

# Consumer Buying Behaviour towards Branded Readymade Apparels in Himachal Pradesh

Anu Thakur<sup>1</sup>, Dr. Sanjay Thakur<sup>2</sup>, Dr. Tanu Thakur<sup>3</sup>

<sup>1</sup>Research Scholar, School of Business and Management Studies, Career Point University, Bhoranj, Hamirpur, Himachal Pradesh, India, 176041

<sup>2</sup>Registrar, Career Point University, Career Point University, Bhoranj, Hamirpur, Himachal Pradesh, India, 176041

## Abstract

Clothing is as essential to a person as food and shelter. The textile industry is India's second largest industry. Customers are paying close attention to clothing, which has become a tool for people to express their individuality. To be effective in today's competitive industry, it is essential to comprehend what buyers desire and want. This study aims to determine how buyers purchase branded apparel and which variables influence their purchases in Himachal Pradesh, India. Due to the novelty of branded clothing and retail establishments in this region, the study focuses on the people of Himachal Pradesh. This paper also determines how much customers know about available brands. According to the literature presented, consumers in Himachal Pradesh have extensive knowledge of international brands. The majority of their knowledge comes from family and friends. The consumer's personal motives and views determine their purchasing behaviour. Status symbols and advertising were determined to be unimportant; however, quality, designs, novelty, convenience, and brand image were.

**Keywords:** Branded apparel, Consumer behaviour, Himachal Pradesh, Factors, Purchase decisions

## Introduction

Research paper document file must be of .docx (Microsoft Office Word 2007+) format or .odt (Open Document Text (default document format of LibreOffice / OpenOffice)). India is the world's sixth-largest economy and one of the fastest-growing economies. In terms of its contribution to India's GDP, the textile industry is the second biggest industry in the country. Indian consumers are also becoming more selective about the clothing and brands they purchase (Behera et al., 2022)[1]. According to an article in Hindustan Times (2021), the Indian fashion sector will rise by around \$115 billion by 2027. In terms of design, style, brand identification, and fabric preferences, the Indian garment sector has seen a significant transformation (Kumar, 2019) [2]. The textile sector is the second largest employer in India. Also, India's exports of readymade garments (RMGs) to the United States increased to \$308.48 million during the last year, while global clothing exports increased by 4.50% during the same period. The branded apparel industry is expanding, and as a result, client desires and expectations are shifting.

According to Kotler and Armstrong (1990), consumer purchasing behaviour is the manner in which individuals and households who purchase goods and services for their own consumption choose to purchase [3].

### **Consumer Buying Behaviour for Branded Apparel**

People's perceptions of a brand are formed by their actions, thoughts, and emotions around a product or service. For a firm to achieve success, it must have a positive reputation among its target markets. This is due to the fact that 77% of satisfied consumers are more inclined to refer a business. When a person recognises a need for a solution, they initiate the purchasing procedure (Haasn, et al., 2014) [4]. When determining what to purchase, it is essential to research and evaluate options. When determining what to purchase, it is evident that well-known companies have the upper hand. Even if people have never used branded jeans, they are more likely to enjoy Levi or Pepe jeans than unbranded neighbourhood trousers. This is not because Levi or Pepe jeans are superior or because local brands have worked tirelessly to create their reputation. Branding has a significant impact on how people behave. Instead of emphasising pricing, marketers may emphasise how their items will enhance the lives of customers (Khare, et al., 2010). [5] The likelihood of a brand's success depends on how effectively it resonates with what consumers value.

### **Readymade Branded Products in Himachal Pradesh**

Their brand contributes to who they are as individuals. People in Himachal Pradesh link a product's brand with its quality, design, and style. People anticipate branded things to provide them with recognition, satisfaction, and monetary worth (Miglani, 2022) [6]. Researchers have discovered a correlation between a consumer's income and their level of satisfaction after making a purchase. People are concerned with pricing, and the price or budget of the customer impacts whether or not they will ultimately purchase the goods. Quality and comfort are the primary incentives for brand-conscious individuals to purchase branded apparel. Price is the primary element in purchasing decisions. There is a correlation between happiness and having sufficient funds (Kumar, et al., 2017) [7].

