

# CONSUMER BUYING BEHAVIOUR ON BRANDED APPARELS WITH REFERENCE TO COIMBATORE CITY

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**Abstract:** This study helps to investigate the relationship between the factors which affects the buying behaviour towards branded apparels in Coimbatore city. The Data has collected by Google forms and distributed the structured questionnaire among the respondents who presently living in Coimbatore city and regular buyers of branded apparels. Convenience sampling method was used with sample size of 325 for collection. Descriptive statistics was used to analysis the demographics and the Chi-square test were used to analyse the research objectives. The result of this study offers insights and evidence about the relationship between the variables which impact consumer buying behaviour for branded apparels. Finally it is concluded in the present study that there is significant relationship between reference group and purchase intention also promotion, Store attributes, product attributes, Income of the respondent and occupation have positive significant relation between consumer buying behaviour.

**Keywords:** Apparel Brands, Consumer Behaviour, Product attributes, Purchase Intentions.

## 1. INTRODUCTION:

Nowadays fashions are altering so people are finding it not easy to keep them modernized. By seeing how people are presenting themselves in front of others helps us imagine how we can present ourselves in front of others. India is shifting with the instant past or current trends in apparels. India is also known for its style as well. Cultural and traditional apparels have been an uniqueness of India since long. But now-a-days fashion apparels have joint the support of Indian market. Indian economy is one of the hypersonic emergent economies in the world and is observing shifts in consumer preferences. Indian apparel industry is the second bulkiest contributor in retail industry. Its overall retail picture has shown long-term growth with the surge of income, upgraded publicity to foreign brands. Today the people of India have develop into brand vigilant and they favour branded products to show off their prominence symbol. The apparel industry is greatly subjective by the ever varying consumer obligation and longing. Due to swift urbanization and higher disposal of incomes, Indian consumers are now welcoming more brand conscious. Modern consumption arrangement have changed and evolved where consumers are well aware of fashion trends and updates are easily available to consumers for all segment through different media channels. This has changed consumers back-up behind their fashion consumption as well, some uses fashion as a means of delivering themselves to the society in massive way. Every year a distract pattern of styles are prepared all over the world and take over from the year after with new ones. Fashion clothing production is completely dependent on stable ideas and new prospect of the teenagers. Today the youngsters are eager to shell out a large sum of money to buy branded cloths. The frequent discernment is that the clothing brands provide high condition and immense pleasure. And hence more and more consumers are becoming brand faithful even though they have to give out quite a large sum of money when he is making his purchases. Most people tend to go and buy which are highly made-up and have a brand value. Being brand awake is the new fashion repeated phrase which has caught on like forest fire. The increased income levels help the young people to buy from big clothing brands with much happy and gratification. The apparel and clothing industry being place that top place and also the spending on apparel and outfits among the customers are getting inflated, considering these points it is very chief to study the changing behaviour of consumers. The main importance of this study is to increase the dread of apparel buying behaviour of Indian customers and in a genuine sense attentive factors which stumble upon apparel buying behaviour in order to provide actionable information to apparel retailers finding to normalize or adjust their arrangement for the Indian consumers.

### 1.1 Consumer Buying Behaviour:

Consumer behaviour includes study of how people buy, what they buy, when they buy and why they buy. Retail industry defines apparel industry is to have no exception; Consumers can either be subjective or objective, trying the

renovation of brand names. Retail stores not only selling the products but also play a vital role in assembly them agree with the decisions of customers. The whole idea or graphical proposal of the retail outlet can determine sales, or the service of the sales person or the person who help us there. Furthermore, consumers may select specific products/ brands not only because these products deliver the functional or performance paybacks estimated, but also because products can be used to tell about the consumers; personality, financial background or association or to fulfil their internal psychological wants, such as the want for different or freshness. Consumer behaviour explains to the emotional and mind process and the unexplained behaviour of consumers during investigate of product, purchasing process and post consumption of a product or service. Consumer buying behaviour is the study of individuals and the process they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the effect that these processes have on the consumer and society. Consumer behaviour is slowly a part of strategic planning for the increasing investment and high on of any industry.

