

Role of Product Attributes in Apparel Buying Behaviour

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Abstract:

In the apparel industry, there has been a huge demand for product variety. There are lots of product attributes in apparels to facilitate the product variety. This study explained the role of these factors in buying behaviour of the customers. It aimed to identify the prominent product attributes in apparel purchase. A convenient sample of 125 respondents within Nashik city was considered to collect data with the help of structured questionnaire and the data so collected was analyzed using SPSS. This study has special influence of COVID-19 outbreak. In such external environment, it was found that factors such as price, colour and comfort had a greater impact on people.

Keywords: *Consumer Behaviour, Product Attributes*

I. Introduction:

The global apparel market is changing drastically. The textile industry in India is experiencing a boom due to increasing consciousness for fashion among Indians. The growth of apparel markets in western countries is little bit slow as compare to the developing nations. From last few decades the trends in Indian fashion industry are showing a boom due to rising consciousness for fashion among Indians. This paradigm shift is mainly due to the demanding customer base, with trends inclining towards product differentiation much influenced by personal, psychological, social, economical and environmental concerns among the customers. The apparel style statements and tastes are frequently changing across the population that create a number of marketing challenges for retail firms.

As India is rapidly becoming a preferred destination for international apparel brands, that encourages the researchers to study the market dynamics and changing customer demands. Thus, to survive in the market, it is necessary for manufacturers and retailers to develop effective marketing strategies by identifying the consumer preferences in purchasing the apparels. Thus, the reason of the present study was to investigate the key product attributes in apparel buying behaviour of the consumers in Nashik city. Therefore, it was essential to know how people interpret various attributes of apparel and how different demographic characteristics make diverse judgments throughout their purchase decision, which in turn become crucial to apparel manufacturer brand as well as the retailers.

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II. Review of Literature:

Consumer behaviour encompasses the factors that affect the buying behaviour of a consumer. It gives a thought that how consumer select, purchase and use product or service to satisfy their needs and wants. In the apparel market, the product attributes are the product features like quality, colour, price, fashion, brand, comfort, durability etc.

Mittal and Aggarwal (2012), in their study revealed that success of marketing can be understood by the behaviour of the consumer which includes psychological, physical and emotional processes at every purchase of goods and services.

Vertica Bhardwaj and Ann Fairhurst (2009) stated that the perception of fashion changes among different generations. Young ones usually prefer a low quality, cheap, stylish clothes, compared to the older generation which prefers to buy higher quality clothes.

Gauzente, C., and Roy, Y. (2012) in their study discussed the level of price consciousness among the consumers that influence their purchase decision.

Jayasingh, S., and Eze, U. C. (2012) discussed that the consumer buying behaviour is impacted by price as the major product attribute in the apparel purchasing.

Rajput, N., Kesharwani, S., & Khanna, A. (2012), in their study characterized that the customers prefer quality materials in clothing business to satisfy their wants. They revealed that Indian customers prefer brand as well as quality, comfort, desires and statistic attributes were among few factors those impacts on the buying process of consumers.

Kwan et al (2004) mentioned that researchers have identified many product attributes and criteria that are critical for fashion consumers in clothing purchases. In their study the main dimensions were measured by using the indicators like style, price, fit, brand and quality.

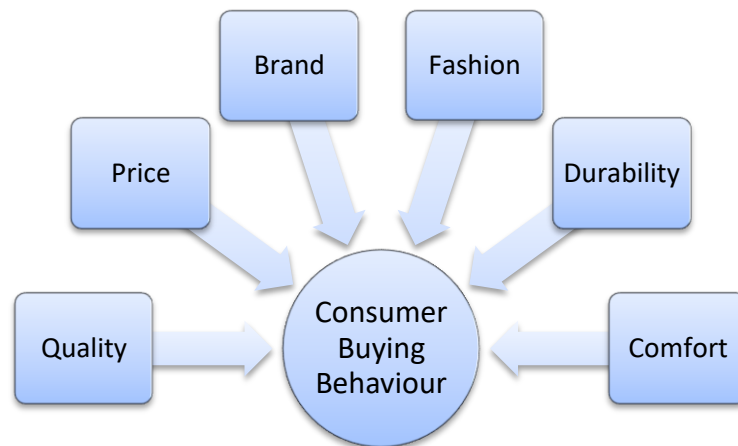
Kankanamge & Dinesha (2014) found that consumers buy items with which they feel comfortable. An individual's likings and level of comfort was derived through the inherent things that govern the decision process.

Objectives of Study:

- 1) To identify product attributes in apparel buying behaviour.
- 2) To understand relationship between demographic factors and product attributes during purchase of apparel.

Conceptual Framework:

This study developed a conceptual framework by using perceived quality, price, fashion, comfort, brand, durability as product attributes as the independent variables that influence consumer buying behaviour towards apparels. A conceptual framework was developed based on the review of various related literature.



Hypothesis:

H0: There is no difference in weightage given to various product attributes by the consumers in apparel buying behaviour.

H1: There is a difference in weightage given to various product attributes by the consumers in apparel buying behaviour.

III. Research Methodology:

The study entailed identifying and determining the product attributes in the apparel purchase decisions through secondary research for creating conceptual frame-work and in the proceeding research for determining their role in buying behaviour.

