

# CONSUMER BUYING BEHAVIOUR TOWARDS BRANDED MEN'S SHIRTS

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## ABSTRACT :

The life style patterns in India are witnessing a sea change. Younger generation, higher income, liberal spending pattern combined with opening up of markets has increased the demand for branded products. Branding is one of the most effective competitive tools and it is a challenging task for the marketer to nurture a brand into a strong, profitable brand. By developing a powerful brand, companies can establish 'brand equity' and the equity assists firms in a variety of ways to manage competition and to maintain market share. For every marketer instinctively his or her brand is valuable. Brand value is represented by the premium price a company gets at the time of transfer of ownership. A number of people visit showrooms with a brand in mind because the quality and comfort the brand offers them. This study tries to assess this buying behaviour of men with respect to the purchase branded shirts in single brand showrooms or multi branded shops.

Keywords:

Brand, Buying behaviour, Single brand outlet, Multi branded shop.

## 1. Introduction :

In earlier days, traditional Kurtas were considered to be the favourite outfit of men and the shirts were looked upon as a product of the western influence. Globalization today has brought in a conceptual change and Indians are getting attracted to readymade dresses, particularly Multinational brands. Branded shirts have become the common wear in every part of life. Indian men were used to buying cloth and getting their outfits tailored - mainly through local tailoring shops from the unorganized segment. With increasing urbanization, changes in the social and economic status and life styles customer mindset seemed to have started changing gradually.

India is witnessing a sea change in its lifestyle pattern. The growing influx of Generation Y into the workforce, higher income and liberal spending patterns, coupled with the opening up of markets due to phenomenon of globalisation are said to be the contributors for these changes. The need to understand the consumers and emerging markets has become a big challenge for the corporate world especially in creating and managing a powerful brand. A brand creates a positive outlook of the corporate in the minds of the customers by highlighting their positive attributes and pulling down those of the rivals. Branding is one of the most effective competitive tools and it is a challenging task for the marketer to nurture a brand into a

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strong, profitable brand. The shirt industry is estimated to be worth Rs. 200 crores business. India is a host to almost 5000 shirts manufacturers both in the branded and unbranded segments.

Today brands are more visible than in the past, with increasing number of ads in television, hoardings and the print media. Brands are widely recognized as corporate assets but have been historically evaluated based on non financial attributes like awareness, recognition and perceived value. For a marketer his brand is valueable, the value of which is represented by the premium price the company gets at the time of transfer of ownership.

Buying behaviour of men is always changing. Economic prosperity has given consumer independence to spend on branded products. Clothing is one of the most essential needs for any person. The pattern of choices in clothing has seen a major shift as more people are going in for branded clothes especially shirts and this change is being lead by the youth. A number of people visit the showroom with a brand in mind because the quality and comfort of that brand are suitable for them. Most of the youth give importance to smart look and styling differently, hence do not give much importance to any specific brand. The paper is an attempt to assess this buying behaviour of consumers by knowing their brand preference in mens shirts and the place where they would like to buy these shirts.

## 2. Excerpts from Previous Studies :

A study made by (Lalitha, Ravikumar & Padmavalli, 2008) entitled "Brand Preference of Mens' wear" focuses on the brand preference regarding shirts and pants of select consumers living in twin cities of Hyderabad and Secunderabad. It is confined to the customers visiting the select showrooms in Hyderabad and Secunderabad. The objectives of this study are to know the reason why customers prefer branded shirts and pants to unbranded ones, to know the factors influencing customers while choosing branded shirts or pants. It is concluded that educational qualifications, employment status, age group, convenience of shops and advertisement are influencing factors for purchasing branded shirts and pants by the respondents. The study reveals that advertisements play a limited role in choosing the brand among readymade dresses available in the market.

Narang (2006, p.3) in a study entitled "A Study on Branded Mens' wear", was taken up in the city of Lucknow with an intention to explore the purchase behavior of the buyers of branded mens' wear. The objectives of this research are to study the purchase behaviour of buyers of branded mens' garments, to study the impact of advertising on the purchase decision of buyers, to study the impact of promotional activities on purchase behaviour of buyers. The research type was exploratory as it was conducted to develop a concept about the purchasing behaviour of buyers of branded mens' garments and the impact of advertising on their purchase decision. This study concluded that most of the times buyers visit the showrooms of branded garments with the purpose of shopping. The purchasing of branded garments is not impulsive. The number of people visiting the showroom with a brand in mind is same as the number of people visiting the showroom with no brand in mind.

