A Study of Consumer Buying Behavior towards Branded Apparels in Selected cities of Karnataka

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Abstract:

The research paper Consumer Buying Behavior towards Branded Apparels in Karnataka was undertaken with the objectives to study the socio economic characteristics of consumers who prefer branded apparels and to know the factors which influence the consumers for purchasing branded apparels. For meeting the objectives primary data was collected from 200 consumers with the help of questionnaire across the Karnataka in selected cities. From the study it was found that consumers are brand conscious now a days. To look more stylish they prefer branded apparels and branded apparels also depict the status of a person. Due to more durability, variety and quality and people prefer branded apparels.

Keywords: Apparel Brands, Consumer Behaviour, Product attributes, Purchase Intentions, store attributes.

1. INTRODUCTION

Indian textile industry is one of the leading textile industries in the world. Though was predominantly unorganized industry even a few years back, but the scenario started changing after the economic liberalization of Indian economy in 1991.The opening up of the economy gave the much needed thrust to the Indian Textile industry, which has now successfully become one of the largest in the world.

Indian textile industry largely depends upon the textile manufacturing and export. It plays a major role in the economy of the country. India earns about 27 percent of its total foreign exchange through textile exports. Further, the textile industry of India contributes nearly 14 percent of the total industrial production of the country. It contributes about 3 percent to the GDP of the country. Indian textile industry is the largest in the country in terms of

employment generation. It not only generates jobs in its own industry, but opens up scopes for the other ancillary sectors. Indian textile industry currently generates employment to more than 35 million people.

Indian textile industry can be divided into several segments, some of which can be listed as below:

- Cotton Textiles
- Silk Textiles
- Woolen Textiles
- Readymade Garments
- Hand crafted Textiles
- Jute and Coir

In today's modern India more and more people are switching on to branded apparel than non-branded ones. Increase in the income of consumers, increase in literacy level among consumers, globalization, increase in purchasing power and consumer consciousness towards fashion are the important factors which create demand for branded apparels in India. Liberty Shirts was the first company to sell shirts under its brand name in India during 1950's. Then there was no looking back for the branded apparel market. Many national as well as international brands have established themselves in Indian garment industry. Branded apparels captivated the market of both menswear and women's wear and slowly catching up in children wear segment. Media and promotions have been the sole reasons for the brand awareness and consciousness among the Generation Y. This is the new trend that more and more young people are buying clothes which are of a particular reputed brand. When they are out shopping in a chic shopping mall they are sure to visit one of the big brands to buy a pair of jeans or a shirt from the shop.

Today the youth are eager to shell out a fortune to buy branded cloths. The common concept is that the clothing brands provide high quality and great comfort. And hence more and more people are becoming brand loyalist even though they have to give out quite a huge sum of money when he is making his purchases. Most people tend to go and buy which are highly reputed and have a brand value. By brand value people mean by the quality, the price and the style. Being brand conscious is the new fashion mantra which has caught on like forest fire. The increased income levels help the young people to buy from big clothing brands with much ease and comfort. It came to light as from the findings of the survey of 2000 youngsters (13-21 years) to evaluate their apparel purchasing power. Some of the key findings from the survey are: 35% of respondents (with both parents working) spend as much as Rs 5000 per month on branded apparels. For them, it is the brand and not the price that matters.

- 20% of the total respondents spend approximately Rs 3500-4500 on buying   branded apparels.
- 60% of the respondents said that they have cluttered closets implying that they buy more than they wear. For youngsters, branded clothes are a symbol of staying ahead among their peers and means that they get their hands on latest 'in-thing' in the market whether they really need it or not.

- Cinema stars, Sportspersons and models are role model for Indian youngsters when it comes to branded apparels. No surprises here too as youngsters are influenced by these celebrities and go their way in emulating their screen idols.
- In terms of brand preference, Levis emerged the top favorite for the casual wear category followed by Lee, Wrangler, Flying Machine and Pepe. Nike came on top with the top branded footwear category followed by Adidas, Reebok.

