



Influence Of Brand In Buying Behaviour Of Millennials With Reference To Selection Of Ready-Made Garments – A Review Based Paper

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Abstract :-

Branding was initially developed to distinguish between similar products. It is now possible to purchase clothing items (products) based on the psychological requirements they represent rather than only their physical attributes and need-satisfying qualities. The expansion of the branded apparel sector in India is partly attributable to the increasing brand recognition that has existed since the 1980s and the ease that ready-to-wear clothing provides (Indian Retail Report, 2020). Young customers are crucial to the market because they have a significant impact on how spending power is distributed among an increasing number of product categories, including clothing (Margret Hogg, 1998). In light of the fact that they are the ones that open up new opportunities for fashion firms, young consumers are therefore crucial for marketers and researchers. This study attempts to comprehend from the past reviews the variables and motivations behind buying branded clothing. It also examines numerous brand-related factors that have an impact on the purchasing choices of the millennials (Gen Y). The study will provide suggestions for improving the National Textile Policy 2000's marketing and promotional strategies for the textile industry, and specifically ready-made apparel, to the government and decision-makers. The study will provide useful insights and recommendations to enable CMAI, the Clothing Manufacturers Association of India, to make better and informed decisions when developing their marketing and communication strategies to appeal to millennials, and thereby aid in growth of this industry in economy based on the review of literature been conducted.

Key Words :- Brand, Millennials, Buying Behaviour, Ready – Made Garments

Introduction

The textile industry plays a crucial role in the Indian economy. The presence of textile sector can be felt through its share of contribution to the industrial output employment, generation and the export earnings of the country. Currently, it contributes about 14 per cent to industrial production, 4 per cent to the GDP and 16 per cent to the country's export earnings. As a provider of employment to about 35 million people the textile sector is the second largest provider of employment after agriculture. Readymade garments account for approximately 44 per cent of the country's total textile exports. The Indian apparel market has been growing at 4 to 5 per cent over the past few years in quantitative terms.

Most of the growth has come from the branded segment, which has been growing at 10 to 15 per cent annually till 1998 and at a faster pace afterwards. The fast paced changes in the retail scenario gave the necessary impetus to the branded wear sector for a speedy growth. The evolving preference of the consumer whose awareness level of fashion trends, disposable income and consumerism are all high. A significant positive shift is taking place in Indian consumer's buying behaviour and expectations that no longer follow traditional retail practices mainly because of change in lifestyle, entry of leading international brands, greater awareness and exposure to international media and foreign travel.

Millennials who seek a wide variety of clothing in their wardrobes are a major driving force behind the Indian fashion sector. Along with having a strong interest in fashion, this group also has a high inclination to spend an excessive amount of their annual income on clothing. Money and interest are two essential elements of a thriving market segment. The goal of this study is to acquire a greater knowledge of whether brand influences buying behaviour of Gen Y, the motives behind wearing branded apparels and which attributes of brand attract them to buy branded apparels.

Scope of the study

The recommendations made are anticipated to help the clothing sector understand how brands affect young people's purchasing decisions and to succeed in the domestic market.

Through this review based paper the manufacturers will get a better understanding on the paramount importance of brand to youth and their motives in purchasing branded garments.

However, they also need to be aware of the numerous brand attributes that this segment considers when making purchases. The study aims to provide producers and marketers with a solution for understanding various associates of brand that influences millennials purchasing decisions for ready-made clothing.

Objectives of the Study

1. To study the motives of buying branded garments
2. To study various attributes of brands that influences buying behaviour of millennials.

Research Methodology

To study the objectives of the study the researcher has collected data purely from secondary sources like books, articles and journals.

Review of Literature :-

According to Noesjirwan and Crawford (1982), clothing should play a vital role in the simulation of social interactions and be viewed as a crucial medium for nonverbal communication. Clothing that is sent as a code allows communications to be selectively understood (Auty & Elliott, 1998).