The article "Products May Die; Brands Don't!" (Charukatia, 2009) focuses on the brand conscious generation with increasing disposable incomes. Today's young consumers are inclined more towards leading a comfortable and hassle-free life. They have come in possession of money and wish to spend it on trusted goods and services, which are well worth the money that they would pay. 'Brands' cost them dearly and yet, they prefer the same as they are conscious of the fact that branded products give them their money's worth.

## 3. Need for study :

Customers include existing customers who are using the products of an organisation and the prospective

customers who at present are using the competitors products are to be studied periodically. To know purchase pattern, place of purchase, frequency of purchase becomes very important for marketers for a variety of reasons.

#### 4. Objectives of the study :

- To study consumer behavior towards purchase of branded shirts.
- To identify the factors affecting purchase of branded shirts.
- To ascertain the brand of shirt most preferred by respondents.
- To know what are the customer expectation with a specific brand.

#### 5. Methodology :

The study has been undertaken to study the consumer buying behaviour towards Branded Men's shirts. To obtain the information about choice of place and satisfaction primary data is collected through questionnaires. The secondary data is collected from articles, magazines, books and websites. The sample size for the study is 104 respondents from the twin cities of Hubli and Dharwad and the sampling method is non probability random sampling. People from various age groups and economic backgrounds are considered. Percentages, ranks have been computed to fulfil the objectives of the study.

#### 6. Limitations :

- The area of study is the twin cities of Hubli-Dharwad. The consumers' preference, choices and buying patterns may differ from these places considered for study.
- As the sample size is being limited to 104, the conclusion drawn from the sample may not be true for other places.

#### 7. Results and Analysis :

Table 1  
Respondents' grid - Demographic pattern

	Factors	Exclusive Outlets	Multi branded shops	Total	Percentage total
Age	Up to 20 years	05	02	07	6.73
	21 – 30	22	25	45	43.2
	31 – 40	14	17	31	29.80
	Above 40	07	12	19	18.26
Education Qualification	School	05	04	09	08.65
	Graduate	21	32	53	50.96
	PG	20	22	42	40.38
Occupation	Student	06	02	08	07.69
	Employed	22	33	55	52.88
	Self employed	20	21	41	39.42
Income/Salary	less than 10000	10	13	23	22.11
	11000-20000	12	27	39	37.5
	21000-30000	06	21	27	25.96
	Above 30000	03	10	13	12.5

Table 1 shows that 45percent of respondents are in the age group of 21-30 years, 30 percent of respondents are in the age group of 31-40 years, 18 percents respondents are above 40 years. Among 104 respondents 52 respondents are graduates and 40 respondents are post graduates.50.96 percent of the respondents are graduates and 40.38 percent are post graduates. 37.5 percent of the respondents have income between 11000-20000.

**Table-2**  
**Respondents' grid -Purchase pattern**

Frequency of purchase	Exclusive Outlets	Multi-branded shops	Total	Percentage
On regular basis	16	17	33	31.73
On occasions	22	31	53	50.96
During offers	08	10	18	17.30

Table 2 indicates that despite a younger population and rise in disposable income majority of them preferred to buy branded shirts on specific occasions. Moderate number of respondents buying branded shirts on regular basis indicates that the shift from tailored shirts to readymade shirts is happening gradually. The segment of population purchasing branded shirts during offer is also visible.

**Table-3**  
**Respondents' grid- Brand Awareness**

Source of information	Exclusive Outlets	Multi-branded shops	Total	Percentage
Advertisement	12	16	28	26.92
Family	07	09	16	15.38
Friends	20	22	42	40.38
Outlets	07	11	18	17.30

Table 3 indicates friends as the major source of product information for respondents which proves peer group influence. Advertisement in all forms plays a considerable role in providing product information. Outlets also act as sources of information for customers who walk in for purchases.

**Table-4**  
**Respondents' grid- Purchase Decision Pattern**

Ultimate Decider	Exclusive Outlets	Multi-branded shops	Total	Percentage
Self	29	34	63	60.58
Family	06	15	21	20.19
Friends	10	10	20	19.23

Even though friends are a major source of information, but when purchasing respondents would like to take their own purchase decision. The influence of family members and friends is minimal while making purchase.

