

## **AN ANALYTICAL STUDY ON PURCHASING BEHAVIOUR OF STUDENTS TOWARDS THE BRANDED APPAREL**

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### **Abstract**

Apparels are described as one of the most effective ways of gaining social recognition for youths and building positive self-esteem. In recent years, college students as a young customer group have gained significant attention from advertisers due to their growing buying power. Fashion is an approach to look good and in clothing fashion plays a significant role. Hence, the apparel shopping orientation of college students is important for study, as it is an important and growing consumer behavior field. The aim of the analysis is to recognize the behavior of the consumer purchase for branded apparel with special reference to Jodhpur City of Rajasthan students going to college. The study's primary goals are to find out the buyers' preference for branded apparels based on their income level, and to create the relationship between students' gender and satisfaction level.

Researcher has selected 100 students comprises of both male and female students for data collection from colleges of Jodhpur using self-structured questionnaires. Convenient sampling technique is utilised for selecting the sample size and analysis here is done using cross tab, chi square test and symmetric measure for hypothesis testing. Results of the study show that youth today is very much brand conscious and aware also the income level and brand preferences of youth are found to be linked positively. Young generation prefer buying branded apparels and for appearing trendy and classy for depicting their status. This paper disclosed different factors that are impacting the buying behaviour of customers towards branded apparels like; "durability, variety, and quality etc." The paper has identified effectively the buying behaviour of youngsters and their expectations from the brands related with their perceived quality and emotional value towards branded apparel.

**Keywords:** Apparels, Emotional value, perceived quality, brand preferences,

**Article Type:** Empirical study

## **Introduction**

Indian consumers have experienced a tremendous change in their preferences and purchasing behaviour over the last few decades. In earlier times, Indian consumers were more focused on saving their money, buying the basic necessities and rarely pampering themselves. But today the Indian customer spends like never before due to higher wages, easier access to credit cards, increased exposure to the western shopping culture and an unending desire to better his living standards. Structured retail offering a wide range of items, and gathering malls and supermarkets increases their addiction to buying the brand. Customer tastes differ according to changing trends in fashion.

These days, teenagers tend to wear clothes with famous brand names and this seems to be very important to them, perceived as their attention to the brand and its relative importance. Different socio-economic variables regulate boys and girls' response to the brand. Brand responsiveness is also linked to the effect of peer groups and the effects of advertising and ads on both sexes. It was also investigated that college-going especially female students are becoming a separate and powerful segment on the global apparel market.

**Modern Buyers:** The population of India is comprised mainly of young people. Such young consumers have been exposed to living conditions and popular culture abroad and become aware of Western society through television and the Internet. This young generation is also starting to earn money at a younger age, owing to the opening of call centers and other work openings that provide employment for college and school students. And now they can spend more on clothes, shoes, and computer devices.

**Clothing Style:** The patterns in clothing design play a major role in deciding and structuring consumerism in clothing. Indian fashion is becoming more and more diversified, much like Western fashion, because of rapid shift in lifestyles. Thanks to developments, technology, concepts and lifestyles change concurrently and rapidly. Increased brand recognition has now pushed companies and brands that have been selling monotonous and boring items for years to deliver broader product choices, and they are expected to introduce new appealing fashion trends, shapes and shapes every season.

**“Brand and brand image”:** “A brand as described by Keller is a product in which there are added other distinctive dimensions that distinguish it in some way from other products designed to meet the same needs (**Biplab, 1998**). Such distinctions can be observable, i.e. related to the brand's product results, and intangible, i.e. more symbolic, psychological and linked with what the brand reflects”.

College students' buying power is rising day by day and because of this they have gained tremendous attention from the fashion manufacturing companies. They now have more money to spend due to a rise in their sources of income from part-time work as well as easy access to credit cards, and can thus spend more. These days students are inclined to add money to their appearance and thus spend money on clothing and beauty products, and consider these things essential.

**“Mariotti (1999)** describes a brand as a condensed 'shorthand' definition of a value package on which buyers and future buyers can depend reliably for the same (or better) period (**Biplab, 1998**)”.

#### **Customer perspective to purchase branded clothing:**

The consumer's brand preference to the Indian and Multinational brand depends on some important factors. Price and price are the key factors that affect the customer's decision to differentiate between Indian brands and foreign brands to a large extent. **Kotler (2008)** described quality as Total features and characteristics of a product or service which depend on its ability to meet specified or implied requirements. According to the authors, quality is renowned in two forms: objective (real product quality) and subjective (price perception by the consumer).