### **1.2. Promotional offers:**

Customers are psychologically linked with promotional offers as would prefer to pay less and take boons of more. Promotional offers are one of the most efficient ways to attract consumer attention, as customers are fluctuating with choices in the market. Promotional offers are a part of sales promotion and include discount, gifts and coupons, buy one get one free offers and many more. They trigger off consumers to buy and prevail over resistance to buy.

### **2. OBJECTIVES OF THE STUDY :**

To revise and analyze the brand preference customers in branded apparels.

To recognize the factors which manipulate the buying behaviour of the consumers.

To look at the collision of promotional activities of selected companies.

To analyze the consumers fulfilment level on branded apparels

### **3. SCOPE OF THE STUDY:**

The current study is confined to Coimbatore city and it is finalised to think about the branded apparels, how the youthful age group and other people are fond of brand conscious and why do they prefer branded apparels like Reliance trends, Grasp, Pantaloons, Great deals, Max, Life style etc., The main objective of this study is to analyze the buying behaviour of the consumers towards branded apparels. The scope of the study extended to the following related aspects viz., the brand preference of the consumers in branded apparels, consumer satisfaction level on branded apparels and the impact of promotional activities.

### **4. RESEARCH METHODOLOGY :**

Research methodology is an exceedingly skilled process to sort out the research crisis. It is a science of searching how research is scrupulously done. To know the assorted steps that are generally considered by a associate in studying his/her research crisis along with the logic behind them. The researcher should know not only the explore methods or action but also the methodology.

#### **4.1 Research design**

A research design is the circumstances for acquiring and investigation of data in a manner that aims to strengthen the various components of the study in a logical way referring the research problem. The research design is based on the concept configuration within the research is conducted. Research design includes the collection, capacity and analysis of data. The design used in this study is descriptive type of research where the researcher has no organize over the variables.

#### **4.2 Pilot Study**

Pilot study was took out before collecting the inventive record. For this intention an planned questionnaire was formed and dispersed to the consumers of branded apparels. From the study made through the pilot study, few alterations were made in the questionnaire and finally a well-structured questionnaire was developed for the study.

#### **4.3 Sources of Data Collection**

To bring out the objectives of the study, the researcher can congregate data from two sources namely primary and secondary data.

- Primary data – In this research the primary data was collected by means of a well thought-out questionnaire.
- Secondary Data – Data which have already went through the process of investigated previously is analysed to as secondary data. The secondary data was collected from the books, journals, published and unpublished reports, company records, website, magazines etc.

#### 4.4. Sampling design

For the purpose of this study, the primary data were unruffled from 235 respondents using convenient sampling and non-random samplings, using Google forms application.

#### 4.5 Area of study

The study area is guarded to Coimbatore city only.

#### 4.6 Period of study

The study is constrained to the period from June 2019 – August 2019

#### 4.7 Statistiquess tools used for analysis :

The collected data have been analyzed with the help of statistical tolls such as: Simple Percentage Analysis

Weight average score Analysis

Chi-square Analysis

One way Anova Analysis

Garret Rank Analysis

#### 4.8 Limitations of the study:

- The environmental region of the study is constrained to Coimbatore city only.
- The study period is said to be specific and may not be appropriate to any other period.
- The study is simply based on the views of 235 respondents only and hence the grades may not be universally related.
- The study is based on the data collection from the respondents through suitable sampling which is a method of non-random sampling.

#### BRAND:

The process involved in creating a exceptional name and image for a merchandise in the consumers mind, mainly through advertising campaigns with a consistent theme. Branding aims to launch a significant and differentiated presence in the market that attracts and retains loyal regulars.

