Study on Impact of Apparel Brand Name in Consumer Behaviour for Casual Wear Clothing on Youth of India

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Abstract :- **Various personal, psychological and social factors affect the consumer buying decision. Brand name act as a prime driving force that can affect the buyer's behavior and purchase intension. It influences consumers 'preferences, their preparedness to pay a premium price and advocate the brand to others. Consumers are more likely to appraise the apparel product positively, regardless of market price, when they hold a strong and constructive brand image.The aim of the paper is to identify the attitude and behaviour of consumers towards brand that have higher market value and how it impacts on the decision making process. The inference is based on survey of 80 respondents, wardrobe analysis and social media analysis. The results reflect that strong brand name for casual wear clothing has a positive and significant impact on youth of India. Brand name plays a significant role in decision making process and resultantly, the youth of India is encouraged to pay a premium price for the apparel that holds a strong brand name.**

Keywords: Consumer behaviour, Consumer Preferences, Consumer Attitude, Casual Wear, Apparel Brand

I. INTRODUCTION

The competition has been increasing due to globalisation & increased supply and has brought great hardships on companies in terms of sustaining in the market. Companies have to adopt various marketing strategies in order to create trust in consumers and make their products stand out from other the products of their competitors.

A company's brand carries monetary value, helps to differentiate a company from others and gives consumers quality assurance and guarantees. Hence a company should firstly embody an accurate brand identity study or how it wants its brand to be viewed by its consumer. Corporate identity expresses a company's role and function and is used to transmit a company's targets and values. Hence it can be presented to consumers in various visual aspects.

Keller (1997) demonstrates that the brand image is important in apparel purchase behavior because it impacts consumers 'preferences, their willingness to pay a premium price and recommend the brand to others. Consumers are more likely to assess the apparel product positively, regardless of market price when they hold a strong and constructive brand image.

As things currently stand, brand plays a supreme role to boost the economy of a country. Brand is one of the tools that can change the buyer's behavior and purchase intension. Today, people are more conscious about the brand than they were in the past but there are limited studies to find out the impact of brand on consumer behavior for casual wear clothing on youth of India in 2019. Hence this study is conducted to examine the buying behavior of youth in respect of a brand name or brand image.

Objectives

This study aims at identifying the attitude of consumers towards brand with higher market value.

To explore the effect of brand name on consumer decision making,

To understand the buying behavior of consumers with respect to brand

II. LITERATURE REVIEW

The review of study on impact of apparel brand name in consumer behavior for casual wear clothing on youth of India focuses on brand equity, brand awareness, brand image, brand association, consumer behaviour and consumer buying decision process.

➤ *Brand equity*

Brand equity is defined as social value of a brand name and its symbol. It has an ability to impose beneficial or detrimental effects on the values arising from the product or services.

For instance, in De Chernatony's book 'Creating Powerful Brands', the author depicts a brand equity test between Diet Pepsi and Diet Coke. Where first the 2 brands are concealed, the test shows that 51% of the consumers prefer Pepsi while 44% of them prefer Coke while 5% of them cannot tell the difference. For contrast, when the test is conducted without concealing the brands showing a significant differences, it shows that only 23% of the buyer prefers Pepsi and therefore the proportion of the buyer who prefers Coke increases to 65% and 12% of them thinks that two brands of cola are equal.

➤ *Brand awareness*

Brand awareness is one of the major drivers of brand equity. Brand awareness is the ability of a possible buyer to classify and bring to mind the association to the brand as good. It refers to the degree of familiarity of consumer with

the brand. Hence it is the strength of a brand's existence in the mind of the consumer.

➢ *Brand Image*

In the present competitive market place, consumers need to make their choice between a variety of brands in the market that differ very small in its price or function. Usually their final decision depends on the image they relate with dissimilar brands. Brand image is the current interpretation of the brand in consumer's mind. It is not inherent in the technical, functional or physical concerns of the product but affected by marketing strategies and characteristics of the perceiver. A good brand image is one of the most important assets a firm possesses.

➢ *Brand association*

Brand associations is the main key word when analyzing literature on brand image. Brand associations are the images and the symbols related to the brand. It is the perceived quality of the brand to a brand associated known entity. Building of a positive brand association is critical to develop the image of a brand that differs brands have different associations to their prospective customers. It helps the buyers to recall the brand on account of its unique properties. It helps brand to retain the customer helping them to make purchase decisions and even become loyal to the brand. A good brand association adds to the possibility of increased brand equity.

➢ *Consumer behaviour*

Consumer behaviour is linked to the actions of the consumers in the marketplace and the motives for those actions. Consumer buys products according to their needs, preferences, group influence, marketing campaign and purchasing power. Consumer behaviour depends on various personal, psychological and social factors. Analysing consumer behavior is important to attract new customers and also to retain existing customers. It is also important to a company to predict future trends, innovate new product and improve customer service.

➢ *Consumer buying decision process*

The buying decision process plays different roles in the decision-making process. Buying decision is divided into five functions:

Initiator: The one who first suggests the thought of shopping for the merchandise

Influencer: The one who persuade others within the group of individuals to shop for the merchandise

Decider: The individual with the facility to form the conclusive choice regarding whether to shop for, what to shop for, the way to buy, or where to shop for.

Buyer: The one that makes the particular purchase

User: The one that finally consumes the merchandise

III. RESEARCH METHODOLOGY

The present study aims to determine the factors affecting consumers purchase intentions towards branded apparel that is available in the market. The study has provided the variation of the consumers in making choices for branded apparel. The study has been conducted among the students of different colleges. To get a clear understanding of the role of different factors and marketing strategies of a brand and finally affecting consumer perception and consumer behaviour , various factors viz. advertisement of the brand, promotion of the brand, price of the brand and image of the brand have been studied. Sampling method involved is simple random sampling method. It is a method of sampling , which involves random selection of members selected without specifying any criteria for selection.

Following is the research methodology opted to study impact of apparel brand name in consumer behavior for casual wear clothing on youth of India
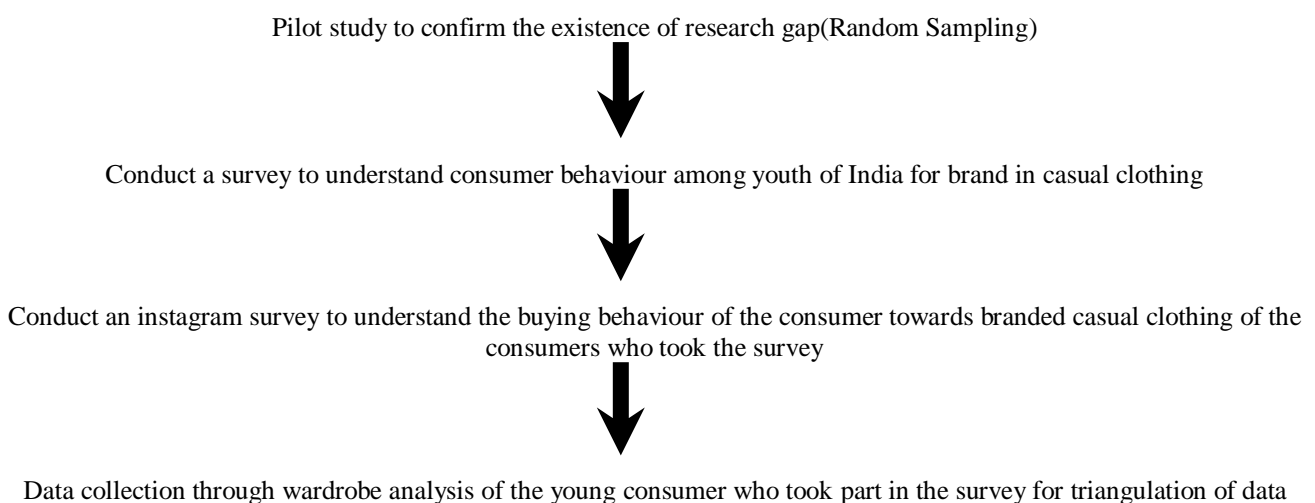
Pilot study to confirm the existence of research gap(Random Sampling)

