

A STUDY ON THE FACTORS AFFECTING THE CHOICE OF BRANDED APPARELS IN NORTH GOA

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There are many brands of apparels available for youth to choose from and to select. This process is a complex one. This study provides useful information about various aspects of brand selection by customers. A primary survey was conducted in Panjim, North Goa. 150 respondents aged between 21yrs to 30yrs were given self administered questionnaires. Using Two Way ANOVA data was tested. This paper suggests which elements of apparel should be focused upon in order to gain a larger market share.

Indian retail industry is world's fifth largest.¹ Also it is the one of the largest among all the industries in India. It contributes about 10 per cent to the country's GDP. Currently eight per cent of the employment is generated by Retail sector. The market share of the organized retail would reach 25-30% by 2010². This growth would be due to changes in demographics coupled with increase in per capita income.

The median age of large population of India is 24 years. Nuclear families have become prominent in urban side due to migration and dilution of family ties. Also, due to upward mobility and education, middle class has emerged as the most powerful consumer segment. Changes in economic policies have given an opportunity for many families to aspire for better lifestyle. Emergence of service sector has contributed towards increase in proportion of working women³.

The above factors have revolutionized shopping in India. Retailing in India is redressing itself in the form of bustling shopping centers, multi-storied malls and huge complexes that offer shopping, entertainment and food all under one roof. Retailers willing to take advantage of this growth will have to pay more attention to the brand building process. Today selling branded merchandise alone will not help retailers. They should reinforce their positioning as quality and value for money destinations. This would be possible if and only if the outlet displays and offers best products in the category at affordable prices⁴.

The feeling of plenty in once regularized economy with enough purchasing power has made parents to give what their children want. The young generation has developed liking towards luxury commodities. The idea of shopping has undergone metamorphosis in terms of format and consumer buying behavior. The branded merchandise in various categories including Apparels, Shoes, Watches and even Jewels, that have become ways of self expression. Especially in apparels once made to order clothing habits have changed to ready to wear habits due to fast paced lifestyle.

In India only 17% of apparel market is dominated by women. Increasing participation of women in workforce has changed the views about Western and Indo-western fittings. There is a huge scope for retailers in this segment as only nine percent of the market is covered.

The apparel industry is one of India's largest foreign exchange earners, accounting for nearly 16% of the country's total exports⁵. In the year 2007 \$19.8 billion was the revenue generated by Indian apparel market.

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¹ <http://business.mapsofindia.com/india-retail-industry/>

² <http://business.mapsofindia.com/india-retail-industry/scope-of-the-indian-retail-market.html>

³ http://footwearsinfolinethree.tripod.com/indian_retail_industry_its_growth_challenges_and_opportunities.pdf

⁴ www.bim.edu/pdf/.../Building_Successful_Indian_Retail_Brands.pdf

⁵ www.cnesbau-export.com/garments_export.html

From 2003-2007 apparel retail has grown at compounding rate of 11.3%⁶. India has a great opportunity as the world apparel market became open in the year 2005 as the earlier Multi fiber Agreement expired. India is considered the second largest apparel manufacturer and exporter due to its large population and natural resources. Indian Government is interested in winning back country's position in world apparel trade.

In India most of the apparel manufacturers are small with 50 to 60 machines. As a result customers get medium quality apparels with innovative high fashion designs in small batches⁷. There are approximately 30,000 readymade garment manufacturing units in India⁸.

Many big fabric manufacturers have put in their consistent efforts with improved technical capabilities to establish themselves in local and international markets. They have established their own ready made brands. Some popular national level brands include Park Avenue, Charagh Din, Liberty, Proline, Allen Solly, Van Heusen in formals and casual wears. Killer, Levis, Pepe, Spykar, Lee are some of the popular names in jeans (Denim) segment.

There are exclusive showrooms for these brands across the country. But most popular distribution is through local shops and malls. There is a tough competition among these brands to attract young customers. This study focuses on role of selected factors like variety, price, quality, fashion appeal and fit on selection of apparel.

Review of Literature :

Dr. Reeti Agarwal ,Dr.Ankit Mehrotra(2009)ⁱ conducted a survey in north India to understand customer's perception and evaluation criteria regarding branded and unbranded clothes. The survey revealed that branded clothes were taken as status symbol. Fitting was the most important criteria while purchasing the brand followed by variety.

