

# Consumer Buying Behaviour Towards Branded Apparels in Hamirpur Himachal Pradesh

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## Abstract:

Clothing is as essential to a person as food and shelter. The objective of the paper is to examine the impact of perceived value on the purchase behavior towards branded apparel in Hamirpur Himachal Pradesh. Nowadays the consumer attributes are changing very frequently. So the maintain the profit level or to be in stable position in the market is very important. The present study is to find out the attributes and preference of Branded apparel buyers. Therefore, this study will be serving as a beneficial tool to get the basic information about the preference and factors for new entries and present players in the production of Branded apparels.

**Keywords:** Branded apparel, Consumer, Preference, attributes, buying behaviour .

## Introduction:

India is the world's sixth-largest economy and one of the fastest-growing economies. Branded product play a vital role in the global market especially in Indian markets, the country economic growth is rapidly changing and moreover people life style, purchase behavior and purchase power is consistently increasing since globalization. The American marketing Association (ANM) definition of a brand is "a name , term, sign, symbol or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors." The other meaning of brand, it is an idea or image of particular product or service that consumers connect with, by identifying the name, logo or image of the product or service. It is very important to comprehend and recognize the needs of consumers for the success of business organization. Marketing people are constantly examining the criteria and patterns of the factors affecting the buying decisions to predict the future success by producing the required product by the consumers. Consumer behavior is the decision – making process and physical activity involved in acquiring, evaluation, using and disposing of goods and services. After the process if decision –making is followed and then the post purchase behaviour, which is also very important, because it given a clue to the marketers whether his product has been a success or not. For the past two decades many multinational brands influence our Indian consumers to purchase more variety and attracted fashion branded apparels, based on the international competitions. Branded also empowering their design, quality, fashion, pricing, distribution and other aspects to compete.

**Review of Literature:**

Consumer market for fashion apparel has become more varied by in surge of designer brands, store brands, personalization, customers and advertisement in the global market place of today. A clear understanding of preference of consumers will help the marketer to attract and maintain their target consumer group.

(Namita Rajput,2012)The purpose of this study is to examine Indian consumers buying behaviour and deeply understand the key factors of branded apparel, which influence consumer’s involving towards stylish branded clothing.

(Mittal & Aggarwal, 2012; Pandian et al, 2012; Kanthi & Kumar, 2013) The customers purchase readymade garments mostly during discount period, Price, Quality and design are the important factors considered by them while shopping.

(Lakshmi Narayana and Sreenivasan 2016) conducted research in Bangalore to examine the relationship between the elements that affect consumer’s decisions to buy branded clothing.

**Objective of the Study:**

To find out the important attributes while making buying decision for Branded apparels.

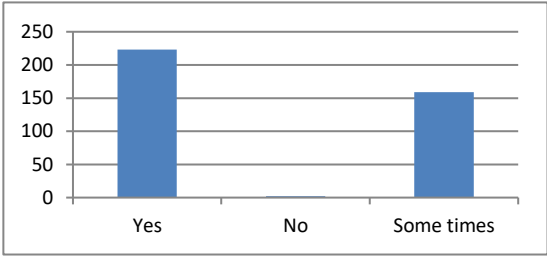
To find out the preference in Branded apparels.

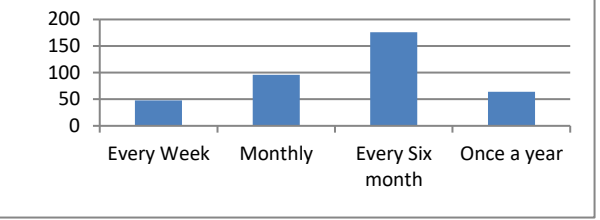

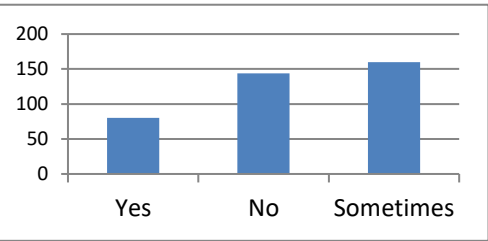
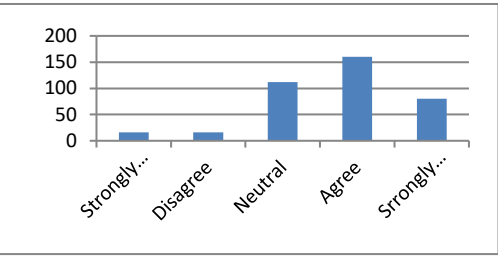
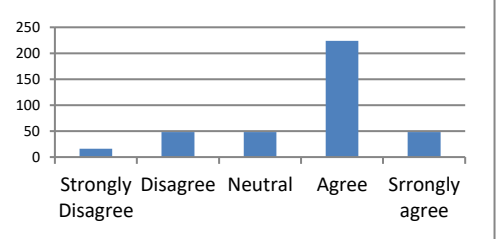
**Research Methodology:**