⬇

Conduct a survey to understand consumer behaviour among youth of India for brand in casual clothing

⬇

Conduct an instagram survey to understand the buying behaviour of the consumer towards branded casual clothing of the consumers who took the survey

⬇

Data collection through wardrobe analysis of the young consumer who took part in the survey for triangulation of data

Fig 1 Triangulation of data

Pre-test (Pilot run)

Before the data collection, a visual examination through convenience sampling is conducted to learn about people's preferences of the brands available in the market through their photos on social media and wardrobe audit and identified that age group between 13 - 30 mostly preferred buying from brands like H&M, Zara, Marks & Spencer as their products are trendy and reliable.

Followed by a feasibility study to ensure the presence of gap and feasibility of the research paper. This is done using a set of 5 questions circulated in a circle of 30 people to understand their preference of branded casual wear over non branded and percentage of people to whom brand name affects their shopping preference.

Primary Data (Survey)

After the gap is understood, a set of detailed questionnaire survey with 80 people is conducted in age group of 13-25 to understand the brand consciousness , materialism , social comparison, fashion innovative and involvement and perceived value of brand. Based on the visual examination and people's perception, a detailed survey was designed to identify the customer's attitude and perception on branded products and also to identify whether the attitude and perception really affects their shopping.

Secondary Data (Instagram Analysis)

After the primary data set is collected, the set of 30 people through simple random sampling who took the survey are analysed through various social media platforms to validate the responses collected through primary data collection process.

Triangulation Data (Wardrobe Analysis)

After the secondary data collection, triangulation of data is completed by analysing wardrobe of sample size of 10 people.

IV. RESEARCH FINDINGS

Below are the outcomes involved in research process obtained through primary and secondary data collection method.
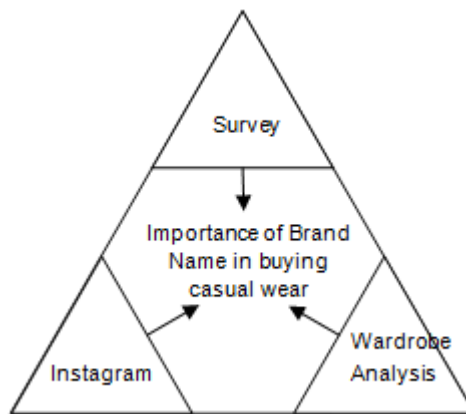
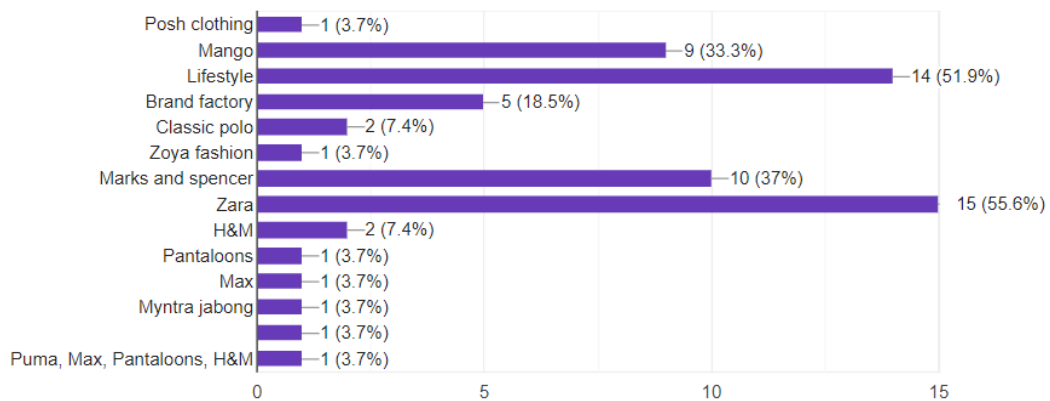
4.1 Initial findings

Figure 2 Brand preference of casual wear

Figure 2 states that consumers prefer buying from stores like Zara , Marks and spencer , Mango and also multi branded stores like lifestyle than comparatively to smaller branded stores.

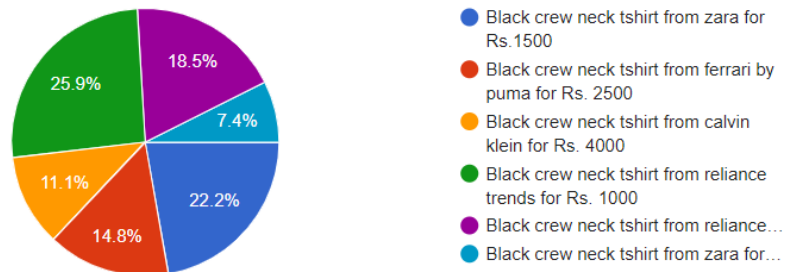## Which of the following would you buy?

27 responses

- Black crew neck tshirt from zara for Rs.1500
- Black crew neck tshirt from ferrari by puma for Rs. 2500
- Black crew neck tshirt from calvin klein for Rs. 4000
- Black crew neck tshirt from reliance trends for Rs. 1000
- Black crew neck tshirt from reliance…
- Black crew neck tshirt from zara for…

Figure 3 Buying preference from set of choices

Figure 3 states that majority of the consumers are ready to spend more money on a black crew neck t shirt priced at Rs.2500 and Rs.4000 from brands like Puma and Calvin Klein rather than getting a smaller brand for a lower price.

Does brand name affect your buying pattern?

27 responses

- Yes
- No
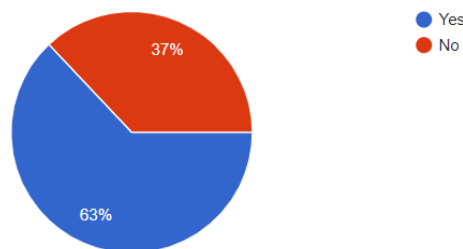
Figure 4 Buying pattern

Figure 4 Among the surveyed people 63% of the people have stated that brand name is important and also affects the shopping pattern.

Would you prefer buying a good brand for higher cost than same without brand name for lower cost of same quality?