1.1 Consumer behavior towards Apparels

Consumer preferences relating to apparel fall in to two categories namely those related to apparel attribute and those related to store attribute. Apparel attributes include variety, its durability, price, size available. Store attributes include the location of a store, its size and its service. Apparel is an item of regular consumption, which enables consumers to develop stable preferences. Enduring involvement reflects feelings experienced toward a product category that are persistent over time and across different situations (Forsythe, 1994). When consumers become involved with a product, they process product-related information more readily. This information is processed deeply and is, therefore, retained for a longer duration.

When consumers form an attitude toward a product, they make evaluative associations between the product and its attributes. Some of that attributes may be utilitarian such as durability or comfort -or hedonic such as color, fashion, or styling. Preferences, which influence the selection of products, fall into extrinsic criteria such as brand, label and price and intrinsic attributes such as style, design, uniqueness, appearance, attractiveness fabrication, construction, durability, maintainability, etc (Plumle, 2001). Consumers also associate higher merchandise quality with time/effort savings and greater enjoyment (Broekhuizen et al, 2006). Retailers add value for producers and consumers in many of ways, most of which are difficult for manufacturers to replace. These include breaking the bulk into smaller retail quantities, providing an assortment of products so that customers can achieve one-stop shopping, creating an inventory buffer between production and consumption so that products are available when desired, and providing support services such as display, demonstration, credit, delivery, assembly, repair, and return and warranty services.

The value addition made by retailers is considerably more in the case of high involvement goods like garments. Low prices, a large and varied selection, fast delivery and the freedom to exchange attract most customers regardless of the product type (Levin, 2003).

1.2 Purchase Intentions of Today's Consumer

The fashion apparel has short product life-span and is influenced largely by the celebrity promotions, visual merchandizing, and store ambience. The multi-channel systems of brand building and differentiation at regional and local levels supported by cultural forums in the local markets drive the purchase intentions of consumers. Besides retail stores, fashion and design based industrial actors also contribute to creating images and myths that support consumers' orientation towards buying fashion apparel (Jansson and Power, 2010). Purchase intentions of consumers on fashion apparel are influenced by psychodynamics and social factors. Consumer perceptions on buying fashion apparel are based on five factors that include perceptional leadership and perceived role models in the society, matching attire

status to employment and workplace ambience, socialization with peers and people they like, self-esteem and fun, and respectful treatment in the society (Stanforth, 2009).In recent past conscience among men and women on a body of critical scholarship emerged globally that stimulated the feel of newness and feminisms. Fashion magazines have become emblematic of feminism, a form of 'third-wave' feminist engagement that revalues activities and interests traditionally associated with femininity, such as knitting, fashion clothing, and make-up (Groeneveld, 2009). Fashion magazines are the perfect medium to influence the fashion adaptation within the larger thesis of global-local effects.

These magazines along with television fashion shows influence consumers on the process of fashion adaptation, which begins with product conceptualization and self-esteem in the society (Tay, 2009). As women's purchase behavior is very different from men's, it is essential for businesses that target female consumers to make a shift in marketing strategies and include factors other than socio-cultural characteristics. Fashion-involved female consumers are considered as the drivers and legitimists of the fashion adoption process (Belleau, et al, 2008).

2. REVIEW OF LITERATURE

- **Pandian, Varathani, Keerthivasan (2012)** this study reveals that Raymond, Peter England, and John player remains the top three brands preferred by the respondents. It is clear that most of the shoppers of men's branded shirts were highly influenced by the factors such as durability, reference groups, wider choice of color and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of color and design.

- **Rajput, N., Kesharwani, S. & Khanna, A. (2012**) this article defines that the Modern era provides high quality materials and lot of variety in Indian garment market to satisfy the desire of customers. The customers are utilizing the opportunity too. The results confirm that Indian people have become highly brand conscious presently. Hence, 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 are also influence to the purchasing decision that dominate the purchase decision of males and females.

- **Vikkraman and Sumathi (2012)** this study conducted on Indian apparel market revealed that Indian consumers perceived emotional value and clothing interest are the significant positive antecedents of purchase intentions toward global and local brands. The significant influence of self-concept on need for uniqueness indicates that the Indian consumers with high self-concept neither wish to be different from others nor wish to fit in with others and also that Indian consumers may consider their self-concept and need to be unique to express their 'individuality'. Significant impact of clothing interest on perceived quality and emotional value of global brands revealed Indian consumers' preference for global brands because of the status symbols and strong perception of foreign brands which was not found in local brands.

