

# Customers Perception On Branded Apparels – An Empirical Study With Reference To Indian Mens Garments – Indian Market

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## ABSTRACT

The Indian apparel Industry has been a remarkable success story and made India proud with its gigantic growth in recent times. The Industry has grown at a delirious pace in last two decades creating huge volume of demand due to changing life style and concern for professionalism. Though professional treatment is inculcated in marketing the product of the Industry, still there is a gap in expectation and delivery. The success of retaining the employee depends on strategies to be framed to retain customers. The study reviewed the literature survey and explored the insights of previous studies undertaken by the researchers. The study examined the critical practices adopted by branded companies and its impact on customer retention. The aim of the study is to focus on the comprehensive insight is limited to men wear, to be specific shirts and t-shirts. The effect of customer preference, customer expectation and customer satisfaction on customer purchase decision is analysed. The mean score of variables in customer preference, customer expectation and customer satisfaction and customer purchase decision are found to be above average level, which shows that all the statements considered for the study contributes to enhancing customer retention in apparel industry. To enhance customer positive purchase decision the company should focus on considered parameters and at the end of the study research implication and direction for future research were given.

**Keywords:** Demand, customer, satisfaction, Purchase Decision.

## INTRODUCTION TO THE STUDY

Brand refers to the production of a particular company under a specific name. It is a unique design, sign, symbol, or combination of any of the above, that helps to identify and differentiates a product from another product. As the day passes, the brand becomes a yardstick for credibility, quality and association in the minds' of the consumer. The study focuses on analyzing customer perception towards men's branded apparels. Customer perception is what a customer thinks about a brand or product or company. It can be positive feelings or negative feelings. It can also be stated as a customer's impression, awareness etc. about the product or brand. Apparel refers to the clothing of human society. The operational definition of clothing in this study is limited to men's branded garments and that too limited to Shirts and T-Shirts. In the competitive world analyzing the perception of customers' towards branded apparel is vital to frame strategy appropriately. There can't be any organization under the sky which can stay under the granted assumption that once the sale is made they can rest for the remaining period. So every company should make a continuous effort to build the brand across the national and global market. The Indian textiles sector faces two extreme cases, one with labour intensive hand weaved textiles and another one with capital intensive mill manufacturing. There is a close relationship between textile and agriculture industry in the Indian market and the culture reflects the ancient tradition of the country makes it unique. The Indian textiles industry is around 148 USD billion and estimated to be 241 billion by 2020. It contributed 2.1 percent to the GDP of India and employed more than 45 million people in 2017-

18. The sector also contributed 15 percent to the export earnings of India in 2017-18. India's garment is estimated to reach USD 60.0 billion in 2022, making it the seventh in the globe. The income is expected to triple by 2025. Sanjay Kapoor stated that increase in disposable income is likely to yield more new customers. He even stated the economy is driven by gold collar workers, who are highly paid; want to be good looking always.

#### **PROBLEM STATEMENT**

The researcher has identified problems in this study which is more pertaining to Customers perception on branded Apparels. Today scenario is that the apparel market performance is constantly increasing which presented more variant of readymade garments for Men and Women. Before globalization Indian consumers preferred to purchase of textile cloth than branded apparels during festival occasions like family functions, marriages etc. by all religions. After 2000 (CAGR) around 40% of textile segments converted into branded apparels. Today more than 80% of market share is pre dominated by branded apparels. In addition to this many foreign players also entered into the market to attract Indian consumers and creating stiff competition in branded apparels. Hence the Indian consumers have keen interest to purchase various branded apparels. An average of 42% of urban consumers are showing more interest to purchase monthly once rather than purchase textile goods yearly once in early days. Hence the researcher has identified the market potential of rising Indian economy of purchasing power and standard of living. This practice are highly influenced Indian customer to choose the best men's branded apparels for their comfort and their colourful likes day to day.

#### **OBJECTIVES OF THE STUDY**

1. To assess the factors affecting the preference towards branded apparel.
2. To examine the factors that impacts the level of expectation towards branded apparel.
3. To evaluate the factors that influences the satisfaction of respondents.
4. To rank the parameters that influences purchase behaviour.
5. To determine the effect of personal factors on preference, expectation, satisfaction and purchase behaviour.
6. To ascertain the relationship between preference, expectation, satisfaction and purchase behaviour.

