Study on the Buying Behaviour of Youngsters Towards Branded Apparels at Offer Season in Thrissur District

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Abstract

Today's youth are so trendy and stylish that the apparel industry are always flooded with mass advertising on changing trends and bringing to everyone's doorstep the cross national brands through all possible medias. Fashion has become the most vital part in determining everyone's personality and confidence building strategy. This change in the apparel industry has brought in large scale competition and growth opportunities for the branded manufacturers too. Branded clothing was considered unapproachable for the major population because of its pricing policies and limited availability. But that era has changed. We can find a handful of branded showrooms in and around our immediate town. The mass reachability of branded shops has provided them more opportunities to attract their customers. Promotional schemes, value added services, unique patterns and designs have all made the youth especially crazy about their products. To explore more possible opportunities to penetrate the market, their focus in giving promotional offers has increased from just seasonal offers to every month offers. This study intends to understand the behaviour of youngsters towards the branded clothing to examine which factors induce them to purchase more especially during the various promotional offers. Questionnaire method is used to collect data from 126 samples which consist of people from 20-35 age group. Principal component analysis and descriptive statistics is used in analysing data. Questionnaire was put to reliability and validity tests. The result shows their tendency towards brand switching for accessing more promotional offers for high level of satisfaction both at physical and psychological level. This gives a major hint to the apparels retail sector to focus more on such promotional strategies to retain their customers as they have no interest in becoming brand loyal but in getting maximum benefits at a reasonable cost without compromising quality or style.

Keywords: Buying Behaviour; Branded Apparels; Purchase Intention; Promotional Offers; Study on Youngsters.

Introduction

The Indian textile industry contributes to almost 4% to GDP and 14% to overall index of industrial production. The approximate size of the Indian apparel garment market in organised sector is around 52,000 crore and of this the branded apparel market size is estimated at Rs.23000 crore. Over 12 million outlets are operated in the country in the retail sector and it is playing a major role in the changing face of Indian economy. The branded apparel industry is expected to grow at 16% p.a to touch 32000 crore in near future.

Today brands has gone much further than just giving value to the money spent but also a bundle of utilities are associated with it by the consumers. It has become a vehicle of emotional and psychological elements that give them a superficial self image and higher level of satisfaction while using it. We can say in one sentence that brands have become the most valuable intangible asset that any business firm can posses and any user can feel proud of. Research says of the various segments like men's, women's, kids, boys, girls wear; men's wear is the largest segment with 48% in the apparel market and second being women's wear with 34% and kids wear with 18%. Some of the Indias topmost brands in apparel industry are:- Allen solly, Levi, Provogue, Van Heusen, Park Avenue, Mufti, Pepe Jeans, Wrangler, Numero Uno, Monte Carlo, Peter England, Louis Philippe,

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Fabindia, Biba. This fast growth is accounted due to the increasing disposable income contributed by the younger population (between the age group 20-35) of our country. The corporatized life style has given a major shift in the mindset of the working class irrespective of gender and this has paved the way for the remarkable growth rate in the fashion industry. As a result apparel retail market has tried to bring more advantageous product offerings and better customer management techniques to attract and capture the public.

This major change in the buying behaviour of consumers is the result of various factors like change in their motive behind purchase, their expectations, their involvement etc. In such a scenario, there is an important role that can be played by retailers to identify and satisfy the changing behaviour of consumers. To bring right product at right price at best quality and making it available with the best ambience has become the alarming necessity for the survival of companies in the apparel industry especially those which are major brands experiencing a decline in sales. This prompts them to make a deep study about the consumer market and to identify the need and necessity of developing strategies to push the sales without losing their identity. An aggressive marketing and massive promotional efforts have made many brands survive from the shutting down of outlets and keep with the competition. Most attractive sales promotional tools applied by the branded apparel stores are Price discounts, Buy one get one free, coupons, samples etc. Of these the most accepted and demanded by the youngsters are identified as Price discounts and Product offers. i.e., Price offers: 50% discount, flat 30% off, upto 20% off and Product offers: Buy two get one free, Buy one get one free, Buy three at the rate of two.

Review of Literature

Prof Lakshmi Narayana K and Dr. Sreenivas DL (2016) identifies discount and buy 2 get 1 free scheme are playing an effective role towards promotion and finds that nearly 50% of consumers are not decided their favourite brands before they enter the shop thus giving marketers a chance to influence them. Deepali saluja (2016) says consumer look for quality, comfort and attributes of a store which influence them to branded shops.

