



A STUDY ON THE AFFINITY OF TEENAGERS TOWARDS BRANDED ATTIRE IN SOUTHERN PARTS OF TAMIL NADU WITH SPECIAL REFERENCE TO TIRUNELVELI AND RAMANATHAPURAM DISTRICT TAMIL NADU INDIA

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ABSTRACT

In today's market filled with thousands of products and services, all of which are rapidly commoditized, a brand stands out from the clutter and commands attention. Depending on how the brand is marketed, advertised and promoted, a brand name can create and sustain loyalty, trust, confidence, premium or mass market appeal. A brand differentiates a products from other similar product and enables it to charge a higher premium in exchange for a clear identity and greater trust in its functionality. A brand is likely to survive longer than an undifferentiated products. A brand is akin to a living being: it has an identity and personality, name, culture, vision, emotion and intelligence. These are provided by the owner of the brand and must be constantly looked at to keep the brand relevant to the target it wants to sell to . The relationship between consumers' decision-making styles and their choice between branded and non branded attire is investigated using a sample of teenagers of Tirunelveli and Ramanathapuram district only. The purpose of our research is to investigate teenagers in Tirunelveli and Ramanathapuram District to examine if any factor dominates in their buying behaviour for attire. In addition, consumer attributes (i.e., apparel involvement, brand consciousness, reference group, social class, and other factors) and personal characteristics were investigated separately and in relation to the affinity of teenagers.

Keywords: Brand, Product, Teenager, Affinity, Consumer

I INTRODUCTION

The Indian textile industry is one of the most distinctive in the world because of its ancient techniques and cultural traditions. In the vastness of India, it is but natural that its different parts, in addition to having their own unique cultures and languages, also have a variety in apparels.

Depending on how the brand is marketed, advertised and promoted, a brand name can create and sustain loyalty, trust, confidence, premium or mass market appeal. Apparel and apparel industry is at the top and spending on apparel and apparels among customers is increasing day by day. Studying the changing consumer behavior becomes imperative. The fashion industry has undergone some major structural changes in the past decade.

A decade or two ago, the Indian consumer saved most of his income, bought bare necessities and rarely indulged himself. Today, armed with higher incomes, credit cards, exposure to Western shopping culture and a desire to improve his standard of living, the Indian consumer is spending like never before. Organized retail with its wide variety of products and large number of malls and supermarkets fuel their addiction.

Most customers' preferences change according to the change in fashion. The apparel fashion plays a paramount role in shaping apparel consumerism. Companies and brands that offered monotonous products for years, have now multiplied their product ranges and new appealing styles, shapes and forms are being launched each season by them.

II STATEMENT OF THE PROBLEM

The apparel and clothing industry being placed at first place and spending on apparel and clothing among teenagers are getting increased, The most important statement is to identify the need of teenagers and what kind of apparels they like to wear. It is essential to study the changing behaviours of teenagers. Also it helps the brands to provide actionable information for the purpose of adopting their strategies for teenagers and to assist them in taking product decisions. We know that market segmentation has become an important tool used by retailers and marketers to identify target customers. Segmentation is the process of dividing a company's target market into group. Segmentation is the process of dividing a company's target market into groups of potential customers with needs and behaviour. Segmentation has become a major tool of companies for planning marketing strategies. Segmentation research has several objectives that include to analyse the markets, developing and capitalizing on a superior competitive position.

III REVIEW OF LITERATURE

a) INTERNATIONAL REVIEWS :

1 **Sherlaker, (1995)** Objectives of the study are to find out the factors that affect the buyer's decisions among the modern retail formats and to evaluate the comparative strength of these factors in buying decision of the buyers. Today's young consumers are inclined more towards leading a comfortable and hassle free life. They have come in possession of money and wish to spend it on trusted goods and services, which are well worth the money that they would pay. 'Brands' cost them dearly and yet, they prefer the same as they are conscious of the

fact that branded products give them their money's worth. This generation of consumers may, therefore, be labeled as 'the brand conscious generation' .

2 Hogg Margaret Bruce , et.al (1998) Although there has been some research into young consumers, for instance their approaches to product categorization; their decision-making strategies; and their role in family decision making, considerable work remains to be done to understand how young consumers develop brand loyalty, brand preference and reliance. This paper reports the initial findings from an exploratory study of over 200 young consumers (aged 7-10) which examined perceptions of branded fashion clothing; and the impact of social influences on young consumers' evaluations of branded fashion products. The findings indicate that product/brand imagery is clearly established among young consumers, particularly for branded fashion sportswear; and the results suggest that research design must take account of both age and gender differences when choosing methods for eliciting data from young consumers.

