445
Likelihood ratio	3.093	3	.377
Linear-by-linear association	.182	1	.670
N of valid cases	13		

Ho: There is no relation between income group and type of apparel bought
H1: There is a relation between income group and type of apparel bought.

Since the significance value is greater than 0.05, we accept Ho and conclude that there is no relation between income group and type of apparel bought.

Conclusion

The study gives a fair idea about the buying behavior iJof college going students with regard to apparel purchase. The trend is changing as the preference of western styles are being copied by youngsters, and due to earning potential, even during studies they have more purchasing power and are frequent visitors of big Malls as well as reputed retail shops. Hence a proper understanding of these changes of consumer behavior will help companies to devise different strategies to promote their apparel brands based on the preferences of the students and thereby stay competitive in the market.

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