- **Nirbhan Singh, R.(2013)** Clothing is an important part of women's life and plays a major role in building the female identity and status. Cloths help the women to enhance

their confidence and strengthen their self esteem. Clothing is referred to as specialty good since consumers often make an effort for seeking out the garment that they require. Most of the female focus on product attributes, fashion trends and other factors related to social or psychological needs of the customer. These characteristics help them to choose their cloths according to their preference and it also suits with tradition and culture.

- **Dr. Anand Thakur, Mr. Bhuvan Lamba (2013)** Conducted a study aims to know about the customer satisfaction level and factors influencing readymade apparel purchase and also to know about the most popular brands of customers in different variants of clothes which would help the readymade garments manufacturers to plan their future growth. The findings reveal that Tommy Hilfiger and Peter England are the most preferred brands in the city of Jalandhar and most significant considerations in apparel purchase are price and quality.

- **K. Balanaga Gurunath Anand, M. Krishnakumar (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.

- **Jafar Ikbal Laskar and Haidar Abbas (2014)** this study aims to study the consumer awareness about various apparel brands (sources of awareness as well as the extent of awareness), their perception about these brands and the factors that affect their perception. Researcher has seen that advertisement and shelf presence are the main source of brand awareness. Firms which are investing in other means should introspect their strategies.

- **Syed Irfan Shafi, Dr. C. Madhavaiah (2014)** this experimental study examined the influence of demographic and Consumer buying attributes which influence the apparel buyer decisions, results of the study revealed that reference group, promotion, Store attributes, product attributes, income and occupation are the main dimension of apparel buying behaviour, this shows that the apparel stores should give more importance to apparel buying attributes to attract and appeal the consumers, and also the promotional programme also should be done aggressively and appropriately.

- **Md. Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad Anwarul Azim, Md. Russel Anwar (2014)** the study reflects that many demographic factors and others purchase pattern factors have a significant influence on the customer's choice of retail outlet and buying of apparel product. Showroom specific factors also have influence on the buying behaviour of retail outlet. Cat's Eye, Artisti, Aarong, Westecs, Ecstacy, Kay-kraft, Yellow are the leading brands and are the most preferred brands and possesses many better positive attributes. According to the ranking by customers, the quality factor prevails in the first position, color and design, comfort and style and price are securing successive ranks respectively.

- **Namrata Anand, Vandana Khetarpal (2014)** in spite of the apparel consumer's 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.

- **Sheek Meeran, Ranjitham (2016)** the objectives of this research are to ascertain the branded apparel most preferred by respondents and to examine customer's perception towards retail garments showrooms and factor they Considered to choose a particular retail garments showroom for their shopping in Tirunelveli Hub. The study reveals that Raymond, Peter England, and John player remains the top three branded apparels preferred by the respondents. It is clear that most of the shoppers on branded apparel were highly influenced by the factors such as durability, reference groups, wider choice of colour and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of colour and design. The manufacturers of branded apparel must focus on all these factors to formulate branding strategies effectively and to sustain their growth. Convenient shop hours and the offer & discounts are the two factors that contribute more to prefer a particular retail garment showroom. The retailers need to give more attention to these factors in order to attract and retain their customers.

- **Reham Abdelbaset 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.

- **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.

- **Sandeep Kumar, Prasanna Kumar, Srinivasa Narayana (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.

- **Lakshminarayana.K and Dr.Sreenivas (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.

3. Need and objectives of the Study

In present era we live in fashionable and modern India. Everybody wants to look stylish in modern India. Increase in purchasing power and literacy level among consumers makes them easy to find out what is new in clothing and now consumers have the ability to purchase costly branded apparels to look stylish. Now consumers give much preference to branded apparels as compared to unbranded ones. So the need for study arises to find out what are the factors which consumers think off while giving preference to branded apparels and which brands consumers mostly prefer.