**Definition:** A brand is a name given to a product and / or service such that it takes on an identity by itself. In today market place crowded with thousands of products and services, all of which are being swiftly commoditized, a brand stands out from the clutter and attracts attention. A brand name can form and stand for loyalty, trust, faith, premium or mass-market appeal, depending on how the brand is marketed, advertised and promoted. A brand differentiates a product from similar other products and enables it to charge a higher premium, in return for a clear identity and superior faith in its function. A brand is also likely to continue to exist longer than just an undifferentiated product. A variety is a name, term, design, symbol or any other feature that identifies one seller's good or service as divergent from those of other sellers. Brands are used in business, marketing, and advertising. Name brands are sometimes well-known from nonspecific or store brands. The practice of branding is thought to have begun with the ancient. Branding was used to make different one person cattle from another by means of a distinct symbol burned into the animal skin with a hot branding iron. If a person stole any of the cattle, anyone else who saw the symbol could figure out the actual owner. However, the term has been comprehensive to mean a calculated personality for a product or company, so that "brand" now suggests the values and promises that a consumer may distinguish and buy into. Over time, the practice of branding objects unlimited to a broader range of wrapping and goods offered for sale together with oil, wine, cosmetics and fish sauce. Branding in terms of painting a cow with code or colours at flea markets was painstaking to be one of the oldest forms of the practice. is an exceedingly skilled process to sort out the research crisis. It is a science of searching how research is scrupulously done. To know the assorted steps that are generally considered by a associate in studying his/her research crisis along with the logic behind them. The researcher should know not only the explore methods or action but also the methodology.

#### 5. LITERATURE REVIEW:

**Dr. Anand Thakur, Mr. Bhuvan Lamba (2013)** Conducted a study aims to know about the consumer satisfaction level and factors influencing readymade garment buying and also to know about the most famous brands of consumer in different variants of clothes which would help the readymade clothing manufacturers to strategy their future growth. The findings shows that Tommy Hilfiger and Peter England are the most preferred brands in the city of Jalandhar and most significant considerations in apparel buying are price and quality.

**K. Balanaga Gurunath Anand, M. Krishnakumar (2013)** Studied the garment buying behaviour of Indian customers through five dimensions viz. consumer characteristics, reference groups, store attributes, promotion and product

attributes. The results show that the store attributes promotion and reference groups are the necessary types of apparel purchase behaviour.

**Jafar Ikbal Laskar and Haidar Abbas (2014)** this study aims to study the customer awareness about various apparel brands (sources of awareness as well as the extent of awareness), their influences about these brands and the factors that affect their perception. Researcher has seen that advertisement and shelf presence are the important factor of brand awareness. Firms which check in other means should introspect their strategies.

**Syed Irfan Shafi, Dr. C. Madhavaiah (2014)** this thesis examined the influence of demographic and Customers buying attributes which influence the apparel buyer decisions, results of the study statement that reference group, promotion, Store attributes, product attributes, income and occupation are the main parts of clothing buying behaviour, this shows that the apparel stores should give more importance to clothing buying attributes to attract and appeal the consumers, and also the functional programme also should be done aggressively and appropriately.

**Md. Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad Anwarul Azim, Md. Russel Anwar (2014)** the study reflects that many demographic factors and others purchase pattern factors have a significant influence on the customer's choice of retail outlet and buying of garment product. Showroom specific factors also have influence on the purchase behaviour of retail store. Cat's Eye, Artisti, Aarong, Westecs, Ecstasy, Kay-kraft, and Yellow are the most demanding brands and are the most wanted brands and possesses many better positive attributes. According to the ranking by consumers, the quality factor shows the first place, colour and design, comfort and style and price are obtaining successive ranks respectively.