27 responses

- Brand name with higher cost
- Without brand name with slightly lower cost
- Without brand name with lower cost
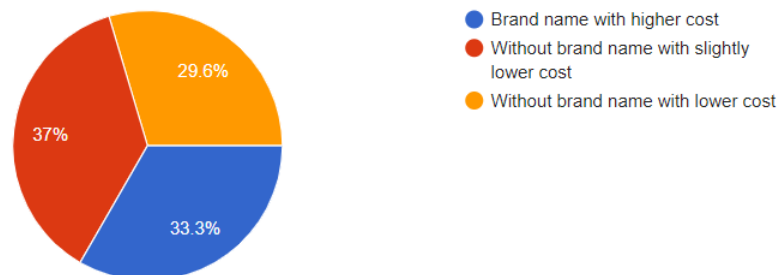
Figure 5 - buying preference in respect to cost and quality

Figure 5 states that cost also matters to the consumer just like how brand does. Consumers would still buy a non branded product at a lower cost if it is just to get the look of the product. Hence cost factor in their buying pattern plays a major role.
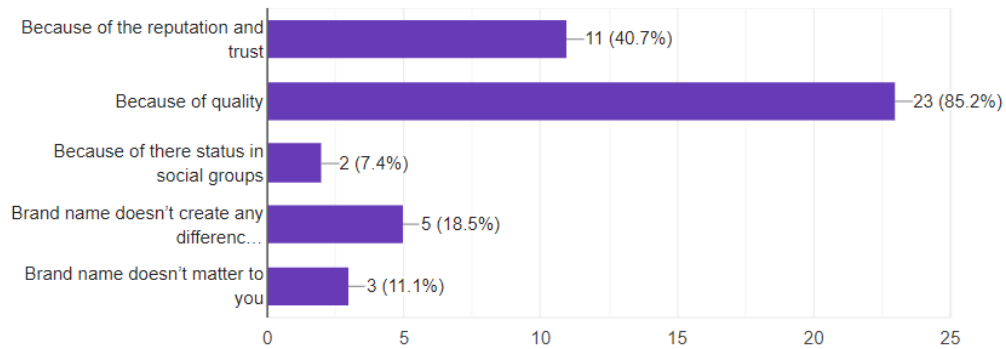

Why would you prefer branded product?
27 responses

Figure 6-Reasons for preference

Figure 6 states that people prefer buying a good branded product majorly because of the good quality products the brand provide and also the long standing reputation and trust in the market which helps them shop without a doubt.

4.2 Wardrobe analysis

S.No	Name	No. of garments	Non branded (-1)	Not identifiable (0)	Branded (+1)	Ratio Branded : Non branded
1	Bhargavi	50	10	15	25	2.5 : 1
2	Sanskriti	50	15	10	25	1.6 : 1
3	Shubhangi	50	5	5	40	8 : 1
4	Rakshitaa	50	5	5	40	8 : 1
5	Joanna Francis	50	5	10	35	7 : 1
6	Sifatleen	50	0	5	45	9 : 1
7	Shivani	50	10	20	20	2 : 1
8	Anisha Rajan	50	10	5	35	3.5 : 1
9	Ashwin	50	5	10	35	7 : 1
10	Subiksha	50	5	5	40	8 : 1

Figure 7-Wardrobe audit

After understanding the preferences of the respondents, ten respondents were chosen and a wardrobe audit was conducted to compare their responses and what they have actually shopped. Like their responses, their buying pattern matched with their responses and owned branded casual wear majorly. Figure 7 states the ratios of branded is to non branded garments the chosen respondents for wardrobe audit owned.

4.3 Detailed survey
In order to provide a clear overview of the results of respondents 'attitudes are grouped according to the selected criteria of the respondents 'such as buying platform preferences, brand choices, gender, age, expenditure, etc.

Do you shop casual clothing online or offline?
75 responses

- Online
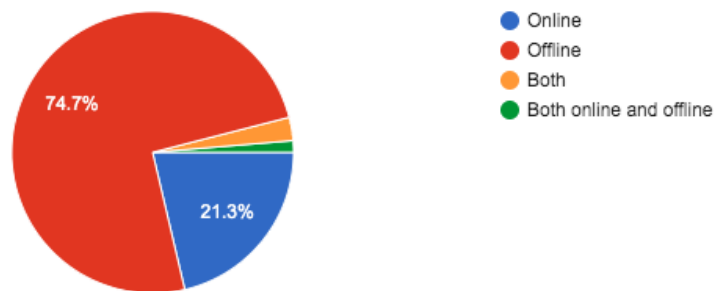- Offline
- Both
- Both online and offline

Figure i-Shopping medium of consumers

Figure i shows results in the form of a pie chart of respondents 'answers after giving the online shopping platforms as online and offline. From the pie chart we can understand that 74.7% men and women prefer to buy casual wear from physical stores (offline) and 21.3% on online shopping platforms.

Which of the brands do you prefer?
75 responses

- Chique, Masaba, Being human, Blackberry's
- M&S, Zara, H&M, Mango, Bebe, Promod
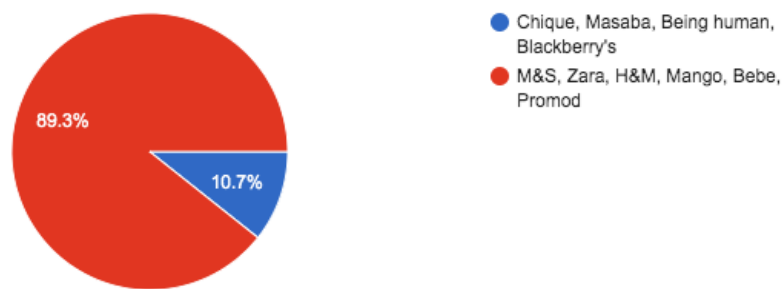
Figure ii-International vs domestic brand preference

In figure ii Respondents 'attitudes towards popular international brands are very positive, 89.3 % men and women are preferring international brands over domestic brands because of their perception of international brands having a higher market value.

If you buy a garment what do you perceive?
75 responses

- Higher the price better the quality
- Its ok to pay more for popular brands
- Cheaper the product then better
- Price is last I consider
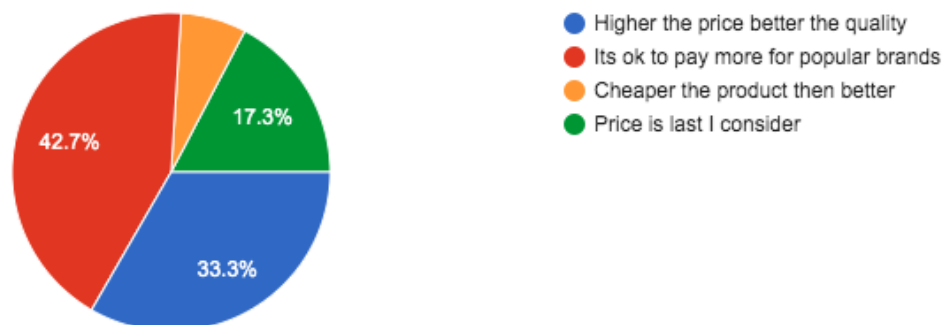
Figure iii-Perceived brand quality

In figure iii respondents 'attitudes towards popular brands are very positive, 42.7% of men and women are willing to pay more for a popular brand and 33.3% of them have a perception that brands with higher price range have better quality products and 17.3% give price the least importance in their buying pattern.

How do you feel about people who own expensive homes, car and clothes?