The following are the objectives of the present study:

- To study the socio economic characteristics of customers in Karnataka towards branded apparels.
- To study factors influencing buying behavior customers towards branded apparels.
- To study the impact of promotional activities on buying behavior of customers.
- To measure the brand loyalty of customers towards the branded apparels.

4. Research Methodology

The present study is undertaken to evaluate the buying behaviour towards the branded apparels in Karnataka state.

a. **Data Collection Methods:** 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 apparel brand users and non users.

Secondary data collected from various sources such as books, journals, Magazines, Company reports, websites, etc.

b. **Research Design:** A study is Descriptive in nature.

c. **Sampling:** The study would cover the consumers taste and preference towards the branded apparels, impact of promotional Measures and buying patterns of consumer in Karnataka among selected cities like Mysure, Kolar, Chickaballapur and Mandya .

- **Sampling Technique:** Adopted convenient sampling method. The survey has conducted in textiles / apparel shops & exclusive garment showrooms and some college campuses and among the general public.

- **Sample Size: S**ampling size for this study is 200.

- **Sampling Unit:** Samples will be collected from students, Corporates and general public in selected places of Karnataka state.

d. **Data Analysis Techniques:** The data collected through the questionnaire were converted to master table which facilitated tabulation of data in desired form. The collected data were then grouped into tables and analyzed using various statistical tools like frequency distribution, mean scores, percentages, z test and standard deviation to know the variations in the data.

5. Data Analysis and Interpretation

Age wise extent up to which various factors influence purchase of branded apparels

Sl.No	Statements related to different factors	Age		Z value
		20-30	Above 30	
		Mean	Mean	
1	I read newspaper and magazines to know what is new in clothing	2.935	2.727	1.432
2	When new style appear in market, I am first to buy them	3.960	3.410	5.41*
3	I go for purchase because I get bored with wearing same type of clothes	3.928	2.150	7.6*
4	I have a long term plan for purchasing expensive branded apparels	2.060	3.960	0.16
5	I preferred to purchase the apparels which are worn by the celebrities	3.670	1.740	8.5*
6	I try to dress and even purchase apparels same as my friends	3.860	2.410	4.16*

*Significant at 5% level of significance   Z table value at (5 %) =1.96

Table shows that in statement number 1 the mean score of respondents between the age group of 20-30 years was 2.935 which were near the neutral point (3) of scale and same was the case with respondents above 30 years of age having a mean score of 2.727 they were also near the neutral point of scale regarding this statement. Z value (1.432) which was below the significant level shows that there was no significant difference in the opinion of the

respondents with age group 20-30 years and respondents above 30 years of age. In statement number 2 the mean score of respondents with age group between 20-30 years was 3.96 which was near the agree point of scale so it was found that respondents between the age group of 20-30 years often go for purchase when new styles appear in the market. But respondents above 30 years of age were near the neutral point of scale regarding this statement. They were neither agreed nor disagree with this statement. Although there was not a significant difference in the means of the respondents between age group of 20-30 years and above 30 years but Z value greater than significance level shows that there was a significant difference in the opinion of respondents between 20-30 years of age and above 30 years of age. From statement number 3 it was found that respondents with age group between 20-30 years were near the agreed point of scale regarding the statement that I go for purchase because I get bored with wearing same type of apparels having a mean score of 3.928. But due to maturity level of respondents having age group of above 30 years they were near the disagree point of scale regarding the statement number six. Z value greater than significance level also shows that there was a significant difference in the opinion between the respondents below 30 yearsof age and respondents above the 30 years of age. From statement number 4 it was found that respondents within the age group of 20-30 years were disagree with the statement that I have a long term plan for purchasing expensive branded apparels with a mean score of 2.06 but respondents above age group of 30 years were near the agreed point of scale regarding this same statement. They thought about the durability factor before purchasing branded apparels. Even though there was a difference between the means of these two variables but z value less than significant level depicts that there was no significant difference in the opinion of the respondents lying between age group of 20-30 years and above 30 years of age respondents. Mean score (3.27) of respondents between age group of 20-30 years shows that these respondents prefer to purchase the apparels which are worn by the celebrities but respondents of above 30 years age were below the disagree point of scale regarding this statement having a mean score of (1.74) . Respondents above 30 years of age were less attracted by the celebrities dressing sense. Z value is above the level of significance so there was a significant difference in opinion between the below 30 and above 30 years age group respondents. In last statement (six) it was found that respondents which were in the age group of 20-30 years were more influenced by their friends and they try to dress and even purchase apparels same as their friends and there mean score (3.86) was near the agree point of scale but respondents with the age group of 30 years were between the disagree and neutral point of scale regarding this statement with mean score of 2.41. Z value was greater than significance level so there was a significant difference in the opinion between the respondents of age group between 20-30 years and above 30 years of age regarding the statement that I try to dress and even purchase the apparels same as my friends.