**Namrata Anand, Vandana Khetarpal (2014)** in spite of the clothing consumer's increasing demand and their active role in the diffusion of creative, the study highlights the importance of particular thesis in the domain of clothing sector to tap this high potential. Apparel retailers and suppliers also have a decisive role to play in order to go through the consumer behaviour for buying the fashion garment so that they may cater to this segment more profitably.

**Solomon & Nancy, (2014)** This concept shows that the product play a role which goes beyond their various utilises what actually they meant for and customers tend to establish a co ordination with a things what they like. The types of relationships a customers may make with a product is like self – concept attachment, remembrance attachment, interdependent and affection.

**Sheek Meeran, Ranjitham (2016)** the main features of this study is to calculate the branded garment most wanted by respondents and to find customer's perception towards retail garments showrooms and factor they identify to choose a particular retail garments showroom for their shopping in Tirunelveli town. The study reveals that Raymond, Peter England, and John player remains the top three branded apparels preferred by the respondents. It is concluded that most of the shoppers on branded garment were highly influenced by the features such as durability, reference groups, wider choice of colour and design, attractiveness, price and celebrity endorser. Most of the consumers are expecting reduction price and broad choice of colour and design. The manufacturers of branded apparel must highlight on all these factors to stimulate branding strategies in more conscious and to maintain their growth. Preferable shop timings and the offer & discounts are the two factors that contribute more to prefer a particular retail apparel showroom. The retailers need to give more importance to these factors in order to make customers come and retain their customers.

**Deepali Saluja (2016)** the purpose is also to identify how consumer behaviour for garment is established by factors like monthly income, gender and peer influence. The census conducted on Delhi people indicates that the customers prefer shopping mostly with their friends and family members. They are more influenced by their preference of their friends, family members, celebrities, magazines etc. Quality, comfort, brand are the main criteria's which affect their purchasing 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 study shows that Delhi consumers have positive attitude towards garment brands.

**Sandeep Kumar, Prasanna Kumar, Srinivasa Narayana (2016)** conducted a study mainly to know about the consumer preference, behaviour, life style towards the garment brands. To identify the significant difference in factors in brand preference. From the thesis, it is explained that the garment sector should relate high on customer retention.

**Sproles and Kendall (2016)** It was set up a model to conceptualize customers decision making behaviour with eight consumer mental direction factors viz., perfectionism consciousness, brand consciousness, novelty and fashion consciousness, impulsive and careless consumer, distracted by more choice consumer, habitual and brand loyal consumer, recreational and hedonic shopping consciousness, and price and value consciousness.

**Jin and Kang (2016)** in their thesis of purchase purpose toward other country brand jeans using four factors viz. face saving, attitude, perceived behaviour control, and subjective norms found that face saving, attitude, perceived behaviour control have important influence of purchase intention where as subjective norms has not significant influence toward purchase intention.

**According to Granger (2017)** which identified the development of the brands, in the past, before the sector revolution, products and services were fully associated with people rather than with organizations: businessmen, shop or pub owners, tailors, bakers. In most of the cases, businesses were dealt with local people. Put it simply, the separate person providing the services or products was the brand itself. In the 19th century, the industrial revolution brought various

difference to agriculture, manufacturing and transportation, which in turned brings about many difference in the way of doing trade. In the late 19th century, business identity initiated to be retained with the idea rather than the person. With the mass production, companies started to represent their trade ideas with labels, which functioned as company's recognition. In the 20th century brands became so strong, that they became the symbols of the culture itself. Brands reached their top during 2014's. That was the moment when the first type of private labels was inaugurate into the market – the generic products. Private labels developed gradually. Significantly since the 20's and their development has changed the whole market.

## 6. FINDINGS:

This chapter discusses the major findings of the study, is to find out the consumer satisfaction level towards branded apparels in Coimbatore city. Based on the data analyzed the following findings and suggestions are given below.

