



“EFFECT OF ADVERTISING AND BRANDING ON WOMEN BUYING BEHAVIOR WITH REFERENCE TO READYMADE GARMENTS IN JABALPUR REGION”

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Abstract

Textile industry holds a significant status in India. It provides one of the most fundamental necessities of the people. Readymade garment is a part of textile industry and it accounts for about half of India's textile exports. Readymade garment is really becoming big business. In present marketing scenario, the study of consumer behavior has become essential. This study aims to identify the factors that influence women buying behavior and also to identify the relationship between advertising and branding on one hand and women buy behavior on the other and what triggers them to buy.

Keywords: Advertising, Branding, Consumer Buying Behavior.

Introduction

Consumers are the kings of market. The knowledge of women buying behavior helps the marketer to understand how they think, feel and select from alternatives available, & how they are influenced by advertisement and branded clothes. A consumer's buying behavior is influenced by cultural, social, personal & psychological factors. Almost every one grows up in the world which is flooded with the mass media e.g. television advertising, films, videos, billboards, magazines, movies, music, newspaper, and internet. Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader. Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serves as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country. The future potential of the readymade garment market lies in companies trying to change consumer perception & help them to make a transition from readymade cloths to ready-to-wear clothing.

Consumer Buying Behaviour

Consumer Behaviour is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior comes under marketing branch. The study of consumer behavior dwells from various themes. The important ones are discussed below:

1. Buying Motives: A customer purchases a particular product or service because of a strong inner feeling or force which instills in him a strong desire to have possession of the same. A buying motive can be said to be all the desires considerations and impulses which induce a buyer to purchase a given product. Basically, buying motives are of two kinds:

- Product motives.
- Patronage motives.

Product Motives: The impulses, considerations, and desires that induce a person to be positively inclined to purchase a product is called product motive. The product is inclusive of the attributes i.e. color, size, attractive design, package, price etc, which may be the reasons behind product motives.

Product motives can be classified on the basis of the nature of satisfaction sought by the buyer. Based on this classification, we can have two categories of product motives:

1. Emotional product motives: Emotional product motives are those impulses which persuade a customer to purchase a product spontaneously without giving prior thought to the consequences of the action or decision.
2. Rational product motives: Rational product motives, on the other hand, involve careful reasoning and logical analysis of the intended purchase. The buyer will work out whether it is worthwhile to purchase the product.

Patronage Buying Motives: Why do buyers purchase from specific shops? What are the considerations or factors which persuade the buyers to display such patronage? These questions can be answered by understanding buyer patronage motives.

- a) **Emotional Patronage Motives:** Emotional patronage motives are those impulses which motivate or persuade a buyer to purchase from specific shops. There may be no logical reasoning behind his decision to purchase from a particular shop. He may simply decide to buy from his most preferred shop, merely based on subjective reasons.



- b) **Rational Patronage Motives:** If a buyer solicits a particular shop after following a logical reasoning of the mind, this is called rational patronage motives. He may select a shop because it offers a variety of products, or stocks the latest designs and models, or assures prompt delivery and good after sales service. As mentioned earlier, even patronage motives can be a combination of emotional and rational motives.

Advertising

The term advertising originates from Latin word 'advert' which means to turn around. Advertising, thus, denotes the means employed to draw attention to any object or purpose (Ramaswamy & Namakumari, 2004). Advertising has been defined as, 'any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor' (American Marketing Association, 2000). Cheng (1996) has stated that 'any human communication intended to persuade or influence buyers in their purchase decisions'. Advertising is the non-personal communication of the information usually paid criteria for successful advertising yet ultimately, it is about building or contributing to successful brands (Kapoor, 2004). Advertising can be defined as a paid form of non-professional but encouraging, complimenting and positively favorable presentation of goods and services to a group of people by an identified sponsor. It does not include distribution of free samples or offering bonuses, these are sales promotion. In simplest words advertising is introduction, to consumers and general public, of services goods.

Branding

Brands are always considered as a best tool for marketing and business strategy. As the communication systems are getting advanced day by day, it shrunk the distances, thereby linking markets through flows of information across markets. This trend increased the competition levels as well. "A brand is defined as a specific name, symbol or design or, more usually some combination of these, that is used to distinguish a particular seller's product" (Doyle, 2002). During the immature stage of consumer behaviour, consumers' limited experience with modern marketing makes them depend on reputable brands and track records. Sometimes consumers rely on price as a mark of quality. Therefore the brand effect is very important to study. Brands accounted for one-third to one-half of all consumers' expressions of intent to purchase.

