

CONSUMER PERCEPTION TOWARD BRANDED GARMENTS: A STUDY OF JAIPUR

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ABSTRACT

Analyzing and understanding the consumer and his behaviour is the cornerstone of success in marketing. It includes all the physical, mental and emotional processes and concerned behaviour which are observable before, during and after each and every purchase of goods and services. This make us compelling to understand, observe, record and react to such behaviour in case we want to have win-win strategy that matter for marketer and the customer both. The research report presented is based on the “Consumer Perception towards Branded Garments”. Through this study an attempt has been made to practically understand those emotional or rational appeals, which drive the purchase decision toward the branded garments. Also certain demographic and psychographic profiles have been studied and certain relation has been developed. Branded readymade garment is supposed to have 21% share in the Rs. 20,000 Cr garment industry which is having vertical growth rate of around 20%.

Key Words: Brand, Garments, Perception, Purchase, Consumer.

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1. INTRODUCTION

Within the current marketing environment, the competition between products and services is becoming increasingly tough. Each producer of goods and services attempts to obtain a potential market share by making consumers believe that they have the answer to all their personal needs and desires. Branding was introduced to differentiate homogenous products such as clothing. Clothing items (products) can now be bought according to the psychological elements that they represent and not only for their physical characteristics and need-satisfying properties. Due to this psychological nature of purchasing, which is increasingly becoming a part of consumer behaviour; it is crucial that manufacturers in the clothing industry become familiar with the perceptions and attitudes of the consumer.

Clothing is likely to form an integral part in the enactment of social encounters and it is also seen as a very important channel of non-verbal communication. Clothing is therefore used as a code, which allows messages to be created and understood selectively (Auty & Elliott, 1998:109). They state further that perceptions of brand users have been found to differ for identical brands within a product category. Within the context of this study, perceptions regarding branded clothing were tested. The need for information about the symbolic nature of clothing is crucial to demonstrating how perceptions are formed and interpreted in society.

2. OBJECTIVE:

The primary research objective of the study is to determine whether the branding of garments influence the perceptions of consumer. Study is divided in 4 major section based on the objectives to obtain accurate and specific results. The primary objective of study is to analyze whether the population of Jaipur does prefer to wear brands or not. Other objectives are as follows:-

- a) To study the awareness of branded clothes among consumers in Jaipur city only.
- b) To study the major factors responsible for buying branded clothes among consumers in Jaipur city.
- c) To study the demographic factors affecting branded clothes buying behavior in Jaipur city only.
- d) To study the most popular brand among various age groups in branded clothes market in Jaipur city.

3. RESEARCH METHOD:

A self-administered questionnaire was used. The questionnaire consisted of four sections and 52 individual statements and/or questions. A non-probability sampling design, more

specifically, convenience sample was used to draw the sample. The questionnaires were disseminated amongst the Jaipurites in places like Gaurav Tower, Mcdonalds near Raj Mandir, Crystal Palm and Lifestyle. The objective of the study was explained to the respondents. The questionnaire was based on the possible problems or questions regarding the process of completing of the questionnaires. After completion, all the questionnaires were personally distributed and collected by the researcher.

4. DATA ANALYSIS & INTERPRETATION:

A total of 120 questionnaires were handed out at different malls in Jaipur, and a sample of 96 was realized. The remaining 24 questionnaires were discarded for one of the following reasons:

- Non-compliance with the set age parameters.
- Incorrect completion of questionnaire.
- Too many fields of data missing.

SECTION A:

Based on the objective 1, and to prove H1, SECTION A includes two main statements to analyze the awareness of consumers about branded clothes by means of nominal and constant sub scale. The questions posed were adapted taking the basic knowledge of the sample into consideration. Study was conducted investigating consumer awareness about the brands in the processes of product consumption, purchase decision involvement, advertising involvement and involvement with the product itself. The first statement is to know that if the consumer often recognizes brands and how, where as second statement is used to know how much consumer is aware about brand.

Statements	* Mean
A1: I often recognize brands because of	23.75
A2: I rate my brand awareness as follows	16

Table 1. Depicts the mean scores analyzing the awareness in consumers of Jaipur city.

* Measurement was done by giving respondents options which were to be ticked one of it.

It can be deduced from table1: A1: Statement proves out of total 95 questionnaires which were filled by the population of Jaipur, 23.75 on an average are those consumers which recognize brands.

