

CONSUMER BUYING BEHAVIUR OF YOUTH IN LUCKNOW CITY WITH SPECIAL REFERENCE TO BRANDED OUTFITS

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ABSTRACT

The Indian customer has undergone a remarkable transformation. Just a decade or two ago, the Indian customer saved most of his income, purchased the bare necessities and rarely indulged himself. Today, armed with a higher income, credit cards, exposure to the shopping culture of the west and a desire to improve his standard of living, the Indian consumer is spending like ever before. Organized retail with its variety of products and multitude of malls and supermarkets is fueling their addiction. Most customers' preferences change according to the change in fashion.

Indian economy is one of the fastest growing economies in the world and is observing shifts in consumer preferences. Indian apparel industry is the second largest contributor in retail industry. Its overall retail picture has shown long-term growth with the increase of income, increased exposure to foreign brands. According to an article in Economic Times, market of branded apparels in India may rise to Rs.250K crore by 2020. Today the people of India have become brand conscious and they prefer branded products to show off their status symbol. Customers rely on branded products and mostly prefer to buy products with well-known brand name (Malik et al., 2013).

One "official" definition of consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." Consumer value is a cognitive-affective evaluation of an exchange relationship carried out by a person at any stage of the process of purchase decision, characterized by a string of tangible and/or intangible elements which determine, and are also capable of, a comparative, personal, and preferential judgment conditioned by the time, place, and circumstances of the evaluation.

INTRODUCTION

The youth in every segment prefer buying fashion apparels in every season or festivals. This study was conducted to find out the Consumer Buying Behavior Regarding Fashion Apparels in Lucknow. The purpose is also to study how consumer behavior for apparel is influenced by factors like monthly income, gender and peer influence. The survey conducted shows that the consumers prefer shopping mostly with their friends and family members. They are influenced by their choices of their friends, family members, celebrities, magazines etc. Finally, the survey shows that Lucknow consumers have positive attitude towards fashion apparel brands.

The main objective of this research is to study the factors affecting buying decision and the impact of promotional activities on buying decision. Hence, an approach is made in this study to investigate the buying behavior of regular buyers of branded apparels in Lucknow. This research is descriptive in nature where primary data has been collected from respondents through questionnaire and secondary data has been collected from websites, journals and books. To fulfill the objectives of the study analysis is used and descriptive statistics for demographics.

REVIEW OF LITERATURE

For many years fashion has been an area of interest in consumer research. Fashion is a driving force that shapes the way we live—it influences apparel, hairstyles, art, food, cosmetics, cars, music, toys, furniture, and many other aspects of our daily lives that we often take for granted. (Solomon Michael R, RABOLT Nancy J. 2002). Fashion is a major component of popular culture that is always changing. With a solid base in social science, and in economic and marketing researches about consumer behavior towards fashion, they provide a comprehensive analysis of today's fashion consumer. Up-to-date, thought-provoking information is presented in an engaging everyday context that helps students, business people and scholars understand how fashion shapes the everyday world of consumers.

Park J.H and Lennon, S.J (2004) in their study on television apparel shopping and impulse buying found that there is a positive relationship between impulse buying and television exposure. Kassarian (1971) states that consumer behavior

researchers must develop their own definitions and design their instruments to measure the personality variables that go into the purchase decision.

(P. M. Rath, 2008.) Accordingly, there are many researches examines the factors that result from consumer behavior towards fashion for making a purchase decision. The results indicate that fashion involvement is significantly affected by a consumer's degree of materialism, gender, age and their identities such as mood, color, boldness, taste, sensuality, beauty, attraction to clothes, detachment, personal style, elegance and celebrity influence.

Physical factors are directly affected to fashion consumption such as health, comfort, fabric, body shape, balance/fit, body exposure, climate, functionality, seasonality and the culture. Further, it was found that fashion consumer behavior involved in fashion knowledge that they concern about brand image, store loyalty, perceived value, purchase frequency, money spent, and price consciousness. Moreover, the results indicate that lifestyles influenced consumer confidence in making purchase decisions about fashion such as exclusivity, easy of care, profession, durability, moral, conventions, welfare, quality, versatility, brand, price, age appearance (Maria Alice V. Rocha, 2005).

In recent years, there is a large shift in consumer behavior among Indians due to enhanced awareness and information technology. Lifestyle among rural consumers has changed dramatically with influence of socio-economic conditions, cultural environment, education level, occupation and wide media coverage. There is an increase in working women after 1990's, they are proving to be equally good as men, and make their own decision to buy things which they need.

People have limited time, memory and attention. So, when they make buying decisions, they simplify their choices. "On the shelf you may have 30, 40 brands of shampoo, or 20, 30 brands of toothpaste," explained Jagdish N. Sheth, a marketing professor at the Goizueta Business School of Emory University. But consumers don't take the time to examine every possible choice (Carman, J. M., 1978)⁶. Rather, they reduce their selection to a smaller set of options, based on experience and exposure. "Through learning over time, consumers are really efficient in terms of reducing their transaction costs," Professor Sheth said.