The evolutionary developments in customers like and dislike, the reasonable growth and inspiration drive them to purchase apparel goods in different ways (**Lalitha, Ravikumar, and Padmavali, 2008**).

Style is a way of looking good and fashion is important for clothes. Owing to the type of dress and the kind of fabric, the textile industry has now developed into highly competitive in nature. Fashion is something that caused millions of women to think about the fact that comfort and quality in clothes are not everything they want. All apparel activities that are greatly affected by

changes in fashion are collection, purchase, manufacturing and care of apparel. The family's socio-economic status also influences certain clothing activities. It is a general notion that clothing is one of the budgetary elements that differs in proportion to income. In these days, college students are

## **Literature review**

**Fernandez (2009)**, believing the millennial are brand conscious he has researched the real effect of branding in a choice of clothing on youth. He suggested that brand sensitivity seems to be the appropriate fashion choices, which lets them create their own best brand image and identity. Peer influence plays an important role in the personal selection of brands, as it promotes their socialization development. Advertising is often an important element in the conferral of brand values and in the creation of an identity for the brand. Effective advertisements by celebrities can have an immense effect on branded apparel, as they aim to promote such features as name, price and status. The researcher endorses that brand managers should concentrate on creating a brand identity by establishing an emotional connection that makes the brand distinctive and offers a long-lasting competitive advantage to establish and sustain brand loyalty among young people. Advertising can also not only help to raise awareness but also impact the reputation and preference of brands.

**Khare, (2010)**, proposed young buyers are becoming more aware of the new fashion labels in developed nations. He emphasized on identifying and knowing fashion apparel's predictors and affecting Indian youth within it. He witnessed Indian college youth experience recognizing the value of fashion apparels in their lifestyle. The findings showed Indian young people's extraordinary participation in branded fashion wear. There is also no gender specific involvement here, as there is not much of a significant difference between female and male participation in fashion clothing.

**Kamalaveni (2008)**, the study has demonstrated that the buying of branded apparel is not impulsive. Male buyers enter the showroom to spend time relative to female buyers; the number of people visiting the showroom with a brand in mind is the same as the number of people visiting the showroom with no brand in mind; marketing has a huge effect on the brand's image.

“Branding requires brand recognition as all brand-related information and knowledge is retained in the mind of consumers and has two features; brand awareness and brand identity (**Ailawadi and Keller, 2004**)”. Brand familiarity refers mainly to the willingness of a prospective customer to identify or recall a specific brand (**Keller, 1993**).

**Sheik and Ranjitham (2016)** study explored “the attitude of customers towards branded apparel and determined the apparel brand used by the respondents in the Tirunelveli Hub. The study is descriptive in nature and primary data was obtained with the sample size of 215 male respondents in the research area using the standardized questionnaire. The study showed Raymond, Peter England, and John player are the top three apparel brands the respondents favor. It has also been discovered that almost all branded apparel buyers were heavily influenced by factors such as longevity, peer groups, comprehensive color and design preference, desirability, budget (price range) and celebrity endorsement. Most clients demand a cheap price and a wider choice of color and design”.

## **STATEMENT OF PROBLEM**

In the rapidly evolving lifestyle world and increasing economic scenario, behavior buying by Indian consumers is fully changed in diverse aspects that include “food and taste intake, apparel purchase, use of durable goods, and luxury products”. Comprehension and analysis of the customer's psychology is also important to the company and world today. Summative or macro level information may deceive, so customer-specific study is required. Typically it is found that consumers choose a wide variety of choices for purchasing clothing, so they have no specific view about what they are purchasing. In Indian youth consumers today consumption is unlimited-they work hard to earn and spend their money on more non-essential goods.

### **The objective of the study**

- “To identify the brand preference of students depending upon their level of income”.
- “To recognise the significant relationship between gender and the level of satisfaction towards the branded apparel”.

### **Research methodology**

A research with a proper design and methodology can be conducted to establish the correct results that are accurate and relevant to the problem solving and used to carry out further interest analysis. It requires a thorough market review from which the findings of this study can be crystallized to construct suitable solutions.

### **Sampling Source**

In this study the survey approach was employed to obtain the perception and satisfaction level of customers of branded apparels, i.e. students going to college. The primary study data was collected from the college students in the Jodhpur region via a standardized questionnaire.

