Consumer buying behavior towards branded and unbranded apparels

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Abstract---The goal of this study was to identify consumer purchasing behavior in Chennai for both branded and unbranded apparel. The objectives of this study were to ascertain the socioeconomic characteristics of consumers who prefer branded apparel and the factors that influence their purchasing decisions. To meet the objectives, primary data were collected using a questionnaire from 200 consumers across Chennai in selected cities. According to the survey, consumers are becoming more brand savvy these days. They like branded gear because it makes them appear more fashionable, and branded apparel also serves as a reflection of a person's status. Individuals opt for branded merchandise due to its enhanced durability, variety, and quality.

Keywords---apparel brands, consumer behaviour, product attributes, purchase intentions, store attributes.

Introduction

India's textile industry is one of the world's largest. Even though it was largely disorganized only a few years ago, the situation began to improve with India's 1991 economic liberalization. The economy's openness injected much-needed vitality into India's textile industry, which has since expanded to become one of the largest in the world. Textile manufacturing and export are critical components of India's textile industry. It is critical to the country's economy. Textile exports make for around 27% of India's total foreign currency revenues. Additionally, India's textile industry accounts for approximately 14% of overall industrial output. It accounts for around 3% of the country's GDP. India's textile sector is the largest in terms of employment generation. Not only does it generate employment within its own industry, but it also expands opportunities for other linked industries. Today, India's textile industry employs more than 35 million people.

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Attitudes of Consumers toward Apparel Consumer preferences for clothing can be classified into two types: those associated with the apparel attribute and those associated with the retailer attribute. Clothing is defined by its variety, durability, affordability, and available sizes. A store's location, size, and service are all considerations to consider. Apparel is a product that is frequently consumed, which enables consumers to develop consistent preferences. Enduring involvement refers to attitudes about a certain product category that have persisted over time and in a variety of circumstances (Forsythe, 1994). When clients develop an emotional attachment to a product, they are more receptive to information about the product. Due to the rigorous processing of this information, it is held for a longer amount of time. While forming an opinion about a product, consumers develop evaluative associations between it and its attributes.

Purchase Intentions of Today's Consumer Fashion apparel products have a short life cycle and are greatly influenced by celebrity endorsements, visual branding, and retail environment. Consumer purchasing intentions are influenced by regional and local multichannel networks of brand promotion and differentiation, as well as cultural forums in local marketplaces. Apart from retail firms, actors in the fashion and design industries also contribute to the production of images and myths that influence consumers' purchasing decisions (Jansson and Power, 2010). Customer buying intentions for fashion goods are influenced by psychodynamics and social circumstances. Consumer purchase decisions are influenced by perceived leadership and role models in society, matching dress status to occupation and office ambience, socialization with friends and persons they admire, self-esteem and enjoyment, and respectful treatment in society (Stanforth, 2009).

Review of Literature

Lakshminarayana.K and Dr.Sreenivas (2017) conducted a study in Bangalore to gain a better understanding of consumer purchase behavior for branded clothes. According to the findings, there is much room for new entrants in this space, and manufacturers and marketers of branded garments should priorities acquiring new clients above retaining existing ones. The number of visitors to the showroom with a certain brand in mind is same to the number of visitors without a specific brand in mind. Although pop culture, advertisement, promotional schemes, and other elements impact consumer purchasing decisions and encourage consumers to buy, the majority of purchasers visit showrooms of branded apparel to shop. Male buyers, on the other hand, visit the showroom to kill time, whilst female consumers do the same. Discounts, buy two get one free schemes, and other promotional techniques have the greatest impact on a brand's buying decision. Is it possible to sustain this industry's long-term growth with an adequate marketing mix and strategies?

Reham Abdelbaset Sanad (2016)'s study aims to give a comprehensive analysis of the factors that influence customer decisions concerning garment and textile items. A review of research papers was undertaken on the factors affecting the marketing of textile products, such as clothing and fashion items. Various cultural, social, personal, psychological, and environmental issues are included in this list. As market characteristics, product characteristics, purchase channel,

pricing, and advertising were all documented. Based on research findings, this study studied consumer behavior toward textile and apparel products. Although it is widely believed that the visual and physical features of textile products influence customer purchasing decisions only a few studies have been conducted to examine the relationship between textile product attributes and consumer purchasing decisions. The majority of these research examined consumer preferences for product attributes. As a result, it is recommended that consumer behavior research be extended in the textile and apparel industries, with an emphasis on fit, comfort, and performance.