**Table-5**  
**Respondents' grid- Place of Purchase**

Place of Purchase	Exclusive Outlets	Multi-branded shops	Total	Percentage
Hubli	29	36	65	62.50
Dharwad	14	17	31	29.80
Others	02	06	08	07.69

Place of purchase influences the purchase decision to a major extent. As indicated in Table 5 majority of the respondents would like to purchase shirts in Hubli due to presence of number of exclusive outlets and multi branded stores selling different brands. Dharwad has seen some retail activity recently and hence the lesser preference in purchase due to less number of stores available for visit and purchase.

**Table-6**  
**Brand most used**

Brands	No. of Respondents	Percentage
Raymonds	45	46.80
Peter England	36	37.44
John Player	16	16.64
Oxemberg	07	07.28

Table 6 shows that Raymonds has emerged as the most preferred brand among branded shirt buyers followed by Peter England. John Player and Oxemberg consecutively take the third and fourth place among the list of brands most preferred.

**Table-7**  
**Attributes of brands**

Brands	No. of Respondents	Percentage
Price	20	20.80
Quality	44	43.68
Design	20	22.88
Colour	17	17.68
Availability	03	03.12

Table 7 shows that in terms of attributes most respondents expect their brand to be of best quality, to have a good variety in the designs, patterns and colours available. Along with all these features some respondents were also price conscious. For respondents purchasing in multi branded outlets availability of their brand was reason enough for purchase.

### 7. Key findings :

- 43.2 percent of respondents aging between 21-30 years, 29.80 percent of respondents are in the age group of 31-40 years, 18.26 percent of the respondents are above 40 years of age.
- 8.65 percent of the respondents are educated up to School level? 50.96 percent of the respondents are graduates and 40.38 percent of the respondents are Post graduates.
- Friends are the major source of information for 42 percent of respondents. Advertisement constitutes for 28 percent of the source of information, for 18 percent the source of information is the outlets & Family serves as sources for 16 percent of the respondents.
- 57 percent of respondents would like to purchase branded shirts in multi branded shops, 43 percent in Exclusive outlets.
- 53 percent of respondents would like to buy on occasions, 33 percent on regular basis & only 18 percent during offers.
- Raymonds is most preferred brand of 45 percent response, Peter England ranks second in the list with 36 percent, followed by John Players with 16 percent of respondents prefer John Player and Oxemberg with 7 percent.
- 44 percent respondents look for quality, 20 percent respondents look for design, 20 percent respondents looks for price, 17 percent respondents looks for colour and 3 percent respondents looks for availability while making purchase.

### 8. Suggestions :

- Advertisements in all forms have not been able to create the desired level of awareness about brands. This highlights the need for increase in the frequency of ads in local news papers, insertion of flyers on regular intervals informing about offers, putting up of hoardings in places visible to the public must be taken up.
- To convert the respondents buying branded shirts occasionally offers like “Buy two get one free” must be provided throughout the season to convert them into regular buyers.
- Improved window display showcasing various designs, colours and styles must be adopted to increase walk-ins. Since only 43 percent of the respondents preferred to buy from single brand showroom the offers at these stores must be improved to attract more customers.
- Price discounts offered must be open to all designs, texture and materials of shirts. Combination of regular formals shirts with party wear shirts or formal shirts with T- Shirts must be offered to increase walk-ins.
- Market research should be conducted to find out at what price the consumer would convert from tailored to branded shirts. Create products of the expected quality at affordable price. Create a range of shirts that can cater to the needs of the economical customer.

## 9. Conclusion :

It is concluded in the study that factors like education, income and qualification do not have significant influence on purchase of branded shirts. A younger population with increased disposable income has led to increase in the demand for branded shirts. Friends have emerged as the major source of information about brands highlighting the influence of the peer group. Advertisements have not been able to create the desired impact as source of brand awareness which highlights the need to increase its intensity and coverage. Raymonds a leading brand is the most preferred brand among respondents. In ranking by customers the quality factor occupies the first position, followed by design, price and colour. The frequency of purchase is more in multiband outlets due to the presence of this retail format for a long time in these parts of the state.

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