75 responses
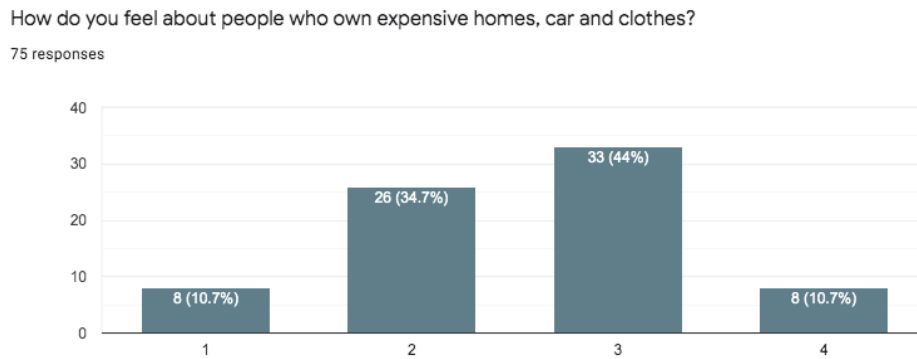
Figure iv-Consumer attitude towards brand due to social pressure

Figure iv shows how people feel about other people who own expensive and branded things on a scale of 1(do not admire) to 4 (greatly admire) and majority of the respondents' admire expensive things.

How do you feel about acquiring material possessions as an achievement in life?

75 responses
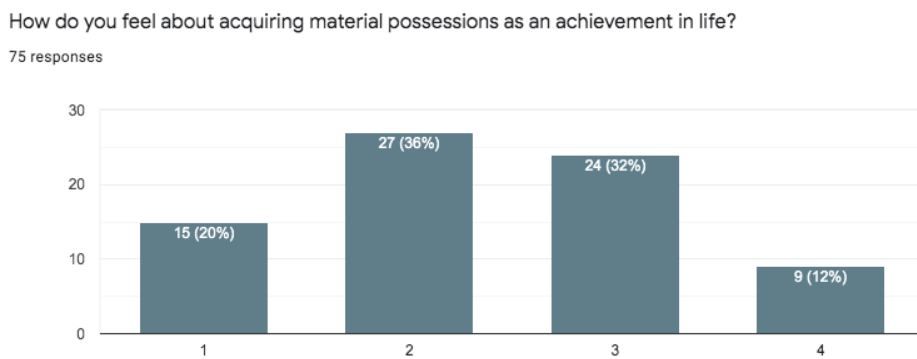
Figure v-Consumer attitude towards materialism

Figure v shows how people feel about them owning expensive and branded things as an achievement on a scale of 1(not important) to 4 (very important) and majority of the respondents' think it's not that important.

Would your life be any better if you owned certain things that you do not have now?

75 responses
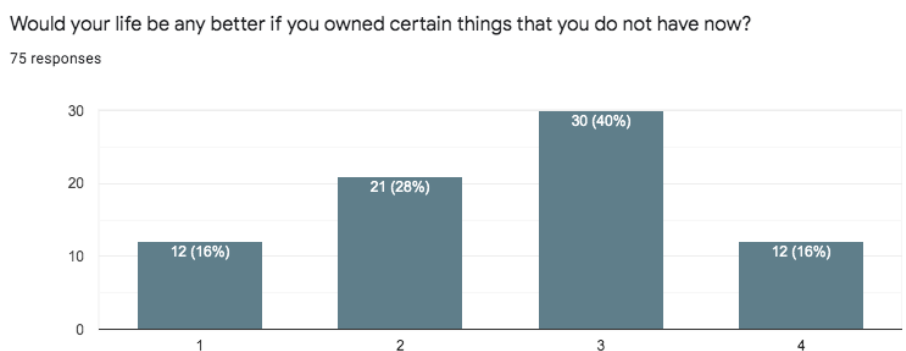
Figure vi-Consumer behavior for branded wear

Figure vi shows how people feel about owning things they did not on a scale of 1(not any better) to 4 (much better) and majority of the respondents' wanted to own things they did not.

How would you feel if you could afford to buy more things?
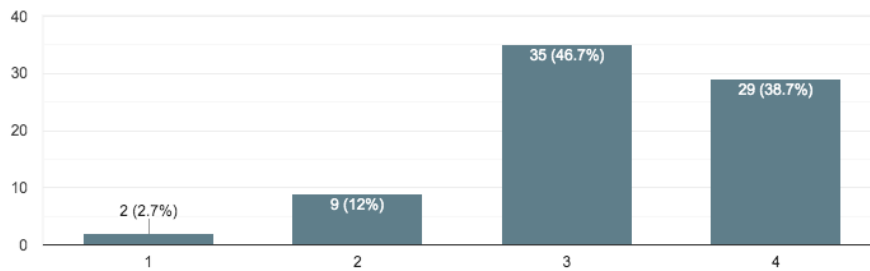
75 responses

Figure vii-Consumer attitude towards branded

Figure vii shows how people feel about affording expensive and branded things on a scale of 1(not any happier) to 4 (much happier) and majority of the respondents' say that they would be happier being able to afford more things.

What do the things you own say about how well you are doing in life?
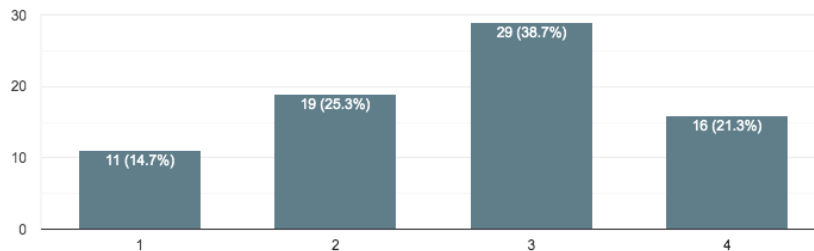
75 responses

Figure viii- Consumer attitude towards branded

Figure viii shows how people feel about things describing how well people are doing in their lives on a scale of 1(very little) to 4 (a great deal) and majority of the respondents' think that things people own say a lot about their lifestyle.

Who is your fashion influencer?

46 responses
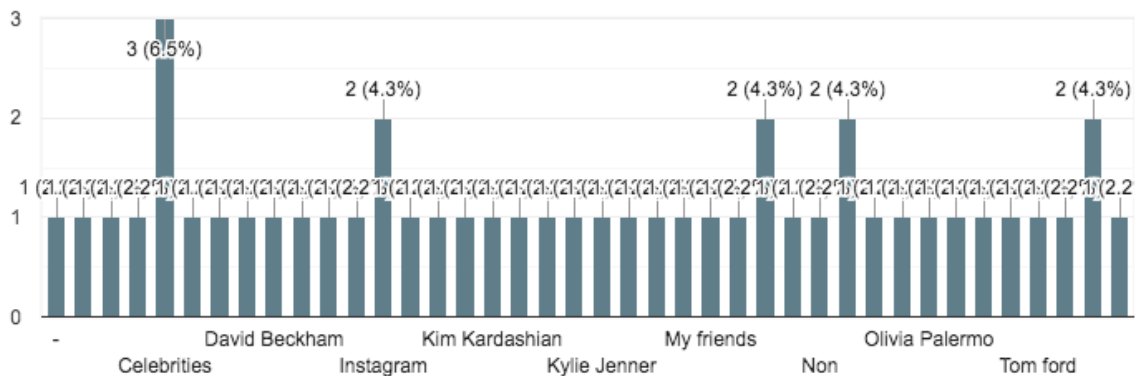
Figure Ix- Consumer attitude towards branded

Who is your fashion influencer?

