

Evaluation of Customer's Perception for the Purchase of Apparel from Branded and Non-branded avenues: With Special reference to the State of Tamil Nadu

K.K. Ramachandran

***Abstract---** It is a well-known fact that the purchase behavior of a given consumer is being affected by a number of elements and these elements are supposed to affect the final purchase of the customer. As far as apparel are concerned they are related to the face value of the customer and important for public presence, hence a given customer is more conscious about the same. This present study investigates into the same parameters of customer choice and tries to identify the factors that are responsible for the same. The location of the study is Coimbatore city in Tamil Nadu. This present research is based on primary data and the respective size of the sample is 100 respondents. The method of sampling is convenience sampling and SPSS ver. 22.0 is used for the analysis of collected data. One way ANOVA is used to analyze the variance among the responses of the samples. The respective results of the present study will present a clear vision for the different components that are supposed to affect the behavior of the customer as far as apparel is concerned.*

***Keywords---** Consumer Perception, Branded and Non-Branded Apparel, Tamil Nadu.*

I. INTRODUCTION

Considering the virtue of the different market forces it can be stated that in order to remain competitive and secure a profitable condition in a given market most of the manufacturers are required to increase their present capacity of manufacturing or distinguished the variety of the products that they are making, and this stands true even for the apparel industry.

On the other hand, it is also a well-known fact that in case of apparel industry, any of the designs, the quality of fabric, style avenues and the association of all of them with the respective brand is not long lasting, i.e. they are not supposed to sustain in the market for a longer period of time, as a matter of fact the history of the Indian textile industry is very rich and fabric and quality is being largely acclaimed all over the world. On the other hand, the textile industry is employing around a 1/4th part of the total employed people of the country, though it is a big number but then again it does not justifies the loose ends of the industry in the form of cloth designing and fabric sustainability.

Now, at the second level when we talk of retail industry and that too in the organized retail industry according to E & Y, 2016 it is the third largest market for the apparel industry in the country and holds around 11.2% of the international apparel market including India and the total value of the same is around US\$ 43 billion all over the world. In the years to come it is expected that the overall Indian apparel market will grow to around US\$ 12.7 billion

K.K. Ramachandran, Professor /Director, GRD Institute of Management Science, Coimbatore, India.

by the year 2022, increasing the share of the same to 13.5% in global retail market. It is expected to grow 12-15 percent per year.

II. CONSUMER PERCEPTION

As stated above, perception can be viewed as a psychological process through which a person interprets the stimuli collected from the external world and by the way of self-reasoning creates a structure of the same in his or her mind. This given process stands true for all kind static and dynamic components given in the external world.

So as to know the concept of consumer behavior or the actual consumer behavior of the respective customer, it is very important to understand the process of forming a perception. It can also be said that the environment in which a person is living in, gives him or her stimuli for a product or a service.

Individual components mean the nearest condition of a human, including everything what is inside the individual, his head and soul, portraying him as an identity. The conscious receptor of the customer use to collect data from the outside world and put the same into consideration while making an image for a certain product or service.

III. ELEMENTS OF PERCEPTUAL PROCESS

i. Sensation

Sensation is an incitement of a customer's tangible receptors and transmission of the data to the mind and the spinal line with an assistance of nerve cells. In hypothetical deals with the buyer conduct sensation is generally considered as a physiological instrument that helps a human, utilizing his tactile receptors (eyes, ears, nose, mouth and skin) to respond to outer boosts in the form of a picture, some type of sound or aroma, etc.

ii. Attention

Consideration is another component of the perceptual procedure. Consideration as a separating component of the data given by an improvement. Many of the researchers stated that consideration is communicated as a preparing extent of the amount of boost data. The greater the extent of the improvement preparing, a greater amount of boost data a purchaser acknowledges and imagines.

iii. Interpretation

Elucidation is the component of the perceptual procedure as a procedure of sensation disentangling. The creators are specific to take note of that amid this procedure feeling are transformed into images, for example, words, numbers or pictures and other. Images are additionally utilized for data stockpiling and further investigation.

Figure 1: Elements of Perceptual Process

iv. Retention

Maintenance puts a noteworthy accentuation on the last component of the perceptual procedure known as maintenance in his works. The shopper remembers better and holds those signs and their implications that are near his frames of mind.

IV. LITERATURE REVIEW

Jafar Ikbal Laskar and Haidar Abbas, (2014) the researchers had conducted this study to evaluate the consumer perception. This study was conducted in the city of Coimbatore. The total sample of the study was 150 people, including male and female respondents. The findings of the study stated that for the purchase of apparel, a high involvement of female respondents was observed and it was more than the male respondents. The study also stated that the customers feel comfortable in purchasing private brands as they are price friendly and high variety of the same is available.

Namrata Anand, Vandana Khetarpal (2014) this research was conducted to evaluate the awareness of the customers regarding clothes of private brands. The findings of the study stated that the retention of information in the mind of customer regarding any product or service is very closely related to his or her interest in the same. In case of private apparel, the customers are found to be less aware as they are not dependent on the private brands for their purchases.

