

# BEHAVIORAL ADAPTATIONS OF URBAN YOUTH TOWARDS BRANDED APPARELS

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**Abstract :** The purpose of this study is to examine the prevailing brand preferences mainly depicting young consumer's focus on brands and nature of such focus while buying in general and in specific apparel and accessories segments. The research focuses on the individual buying conduct and branding affiliations. This descriptive study of brand-preferences is separate from the studies done so far as; it evaluates the inclination of people towards brands while purchasing clothing and accessories, specifically targeting the youth. To add on, research will also investigate their future brand inclinations while buying the regular wears. Data from respondents, of urban Jalandhar, is to be collected in order to determine brand engaged buying behaviour of consumers. Additionally, the study provides valuable strategic aspects for the retailers, planning to expand their customer hold in Indian market. It focuses on the customer perceptions while choosing a purchasing readymade garments and the extent to which the brand name influences their buying behaviour. The parameters covered in this study are comfort, value for money, quality and so on. Therefore, the study would be in relevance to clothing industry, thus, helping them to modify the requisite features for better sales and marketing as it concludes the future inclination of consumers towards branded apparels as well.

**Index Terms -** Apparels and accessories, branding affiliations, brand inclinations, brand engaged, prevailing brand preferences.

## I. INTRODUCTION

Indian consumer market has undergone transformation at a faster pace since the past one decade and captivated global attention in almost all consumer product segments. Numerous factors are responsible for this dramatic change. A report by India Brand Equity Foundation on Indian consumer market suggests that India's market is consumer driven, with spending anticipated to more than double by 2025. Global corporations view India as a vital market for the future. India has a young demographic and a middle class with rising disposable income. The key growth drivers for Indian consumer market are consistent GDP growth, increasing consumer income, high private consumption, rising urbanization, increasing discretionary income; growth of modern retail, low labour cost; favourable changes in government policies, and infrastructure development. With the growth in the economy, increased incomes of young consumer population, a growing economy, expansion in the availability of products and services and easy availability of credit, there is a rise in new consumer segments: 'kids', the 'youth' (including young working singles) and the 'urban women'.

Indian apparel industry, detailed accounts in terms of how customers evaluate branded clothing in comparison to unbranded clothing are seldom made available to the academia and practitioners. Our research is an attempt to address this gap.

## II. REVIEW OF LITERATURE

Rajput (2012) examined the relationship between consumers' decision-making styles and the choice between domestic and imported clothing brands of Indian consumers. They found that there had been a shift from unbranded to the branded segment which was the result of changing patterns of consumer buying as they become increasingly demanding, more aware and more affluent. The results of their study revealed that Indian people have become highly brand conscious presently. 'Brand image' is a not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics which also influence the purchasing decision of males and females. Also, 'age' and 'income' was not found significant as consumers preferred brands or outfits irrespective of that. Two factors were found during measuring attitude of consumers towards branded apparels, 'intrinsic pleasure' and 'prestige & status'.

Ostrovskaya and Sanchez (2013) in their study defined a concept 'tendency to use the brand name' as consumer's propensity to evaluate, choose and purchase (or not) a product mainly according to his or her overall perception of the brand name and the attributes that this evokes. They found that materialism was one of the determinants of 'tendency to use brand name' and people high in using brand names were found to be high in materialism both in general and when distinguished by countries.

According to Chitra (2014), the consumer's decision to buy a particular brand is affected by different factors. Aside from functional benefits, he/she may choose a particular brand to express his/her personality, social status, affiliation or to fulfil his/her desire for newness (Kim et al., 2008). The results of her empirical study indicate that normative influence, consumer confidence, brand consciousness, perceived quality and emotional value are antecedents of customers purchase intention towards branded apparels.

## III. OBJECTIVES OF THE STUDY ARE:

There are mainly two objectives of this study as under:

- 1) To study the perception of consumers towards branded apparels based on demographic profiles of respondents.
- 2) To investigate consumer's future purchase intentions towards branded apparels.