29 responses

Instagram

3 responses

Celebrities

3 responses

Kylie Jenner
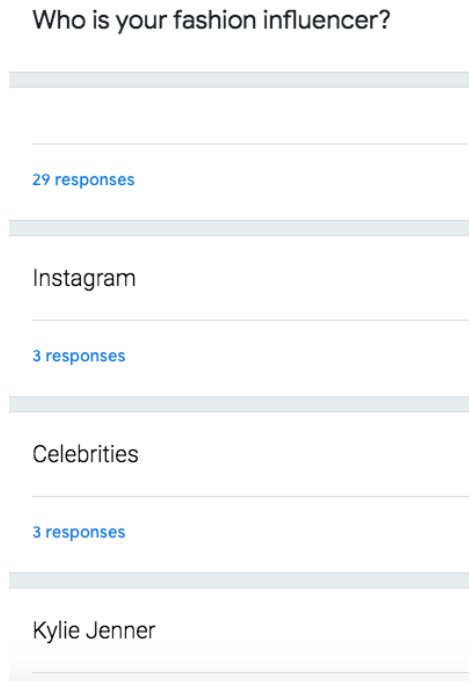
Figure x-Consumer attitude towards branded

Figure ix & x shows the list of influencers that affect people's sense of fashion and shopping and majority of the respondents' get influenced by celebrities, models, sportstars and social media mainly instagram.

What is your buying pattern of new fashion ?

75 responses

- I love to buy different styles first in any group
- I love to buy different styles when in trend
- I buy new styles later on when in discount
- As compared to my friends I know names of all new fashion trends

Figure xi- Consumer behavior to branded casual wear

Figure xi shows the buying pattern of the respondents and majority of the respondents buy clothes when it is trending.

How many items have you purchased of casual clothing in past 3 months?

75 responses
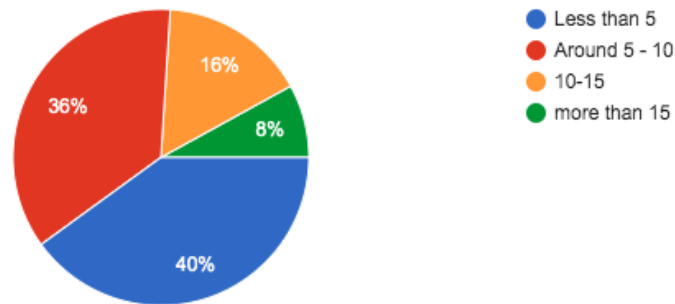
Figure xii-Consumer behaviour to purchase of casual wear

Figure xii shows that majority of the respondents have bought less than 10 casual wear in the past 3 months.

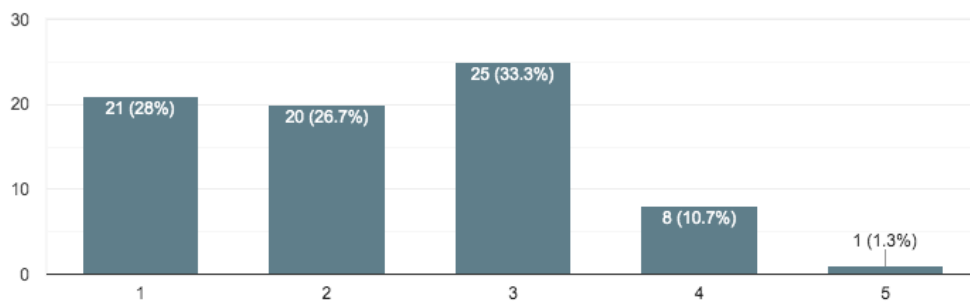What is your attitude towards branded product?Better brand better quality

75 responses

Figure xiii-Consumer attitude towards quality

Figure xiii shows how people feel about better brands having better quality products from the scale 1(strongly agree) to 5(strongly disagree) and most of them agree to the fact that better brands provide better quality.

What is your attitude towards branded product?Branded products are better than others

75 responses
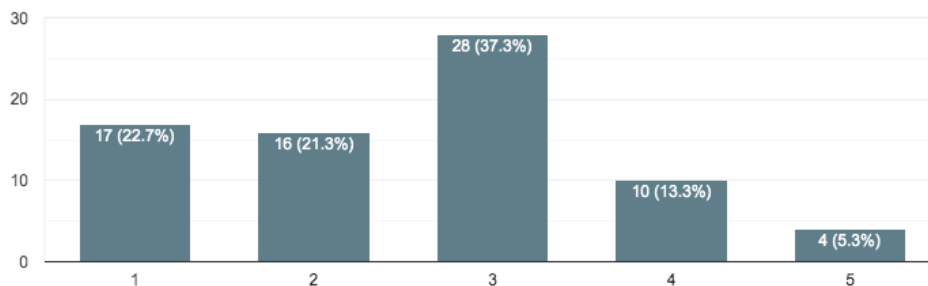
Figure xiv-Consumer attitude towards branded possession

Figure xiv shows how people feel about branded products being better in every way than other products from the scale 1(strongly agree) to 5(strongly disagree) and most of them agree to the fact that branded products are better.

What is your attitude towards branded product?Price for branded products are worth its value
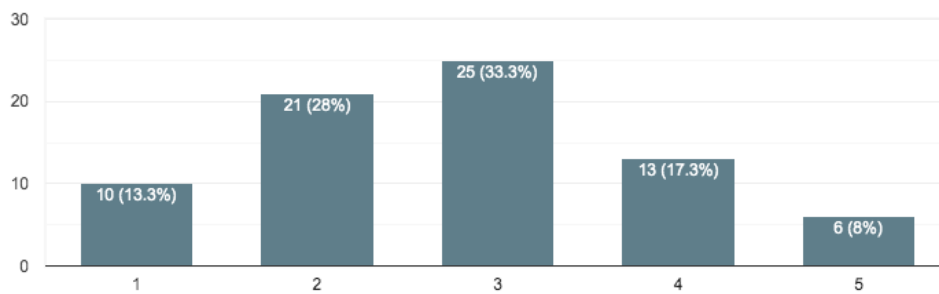
75 responses

Figure xv-Consumer attitude towards value of branded items

Figure xv shows how people feel branded products being worth the money they pay from the scale 1(strongly agree) to 5(strongly disagree) and most of them agree to the fact that branded products are worth its value.

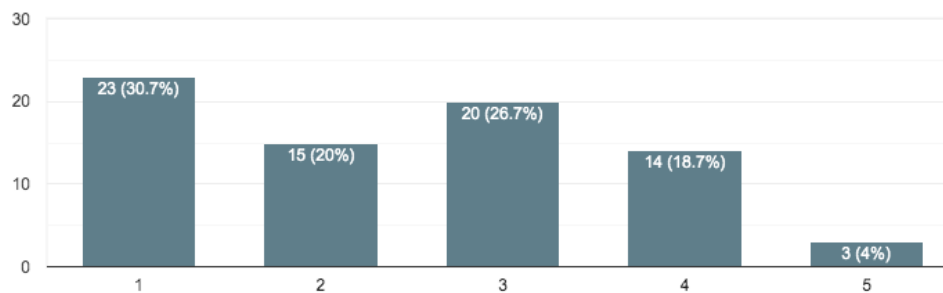What is your attitude towards branded product?You prefer branded products over non branded

75 responses

Figure xvi-Consumer attitude towards branded preference

Figure xvi shows how people feel about choosing branded over non branded products from the scale 1(strongly agree) to 5(strongly disagree) and most of them agree that they choose branded products.

