

CONSUMER BUYING BEHAVIOUR FOR FASHION BRANDS- A STUDY ON INDIAN APPAREL INDUSTRY

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Abstract

The presence of multiple National brands in the apparel categories on one hand has proved beneficial to the customers in terms of wide choices, on the other hand has led to immense competition amongst the national brands. The brands are continuously searching for attributes which will help them in attracting and retaining customer. The purpose of this study is to explore the key attributes of national brand which has an impact on the customer purchase intention. The main focus of this quantitative study is to measure the impact of quality, celebrity endorsement, price, physical appearance and prestige of national brands on the customer purchase intention. A questionnaire was prepared and pilot survey was conducted to finalize the questionnaire followed by data collection from one thousand customers. The finding of this study shows that quality, price, physical appearance and prestige of National Brand have significant relationship with purchase intention while the role of celebrity endorsement was found to be insignificant.

Key words: Quality, Celebrity endorsement, Price, Physical appearance, Prestige, National Brand, Purchase Intention.

Introduction

The evolution of the apparel sector, one of the fastest growing sector of the retail business in India can be looked at from three phases, i.e. pre 1990's, 1990-2000 and Post 2000. The pre 1990's was the period of tailor made apparels with few readymade apparel options available to consumers, however the industry grew during 1990-2000 and can be called as an era of readymade apparels with new brands flourishing during this period. The phase of 2000 onwards brought revolution in the Indian apparel Industry with the emergence of new retail formats of selling apparel, entry of international apparel brands and consumer getting aware of brands and fashion.

While this growth in number of apparel brands and apparel retailers turned out to be good for consumers as they could choose from wide variety of brands; the retailers, designers and the brands started developing point of differentiation in their product offering to attract and keep customers loyal towards their brands leading to emergence of large number of national brands. The apparel brands are continuously looking for extrinsic and intrinsic brand attributes which has an impact on the customer purchase intention. Therefore, a study was conducted with the objective mentioned below to address this issue.

Objective of Study

To measure impact of National Brand attributes on customer Purchase intentions. Through this objective, the researcher found answers to the following issues:

- Which are those extrinsic cues of National brand that has an impact on the customer purchase intentions?
- Which are those intrinsic cues of National brand that has an impact on the customer purchase intentions?

Literature Review

The American Marketing Association defined branding as a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors. Aaker (1996) stated that from the consumers' point of view, branding helps to create clarity in their minds by communicating the source of the offering. From the company's perspective, brand was defined as source of differentiation by Grace and O'Cass (2005).

According to Keller (2003), one of the most important and common form of brand was created by manufacturers and was called as National brand because of their prominence throughout the country at various retail settings.

Keller (1993) defined attributes as descriptive characteristics that characterize a product or service. In one of the study Keller (1998) mentioned that brand attributes are of two types: intrinsic and extrinsic.

Intrinsic brand attributes are the attributes which are related to the products. According to Keller (1993) they are related to products physical composition and service request. These attributes are distinguished by branded products essential ingredients and features which determine the nature and level of product performance. Intrinsic brand attributes are measurable. The intrinsic attributes are flavour, colour, texture, quality, style, design, features of a product.

Keller (1993) defined extrinsic brand attributes as external aspects of product or services that related to its purchase or consumption. They are also called as non product related attributes. According to Li (2004) they are related to brands symbolic attributes and may also serve as a measure of product quality. They satisfy consumers underlying needs for self esteem. They allow consumers to experience positive emotions and to help them communicate to others their values and personal features. According to Fandos and Flavian (2006) extrinsic characteristics are shape and brand of some product.

Purchase Intention:

According to Dodds, Monroe et al. (1991) purchase intention means attempting to buy a product. According to Kotler (2000), consumer behaviour occurs when consumers are stimulated by external factors and come to a purchase decision based on their personal characteristics and decision making process. These factors included choosing a product, brand, a retailer, timing, and quantity. This means consumers' purchasing behaviour is affected by their choice of product and brand. Consumers' purchase intentions always arise after consumer perceived value and perceived benefit.

Subhadip (2006) researched on the impact of celebrity endorsement on the purchase intentions and mentioned that celebrity endorsements can be traced back to 1870s when Henry Ward Beecher endorsed Waltham watches in a print advertisement. David and Benedikte (2004) mentioned that celebrity endorser should be relevant to the product to which endorser is going to advertise, as well argue with solid and logical reasoning about the product and that he / she truly likes the product.