Distribution of consumers of branded apparels on the basis of income

Family Income	Frequency	Percentage
<100000	5	2.5
100000-200000	27	13.5
200000-300000	43	21.5
>300000	125	62.5
Total	200	100

Table shows income level of respondents under the study. It was found that majority (62.50 percent) of the respondents were from the income group of more than Rs 300,000 where as 21.50 percent have a income level between Rs 200,000- Rs 300,000. Only 2.50 percent have a income level of less than Rs 100,000.This shows that branded apparels are purchased mostly by the consumers with higher family income.

Distribution of respondents on the basis of ability to recall brands of apparels

Recall a brand or not	Frequency	Percentage
Yes	200	100
No	0	0
Total	200	100

From table it was found that all the respondents could recall the names of branded apparels and respondents could easily recall more than five brands of apparels. The brands of apparels which could be recalled by almost all the respondents were Nike, Adidas, Levis, Spykar, Lee, Puma, Raymond, US Polo, Pepe Jeans, Duke and Tommy Hilfiger. After that brand like UCB, Fila, Wrangler, Octave, Sisley, Madame, Monte Carlo, Koutons are easily recalled by respondents. The least recalled brands were Gant, Mayur, Diesel, CK, Cotton County, Blackberry and Arrow.

Degree of preference towards various branded apparels

Degree of Preference	Brand Names
Mostly Preferred	Levis, Lee, Nike, Adidas, Puma
Moderately Preferred	Duke, Pepe Jeans, Tommy Hilfiger, Raymond, Priknit, Spykar
Least Preferred	Koutons, Madame, Octave, Wrangler
Not Preferred	Diesel, CK, Cotton County

In Table the respondents were asked to mention the brands of apparels ranging from mostly preferred to not prefer. On the basis of their responses it was found that mostly preferred brands were Levis, Lee, Nike, Adidas and Puma. Brands like Levis, Nike and Adidas were

preferred because they are international brands with good brand loyalty among consumers. The moderately preferred brands were Duke, Pepe Jeans, Tommy Hilfiger, Priknit, Spykar and Raymond. Duke was moderately preferred because of less brand loyalty among consumers as compare to brands like Nike, Adidas, Lee and Levis. Least preferred brands were Koutons, Madame, Octave and Wrangler. Most of the consumers not preferred brands like Diesel, CK and Cotton County because of their less brand image in the market. Most of the consumers perceived that apparels of Diesel and Cotton County were less stylish as compare to apparels of brands like Levis, Nike and Duke.

Distribution of respondents on the basis of perceived benefits of purchasing branded apparels

Benefits of branded apparels	Frequency	Percentage
More in Variety	98	17.25
Quality wise good	164	28.88
Nice Fitting	68	11.47
Show status symbol	126	22.18
More Comfortable	112	19.72
Total	568	100

In above table respondents were asked about the benefits of purchasing branded apparels. In this question the respondents had given multiple answers. It was found that majority (28.88 percent) purchased branded apparels because the branded apparels were quality wise good whereas (22.18 percent) of respondents purchase branded apparels because according to them the benefit of purchasing branded apparels was that they show the status of the person. (19.72 percent) respondents feel that the branded apparels were more comfortable. (17.25 percent) of the respondents believed that branded apparels came in more variety that was the main reason they purchase branded apparels because it was easy for them to find out branded apparels according to their taste and preference. According to (11.97 percent) of the respondents branded apparels have a nice fitting that's why they like to prefer branded apparels. So to conclude good quality of branded apparels and branded apparels show the status symbol of a person were the main benefits perceived by the consumers of branded apparels. Comfortableness of branded apparels was also the benefit of purchasing branded apparels.

