Effect of Demographic Variable on Consumer Buying Behaviour of Branded Apparels In Himachal Pradesh

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Abstract

Clothing is as essential to a person as food and shelter. Consumers are the individuals who buy goods and services for personal consumption. To dress up an elegant and adorable manner has always a prime concern of every human being. 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. The Consumer behaviour has been changing rapidly over the past many years and now a major trend shift of the buying behaviour of the consumers behaviour towards products of variable brands specially the branded luxury garments has been witnessed. 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 readymade apparel and which variables influence their purchases in Himachal Pradesh, India. This paper also determines how much customers know about available brands, which factors influencing the consumer buying behaviour. The consumer's internal and external factors determines their purchasing behaviour.

Keywords: branded apparel, consumer behaviour, Himachal Pradesh, factors, purchase decisions

1.1 Introduction :-

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). 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). 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 them. In marketing, the consumer reigns supreme, and the market is structured to fulfil its requirements. When businesses know a great deal about their

consumers and the manner in which they make purchases, they may develop more effective strategies. When selecting a brand, consumer behaviour can be either subjective or objective. Retail businesses do more than sell merchandise; they also influence how customers make purchases. The appearance of the stores has a significant impact on the company's sales and profits.

Customers may like a certain brand because its products complement their personality, satisfy their social demands, and satisfy their psychological needs. Consumer behaviour is the study of what, when, why, and how individuals purchase goods. Modern consumers are adaptable and have several alternatives to pick from (Behera et al. 2022). Companies need help comprehending and addressing their ever-changing wants. The study examines how consumers purchase branded clothing and what elements frequently influence their decisions.

1.2 Literature Review :-

Rana and Hazarika (2022) observed that consumers are swayed by promotions such as sales and discounts. In addition, there are factors such as one's fellow employees, the reputation of the shop, one's pay, one's opportunity for growth, and the quality of the items that are being sold. If owners of businesses want to maintain their existing customers, the results imply that they should make enhancements to the functioning and aesthetics of their establishments as a top priority.

Aiswarya and Krishnan (2022) wanted to find out what factors influence women's decisions to buy trendy, name-brand clothes. The results of the poll showed that the women who answered knew a lot about the different clothing brands that are now available. They like to shop at shopping centres, and the Internet, family and friends, and ads are, in that order, the top three places where they get information. When shopping, it's important for women to keep in mind how much money they have, how something fits, and how much it costs. Women don't care about a person's popularity, how long they've been around, or if they have endorsements from famous people.

Manocha (2021 conducted in his survey which aims to determine what young Indians residing in northern India are interested in purchasing and how they feel about multinational ready-to-wear companies. The results demonstrate that Indian youngsters prefer foreign brands of ready-to-wear clothes. Six characteristics have a significant impact on both business and education, including brand equity, brand loyalty, brand awareness, perceived

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quality, brand association, and pricing perception. International brands play a significant role in how purchasers pick what to purchase, and with the correct marketing plan, they can be exploited to establish favourable brand associations and boost sales. On the other hand, national pride, backing for the Indian economy, and support for native producers are at stake as an increasing number of young Indians purchase goods from the West.

Maiti (2021) revealed that the country's economy is dependent on customers, who employ both traditional and online buying techniques. Consumer behaviour is the study of how individuals select and utilise goods and services. It examines psychology, motivation, and personality qualities. The sole purpose of the study is to determine how a variety of factors influence how customers purchase ready-to-wear clothing in traditional stores and online. The study relies on secondary sources and employs a qualitative approach. The study demonstrates that economic, psychological, emotional, societal, and cultural aspects influence how consumers purchase ready-made clothing. Both online and in-store clothing purchases have perks and downsides. The study is theoretical and employs a single hypothesis of human motivation. The data will aid both traditional merchants and internet shopping sites in developing customer-pleasing and goal-achieving marketing strategies. Another conclusion is that a person's clothing purchasing habits vary as they get older. Family, friends, and recommendations also influence what consumers purchase.

Kootattu, et al. (2021) found that in recent years, the Indian apparel sector has experienced tremendous growth, which has been a source of national pride. Because people's lives are changing and they are concerned with becoming professional, the business has expanded at a dizzying rate over the past two decades, resulting in a staggering demand. Even while professional service is emphasised when marketing the industry's products, there is a disconnect between what customers want and what they receive. The effectiveness of employee retention initiatives depends on the quality of customer retention methods. The study's findings indicate that all of the considered statements aid the garment sector in retaining clients. The average ratings for consumer preferences, expectations, satisfaction, and purchase intent are all above average. To make consumers pleased, the organisation should prioritise the examined aspects. At the conclusion of the study, conclusions and recommendations for further research were provided.