Rashid et al. (2010) found through their study that customer knowledge, celebrity endorsement and product packaging /design have significant relationship with purchase intention while the mediating role of perceived value was not found significant. A study by Karina (2008) stated that an endorser with high celebrity status more positively influences the purchase intentions of the consumers.

Eckman stated that price and brand are the most important of all. Beaudoin et al (2000) identified 12 attributes that correlated with attitudes when purchasing apparels namely: good fit, durability, ease of care, favourable price, comfort, quality, colour, attractiveness, fashionableness, brand name, appropriateness for occasion and choice of style. Dickerson (2000) studied the relative importance that consumers gave to five garment attributes when making purchasing decision namely: price, care, country of origin, quality and style. Shim and Kotsiopulos (1993) researched the apparel shopping orientation of consumers on the basis of nine factors namely: appearance/ fashion conscious, brand conscious, convenient /time conscious, shopping mall oriented, local store oriented, apathetic towards made in USA, catalogue oriented, economy / price conscious and credit oriented.

A study of Burger and Herbst (2002) identified certain clothing attributes like style, price, brand and outlet choice as attributes which affect consumers purchasing decision. It said that brand name is the most important attributed considered by teenagers. A study by Ernest, Retha (2003) found that style is the most important attribute of apparel to women when making purchase decision followed by price.

Model:

The following Extrinsic and Intrinsic attributes were used for the study.

- Extrinsic attributes: Customer perception of Brand prestige, Celebrity endorsement and Price.
- Intrinsic attributes: Quality and Physical appearance

The independent variables selected for the study are: Quality, Celebrity endorsement, Price, Physical appearance and Prestige. The dependent variable is purchase intention.

Research Methodology

The Research Design used was Quantitative Research. The questionnaire was classified in following four categories:

Introductory questions: All Closed ended with dichotomous and multiple choice / multiple response type of questions.

Main body of questions – Questions was designed based on objective and hypothesis of the research study. Question was in the form of 5 point Likert Scale on Brand attributes and purchase intention. All the statements in this question were measured with a 5- point Likert scale ranging from 1 “Strongly disagree to 5 “strongly agree”.

There were categorical questions at the end of the questionnaire to understand the profile of the respondents in terms of age, gender, qualification, profession, Income and place of residing

Hypothesis

- H1: Quality of National brand apparel has a significant impact on the purchase intention of customers.

- H2: Celebrity endorsement of National brand apparel has a significant impact on the customer purchase intention.
- H3: Price of National Brand apparel has a significant impact on customer purchase intention.
- H4: Physical appearance of National Brand apparel has a significant impact on customer purchase intention.
- H5: Prestige of National Brand apparel creates more purchase intention.

Analysis

The analysis was conducted in following three stages:

- Reliability test
- Correlation
- Regression

i. Reliability Test:

The independent variables and the dependent variable were tested for reliability. The reliability of the scale used in this study was calculated by Cronbach's coefficient alpha. According to Nunnally & Bernstein (1994), the coefficient alpha values exceeding the minimum standard of 0.7 provides good estimates of internal consistency reliability. The Chronbach alpha was calculated, the result is shown in Table 1 below.

Table 1: Reliability Statistics of variables for National Brands

Variable	Reliability Cronbach's Alpha	No. of Items
Quality	0.777	5
Celebrity endorsement	0.743	4
Price	0.955	3
Physical appearance	0.787	4
Prestige	0.987	5
Purchase Intention	0.855	3

ii. Correlation

The correlation matrix between independent variables and dependent variable was calculated and is presented below in Table 2. The quality of National Brand has significant relation with customer purchase intention and this relation is 70.9% at .01 levels. Price of National brand was also found to have significant relation with customer purchase intention at 62.9% at .01 levels. The physical appearance and prestige of National brand were also found to have significant relation with customer purchase intention with 64.6% and 98.5% respectively at .01 level. Only celebrity endorsement was found to have insignificant relation with purchase intention of customer.