Consumer Buying Behaviour for Ready- made Garments

Consumer buying behavior for ready-made garments is influenced by a variety of factors, including psychological, social, cultural, and personal variables. Understanding these factors is crucial for businesses in the fashion industry to develop effective marketing strategies and meet consumer demands. Here's a review of the literature on the factors influencing consumer buying behavior for ready-made garments:

Consumer behavior refers to the study of how individuals and groups of people make decisions and take actions regarding the purchase, use, and disposal of goods and services. It is a multidisciplinary field that combines elements of psychology, sociology, economics, and marketing to understand why consumers choose certain products or brands, how they make purchasing decisions, and how their attitudes and preferences influence their behavior in the marketplace. Consumer behaviour is the study of how people spend their money on buying things that are linked to them. It comprises an examination of what people purchase, why they do so, when they do it, where they do it, how frequently they do so, and how frequently they utilise the products in question. (2000) Schiffman and Kanuk Marketing's major goal is to fulfil the demands and desires of its target market. The study of consumer behaviour focuses on the variables that influence a consumer's purchasing decisions. It provides a clear picture of how customers choose, purchase, utilise, and discard goods, services, concepts, or experiences to satiate their needs and wants. (2006) Kotler mentions that companies regularly conduct market research to learn about the current purchasing habits of consumers. Balanaga, K. Gurunath Anand and M. Krishnakumar (2013) investigated Indian customers' purchasing patterns for clothing using five criteria: consumer characteristics, reference groups, store qualities, marketing, and product attributes. The findings indicate that shop attributes advertising and reference groups are crucial factors in clothing purchasing behaviour.

There is a wealth of literature available that supports these characteristics as important components of consumer purchasing decisions. Few people have concentrated on how brand influences the purchasing behaviour of the youth target market or highlighted the characteristics connected with various brand categories that provide young people with age group of 23 to 39 years old having a distinct impression of the

brand. This necessity led the researcher to believe that a study was required to determine and evaluate the impact of brands on the purchasing habits of these youths in the Indian organised retail apparel market.

Factors Influencing Buying Behaviour for Ready-Made Garments

The degree of customer contentment and the reasons influencing ready-made apparel purchases regarding the most well-liked clothing brands of consumers in various clothing variations will assist the ready-made clothing manufacturers in planning their future expansion. According to the research, Peter England and Tommy Hilfiger were the most popular clothing brands in the city of Jalandhar, and price and quality were the two most important factors in choosing which clothing to buy (Anand Thakur & Bhuvan Lamba, 2013) to ascertain the elements that genuinely sway men towards a specific shirt brand (Karuppasamy Pandian and Keerthivasan, 2012). Marketing professionals will be better able to draw in and keep their target consumer group by having a good understanding of consumer preferences. Status, durability, and celebrity endorsement are among the elements that are considered to be negligible and can be disregarded by garment merchants in their efforts to tap and grab the market (Rajput et al., 2012). Other significant aspects include price, fit, and the income level of consumers. Customers tend to buy ready-made clothing during the sale season. They prioritise value, quality, and design when shopping (Mittal & Aggarwal, 2012; Pandian et al., 2012; Kanthi & Kumar, 2013).

In the case of both international and local brands, the determinants self-concept and the need for uniqueness also affect clothing interest and, consequently, purchase intention (Vikkraman & Sumathi, 2012). Dr. C. Madhavaiah and Syed Irfan Shafi (2014) The results of the study showed that reference group, promotion, store attributes, product attributes, income, and occupation are the main dimensions of apparel buying behaviour, demonstrating that apparel stores should place more emphasis on apparel buying attributes to appeal to and draw in customers. Additionally, the study showed that store attributes and promotion are also important factors in apparel buyer decisions.

The ready-made clothing is rising in popularity among young people. Youth choosing ready-made clothing was found to be primarily due to better fitting clothes, brand awareness, availability of top names, and the newest patterns and variety. The main driver of clothing purchases was advertising's allure (Sawant, 2012). The relationship between mood and attire influences a person's choice of attire, behaviour, and overall personality.

According to Chaubey (2009), anthropology, psychology, sociology, and economics all have a role in the decision to purchase ready-made clothing patterns. The heart of traditional marketers' marketing strategies is segmenting, targeting, and positioning, and they employ any appropriate method. The survey shows a strong correlation between respondents' age and income and their ready-made clothing buying habits.

According to Ramya & Ali (2016), a variety of factors affect both the individual and the consumer's decision-making processes, buying behaviours, and brand and retailer preferences. Each and every one of these factors influences the choice to buy. Age, quality, money, and fund are the sociological elements that impact

consumer buying behaviour, according to research by Eze & Bello (2016) into the sociological factors influencing the purchase of ready-made clothing.