Sreerekha and Kumar (2018) conducted their research in Coimbatore to investigate the ways in which a variety of factors influence the manner in which individuals purchase

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branded clothing. The purpose of the research was to investigate the apparel market in India and determine the extent to which different social, psychological, and demographic aspects influence customer purchases. Additionally, the researchers investigated the effects of consumer behaviour on peer pressure, gender, and sales activities. According to the findings of the survey, the two aspects that matter most to consumers when making a purchase are the product's quality and its cost. The ability of a company to determine the appropriate price for its wares in relation to the prices set by its rivals is essential to the company's long-term prosperity.

Maran, Badrinaryanan, and Kumar (2018) investigated how buyers respond to branded ready-to-wear products differently depending on their age and degree of wealth. According to the research findings, the most significant aspect is quality, while the less important factors are colour, design, style, pricing, and comfort. Customers select apparel bearing a brand name because it satisfies all of their requirements. When it comes to choosing a purchase, a customer's degree of income is another factor that influences their decision.

Asif and Kaushik (2017) find that buyers in Gurgaon are shown an increasing interest in branded clothes. When they go for shopping, women are more brand-conscious than men, and they prefer to purchase clothing from brands originating in foreign nations. Consumers are persuaded in their purchasing decisions by a variety of factors, including the opinions of their friends and family, the allure of the brand in question, and the support of influential individuals when it comes to buying clothes, individuals of all ages, genders, and levels of wealth like taking advantage of promotions and discounts.

Kumar and Kanchan (2017) suggest the age of a consumer is a crucial consideration throughout the purchasing process and has a significant impact on both the manner in which they shop and the items that they acquire. The amount of money a person has a role in determining how they spend their money. According to the findings of the poll, people in Ludhiana prefer branded items over those that are not branded and are aware of fashion trends.

1.3 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

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refer a business. When a person recognises a need for a solution, they initiate the purchasing procedure (Haasn, et al. 2014). 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 & Rakesh, 2010). The likelihood of a brand's success depends on how effectively it resonates with what consumers value.

1.4 Objective:-

To study the relationship of different Sociodemographic variables with consumer buying behaviour of branded apparels in Himachal Pradesh

1.5 Research Methodology:-

The data collection phase can be defined as the process of amassing pertinent information for the study to arrive at a specific conclusion. The method of data acquisition utilized by the researcher depends on the nature of the study, its objectives, and its scope. Due to the original nature of primary data, it is the most reliable data that can assist the researcher in reaching a valid and accurate conclusion. In addition, the primary data is unbiased because it has never been processed before. Therefore, it is always recommended that a researcher utilize primary data when conducting research.

1.6 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). 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 & Kanchan, 2017).

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). 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.

1.6.1 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). 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). 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). The factors 'Advertisement' and' Status Symbol' registered great influence.

1.6.2 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 & Kumar, 2018). 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 & Aggarwal, 2012). 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.

1.7. Results and Discussions/Interpretation :-

Table No. 1. Shows the demographic variables of the respondents' viz., Age, Gender, Educational Qualification, Occupation, Annual Income, Marital Status and residential background has been taken for analysis. From the table 1, it is inferred that there is practically good majority of respondent between the age group of 36-50 and 26-35 years of age. The maximum number of respondents (47%) is post-graduate and above. By occupation, majority of respondents are professionals (46%). The study reveals that maximum consumers of branded apparels are married (67%) and also the proportion of rural respondents (58%) is higher than those who are residing in urban areas (42%).

Table 1.
CLARIFICATION OF RESPONDENTS ON THE BASIS OF SOCIO-DEMOGRAPHIC PROFILE

S.No.	Particulars	No. of Respondents	Percentage
Age			
1.	Less than 25	32	8%
2.	26 - 35	112	29%
3.	36 - 50	224	58%
4.	Above 51	16	4%
Gender			

1.	Male	192	50%
2.	Female	192	50%
Educational Qualification			
1.	Up to Intermediate	56	15%
2.	Under-graduation	86	22%
3.	PG or above	181	47%
4.	Professional	61	16%
Occupation			
1.	Student	32	8%
2.	Service	144	38%
3.	Professional	176	46%
4.	Homemaker	16	4%
5.	Any other	16	4%

Annual Household Income			
1.	Less than 2 lakh	128	33%
2.	Between 2 lakh – 5 lakh	64	17%
3.	Between 5 lakh – 10 lakh	80	21%
4.	10 lakh and above	112	29%
Marital Status			
1.	Married	256	67%
2.	Single	128	33%
Residential Background			
1.	Rural	224	58%
2.	Urban	160	42%

Source: Response of respondents collected through questionnaire.

