TITLE OF PAPER: "A STUDY ON SHOPPER'S BUYING BEHAVIOUR TOWARDS BRANDED CLOTHING APPARELS IN JAMNAGAR CITY"

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ABSTRACT

Consumer market for apparel has become more diverse by designer brands, store brands, personalization, advertising, and ethnicity in the global marketplace. Shifts in the cultural values, consumer preferences, and purchase intentions towards branded products is arguably the most critical issue faced by the marketing managers today. This study focuses to understand the consumer behavior towards branded clothing apparel in today's increasingly competitive markets. The research study is descriptive because it aims to describe the value consumers attach to certain attributes in order to interpret clothing when making purchase decisions. The scope of this study is limited to studying Consumer buying Behaviour towards Branded Clothing Apparel in the state of Gujarat in the city of Jamnagar in India. Primary data has been collected through questionnaire by using non-probability convenient sampling method. Major findings include that Advertisement influences people to buy brands, Majority buy branded apparels when there are offers and that Age and consumer preference towards branded apparels are independent with each other

Key words: Consumer Behavior, Brand, Apparels, Clothing

DECLARATION

This paper entitled "**A STUDY ON SHOPPER'S BUYING BEHAVIOUR TOWARDS BRANDED CLOTHING APPARELS IN JAMNAGAR CITY**" is neither published nor under consideration for publication elsewhere.

Prof. (Dr.) Rajesh Faldu

INTRODUCTION

Consumer behavior towards products and services are constantly changing. To create a proper marketing mix, marketing managers must have to consider this change with a clear understanding of consumer behavior. Consumer behavior can be defined as the process a consumer uses to make purchase decisions. When consumers form an attitude towards a product, they make evaluative associations between the product and its attributes.

Apparel is a product category that reflects consumer's personality characteristics. The needs thought to be met through the apparel products would provide appropriate indicators to reflect the cultural, social, individual and psychological experience factors that would affect consumers. Consumer market for apparel has become more diverse by designer brands, store brands, personalization, advertising, and ethnicity in the global marketplace. Shifts in the cultural values, consumer preferences, and purchase intentions towards designer products is arguably the most critical issue faced by the marketing managers today. Marketers need to research the value consumers attach to certain attributes in order to understand the way people interpret clothing when making purchase decisions.

The global textiles and garment industry forms an important component of world trade flows, particularly for some developing and least developed countries where clothing accounts for a large proportion of total exports. For clothing, the EU is again the biggest exporter (including intra-EU exports), followed by China with a 24% share of world garments exports. Although all other countries lag far behind, Turkey, Mexico, India, Indonesia, Bangladesh, Thailand, Vietnam, Tunisia and Pakistan all feature among the top 15 clothing exporters.[1]

REVIEW OF LITERATURE

1. **Dr. Khalil Ahmad Mohammad (2017)** studied "A brand experience study on the apparel buying behaviour of women consumers in Mumbai" This study aims to throw some light on the Indian apparel industry and understand the concepts of brand

experience and brand loyalty. Findings include Women are extremely particular about their attire and with an increasing number of women entering the workforce in India, the apparel industry is on the path of unprecedented growth. Quality, comfort, fit, styles and brand name are the various aspects individuals look for in brands. There is great awareness among Indian women regarding various apparel brands, driven by the constant urge among them to look and feel good. Research also tries to find out if there exists any correlation between women consumer's annual income and their annual expenditure on formal wear.[2].

2. **Syed Irfan Shafi, C. Madhavaiah (2014)** studied "An Investigation on Shoppers' Buying Behaviour Towards Apparel Products in Bangalore City" This study explores the relationship between elements which affect consumer buying behaviour for apparel products in Bangalore city. The total sample size consists of 90 respondents. Data were collected by author himself, convenience sampling method was used for data collection, after assembled data it was analysed in SPSS 16.0. Descriptive statistics was used to analysis the demographics and Chi-square test were used to analyse the research objective. The result of this study offers insights and evidence about the relationship between the variables which impact consumer buying behaviour for apparel products. Finally it is concluded in the present study that there is significant relationship between reference group and purchase intentions. Also promotion, Store attributes, product attributes, Income of the respondent and occupation have positive significant relation between consumer buying behaviour.[3].

RATIONALE OF STUDY

Jamnagar is considered as the hub of brass part industries. Many other large-scale industries like Reliance, Nayara, etc. function in Jamnagar having Cosmo Crowd. Nowadays people are extremely particular about their attire and with an increasing number of women entering the workforce in India, the apparel industry is on the path of unprecedented growth At this juncture, the researcher wants to know the consumer buying behavior towards branded apparels in the city of Jamnagar in Gujarat State and understand whether quality, comfort, fit, styles and brand name

are the various aspects individuals look for when selecting brands and understand the concept of brand loyalty. The current research is an attempt to find out the same.

SCOPE OF STUDY

The scope of study is limited to studying Shopper's buying Behaviour towards Branded Clothing Apparels in the city of Jamnagar.