Kalpana R. (2017) examined various aspects, including sales promotion propensity, prestige sensitivity, price and value consciousness, and their impact on consumer purchasing behaviour. According to the results of confirmatory factor analysis, prestige sensitivity, price sensitivity, value sensitivity, local retailer shop loyalty, coupon use, and sales propensity all have a significant impact on consumer purchasing behaviour. S. Kushwaha (2017), The study suggests that attributes that are associated most strongly with purchase intention were: merchandise coloring, presentation, styling, awareness of fixtures, path to merchandise, sensory qualities of materials and lighting. Abdelmutalab Ibrahim Adam (2020), the study reviews the shopping behavior and factors influencing college going students for apparel products. According to the findings, the students were brand loyal, value- and price-conscious, brand- and fashion-conscious. Brown and Rice, (1998:154), stated that in ready-to-wear apparel, fit is one of the key factors shaping and determining consumer preference in clothes. Partha Prasad Chowdhury (2019), the study extends a direction for new researchers and concludes with suggestions for further research and suggests marketers to use social media to generate demand and to focus on offering superior value products to provide customer satisfaction so that buyers spread positive word-of-mouth which will in turn develop company/brand image and this will have a big impact on how people behave while making purchases.

Brand as a Factor influencing buying behaviour of youth as consumers for ready made garments

Verma, A.P. and Tiwari, K (2011) The study shows that people are becoming mere brand conscious with the increase in income level. Brands and individuals would be wise to comprehend the details of the situation and take action to seize the opportunity. Yin, H.S. and Susan, S. This study (2012) explores consumer preferences for domestic and international branded clothing. It was discovered that preferences for clothing with foreign brands are unrelated to demographic factors and instead depend on one's level of purchasing ability. Millennial (Gen Y) Consumer Behavior, Their Shopping Preferences and Perceptual Maps Associated With Brand Loyalty, the study highlighted that among all attributes trend is the most differentiated attribute for Millennials. Their buying decisions are more affected by social media than any other generations. Bruce Jack Lee, Tee Poh Kiong, Morakinyo Dada (2022) in their study titled "Influence of price awareness, brand image, and self concept on purchasing behaviour towards the Fashion apparel industry among generation y Consumers in Malaysia", discovered that price awareness has a very strong relationship that most of the respondents. P.R. Fernandez (2009), in the study titled "Impact of Branding on Gen Y's Choice of Clothing" revealed that Gen Y are brand conscious as the right choice of clothing helps them create an image and identity for themselves. Advertising and Peer influence plays a crucial role in their choice of brands.

Sheik Meeran and Ranjitham (2016), The study reveals that most of the shoppers on branded apparel were highly influenced by the factors such as durability, reference groups, wider choice appeal, price range, celebrity endorsement, and colour and design. Deepa Katiyal, (2017), determines reference group appeal, has become important for the marketers to reach consumers and to persuade them to buy their products. Nidhi

Jhawar, Vivek Fouad Salib and Robert Fredrickson (2013) attempted to highlight the role of brands on consumers in Bangladesh. It was found that a significant correlation between brands and consumer involvement in fashion clothes existed in Bangladesh. Policies that led to the growth of textile and garment industry in India (Oct 20, 2020) industry and cluster, news & insights, this article has reflected all the policies schemes that government introduced to promote the garment industry.

Department of Promotions of Industry and Internal Trade, a review was done on various FDI policy circulars promoting textile industry. However not much is focused on significance that brand play and measures to promote brands in the country. Hareen Zeb, Kasif Rashid and M. Bilal Javeed (2011) have examined the buying behaviour of Pakistani female consumers and understood the key factors of branded clothing is indicated that status branding, brand attitude, paying premium Self-concept and reference groups were found to positively influence female consumers' purchasing decisions for branded clothes. Dr.K. Balanaga Gurunathan and M. Krishnakumar (2013) The findings showed that the store attributes, promotion and reference groups were the important dimensions of apparel buying behaviour.