Table no.:-1

Shows the relationship demographic variables with different aspects of consumer buying behaviour for branded apparels. For measuring the customer buying behaviour of the respondents for branded apparels the respondents were asked to mention their preferences regarding purchase of branded apparels. Aspects considered for purchase of consumer buying behaviour of branded apparels include preference for

branded clothes, location for shopping, purchase decision influenced by celebrities and fitting and stitching quality of branded garments. The relation of different demographic variables with these factors is analysed using chi – square test. The results of the same are presented in the table below:

Table no.:-2

CLARFICATION ON THE BASIS OF AGE GROUP OF RESPONDENTS WITH DIFFERENT FACTORS AFFECTING BUYING BEHAVIOUR.

S.No.	Aspects of Consumer Buying Behaviour	Value	d.f.	Level of Significance	Result
1.	Preference for branded clothes	67.048	3	.000	Significant
2.	Location for shopping	124.343	9	.000	Significant
3.	Purchase decision influenced by Celebrities	42.667	6	.000	Significant
4.	Fitting and stitching quality of garments	293.054	12	.000	Significant

Source: Response of respondents collected through questionnaire.

Age of the respondents is classified into four groups including less than 25 years, 26 – 35 years, 36- 45 years and above 46 years. Table 2 shows that for all the aspects the relationship with different age categories is found to be significant with significance level < than 0.05. In the above obtained results since the significance value is less than 0.05 the null hypothesis is rejected and alternate hypothesis is accepted and it is concluded that consumer buying behaviour for branded apparels varies significantly according to different age categories of consumers.

TABLE NO. :-3.

CLARIFICATION OF RESPONDENTS ON THE BASIS OF GENDER AND DIFFERENT FACTORS AFFECTING BUYING BEHAVIOUR FOR BRANDED CLOTHES.

S.No.	Aspects of Consumer Buying Behaviour	Value	d.f.	Level of Significance	Result
1.	Preference for branded clothes	25.600	1	.000	Significant
2.	Location for shopping	44.267	3	.000	Significant
3.	Purchase decision influenced by Celebrities	79.644	2	.000	Significant
4.	Fitting and stitching quality of garments	18.263	4	.001	Significant

Source: Response of respondents collected through questionnaire.

Table 3 shows that for all the aspects of consumer buying behaviour the relationship with gender is found to be significant with significance level < than 0.05. In the above obtained results since the significance value is less than 0.05 the null hypothesis is rejected and alternate hypothesis is accepted and it is concluded that consumer buying behaviour for branded apparels varies significantly according to their gender.

TABLE NO. :-4.

CLARFICATION ON THE BASIS OF EDUCATION QUALIFICATION OF RESPONDENTS WITH DIFFERENT FACTORS AFFECTING BUYING BEHAVIOUR

S.No.	Aspects of Consumer Buying Behaviour	Value	d.f.	Level of Significance	Result
1.	Preference for branded clothes	21.687	3	.000	Significant
2.	Location for shopping	17.134	9	.047	Significant
3.	Purchase decision influenced by Celebrities	39.342	6	.000	Significant
4.	Fitting and stitching quality of garments	26.884	12	.008	Significant

Source: Response of respondents collected through questionnaire

Table no.4 Indicates that educational qualification was categorised into four categories including up to intermediate, under-graduation level, professional and post-graduate or above. Table 4 reveals that for all the aspects considered the relationship is found to be significant with respect to educational qualification. Since the significance value is less than 0.05 for all the aspects of buying behaviour, the null hypothesis is rejected and alternate hypothesis is accepted and it can be stated that consumer buying behaviour varies significantly as per the changes in the educational qualification of consumers.

TABLE NO. :-5.

CLARIFICATION OF RESPONDENTS ON THE BASIS OF OCCUPATION WITH DIFFERENT FACTORS AFFECTING BUYING BEHAVIOUR.

