



# AN EMPIRICAL STUDY ON THE UNDERSTANDING THE PERCEPTION TOWARDS CUSTOMER PERCEPTION TOWARDS BRANDED APPAREL

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## ABSTRACT

With its incredible recent growth, the Indian apparel industry has been a remarkable success story and has brought immense pride to India. The industry has expanded at an incredible rate over the past 20 years, driven by concerns about professionalism and changing lifestyles. Despite the industry's insistence on professional treatment when marketing its products, there remains a discrepancy between expectations and actual delivery. The success of keeping the employee depends on the customer retention strategies that are developed. The study examined the findings of the researchers' earlier investigations and reviewed the literature survey. The study looked at the crucial procedures that well-known businesses used and how they affected the retention of customers. The thorough analysis is restricted to men's clothing, specifically t-shirts and shirts. An analysis is conducted on the impact that customer preferences, expectations, and satisfaction have on the purchasing decisions made by customers. All of the statements taken into consideration for the study contribute to improving customer retention in the apparel industry, as evidenced by the mean score of the variables in customer preference, customer expectation, customer satisfaction, and customer purchase decision being found to be above average level. In order to improve customers' positive purchase decisions, the company should concentrate on the parameters that were taken into consideration.

**Keywords:** Purchase Decision, Customer Satisfaction, and Demand.

## 1.1 INTRODUCTION

To remain competitive and profitable in present marketplace, the apparel industry must few years The apparel market has seen substantial change with respect to dressing design, style, usage of branded items and choice of fibres and awareness of modern trends. The Indian textile industry is a sector which has created employment in large scale and it stands next only to agriculture by providing employment to about 15 million people across rural as well as urban areas. Retail in India has emerged the third most attractive market destination for apparel retailers, according to a study by global management consulting firm AT Kearney. India, apparel is the second largest retail category, representing 10 percent of the US\$ 37 billion global retail market. It is expected to grow 12-15 percent per year. In 2012, the total size of the Indian apparel market was \$ 45 billion. India and China will be the fastest growing markets, growing in double digits and would become the leading consumer market with a huge share of 27 per cent. "India would have a vast consumption growth due to population progress. It would be irrespective of export market," According to the report, the global apparel market would grow to \$ 2.1 trillion by 2025 from its present size of \$ 1.1 trillion. According to report with the changes in global macroeconomic conditions and demographics, it would be very important for Indian manufacturers to be present at the right location at the right time. On one hand, in textile sector high domestic consumption is going to throw up significant business prospects, while on the other hand a slowdown in Chinese exports will offer an opportunity to exporters to fill the void, provided they are able to measure up and match the expectations of the consumers, With this potential, India will appear as a preferred place for investment in textile and apparel sectors, both by Indian and global companies, the report added. The apparel and clothing industry being placed at first place and also the spending on apparel and clothing among the customers are getting increased, considering these points it is very necessary to study the changing behaviour of consumers. The main purpose of this study is to increase the awareness of apparel buying behaviour of Indian consumers and in a real sense understanding factors which impact apparel buying behaviour in order to provide actionable information to apparel retailers seeking to standardize or adapt their strategy for the Indian consumers.

## 1.2 REVIEW OF LITERATURE

**1. Kevin Lane Keller and Donald R. Lehmann (2004)**, the rising understanding that brands are among the most important intangible assets that companies have led to branding becoming a top management priority in the past ten years. Academic scholars have investigated several brand-related problems in recent years, producing scores of papers, articles, research reports, and books, motivated in part by this great commercial interest. It highlights the lessons learned from an academic perspective on significant subjects like brand positioning, brand integration, brand equity measurement, brand growth, and brand management. It also identifies some of the influential work in the branding field.