There is a greater rivalry between goods and services than ever before in the present market. Each firm that offers products and services attempts to gain market share by convincing consumers that they are the solution to all of their needs and desires. Branding was developed so that standard commodities, such as clothing, could be distinguished from one another. People in Himachal Pradesh may now purchase apparel depending on how it makes them feel and its appearance and functionality (Saluja, 2016) [8]. Manufacturers in the clothing business must be aware of how consumers think and feel, as the psychological aspect of purchasing is rapidly becoming an integral element of people's behaviour. It is believed that clothing has a significant role in how individuals behave in social situations and is a significant means of nonverbal communication. Using clothes as a code enables the selective transmission and reception of signals.

### **Factors Affecting Buying Behaviour in Himachal Pradesh**

Quality is the most significant part of a solid brand and a quality item conveys unrivalled performance in the apparel market. The quality factor has overwhelming reactions from the purchasers and has gotten the top position with the most noteworthy (Miglani, 2022) [6]. The accessibility of good types and designs under a particular brand name has an immediate bearing on brand quality. The products can be easily copied and improved in the branded apparel market (Kumar & Kanchan, 2017) [7]. The uniqueness factor thus greatly influences customer behaviour towards branded apparel. The brand image also plays a vital role in the branded apparel market. Offers/discount on branded apparel also increases their sales (Saluja, 2016) [8]. The factors 'Advertisement' and 'Status Symbol' registered great influence.

### **Future of Branded Apparels in Himachal Pradesh (India)**

In the past two years, nearly every aspect of our lives and the manner in which businesses connect with customers has altered. Even though the pandemic uniquely touched every industry and business, businesses are now capitalising on the possibilities that are emerging during the recovery phase. Businesses throughout the globe are continually experimenting with new concepts and techniques to become more adaptable and goal-oriented. The pandemic has negatively impacted the fashion sector, but firms are working hard to keep up with customers' need for secure online shopping options. Customers desired unique, effortless, and convenient purchases (Sreerekha, et al., 2018) [9]. This resulted in a change in how people shopped, as many converted to internet buying and sped up e-commerce even in remote areas of the nation.

This business has always been at the forefront of innovation since new trends and technologies are always being introduced. People believe that this sector of the economy will develop significantly over the next several years as new technology and shifting consumer preferences continue to significantly alter the market. The fashion sector may again expand as it did before the outbreak (Mittal, et al., 2012) [10]. It has been seen that when consumers purchase online, they prefer to support businesses that reflect their beliefs and make it simple for them to return unwanted items. As more consumers purchase clothing online, fashion retailers must employ this method. Using technology, focusing on sustainability, and moving toward digital interventions, branded fashion firms are becoming more relevant to aware and concerned clientele in Himachal Pradesh.

### **Discussion**

The consumer percentage of Himachal Pradesh preferring both multinational as well as non-branded apparel is high, but in comparison to between non-branded and multinational branded apparel, multinational branded apparel is preferred more. This implies that if the retail outlets focus on proper promotion and advertisements, then multinational branded apparel will be successful in gaining superiority over non-branded apparel in the near future. Moreover, the consumers at Himachal Pradesh are well aware of the existence of multinational branded apparel in the market and their familiarity with various multinational brands consumers are fairly familiar with local brands. Quality is the most prominent factor affecting consumer buying behaviour, followed by other factors like attractive designs, convenience, uniqueness, brand image, offers, advertisement and status symbol, respectively (Mittal & Aggarwal, 2012). [10] The status symbol was the least important factor for the consumers, thus indicating that the consumers of Himachal Pradesh are not influenced by the craze of status and only buy a product if they genuinely like it. Consumer preference is also afflicted due to demographic factors, such as ego, lifestyle, course of life, and social norms that highly target consumer preference for multinational branded apparel.

### **Conclusion**

Consumer liking is increasing for multinational branded apparel; their focus on receiving acceptance from society in terms of the brands they are wearing is expanding. Multinational branded apparel, which was a new concept a few years back for the consumers of Himachal Pradesh, is now becoming a familiar concept. Consumers prefer experimenting with their looks; thus, they focus on the design and uniqueness of the apparel. Advertisement is not an effective tool to attract consumers as they need to focus on it. The companies can increase their customer base if they stay loyal to the quality of the

delivered apparel. By providing more enticing and consumer-friendly promotional offers, firms can expand the demand for apparel. The apparel market of Himachal Pradesh holds vast opportunities for firms as it is yet an unexplored market.

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