Review of Literature

In the marketing context, the term consumer refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post purchase activities. Pre- purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it. Post-purchase activities include the evaluation of the purchased item in use and reduction of any anxiety which accompanies the purchase of expensive and infrequently bought items. Each of these has implications for purchase and repurchase and they are amenable in differing degrees to market influence.

In today's dynamic world, it is almost impossible for advertisers to deliver advertising message and information to buyers without use of advertising. Certainly, this may be because of the globalization and accessibility of hundreds of channels for the viewers of this modern era. Now a day, due to globalized economy, which made available a bulk of marketing stimuli to the modern consumers. More often consumerism describes the way of equating personal happiness, with purchasing material possessions and consumption in excess of one's need (Saleem et al., 2010). Fashion clothing industries seem to be more female target, however due to increasing amount of men consumers, companies are trying to target products more unisex (Rigby 2011). As the primary mission of advertiser is to reach prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individual's interest in their products. They need to understand what makes potential customers behave the way they would like. It also appears that advertising may have the potential to contribute to Rajagopal has made a study on Consumer Culture and Purchase Intentions towards Fashion Apparel. In his study he has found that the shoppers' perceptions towards fashion apparel in reference to purchase motivations, socio cultural value, and life-style that mediate the emotions and shopping behavior. Fashion loving consumers typically patronage multi-channel retail outlets, designer brands, and invest time and cost towards an advantageous product search. The study suggests that consumers with sustainable purchase intentions for fashion apparel are motivated to seek benefits of the store and brand specific promotions and prices enhancing their shopping basket. The majority of shoppers rely on store patronage, brand value and building loyalty over time to continue benefits of the store and brand promotions. The shopping motivation, attributes of retailers and customer beliefs influence patronage behavior among shoppers. (2012).

Objectives of the Study

The study has been carried out to fulfill the following objectives.

- To know the consumer preference towards Readymade branded garments in Jabalpur city.
- To study the awareness level of consumers towards the readymade branded garments.
- To know the factors that influences the consumers to prefer the branded apparels..
- To study the satisfaction level of consumers.



Data Sources/ Data Collection

This research will be small scale with the objective to merely explore the subject and investigate the possibilities of undertaking a larger research study, which makes it an explorative research with the objective to make tentative conclusions at the end. This study will be based on primary data. Primary data was collected by questionnaire method. The data collected will be tabulated, analyzed and interpreted for drawing conclusions.

Hypothesis

The following hypothesis has been taken-

- People still prefer unorganized markets. They don't prefer branded clothes.
- T.V ads do affect Women buying behavior.

Limitation of the Study

The present study has limitations that should be acknowledged.

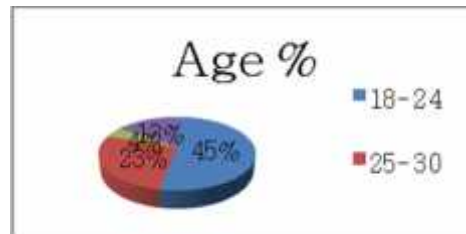
- The data collection are primary in nature, therefore it suffers from the limitations of primary data. Some customers were reluctant in answering the questions.
- The data collection was based on the opinion of the respondents and opinion of a human being may change from time to time.
- The sample size is limited due to time constraint.
- The study was confined only to urban area of Jabalpur city. Hence the results cannot be generalized

Data Analysis and Interpretation of Facts

The questionnaire was designed so as to get the real insight of the buying behavior of women with regards to branded readymade clothes. The distribution of questionnaire was also taken care of and was distributed to almost all categories of buyers from the point of view of age, profession, financial status etc. As the studies limited to urban areas of Jabalpur, it may not give the overall picture of the district. The sized of sample of sample was also small due to time constraints and as such the outcome may not represent the whole population. It has given the clear idea about their needs and preference in women's cloths.

Age	%
18-24	45%
25-30	23%
30-35	4%
35 & above	13%

Primary Data Collected



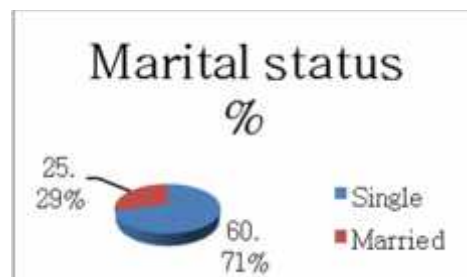
Qualification	%
12 th	17%
Graduate	25%
Post Graduate	27%
Professional Degree	16%