Pawan Kumar, Kanchan. (2018), (2018) looks into how consumers' psychological, social, and financial circumstances affect their decision to purchase branded clothing. Due to a variety of variables, consumer behaviour regarding the purchase of branded clothing may alter. The nature of the fashion industry is currently changing quickly due to the influence of social media, the internet, and television. Branded clothing plays a significant role in the current fashion business.

Abdelmutalab Ibrahim Adam (2020), the study briefly reviews the shopping behavior and factors influencing it of college going students for apparel products. The results shows that the students were brand loyal, price, value conscious, brand and fashion conscious as they seek for new variety according to the changing trends. Customers choose branded clothing because it makes them feel comfortable and well-known (Hassan et al. 2014). Young consumers today are more driven to live a life that is secure and free from inconveniences. Young consumers now have access to money, so they wanted to spend it on dependable goods and services that provided good value for the money they were going to pay. Even if branded products are more expensive, consumers still choose them because they know they will get their money's worth from them. As a result, younger consumer peer groups may be referred to as "the brand-conscious generation" (Pandian et al., 2012). A study was undertaken by Zeenat et al. (2012) to identify the variables that influence consumers' preferences for global brands over local ones. Karachi served as the base of the research. According to a survey of 200 people, price and quality are the two most significant elements influencing consumer preferences. A poll was conducted in Delhi by Deepali Saluja (2016) on how peer pressure, gender, and monthly income affect clothing purchasing behaviour. According to the study, factors including age, gender, education, and occupation have little bearing on customers' purchasing decisions. Their choices of friends, family, celebrities, magazines, and other people have an influence on them. The main criteria that influence their purchasing behaviour for trendy clothing are quality, brand, and comfort. The poll reveals that Delhi consumers have a positive perspective towards fashion apparel brands as a result.

In Raipur, Sonika and Archana (2017) [9] did a study to determine customer preference for branded clothing versus non-branded clothing. They also wanted to discover whether factors, such as monthly income, gender, and peer pressure, affected this preference. According to the report, people prefer to buy mostly with their friends and family. Additionally, it was discovered that they are impacted in their decision-making by friends, family, celebrities, periodicals, etc. The key factors that affected their decision to purchase branded clothing versus non-branded clothing were quality, comfort, and brand. It was also discovered that there are many characteristics that draw customers to branded clothing over non-branded clothing.

Anand and Bhuvan (2013) state that they conducted a study with the goal of learning more about the degree of customer satisfaction and the variables influencing the purchase of ready-made clothing. Additionally, it was intended to identify the most popular clothing brands among consumers in order to assist ready-made clothing manufacturers in planning their future expansion.

The results of the study show that Tommy Hilfiger and Peter England are the most popular clothing brands in Jalandhar, and that cost and quality are the two main factors to be taken into account while buying clothing.

The purpose of the

Namita Rajput et al. (2012) study was to evaluate the purchasing habits of Indian women consumers and to identify the crucial variables that affect their interest in fashionable, well-known brands. In the survey, it was discovered that ladies are completely aware of branded clothing and occasionally purchase it. They first learn things from their family and friends, then via the internet and advertisements. The study also indicated that characteristics like price, fit, and income level of customers are important influences, whereas others like status, durability, and celebrity endorsement are shown to be less important.

Baskin (2003) asserts that when a consumer buys a branded item, they do so with the hope that the item and brand will reflect the buyer's personality and way of life. This turns becomes a means of expressing one's personality. Thus manufacturers now use branding as a key strategy for marketing (Motameni and Shahrokhi, 1998).

Ritu Narang (2006) conducted a study on branded men's clothing in the city of Lucknow with the goal of examining the purchasing habits of these consumers. This study's goal was to learn more about the shopping habits of males who buy branded clothing, and it found that such purchases are not typically spontaneous.

Kamalaveni (2008), states that the number of persons visiting the showroom with a brand in mind is the same as the number visiting the showroom without a brand in mind. Advertising has the greatest influence on raising brand awareness among male buyers, who visit the showroom more frequently than female buyers do.

Sheikh Meeran and Ranjitham (2016) looked into how consumers perceive branded clothing. According to the poll, respondents continue to favour branded clothing from Raymond, Peter England, and John Player as their top three choices. It's evident that the majority of brand-name clothing buyers were greatly impacted by

aspects including dependability, reference groups, a greater selection of colour and design, attractiveness, price range, and celebrity endorsement. The majority of clients anticipate lower prices and a larger selection of colours and designs.