Sales promotion tools are playing an important role to stimulate customers buying behaviour and price discounts, B1G1 offer schemes are having more effect than coupons in influencing customers in retail market says Mohd Dawood Shamout (2016). Amit Aggarwal (2010) in thesis reveals that 80% prefer branded apparels than unbranded apparels which shows good brand image and that celebrity endorsements doesnot motivate their purchase. It is the free gifts and free goods that attract them more. Derya Ozturk and Gungor Karakas (2016) identifies that discounts and promotion sales by alternate brands are the two main factors that influence college students to change brands. Syed Tabrez Hassan, Bilal H Hurrah and Amit Lanja (2014) finds that people wear branded to look attractive, impress people and feel comfort. They consider brands are value for money and that people get influenced by price offers, design and style. Nelson Oly Ndubisi and Chiew Tung Moi (2005) studies the impact of various sales promotion tools on product trial and repurchase behaviour of consumers and finds that price discounts as well as in-store display have an association with product trial whereas coupon doesnot have a significant effect on their trial attempt or purchase behaviour.

Dr Anand Thakur and Bhuvan Lamba (2013) finds that of the various factors that customers gave priority while buying readymade apparels are quality and price; Shek Meeran, Dr. D Ranjitham (2016) says that most of the shoppers on branded apparels were influenced by the factors like durability, reference groups choice, price range etc. It is the convenient shop hours, offers and discounts that mainly contribute to prefer a particular retail garment showroom. K Maran,J Badrinarayanan and Praveen Kumar T (2017) identifies that it is the quality factor that took first position whereas color, design, comfort, style and price took successive ranks respectively in influencing consumer behaviour on purchasing branded apparels. Komal Nagar (2009) on evaluating the effect of consumer sales promotions on brand loyalty and brand switching segments, it was found that sales promotion have more influence on brand switchers as compared to loyal consumers, also various forms of sales promotions like free gifts have more influence on brand switching behaviour of consumers.

Statement of the Problem

The main aim of this paper is to examine the buying behaviour of youngsters towards branded clothes during price discounts and products offers. An effort is made to understand their motive and expectancy behind purchase decision.

Objectives

1. To identify the principal factors that contribute towards purchase decision during promotional offers in branded apparels

2. To find the role of psychological factors and store features have in persuading customers to shop at a branded apparel store.

Data and Methodology

This study was conducted in thrissur district. Descriptive research approach was used to study the topic and sampling method used was random sampling method. Primary data is collected using a structured questionnaire and secondary data is collected through various journals, research papers and websites. Sample size taken for this study was 126 in the age group: 20-35

Sampling unit was college students having part time job and working class of Thrissur district.

Tools used for analysis: In this study Cronbalch alpha is used to test the reliability of the questionnaire, KMO test for checking sample adequacy, Principal component analysis for data reduction and regrouping and Descriptive statistics for data analysis.

Main variables used for the understanding the behaviour of youth in choosing branded apparels are regularity of visit, Price – Quality association, features of stores, psychological factors that satisfy the visit, attitude towards promotional offers.

Data Analysis

Sample characteristics

The sample population consist of 55 males 71 females out of which 83 were single and 43 were married. 46 of the respondents were full time employees while 80 were part time employed students. 81 respondents drew an income less than 20,000 whereas rest belonged to the range 20,000 to 40,000. (Table 1)

Table 1: Sample Characteristics.

Gender	Male	43.7%
	Female	56.3%
Marital Status	Single	65.9%
	Married	34.1%
Occupation	Full time	36.5%
	Part time	63.5%

Monthly income	Less than 20,000	64.3%
	20,001-30,000	24.6%
	30,001-40,000	11.1%

Basic Shopping characteristics

Of the respondents while 73 visit a branded store for apparel shopping only occasionally, 49 of them visit monthly once. The highest no: of respondents (75 people) spend around 2000 to 4000 Rs in a branded store while there were only 2 of them who spend more than 6000 Rs. Only 35 respondents always give priority to a branded store while shopping when majority (70 samples) prioritise occasionally. 48 respondents always enjoy shopping at a branded store while 72 of them occasionally find enjoyment in it (Table 2).

Table 2: Basic Shopping Characteristics.