A2: statement proves that out of total 95 people 16 people are well aware by brands available in Jaipur.

SECTION B:

In this section to study the major factors responsible for buying branded clothes among consumes in Jaipur city is taken in consideration. To analyze it, key motivators, brand factors and purchase decision factors were compared by means of a *ordinal scale*.

STATEMENT B1: What are the key motivators when you purchase branded cloths	mean
1.Product	15.47
2.Stlye	11.25
3.Design	11.25
4.Brand name	10.34
5.Price	9.18
6.Comfort	13.5
7.Availability	9.12
8.Discounts	7.5

Table 2. Depicts the mean scores for above mentioned factors.

*Measurement was done on a 10-point ordinal scale, where 1 = strongly disagree and 10 = strongly agree with the statement.

It can be deduced collectively from Table 2: That out of total 95 people, 15.47 purchase branded clothes on an average sue to its product quality. Similarly, 11.25 on an average people purchase clothes because of its styling. 11.25 on an average purchase branded clothes because of its design. And so on.

Statement B2:What does your brand gives you	MEAN
1. Recognition	10.07
2. Satisfaction	9.125
3. Value for money	9.125
4. Praise from friend	8.93
5. Social capability	10.14
6. Any others	7.5

Table 3. Depicts the mean scores for above mentioned factors

* = Measurement was done on a 10-point ordinal scale, where 1 = strongly disagree with the statement and 10 = strongly agree with the statement.

It can be deduced collectively from Table 3: That out of total 95 people, 10.07 on an average purchase because of its recognition in youth. Similarly, 9.125 on an average because of its satisfaction achieved by the amount paid and so on.

Statement B3.What influence you the most while making purchasing decisions.					MEAN
Options were:					
Family	Price	Friends	Discount	Others	19

Table 4. Depicts the mean scores for mentioned factors.

* Measurement was done by giving respondents four options from which one was to be ticked one of it.

It can be deduced collectively from Table 4: That out of total 95 people, 19 people on an average purchase branded clothes because of the influence any of the above mentioned factors.

SECTION C:

In this section, to study the most popular brand among various age groups in branded clothes market in Jaipur city single statement was given. It was an open ended question with various options to be filled in against the clothing range. Hence a mean is taken among the brands which were most famous among youth. Therefore it gave branded clothing and self-image of brands in market.

SECTION D:

In this section, demographic factors affecting branded clothes, and buying behavior of consumers in Jaipur city only are studied. From open-ended question to be filled, including name, age, gender & monthly income etc. out of total 95 people 49 were males and 46 were females.

5. ANALYSIS:

5.1 KEY MOTIVATORS:

Factors that drive consumer's decisions making include: Product, style, design, brand name, price, comfort, availability and discount. "Product" 35% of the consumers have highest rating as 8/10. Similarly, style 9/10, design 8/10, brand name 7/10, price 8/10, comfort 9/10, availability 7/10 and discount 8/10.