**IV. RESEARCH METHODOLOGY**

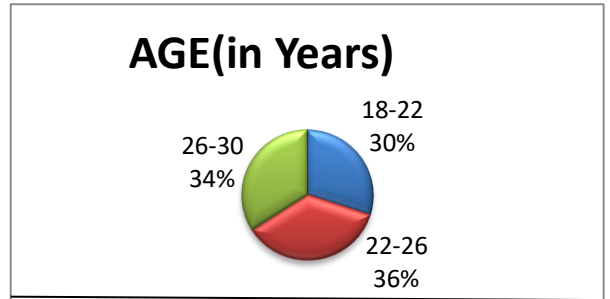
This refers to the area to be surveyed. Although large samples are more reliable but due to shortage of time and money this has been selected.

- Sample Size : 100
- Type Of Question : Mostly Close-ended
- Instrument Used : Questionnaire, Personal Interviews
- Area covered : Urban area of district Jalandhar

**Data Analysis and Interpretation**

Statement 1: Age of respondents

AGE(in years)	No. of respondents	Percentage of respondents
18-22	30	30
22-26	36	36
26-30	34	34
<b>Total</b>	<b>100</b>	<b>100</b>

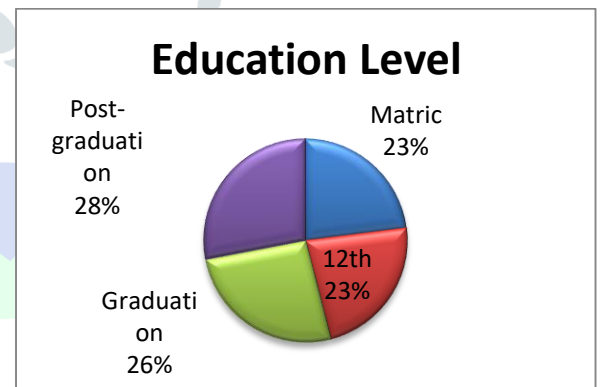


**Analysis and interpretation:**

The age group of respondents varies from 18 years to 30 years. To carry out the study effectively youth is chosen as respondents amongst which 18-22 years of age group contributes to 30 per cent of respondents. Moreover, 36 per cent falls in age group of 22-26 years and 34 per cent in 26-30 years.

Statement 2: Education Level

Education Level	No. of respondents	Percentage of respondents
Matric	23	23
12 <sup>th</sup>	23	23
Graduation	26	26
Post Graduation	28	28
<b>Total</b>	<b>100</b>	<b>100</b>

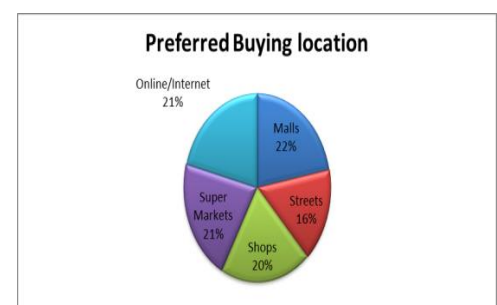


**Analysis and interpretation:**

In the above pie-chart it can be clearly analyzed that the majority part of sample is post graduate. On the other hand the percentage of 12<sup>th</sup> and matric respondents are same i.e. 23% and the graduates are 26%.

Statement 3: From where would you buy apparel in future?

Preferred buying location	No. of respondents	Percentage of respondents
Malls	22	22
Streets	16	16
Shops	20	20
Super Markets	21	21
Online/Internet	21	21
<b>Total</b>	<b>100</b>	<b>100</b>

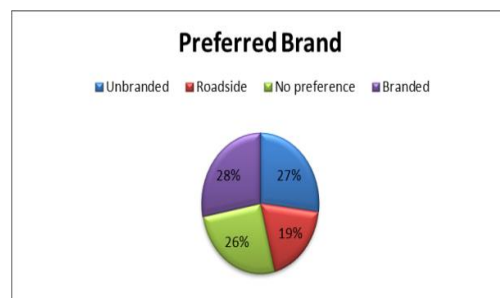


**Analysis and Interpretation:**

The most preferred buying location by most of respondents is mall and the least preferred is streets.