What is your attitude towards branded product?You buy some brands due to well known names
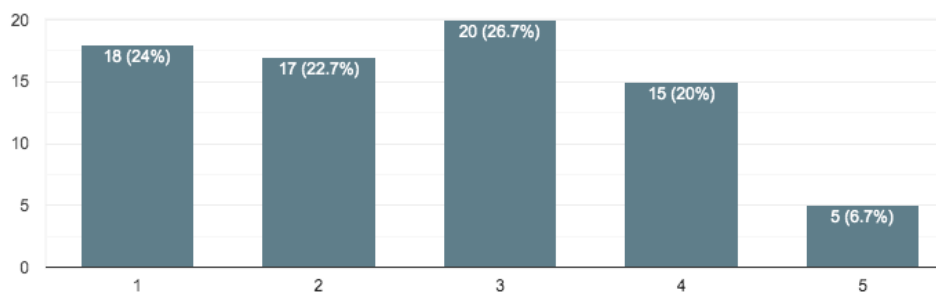
75 responses

Figure xvii-Consumer attitude towards well known brands

Figure xvii shows that people buy some brands just because of their name and market value from the scale 1(strongly agree) to 5(strongly disagree) and most of them agree to the fact that they buy brands due to their name and reputation.

What is your attitude towards branded product?Using branded products makes you confident
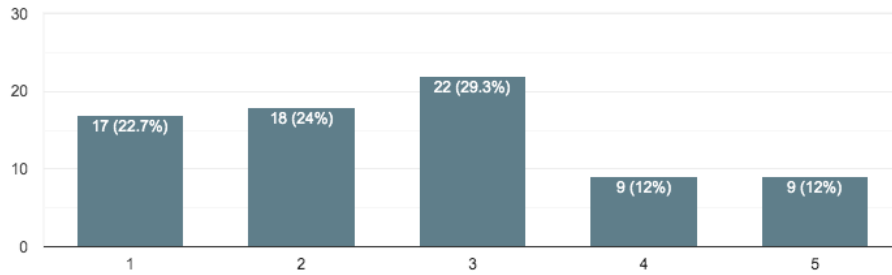
75 responses

Figure xviii-Consumer attitude towards possession of branded items

Figure xviii shows if people feel confident wearing branded products from the scale 1(strongly agree) to 5(strongly disagree) and most of them agree to the fact that they feel confident wearing branded clothing.

What is your attitude towards branded product?Products are a representation of social status and wealth
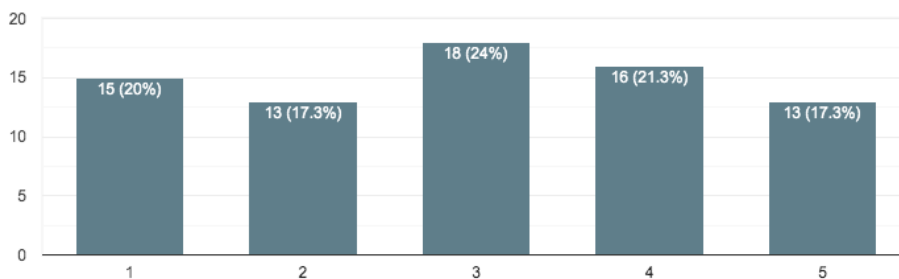
75 responses

Figure xix-Consumer attitude towards perceived status of branded product

Figure xix shows people's perception about branded products being a representation of social status and wealth from the scale 1(strongly agree) to 5(strongly disagree).
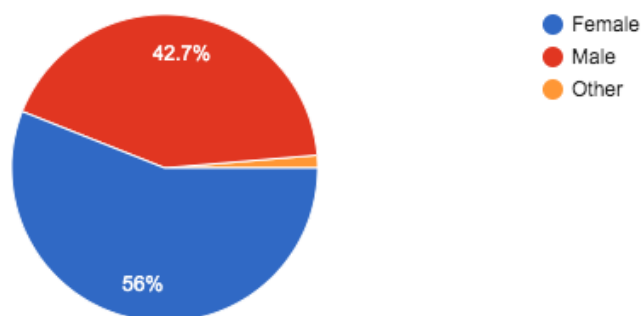
What is your gender?

75 responses

Figure xx-Gender ratio of respondents

Figure xx shows that 56% of the respondents were women, 42.7% were men and 1.3% belonged to other category.

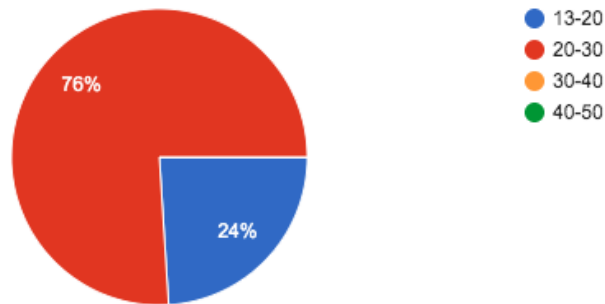Which age group you belong to?

75 responses

Figure xxi-Age group classification of respondents

Figure xxi shows that 76% of the respondents were in between the age group of 20-30 years and 24% of the respondents were in between the age group of 13-20 years.

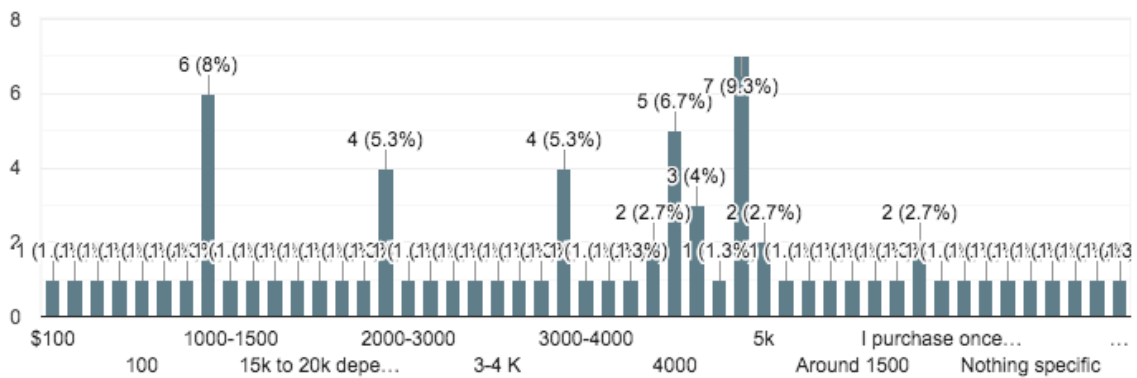What is your monthly expenditure on shopping casual wear ?

75 responses

Figure xxii-Monthly expenditure of respondents

What is your monthly expenditure on shopping casual wear ?