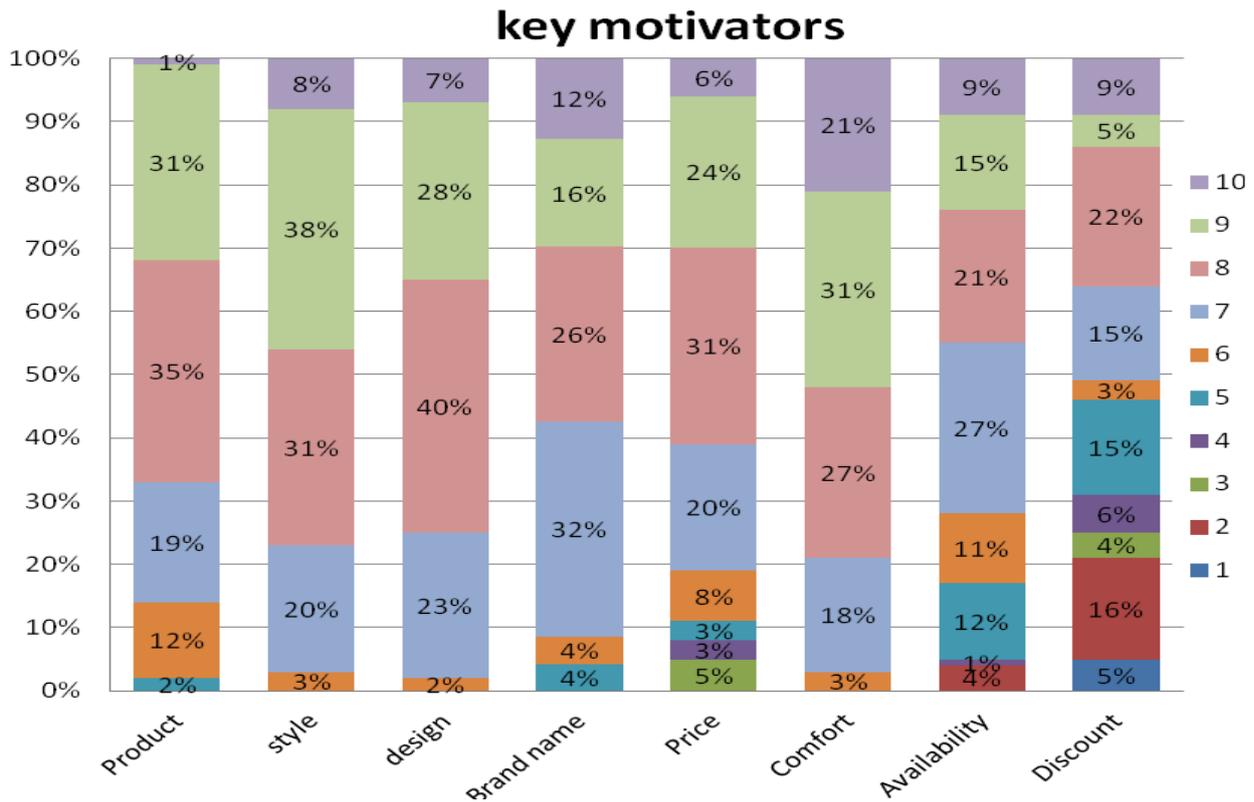


Figure 1. (Key motivator for branded garments)

5.2 NEED FOR BRAND:

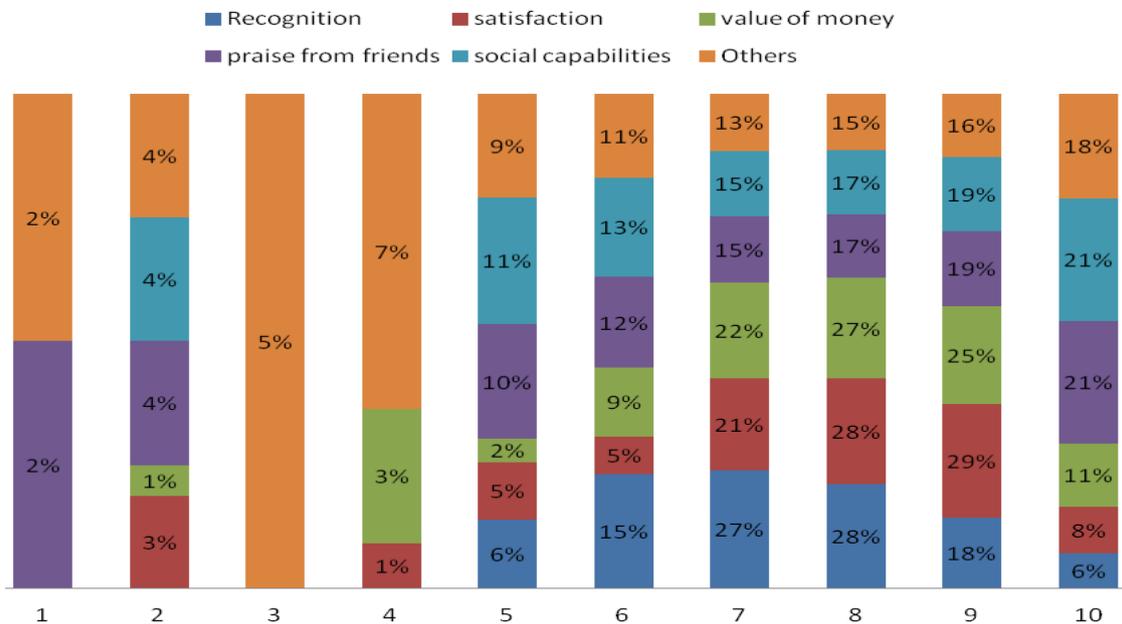


Figure 2. (Why branded garments are demanded)

The above chart reveals that people of Jaipur rates themselves on 7 or 8 out of 10 in the rankings answering why they prefer a brand based on the above factors.