### **Technique and size of the sample**

Convenience sampling approach is the sampling technique used in this research. Sampling of convenience was adopted for the analysis as the population is finite but large in numbers. There are several approaches to sample size determinations. This involve a small population count, imitating a sample size of published studies, using existing tables, and implementing formulae to measure a sample size.

### **Statistical tools**

In this study cross tab, chi-square and symmetric measure were used.

### **Hypothesis**

For finding the relationship between income level of students and their apparel brand preferences hypothesis framed is given below;

**H<sub>01</sub>:** There is no relationship in between level of income of the students (male and female) and their preference about branded apparel.

**H<sub>11</sub>:** There is relationship in between level of income of the students (male and female) and their preference about branded apparel.

**“Table 1.Cross tab of the Income level and branded apparel preference of students”**

<b>Crosstab</b>							
Count							
		Brand preference					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Income	50000	4	4	115	184	8	315
	50000-100000	0	4	43	81	0	128
	100000-150000	1	0	18	21	0	40
	150000-200000	0	1	5	11	0	17
Total		5	9	181	297	8	100

Looking at this table, it can be interpreted that there might be an association between the branded apparel preference of and their income level. But we need to figure out the statistical relationship between the income level of students and their brand preferences. For this, we are required to apply chi square test further.

**Table 2 Chi-Square Tests**

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.607 <sup>a</sup>	4	.002
Likelihood Ratio	19.506	4	.001
Linear-by-Linear Association	3.086	1	.079
N of Valid Cases	100		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.22.			

Table given above indicates that Asymp. Sig. (2-Sided) the column value is less than .05 which shows that “there is a significant relationship in between level of income of the students and their preference about branded apparel”. Hence it could be decoded that income level of college students determines their brand preference of apparels.

Furthermore, for achieving the objectives of the study for finding the “significant relationship between gender and the level of satisfaction” towards the branded apparel hypothesis framed is given below;

**H<sub>02</sub>**: “There is no significant relationship between gender and the level of satisfaction towards the branded apparel”.

**H<sub>12</sub>**: “There is a significant relationship between gender and the level of satisfaction towards the branded apparel”.

**Table 3: Table of ANOVA (Demographic variable gender and level of satisfaction)**

ANOVA					
Qualification					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	30.183	3	10.061	1.395	.029
Within Groups	692.567	96	7.214		
Total	722.750	99			

The significant value of gender is below 0.05 (p-value). This implies “we have to dismiss the null hypothesis and support the alternative hypothesis that there is a significant relationship between gender and the level of satisfaction towards the branded apparel”. It could be interpreted as male and female customers’ shows different level of satisfaction towards branded apparels.

## **CONCLUSION**

This study disclosed several aspects related with the buying behaviour of college going students for branded apparels. This research indicates that the income aspect and the purchasing pattern of the branded apparel product is important in terms of decision buying branded apparels. Clothes are now becoming a status symbol especially for our country's young generation. Even apparels can be seen as offering individuals a sense of self-confidence and dignity. Girls have different sense of fashion than their male counterparts do.



The study reveals that “there is a relationship in between level of income of the students and their preference about branded apparel” and also “there is a significant difference between the satisfaction level of students and their genders”. At last, it can be stated that brand marketers should create and position the goods appropriately for the young buyers, thus helping to build a better brand image and the development of sustainable apparel products along with better strategic efficiency. Young students are very critical to any business strategy, because they are more potential future clients. Thus they play an important role in the method, design and execution and evaluation of the apparel brands' marketing strategies in any and all relevant.

## **Limitations**

As in any research, this study also holds some limitations, they are as follows;

1. The responses on the student's behalf may represent a measure of bias.
2. Furthermore it is only assumed that the studied individuals replied in a fair and honest manner.
3. Regardless of the investigation's voluntary nature, some students who did not take part in the study may have already possessed expectations of dual-student projects but simply decided not to report them.
4. These results might not be generalized to a larger population, since this research was using a convenient sample instead of a random sample.
5. This study was restricted to selected Jodhpur City colleges only as well as this study restricted to college-going student choice only.

## **SUGGESTIONS**

Suggestions for the researcher are given below;

1. Take into account all the socio-economic, demographic and geographic differences between respondents in order to make the results more diverse.
2. In addition, he can only seek to reduce the geographical limitation of the Jodhpur area, and a larger sample of respondents is required for better findings and conclusions.
3. Minimizing the human error at each and every point to prevent respondents' doubtfulness

4. To make the results more generalized, using a random sampling method

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