Paromita Goswami (2007)ⁱⁱ conducted a study on how college students in urban areas shopped for apparels. In total 185 respondents were surveyed of which 85 respondents were students. The factors investigated for the study were psychological variables, store-choice variables and interpersonal influence. She concluded that college students were brand conscious and need variety and best quality for their apparel purchase.

H. Hong and A Koh (2002)ⁱⁱⁱ studied the demographic factors affecting the selection of stores and the benefits female consumers sought from apparels. Six hundred and nineteen female respondents from Seoul were interviewed .The study segmented consumers into three categories brand-oriented, budget-oriented and fashion-oriented. They also found that education played an important role in store selection based on price/variety, discount policy and customer service/convenience for all the segments.

H.-J. Hsu and L. D. Burns (2002)^{iv} compared 84 United States and one hundred nineteen Taiwanese college women's evaluative criteria with respect to 12 factors at the time of purchasing specific clothing for themselves. Factors studied were fabric, size/fit , comfort, brand name, quality, location of manufacturer, color, how pleasing it was to others, appropriateness for campus wear, price, style, and coordination with other clothing . They did not find any significant difference between the two groups. But observed that size/fit was most important factor for both the groups.

Judith C. Forney, Eun Joo Park, Lynn Brandon, (2005)^v attempted to identify and determine factors which played a critical role in brand extension purchases with respect to casual apparels and casual home furnishings among women. The study was conducted in southwest part of Us with sample size of 739 female respondents. The study concluded that Image, quality, color/style, and design/beauty of fashion products played an important role while purchasing extended brands of casual apparel and home furnishings.

Ian Phau and Yip Siew Leng (2008)^{vi} studied attitudes of 365 status and non-status seeking Australian

⁶ Data Monitor

⁷ apparel.indiamart.com/lib/garments/indian07251998.html

⁸ [indiamart.com/...industry/garments.../indian-apparel-industry-an-overview/-](http://indiamart.com/...industry/garments.../indian-apparel-industry-an-overview/)

teenagers towards domestic and foreign luxury brand apparels. The foreign luxury brands included in the study were from Italy, Japan and China. The study revealed a positive relation between status seeking and foreign brands, Chinese brands being exceptions. Where as non status seekers preferred national brands over foreign brands in terms of easy maintenance and comfort.

Irene Kamenidou et al (2007)^{vii} examined why consumers purchased imported high fashion apparels in Larissa, Greece with a sample of 200. The study revealed that consumers perceived that the imported apparels were produced in better textiles as a result had better aesthetics, line and quality in comparisons to the domestic high fashion apparel.

Amit Gupta (2004)^{viii} conducted a survey to understand the factors which affected the choice of private labels in Hyderabad. He concluded that people purchased private brands only to take advantage of price. As income increased people preferred buying national brands.

Abhigyan (2008)^{ix} studied the relation between hedonistic consumption and lifestyle based purchases. He conducted a survey of 266 students and faculties. He concluded that a person from higher income group, less conservative and young is impulsive buyer and purchases lifestyle products.

OBJECTIVES :

- To study the factors which influence the choice for branded apparels
- To study the most preferred brand of apparels

METHODOLOGY :

The survey was conducted in Panjim, North Goa. 150 respondents were selected randomly. Two way ANOVA was used to analyse the data. The following brands were selected for the study based on a pilot survey, Wills Lifestyle, Spykar, Pepe Jeans and Levi's.

According to the survey conducted, taking for example variety, 13 respondents rated it as 1 while choosing a particular brand of apparels. The rank 1 is given the highest weightage i.e. 5 and hence 13 is multiplied by 5. Similarly 2 is given a weightage of 4 and so on. Finally the results are added for each of the attributes and the attribute having the highest figure is the one that is most dominant.

DATA INTERPRETATION AND ANALYSIS :

- The Levi's brand (41%) is most popular followed by Spykar (18%), Pepe jeans (17%) and Wills Lifestyle (15%).
- Fit (549) of the apparels is the most dominant attribute, followed by quality (530), fashion appeal (414), price (404) and variety (353).
- Most of the respondents (117) prefer wearing casuals compared to sports wear (13), formal wear (11) and ethnic wear (9).
- From the above chart it has been noted that the respondents are mostly influenced by their friends (50%), own decision (23%), family (20%) and lastly their relatives (7%).
- About 45% of the respondents spend more than Rs.5000 yearly on purchasing apparels. While 22% spend around 4000-4999, 14% spend 3000-3999, 12% spend 2000-2999 and only 7% spend 1000-1999 on purchasing apparels on a yearly basis.