5.3 BRAND INFLUENCE:



Figure 3. (What Influences the brand choice)

Price is influencer for brand and always a key motivator or decliner for any purchasing decision and unsurprisingly so the result of the survey rationalises this phenomenon.

5.4 POPULAR BRANDS:

Jeans:

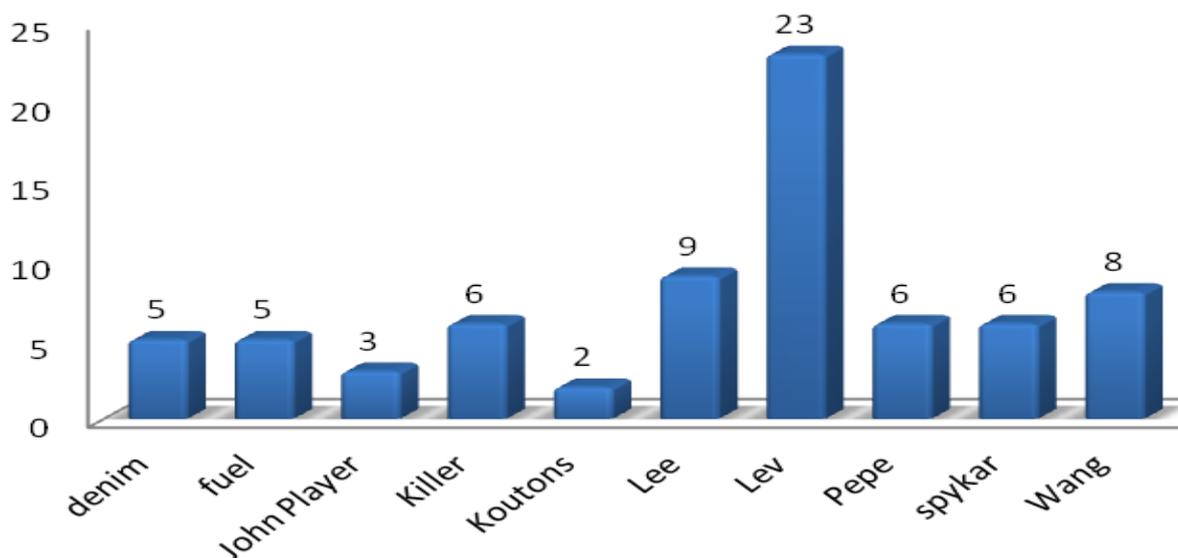


Figure 4. (Preferred brand for the Jeans)

The above chart shows that from a huge range of brands, Levis is the most preferred and popular brand amongst the youth in Jaipur.

T-Shirts:

