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Study the factor that influences young female consumers toward branded clothes in Jorhat district of Assam

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Abstract

A study was planned to investigate the criteria considered the young generation consumer buying behaviours toward branded clothes in the Jorhat district of Assam. It is also intended to know the personal views of the young generation about brands and the factor that influencing young female consumers toward branded apparel. The study was conducted with the help of an Interview schedule with a sample size of 120, where our target group are below 20 to 30 years old. Data is collected and analysed using excel and various statistical tools. Descriptive statistics were used to analyse demographics, factors and Ranks, means scores and weighted scores were used to analyse seven Criteria considered while purchasing branded apparel. The finding of the personal and socio-economic characteristics of the respondents showed that the majority of the respondent (65%) was belonged to the age group between 20-25 years. Majority of the respondents (45%) were graduates. Majority (55%) of the respondent where students depends on family incomes. it was observed that the maximum respondents (45.83%) of the respondent belonged to 30,000-34,999 income group per month. Majority of the respondent (70%) trusted on branded clothes. Maximum (55%) of respondents visit branded stores several times in a month. From the figure-1 it was found that the majority of the respondent (55%) were visit branded stores several times in a month where figure-2. shows that (40%) of the respondents purchasing branded apparel every 3 monthly. Advertisement is the main factor that influencing young consumer buying behaviour. From the study, it was also found that quality is considered as one of the strongest criteria among the seven on the young consumers buying behaviour.

Keywords: brand, apparels, purchasing, perception, young customers

Introduction

Branding play an important role in a market that does the offer to the consumer which shows favouritism of a brand in its service. Brands Building up fiscal value because they have created preconceptions in the minds and hearts of customers, suppliers, prescribers and opinion leaders that is the ultimate aim of branding. Branding is a process directed at purchaser value creation that helps in winning complete worth. Brand provides information as a source but also performs certain other functions which defend its appeal and its financial reappearance when they are valued by purchasers. American Marketing Association defines a Brand as a name, term, sign, symbol, or design, or a compound of all which are planned to categorize the products and facilities of one seller or group of retailers and to discriminate among them from those of opposition. Customers prefer branded garments. Consumers choose branded clothes over non-branded clothes regardless of price. They wear branded garments to look gorgeous and impress People. Customers also like branded garments because of the comfort and recognition that the brand brings to them (Hassan *et al.* 2014) [3]. Nowadays young consumers are motivated more towards leading a safe and inconvenience free life. Young consumers come into ownership of money so they wanted to spend money on loyal goods and services, which are provide well worth of money that they are going to pay. Brands' price is high then also they prefer the same because they are knowing the fact that branded products given them their money's value. Therefore, a younger peer groups of consumers may be labelled as 'the brand-conscious generation (Pandian *et al.*, 2012) [7]. Zeenat *et al.* (2012) [11] conducted a study to determine the factors that affect the consumer preferences for global brands in comparison to local ones. The research was based out of Karachi. The survey from 200 people resulted that the most important factors are that influence consumer preferences are price and quality. Deepali Saluja (2016) [2] conduct a survey in Delhi on how consumer habits for apparel are influenced by way of explanations like monthly income, gender, and peer impact.

The study suggests that age, gender, education, and occupation don't have any impact on buying behaviour of consumers. They are influenced by means of their selections of their friends, family members, celebrities, magazines and so on. Quality, brand, comfort is the principal standard's which affect their buying conduct toward trendy apparel. Subsequently, the survey shows that Delhi customers have an optimistic angle closer to fashion apparel brands. Sonika and Archana (2017) ^[9] conducted a study to find out the consumer's buying behavior towards branded apparels over non-branded apparels in Raipur city and also to know the factor that influenced consumer behavior for apparel like monthly income, gender and peer influence. From the survey it showed that the consumers prefer shopping mostly with their family members and friends. It also found that they get influenced by friends, family members, celebrities, magazines etc for their choice. The main criteria's that impact in their buying behaviour towards branded apparels over non branded apparels were Quality, comfort and brand. It also found that there are different attributes which attracts customers towards branded apparels over non branded apparels. According to Anand and Bhuvan (2013) ^[1], Conducted a study which aimed to know about the customer satisfaction level and factors influencing readymade apparel purchase. It was also planned to know about the most popular brands of customers in different variants of clothes which would help the readymade garments producers to plan their future growth. The research findings reveal that Tommy Hilfiger and Peter England are the most preferred brands in the city of Jalandhar and most significant considerations in apparel purchase are price and quality. Namita Rajput et.al. (2012) ^[6]. Study was conducted to examine Indian female consumers buying behaviour and also understand the key factors that influence female consumers' involvement towards stylish branded clothing. It was found in the study that there is a complete awareness of the branded apparels amongst females and they buy branded apparels occasionally. They get information through their family and friends followed by internet and advertisement. It was also observed in the study that Price, Fitting, Income Level of consumers are significant factors and some factors which are found to be insignificant are Status, Durability, and celebrity endorsement.