Table 2: Correlation Matrix for National Brand variables

Independent variable		Purchase Intention_mean
Quality _mean	Pearson Correlation	.709(**)
	Sig. (1-tailed)	0
	N	953
Celebrity Endorsement_mean	Pearson Correlation	.067
	Sig. (1-tailed)	0.02
	N	953
Price_mean	Pearson Correlation	.629(**)
	Sig. (1-tailed)	0
	N	953
Physical Appearance_mean	Pearson Correlation	.646(**)
	Sig. (1-tailed)	0
	N	953
Prestige_mean	Pearson Correlation	.985(**)

	Sig. (1-tailed)	0
	N	953
Purchase Intention_mean	Pearson Correlation	1
	Sig. (1-tailed)	.
	N	953

** Correlation is significant at the 0.01 level (1-tailed).

iii. Regression

Quality and Purchase Intention:

After the correlation analysis, regression was done on independent and dependent variable. In the model summary, $R^2 = 0.503$, explaining the model at 50.3%, beta value is 70.9% explaining the variation intensity of independent variable on dependent variable (Table 3)

Table 3: Regression relation of Quality and Purchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709(a)	.503	.502	.46060

a Predictors: (Constant), Quality mean

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.133	.094		12.045	.000
	importance given to quality	.713	.023	.709	31.012	.000

a Dependent Variable: Purchase intention National Brand

Celebrity endorsement and Purchase Intention:

Regression analysis was performed on celebrity endorsement and purchase intention (Table 4). In the model summary, $R^2 = 0.004$, explaining the model at 0.4%, beta value is 6.7% explaining the variation intensity of independent variable on dependent variable.

Table 4: Regression relation of Celebrity Endorsement and Purchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.067(a)	.004	.003	.65177

a Predictors: (Constant), Celebrity endorsement mean

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.812	.101		37.880	.000
	IMP_CENB	.052	.025	.067	2.061	.040

a Dependent Variable: Purchase intention National Brand

Price and Purchase Intention:

In the model summary, $R^2 = 0.395$, explaining the model at 39.5%, beta value is 62.9% explaining the variation intensity of independent variable on dependent variable (Table 5)

Table 5: Regression relation of Price and Purchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.629(a)	.395	.394	.50807

a Predictors: (Constant), Price mean

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.913	.086		22.261	.000
	IMP_PNB	.528	.021	.629	24.920	.000

a Dependent Variable: Purchase intention National Brand

Physical appearance and Purchase Intention

In the model summary, $R^2 = 0.418$, explaining the model at 41.8%, beta value is 64.6% explaining the variation intensity of independent variable on dependent variable (Table 6)

Table 6: Regression relation of Physical appearance and Purchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646(a)	.418	.417	.49848

a Predictors: (Constant), Physical appearance mean

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.314	.105		12.553	.000
	IMP_PANB	.679	.026	.646	26.117	.000

a Dependent Variable: Purchase intention National Brand

Prestige and Purchase Intention:

In the model summary, $R^2 = 0.970$, explaining the model at 97.0%, beta value is 98.5% explaining the variation intensity of independent variable on dependent variable (Table 7)

Table 7: Regression relation of Prestige and Purchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.985(a)	.970	.970	.11299

a Predictors: (Constant), IMP_PPNB

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.049	.023		2.161	.031
	IMP_PP	.988	.006	.985	175.603	.000
	NB					

a Dependent Variable: Purchase intention of National Brand

Findings

- The correlation and Regression Results shows quality, Price, Physical appearance and prestige of National brand are significantly related to customer purchase intention. Thus we accept H1, H3, H4, H5 and reject H2.

Inferences

- Quality of National brand apparel has a significant impact on the purchase intention of customers.
- Celebrity endorsement of National brand apparel has no significant impact on the customer purchase intention.
- Price of National Brand apparel has a significant impact on customer purchase intention.
- Physical appearance of National Brand apparel has a significant impact on customer purchase intention.
- Prestige of National Brand apparel has a significant impact on customer purchase intention.

Results and Discussion

The main purpose of the study was to explore the relationship between the independent variables (Quality, Celebrity endorsement, Price, Physical appearance, Prestige) and dependent variable (customer purchase intention) for National Brand apparel product category in India. The study brought out that quality, Price, physical appearance and Prestige of National brand have significant relation with dependent variable i.e. customer purchase intention of National brand while celebrity endorsement of National brand was found to have insignificant relation with customer purchase intention.

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