#### **REVIEW OF LITERATURE**

**Ashish Bhatt (2014)**, the article entitled "Purchaser Attitude in Online Shopping in picked Regions of Gujarat" distributed in Journal of Marketing Management demonstrates that web based shopping is accomplishing prominence among individuals particularly the more youthful age however in today situation to wind up same among all age bunches e-showcasing should acquire a more drawn out separation. According to research types of installment is depended upon the pay. Standard shopping isn't influenced by various age gathering. Web based shopping is progressively agreeable and entirely adaptable as a result of numerous characteristics like money down, customization or personalization of the sites, home conveyance and so forth.

**Selvakumar (2014)**, accentuated on shopper's demeanor of the item sold on the web and the issues thought about crucial to web based shopping. This exploration was directed among the online customers at Coimbatore which is in Tamil Nadu state. It is to dissect the impact of purchaser recognition and frame of mind. The survey was utilized to gather the information from the populace; these polls were distributed to school going understudies. The absolute example is 150 respondents. The consequences of this examination demonstrated that improvement and openness impact the client's observation to shop on the web.

**Syed IrfanShafi& C. Madhavaiah (2014)**, this investigation impacts of statistic and Consumer purchasing which effect the attire purchaser choices, finish of the examination demonstrated that reference gathering, advancement, Store parameters, item parameters, pay and occupation are the principle measurement of clothing purchasing conduct, this demonstrates the clothing stores should give more inclination to attire purchasing component to pull in and claim the shoppers, and furthermore the marking program additionally ought to be done forcefully and truthful.

**AmandeepKaur&Garima Malik (2015)**, they gave a clarification that commercial is the best indicator towards the brand decision. The purchaser won't anticipate another quality if ad and marking are not successful. They additionally express that quality is considered as probably the most grounded effect on buyer inclinations towards marked attire. Guys and females are similarly keen on buying marked clothes and there is no distinction among different age gatherings.

**UpasanaKanchan , Naveen Kumar and Abhishek Gupta(2015)**, in this article "A Study of Online buy conduct of Customers in India" Published in ICTACT Journal on Management Studies expressed that web based shopping is having prominence among individuals of the youthful age. Higher-pay gatherings and taught individuals are acquiring hesitant to change in view of innovative repetitive in making an online buy. Organizations associated with web based retailing ought to depend on structure a solid connection among makers and clients.

**Deepali Saluja (2016)**, the criticalness is additionally to figure out how buyer conduct is influenced by sexual orientation, pay and impact of family and companions. The decision shopping is with their loved ones. They are affected by the decisions of their companions, relatives, superstars, magazines and so on. Quality, comfort, the brand are the imperative criteria's which effect their purchasing conduct towards design attire.

**SheekMeeran, Ranjitham (2016)**, the fundamental point of this exploration are to determine the marked attire most picked by respondents and to know client's observation towards retail articles of clothing showrooms and parameters they considered to pick a specific retail pieces of clothing showroom for their shopping in Tirunelveli Hub. The examination gives that Raymond, Peter England, and John player remains the highest point of the three marked clothes picked by the respondents.

#### **RESEARCH GAP**

The researcher has analysed various previous rearch works which are understood by social scientific in India and abroad, reviewed various research articles and papers pertaining to consumer's perception on branded apparel market. Most of the researchers focused on consumer preference, satisfaction loyalty to branded apparels in common category. Based on the reaeacher knowledge no one studied pertain to consumer perception and also branded apparels with reference to men's category at Indian level. Branded apparel sales are constantly increased by 5 – 10% in every quarter in Indian market according to the report of Dileep Kumar Jha (2014). Hence, the researcher identified the gap. Earlier research work and defined the present research problem which is focused as major research gap and also to identify the problem of the study.

#### **RESEARCH METHODOLOGY**

This descriptive study identifies the problem and provides a solution to the considered problem. The descriptive study describes the nature of the population considered for the study.

In this study both primary and secondary data have been used.

Respondents selected based on Convenience of sampling and brands are selected on top sellers for the year 2015-2018.

The pilot study was mainly conducted for testing the questionnaire framed. The objective to conduct a pilot survey is to design a structured questionnaire that will be more appropriate for the research.