**2. P.S. Venkateswaran, N. Ananthi, U. Geetha, and Binith Muthukrishnan K. (2011)** examined the impact of brand loyalty on consumers' purchasing habits for apparel in Dindigul. Consumers are forced to stretch their incomes farther due to rising living expenses, which puts clothes in competition with necessities. Fashion ought to have meaning and appeal to consumers on a deep level. Strong brands that consistently communicate their

core values can foster loyalty and a sense of worth that transcends the difficulty of making a decision. Branding can convey to the consumer a variety of meanings, such as an attribute, benefit, value, culture, personality, or user. Additionally, branding will highlight the significance of other factors like as associations, quality, awareness, and loyalty.

**3. Namita Rajput, Subodh Kesharwani, and Akanksha Khanna (2012)** used a sample of Indian consumers to examine the relationship between consumers' decision-making methods and their choice between domestic and imported brand clothes. The researcher examines the importance of consumer demographics in influencing the choice to buy branded clothing. She also looks at consumer awareness of the various clothing brands offered on the Indian market from a gender perspective. She also determines whether there is a difference in total spending on branded clothing between males and females. The findings show no discernible variations in brand awareness, shopping frequency, or spending between men and women.

**4. Md. Mazedul Islam and Adnan Maroof Khan (2013)**, the preference of consumers for ready-to-wear branded apparel is quickly changing as a result of the creation of status and personality through the quality and comfort they provide. Presently, consumers are very brand aware. As a result, choosing a product or brand is influenced by brand image. Because of the fierce competition in the fashion industry, marketers have come to understand the need of building a positive brand image in order to gain a larger market share in a specific market niche. A stronger basis for creating a more successful marketing strategy can be provided by having a better understanding of brand image. The design of fashion products depends heavily on knowing consumer needs, behaviour, and the purchasing process.

**5. Dr. Sreenivas D L (2016)** looks into the connections between the elements that influence Bangalore city residents' purchasing decisions about branded clothing. The respondents who are currently residing in Bangalore and who frequently purchase branded clothing provided the data. The study provides information and support for the causality of the factors influencing consumer purchasing decisions for branded clothes. The findings of the study under consideration show that there is a significant relationship between the reference group and purchase intention as well as a positive significant relationship between consumer purchasing behaviour and promotions, store attributes, product by attributes, income of the respondent, and occupation.

**6. Rizwana Begum and K.S. Sarala (2016)** feel that brand positioning is the key of marketing strategy. A strong brand positioning directs marketing strategy by explaining the brand details. Effective brand positioning is contingent upon identifying and communicating a brand's uniqueness, differentiation and verifiable value. Positioning is the base for developing and increasing the required knowledge and perceptions of the customers. In this background, the present study aims at examining the impact of attributes of brand positioning on consumer purchase decision for men apparel brands in Udupi.

**7. Syed Tabrez Hassan, Bilal H Hurrah, Amit Lanja (2014)** opines that as in this competition era, from business point of view, we must be aware about the customer needs & wants & what a consumer expects from a company. We should have this information or a customer database if we want to stay in the market and to develop a competitive edge in the market. After conducting this study we must be able to understand what

customers want from a brand, why they switches to other brand, what are the factors which force them to purchase branded apparels. By analyzing these, company can formulate the strategies as per the customer needs and deliver them the products which consumer wants from the company, which will be profitable for the company.

**8. Muralidharan & Sheehan, (2016)** found that consumers perceived branded apparel to provide a range of benefits, including quality, enhanced social status, and personal satisfaction. Other research has focused specifically on factors that influence consumer decisions to purchase branded apparel.

**9. Kim and Johnson (2014)** found that consumers are also influenced by the perceived authenticity of branded apparel, particularly in the context of luxury fashion brands.

**10. Choi and Rifon (2012)** examined the impact of brand loyalty on consumers' attitudes towards branded apparel. They discovered that consumers with a strong affinity for a particular brand are willing to pay higher prices for branded apparel and are more inclined to promote the brand via word-of-mouth recommendations.

