

CONSUMER BEHAVIOUR AND PERCEPTION TOWARDS BRANDED APPARELS IN CHENNAI CITY

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ABSTRACT

The growth of Indian economy and markets has given birth to a new range of customers who is inclined towards the purchase of braded and quality products specially the apparels as the youth of the country is now exposed to various business and professional situations. India is witnessing change in life styles of large section of the population. The need to understand the emerging markets and consumers has become a big challenge for the corporate world especially in creating and managing a powerful brand. By developing a powerful brand, corporate can establish 'brand equity' and the equity assists firms in a variety of ways to manage competition and to maintain market share. Due to the globalization process, Indians are getting attracted to readymade dresses, particularly Multinational brands. Number of people visits the showroom with a brand in mind because the quality and comfort of that brand are suitable for them. It becomes important for the marketers to understand these relationships for successful design and execution of branding strategies. primary data was collected from 100 consumers with the help of questionnaire across the Chennai city.

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

INTRODUCTION

Today fashion industry is a rapidly growing industry in the world. The fashion industry in India currently is considered dynamic. For the last few decades the fashion industry in India is experiencing a boom due to increasing consciousness for fashion among Indians. Increasing competition and Globalization and short life cycles of cloths in fashion retailing improve consumer behaviour and set a number of marketing challenges for retail firms. To survive in this industry, it is necessary for manufacturers and retailers to develop effective marketing strategies. It has been noticed that the fashion apparel market has been extremely influenced by fashion trends in India. Fashion apparel industry has become more diverse by fashion brands, personalization, advertisement and ethnicity in the global marketplace. If consumers' preferences can identify by manufacturers and retailers of fashion apparel, they can be better able to attract and maintain their target consumer group. Thus, the purpose of the present study is to investigate the dimension of fashion apparel shopping among consumers. Though the various dimension that research subject of buying intentions has been widely covered in the literature, this study contributes to build the position of manufacturer

and retailer in driving purchase intentions with factors like value and status, and price sensitivity and many more of brands among consumers in India. There is an increase in positive attitude towards the Western trends.

Brand management holds the key in the modern markets, particularly in Indian markets because Indians are very traditional. Due to the globalization process, Indians are getting attracted to readymade dresses, particularly Multinational brands. The main reason for this was that Indian was used to buying cloth and getting their tailored mainly through local tailoring shops from the unorganized segment. Consequently, there were no national level brands in this category for a long period. By the mid 1980's however customer mind-set seemed to have started changing gradually, along with increasing urbanization, and changes in the social and economic status and life styles. As in many other industries in the nation, the move towards 'branding' soon took momentum in the market.

STATEMENT OF THE PROBLEM

The most important statement is to identify the consumer preference and satisfaction of branded apparels users. Customers, what kind of branded cloths they like to wear. As we know that market,

segmentation has become an important tool used by retailers and marketers for identifying target customers. Segmentation is the process of partitioning markets into segments of potential customers who have similar characteristics and who are likely to exhibit similar purchasing behavior. Segmentation has become a major tool of companies for planning marketing strategies.

OBJECTIVES OF THE STUDY

- To study the influence of brands on consumer buying behavior.
- To study the impact of age and gender as the factors affecting branded apparel purchase.
- To analyze factors influencing the purchase decision for branded apparel
- To assess the store selection process of the consumer
- To evaluate brand preference, brand loyalty among the consumer.

REVIEW LITERATURE

Dholakia (1999)¹ to describe shopping as a gendered activity can however be an oversimplification. Despite this fact, there are still some general differences between the female and male shopping behavior. A common stereotype about men and shopping is that men enter one store, buy what they need, and then quickly leave. Women see clothes as a mean for self-identity and status symbol, whereas men focus more on functional and financial benefits.

Kotler (2008)² stated to satisfy the needs and wants of the target customer is the main objective of marketing. Consumer behavior is a subject that deals with the factors that affect the buying behavior of a consumer. It gives an idea that how consumer select, purchase and use product and service to satisfy their needs and desires.

Rajput et al, (2012)³ A clear understanding of preferences of consumers will help the marketer to attract and maintain their target consumer group in better way. Price, fitting, income level of consumers are significant factors and some factors which are found to be insignificant are status, durability, and celebrity endorsement, can be ignored by the apparel retailers in their efforts to tap and capture the market.

Verma, A.P. and Tiwari, K(2011)⁴ 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.

Syed IrfanShafi, Dr. C. Madhavaiah (2014)⁵this experimental study examined the influence of demographic and Consumer buying attributes which influence the apparel buyer decisions, results of the study revealed that reference group, promotion, Store attributes, product attributes, income and occupation are the main dimension of apparel buying behaviour, this shows that the apparel stores should give more importance to apparel buying attributes to attract and appeal the consumers, and also the promotional programme also should be done aggressively and appropriately.

NamrataAnand, VandanaKhetarpal (2014)⁶ 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.

Kavitha M, (June/2017)A Study Of Customer Perception Of Youth Towards Branded Fashion Apparels In Chennai City.International Journal of Applied Business and Economic Research, Vol.15 (2017). ISSN : 0972-7302. The main purpose of this paper is to study & analyze the brand preference of youth in buying branded apparels in Chennai city and to find the factors which influence the buying behavior of youth for branded apparels. The researcher applied simple random sampling method collect 500 respondents from different customers. This research finds that the customer of youth gets more satisfaction and convenient when they use the branded apparels. The only reason to attract this is branded stores are offering exclusive apparels with good quality and reasonable price.