Fernandez, P. (2009), in his study hypothesized that youth are brand conscious. He suggested that to create an image and identity, brand consciousness is the right choice. Peer influence plays a major role in choosing a brand while, advertisement plays a variable role. Branded clothes are highly impacted by celebrity endorsement as it promotes image, status and quality. In this study, it was recommended that to maintain brand loyalty, brand managers should have built emotional attachment and advertisement should be used to create brand preference and brand image.

For people, symbolic benefits of a brand are huge, thus, they build close relationships with brands, identify with them personally, follow them online and are highly brand loyal. Brand loyalty and brand attitude in turn influences consumer behavior. Brand awareness, recall and recognition are very high in tweens leading to strong brand associations. Obermiller and Sawyer mentioned in their research that a positive ad picture, relative to a negative one, resulted in more and earlier search for the advertised brand. Perhaps most important, ad picture likeability led to significantly increased choice of that brand.

(*I tried to find latest researches in this domain however this is the relevant information I got)

MAJOR FACTORS INFLUENCING BUYING BEHAVIOR

Definition of consumer behavior is "The study of individuals, groups or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." Consumer value is a cognitive-affective evaluation of an exchange relationship carried out by a person at any stage of the process of purchase decision, characterized by a string of tangible and/or intangible elements which determine, and are also capable of, a comparative, personal, and preferential judgment conditioned by the time, place, and circumstances of the evaluation.

CULTURAL FACTORS

Culture: Exert the maximum influence on consumer behavior. Culture is the basic determinant of a person wants. It refers to a set of learnt beliefs, values, attitudes, customs, habits and other forms of behavior that are shared in society.

Social Class: It is the divisions of people in the society, which are hierarchically ordered, and its members share similar values and behavior.

SOCIAL FACTORS

Reference Group: They are the social, economic or professional groups that have a direct or indirect influence on the person's attitudes or behavior. Consumers accept information provided by their peer groups on the quality, performance, style etc. of a product. These groups influence the person's attitudes and expose them to a new behavior.

Family: It is the most influential group as the attitudes, habits and values are shaped by the family's influence. The members of family play different roles such as influencer, decider, purchaser and user in the buying process.

PERSONAL FACTORS

Age: According to Russell People buy different goods and services over their lifetime. The lifecycle of a person is infancy, adolescence, teenage, adult middle age and old age. In each stage the persons buying behavior is different. The person is dependent on others during the first three stages, then in the next stage he not only takes decisions but also influences others buying decisions and in the last stage of the life cycle the decisions are again made by others.

Occupation: It also influences his or her consumption pattern because occupation decides his ability to buy for example – A blue-collar worker will buy work clothes and work shoes while a company's president will buy expensive suits, club memberships and a luxury car.

Economic Circumstances: Products choice is greatly affected by one's economic circumstances. People's economic circumstance consists of their spendable income, savings, assets, debts, borrowing power and attitude towards spending versus saving.

Lifestyle: It is the pattern or way of living of a person. This will be indicated through the person's activities, interests and opinions. Hence, he will choose products according to his lifestyle.

PSYCHOLOGICAL FACTORS

Motivation- Motivation relates to our desire to achieve a certain outcome. For instance, when it comes to making purchase decisions customers' motivation could be affected by such issues as financial position (e.g., Can I afford the purchase?), time constraints (e.g., Do I need to make the purchase quickly?), overall value (e.g., Am I getting my money's worth?), and perceived risk (e.g., What happens if I make a bad decision?). Psychologists have developed theories of human motivation. The best three motivation theories are given by Sigmund Freud, Abraham Maslow and Frederick Herzberg.

Perception: A motivated person is ready to act. How the motivated person act is totally influenced by his or her perception of the situation. To perceive is to see, to hear, to touch, to taste, to smell and to sense something to find meaning in the experience. People can emerge with different Perceptions of the same object because of three perpetual processes that is selective retention, selective attention and selective distortion.

Learning: Involves changes in an individual's behavior arising from experience or practice. Most human behavior is learned. It is produced through the interplay of drives, stimuli, cues, responses and reinforcement.

Beliefs and Attitudes: A belief is a descriptive thought that a person holds something. Through doing and learning, people acquire beliefs and attitudes. These in turn influence their buyer behavior. The beliefs may be based on knowledge, opinion, or faith. They may or may not carry an emotional charge.

OBJECTIVES

To study the factor which influence the buying behavior for branded apparels. To study the impact of different advertisement tool on the buying behavior of youth. To study the pattern of expenditure of youth for branded outfits.

SAMPLE SIZE AND METHOD OF SELECTING SAMPLE

Sample size (n) = 100

Method of selecting sample - Simple Random Sampling is used.

METHOD OF DATA COLLECTION

Chi-square test had been used to find out the internal consistency between the multiple measurements of a variable in a questionnaire. The SPSS software is used to assemble and analyze the data and to apply testes on the sample collected. First, the chi-square test was applied. If the value is greater than 0.05 then the null hypothesis is accepted.