5000

7 responses

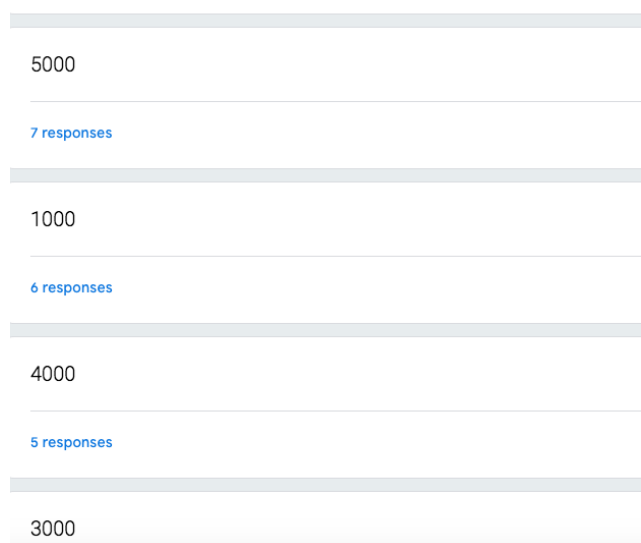1000

6 responses

4000

5 responses

3000

Figure xxiii- Monthly expenditure of respondents

Figure xxii & xxiii show the monthly expenditure of the respondents and we got a huge range starting from Rs 1,000 to Rs 25,000 and majority of respondents spend about Rs 2000 to Rs 5000 monthly.

4.4 Results

In order to provide a clear overview of the results of respondents 'attitudes are grouped according to the selected criteria of the respondents 'such as buying platform preferences, brand choices, gender, age, expenditure, etc.

For the question if the respondents prefer shopping online or offline, the results show that 74.7% men and women prefer to buy casual wear from physical stores (offline) and 21.3% on online shopping platforms.
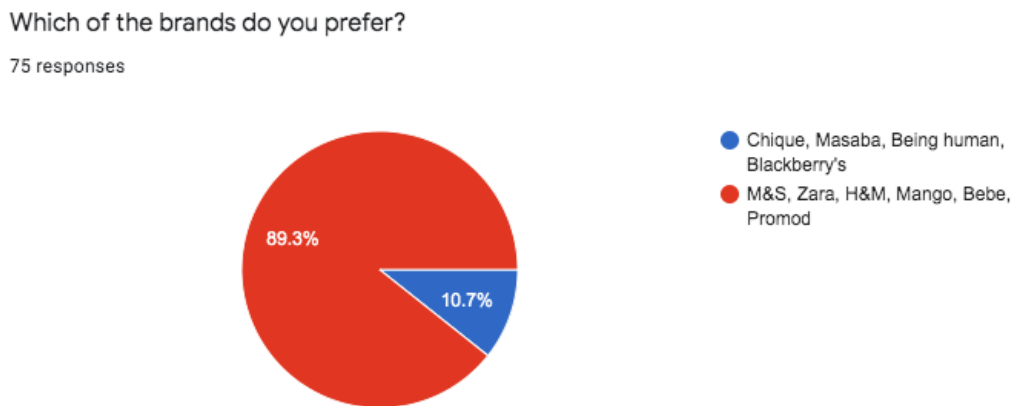

Figure 8-Domestic vs Overseas brand preference

In figure 8 Respondents 'attitudes towards popular international brands are very positive, 89.3 % men and women are preferring international brands over domestic brands because of their perception of international brands having a higher market value.
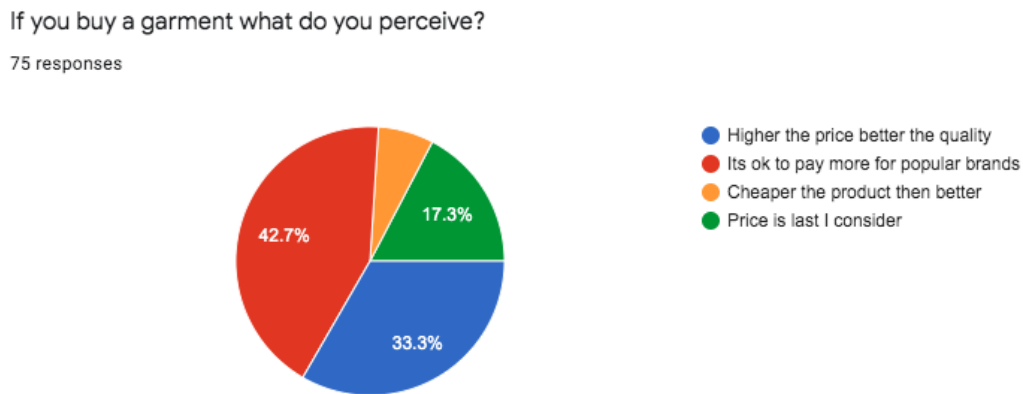

Figure 9-Perceived concept of quality

In figure 9 respondents 'attitudes towards popular brands are very positive, 42.7% of men and women are willing to pay more for a popular brand and 33.3% of them have a perception that brands with higher price range have better quality products and 17.3% give price the least importance in their buying pattern.

The next set of questions shows how people feel about other people who own expensive and branded things and 54.3% of the respondents greatly admire people who own expensive things and what other own does not matter for for 45.7% of the respondents . Also how people feel about themselves owning expensive and branded things as an achievement on a and 44.5% of the respondents consider it to be an achievement and 55.5% of the respondents think it's not that important. The set of questions also included how people feel about owning things they did not and 56.7% of the respondents stated that they would feel much better if they owned certain thing their did not currently and 43.2% of the respondents stated that they would not feel any different or better. The next question was about how people feel about affording expensive and branded things and 86.4% of the respondents stated that they would be much happier being able to afford more things and 13.6% of the respondents stated that it would not make a difference to them.

The next question was about how people feel about things describing how well people are doing in their lives on a scale and 59.2% of the respondents think it is a great deal and things people own say a lot about their lifestyle but 40.8% of the respondents think it has very little impact.
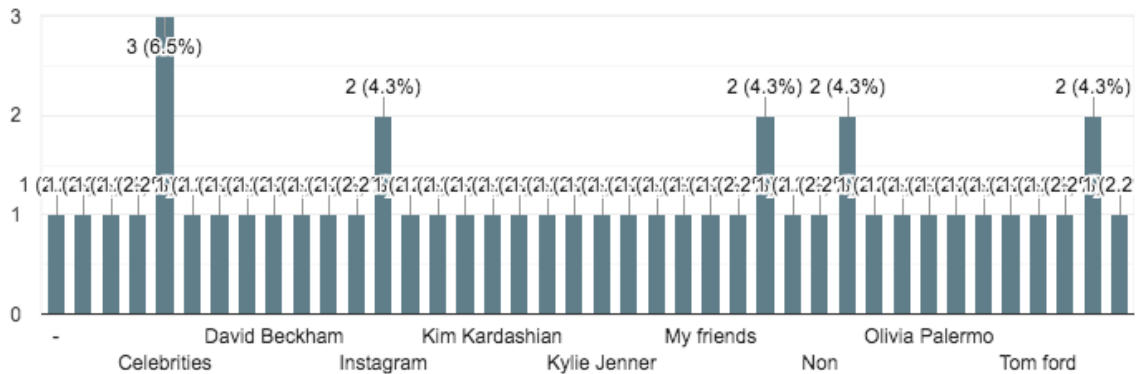

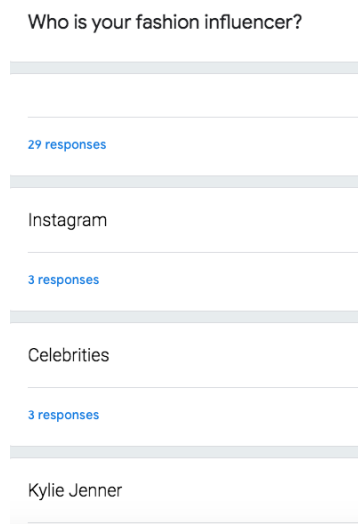Figure 10-Fashion innovativeness and influence of consumer

Figure 11-Fashion Influencers for consumers

Figure 10 & 11 shows the list of influencers that affect people's sense of fashion and shopping and majority of the respondents' get influenced by celebrities, models, sport stars and social media mainly instagram.