Kavitha M, (Sep/2017) Factors Influencing Employee's Job Satisfaction - An Empirical Study Among Employees of IT Sectors in Chennai City..International Journal of Applied Business and Economic Research, Vol.15 (2017). ISSN : 0972-7302.

The main aim of this study is to identify the perceptual difference of Employees with respect to the job satisfaction of the firm and to find out the factors determining Job Satisfaction of employees in the firm. Finally, To measure the impact of job satisfaction of employees. The researcher used Simple random sampling technique has been used for analysis. Sample size of the study consists of 100 respondents. The results shows that monetary factors of salary and Non-monetary factor training and development influenced employees to get job satisfaction. Finally it concludes that job satisfaction is the main factor to increased wealth of the firm and to feel happiness to the employees.

Kavitha M, (Sep/2018)A Study On Customer Experience In E-Tailing And Retailing. Indian Journal of Public Health Research and Development. Vol:9,No.9,Sep 2018. ISSN : 0976-0245. The purpose of this paper is to explore the relationships between the various determinants and customer experience in the retail and e-tail markets which is widely seen in the Indian market place. The results included in this research about the demographic variables and the determinants of customer experience are focused on hyper and retail markets respectively. This paper provides retailers with specific knowledge of the determinants that the customer considers being most important and significant contributor to an enhanced customer experience.

Kavitha M, (Sep/2018) Effectiveness of Social media marketing. Indian Journal of Public Health Research and Development. Vol:9,No.11,Nov 2018. ISSN : 0976-0245. The main aim of this study is to know about the demographic profile of the customers of social media marketing and to analyse the effects of various

DATA ANALYSIS

PERCEPTION AND ATTITUDE OF THE CUSTOMERS

S.NO	VARIABLES	DESCRIPTION	RESPONDENTS
1	BRAND NAME	ADIDAS	27
		JOCKEY	26
		PUMA	20
		LEVIS	17
		US POLO	10

forms of social media marketing on the firm's sales and other activities. The researcher used regression analysis, percentage analysis to find the result. It finds that the firms are achieved their target because of social media marketing. The firm's products are reached in all levels of customers through social media. Finally, it concludes that, Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up social media marketing performance.

RESEARCH METHODOLOGY

Data collection Data collection included both primary and secondary data are used.

Primary Data collection: Primary data is collected by a survey of designing a structured questionnaire distributed to the selected policyholders.

Secondary Data Collection: The secondary data is collected from the organization website, journals, Textbooks etc., Most of the data is collected from books and some of the data is gathered from the websites.

Sampling method : Convenience sampling method

LIMITATIONS

- The study focuses the customer perception towards branded apparels in Chennai city.
- Data for the study will collect from primary and secondary sources
- The study is based on the perception and attitude of the customers and is subject will change in future.
- The area of the study is limited to Chennai city. Many respondents were not vocal in sharing their actual view

		TOTAL	100
2	CRITERIA FOR APPAREL PURCHASE	DESIGN	28
		BRAND	15
		QUALITY	18
		PRICE	20
		COMFORT AND FIT	19
		TOTAL	100
3	SHOPPING FREQUENCY	ONCE IN A MONTH	21
		ONCE IN 2 MONTHS	35
		QUARTELY	30
		DURING OFFERS	14
		TOTAL	100
4	SPENDING PATTERN ON APPAREL	LESS THAN 2000	20
		2000-4000	25
		4000-6000	35
		MORE THAN 6000	20
		TOTAL	100
5	PREFERENCE OF SHOPPING	ONLINE	60
		OFFLINE	40
		TOTAL	100

FINDINGS

From the above table that it is inferred that the over all perception and attitude of the customers towards purchasing of branded apparels, In the brand name category 27 respondents are purchasing the adidas product it is the highly attracted by the customers. In the criteria for apparel purchase category most of the costumer attracted by the deisgn and it comes around 28 respondents.

In the above table shopping frequency of the customer for branded apparels is highly purchasing in quarterly basis and the most of the customer spending more for branded apparels is 4000 to 6000 and the customer buying more in online shopping.

From my research I revealed that the customer are satisfied with the quality offered by the branded apparels and they are purchasing regular basis also.

Customers are comforatable and fit with the apparels they are purchasing.

The research showed that it was difcult to maintain consumer loyalty for apparel brands because there were many forces representing consumers away such as competition, advertisement, sales promotional activities. Moreover, by identifying the brand personalities that attract consumers, companies can identify what customers look for in a product, which may help to improve brand image of the product.

CONCLUSION

The study reflects that income factor and purchase pattern of branded apparel product. According to the ranking by customers, the quality factor prevails in the first position, color and design, comfort and style and price are securing successive ranks respectively. The

expectation level and satisfaction level towards the types branded apparel were having positive relationship. Finally, it can be concluded that it is important to know the customers buying behavior process and customers requirements properly. The brand developer should develop and place the products accordingly to the customer and that will help in sustainable apparel products development as well as better business performances

Understanding consumer behaviour with respect of their preferences, influencing factors, reasons behind purchase is quite important from the side of branded players. Since majority of respondents were either job seekers or students so they had financial constraint or no income for buying branded clothes. Branded apparel are linked to social status and prestige, these products are sold expensive as compared to local products. Thus people who are from high income group can afford it. Income constraint becomes the barrier for not buying branded clothes. The factors to be considered by apparels manufacturers are quality and price of the apparels. Consumers are found to consider these attributes as important in making their decisions. They should also give special attention to rightly pricing the products after taking in to consideration the price charged by the competitors. The marketers should emphasise on convenient location of shops and also in maintaining high quality standards to ensure they gain fame through word – of – mouth advertising. They should sell the apparels from retail shops rather than departmental store on line purchase.

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