Distribution of respondents on the basis of factors influencing preference

Influencing Factors	Frequency	Percentage
Family	39	19.5
Friends	57	28.5
Co-workers	29	14.5
Brand itself	69	34.5
others	6	3
Total	200	100

From above table it was found that majority (34.50 percent) respondents were influenced by the brand itself whereas (28.50 percent) were influenced by friends. (19.50 percent) of the respondents were influenced by their family members while preferring branded apparels. (14.50 percent) of the respondents were influenced by their co-workers and they prefer the brands of apparels same as the brands preferred by their co-workers. Only (3.00 percent) were influenced by others. Others, if any include the respondents itself who were not influenced by his friends, family, co-workers and brand itself. This shows that brand name itself plays an important role in influencing consumers while going for the purchase of branded apparels. Friends also played an important role in influencing the consumers of branded apparels and in the study it was found that respondents between the age group of 20-30 years were more influenced by their friends and try to dress and even purchase the apparels same as their friends.

Distribution of respondents on the basis of indicators used by them while purchasing branded apparels

Indicators For Purchase	Frequency	Percentage
Price	52	26
Variety	49	24.5
Brand value	53	26.5
Uniqueness of Brand	46	23
others	0	0
Total	200	100

From above table it was found that majority (26.50 percent) respondents used brand value as an indicator while purchasing branded apparels whereas (26.00 percent) used price as an indicator. (24.50 percent) of respondents purchased branded apparels because of their huge variety available in the market. (23 percent) consumers of branded apparels purchase those brands of apparels which were unique and brands which have created a point of difference from other brands. This shows that for the respondents value of the brand plays an important role while purchasing branded apparels followed by price of apparels. Huge variety of branded apparels was also an important reason for the consumers for purchasing branded apparels. Consumers prefer those brands of apparels which have distinct styles, design from other brands of apparels. Consumers like those brands which offered them something unique and which helps them to look something different from others.

Extent up to which various factors influence purchase of branded apparels

Sl.No	Statements related to different factors	Mean Score	SD
1	Newspaper and magazines as a source of influence	2.720	0.946
2	New styles appear in the market, I am the first to buy them.	3.965	1.024
3	I go for purchase because I get bored with wearing same type of clothes	3.290	1.132
4	I preferred to purchase the apparels which are worn by the celebrities.	3.475	1.097
5	I try to dress and even purchase apparels same as my friends.	2.840	1.240
6	I have a long term plan for purchasing branded apparels.	2.740	1.170

From above table it was found that in first statement the mean score (2.72) was near the neutral point (3) of scale. This shows that respondents were neither agree nor disagree with the statement that newspaper and magazines were a source of influence for consumers for purchasing branded apparels and the deviation (0.946) between the responses of the respondents was also less in case of statement number 1. According to statement number 2 the mean score (3.965) was very much close to agree point of scale which shows that respondents go for purchase of branded apparels when new style arrives in the market but in this statement deviation (1.024) between the responses was more as compare to statement number 1. For statement number 3 the mean score was (3.29) so the respondents were above the neutral point regarding the statement I go for purchase because I get bored with wearing same type of clothes and deviation (1.132) between responses was also more in statement number 3. In statement number 4 the mean score (3.475) was between the neutral and agree point and deviation was more as compare to statements number 1 and 2 but less than statement number 3. Statement 5 shows the mean score (2.84) near about the neutral point but this statement had a lot of deviation (1.24) in responses as compare to other statements.

Consumer preference towards different segments of branded apparels

Segment	Brands Name
Corporates	Raymond, Reid and Taylor, Blackberry, Arrow, Westside
Casual	Duke, Spykar, Levis, Lee, Pepe Jeans, Priknit
Sports	Nike, Adidas, Reebok, Puma and Woodland.