Indian markets were famous for their fashion. Indian clothing branded market is growing rapidly. Nowadays, brands play important role in consumers' socioeconomic status. Indian Consumer is becoming more fashion-conscious and spending more money on branded clothes. Considering the importance of branded clothes on the young generation, fashion-conscious and status maintain consumers. Young generation consumers mostly preferred branded clothes to maintain their status with peer groups. They are conscious about their appearance and want to be classic and stylish they also want their garment to be trendy, good quality and at a reasonable price hence preferred branded clothes. This study is planned with the following objective: 1) To analyze the factor that influencing the young female consumer toward branded apparel on buying behavior of young consumers. 2) To know the personal views of the young generation regarding brands apparel. 3) To find out the criteria considered by the young generation while purchasing a branded apparel.

Materials

A survey was conducted in the Jorhat district of Assam. A total number of Samples 120 was selected randomly from the

Assam Agriculture university campus. Primary data for the study was collected through an interview method. Secondary data were collected by journal, thesis, book etc. The schedule was prepared and an interview method was used to find out the preference of the respondents. Data is collected through Interview schedules were appropriately analysed by using excel and various statistical tools like descriptive statistics, frequency distribution, percentage, ranks, means scores and weighted scores. Descriptive statistic was used to analyse demographic information, brand-conscious factors, visited branded stores, purchasing branded clothes, factor that influencing the young female consumer toward branded clothes. Ranks, means scores and weighted scores were used to analyse seven criteria considered while purchasing branded apparel such as brand name, color and design, comfort and dimension, style, price and quality.

Results and Discussion

From the above [Table 1] show that maximum number of respondent (65.00%) belonged to the age group between 20-25 years. Findings also revealed that 18.34 per cent of the respondents belonged to the age group of below 20 years and 16.66% belonged to the age group between 25-30years.

Majority (45%) of the respondents were found to have education up to graduation, 37.50 % of the respondents were highly educated i.e., postgraduate and above 17.50% per cent of the respondents were undergraduate.

Majority (55%) of the respondents were students while 20.83 % of the respondent were service. Respondents who engaged in the private jobs were 12.50 and the lowest number of the respondent 8.33% were self-employee.

Table1 depicted that the majority 45.83% of the respondents belonged to 30,000 to 34,000 income group per month followed by (20.83%) of respondents who belonged to 25,000-29,000 and 20,000- 24,999 income per month in the selected group. And (12.5%) of the respondents belonged to 15,000- 19,000 income in the group. None of the respondents was in more than 50000 income groups.

According to Monga (2012) ^[5] conduct the study of consumer preference towards branded apparel in Ludhiana. The similar result found that the majority (45.83%) of the respondent belongs to 30, 000 and above. shows that branded clothes are purchased frequently by higher-income family.

From the above [Table 2] it was observed that 75% of the consumers showed their trust on branded clothes and 30% are not. Majority (65%) of respondents buy branded clothes, and 35% are not. 60.83 % of the respondents opinioned that they buy branded clothes for their friends/family. 55% of the respondents buy branded clothes for family and 45 % were not.

From the above [Figure.1] it was observed that a maximum of 55% of respondents visit branded stores for several times in a month followed by 30% respondents visit several times per year and 10% of respondents less often visit branded stores, 5% of respondents visit several times per week.

From the above [Figure.2] it was shown that the majority of respondents purchasing branded cloths are every 3 monthly and every 6 months. The 40% of respondents purchase branded cloths every 3 months followed by every 6 monthly 30%, monthly 15 %, yearly 10% and Weekly 5%

According to Tekin, G. (2016) ^[10]. Conduct a study on the effect of brand image on consumer behaviour: a case study of Louis Vuitton-Moet Hennessy. A similar result found that majority (40%) of the respondents purchasing branded cloths

every three months.

From above [Table 3] it was depicted that while purchasing branded cloths majority (74.2%) of the respondents always consider quality. This was followed by price (71.7%) and Comfort & dimension (70.8%). Other Criteria like Discount (67.5%) of the respondents were always considered, where 62.5% of them considered Color and design. Half of the respondents considered Style and less than half of them always consider brand name

Most of the selected respondent declared that they prefer to buy branded clothes mostly for the reason that of their great quality and price. The price of branded clothes is a huge matter for respondents. Branded clothes are preferred mostly by high society due to high prices.

According to Poongodi, (2017) [8] a study was conducted on the apparel choice and buying behaviors of college girls. A similar result found that among the seven criteria considered while purchasing branded clothing, the respondent has ranked "quality" as first and price as a second followed by Comfort and dimension, Discount, Color and design, Style and Brand name.

From above [Table. 4] it was found that the majority of the respondent influencing about 75% were advertisement and 25% were not, whereas 65% and 35% of the respondents were friends. 62.5% and 37.5% of the respondent magazines. 55.8% of the respondent like another and 44.2% are not. 53.3% of the respondent's were neighbours and 41.7% were not .52.5% of the respondents' relative and 47.5% were not.

This study concludes that superior branded quality of cloths expression the status sign of an individual was the foremost benefit perceived to the consumers who have a preference to branded cloths.

