Customers Buying Behaviour on Branded Apparels

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Abstract - The opening up of branded apparel outlets, shopping malls are increasing all over the country. The change in the lifestyle of the Indian consumers, rise in the working class, increase in disposable incomes, dual career families, fast urbanization, education, media and information, and many other economic and social changes offer a wide range of opportunities, and contribute in accelerating the pace of growth in the business. The apparel retailing in India consists of 95 percentages of total sales in department stores, 70 percentage in hypermarkets such as Big Bazaar, Spencer's Retail etc. The apparel fashion retail brands have been uplifting the business and economy in India very fast. The apparel industry is one of the extreme significant sectors of the India in terms of generating revenue, investment, and trade and job creation. Apparel industry has remarkable product variety, short product life cycles, volatile and changeable demand, long and stiff distribution network. Transitional shift can be seen in the apparel industry with time. The enhanced demand of branded apparel is driving retailers to plan stand-alone stores. Therefore, focus of the research was to study buying behavior of customers towards branded clothes. For the study sample of 130 respondents were considered and factor analysis was applied on primary collected data. In the study, based on primary data six factors were identified towards buy behavior of branded clothes i.e. Affordability, Brand Loyalty, Reliability, Quality and Status.

Keywords - Buying Behavior, customers, , Branded Apparel, Brand Loyalty, Apparel industry.

I. INTRODUCTION

The growth of branded apparel is growing rapidly in domestic market of India. The organized retail apparel market is also growing due to increased consumer spending, high brand consciousness, rising income and purchasing power, increasing number of dual income nuclear families, changing lifestyle and consumer behavior. With this increasing percentage of the youth in the country, rising urbanization, rising mall culture, changing fashion trends and retail penetration would continue to support the growth of Indian apparel sector.

One of the leading industries in the world is The Apparel Industry. Apparel Industry in India (AII) is playing vital role in recent times and significant changes have been observed in demand of the Indian customers for branded apparels with the faster population growth and changes in societal perception of Indian consumers, lifestyle, organized market, increase in per capita income, etc. India is considered one of the largest producers of fiber in the world. India's apparel market consists of men, women and kids apparel segment and various retailers cater to these either exclusively or jointly. For almost all occasions Indian consumers are looking for branded clothes. It can be formal, causal or party wear and various criteria favored at the time of purchase of

apparels like comfort, quality, uniqueness, status, fit, style and value for money.

The Indian consumer's attitude of spending money on fashion related articles such as branded apparel is increasing to a large extent now. The AII, accounting for the current demand and forecasting for the future demand of Indian consumers, has also gone through noteworthy changes in production as well as availability of latest fashion designs and brands. The textile and apparel industry is one of the leading segments contributing in the Indian economy and the largest source of foreign exchange earnings for India.

AII is growing at a very fast pace i.e. domestic and international front. "One of the reasons for its accelerating growth is that the apparel manufacturers in developed countries are now shifting production to low cost Asian countries such as India" (Grail Research, LLC, 2009). In value terms, "the size of the Indian textile market in 2007 was Rs. 1692 billion recording a growth of 8.8% (IHD India, 2013). India's US$ 70 Billion Textile and Apparel industry has the potential to grow @11% CAGR to reach US$ 20 billion by 2020" [20]. "The domestic apparel business has grown from US$30bn in 2005 to US$47bn in 2009 and is expected to grow to US$89bn in 2015 and to US$140bn by 2020. India has the potential to almost double the global export in Textile and Apparel trade from 2009 to 2020" [20].

According to the World Bank report, "the apparels produced domestically is sizeable and growing, particularly for large Asian economies such as China and India. Bangladesh and Vietnam are strong performers in terms of export growth, yet neither has a formal retail apparel industry. As per the data published by World Bank in its report, 'Stitches to Riches' in March 2016, the apparel retail market in these two countries combined is less than $3 billion, whereas India's market is valued at $40 billion, which is almost entirely produced within the country. If production for the domestic and export markets are combined, India's value jumps to $57 billion, compared with $24 and $20 billion in Bangladesh and Vietnam, respectively".

II.   LITERATURE REVIEW

"A model for the purchase behaviour of luxury consumer in apparel sector. The contributions of this research on apparel luxury consumer's buying behavior are threefold. First, the combined key drivers of luxury among both gender segments are fit, comfort, quality, exclusive, sophistication, look good and powerful/ influential"[10]. Second, consumers' possess different in-store shopping characteristics and this was confirmed by the consumers and the store managers. Third, the comprehensive model that has been proposed describes the entire consumer purchase procedure"."Indian female consumers buying behaviour and identified key factors of branded clothing which influence female consumers' involvement towards stylish branded clothing are Price, Fitting, Income Level are significant factors and some factors which are found to be insignificant are Status, Durability, and celebrity endorsement. It was also found in the study that there is a complete awareness of the branded apparels amongst females due to mall culture, and family and friends followed by internet and advertisement and their shopping behaviour reflect that they buy these products occasionally" [17,23].