A sample of 642 respondents was selected from Chennai. The collected information was statistically tested to calculate of coefficient, which validates the questionnaire is 94.24% reliable i.e., (0.942). There were no major difficulties encountered by the respondents, and few changes in some statements and wordings in statements and modified questionnaire were finalized for the main study after discussing with expert people in academics and in industry.

Convenience sampling, can also be termed as accidental sampling, availability sampling, grab sampling and opportunity sampling. Here samples are drawn from close to hand. It is mostly useful for pilot testing. Taken from group easy to reach or contact.

The Non-Probability method, Accidental sampling technique has been adopted for the study. It is also called as Convenience sampling method. This procedure method is satisfactory The sample size is determined through the following method. The estimated population is 1, 00,000 and the population proportion is fixed at 50%. By applying the formula:

$$n = Z^2 * p * q * N / (e^2 (N - 1) + Z^2 * p * q,$$

where  $p = 0.5$ ,  $Z = 1.96$ ,  $N = 1, 00,000$  and  $e=0.05$ .

The sample size for the study is 642. Questionnaires were distributed to 1307 respondents and the researcher received 803 filled the questionnaire, but only 642 respondents could respond to all the items in the questionnaire duly filled. Negligence leads to unfilled questionnaire and those remaining questionnaires were discarded. Hence the total sample size is about 642.

**Hypothesis Formulated**

H1: There is no difference between demographic factors and considered parameters.

H2: There is no significant correlation between one independent variable and another independent variables and with purchase behaviour.

H3: There is no significant model fit among considered variables for customer’s purchase behaviour.

**DATA ANALYSIS AND INTERPRETATION**

**PEARSON CORRELATION BETWEEN SWITCHING OFF BRAND AND RECOMMENDS TO PEERS**

**H2az0:** There is no relationship between Switching over Brand and Recommends to Others.

**H2az1:** There is a relationship between Switching over Brand and Recommends to Others.

**Pearson Correlation between Switching Off Brand and Recommends to Peers**

S.No		Switching over Brand	Recommends to Others
1	Switching over Brand	1.000	0.263
2	Recommends to Others	0.263	1.000

From the table, it is found that there is a weak positive correlation between switching over brands and recommending the brands to friends and family members. It implies that those who don’t switch over brands will likely to recommend the brands to others. Thus sub-hypothesis of H2 is tested and null hypothesis is rejected and alternate hypothesis is accepted.

**RANKING OF FACTORS INFLUENCING PURCHASE DECISION BASED ON WEIGHTED AVERAGE METHOD**

**Ranking of Factors Influencing Purchase Decision based on Weighted Average Method**

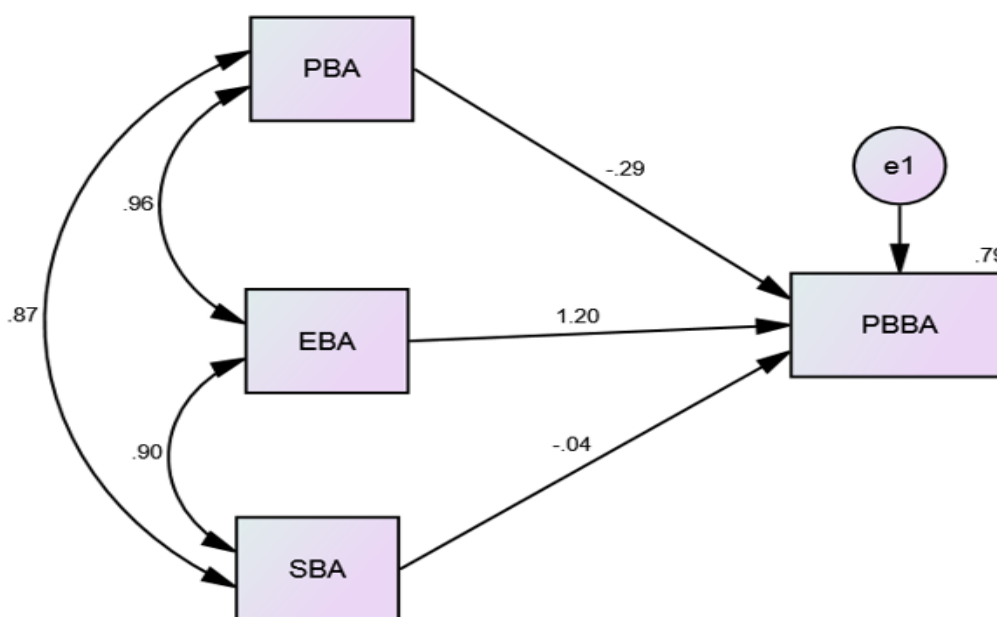
Factors	Quality	Price	Variety	Design	Advt.	Offers	Influence
Rank 1	2450	1400	826	1176	672	756	595
Rank 2	564	516	1086	888	318	834	570
Rank 3	315	520	670	525	265	415	585