According to Rajput, N., Kesharwani, and Khanna (2012)'s article, the modern period offers high-quality fabrics and a wide range in the Indian clothing market to meet consumer demands.. The findings support the notion that Indians are currently very brand conscious. As a result, choosing a product or brand is not heavily influenced by brand image. Other factors, such as quality, comfort, expectations, and demographic traits, all have a significant impact on how men and women choose to spend their money.

According to a study by Vikkraman and Sumathi (2012) on the Indian garment sector, customers' perceptions of emotional value and clothing interest are important drivers of their intents to buy both international and domestic brands.

The significant relationship between self-concept and the need for uniqueness suggests that Indian consumers with high self-concept do not want to stand out from others or blend in, and that they may view their self-concept and need for uniqueness as ways to express their "individuality." Indian customers choose international brands due to the status symbols and strong perception of foreign brands, which were not present in local brands, and the significant impact of clothing interest on perceived quality and emotional worth of global brands.

Bhuvan Lamba and Dr. Anand Thakur (2013) A study was conducted with the goal of learning more about the degree of customer satisfaction, the factors influencing ready-made apparel purchases, and the most well-liked clothing brands among consumers in order to help the producers of ready-made clothing plan for future growth. The results show that Tommy Hilfiger and Peter England are the most popular clothing brands in Jalandhar, and that price and quality are the two main factors to be taken into account when buying clothing. This study by Jafar Iqbal Laskar and Haidar Abbas (2014) intends to examine consumer awareness of various apparel brands (including the origins and degree of that awareness) as well as their perceptions of those brands and the variables that influence those perceptions. The primary sources of brand awareness, according to the researcher, are advertisements and shelf presence. Companies that invest through alternative channels should evaluate their business models.

Lakshminarayana K. and Dr. Sreenivas (2017) did a study primarily to understand consumer purchasing patterns for branded clothing in Bangalore. The number of visitors to the showroom who have a brand in mind is the same as the number who have no brand in mind.

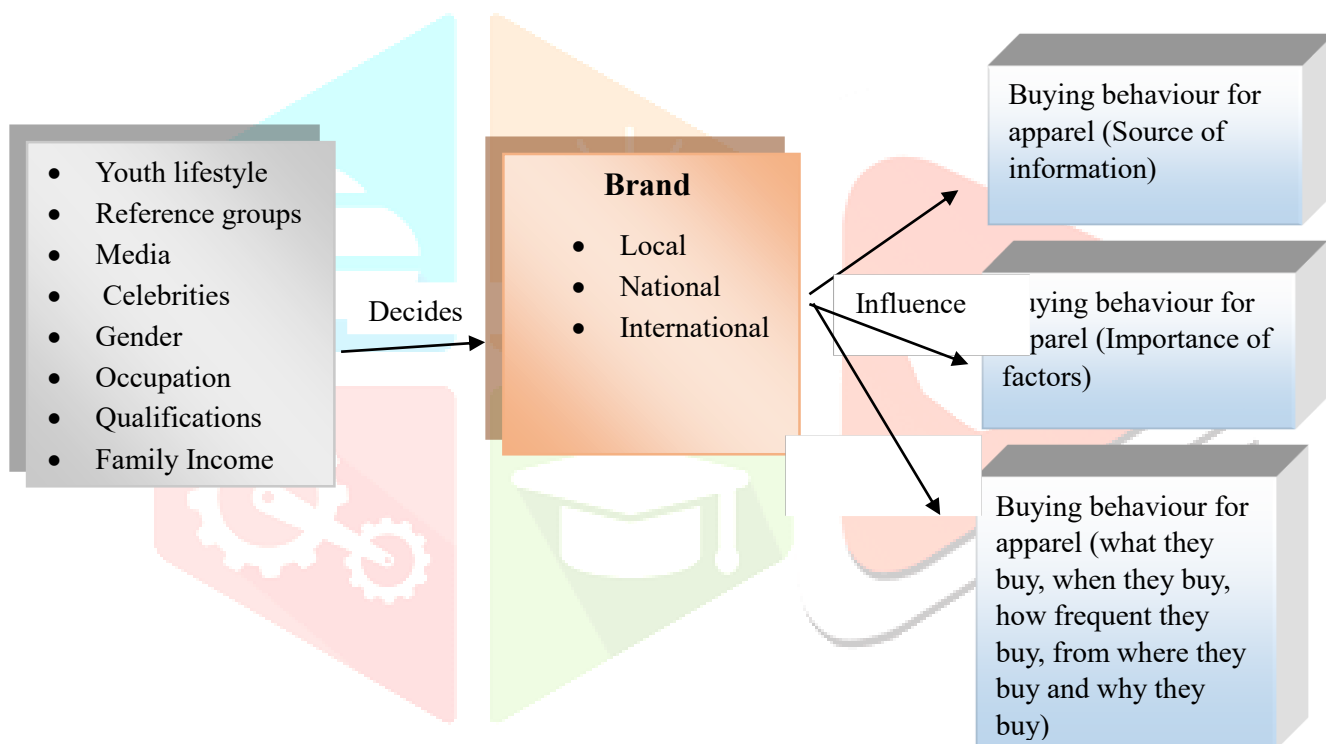
Buy 2 Get 1 Free promotions have the most impact on a consumer's decision to purchase a specific brand among all the different promotional plans and discounts. The consumer response to branded apparel's private showrooms and retail locations was examined by Vashishth & Tripathi (2016). The survey found that customers prefer non-branded clothing over branded clothing and are less brand concerned. Branded clothing