Deepali Saluja (2016) is interested in learning how consumer behavior in the clothing sector is influenced by criteria such as monthly income, gender, and peer group. According to a poll conducted among Delhi residents, customers prefer to shop with friends and family. They are influenced by the decisions of their friends, family members, celebrities, publications, and other individuals. When it comes to trendy items, quality, comfort, and brand are the primary factors that influence their purchasing decisions. According to the study, consumer purchasing behavior is unaffected by age, gender, education, or occupation. Finally, the survey suggests that citizens of Delhi have a favorable attitude toward stylish clothes brands.

Sandeep Kumar, Prasanna Kumar, and Srinivasa Narayana (2016) conducted a study to gain a better understanding of consumer attitudes, habits, and lifestyles about apparel brands. To ascertain the relative importance of various brand retention factors. The findings indicate that apparel manufacturers should place a larger emphasis on customer retention.

Sheek Meeran, Ranjitham (2016) The objectives of this study are to ascertain which clothing brands respondents prefer and to analyses customers' impressions of retail garment showrooms and the factors that influenced their decision to purchase from a particular retail garment showroom in Tirunelveli Hub. Raymond, Peter England, and John Player remain to be the respondents' top three favorite branded apparels, according to the research. Clearly, the majority of clients for branded apparel were influenced by factors such as durability, reference groups, a wider assortment of colors and styles, attractiveness, price range, and celebrity endorser. The majority of clients anticipate lower prices and a wider variety of color and design options. Manufacturers of branded apparel must take all of these factors into account in order to establish effective branding strategies and sustain growth. Two factors that contribute to a consumer's preference for a certain retail apparel showroom are convenient store hours and special offers and discounts. To attract and retain customers, retailers must place a larger focus on these characteristics.

According to Jafar Ikbal Laskar and Haidar Abbas (2014), this study aims to ascertain consumer awareness of various apparel brands (both the sources and degree of awareness), their perception of these brands, and the factors that influence this perception. According to the researcher, the key causes of brand recognition are advertising and shelf presence. Businesses investing in alternative ways should reassess their strategies.

Syed Irfan Shafi and Dr. C. Madhavaiah (2014) investigated the impact of demographic and consumer purchasing characteristics on garment purchasing decisions. According to the study's findings, the key variables of garment purchasing behavior include reference group, promotion, store qualities, product attributes, income, and occupation. This suggests that clothes retailers should place a higher priority on apparel purchasing criteria to attract and retain customers.

Namrata Anand, Vandana Khetarpal (2014) despite the expanding demand for garments and their active role in innovation dissemination, the study underlines the importance of research in the apparel industry in order to capitalize on this growing potential. Additionally, garment merchants and suppliers must understand customer behavior when it comes to purchasing fashion apparel in order to economically cater to this market. Job performance is the most significant concept in organizational behavior and human resource management, according to M. Manivannan and C. Kathiravan (2017).

Nirbhan Singh R. (2013) Clothing is a vital part of women's lives and plays a significant role in the formation of female identity and status. Clothes aid in the development of women's confidence and self-esteem. Clothing is classified as a professional good due to the fact that customers generally make an effort to obtain the clothing they desire. Females, on the whole, place a priority on product quality, fashion trends, and other factors linked to the customer's social or psychological needs. These characteristics enable individuals to choose attire that satisfies their interests while remaining true to tradition and culture.

Dr. Anand Thakur and Mr. Bhuvan Lamba (2013) conducted a study to assess customer satisfaction levels and the factors that impact readymade garment purchases, as well as to ascertain customers' preferred brands across various purchase variants. This data will aid manufacturers of ready-to-wear garments in preparing for future growth. According to the data, the most popular brands in Jalandhar are Tommy Hilfiger and Peter England, and the most important factors influencing clothing purchase decisions are price and quality.

Balanaga, K. Gurunath Anand, and M. Krishnakumar (2013) examined five dimensions of Indian consumers' garment purchasing behavior: consumer characteristics, reference groups, shop quality, promotion, and product features. According to the research, critical elements of clothing purchasing behavior include store characteristics, promotion, and reference groups.

According to Rajput, N., Kesharwani, S., and Khanna, A. (2012), the current era in India gives clients with high-quality fabrics and a diverse assortment of clothing. Additionally, customers are taking advantage of the event. The findings imply that in recent years, Indians have developed a high brand consciousness. As a result, brand image plays little role in deciding which product or brand to purchase. Additional elements such as quality, comfort, expectations, and demographic variables all influence how men and women shop.

Vikkraman and Sumathi (2012) revealed that the perceived emotional worth and interest in apparel of Indian customers are significant positive indicators of

purchase intentions for global and local brands. The considerable influence of self-concept on the desire for uniqueness suggests that Indian consumers with a high self-concept do not wish to be unique or to fit in, and that they may view their self-concept and desire to be unique as means to show their 'individuality.' Clothing interest has a significant impact on the perceived quality and emotional value of multinational brands, as evidenced by the fact that Indian consumers prefer global brands over domestic brands due to the status symbols and strong perceptions associated with international brands that are absent from domestic brands.