In above table corporate stand for formal, casual for daily routine and informal. The above table shows that in case of formal or corporate the most preferable brands for consumers were Raymond, Reid and Taylor, Blackberry, Arrow and Westside. Consumers preferred Raymond, Reid and Taylor because of their good brand equity and due to excessive advertisement done by the company in magazines and television. For casual the most preferred brands were Duke, Puma, Spykar, Levis, Lee, Pepe Jeans, Priknit and but international brands like Pepe Jeans, Levis were in more demand as compare to national brands like Duke, Priknit and in case of sports segment the most preferable brands were Nike,

Adidas, Reebok, Puma and Woodland. In sports segment brands like Nike and Adidas created a strong brand loyalty among consumers. From study it was also found that respondents within the age group of 20-30 years usually prefer to purchase the brands of apparels which lie in casual and sports segment and respondents above 30 years of age usually purchase brands of apparels which come under corporate segment.

6. Findings from the study

- Consumers were aware of branded apparels and easily recall the names of more than 5 brands of apparels. 100 percent of the respondents recall the names of more than 5 brands of apparels.
- The mostly preferred brands by the respondents were Levis, Lee, Nike, Adidas and Puma because these brands have created a brand image in the market and 90 percent of the consumers were loyal towards these brands.
- The moderately preferred brands were Duke, Pepe and Tommy Hilfiger. Duke was moderately preferred because of its local and national image.
- The least preferred brands by the respondents were Cotton County, Diesel, Koutons and Octave because of less promotional activities done by these brand owners and 28.88 percent of the respondents felt that branded apparels were quality wise good that's why they prefer branded apparels
- 22.17 percent of the respondents felt that branded apparels depicts the status symbol of person. and 19.72 percent respondents felt that branded apparels were more comfortable which the reason was for them, for purchasing branded apparels. According to (17.25 percent) respondents branded apparels came in more variety that was the main reason for them to go for the purchase of branded apparels.
- According to 34.50 percent of respondents brand name of apparel was most important for them while purchasing apparels and 28.5 percent respondents felt that their friends play an important role in selecting brands of apparels.
- According to 19.50 percent of the respondents they consult their brother and sister before going for the purchase of branded apparels and Respondents who are employed were influenced by their co-workers and take the valuable suggestions from their co-workers before going for a purchase of branded apparels.
- Respondents were near the neutral point of scale regarding the statement I read newspaper and magazines to know what is new in clothing having a mean score of 2.720. Mean score of 3.965 depicts that respondents were agree with the statement that when new style appear in the market, I am the first to buy them. Mean score of 3.290 shows that consumers were above the neutral point of scale regarding the statement I go for purchase because I get bored with wearing same type of apparels.
- Respondents were between the neutral and agree point of scale regarding the statement that I preferred to purchase the apparels which are worn by the celebrities. Respondents were near the neutral point of scale regarding the statement I try to dress and even purchase apparels same as my friends with a mean score of 2.840. Mean score of 2.740 shows that respondents were near the neutral point of scale regarding the statement I have a long term plan for purchasing branded apparels.

- In corporate or formal segment the most preferred brands were Raymond, Reid and Taylor because of its excessive advertisement in print and digital media. In casual segment the most preferred brand were Levis, Lee, Spykar, Duke and Pepe Jeans and Priknit. In sports segment brands like Nike, Adidas, Reebok, Puma and Woodland were mostly preferred. Mean score of 3.96 shows that respondents within the age group of 20-30 years were agreed with the statement when new style appear in the market , I am first to buy them.

- Respondents above the age group of 30 years were between the neutral and agree point of scale with mean score 3.4 regarding the statement When new style appear in the market, I am first to buy them. Mean score of 3.928 depicts that respondents within the age group of 20-30 years were agreed that they go for purchase when they get bored with wearing same type of apparels. But mean score of 2.15 gave results that respondents above the age of 30 years were disagree with the statement that they go for purchase when they get bored with wearing same type of apparels.

- Youngsters with in the age group of 20-30 years were disagree with the statement that they have a long term plan for purchasing branded apparels. These respondents purchase branded apparels because of its more design, more styles available. Respondents above age group of 30 years purchased branded apparels because they were more durable. There mean score of 3.96 shows that they have a long term plan for purchasing branded apparels.