"The medium to high potential customers that international and national brands can target in the Indian context. This study measure the segment values of some brands those have achieved success in the Indian market. Study shows that people are becoming more brand conscious with the increase in income level. Brands and individuals would do well to understand the finer aspects of the scenario, and venture out to capitalize on the opportunities"[21]. "A high correlation of consumption involvement with the other three involvement dimensions. The results show that Indian youth has an involvement with branded fashion wear. There was not much significant difference in the involvement of females and males towards fashion clothing" [13]. "The luxury apparel demand has been buttressed by events such as wedding and religious festivals"[5].
"The brand preference of male respondents regarding shirts and pants of select consumers living in twin cities of

Hyderabad and Secunderabad. In the study found that educational qualifications, employment status, age group, convenience of shops, and advertisement are influencing factors for purchasing the branded shirts and pants by the respondents. 94 % of the respondents were highly educated and purchased branded ready wears. Age group of 20-50 years is income earning people and spending on the branded wears. 54 % of the customers are buying branded ready wear because of quality and status symbol"[14]. "Indian apparel and textile industry study concluded that India has the potential to double its current world market share in apparel during the next 5 years, provided that the apparel sector invests about $16.6 billion in new production etc." [27].
"Mostly Indian customers perceive branded product for status, reliability and quality. Consumers would like to buy and use branded products to highlight their personality in different situations" [1,7].

"Brand name shows the source of the product and help aware consumers to differentiate the product from its competitors. The core base of naming a brand is that it is unique; can be easily discriminated from other names; easy to remember and is eye-catching to customers"[12]. "Brand is a name which is present in every consumer's mind"[16]. "The promise of the bundles of attributes that someone buys and provides satisfaction. The attributes that make up a brand may be real or deceptive, rational or emotional, tangible or invisible"[4]."Brand is categorized by a symbol or a name which can provide the importance and differentiate the goods and services from the rivals"[1].

"There are many influences on consumer's purchasing behaviour, including social (culture, sub-culture, social class, reference groups, family), technological, political, economic and personal factors (motivation, personality, self-image, perception, learning, beliefs and attitudes)"[8]. "Consumers' buying decisions are rarely made in seclusion. They gather multiple information from various sources before deciding to buy"[19]. "Both internal and external stimuli influenced Consumers' buying behaviour. Internal stimuli are factors that reside within the individual's mind, such as motivation, perception, attitudes, personality, values and lifestyle; external stimuli consist of environmental and marketing factors such as reference group, social class and family"[11].

Objectives
To identify factors toward customers buying behavior for branded apparels.

III.   RESEARCH METHODOLOGY

The Study: The study is exploratory in nature to identify factors of customers buying behavior towards branded apparels.

The Sample: For the study the sample size is 150 respondents who purchase both branded and unbranded apparel. Out of which, 20 respondents were not considered for the study because they purchase unbranded apparel only, therefore, for the study total 130 respondents were considered, who preferred purchase of both branded and unbranded apparel. The data was collected only from Indore city of Madhya Pradesh, India.

Respondent Profile

Gender	Frequency (130)	Percentage
Male	67	47.4%
Female	63	50.4%
Age Group	**Frequency**	**Percentage**
Upto 15 Years	1	0.8%
16-25years	105	78.9%
26-35years	19	14.3%
36-45years	2	1.5%
Above 46years	3	2.3%
Occupation	**Frequency**	**Percentage**
Student	77	57.9 %
Salaried	24	15 %
Self Employed	19	14.3%
House Wife	4	3%
Others	6	4.5 %
Income	**Frequency**	**Percentage**
Upto Rs. 1 Lac	36	27.1%
Rs. 1-2.5 Lacs	18	13.5%
Rs. 2.5-5 Lacs	27	20.3%
Rs. 5 lacs And Above	25	18.8%
Apparel Purchase	**Frequency**	**Percentage**
Branded	110	82.7%
Both (Branded and Unbranded)	20	13.5%
Frequency of Buying	**Frequency**	**Percentage**
Monthly	29	22.3%
During Special Offers (like schemes/discounts etc.)	15	11.5%
Occasionally	24	18.5%
Wish and Will	62	47.7%
Place	**Frequency**	**Percentage**
Malls	75	57.7%
Online shops	25	19.2%
Retail Outlets and others	30	23.1%

The Tools for Data Collection: For this research study self-designed questionnaire was prepared based on the basis of literature review, scales, articles, books etc. The questionnaire has two parts: Part A included categories of demographic information (Gender, age Occupation, Income) and general questions were designed, which were related to buying behavior of branded apparel like how frequently buy branded apparel?, from where they buy branded apparel?, etc. Part B comprised 21 items to identify customers buying behavior for branded apparel, which were administered at five-point Likert Scale where '5' stand for Strongly Agree, '4'= Agree, '3' = Neutral, '2'= Disagree and '1'= Strongly Disagree.