Madhavaiah et al (2014) this study was conducted to analyze the impact of demographic characteristics on the consumers for the purchase of apparel of private brands. The findings of the study stated that demographics is not the only component which is responsible to influence the purchase behavior of the customer, there are some other factors as well like, promotion campaigns, store reliability, etc.

Ranjitham et al (2016) this study presents a comparative analysis between the purchase of the private labels and some other international brands like Raymonds. Van-Hussein, etc. the respective sample size of the study was 200 respondents and included only male respondents. The findings of the study stated that while buying the apparel of the international brands, customers are more conscious for the quality, durability, looks and related components while purchasing from a private labels in retail stores the focus is on price and available discounts and any other promotional campaigns.

Objective of the Study

- Identify the need for new apparel and match the same with customer requirement.
- Check the awareness level of consumers regarding branded apparel.
- To study the perception of the consumer about branded apparel.

Hypothesis 1

H₀: The price of the apparel and perception of the customers do have a positive relationship.

H₁: The price of the apparel and perception of the customers do not have a positive relationship.

Hypothesis 2

H₀: There is a significant relation between the choice of the store and the type of person buying the product.

H₁: There is no significant relation between the choice of the store and the type of person buying the product.

V. RESEARCH METHODOLOGY

Sampling

In the present study non-probable and purposive sampling is used.

Sample Size

Sample size in the present study is 100 respondents; this sample size is the chosen on behalf of some of the earlier (*Indian and Foreign*) studies, conducted at the different time frames.

Data Collection

In order to collect primary data a structured questionnaire is exercised with the respondents and the respective period of study is September 2019 to October 2019.

Statistical Tools Used

One way ANOVA is being used to test the hypothesis.

VI. DATA ANALYSIS AND INTERPRETATION

Hypothesis 1

Summary results of ANOVA H 1

On the Basis of Age	F	Sign
Private Label are less on prices.	.155	.926
Private labels are not worth to their price.	.688	.559
Generally Private labels are the replica of big brands.	.660	.577
Private labels are not good on quality.	.365	.778
Fabric of private labels is not comfortable for the body.	.889	.446
On the Basis of Education		
Private Label are less on prices.	3.098	.016
Private labels are not worth to their price.	.534	.711
Generally Private labels are the replica of big brands.	.983	.417
Private labels are not good on quality.	1.885	.112
Fabric of private labels is not comfortable for the body.	1.117	.348
On the Basis of Income		
Private Label are less on prices.	.209	.890
Private labels are not worth to their price.	.579	.629
Generally Private labels are the replica of big brands.	.993	.396
Private labels are not good on quality.	.593	.620
Fabric of private labels is not comfortable for the body.	.301	.825
On the Basis of Cadre		
Private Label are less on prices.	1.056	.367
Private labels are not worth to their price.	1.398	.242
Generally Private labels are the replica of big brands.	2.036	.108
Private labels are not good on quality.	.371	.774
Fabric of private labels is not comfortable for the body.	1.750	.156

Interpretation

Age is from one of those factors which makes a person more experienced and versed for the external environment and the same can be seen from the above table of ANOVA test, where the amount of variation is minimum between the 'F' and 'Sign.' value, in almost all the cases, there is some amount of variation related to the fabric of the private labels and even the overall quality there is a particular amount of variation. This refers to the fact that the respondents are informed enough to buy the apparel of private label at the desired price.

This is a well-known fact that a buyer with low income is having minimum options to buy and vice-versa and the same can be seen from the above analysis as well. Here a high variation can be viewed for the prices of private labels, duplication of store brands and quality of the fabric of private labels. This variation states that the respondents even from the high income group are not always buying from the branded stores, as a matter of fact they are also buying from the stores of private labels as well, though the frequency of such purchases is less. On the basis of above analysis the researcher would like to state that demographic factors are not the only drivers that can push a person to purchase from a branded store or from a store of private label, i.e. there are certain other factors which are responsible for the same. In other words, it can also be stated that the respective purchase can be the result of the collective effect of the above stated demographic factors.

Result

On the basis of above analysis and interpretation it can be stated that the null hypothesis ‘The price of the apparel and perception of the customers do have a positive relationship’ can be accepted and the alternate hypothesis can be rejected.