<b>Rank 4</b>	204	288	336	248	376	120	260
<b>Rank 5</b>	96	252	123	189	216	279	126
<b>Rank 6</b>	20	20	62	104	230	126	206
<b>Rank 7</b>	42	86	53	44	159	126	135
<b>Total</b>	3691	3082	3156	3174	2236	2656	2477
<b>Weighted Average Score</b>	131.82	110.07	112.71	113.35	79.86	94.85	88.46
<b>Weighted Average Rank</b>	1	4	3	2	7	5	6

From table, ranking of factors for purchase decision is inferred. Ranking of factors is calculated through weighted average mean rank. The factors considered are Quality, Price, Variety, Design, Advertisement, Offers and Influence of Others. Quality ranks first with a weighted average score of 131.82, followed by Design with 113.35 weighted average scores. Variety, Price, Offers, Influence of others and Advertisement occupy a third, fourth, fifth, sixth and seventh rank in the same order.

### STRUCTURAL EQUATION MODEL

Structural Equation Model for Purchase Behaviour towards Branded Apparel



### CONCLUSION

The study explored the factors contributing to customer’s preference, customer’s expectation, customer’s satisfaction and customer’s purchase behaviour. The study mainly focuses on men’s apparel and data collected from respondents in Chennai city. It considers variables like customer’s preference, customer’s expectation, customer’s satisfaction and customer’s purchase behaviour. Customer’s preference, customer’s expectation and customer’s satisfaction are independent variable and customer’s purchase behaviour is the dependent variable. In the branded shirts category the factors like attractiveness (mean- 4.38), durability (mean- 4.23), colour (mean- 4.18), design (mean- 4.20), availability (mean- 4.26), various styles (mean- 4.25) and showroom

(mean- 3.82) are highly preferred. Hence the manufacturers have to keenly concentrate on the above factors to attract their customers in branded shirt market in India. The study examined the factors influencing customer's preference, customer's expectation, customer's satisfaction and customer's purchase behaviour. In the T-shirts category the results reveals high quality (mean- 4.39), more attractiveness (mean- 4.26), different designs (mean- 4.17) and pretty look (mean- 4.19) are highly preferred which clearly is the evidence of the T-shirts respondents' preferences in this study. The factors considered are quality, attractiveness, durability, price, variety, look, comfort, fit, availability, offers/discounts, design, confidence while wearing, social status, advertisements, retail outlets, textile showroom, easiness in handling and lifestyle. Demographic factors such as Age, Occupation, Income has no influence on factors in influencing customer's preference, customer's expectation, customer's satisfaction and customer's purchase behaviour. There is also a positive relationship among customer's preference, customer's expectation, customer's satisfaction and customer's purchase behaviour.

The garment sector is leading sector and largous source of income and also a big export earner. It is the largest employment generator and also indirect employment is engaged. India is favourite destination for garment industry and the consumption of apparel is steadily increasing. The growth focus on premium products to enhance lifestyle choice and fashion oriented. It also leads to opening of global retail stores in India.

The size of India's material market in 2014 was USD 98.91 billion; the market is required to extend at a CAGR of 8.96 percent over a decade ago. India turned into the second-biggest exporter of material and clothing on the planet outperforming Italy and Germany. With an estimation of approx. US\$ 40 billion, India has a portion of roughly 5% of the worldwide material and clothing exchange. Indian material and attire fares have developed at a CAGR of approx. 9% since 1995 while worldwide trade during this period has developed at a CAGR of 5%. Indian material business market imported 5.4USD bn on Textile and Apparel in 2013 in which 5.0 USD bn spend on Textile bringing in as it were. India's attire market will be worth USD 59.3 billion of every 2022, making it is going to be 6th biggest on the planet. The clothing portion is yet to composed totally and expected to represent just 36% and planning to arrive at 44% in 2025.

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