### 6.1 Percentage analysis

- Majority 67.8% of the respondents are female
- Majority 46.0% of the respondents are between 36 - 45 years
- Majority 50.6% of the respondents are graduate
- Majority 33.6% of the respondents are students
- Majority 80.4% of the respondents of the family size are 2 – 3 members
- Majority 49.8% of the respondent's salary are between 30000 – 50000
- Majority 48.5% of the respondents are shopping once a month
- Majority 48.1% of the respondents are satisfied using branded cloths
- Majority 38.7% of the respondents are believing in good advertisement
- Majority 71.5% of the respondents prefer unplanned purchase
- Majority 34.6% of the respondents spend between 3000 – 4000
- Majority 54.0% of the respondents prefer malls for the purchase
- Majority 32.8% of the respondents are influenced by phone calls/ sms alert
- Majority 40.9% of the respondents are influenced by coupons as promotional offer
- Majority 28.9% of the respondents are influenced by family and relatives
- Majority 50.6% of the respondents are more brand conscious in some cases
- Majority 37.9% of the respondents have been using branded apparels for 3 – 4 years

### 6.2 Garret ranking:

Ranking among the preference of Branded shop

Majority 26.31 respondents are awarded rank 1 for Great deals followed by 23.01 respondents are awarded rank 2 for Trends, 21.72 respondents awarded rank 3 for Lifestyle, 21.55 respondents are awarded rank 4 for Grasp and 17.02 respondents are awarded rank 5 for pantaloons.

Ranking among the factors considered while purchasing the readymade garments

Majority 37.71 respondents are awarded rank 1 for Style/comfort followed by 27.74 respondents are awarded rank 2 for Texture, 27.03 respondents are awarded rank 3 for Quality, 25.71 respondents are awarded rank 4 for Price, 23.03 respondents are awarded rank 5 for Celebrity and promotion, 13.06 respondents are awarded rank 6 for Product varieties.

### 6.3 Descriptive analysis:

Level of satisfaction and opinion on various elements of purchase behaviour Majority 'Quality proportionate to the price' stood at the first and 'collect information about price at different places' stood last.

### 6.4 Chi square analysis:

There is a significant association between the age group and mode of advertisement influences the apparel purchase decision. There is no significant association between the Gender and Factor influences to buy branded apparel. There is a significant association between the educational qualification and promotional offer influences to buy.

### 6.5 Branded apparel:

There is a significant association between the occupation and satisfactional level with the variety of dresses.

There is no significant association between the Family Size and Type of Purchase Preference.

There is a significant association between the Family income and preferred place for shopping.

### 6.6 One way anova analysis:

There is no significant association between the gender and Consumer's level of satisfaction and opinion on various elements of purchase behaviour. There is a significant association between the age group with 'I always collect information about recently selling brands and designs', 'I collect information about price at different places' and 'I discuss with my friends and colleagues about quality of dress for costly purchase'. There is a significant association between the educational qualification with 'I always collect information about recently selling brands and designs' and 'I discuss with my friends and colleagues about quality of dress for costly purchase'. There is a significant association between the occupation with 'I always collect information about recently selling brands and designs' and 'I discuss with my friends and colleagues about quality of dress for costly purchase'. There is a significant association between the family sizes with 'I collect information about price at different places'. There is a significant association between the family income with 'I always collect information about recently selling brands and designs' and 'I compare the quality proportionate to the price'.

### 7. CONCLUSION:

Consumers are increasingly becoming more brand conscious each day and they are opting for apparel with brand images and 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. Female buyers falling in the age group of 36-45 years are the highest buyers of branded apparels. And also this study reveals the various factors influencing consumer buying behaviour of Coimbatore people and their choice of preference on various dress collections, their choice of location etc. Thus most of the people are brand conscious, they are aware of the different brands available in the apparel market. Branded apparels are preferred by the customers more than non-branded apparels. Result also show that customers prefer visiting malls in comparison to showrooms and multi-branded shops for the purpose of shopping. With the effective marketing mix and strategies branded apparels can extend the sustainable growth.

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