

## A Study on Consumer Behaviour towards Branded Garments among Male Shoppers

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**Abstract:** In the age of identity crisis and need for differentiation, everyone is after uniqueness; particularly how one wishes to appear. India is a global market for fashion garments and there is a cut throat competition existing among brands. Companies are rigorously working on identifying consumer buying behaviour, preferences, creating awareness, and a positive attitude towards their brands in order to grab larger portion of the market. Therefore, it is become necessary to study the consumer behaviour towards various branded men's garments. The study emphasis on how consumer evaluate branded garments on the basis of style, texture, price, colour, advertisement and celebrity endorsements, preferences towards branded garments and reasons for purchasing branded garments. The researcher has used descriptive research design, conducted study only with 150 respondents from two Engineering college, Bangalore. Statistical tools like measurement of central tendency, Chi-Square are used to test and analyse the collected data. Finally, it is revealed that irrespective of age and education levels respondents are buying branded garments to enhance their style, and to protect their self-respect.

**Key Words:** Consumer Behaviour, Branded Garments, Brand Preferences, Brand Awareness.

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### I. INTRODUCTION

Consumers shop for various reasons and occasions. Shopping has long been regarded as a risky activity as shoppers may be uncertain of a purchase decision and the consequences of a poor decision (Bauer 1960). Men prefer the brand in purchasing many things, one of the most dominant areas of branding preferred by men are garments. Consumers purchase a particular product, collect information for an upcoming purchase decision or an overview of the latest trends (Bloch *et al.*, 1989; Kaltcheva & Weitz, 2006). In addition, consumers may differ in how they shop, select products, or process information (Van Osselaer *et al.*, 2005). Consumer research has identified shopping behaviour as an important construct. Consumer behaviour is the process and activities people engage in when searching for selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires (Belch & Belch, 2010). A brand is a perceived image that resides in the minds of consumers. It is the aura that surrounds a product or service that communicates its benefits and differentiates it from its competitors for the consumer. Thus a brand is being defined as, “an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant unique added values that match their needs most closely” (Caldwell and Freire, 2004). The purchase of any product by an individual is influenced by several factors including high value towards the brands, information about the products, purchase out of habit, based on experiments with the products apart from this there are several internal and external factors that determine buying forces such as needs, past experiences, personality, learning and attitudes termed as internal factors and social, marketing, and situational influences are external factors. The behaviour of the consumers varies with respect to the products they are intended to purchase. In men's wear, the market is now quite well developed, and many globally known brands have also attained what is commonly known as critical mass - or the minimum scale of operations required for sustainable growth and profitability. These include names like Allen Solly, Park Avenue, Van Heusen, Raymond and others.

### II. REVIEW OF LITERATURE

(Kaushal Bhatt, Kinjal Bhatt, 2012), The study suggested branded clothes manufacturers should focus on providing more variety to customers both in terms of design and styles as well as colours and also helped them to know and appreciate what customers are looking for in branded apparels as they face tough competition from the unbranded apparels industry which has a strong hold in the Indian clothes market and are not perceived by consumers to be much lesser than branded clothes on various attributes.

(Rajput *et al.*, 2012) 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.

Mittal & Aggarwal, (2012); Pandian et al, (2012); Kanthi & Kumar, (2013), The customers purchase readymade garments mostly during discount period. Price, Quality and design are the important factors considered by them while shopping.

Sharma & Pathan, (2011); Subhani et al, (2011); Zeb et al, (2011). The brand name and colour of cloth mostly affects the customers while purchasing.

Ali et al, (2010). The family structure is also the most influencing factor for buying behaviour while the advertisement was rated at the lowest.

Gabay Gillie (2009), The purpose of this paper is to empirically test the consumer-centered approach to brand management theorized by Rust, Zeithaml and Lemon in 2004 to assist companies in reducing the depreciation of brand equity. Brand equity was operationalized in the context of conjoint measurement. In total, 5,364 respondents participated in interviews testing drivers of brand equity for six brands each in 28 food categories. It was found that brands did not hold much beyond their name. Companies holding strong brands will need to define product features in terms of their perceived functionality across consumer segments. Companies are to build and position brands around customer segments.

### **III. DESIGN OF THE STUDY**

#### **Objectives Of The Study**

1. To identify the consumers buying behaviour towards buying branded Men's Garments.
2. To analyse the factors inducing the respondents to go for branded Men's Garments.
3. To understand the reasons for consumer preference towards Branded Apparels.

#### **Statement of The Problem**

A research report from Technopak Advisors, a leading Management consultancy, India's textile and apparel industry (domestic and exports) is expected to grow from `3.27 lakh crores to `10.32 lakh crore by 2020. It is estimated that by 2017, the overall Indian apparel industry worth would be 2.89 lakhs crores and the market share of organized sector is 25%. Therefore, it clear from the report that, the branded apparel will have great significance in the market. Hence, the research is planned to identify consumer preferences, buying behaviour, reasons to go for branded garments, and so on.