- Youngsters preferred to purchase the apparels which are worn by the celebrities. There mean score 3.62 depicts that they were near the agreed point of scale regarding the statement I preferred to purchase the apparels which are worn by the celebrities. Respondents above the age group of 30 years were disagreeing with the statement with mean score of 1.74 that they preferred to purchase the apparels which are worn by the celebrities.

- Mean score of 3.86 shows that youngsters were more influenced by their friends and they even try to dress and purchase apparels same as their friend. Respondents above the age group of 30 years was between disagree and neutral point of scale regarding the statement they try to dress and even purchase apparels same as their friends with the mean score of 2.41. Undergraduates were more aware about new styles and trends of apparels and they were even the first to buy branded apparels when new style appears in the market.

- Undergraduates often go for purchase when they got bored with wearing same type of apparels. There mean score of 3.90 shows that they were agree with the statement they went for purchase when they get bored with wearing same type of apparels. Graduates and above graduates were agreed with the statement that they had a long term plan for purchasing branded apparels with a mean score of 3.70. Undergraduates were more influenced by the celebrities and there mean score 4.48 shows that they preferred to purchase the apparels which are worn by the celebrities.

- Graduates and above graduates were between disagree and neutral point of scale with mean score of 2.44 regarding the statement that they preferred to purchase the apparels which are worn by the celebrities. Below Graduates were agreed with the

statement that they try to dress and even purchase the apparels same as their friends with a mean score of 4.46. Graduates and above graduates were not influenced by their friends and there mean score of 2.23 depicts that they were disagree with the statement that they try to dress and even purchase apparels same as their friends.

- Respondents with family income of above 3 lakh were near the agree point of scale with a mean score of 3.76 regarding the statement that when new style appear in market, they were first to buy them. Due to less purchasing power respondents with family income of less than 3 lakh were near the disagree point of scale regarding the statement when new style appear in market, they were the first to buy them.

- Respondents with family income of above 3 lakh were agreed with the statement that they go for purchase when they get bored with wearing same type of apparels with a mean score of 4.02. Respondents with the family income of less than 3 lakh were between the disagree and neutral point of scale with mean score of 2.57 regarding the statement they went for purchase when they get bored with wearing same type of apparels. Respondents below family income of 3 lakh were agreed with the statement that they have a long term plan for purchasing branded apparels with a mean score of 3.90.

- Respondents above family income of 3 lakh were between the disagree and neutral point of scale with mean score of 2.51 regarding the statement that they have a long term plan for purchasing branded apparels. Respondents with family income of above 3 lakh were near the agreed point of scale with mean score of 3.79 regarding the statement they preferred to purchase the apparels which are worn by the celebrities. But respondents with family income of less than 3 lakh were disagree with the statement that they preferred to purchase the apparels which are worn by the celebrities with mean score of 2.25.

- Respondents with family income of less than 3 lakh were above the neutral point of scale regarding the statement they try to dress and even purchase apparels same as their friends with mean score of 3.26. Respondents with family income of above 3 lakh were near the neutral point of scale regarding the statement they try to dress and even purchase apparels same as their friends with mean score of 2.9.

7. Recommendations

The study reveals that following recommendations have been projected from the study:
- Consumers are brand conscious now days. They purchase the apparels on the basis of brand image and uniqueness of the brand. So companies may increase their market share by creating point of difference from their competitors and developing a good brand image in the minds of consumers.
- Consumers do not perceive newspaper and magazines as an important source to know what is new in clothing but consumers may take the help of fashion magazines to know what is new in clothing.

- The consumers are less loyal towards national brands of apparels as compare to international brands so national brands have to improve the brand image among the consumers of branded apparels.

- Due to increase in purchasing power of consumers, they spend great share of their income on purchase of branded apparels and in coming years the market of branded apparels will increase tremendously as a result branded apparels companies have to set the strategies which keep the consumers loyal towards their brand so that consumers will not switch off to other brands.

- Store attributes like friendly environment with the customers, speedy services, display of apparels in stores according to consumer's preference are the key attribute to create loyalty among consumers, as a result apparel store can generate loyalty among consumers by providing above attributes in their apparel store.

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