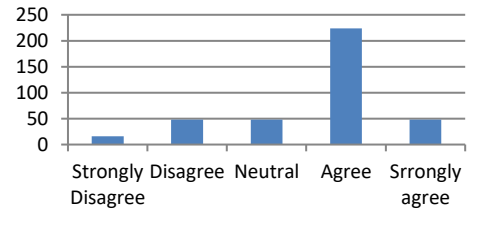
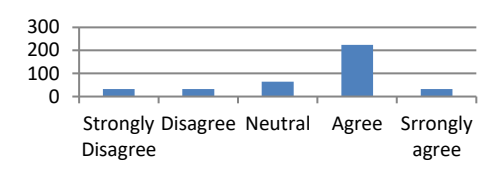
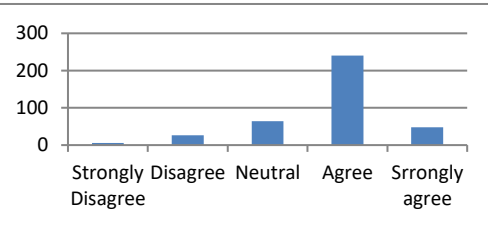
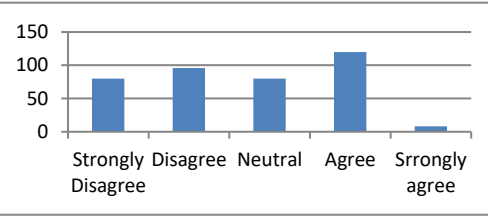
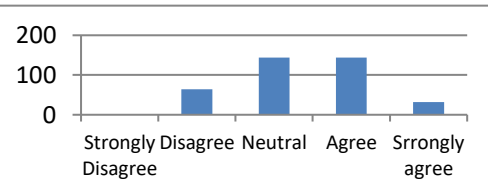
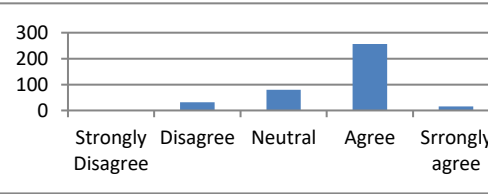
The present study is mainly based on primary data and investigates the factors which influence the customers regarding readymade apparel purchase. The area covered in the study is Hamirpur district of Himachal Pradesh. The focus of this study is mainly to understand the consumer behavior and find out the factors which influence the customers regarding purchase of readymade apparels in Branded clothes market of Hamirpur Himachal Pradesh.The data has to collect through questionnaire method. The sample size is 384 of District Hamirpur.

**Analysis and Interpretation:**

These questionnaires were asked from the consumers of the Hamirpur district through questionnaire and meet for the required collecting information. It has given the clear idea about the need and preference of District Hamirpur consumers while making buying decision for Branded apparel.

<p>1.Do you buy Branded readymade garments clothing?</p> <p>The data shows that 58% respondents says that they buy Branded readymade apparels and followed by 42 % respondents say they buy some times branded readymade apparels.</p>	<p>Branded readymade purchased</p>  <table border="1"> <caption>Branded readymade purchased</caption> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>220</td> </tr> <tr> <td>No</td> <td>0</td> </tr> <tr> <td>Some times</td> <td>150</td> </tr> </tbody> </table>	Response	Count	Yes	220	No	0	Some times	150
Response	Count								
Yes	220								
No	0								
Some times	150								
<p>2.When did you made purchase for Branded readymade apparels?</p>	<p>Last Purchase</p>								