Table 1: Distribution of respondents according to demographic profile N=120

Sl. No.	Personal characteristics	Frequency (f)	Percentage (%)
1.	Age		
	Below 20 years	22	18.34
	20-25 years	78	65.00
	25-30 years	20	16.66
2.	Education		
	Under Graduate	21	17.50
	Graduate	54	45.00
	Post graduate	45	37.50
3.	Occupation		
	Student	66	55.00
	Government Service	25	20.83
	Self-employee	10	8.33
	Private job	15	12.50
4.	Income (Rs - Per Month)		
	15,000-19,999	15	12.5
	20,000- 24,999	25	20.83
	25,000-29,999	25	20.83
	30,000-34,999	55	45.83
	More Than 50000	-	-
	Total	120	100

Table 2: Distribution of respondents according to brand conscious factor N=120

Sl. No	Brand conscious factors	Yes		No	
		Frequency (f)	Percentage (%)	Frequency (f)	Percentage (%)
1	Do you buy branded cloths	78	65%	42	35%
2	Trust on the brand	90	75%	30	30%
3	Do you buy branded clothes for family members	66	55%	52	45%
4	Will you suggest your friend/family to buy branded clothes	73	60.83 %	47	39.16 %

Table 4: Distribution of respondent according to the factor that influencing the young female consumer toward branded clothes N=120

Factor Influencing	Yes		No	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Advertisement	90	75%	30	25%
Neighbours	70	53.3%	50	41.7%
Friends	75	62.5%	45	37.5%
Relatives	57	47.5%	63	52.5%
Magazine	78	65%	42	35%
Another	67	55.8%	53	44.2%

Table 3: Distribution of respondents with regard to criteria considered while purchasing branded clothing N=120

Sl. No	Criteria considered while purchasing branded apparels	Always 3	Sometime 2	Never 1	Weighted score	Mean score	Rank
1	Brand name	53 (44.2)	39 (32.5)	28 (23.3)	265	2.21	VII
2	Colour and design	75 (62.5)	26 (21.7)	19 (15.8)	296	2.47	V
3	Comfort and dimension	85 (70.8)	25 (20.8)	10 (8.3)	315	2.62	III
4	Discount	81 (67.5)	24 (20)	15 (12.5)	306	2.55	IV
5	Style	60 (50)	45 (37.5)	15 (15)	285	2.38	VI
6	Price	86 (71.7)	24 (20.8)	10 (8.3)	316	2.63	II
7	Quality	89 (74.2)	25 (20.8)	6 (5)	323	2.69	I

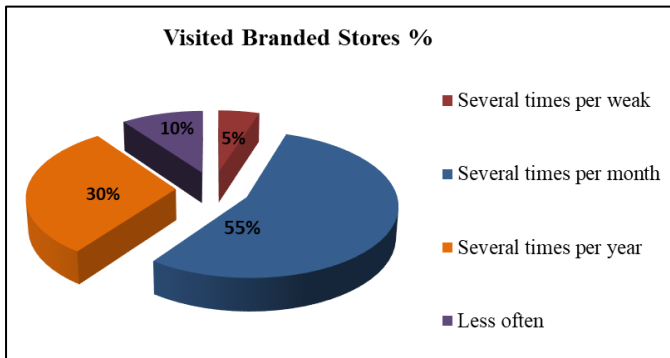


Fig 1: Percentage distribution of respondents according to how many times they visited branded stores: N=120

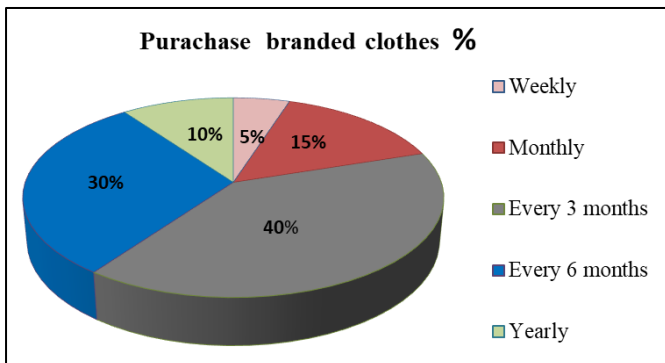


Fig 2: Percentage distribution of respondents purchasing branded clothes. N=120

Conclusion

From the above study, it was found that most of the consumers trusted branded products because of their good quality and also suggest buying branded clothes to friends and family for their quality. It was also found that Price is a big issue of branded clothes among consumers. Branded clothes are preferred mostly by high society people, due to high prices most of the common people cannot afford to buy the branded clothes. Young generation consumers mostly preferred branded clothes to maintain their status with peer groups and they visited branded shops frequently every three months and six months. Most of the consumers buying behaviors towards brand clothes were mainly depend upon their quality, price, comfort, discount, color, unique style and brand loyalty. Adverstiment is the main factor that influence the young consumer in purchasing branded clothes. It was also concluded that quality and price are considered as one of the strong impacts on respondents' preferences towards branded clothes. The young consumer is interested in purchasing brand cloths. Although this research has identified factors that influence respondent's preference were quality, price, design, style and comfort; however, this study was performed only in the Jorhat with the help of an Interview schedule of a sample size of 120 to generalize reliable results.

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