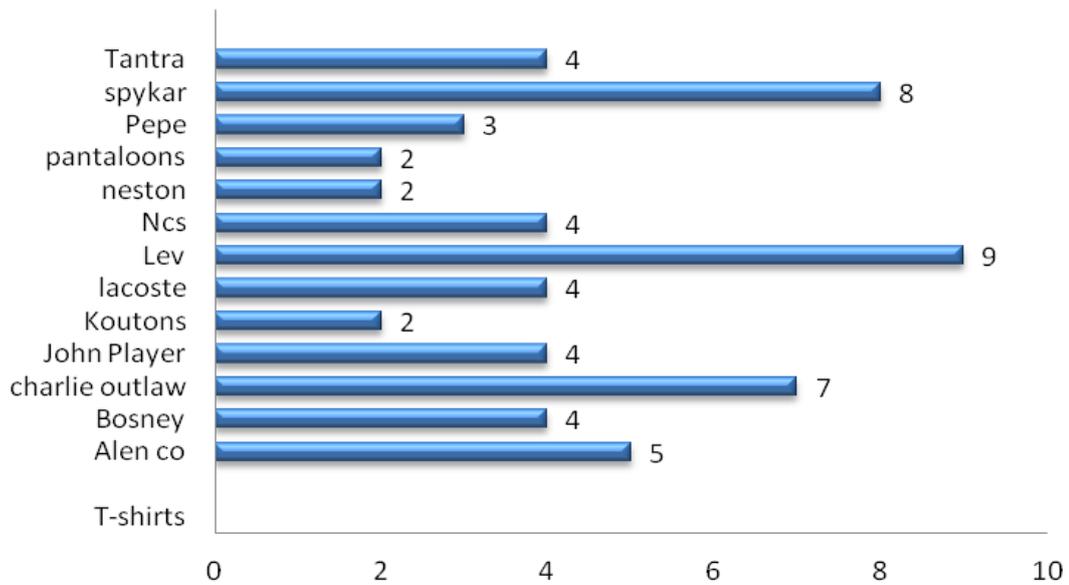


Figure 5. (Preferred T-shirt brands)

With the above, we interpret that Levis and Pepe are the more popular brands in the T- shirts segment.

Shirts:

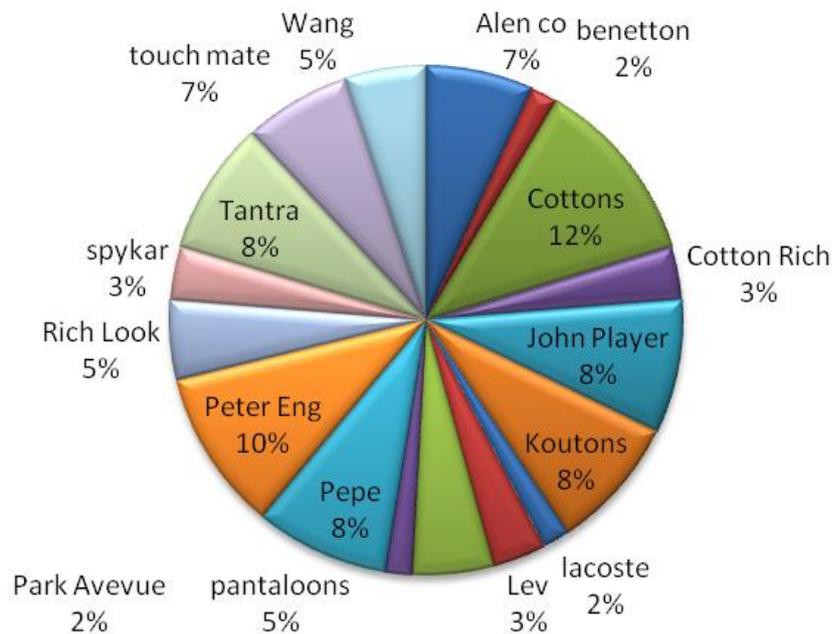


Figure 6. (Demanded branded shirts)

Having a huge range of formal Shirting we can see in the above pie chart is that the people have a scattered choice of brands in this segment. Amongst them Kutttons is rated as the most popular brand but a ranking of meagre 12% doesn't make it a best brand or something that it needs recognition.

- **Trouser:**

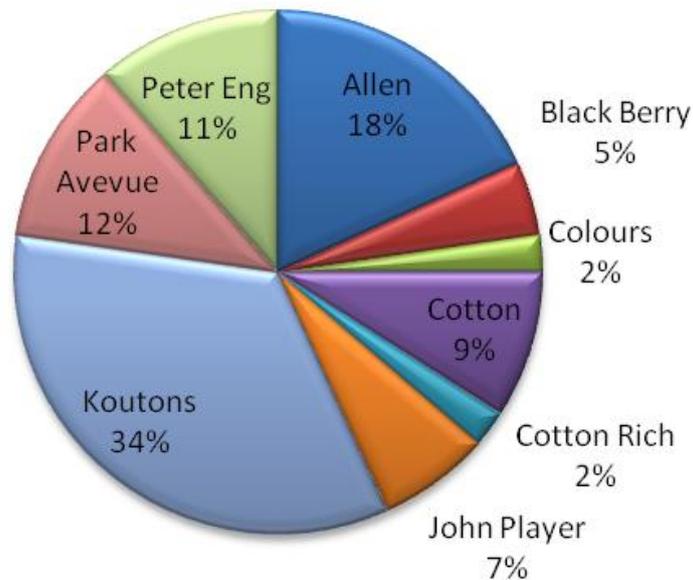


Figure 7. (Most preferred branded Trouser)

Koutons is the most preferred brand in readymade trousers with a whopping 34% popularity.