S.No.	Aspects of Consumer Buying Behaviour	Value	d.f.	Level of Significance	Result
1.	Preference for branded clothes	64.388	4	.000	Significant
2.	Location for shopping	232.016	12	.000	Significant
3.	Purchase decision influenced by Celebrities	95.828	8	.000	Significant
4.	Fitting and stitching quality of garments	305.529	16	.000	Significant

Source: Response of respondents collected through questionnaire

It has been observed that all the respondents were categorised into five groups viz. homemaker, professional, service, student and any other as per their occupation. It concluded that for all the aspects of consumer buying behaviour the relationship with different types of occupations of respondents is found to be significant with significance level less than 0.05. In the above obtained results since the significance value is less than 0.05 the null hypothesis is rejected and alternate hypothesis is accepted and it is concluded that consumer buying behaviour for branded apparels varies significantly according to different occupations of the consumers.

TABLE NO. :-6.
CLARIFICATION OF RESPONDENTS ON THE BASIS OF ANNUAL HOUSEHOLD INCOME WITH DIFFERENT FACTORS AFFECTING BUYING BEHAVIOUR.

S.No.	Aspects of Consumer Buying Behaviour	Value	d.f.	Level of Significance	Result
1.	Preference for branded clothes	74.606	3	.000	Significant
2.	Location for shopping	70.491	9	.000	Significant
3.	Purchase decision influenced by Celebrities	75.017	6	.000	Significant
4.	Fitting and stitching quality of garments	198.438	12	.000	Significant

Source: Response of respondents collected through questionnaire

It is evident from the table no. 6 that for all the aspects of consumer buying behaviour the relationship with annual household income is found to be significant with significance level less than 0.05. Annual household income was grouped into four categories including less than 2 lakh, between 2 lakh – 5 lakh, between 5 lakh – 10 lakh and 10 lakh and above. In the above obtained results since the significance value is less than 0.05 the null hypothesis is rejected and alternate hypothesis is accepted and it is concluded that consumer buying behaviour varies significantly according to different income categories of respondents.

TABLE NO. :-7.
CLARIFICATION OF RESPONDENTS ON THE BASIS OF MARITAL STATUS WITH DIFFERENT FACTORS AFFECTING BUYING BEHAVIOUR

S.No.	Aspects of Consumer Buying Behaviour	Value	d.f.	Level of Significance	Result
1.	Preference for branded clothes	18.010	1	.000	Significant
2.	Location for shopping	12.800	3	.615	Not Significant
3.	Purchase decision influenced by Celebrities	60.000	2	.000	Significant
4.	Fitting and stitching quality of garments	69.611	4	.000	Significant

Source: Response of respondents collected through questionnaire

With respect to marital status of respondents, Table no.7 reveals that for all the aspects except location for shopping the relationship with marital status is found to be significant with significance level < than 0.05. In the above obtained results since the significance value is less than 0.05 the null hypothesis is rejected and alternate hypothesis is accepted and it can be concluded that consumer buying behaviour varies significantly according to the marital status of respondents. But, location for shopping does not seems to vary as per the changing marital status of the consumers.

TABLE NO. :-8.

CLARIFICATION OF RESPONDENTS ON THE BASIS OF RESIDENTIAL BACKGROUND WITH DIFFERENT FACTORS AFFECTING BUYING BEHAVIOUR

S.No.	Aspects of Consumer Buying Behaviour	Value	d.f.	Level of Significance	Result
1.	Preference for branded clothes	6.583	1	.010	Significant
2.	Location for shopping	26.331	3	.615	Significant
3.	Purchase decision influenced by Celebrities	15.360	2	.000	Significant
4.	Fitting and stitching quality of garments	66.176	4	.000	Significant

Source: Response of respondents collected through questionnaire

Table no.8 concluded that for all the aspects of consumer buying behaviour the relationship with residential background of the respondents is found to be significant with significance level less than 0.05. In the above obtained results since the significance value is less than 0.05 the null hypothesis is

rejected and alternate hypothesis is accepted and it can be stated that consumer buying behaviour varies significantly according to rural or urban residential background of respondents.

1.8. Conclusions :-

The apparel market of Himachal Pradesh holds opportunities for firms as it yet an unexplored market. 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. Multinational branded apparel, which was new concept a few years back for the consumers of Himachal Pradesh is now becoming a familiar concept.

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