RESEARCH PROBLEM

Research problem is as given as under:

"A Study on Shopper's buying behaviour towards Branded Clothing Apparels in the city of Jamnagar"

RESEARCH OBJECTIVES

1. To analyze Consumer buying Behaviour towards branded Clothing Apparel
2. To study whether demographic variables influence brand buying behavior

RESEARCH DESIGN

The design of this study is **descriptive** in nature as it aims to describe Shoppers buying Behaviour towards branded Clothing Apparels in the city of Jamnagar

SAMPLE DESIGN

- **Sampling Method:** Non-probability convenience sampling method
- **Sample size**: 100
- **Sample unit**: Sample unit are customers who are shopping apparels.

DATA COLLECTION METHOD

Primary data has been collected by using data collection instrument as questionnaire. Secondary data has been collected from journals, books, etc.

DATA ANALYSIS & INTERPRETATION

Table No.: 1 - Table showing advertisement of Branded Clothes influencing buying Decision

Particulars	No. of Respondents	
Do you think the Advertisement of Branded Clothes has a major influence in your buying Decision ?	A) Yes	62
	B) No	38
	TOTAL	100

Source: Questionnaire

Interpretation: Majority 62% people agree that Advertisement of Branded Clothes has a major influence in buying Decisions

Table No.: 2 – Table showing loyalty towards brands

Are you loyal towards your brands ?	A) Yes	34
	B) No	28
	C) May be	38
	TOTAL	100

Source: Questionnaire

Interpretation: It is clear that majority that is 38% of respondents feel that they are not loyal towards their brands and may switch brands due to offers or some other reasons

Table No.: 3 – Brand buying Behavior

When do you usually buy branded apparels ?		
	A) Regularly	30
	B) Occasionally	29
	C) Offers	41
	D) Others	0
	TOTAL	100

Source: Questionnaire

Interpretation: It is clear that majority that is 41% says that they buy branded apparels when there are offers

Table No.: 4 – Table showing Need for branded apparels

Need of branded clothes for		
	A) Recognition	44
	B) Best quality	22
	C) Value for money	19
	D) Style	15
	E) others	0
	TOTAL	100

Source: Questionnaire

Interpretation: It is clear that majority that is 44% says that they buy branded apparels because it gives them recognition

TESTING OF HYPOTHESIS

H₀: Age and Consumer buying behavior towards branded apparels are independent of each other

H₁: Age and Consumer buying behavior towards branded apparels are associated with each other

Table 5: Age * Why do you purchase branded apparels from here?

Cross tabulation

Count

		Why do you purchase branded apparels from here ?					
		Convenient place	Dealer acquaintance	More discounts	Good Environment	Others	Total
Age	less then 20	4	4	2	1	5	16
	20-30	10	15	6	12	21	64
	30-40	1	1	1	3	5	11
	40-50	2	1	0	1	1	5
	50 and above	0	2	1	1	0	4
Total		17	23	10	18	32	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.130[a]	16	.801
Likelihood Ratio	13.142	16	.662
Linear-by-Linear Association	.000	1	.985
N of Valid Cases	100		

a. 0 cells have expected count less than 5. The minimum expected count is .40.

Interpretation: If the asymp. Significance column for Pearson Chi-square row value is less then 0.05, then the statistic is considered to be significant. Here pearson chi square value is 11.130

and asymp sig. is 0.801 which is greater then 0.05, hence we fail to reject null hypothesis at 95% confidence level and we conclude that Age and consumer preference towards branded apparels are independent with each other [4]

MAJOR FINDINGS

Following are the major findings of the study:

➢ Majority 62% of the respondents think that Advertisement of Branded Cloths has a major influence in buying Decision.

➢ Majority 38% of the respondent are not decided about being loyal towards their brands and may switch brands due to offers or some other reasons.

➢ Majority 41% of the respondents buy branded apparels when there are offers

➢ Majority 44% of respondents buy branded apparels because it gives them recognition and enhances their image

SUGGESTIONS

1. Marketers should take utmost care when formulating promotions strategy for their brands/products

2. For improving customer loyalty, repetitive advertisement, offers/discounts at festivals, Proper pricing strategy, customer relations, SMS Marketing, attractive Posters/banners, Use of celebrities, Comfort/Style/Fitting of apparels, etc should be improved.

3. Store manager should also emphasize on improving store attributes/store ambience

4. Proper training to sales personnel should be given for improving sales

CONCLUSION

Consumer buying behavior towards branded apparels is gradually increasing as people's income and savings level has increased. Also people have become more conscious about style, designs, fitting, comfort, brand, etc. dealers too have started giving offers/discounts on festivals which has led to increasing awareness about brands. Online availability of various brands too has led to this scenario. Various promotion strategies, better pricing strategies, improved customer

relations, SMS Marketing, attractive Posters/banners, Use of celebrities, attractive store ambience also has led to increased buying behavior towards branded apparels.

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