3 Marie J Lachance, et.al (2003) Wearing clothes with prestigious brand names seems to be very important for adolescents. This phenomenon was studied in the context of consumer socialization by examining the influence of three socialization agents, namely parents, peers and TV, on the development of French Canadian adolescents' brand sensitivity and their relative importance. Controlling for socio-economic variables, multiple regression analyses were conducted separately for boys and for girls. For both genders, brand sensitivity is related to peer influence. Girls' brand sensitivity is related to the importance fathers give to clothing brands. TV exposure is not related to adolescents' brand sensitivity. For boys and girls, peers represent the most important predictor of this consumer socialization. The results are discussed in the light of social and economic pressures and family relationships.

4 Mitchell and Walsh, (2004) Cats-Eye, Yellow, Richman, Aarong, Kay-Kraft are trusted brands to the customers. The problem is that when they started they were pioneers in their line, whereas today, there are multiple brands that are able to deliver the same quality at a lower price perhaps. A rational approach to clothing needs and expenditure makes the consumer more effectively participate in entire market economy". Gender has been identified in much literature on consumer shopping behavior as a significant factor in understanding consumer behavior and as a fundamental market segmentation index for companies to meet their customers' needs and wants. Marketers should strive to understand the gender differences in decision-making. Research addressing the issues of gender differences in decision-making styles could help marketers to find better ways of communicating with both sexes and to guide marketing mix decisions

5 Bakewell and Mitchell (2006) Numerous studies in the past have provided evidence that gender relates to consumers' perceptions, attitudes, preferences and purchase decisions

6 Fernandez, P. (2009) focuses on the impact of branding on youth in choice of clothing as it is hypothesized that they are brand conscious. He suggests that brand conscious is the right choice of clothing, which helps them

create an image and identity for themselves. Peer influence plays a crucial role in their choice of brands as it aids in their socialization process.

7 Yin, H.S, et.al (2012) this study examine the purchase preferences towards foreign and domestic branded apparels. It was found that preferences towards foreign branded apparels are related to the level of purchasing power and is not related to the demographics variables.

8 Reham Abdel baset Sanad (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.

b) NATIONAL REVIEWS:

1 Khare, A (2010) suggested that in developing countries, consumers are becoming conscious of fashion brands. He was directed towards understanding the determinants of fashion clothing involvement of Indian youth.

2 Verma A.P. and Tiwari.K (2011) covered the medium to high potential consumers that international and national brands can target in the Indian context. This study measures the segment values of some brands those have achieve success in the Indian market. Study shows that people are becoming mere brand conscious with the increase in income level.

3 K. BalanagaGurunathAnand, et.al (2013) Studied the apparel buying behaviour of Indian consumers through five dimensions viz. consumer characteristics, reference groups, store attributes, promotion and product attributes. The results show that the store attributes promotion and reference groups are the important dimensions of apparel buying behaviour

4 Namrata Anand, et.al (2014) inspite of the apparel consumers 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.

5 Sandeep Kumar, et.al (2016) conducted a study mainly to know about the consumer perception, behavior, 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.

6 Deepali Saluja (2016) 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 on Delhites 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 behavior 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.

7 Lakshminarayana.K ,et.al (2017) conducted a study mainly to know about the consumer buying behaviour towards branded apparels in Bangalore city. The study reveals that there is a lot of scope for new entrants in this field, the manufacturers and marketers of branded wears should concentrate on making new consumer rather than retaining old one. The number of people visiting the showroom with a brand in mind, in same as the number of people visiting the showroom with no brand in mind. Most of the time buyers visit the showroom of branded wears with the purpose of shopping however compared to women, male consumer visit the showroom for passing time, even though pop, advertisement, promotional schemes and other factors influence the consumer purchase decision and consumer stimulated to buy. Among the various promotional schemes and promotional measures discounts, buy2 get1 free schemes have maximum influence on purchase decision of a particular brand. With the effective marketing mix and strategies can extend the sustainable growth in this industry.

IV OBJECTIVES

- To study & analyse the brand preferences of teenagers in buying branded attire in Tirunelveli and Ramnathapuram District.
- To find out the factors influencing the buying behaviour of branded attire among teenagers.
- To estimate the brand loyalty of teenagers towards branded attire.
- To identify the difference in buying frequency between male and female teenagers.