Frequency of visit to a branded showroom	Weekly once	8%
	Monthly once	38.9%
	Monthly twice	2.4%
	Occasionally	57.9%
Budget for shopping	>2000	26.2%
	2000-4000	59.5%
	4001-6000	12.7%
	Above 6001	1.6%
Prioritise branded store	Always	27.8%
	Occasionally	55.6%
	Very rarely	15.1%
	Never	1.6%
Enjoy shopping at branded store	Always	38.1%
	Sometimes	57.1%
	Never	2.4%
	Can't say	2.4%

Analysis of store features and psychological factors

Table 3: Descriptive Statistics – Store features

Store features	N	Mean
Ambience	126	4.63
Knowledge of salesmen	126	4.16
no canvassing by salesmen	126	4.65
Freedom	126	4.71
Display	126	4.52
Arrangement	126	4.55
Valid N (listwise)	126	

From the table 3 of mean values on various variables of the factor store features, we can see that consumers look for freedom (mean value 4.71) while shopping along with no assistance of salesman(mean value 4.65). This shows they like to have independency while shopping. Ambience (mean value 4.63), arrangement of products(mean 4.55) and mode of display (mean 4.52) add more value to their perception about a shopping store.

Table 4: Descriptive Statistics – Psychological variables.

Psychological variables	N	Mean
Confident	126	4.22
Acceptance	126	3.88
Personality	126	3.93
stress releving and fun activity	126	4.09
Valid N (listwise)	126	

Customers who are youngsters feel more confident (mean value of 4.22) when they prefer branded over other clothes. This is why they even go for brand switching to get what they want in affordable pricing. It is often a stress relieving (mean value of 4.09) and great relaxation for them to shop at a branded store. (Table 4).

Validity of data for doing factor analysis

Reliability test is used to determine the stability and consistency with which the research instrument measures the construct. Table below shows Cronbach's Alpha of 5 factors used for the study. The values range from 0.736 to 0.90. This is very well above the limit 0.6 which indicate inter-item consistency of each factor is very good (Table 5).

Table 5: Reliability test.

Sl No:	Factors identified	Cronbach Alpha value	No:of variables
1	Price-Quality relationship	0.820	2
2	Store features	0.763	7
3	Psychological attributes	0.867	4
4	Purchase behaviour during offer	0.736	3
5	Attitude towards promotional offers	0.901	9

Table 6: KMO and bartlett's test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.865
Bartlett's Test of Sphericity	Approx. Chi-Square	2324.940
	Df	300
	Sig.	.000

Here the results of KMO test shows a value of 0.865 which is greater than 0.5 and close to one indicating that the sample is adequate for doing factor analysis and Bartlett's test validates the strength of correlation of variables. Chi-square value of 2324.9 shows result is highly significant indicating the strong underlying relation among variables (Table 6).

For identifying the most important factors contributing to the study factor analysis with Principal component analysis is used. Factors that has got eigen value more than 1 is considered for extraction. We have got 4 factors with more than 1 eigen value. (Table 7).

Table 7: Total Variance Explained.

Compo nent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.679	46.716	46.716	11.679	46.716	46.716	6.971	27.884	27.884
2	1.830	7.319	54.035	1.830	7.319	54.035	4.056	16.223	44.107
3	1.448	5.790	59.826	1.448	5.790	59.826	2.658	10.633	54.740
4	1.238	4.950	64.776	1.238	4.950	64.776	2.509	10.036	64.776
5	.973	3.893	68.669	-	-	-	-	-	-
6	.907	3.629	72.298	-	-	-	-	-	-
7	.814	3.254	75.552	-	-	-	-	-	-ww

8	.746	2.983	78.535	-	-	-	-	-	-
9	.683	2.732	81.267	-	-	-	-	-	-
10	.623	2.491	83.758	-	-	-	-	-	-
11	.518	2.073	85.831	-	-	-	-	-	-
12	.504	2.018	87.849	-	-	-	-	-	-
13	.458	1.831	89.680	-	-	-	-	-	-
14	.395	1.578	91.258	-	-	-	-	-	-
15	.359	1.436	92.693	-	-	-	-	-	-
16	.333	1.333	94.026	-	-	-	-	-	-
17	.263	1.051	95.078	-	-	-	-	-	-
18	.247	.988	96.065	-	-	-	-	-	-
19	.226	.902	96.968	-	-	-	-	-	-
20	.192	.768	97.736	-	-	-	-	-	-
21	.161	.645	98.381	-	-	-	-	-	-
22	.152	.609	98.991	-	-	-	-	-	-
23	.105	.422	99.412	-	-	-	-	-	-
24	.080	.322	99.734	-	-	-	-	-	-
25	.067	.266	100.000	-	-	-	-	-	-

Extraction Method: Principal Component Analysis.