FINDINGS & INTERPRETATION

1. To determine whether there is a relationship between Brand recognition and Rating brand awareness.

Ho: There is no relation between Brand recognition and Rating brand awareness

HA: There exist a relation between Brand recognition and Rating brand awareness

Findings: There exist relationships between Brand recognition and brand awareness i.e. Ho is rejected and HA is accepted.

2. To determine whether there is a relationship between age and Product.

Ho: There is no relation between age and Product

HA: There exist a relation between age and Product

Findings: There exist relationship between age and Product i.e. Ho is rejected and HA is accepted

3. To determine whether there is a relationship between age and style.

Ho: There is no relation between age and style

HA: There exist a relation between age and style

Findings: There exist relationship between age and style i.e. Ho is rejected and HA is accepted

4. To determine whether there is a relationship between age and Brand name.

Ho: There is no relation between age and Brand name

HA: There exist a relation between age and Brand name

Findings: There exist relationship between age and Brand name i.e. Ho is rejected and HA is accepted

5. To determine whether there is a relationship between age and price.

Ho: There is no relation between age and price

HA: There exist a relation between age and price

Findings: There exist relationship between age and price i.e. Ho is rejected and HA is accepted

6. To determine whether there is a relationship between age and discount.

Ho: There is no relation between age and discount

HA: There exist a relation between age and discount

Findings: There exist relationship between age and discount i.e. Ho is rejected and HA is accepted

7. To determine whether there is a relationship between age and Recognition.

Ho: There is no relation between age and Recognition.

HA: There exist a relation between age and Recognition.

Findings: There exist relationship between age and Recognition i.e. Ho is rejected and HA is accepted.

8. To determine whether there is a relationship between age and satisfaction.

Ho: There is no relation between age and satisfaction.

HA: There exist a relation between age and satisfaction.

Findings: There exist relationship between age and Recognition i.e. Ho is rejected and HA is accepted.

9. To determine whether there is a relationship between age and value for money.

Ho: There is no relation between age and value for money.

HA: There exist a relation between age and value for money.

Findings: There exist relationship between age and value for money i.e. Ho is rejected and HA is accepted.

10. To determine whether there is a relationship between Income and Brand name.

Ho: There is no relation between Income and Brand name.

HA: There exist a relation between Income and Brand name.

Findings: There exist relationship between Income and Brand name i.e. Ho is rejected and HA is accepted.

11. To determine whether there is a relationship between Income and price.

Ho: There is no relation between Income and price.

HA: There exist a relation between Income and price.

Findings: There exist relationship between Income and price i.e. Ho is rejected and HA is accepted.

12. To determine whether there is a relationship between Income and comfort.

Ho: There is no relation between Income and comfort.

HA: There exist a relation between Income and comfort.

Findings: There exist relationship between Income and comfort i.e. Ho is rejected and HA is accepted.

13. To determine whether there is a relationship between Income and discount.

Ho: There is no relation between Income and discount.

HA: There exist a relation between Income and discount.

Findings: There exist relationship between Income and discount i.e. Ho is rejected and HA is accepted.

14. To determine whether there is a relationship between Income and satisfaction.

Ho: There is no relation between Income and satisfaction.

HA: There exist a relation between Income and satisfaction.

Findings: There exist relationship between Income and satisfaction i.e. Ho is rejected and HA is accepted.

15. To determine whether there is a relationship between Income and value for money.

Ho: There is no relation between Income and value for money.

HA: There exist a relation between Income and value for money.

Findings: There exist relationship between Income and value for money i.e. Ho is rejected and HA is accepted.

16. To determine whether there is a relationship between Income and praise from friends.

Ho: There is no relation between Income and praise from friends.

HA: There exist a relation between Income and praise from friends.

Findings: There exist relationship between Income and praise from friends i.e. Ho is rejected and HA is accepted.

CONCLUSION

BRAND enhances the personality of a person. In Jaipur, people associate brand with the quality of product, style and its design. In return, they expect the branded product to provide them recognition, satisfaction and value for the money invested. Survey depicts that there is a relationship between the consumer's income and the satisfaction derived from a purchased product. People are price sensitive and the final selection or rejection of the good depends on price/budget of the buyer.