V METHODOLOGY

The present study is undertaken to evaluate the affinity of teenagers towards branded attire in Tirunelveli and Ramanathapuram District. The data has collected from both primary and secondary data.

Primary data has collected with the help of a globally accepted structured questionnaire, personal interviews and discussions with attire brand users and non-users. Secondary data collected from various sources such as books, journals, Magazines, websites, etc.

a) Population of the study

This Study was conducted at the southern parts of Tamil nadu with special reference to Tirunelveli and Ramnathapuram district, Tamil Nadu, INDIA.

b) Sampling Size

It is the total number of respondents targeted for collecting the data for the research. Sample sizes of 100 respondents have taken for research.

c) Sampling Technique

Random sampling technique is used in this research paper.

d) Tools used for research

The tool used for analysing the data can be collected from questionnaires is Factor Analysis and other primary tools .We use factor analysis to check the impact of different factors of customers that leads to buy a brand. Factor analysis attempts to represent the correlations between variables as closely as possible with the fewest number of factors.

VI Hypotheses:

1. There is no association between buying intention for branded apparels and gender of the teenagers.
2. There is no association between buying intention for branded apparels and annual family income of the teenagers.
3. There is no significant difference in buying intention for branded apparels across teenagers living in Tirunelveli and Ramanathapuram District.
4. There is no association between buying intention for branded apparels and different variables influencing teenagers.

Conclusion

Studying and analyzing buying behavior of teenagers will help the brands to find out the unfulfilled demands in the market easily, leading to a better understanding of demands of the youth. It will assist the brands in planning and executing market strategies accordingly, to design the attire which fulfills the requirements of the young customers. Hence, an approach was made in this study to explore the teenagers perception in buying decisions toward branded apparel products in Tirunelveli and Ramanathapuram District.

Introduction

In traditional banking system only the cheques were first introduced in Indian banking system by Bengal Bank in 1784. ATMs were introduced in 1987. HSBC took the initiative of introducing ATM in India. In India, ICICI introduced internet banking facility. The government introduced IT Act, 2000 for recognizing whether an electronic transaction is legal or not. Further Reserve Bank of India has also taken initiative to develop the electronic banking system in India. Since a greater number of customers are now using the internet for a host of their daily activities, this digital medium of banking makes banking far accessible and convenient for users.

Electronic banking is also known with the names, like, e-banking, virtual banking, online banking, or internet banking. In simple words, the electronic banking is the use of electronic and telecommunications network for delivering different sort of banking products and services. Moreover, a customer can easily access his bank account and carry transactions by using his computer or mobile phone with the help of e-banking. In other words, Electronic banking can be described as the use of electronic delivery channels for banking products and services, and is a subset of electronic finance. Some of the important electronic delivery channels include Internet, wireless communication networks, automatic teller machines (ATMs), and telephone banking.

The internet banking is a component of e-banking and is primarily carried out by means of the Internet. The term transactional e-banking is generally used to demarcate the use of banking services from the mere provision of information. In simple words, Electronic banking or e-banking, takes under its gamut, the provision of retail and small value banking products and services through electronic banking channels as well as large value electronic payments and such sort of wholesale banking services delivered electronically. The basic level of services banks offers through their websites. The banks offer information about its products and services to customers through this service. Secondly, banks allow their customers to submit instructions or applications for different services, check their account balance, etc. However, banks do not allow their customers to carry any fund-based transactions on their accounts. Moreover, banks allow their customers to operate their accounts for funds transfer, bill payments, and purchase and redeem securities, etc. Impact of IT on banking, Information Technology has made large impact on the banking industry especially in last two decades.

This impact has been mostly seen in the following areas.

- 1. Impact of IT in competition and the amount of contestability in banking:** Due to the growth of technology, the bank's incomparability in particulars is deteriorated. Entry barrier has been declining, a new competitor has emerged.
- 2. Impact of IT on Economy of scale:** Competitive pressure force banks to lower their cost. Bank seeks to get economy of scale in bank procession instead of being a big bank. i.e. buy in an economy of scale.
- 3. Impact of IT on the economics of delivery:** Technology has a major impact on the way banking and financial services are delivered., a wide range of alternative delivery mechanism becomes available, Internet, ATM... these Reduce the dependence on the branch network as a core delivery mechanism. With the development of technology, the financial systems are substantially over-supplied with a delivery system through a duplication of a network, the bank has to change their delivery strategy, rationalize their branch network strategy, and widen the range of delivery option.
- 4. Impact of IT on Banking Services:** Following technology Products have been facilitated by technology advancement in banks. It is a portion of the central banking system.