Hypothesis 2

Summary Results of ANOVA H 2

On the basis of Age		
Price is the main consideration for buying apparel.	.329	.404
Quality is the main consideration for buying apparel.	1.575	1.195
Distance to the store is the main consideration for buying apparel.	1.222	1.301
I prefer branded apparel for gifting purpose.	3.376	2.018
I might prefer private labels for routine wear.	.524	.666
I compulsively purchase from my favorite store.	.539	.655
For special occasions I consider my own appearance over my favorite brand.	3.961	3.008
On the basis of Education		
Price is the main consideration for buying apparel.	.614	.653
Quality is the main consideration for buying apparel.	1.618	.168
Distance to the store is the main consideration for buying apparel.	1.193	.942
I prefer branded apparel for gifting purpose.	.967	.625
I might prefer private labels for routine wear.	1.899	1.109
I compulsively purchase from my favorite store.	.439	.525
For special occasions I consider my own appearance over my favorite brand.	.097	.962
On the basis of Income		
Price is the main consideration for buying.	.834	.475
Quality is the main consideration for buying apparel.	.861	.461
Distance to the store is the main consideration for buying apparel.	1.474	.700
I compulsively purchase from my favorite store.	1.851	.937
For special occasions I consider my own appearance over my favorite brand.	.470	.504

Interpretation

As far as the component of age is concerned, respondents from all the age groups were agreed to the fact that price is the main consideration for buying the apparel, here it is important to mention that other than the luxury brands like Gucci, Caprese, etc. all type of customers are conscious for the price of the apparel and seldom search for good deal of offers at the branded stores. It is not so that all the customers are buying the branded apparel for

their own use, they also feel pride in gifting the branded apparel to their near and dear ones. Then there are some of the respondents who use to wear the branded apparel in daily manner, but the type of apparel vary as per requirement and liking of the respondents.

Then on the basis of education, price is one of the major considerations, as far as branded apparel are related. The meaning and acceptance of quality also differs with the factor of education, some amount of variation is found regarding the distance of the store from the place of the respondents. On the basis of education gifting of branded apparel is not always the suitable choice; they stated that the variety of gift depends on the relationship with the respective person. Then the respondents stated that they do not always prefer the branded apparel for routine use, rather comfort level is the major consideration.

On the basis of income, even the respondents from the high income group are also conscious about the price of the apparel, here the comparison is between the price and the latest fashion. Then there is a certain amount of variation on the basis of quality of the product. People of the high income group are having the limitation of time but price is never a constraint, hence they look forward to the nearest store that can cater all their needs in this respect. Then the respondents from the low income group use to travel a lot for in search of their suitable apparel.

Result

On the basis of above analysis and interpretation it can be stated that the null hypothesis ‘There is a significant relation between the choice of the store and the type of person buying the product.’ can be accepted and the alternate hypothesis can be rejected.

VII. CONCLUSION

As this study was focused on the perception of the customers regarding the purchase of apparel of private labels and the location of the study was Rajasthan. The findings of the study stated that price is one of the most important components while going for the purchase of private label apparel and even the loyalty of the customers cannot be associated with the type of store that customer use to visit at a given point of time i.e. it cannot be taken as granted that the customer will certainly visit the store for his or her next purchase.

The analysis part of this present research also states that most of the customers are having different perception for different types of product which are being sold at different avenues, like the branded stores and stores of private labels. As a matter of fact, for private labels the both the customer as well as the seller, are having the sole motive to make the maximum amount of benefit from the purchase made. Here the motive of the seller is to sell large number of units to gain maximum profit and the buyer is having the motive to get maximum purchase on minimum price. This phenomenon can be understood in terms of perception for avenues from where a person is buying the apparel.

REFERENCES

- [1] Syed Irfan Shafi, Dr. C. Madhavaiah (2014), Investigation on Shoppers' Buying Behaviour towards Apparel Products in Bangalore City. *Pacific Business Review International* Volume 6, Issue 8, February 2014, P 63-68).
- [2] Meeran, M.S., & Ranjitham, D.D. (2016). Customers Buying Attitude towards Branded Apparel on Showrooms at Tirunelveli Dist, Tamil Nadu. *Indian Journal of Applied Research*, 6(2).

- [3] Sheek Meeran, Ranjitham (2016), Customers Buying Attitude Towards Branded Apparel on Showrooms at Tirunelveli Dist, Tamil Nadu, *Indian Journal of Applied Research*, Volume: 6, Issue: 2, February 2016, ISSN - 2249-555X.
- [4] Syed IrfanShafi, Dr. C. Madhavaiah (2014), Investigation on Shoppers' Buying Behaviour towards Apparel Products in Bangalore City. *Pacific Business Review International* Volume 6, Issue 8, February 2014, P 63-68).
- [5] Md. Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad Anwarul Azim, Md. Russel Anwar (2014), Customer Perceptions In Buying Decision Towards Branded Bangladeshi Local Apparel Products, *European Scientific Journal* March 2014 edition Vol.10, No.7,pp.482-497.
- [6] JafarIqbal Laskar and Haidar Abbas (2014), Consumer Perception of Branded Garments in Indian Apparel Industry, *Journal of Business Administration and Management Sciences Research* Vol. 3(6), pp. 101-105, June, 2014, ISSN 2315- 8727, 2014 Apex Journal International.
- [7] Namrata Anand, Vandana Khetarpal. (2014), Growth of apparel industry in India: present and future aspects. *Scholars World-IRMJCR* Online: ISSN 2320-3145, Print: ISSN 2319.