### **IV. NEED FOR THE STUDY**

Many developments and changes are taking place around us with all the industries and firms within each industry including garment industry with an intention to keep pace with the changes and diverse needs of the people. Though for decades together, marketers have regarded 'consumer' as the king and evolved all activities to satisfy him, this concept is gaining more momentum and importance today. This can largely be attributed to the prevailing market situation. Not only competition has become intense but over and above with the market being flooded with many products. The challenge before the marketers is to understand the diversity of consumer behaviour and offer goods and services accordingly. Today the company image is built and made known by its customers. Thus the success of the firm will be determined by how effective it has been in meeting the diverse consumer needs and wants by treating each customer as unique and offering products and services to suit his needs and creating a life time value and relationship with him (Nair, 2004). Marketers have come to realize that their effectiveness in meeting consumer needs directly influences their profitability the better they understand the factors underlying consumer behaviour, the better able they are to develop effective marketing strategies to meet consumer needs (Assael, 2001). The most important reason for studying consumer behaviour is the significant role it plays in our lives. Much of our time is spent directly in the market place, shopping or engaging in other activities. A large amount of additional time is spent thinking about products and services, talking to friends about them, and seeing or hearing advertisements about them. In addition, the goods we purchase and the manner in which we use them significantly influence how we live our daily lives. These general concerns alone are enough to justify our study. However, many seek to understand the behaviour of consumers for what are thought to be more immediate and tangible reasons. Consumer behaviour reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by human decision making units (Mussen & Rosenzweig, 1976). Understanding the reasons for studying a discipline enables one to better appreciate its contributions. Studying consumer behaviour has a lot of benefits to marketers that enable them to create long lasting relationship with customers. With that concern the researcher involves in identifying the behaviour of consumers in the purchase of branded men's garments. The present study was started with an aim to study the behaviour of male Shoppers in Bangalore City in purchasing branded men's garments. Hence from this study it would be helpful for the garment industry to identify the various factors that lie behind the college students in purchasing men's garments.

### V. SCOPE OF THE STUDY

The entire study is based on Consumer Behaviour among male shoppers regarding Branded Garments, the study was conducted only with 150 students of KHBK Engineering College and Cambridge Institute of Technology, Bangalore. The research was planned to cover areas like consumer awareness, Preference Level, Shopping Particulars, Reasons for buying, Factors influencing Buying Behaviour, etc.

### VI. METHODOLOGY

The Universe of the study includes students pursuing their engineering education in HKBK College of Engineering and Cambridge Institute of Technology, Bangalore. 150 students were taken as samples for the study by using convenience sampling method.

Self-structured questionnaire was prepared by the researcher to find out the socio demographic profile of the respondents, to identify the buying behaviour and the factors responsible for purchasing and reasons for preferences on branded garments questionnaire was constructed from the articles relevant to consumer buying. The researcher adopted descriptive research design for the study. Statistical techniques like simple percentage, measures of central tendency and chi-square has used to test and analyse the data.

#### Hypothesis Of The Study

Null Hypothesis(H<sub>0</sub>)

1. There is no significant difference between age of the respondents and purchasing behaviour of the branded apparel.
2. There is no significant difference between education of the respondents and purchasing behaviour of the branded apparel.

#### Limitations Of The Study

1. The study has not covered the students who pursue their engineering education in other colleges of Bangalore city.
2. The sample selected by the researcher is only 150, he has not covered entire population of the colleges.
3. The responses given by the respondents may not be true or accurate.
- 4.

### VII. ANALYSIS AND INTERPRETATION

**Table No: 1 Showing age of Respondents and Purchasing behaviour of branded apparel**

Age	Texture	Style	Colour	Price	Celebrity & Promotions	Others	Total
17- 19	5	7	5	6	5	7	35
20- 21	7	11	5	6	6	7	42
22 – 23	5	9	6	7	5	5	37
23 & Above	6	8	6	5	6	5	36
<b>Total</b>	23	35	22	24	22	24	150

The above table shows purchasing behaviour of branded apparel of different age groups. From the 150 respondents, 11 respondents prefer style and 7 respondents prefer texture as important factors who coming under the age group of 20 – 21, 7 respondents are influenced by price, who belongs to 22 -23 age group, by celebrity and promotional offers 6 respondents have greatly influenced, they belong to 20 – 21 and 23 and above age groups.

1. **Hypothesis:**(H<sub>0</sub>) There is no significant difference between age of the respondents and purchasing behaviour of branded apparel.