It can be concluded from the above table 8 that 25 variables can be brought down into 4 factors which explains about 64.77% of the study. Rotated component matrix will give us the correlation of each of the variable with the extracted factor. This will help us to group each variable into factors.

Table 8: Rotated component matrixa.

	Component			
	1	2	3	4
value for money			.846	
Get what you pay for			.768	
Ambience			.572	
Knowledge of salesmen	.676			
stylish nd trendy selection	.575			
no canvassing by salesmen		.515		
Freedom				.780
Display		.574		
Arrangement	.621			
Confident	.763			
Acceptance	.773			
Personality	.815			
stress relieving and fun activity	.467			
Bulk purchase		.820		
Enjoy shopping more during offers		.725		
No: of times visit	.580			
Worth the wait		.570		
trust Quality during offer				.582
Fashion n Quality at reasonable pay		.568		
Economic Gain				.548
Buy Other Brand	.641			
Buy earlier than planned	.568			
models which never tried before	.757			
Smart purchasing	.726			
choose that give offers	.547			

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 10 iterations.

Based on the analysis following variables were identified for grouping into 4 factors (Table 9).

Factor 1: Knowledge of salesmen, stylish and trendy selection, arrangement, confidence, acceptance, personality, stress relieving and fun activity, more no: of visits during offer, Buy Other Brand, Buy earlier than planned, models which never tried before, smart purchasing, choose that give offers.

Factor 2: No canvassing by salesmen, bulk purchasing, enjoy shopping during offers, offers are worth the wait, Fashion n Quality at reasonable pay,.

Factor 3: Value for money, get what you paid for, ambience.

Factor 4: Freedom of choice, trust on quality during offers, economic gain.

Table 9: New grouping and renaming of factors.

Factor	New factor	Variables
Factor 1	Cognitive factors	Knowledge of salesmen, stylish and trendy selection, arrangement, confidence, acceptance, personality, stress relieving and fun activity, more no: of visits during offer, Buy Other Brand, Buy earlier than planned, models which never tried before, smart purchasing, choose that give offers.
Factor 2	Affective factors	No canvassing by salesmen, bulk purchasing, enjoy shopping during offers, offers are worth the wait, Fashion n Quality at reasonable pay
Factor 3	Conative factors	Value for money, get what you paid for, ambience
Factor 4	Functional values	Freedom of choice, trust quality during offer, offer gives economic gain.

Main findings of the study

1. Around 58% of the respondents visit a branded store occasionally and spend around 2000 to 4000 Rs for purchasing branded clothing.

2. The most important feature the consumers associate with a branded store is the freedom (mean value 4.71) they get in shopping with no assistance of salesmen. This indicates they look for independency while shopping.

3. The psychological attribute youngsters associate with branded clothing is that it builds confidence (mean value 4.22) on many occasions. They are even ready for a brand switching to get what they want at affordable price.

4. Customers are of the opinion that the shopping at a branded store during offer season is more enjoyable and worthy. They prefer to buy more quantity during offers.

5. It was also found out that they don't like to become brand loyal as what they expect is only branded quality products offered at affordable price and not a particular brand identity.

Conclusion

The study has made an attempt to find the most important factors which lead youngsters towards branded apparel showrooms and how promotional offers play a role in their purchase decision. Considering many variables, the present study reveals that discounts and offers have a very strong role in their brand choice as it contribute not only physical but psychological satisfaction to the consumers. We can also make out from the study that youth are becoming less brand loyal and they do brand switching very often. This is because they are giving more value to the feeling of self fulfilment they get from a purchase and consumption rather than just brand satisfaction. What they expect is not just a fine product of their choice but the enjoyment that the entire process of buying gives them. Various promotional offers are the driving force behind their brand choice and this is where the firms should mainly focus on as retail apparel sector is critically grown to be highly competitive in this techno savvy era. Youth are getting more indulged in online shopping as there is huge price war between brands along with exciting offers of many kinds.

To be in the rapidly growing and highly competitive retail market, firms should effectively use varied sales promotional tools as a vital technique to stimulate and occupy mind of customers and capture maximum sales.

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