According to Pandian, Varathani, and Keerthivasan (2012), respondents continue to favor Raymond, Peter England, and John Player. Clearly, the majority of men's branded shirt customers were influenced by factors such as durability, reference groups, a greater assortment of colors and styles, attractiveness, price range, and celebrity endorser. The majority of clients anticipate lower prices and a wider variety of color and design options.

Need of the Study

Today, we live in a fashionable and sophisticated India. Everyone aspires to look fashionable in contemporary India. Consumers' purchasing power and literacy levels have grown, making it easier for them to keep up with the latest fashion trends, and they can now afford to purchase high-end branded things to look stylish. In comparison to unbranded clothing, consumers today favor branded clothing. As a result, research is necessary to ascertain the factors that influence customers' selection of branded garments, as well as the brands they prefer.

Objectives of the Study

The following are the study's objectives:

- ❖ To ascertain the socioeconomic characteristics of clients in Chennai with regard to branded clothes.
- ❖ To investigate the elements that influence customers' purchasing decisions regarding branded and unbranded clothes.

Research Methodology

The goal of this study is to learn about consumers' perceptions of branded clothing in Chennai.

Data Collection Methods: Primary and secondary sources of data were used to compile this report. Primary data were acquired through the use of a generally accepted structured questionnaire, personal interviews, and discussions with clothing brand consumers and non-users. Secondary data sources included books, journals, periodicals, annual reports, and websites.
Research Design: A descriptive study is one that is descriptive in nature.
Sampling: The study will examine consumer preferences for branded clothing, the effect of promotional strategies, and consumer purchasing habits in Karnataka's Mysure, Kolar, Chickaballapur, and Mandya districts.

Sampling Technique: A straightforward sampling strategy was adopted. The poll was conducted among the general public, as well as in textile/apparel stores, special garment showrooms, and on many college campuses.

Sample Size: This study will use a 200-person sample size.

Sampling Unit: Samples will be obtained from students, corporations, and the general public in selected districts of Chennai City.

Data Analysis Techniques: The questionnaire data was transformed to a master table, which facilitated tabulating the data in the required format. To ascertain data variances, the collected data were grouped into tables and analyzed using a variety of statistical techniques, including frequency distribution, mean scores, percentages, z test, and standard deviation.

Data Analysis and Interpretation

Age wise extent up to which various factors influence purchase of branded apparels

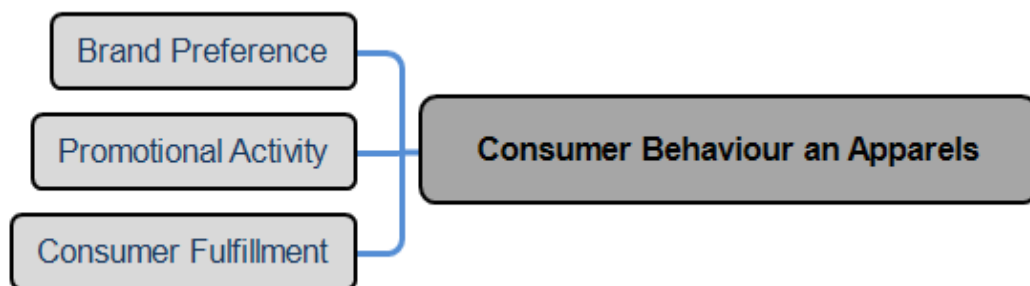| Sl.No	Statements related to different factors	Age		Z value
		20-30	Above 30	
		Mean	Mean	
1	I read newspaper and magazines to know what is new in clothing	2.834	2.625	1.341
2	When new style appear in market, I am first to buy them	3.890	3.320	5.32
3	I go for purchase because I get bored with wearing same type of clothes	3.842	2.250	7.2
4	I have a long term plan for purchasing expensive branded apparels	2.014	3.867	0.15
5	I preferred to purchase the apparels which are worn by the celebrities	3.564	1.654	7.8
6	I try to dress and even purchase apparels same as my friends	3.675	2.213	4.14