Research instrument:

Research instrument used for the empirical study was structured questionnaire which was send online for data collection. It included the closed ended questions, 5 point Likert scale with questions ending - Strongly Disagree/Disagree/Neutral/Agree/Strongly Agree. The data was analysed with the help of SPSS software.

Sample size:

Sample size for the study was 125 respondents. Samples were selected by convenience sampling method from the population of Nashik city.

IV. Data Analysis & Discussion:

Frequency Tables:

The respondents' profiles are tabulated with their gender, age, income and occupation.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	78	62.4	62.4	62.4
	Female	47	37.6	37.6	100.0
	Total	125	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 18 yrs	9	7.2	7.2	7.2
	18-24 yrs	25	20.0	20.0	27.2
	25-34 yrs	36	28.8	28.8	56.0
	35-44 yrs	36	28.8	28.8	84.8
	more than 44 yrs	19	15.2	15.2	100.0
	Total	125	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	22	17.6	17.6	17.6
	Service	41	32.8	32.8	50.4
	Business	22	17.6	17.6	68.0
	Professional	30	24.0	24.0	92.0
	Others	10	8.0	8.0	100.0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	78	62.4	62.4	62.4
	Female	47	37.6	37.6	100.0
	Total	125	100.0	100.0	

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than Rs. 10000	10	8.0	8.0	8.0
	Rs. 10000 – Rs. 30000	49	39.2	39.2	47.2
	Rs. 30001 – Rs. 50000	35	28.0	28.0	75.2
	more than Rs. 50000	31	24.8	24.8	100.0
	Total	125	100.0	100.0	

The above data shows that 62.40% respondents were from male category. The majority respondents were from 25-34 years & 35-44 years age group i.e. cumulatively around 57.60% respondents represented these age groups. In the study 32.80% respondents were from service class. However in the income level of respondents in the study, it was found that majority i.e. 39.20% of the respondents were from the income group of Rs. 10,000 – Rs. 30,000.

Quantitative analysis:

The Descriptive statistics and factor Analysis (factors in deciding of the purchase) can be found with the help of SPSS for entire 125 samples.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Quality	125	1	5	3.50	1.140

Colour	125	1	5	3.26	1.156
Price	125	1	5	3.03	1.114
Fashion	125	1	5	3.26	1.197
Brand	125	1	5	2.59	1.101
Comfort	125	1	5	3.81	.859
Durability	125	1	5	3.10	1.163
Valid N (listwise)	125				

The mean, standard deviation and number of respondents (N), who participated in the survey, are shown in the table. Looking at the mean, we can conclude that ‘Comfort’ is the most important variable which influences customers in deciding of the purchase in apparel. It has the highest mean of 3.81.

Table: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.539
Bartlett's Test of Sphericity	Approx. Chi-Square	145.509
	Df	21
	Sig.	.000

Taking a 95% level of confidence, KMO measure is > 0.5. Hence, it is possible to extract reliable factors from the given set of variables.

Bartlett’s test of Sphericity:

Since p -value < 0.05, hence the correlation is significant & Factor Analysis can be performed.

Communalities Extraction from principal component analysis

	Initial	Extraction
Quality	1.000	.573
Colour	1.000	.823
Price	1.000	.742
Fashion	1.000	.610

Brand	1.000	.634
Comfort	1.000	.691
Durability	1.000	.682

Extraction Method: Principal Component Analysis.

From this table, it can be observed that colour (0.823), price (0.742) and comfort (0.691) are considered important variables among the other variables in deciding of the buying of apparel. 82% of variance in colour is accounted for, while 74% of variance in price is accounted for and followed by 69% of variance in comfort are considered important variables among the customers during the deciding of the buying of apparel.

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.980	28.290	28.290	1.980	28.290	28.290
2	1.650	23.577	51.867	1.650	23.577	51.867
3	1.124	16.059	67.926	1.124	16.059	67.926
4	.856	12.222	80.148			
5	.533	7.614	87.762			
6	.495	7.070	94.832			
7	.362	5.168	100.000			

Extraction Method: Principal Component Analysis.

It can be deduced from the above table that percentage of total variation explained by factor 1 (colour) is 28.290%, by factor 2 (price) is 23.577% and by factor 3 (comfort) is 16.059%

Total variation explained by all the three factors put together = 67.926 %

This proves that the null hypothesis H₀ is rejected. Hence, the hypothesis H₁ accepted and reveals that there is a difference in weightage given to various product attributes by the consumers in apparel buying behaviour.

V. Conclusion:

In the study perceived quality, price, fashion, comfort, brand, durability were identified as the various product attributes those mainly play the role in apparel buying behaviour. The study conclude that, from the selected product attributes in apparel purchases - colour, price and comfort were the key attributes that playing leading role in buying apparel from the market. Hence, the suppliers need to give more weightage to these factors for gaining maximum customers.

Future Research:

This study was conducted in the COVID-19 outbreak, which was heavily impacted on the purchase decisions and purchase pattern of the customers. In this study the focus was given on the apparel buying behaviour considering the product attributes. In future it can be studied for apparel buying behaviour in online purchasing.

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