Hypothesis Testing :

Further the findings were analysed to test whether they hold good for the youth from North Goa. The average scores were taken for the observations and variance was studied using two way ANOVA without replication. The findings are as follows,

Table No 1. Average Scores brands and factors

	Variety	Price	Quality	Fashion	Fit
Wills Lifestyle	4	2.56	2.56	3.26	2.3
Spykar	3.88	2.77	2.77	2.59	2.15
Pepe jeans	3.68	2.04	2.04	3.2	2.2
Levi's	3.22	2.53	2.53	3.58	2.58
Others	4.46	2.15	2.15	3	1.92

Table No 2. Anova : Two-Factor Without Replication

<i>SUMMARY</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Wills lifestyle	5	14.68	2.936	0.48108
Spykar	5	14.16	2.832	0.40742
Pepe Jeans	5	13.16	2.632	0.57712
Levi's	5	14.44	2.888	0.23507
Others	5	13.68	2.736	1.09863
Variety	5	19.24	3.848	0.20532
Price	5	12.05	2.41	0.09275
Quality	5	12.05	2.41	0.09275
Fashion	5	15.63	3.126	0.13318
Fit	5	11.15	2.23	0.0577

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>
Brands	0.297344	4	0.074336	0.586057	0.67735:
Factors	9.167824	4	2.291956	18.06952	8.79E-04
Error	2.029456	16	0.126841		
Total	11.49462	24			

From table no 2 it is seen that though Levi's is a most popular brand, Pepe jeans is ranked the best brand by the users followed by *other* not so popular brands. However, the opinions of the respondents who brought *other* brands varied much whereas that for Levis was uniform. This could be due to the fact that there are many brands present in the market today and their fitting, quality etc vary considerably.

Also, it could be concluded that (table no 3) the preference for brands did not vary across the brands ($F=0.586$). The observed preference for brands is purely due to chance.

However it was observed that there was a significant difference across the selection factors ($F=18.06$). Customers selected these brands for fit followed by price and quality. They felt that the brands lacked fashion appeal and offered too less variety.

Conclusion :

From the above study it can be drawn that most people prefer wearing casuals. Levi's is the popular brand. However, Pepe jeans is the best ranked brand. Most of the respondents were satisfied with fit and the quality of the apparels but, felt shops lack fashion and variety.

Hence these stores should display more varieties and should change merchandise soon enough to bring fashionable outfits as customers do not mind paying a healthy price for branded apparels which would be value for money.

ANNEXURE I

QUESTIONNAIRE

Name _____

Occupation _____

Gender _____ Age _____ Location _____

1. What kind of apparels do you prefer buying?
 - a. Casuals b. Ethnic wear c. Formal d. Sports wear
2. How often do you shop in a year for apparels?
 - a. Once in a Fortnight b. Once in a month c. Once in 6 months d. Once in a year
3. Which brand do you prefer the most?(select any one)
 - a. Wills lifestyle b. Spykar c. Pepe Jeans d. Levi's
 - e. Others _____
4. Who influences you to choose the brand?
 - a. Family b. Relatives c. Friends d. Myself
5. Rate the following factors that influence your buying preferences for the brand on a scale of 1 to 5? (1 being the highest and 5 being the least)
 - a. Variety b. Price
 - c. Quality d. Fashion appeal e. Fit
6. Does variety attract you to buy the selected brand?
 - a. Strongly agree b. agree c. cant say d. disagree e. strongly disagree
7. Does the pricing of the selected brand attract you to buy it?
 - a. Strongly agree b. agree c. cant say d. disagree e. strongly disagree
8. Does quality attract you to buy the selected brand?
 - a. Strongly agree b. agree c. cant say d. disagree e. strongly disagree
9. Does fashion appeal you to buy the selected brand?
 - a. Strongly agree b. agree c. cant say d. disagree e. strongly disagree
10. Does the fit of the apparels attract you to buy the particular brand?
 - a. Strongly agree b. agree c. cant say d. disagree e. strongly disagree
11. How much do you spend on buying apparels per year?
 - a. 1000-1999 b. 2000-2999 c. 3000-3999 d. 4000-4999 e. >5000

— THANK YOU —

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