is preferred 40:60 over non-branded clothing. An important consideration in purchasing is price. Consumers favour traditional stores over online retailers more.

Saluja (2016) investigated Delhi's consumers and took into account socioeconomic, psychological, and demographic elements that may affect the consumers and their behaviour. The researcher came to the conclusion that the respondents prefer branded clothing and are happy with their purchase. Demographics have no impact on consumers. When making a purchase, people heavily consider quality.

While other studies conducted on consumer behaviour can be cited as, Anderson & stephen, 1963; lichtenstein et al., 1993; auty & elliot, 1998; robertson,2000; kim et al., 2002; grundey, 2006 and jairam, 2009. But there are not enough studies which considered location issue in respect of consumer attitude and branded apparels existing in fashion industry, except few.

Figure 1: Model of the Study



The above model created by the researcher has concentrated on independent variables like lifestyle (as a part of personal factor), celebrity endorsement, media and reference group (as a part of social factor), which play an important role in determining the brand choice (local, national or international brand) which is further influencing this market's buying behaviour (as to when they buy, why they buy, how frequently they buy and from where they buy).

Variables Identified :-

The study has identified various variables that has an influence on the buying behaviours of youth for branded apparels. Branded apparel were highly influenced by the factors such as durability, reference groups, wider choice of color and design, attractiveness, price range and celebrity en-dorser.

Buy 2 Get 1 Free promotions have the most impact on a consumer's decision to purchase a specific brand among all the different promotional plans and discounts. Status is the motive for buying branded ready-made garments.

Gap Identified / A Pathway for Future Research : -

Despite the potentials of the Generation Y market, much is unknown about this group's motivation for consumption and patronage. Most research on Gen Y focused on the entire generation. Additionally, a majority of researchers studying Generation Y as a whole, focuses more on the demographic, attitudinal characteristics of this generation and on their consumption behaviour.

Review of literature shows that maximum studies have been made on factors influencing buying decisions for apparel. Not many have focused on how brand consciousness influences the buying behaviour of this target market, nor pointed out the attributes associated with different categories of brands (local, national and international), which creates a distinctive image in the minds of youth.

The motives behind buying local, national, or international brand garments have also not been determined much. This induced the researcher to study the above mentioned topic with the stated objectives of the study.

Conclusion : -

The paper provided an overview on the review of literature. The conceptual framework for the study was developed by integrating various aspects such as factors influencing youth buying behaviour for ready-made garments. A gap has been identified by the researcher where the type of brand and its influence on the buying behaviour have remained untouched by researchers so far. This encouraged the researcher to study whether brand and its types (local, national and international) is a factor which influences the buying behaviour of youth in Mumbai with reference to selection of ready-made garments. A need based primary data collection is required to investigate further on type of brand and its influence on buying behaviour of youth for ready-made garments.

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