**Hypothesis:** (H<sub>1</sub>) There is a significant difference between age of the respondents and purchasing behaviour of branded apparel.

**Calculation of Test Statistics:** On the basis of null hypothesis the expected frequencies are, 5.36, 8.166, 5.166, 5.6, 5.1, 5.6, 6.44, 9.8, 6.16, 6.72, 6.16, 5.67, 8.63, 5.4, 5.9, 5.4, 5.9, 5.5, 8.4, 5.2, 5.7, 5.2, 5.76.

Now  $(O - E)^2/E = 0.025 + 0.166 + 0.003 + 0.02 + 0.0034 + 0.35 + 0.04 + 0.14 + 0.21 + 0.07 + 0.004 + 0.011 + 0.07 + 0.015 + 0.06 + 0.19 + 0.033 + 0.14 + 0.04 + 0.01 + 0.09 + 0.100 + 0.09 + 0.100$

$(O - E)^2/E = 2.07158$

**Level of Significance.** take  $\alpha = 0.05$

**Critical Value.** The Table value of Chi-Square at  $\alpha = 0.05$  for (6-1) (4-1) = 15 degree of freedom is = 24.996

**Decision.** Since the calculated value of Chi-Square = 2.07158 < table value Chi-Square for 15 degree of freedom = 24.996, so the null hypothesis is accepted there is no significant difference between age of the respondents and purchasing behaviour of branded apparel.

**Table No: 2 Shows the Education of the respondents and purchasing behaviour of the branded apparel**

Education	Texture	Style	Colour	Price	Celebrity & Promotions	Others	Total
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<b>MBA</b>	8	9	6	9	7	8	47
<b>ME &amp; M.Tech</b>	7	13	7	8	7	9	51
<b>BE &amp; .Tech</b>	10	9	9	9	8	7	52
<b>Total</b>	25	31	22	26	22	24	150

It is inferred from the above table, Among the 150 respondents 13 respondents are saying style is an important factor in deciding their purchase, they are pursuing ME & M.Tech. 9 respondents who are doing MBA are influenced respectively by style and price of branded apparel. 10 respondents prefer texture and 9 respondents respectively prefers style, colour, price, who are undergoing BE & B.Tech. degrees.

2. **Hypothesis:** (H0) There is no significant difference between Education of the respondents and purchasing behaviour of branded apparels.

**Hypothesis:** (H1) There is a significant difference between Education of the respondents and purchasing behaviour of branded apparels.

**Calculation of Test Statistics:** On the basis of null hypothesis the expected frequencies are, 7.83, 9.71, 6.89, 8.14, 6.89, 7.52, 8.5, 10.54, 7.48, 8.84, 7.48, 8.16, 8.66, 10.74, 7.62, 9.01, 7.62, 8.32

Now  $(O - E)^2/E = 0.003+0.05+0.11+0.08+0.001+0.030+0.26+0.57+0.03+0.07+0.03+0.16+0.2+0.28+0.24+1.97+0.01+0.20$

$(O - E)^2/E = 2.40259$

**Level of Significance.** take  $\alpha = 0.05$

**Critical Value.** The Table value of Chi-Square at  $\alpha = 0.05$  for  $(6-1) (3-1) = 10$  degree of freedom is = 18.307.

**Decision.** Since the calculated value of Chi-Square = 2.07158 < table value Chi-Square for 10 degree of freedom = 18.307, so the null hypothesis is accepted there is no significant difference between education of the respondents and purchasing behaviour of branded apparel

### Major Findings

1. It is found that, 38% of respondents are frequently go for purchasing branded apparel, where as 12% of them are going when they get discounts, promotional offers, seasonal offers.
2. 36% of respondents buy apparel from branded showrooms.
3. 32% of respondents believe that style is playing important role in purchasing decision.
4. 42% of respondents revealing that, quality, prestige, style, are the important reasons to go for branded apparels.
5. There is no significant difference between age of the respondents and purchasing behaviour of branded apparels.
6. There is no significant difference between education of the respondents and purchasing behaviour of branded apparels.

## VIII. SUGGESTIONS AND CONCLUSION

Understanding consumer behaviour with respect of their preferences, influencing factors, reasons behind purchase is quite important from the side of branded players. It is found from the study that apparel manufacturers should focus on manufacturing various variety to consumers in terms of design, style, as well as colour. It is suggested to the garments manufacturers that, they should concentrate of texture, comfortability of garments, since gaining self-respect in the society is an important consideration for the consumers.

The main outcome of the study is fashion loving consumers likes to purchase garments only from the branded showrooms since they believe that right type of branded apparel can be available only in the exclusive branded showrooms and revealed that irrespective of age and education respondents are preferring and purchasing branded garments in order to gain self-respect in the society.

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