- From the brand aware people, comfort and product are key motivators for purchasing branded garments.
- Price is the biggest influencer for decisions on purchasing.
- There exist relationship between Income and satisfaction

Major brands recognized by survey respondents, in different apparel categories are as follows:

- **Jeans:** Levis
- **T-shirts:** Levis and Pepe Jeans
- **Formal shirts and pants:** Koutons

EMPIRICAL ANALYSIS

Rating brand Awareness

Rank	5 (1)	6 (2)	7 (3)	8 (4)	9 (5)	10 (6)
Rating	4	7	22	31	24	8

Brand recognition

Rank	1 (1)	2 (2)	3 (3)	4 (4)	1&2 (5)	1&3 (6)	1&4 (7)	1,2,3&4 (8)	2&3 (9)	2&4 (10)	3&4 (11)
Rating	17	17	21	21	2	4	3	4	3	1	2

Purchasing for

Self	Parents	Friends	Children	Spouse	Sibling
34	14	10	1	3	6

Key Motivator

Rank	1	2	3	4	5	6	7	8	9	10
Product					2%	12%	19%	35%	31%	1%
Style						3%	20%	31%	38%	8%
design						2%	23%	40%	28%	7%
Brand name					4%	4%	32%	26%	16%	12%
Price			5%	3%	3%	8%	20%	31%	24%	6%
Comfort						3%	18%	27%	31%	21%
Availability		4%		1%	12%	11%	27%	21%	15%	9%
Discount	5%	16%	4%	6%	15%	3%	15%	22%	5%	9%

Need for brand

Rank	1	2	3	4	5	6	7	8	9	10
Recognition					6%	15%	27%	28%	18%	6%
Satisfaction		3%		1%	5%	5%	21%	28%	29%	8%
value of money		1%		3%	2%	9%	22%	27%	25%	11%
praise from friends	2%	4%			10%	12%	15%	17%	19%	21%
social capabilities		4%			11%	13%	15%	17%	19%	21%
Others	2%	4%	5%	7%	9%	11%	13%	15%	16%	18%

Appendix 1

	Brand recognition	Rating brand awareness
Chi-Square	.662 ^a	38.375 ^b
Df	3	5
Asymp. Sig.	.882	.000

Appendix 2

	V4	Age
Chi-Square	57.875 ^a	40.500 ^b
Df	5	8
Asymp. Sig.	.000	.000

Appendix 3

	Age	V5
Chi-Square	40.500 ^a	38.792 ^b
Df	8	4
Asymp. Sig.	.000	.000

Appendix 4

	Age	V7
Chi-Square	40.500 ^a	47.063 ^b
Df	8	6
Asymp. Sig.	.000	.000

Appendix 5

	Age	key motivators
Chi-Square	40.500 ^a	62.833 ^b
Df	8	7
Asymp. Sig.	.000	.000

Appendix 6

	Age	V11
Chi-Square	40.500 ^a	34.208 ^b
Df	8	9
Asymp. Sig.	.000	.000

Appendix 7

	Age	V13
Chi-Square	40.500 ^a	46.333 ^b
Df	8	6
Asymp. Sig.	.000	.000

Appendix 8

	Age	V14
Chi-Square	40.500 ^a	72.500 ^b
Df	8	7
Asymp. Sig.	.000	.000

Appendix 9

	Age	Need for brand
Chi-Square	40.500 ^a	61.333 ^b
df	8	7
Asymp. Sig.	.000	.000

Appendix 10

	Income	V7
Chi-Square	131.813 ^a	47.063 ^b
df	2	6
Asymp. Sig.	.000	.000

Appendix 11

	Income	key motivators
Chi-Square	131.813 ^a	62.833 ^b
df	2	7
Asymp. Sig.	.000	.000

Appendix 12

	Income	V9
Chi-Square	131.813 ^a	21.500 ^b
df	2	4
Asymp. Sig.	.000	.000

Appendix 13

	Income	V11
Chi-Square	131.813 ^a	34.208 ^b
Df	2	9
Asymp. Sig.	.000	.000

Appendix 14

	Income	V14
Chi-Square	131.813 ^a	72.500 ^b
Df	2	7
Asymp. Sig.	.000	.000

Appendix 15

	Income	Need for brand
Chi-Square	131.813 ^a	61.333 ^b
df	2	7
Asymp. Sig.	.000	.000

Appendix 16

	Income	V16
Chi-Square	131.813 ^a	57.938 ^b
df	2	8
Asymp. Sig.	.000	.000

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