<p>According to the survey last time purchase of Branded readymade apparel,45% respondents says that they had purchase readymade branded every six month ,16% says once a Year 25% says every Six month.and 12% says every week.</p>	 <table border="1"> <caption>Purchase Frequency</caption> <thead> <tr> <th>Frequency</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Every Week</td> <td>45</td> </tr> <tr> <td>Monthly</td> <td>16</td> </tr> <tr> <td>Every Six month</td> <td>25</td> </tr> <tr> <td>Once a year</td> <td>12</td> </tr> </tbody> </table>	Frequency	Count	Every Week	45	Monthly	16	Every Six month	25	Once a year	12		
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<p>3. Where do you go for shopping? The data shows that 14.5% people go for Mall and supermarket. 25% consumer goes tradional Shop. Due to corona pandemic 44% people buy through E shopping.</p>	<p>Shopping Place</p>  <table border="1"> <caption>Shopping Place</caption> <thead> <tr> <th>Place</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Mall</td> <td>14.5</td> </tr> <tr> <td>Supermarket</td> <td>25</td> </tr> <tr> <td>Tradional Shop</td> <td>25</td> </tr> <tr> <td>E shopping</td> <td>44</td> </tr> </tbody> </table>	Place	Count	Mall	14.5	Supermarket	25	Tradional Shop	25	E shopping	44		
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<p>4. Do celebrities influence your purchase decision? The graph represents that 20% says yes and 41% says sometimes celebrities influence their purchased decision. And 37% respondents say their decision is not influenced by celebrities.</p>	<p>Celebrities Influence.</p>  <table border="1"> <caption>Celebrities Influence</caption> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>20</td> </tr> <tr> <td>No</td> <td>37</td> </tr> <tr> <td>Sometimes</td> <td>41</td> </tr> </tbody> </table>	Response	Count	Yes	20	No	37	Sometimes	41				
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No	37												
Sometimes	41												
<p>5. I feel confident wearing branded readymade apparel. The graph shows that 41% respondent s feel confident wearing branded readymade apparel.,20% are neutral respondent,29% &amp; \$ % are not feel confident and 4% respondents are feel full of confident wearing branded apparel.</p>	<p>Feel confident</p>  <table border="1"> <caption>Feel confident</caption> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Strongly...</td> <td>4</td> </tr> <tr> <td>Disagree</td> <td>29</td> </tr> <tr> <td>Neutral</td> <td>20</td> </tr> <tr> <td>Agree</td> <td>41</td> </tr> <tr> <td>Strongly...</td> <td>4</td> </tr> </tbody> </table>	Response	Count	Strongly...	4	Disagree	29	Neutral	20	Agree	41	Strongly...	4
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Agree	41												
Strongly...	4												
<p>6. Increase in Income is a motivation for by readymade brands. The graph Shows that income is a main factor of purchasing for branded readymade garments. 224 out of 384 respondents are agree and 48 respondent s are strongly agree, disagree and neutral. Only 16 respondents are strongly disagree with this statement.</p>	<p>Income Factor</p>  <table border="1"> <caption>Income Factor</caption> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Strongly Disagree</td> <td>16</td> </tr> <tr> <td>Disagree</td> <td>48</td> </tr> <tr> <td>Neutral</td> <td>224</td> </tr> <tr> <td>Agree</td> <td>224</td> </tr> <tr> <td>Srrongly agree</td> <td>48</td> </tr> </tbody> </table>	Response	Count	Strongly Disagree	16	Disagree	48	Neutral	224	Agree	224	Srrongly agree	48
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<p>7. Prefer shopping from another shop if the brand of choice is not available. The graph data shows that if 62% respondents are preferred shopping from another shop if Brand choice is not available. Only 8% respondents do not prefer another shop.</p>	<p>Alternate Factor</p>												

	
<p>8. Branded garments represent status symbol. The graph data shows that 58% respondents are agree with status symbol. Only 8% respondents are not agreeing with this factor.</p>	<p><b>Status Symbol</b></p> 
<p>9. Brand preference is affected by the sales promotion, discount offer, scratch coupon, lucky draw, free gifts, easy financing. The graph data shows that 63% respondents are agree with this statement. Only 1% respondent are strongly disagree and 17% are neutral.</p>	<p><b>Brand preferences</b></p> 
<p>10. Branded readymade apparels with high price means good quality as compared to non branded apparels. The graph shows that 20% respondents are strongly Disagree and neutral, 31% respondents are agree with this factor and only 2% respondents are strongly agree with this factor.</p>	<p><b>Price factor</b></p> 
<p>11. Personal contact and communication with sales person are important while shopping. The graph data shows that 38% respondents are neutral and 38% respondents are agree with this statement. Only 15% are disagreeing and 9% are strongly agreed with this statement.</p>	<p><b>Direct communication</b></p> 
<p>12. Banners ads and popup ads grab attention and a good source of information. The graph data shows that 66% respondents are agree and only 8% are disagree with advertisement.</p>	

**Conclusion and Implications:**

The readymade Branded apparel is increasing very rapidly. Mostly respondents buy Branded readymade apparels. To save money, time they mostly purchase online. The companies should frame new policies

related to return and exchange. Quality, Price, Income are the most important factors which influence the customers regarding readymade apparel purchase. Consumers often base their purchasing decisions on the influence exerted by societal factors. The marketers of Branded readymade apparel need to go through the observations discussed above and hence, capitalize the vast opportunities provided by this sector.

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