*Significant at 5% level of significance   Z table value at (5 %) =1.96

According to Table 1, respondents aged 20 to 30 had a mean score of 2.834, which was close to the scale's neutral point (3), while respondents over 30 had a mean score of 2.625, which was also close to the scale's neutral point (3). The Z score (1.341), which was less than the threshold for significance, suggests that there was no discernible difference in opinion between those aged 20-30 and those aged above 30. In statement number 2, the mean score for respondents aged 20-30 years was 3.890, which was close to the scale's agreeable point, indicating that respondents aged 20-30 years commonly make purchases when new trends reach the market. However, respondents over the age of 30 ranked this statement near the neutral place on the scale. They were unable to agree or disagree with this remark. Although there was no significant difference in respondents' averages between the 20-30 and over-30 age groups, a Z value greater than the significance level suggests that there was a significant difference in respondents' attitudes between the 20-30 and over-30 age groups. With a mean score of 3.867, it was determined that respondents in the 20-30 year age group were close to the agreed-upon point of scale when it came to the assertion that I

go shopping because I'm bored wearing the same style of clothing. However, respondents above the age of 30 scored strongly disagree with statement number six, owing to their maturity level.

Additionally, a substantial difference in opinion existed between respondents under 30 and those over 30, as evidenced by a Z value greater than the significance level. With a mean score of 2.213, respondents aged 20-30 years disagreed with the statement "I have a long-term strategy for obtaining pricey branded apparel," but respondents aged 30 years agreed with the same statement. They assessed the durability of branded clothing before making a purchase. Despite the fact that the means of these two variables were different, the z value was less than significant, indicating that there was no significant difference in respondents' attitudes between the ages of 20-30 and over 30. Between the ages of 20 and 30, respondents averaged (3.564), showing that they prefer to purchase apparel worn by celebrities, but respondents beyond 30 averaged (1.654), indicating that they disagree with this assumption. The fashion sense of celebrities was less appealing to responders above the age of 30. Due to the fact that the Z value exceeds the level of significance, there was a significant difference in opinion between respondents aged 30 and over 30. In the final statement (six), it was discovered that respondents aged 20-30 years were more influenced by their friends and attempted to dress and even purchase apparel in the same manner as their friends, with a mean score (3.675) near the agree point of scale, whereas respondents aged 30 years had a mean score of 2.213, which was between the disagree and neutral points of scale. Because the Z value was more than the significance level, there was a significant difference in opinion about the statement that I attempt to dress and even purchase the same clothes as my friends between respondents aged 20-30 years and those aged over 30 years.

Conceptual Model

Findings of the study

❖ Consumers were familiar with branded clothing and were able to recollect the names of over five different brands. Over five clothing labels were remembered by 100% of respondents.

❖ Levis, Lee, Nike, Adidas, and Puma were the most popular brands among respondents because they had developed a brand image in the market and were trusted by 90% of customers.

❖ Duke, Pepe, and Tommy Hilfiger were the most popular brands. Duke was a middling favorite because to its local and national repute.

❖ Cotton County, Diesel, Koutons, and Octave were the least desired brands by respondents due to the brand owners' lack of promotional efforts, while 28.88 percent of respondents stated that branded clothes is of high quality, which is why they purchase it.

❖ According to 22.17 percent of respondents, branded gear serves as a status symbol, and 19.72 percent cited increased comfort as a reason for purchasing branded items. According to (17.25 percent) respondents, the diversity of branded apparel was the primary reason they purchased branded gear.

❖ According to 34.50 percent of respondents, the brand name of apparel is most important when purchasing apparel and 28.5 percent believe that their friends have a significant influence on the garment firms they choose.

Conclusion

On a daily basis, consumers are getting more brand-conscious, opting for apparel with business images and logos. With growing consumer awareness and fashion sensibility as a form of self-expression, the desire for more choices and goods that satisfy both fashion and performance requirements is evolving. Female shoppers between the ages of 36 and 45 are the most ardent brand clothing buyers. Additionally, this study delves into the several factors that influence the consumer purchase behavior of Coimbatore inhabitants, such as their preferences for various outfit collections and preferred location. As a result, the majority of people are brand conscious; they are conversant with the numerous clothing labels available. Customers prefer branded clothing to unbranded clothing. Additionally, the findings reveal that shoppers prefer malls to showrooms and multi-branded locations. With the right marketing mix and approach, branded clothes can expand their market share sustainably.

Recommendations

The following recommendations have been made in light of the study's findings: Consumers today are brand savvy. They make clothing purchases based on the brand's image and uniqueness. As a result, firms can increase their market share by separating themselves from competitors and establishing a favorable brand image among consumers. Consumers do not view newspapers and magazines as primary sources of knowledge about new fashion trends, but they can use fashion magazines to learn about new fashion trends.

Limitations of the Study

❖ The study is restricted to the city of Chennai.

❖ Respondents' responses may be subjective and distorted.

❖ Numerous individuals were scared to convey their actual emotions.

❖ Due to time constraints, the sample size was limited, and the views of the majority were not elicited.

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