

CONSUMER PREFERENCE TOWARDS BRANDED ETHNIC APPAREL PURCHASE IN COIMBATORE CITY

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Abstract

This study explores the relationship between elements which affect consumer buying behaviour for ethnic apparel products in Coimbatore city. Questionnaires were distributed to respondents who were presently living and shopping in the retail outlets of Coimbatore city. The total sample size consists of 384 respondents. Data were collected by the author himself, convenience sampling method was used for data collection, after the data was assembled it was analysed through SPSS 20.0.. The result of this study offers insights and evidence about the perception and expectation towards the branded ethnic apparel products.

Keywords: Apparel, Buying Behaviour, Consumer, perception, expectation

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. 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.

Review of literature

- ❖ **NamrataAnand, VandanaKhetarpal (2014)** in spite of the apparel consumer's increasing demand and their active role in the diffusion of innovation, the study highlights the importance of research in the domain of apparel industry to tap this increasing potential. Apparel retailers and suppliers also have a decisive role to play in order to understand the consumer behavior for buying the fashion apparel so that they may cater to this segment more profitably.
- ❖ **RehamAbdelbasetSanad (2016)** this paper aims to make a comprehensive review of factors affecting purchaser decision towards apparel and textile products. Research studies concerned with factors having impact on marketing of textile products including apparel and fashion products were

reviewed. These factors include different cultural, social, personal, psychological and environmental aspects. Features related to market; namely product characteristics, purchase channel, price and promotion were reported. This study reviewed research studies concerned with consumer behaviour towards textile and apparel products. However, it is believed that textile products' visual and physical characteristics has a great impact on consumer buying decision, limited studies were found investigating the relation between textile product attributes and consumer purchase decision. Most of these studies were concerned with preference of product attributes. Therefore, it is proposed to extend consumer behaviour studies in textile and apparel area with special concern of fit, comfort and performance.

- ❖ **DeepaliSaluja (2016)** the purpose is also to study how consumer behaviour for apparel is influenced by factors like monthly income, gender and peer influence. The survey conducted in Delhi 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. Quality, comfort, brand are the main criteria's which impact their buying behaviour towards fashion apparels. The study shows that the age, gender, education and occupation do not have any impact on buying behaviour of consumers. Finally, the survey shows that Delhi consumers have positive attitude towards fashion apparel brands.
- ❖ **Sandeep Kumar, Prasanna Kumar, SrinivasaNarayana (2016)** conducted a study mainly to know about the consumer perception, behaviour, and life style towards the apparel brands. To assess the importance of different factors in brand retention. From the study, it is suggested that the apparel companies should focus more on customer retention. This can be achieved by keeping the prices reasonable, maintaining quality in clothing, announcing loyal programs in special periods, offering perfect customer services, advertising more on internet, newspapers, social-media and tele-media.
- ❖ **SheekMeeran, Ranjitham (2016)** the objectives of this research are to ascertain the branded apparel most preferred by respondents and to examine customer's perception towards retail garments showrooms and factor they Considered to choose a particular retail garments showroom for their shopping in Tirunelveli Hub. The study reveals that Raymond, Peter England, and John player remains the top three branded apparels preferred by the respondents. It is clear that most of the shoppers on branded apparel were highly influenced by the factors such as durability, reference groups, wider choice of colour and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of colour and design. The manufacturers of branded apparel must focus on all these factors to formulate branding strategies effectively and to sustain their growth. Convenient shop hours and the offer & discounts are the two factors that contribute more to prefer a particular retail garment showroom. The retailers need to give more attention to these factors in order to attract and retain their customers.

Objective of the study

- ❖ To assess the consumers preference towards the branded ethnic apparels in Coimbatore city.

Gap analysis

The gap analysis is an important tool used in social science to test, whether there exists significant difference between any two groups on certain characteristics. In this section the gap analysis is employed to test, whether there exists significant difference between the perception and expectation towards purchasing ethnic wear.