Test of Reliability and Normality: After ensuring the content and construct validities of the items selected, the reliability of the tool was determined by Chronbach's Alpha method for the tool and reliability coefficient alpha (α) was found for the tool was= 0.832 and the value of α indicates that tool was reliable. Out of 21 items five items were not found significant contribution, therefore these items were dropped out and remaining 16 items were considered for the study. There is no deviation from expected normal distribution. Sig value of KS is 0.00 and it is less than 0.05 there for hypotheses not rejected. So the data is normally distributed. The value of Skeweness is -1.007 and Kurtosis is 1.571

The Tools For Data Analysis: Factor Analysis is applied for data analysis.

IV.   RESULTS AND DISCUSSION

The study identified that customer's frequency of purchase of branded apparel were high when they wish and will (47.7%), as compared to purchase of monthly (22.3%), occasionally (18.5%) and during special offers (11.5%). The study also identified that the place most preferred by customers for purchase of branded apparel were malls (57.7%) as compared to online shops (19.2%) and retails outlets and others (23.1%).

For further study the customers buying behavior towards branded apparel factor analysis was applied on primary data using Principal Component Extraction Method and Rotation method of Varimax with Kaiser Normalization on 16 items. After factor analysis applied using SPSS, these items were emerged out in five factors i.e. Affordability, Brand Loyalty, Reliability, Quality and Status for the customers buying behavior towards branded apparel. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy value was 0.802 and total variance was 70.176 percentage. The identified factors are defined as below (refer Annexure 1 for details of Factors and Annexure 2 shown out of factor analysis using SPSS):

Factor 1: Affordability: This factor emerged out with highest factor load of 2.607 and variance of 15.983 percentages. It comprised of four items related to buying

behavior of customers towards branded apparel with the item load of i.e., branded apparel are affordable (0.710), branded apparel provide alternation facility (0.697), Ads of branded apparel influence (0.632) and branded apparel give outfit of my fitting (0.568).

Factor 2: Brand Loyalty: This factor emerged out with factor load of 2.020 and variance of 15.175 percentages. It comprised of three items related to buying behavior of customers towards branded apparel with the item load i.e., branded apparel tempted to buy more because of the sales season (0.754), branded apparel provide durability (0.669) and brands help to keep up with trends (0.597).

Factor 3: Reliability: This factor had factor load of 1.912 and variance of 14.017 percentages.   This factor was constituted of three items related to buying behavior of customers towards branded apparel with the item load i.e., brand name has an important source about the reliability of the product (0.797), branded apparel buy due to celebrity endorsement (0.694) and branded apparel have uniqueness (0.421).

Factor 4: Quality: This factor had factor load of 2.010 and variance of 12.717 percentages. This factor was constituted of three items related to buying behavior of customers towards branded apparel with the item load i.e., branded apparel have good quality (0.788), branded apparel provide value for money (0.665) and buy branded apparel due to family uses (0.557).

Factor 5: Status: This factor emerged out with factor load of 1.958 and variance of 12.284 percentages. It comprised of three items related to buying behavior of customers towards branded apparel with the item load i.e., branded apparel communicate social status (0.777), use brands help to connect   with other people and social group (0.625) and brands to be able to associate with specific people and group (0.556).

V.   CONCLUSION AND FUTURE SCOPE

In recent years, there is a dramatic shift in the way consumers are shopping. The days are gone, when consumers wore just anything and spending on apparel was considered trivial. Now, dressing well is an important part of the personality. The increasing availability and accessibility of national and international brands at affordable prize has contributed largely to the trend. And over the years the brands have gained scale and are making their presence felt. The identified five factors of the study also indicating in the same direction that customers buying behavior towards branded apparel due to: Affordability, Brand Loyalty, Reliability, Quality and Status. The study also identified that buying behavior of customers towards branded apparel is

mostly preferred by students (57.7) , age group between 16-25 (78.9), frequency of purchasing preferred when the wish and will (47.7%) and the place preferred for shopping was malls (57.7%). With change of business environment, now slowly customers are shifting for online shopping , because technology has removed the physical barriers for availability of brands at their place. Therefore, scope of businesses of branded apparel is wider in near future with the change of technology, easily availability of branded apparel, life style etc. and younger generation is the target customers.

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