When respondents were asked to describe their buying pattern of new fashion, 34.6% of the respondents loved to buy different styles when in trend, 30.9% of the respondents buy styles in any group, 27.2% of the respondents buy styles later on when in discount and remaining 7.4% of the respondents think they know the trends better and stay updated.

The respondents were asked the number of casual wear that were purchased by them in the past three months and 39.5% of respondents purchased less than 5 garments, 37% of the respondents purchased about 5 to 10 garments, 16% of the respondents purchased 10 to 15 garments and 7.4% of the respondents purchased more than 15 garments.

Next set of questions were framed to determine the customer attitude towards the branded garment and shows how people feel about branded garments being better in quality than other non branded garments from the scale 1(strongly agree) to 5(strongly disagree). 25.9% of the respondents strongly agree with the fact, 25.9% of the respondents agree with the fact, 33.3% of the respondents are neutral, 12.3% of the respondents disagree and 2.5% of the respondents strongly disagree.

Next question was about branded garments being better than non branded garments in every way from the scale 1(strongly agree) to 5(strongly disagree). 21% of the respondents strongly agree with the fact, 21% of the respondents agree with the fact, 38.3% of the respondents

are neutral, 13.6% of the respondents disagree and 6.2% of the respondents strongly disagree.

Next question was about people's perception about branded garments being worth the money invested from the scale 1(strongly agree) to 5(strongly disagree). 12.3% of the respondents strongly agree with the fact, 27.2% of the respondents agree with the fact, 33.3% of the respondents are neutral, 18.5% of the respondents disagree and 8.6% of the respondents strongly disagree.

Next question was about people preferring branded garments over non branded garments from the scale 1(strongly agree) to 5(strongly disagree). 30.7% of the respondents strongly agree with the fact, 20% of the respondents agree with the fact, 26.7% of the respondents are neutral, 18.7% of the respondents disagree and 4% of the respondents strongly disagree.

Next question was about people preferring branded garments due to well known brand names, market value and the reputation of the brand from the scale 1(strongly agree)

to 5(strongly disagree). 24% of the respondents strongly agree with the fact, 22.7% of the respondents agree with the fact, 26.7% of the respondents are neutral, 20% of the respondents disagree and 6.7% of the respondents strongly disagree.

Next question was about consumers feeling confident if they wear branded garments from the scale 1(strongly agree) to 5(strongly disagree). 22.7% of the respondents strongly agree with the fact, 24% of the respondents agree with the fact, 29.3% of the respondents are neutral, 12% of the respondents disagree and 12% of the respondents strongly disagree and hence most of them agree to the fact that they feel confident wearing branded apparel.

Next question was about consumers 'perception about branded garments as a representation of social wealth and status from the scale 1(strongly agree) to 5(strongly disagree). 20% of the respondents strongly agree with the fact, 17.3% of the respondents agree with the fact, 24% of the respondents are neutral, 21.3% of the respondents disagree and 17.3% of the respondents strongly disagree.
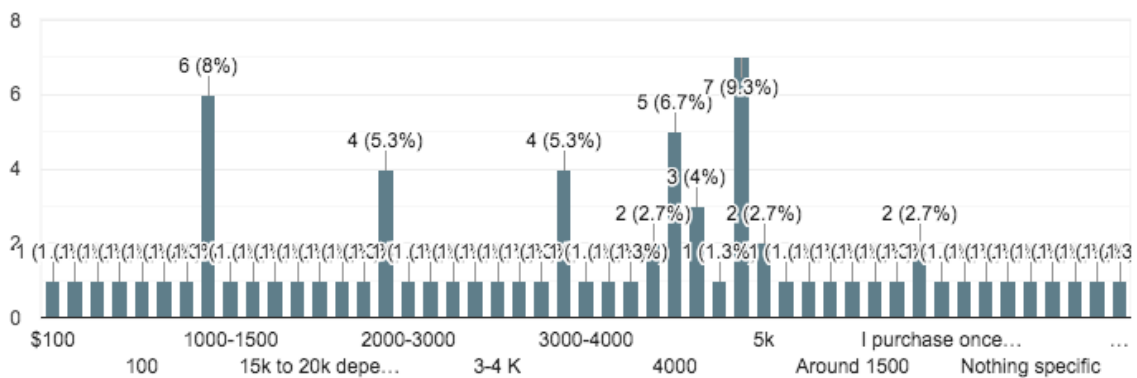

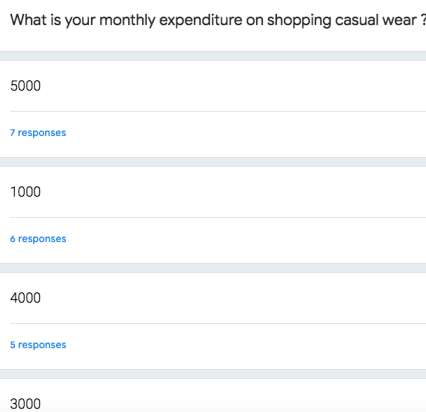Figure 12 - Monthly expenditure of youth

Figure 13-Monthly expenditure of youth

Figure 12 & 13 show the monthly expenditure of the respondents and we got a huge range starting from Rs 1,000 to Rs 25,000 and majority of respondents spend about Rs 2000 to Rs 5000 monthly.

The above responses were from a set of people in which 56% of the respondents were women, 42.7% were men and 1.3% belonged to other category. Out of the group of people that were surveyed 76% of the respondents were between the age group of 20-30 years and 24% of the respondents were between the age group of 13-20 years.

V. CONCLUSION

This study, the impact of apparel brand name in consumer behavior and attitude for casual wear clothing on youth of India and also NRI was done between the months of September to November 2019, about 75 people have taken part in this study and out of which 56% of the respondents were women, 42.7% were men and 1.3% belonged to other category. Out of the group of people that were surveyed 76% of the respondents were between the age group of 20-30 years and 24% of the respondents were between the age group of 13-20 years.

According to the research results a popular brand is far more important for youth of India. The attitude of respondents to pay more for brand is due to the experience and satisfaction with a set of brands mostly international brands due to the consumers 'perception of the brands having a higher market value. The option of buying cheap products is not really important for respondents as the respondents are willing to spend more money just for a better brand name and buy lesser number of garments but a better brand.

Based on the respondents 'age group, their attitude towards brands signifies that the youth is conscious about brands and the brand name is more important to them than the price they are paying for it and also the fact whether the brand is cheaper or more expensive does plays an important role in decision making process before buying as the respondents have a perception that brands with higher price range have better quality products and hence they are willing to pay for the quality and the brand and also have the perception that the brand they are wearing exposes their social status. If we look at gender wise girls are more conscious about brands. Hence, the youth focuses on brand name and its quality as well, so the overall results show youth brands play an important role in the youth's buying pattern.

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