Table 1: Perception and expectation towards purchasing ethnic wear

Items	Expectation Mean	SD	Perception Mean	SD	Gap = Perception – Expectation
Good fit	3.904	0.530	4.078	0.729	0.175
Durability	3.458	0.845	3.711	0.699	0.253
Ease of care	3.469	0.642	4.096	0.750	0.628
Price	3.474	1.014	3.526	0.798	0.052

Comfort	3.469	0.845	3.474	0.729	0.005
Quality	2.755	1.772	3.534	1.014	0.779
Colour	3.289	0.825	3.539	0.499	0.250
Attractiveness	2.625	1.868	3.333	1.083	0.708
Fashionable	3.461	0.633	3.469	0.642	0.008
Brand name	3.469	0.633	3.539	0.499	0.070
Appropriateness for occasion	4.000	0.682	4.078	0.729	0.078
Style	3.529	0.743	3.539	0.750	0.011
Construction	3.615	0.742	3.685	0.606	0.070
Size assortment	3.240	0.801	3.469	0.750	0.229
Fiber content	3.617	0.627	3.766	0.576	0.148
Degree of alteration	3.688	0.606	3.701	0.610	0.013

The results of gap analysis are provided in the above table. The results include the values of perception, expectation, and difference between the perception and expectation obtained from the 324 respondents. Fuzzy theory was applied to the values of perception and expectation in table 18. The difference between perception and expectation is P-E, where P is perception (or satisfaction) and E is expectation. From the 'expectation' column in the table, the highest levels of expectation were shown in statements 'Appropriateness for occasion' had the highest value of the 16 statements. Followed by 'good fit', 'Degree of alteration' and 'quality'. The lowest value was shown in 'attractiveness'. In the 'perception' column of the table, statement 'Ease of care' had the highest value of the 16 statements. Followed by 'Appropriateness for occasion' and 'Good fit'. On the other hand the lowest value was shown in 'Attractiveness'. The 'Difference' column of table is the gap between perception and expectation, that is, P-E. The differences of all 16 statements showed positive values, which means that customers were satisfied for all 16 statements related to ethnic wear, compared with their expectations.

Hypothesis on opinion towards main brand

H₀:Opinion towards main brand does not influence brand preferred. In other words, there is no significant difference among different opinion towards main brand concerning their brand preferred, i.e., Fab India= UTSAV Fashion = Manyavar = Samyakk = Gravity Fashion = Jade Blue.

Table 2: Effect of opinion towards main brand on brand preferred

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	Result
Good - Bad	Between Groups	33.054	5	6.611	3.739	.017	S
	Within Groups	668.321	378	1.768			
	Total	701.375	383				
Positive - negative	Between Groups	24.523	5	4.905	4.819	.007	S
	Within Groups	384.724	378	1.018			
	Total	409.247	383				
Like - dislike	Between Groups	31.921	5	6.384	4.392	.009	S
	Within Groups	549.401	378	1.453			
	Total	581.322	383				
Favourable - Unfavourable	Between Groups	44.664	5	8.933	9.975	.000	S
	Within Groups	338.505	378	0.896			
	Total	383.169	383				

High quality - poor quality	Between Groups	19.051	5	3.810	3.632	.018	S
	Within Groups	396.574	378	1.049			
	Total	415.625	383				
Pleasant - unpleasant	Between Groups	17.080	5	3.416	3.244	.022	S
	Within Groups	398.077	378	1.053			
	Total	415.157	383				
Appalling - Unappealing	Between Groups	25.582	5	5.116	4.842	.005	S
	Within Groups	399.457	378	1.057			
	Total	425.039	383				

The exact significant level (p value) of ANOVA is exhibited in 6th Col. (Sig.) of table 27. The level of significance set by us is 5%, i.e., $\alpha = 0.05$ (on the basis of existing researches of similar type). The table reveals that „p” value is less than the “ α ” value. In fact, since p value is less than $\alpha = 0.05$, the null hypothesis is rejected and established. That means, the opinion towards main brand does significantly impact the brand preferred.

Findings of the study

Gap analysis

- ❖ The gap between perception and expectation, that is, P-E. The differences of all 16 statements showed positive values, which means that customers were satisfied for all 16 statements related to ethnic wear, compared with their expectations.

Anova

- ❖ The opinion towards main brand does significantly impact the brand preferred

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 ethnic apparel manufacturers should focus on manufacturing various varieties to consumers in terms of design, style, as well as colour. It is suggested to the ethnic garments manufacturers that, they should concentrate of texture, comfort 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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