### **1.3 OBJECTIVE OF THE STUDY:**

- To research consumers' awareness of various clothing brands.
- To look into the elements that lead people to buy branded clothing.
- To find out how satisfied customers are with branded clothing in terms of quality, value, and perception.
- To investigate how consumers view branded clothing in relation to brand loyalty and image.
- To determine what motivates and discourages people from buying branded clothing.

## **2 RESEARCH METHODOLOGY:**

### **PRIMARY DATA**

The primary data is being collected from the students of post graduate who are soon going to become an employees of various organization . with help of questionnaire

### **SECONDARY DATA:**

The secondary data was gathered from journals, online databases, digital libraries, book reviews, and other websites. Standing conference of public enterprises ,reports from online seminars .

## 2.2 DATA ANALYSIS AND INTERPRETATION

### CHI- SQUARE TEST:

#### Age

	Observed N	Expected N	Residual
18-25	50	19.7	30.3
25-35	7	19.7	-12.7
35-50	2	19.7	-17.7
Total	59		

#### Test Statistics

	Age
Chi-Square	70.814 <sup>a</sup>
Df	2
Asymp. Sig.	.000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 19.7.

#### Interpretation:

Based on the information you provided, here is the breakdown of the observed and expected frequencies for each age group, as well as the corresponding residuals:

#### - Age 18-25:

- Observed N: 50
- Expected N: 19.7
- Residual: 30.3

**- Age 25-35:**

- Observed N: 7
- Expected N: 19.7
- Residual: -12.7

**- Age 35-50:**

- Observed N: 2
- Expected N: 19.7
- Residual: -17.7

**- Total:**

- Observed N: 59

The observed N represents the actual number of individuals in each age group, while the expected N indicates the number of individuals expected in each age group based on the overall distribution. The residual is the difference between the observed and expected frequencies. Positive residuals indicate that the observed frequency is higher than expected, while negative residuals indicate that the observed frequency is lower than expected.

In this case, the age group 18-25 has an observed frequency of 50, which is significantly higher than the expected frequency of 19.7, resulting in a positive residual of 30.3. The age groups 25-35 and 35-50, on the other hand, have observed frequencies of 7 and 2, respectively, which are significantly lower than the expected frequencies of 19.7, resulting in negative residuals of -12.7 and -17.7.

The total observed N across all age groups is 59, which is the sum of the observed frequencies in each age group.

The test statistics you provided are related to the analysis of age data using the chi-square test. Here's a breakdown of the information:

**Chi-Square:** The chi-square value obtained from the test is 70.814. This value represents the overall goodness-of-fit between the observed and expected frequencies in the age data.

**Degrees of Freedom (df):** The degrees of freedom for the chi-square test are 2. In this case, the degrees of freedom represent the number of categories or groups in the age variable minus 1.

**Asymp. Sig.:** The asymptotic significance (Asymp. Sig.) is the p-value associated

with the chi-square test. In this case, the p-value is reported as .000, which indicates that the result is statistically significant.

Expected Frequencies: The footnote "a" in your output refers to the note that follows, which states that 0 cells (or categories) have expected frequencies less than 5. This is an important consideration for the validity of the chi-square test. Additionally, the minimum expected cell frequency is reported as 19.7.

Overall, the chi-square test statistic (70.814) with 2 degrees of freedom yields a significant result ( $p < .001$ ), suggesting that there is a significant association between age and the variable being tested.

## CONCLUSION

In conclusion, the perception towards branded apparel is multifaceted and depends on various factors such as personal preferences, social norms, and cultural influences. The perception of branded apparel has evolved from being a status symbol to becoming a tool of self-expression and fashion statement. Brand names have become synonymous with quality and style, making them a popular choice among consumers. The brand's reputation, quality, and exclusivity are primary factors that drive consumer purchase behavior. However, shifting consumer preferences and changing fashion trends have forced brands to be mindful of their image and adapt to stay relevant. Some consumers may view branded apparel as a waste of money or materialistic, while others may see it as a worthy investment and a status symbol. Therefore, the perception towards branded apparel is subject to individual opinions and societal influences, making it a complex and dynamic subject to study.

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