Scope of the Study

This study will be helpful for the companies who are in this business segment of apparels. They will be able to know the taste & need of the consumer & what will be the products & services which will help them to change the non-user into user of their brand & retain their existing customer by providing them the products which they want from the company. This study will help them to formulate & implementing the marketing strategies.

DATA ANALYSIS & INTERPRETATION

VARIABLE	CHARACTERISTICS	FREQUENCY	PERCENTAGE
GENDER	MALE	45	45.0
	FEMALE	55	55.0
EDUCATION	10+2 OR BELOW	21	21.0
	BACHAELOR'S DEGREE	51	51.0
	MASTER'S DEGREE	16	16.0
	OTHERS	12	12.0
OCCUPATION	STUDENT	3	3.0
	PRIVATE	44	44.0

	GOVERNMENT BUSINESS	27	27.0
	BUSINESS	25	25.0
MONTHLY INCOME	20000-30000	30	30.0
	30000-40000	30	30.0
	40000-50000	20	20.0
	ABOVE 50000	20	20.0

The null and alternative hypotheses for Chi-square test are:

- H01: Gender has no impact on consumer buying behavior for branded garments.
- H02: Age has no impact on consumer buying behavior for branded garments.
- H03: Occupation has no impact on consumer buying behavior for branded garments.
- H04: Income level has no impact on consumer buying behavior for branded garments.
- H05: Education has no impact on consumer buying behavior for branded garments.

TABLE II. Chi- Square test for gender and Attitude Towards fashion Apparels

	CASE				TOTAL	PERCENTAGE
	VALID		MISSING			
	N	PERCENTAGE	N	PERCENTAGE	N	PERCENTAGE
Avg. Purchasing Power (Gender)	100	100.0%	0	.0%	100	100.0%

Chi – Square Tests

	VALUE	DF	ASYMP SIG. (2-SIDED)	EXACT SIG. (2-SIDED)	EXACT SIG (1 SIDED)
Pearson Chi-Square	.587 ^a	1	.444		
Continuity Correction ^b	.031	1	.860		
Likelihood Ratio	.588	1	.443		
Fisher's Exact Test				.587	.424
Linear-by-Linear Association	.581	1	.446		

N of Valid Cases	100			
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The value of Pearson Chi-square is 0.444 as inferred from the table, it is seen that value is more than 0.05, hence we can't reject the null and we accept the null by stating that gender has no impact on attitude towards fashion apparels.

TABLE III. Chi-Square Test for Education Qualification and Attitude Towards Fashion Apparels
Chi-Square Tests

	VALUE	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.815^a	3	.282
Likelihood Ratio	4.724	3	.193
Linear-by-Linear Association	.967	1	.325
N of Valid Cases	100		

	VALUE	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.467^a	3	.325
Likelihood Ratio	4.292	3	.232
Linear-by-Linear Association	3.301	1	.069
N of Valid Cases	100		

The value of Pearson Chi-square is 0.325, it is seen that value is more than 0.05, hence we can't reject the null and we accept the null by stating that occupation has no impact on attitude towards fashion apparels. Chi square was applied as test of significance at alpha=0.05, the result are as follows:

TABLE V. Chi-Square for Monthly Income and Attitude Towards Fashion Apparels Chi-Square Tests

	VALUE	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.543^a	3	.672
Likelihood Ratio	2.337	3	.505
Linear-by-Linear Association	1.343	1	.246
N of Valid Cases	100		

The value of Pearson Chi-square is 0.672, it is seen that value is more than 0.05, hence we can't reject the null and we accept the null by stating that monthly income has no impact on attitude towards fashion apparels.

FINDINGS

The research shows that there were significant differences between the gender, education, monthly income and occupation. For each of the relevant demographic factors results, the differences were found concerning the price of fashion apparels and other factors such as quality, comfort, attributes of a store which affected their purchase intention. Our findings show that consumers agree with the fact that they were satisfied by fashion apparels they bought. We found that satisfaction was positively correlated (even if the chi-square Pearson coefficient is more than 0.05 hence, we can accept the null, with most of our statements linked to the quality of the fashion apparels, that they have a great impact on their purchasing power).

If the frequency of purchase is high and if you are satisfied by the previous purchases it is logical that the purchase intention in near future is high because you develop positive attitude and behavior towards these products. The results confirm what was found in the previous studies and survey about this topic. Thus, we can accept our hypothesis that assumes that satisfaction and purchasing power of consumer are related and satisfaction towards fashion apparels.

CONCLUSIONS

The purchase intention of consumers is influenced by attitude variables. They are influenced by their friends, family members, celebrities, magazines etc. The consumers enjoy shopping mostly with their friends and family members. Quality, comfort, brand are the main criteria's which effect their buying behavior towards fashion apparels. Even all the demographic factors like gender, age, occupation and monthly income doesn't have any impact on buying behavior of consumers towards fashion apparels.

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