Statement 4: Preferred Brand

Preferred Brand	No. of respondents	Percentage of respondents
Unbranded	27	27
Roadside	19	19
No preference	26	26
Branded	28	28
<b>Total</b>	<b>100</b>	<b>100</b>

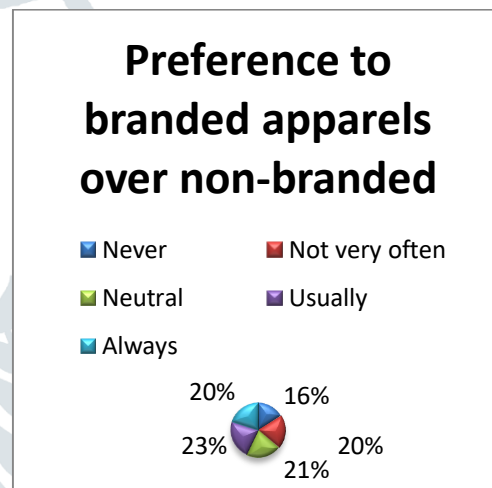


**Analysis and Interpretation:**

The maximum number of respondents prefers branded apparels whereas a minority purchase them from roadside. 26% of respondents showed no preference towards brands and 27% go for unbranded apparels.

Statement 5: Would you buy branded apparel in place of non-branded apparel regardless of the high prices?

Preference to branded apparels over non-branded	No. of respondents	Percentage of respondents
Never	16	16
Not very often	20	20
Neutral	21	21
Usually	23	23
Always	20	20
<b>Total</b>	<b>100</b>	<b>100</b>

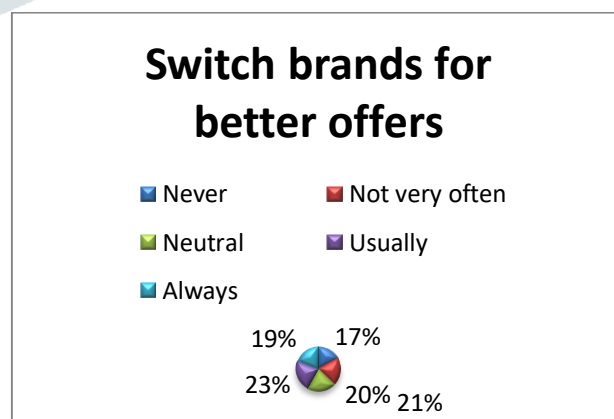


**Analysis and Interpretation:**

The maximum number of respondents i.e. 23% of respondents usually prefers branded apparels over non-branded apparels. On the contrary, only a ratio of 16% respondents never preferred branded apparels.

Statement 6: Would you like to switch the brand when others are giving you better offers?

Switch brands for better offers	No. of respondents	Percentage of respondents
Never	17	17
Not very often	20	20
Neutral	21	21
Usually	23	23
Always	19	19
<b>Total</b>	<b>100</b>	<b>100</b>



**Analysis and Interpretation:**

19% of respondents always switch brands for better offers, whereas 17% of respondents never switched their brand for offers. Majority of respondents were willing to shift to other brands if provided better offers.

Statement 7: Will you continue with same brand in future?

Continue same brand in future	No. of respondents	Percentage of respondents
Never	22	22
Might not	19	19
Neutral	20	20
Might be	21	21
Always	18	18
<b>Total</b>	<b>100</b>	<b>100</b>

**Analysis and Interpretation:**

There was neutrality in number of respondents when it comes to persuasion with same brand. However, 22% of respondents believe not to change the brand in future. It concludes that the consumers are brand loyal.

**Findings**

- More than half of the respondents prefer to shop at malls and super markets and online e-commerce sites and 28% of respondents buy branded products only which is indeed a considerable amount.
- Moreover, the respondents were hesitant in switching brands even if offered better offers due to brand loyalty.
- 28 percent of the respondents felt that branded apparels were quality wise good that's why they prefer branded apparels
- 22 percent of the respondents felt that branded apparels depicts the status symbol of person.
- 19 percent respondents felt that branded apparels were more comfortable which the reason was for them, for purchasing branded apparels.

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