Primary Data Collected



Marital status	%
Single	60
Married	25

Primary Data Collected





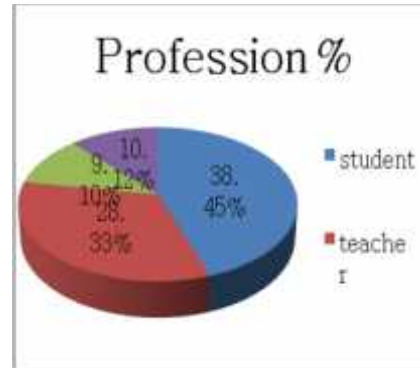
Working	%
Yes	39
No	45

Primary Data Collected



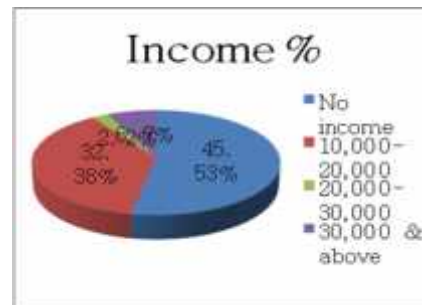
Profession	%
Student	38
Teacher	28
Self-business	9
House-wife	10

Primary Data Collected



Income	%
No income	45
10,000-20,000	32
20,000-30,000	2
30,000 & above	6

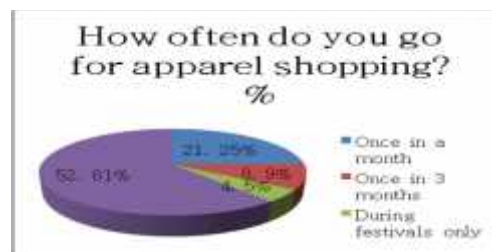
Primary Data Collected



It is observed from the demographic details of the respondents that, the singles are the largest number of buyers of readymade branded garments. Majority that is almost 45% fall under the age group between 18-24 years, are students totally depended on their parents for their purchases.

7. How often do you go for apparel shopping?

Shopping Frequency	%
Once in a month	21
Once in 3 months	8
During festivals only	4
No fixed period	52



Interpretation: According to the diagram 52.61% of respondents have no fixed period for shopping, 21.25% of them go for shopping once in a month, 8.9% go once in 3 months & 4.5% go during festivals only. Branded apparel market is exponentially growing but still is in its nascent stage, where there are more challenges than opportunities which have to be handled tactically for desired results.

8. How much money do you spend on clothes monthly?

Rupees	%
1,000-2,000	54
2,000-3,000	25
3,000-4,000	1
4,000-5,000	5





Interpretation: The above diagram shows that 54.64 % respondents are spending Rs. 1,000 to Rs. 2,000 monthly on clothes, 25.29% of them spends Rs. 2,000 to Rs. 3,000 on clothes and 6% are those who spend Rs. 4,000 to Rs. 5,000 monthly on clothes. On an average Rs. 15,000 to Rs. 18,000 per annum is not a big amount from the point of view of branded clothes, howsoever 55% respondents are within this range. There is a need to create demand amongst these customers so as to increase the sales.

9. With whom do u prefer going for shopping for clothes?

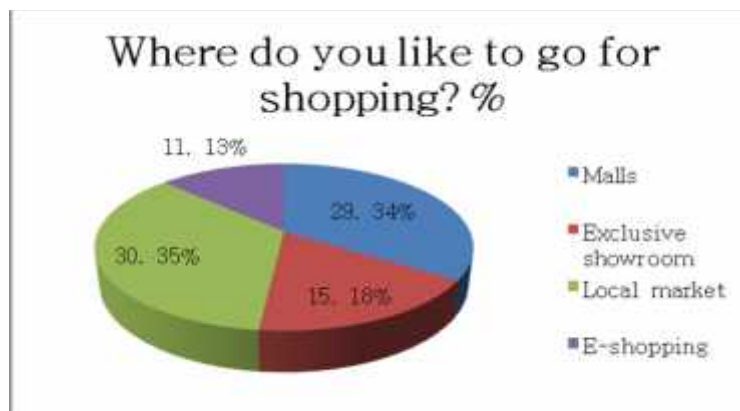
Table No. – 9	
	%
Parents	27
Friends	31
Alone	13
Sibblings	11
Husband	4



Interpretation: The diagram reveals that 31.36% of respondents prefer to hangout with their friends for shopping as they are aware of latest trend and fashion emerging in the market. 27.31% of them prefer to shop with their parents and rest 42% of respondents like to go with their siblings, husband or alone.

10. Where do you like to go for shopping?

Table No. – 10	
Shopping Place	%
Malls	29
Exclusive showroom	15
Local market	30
E-shopping	11





Interpretation: On this question relating to place from where the customers shop, about 30.35% responded to local market followed by malls as answered by 29.34%, whereas, only 15.18% and 11.13% respondents shop from exclusive showroom and e-shopping. It is observed that majority of the customers prefer to shop from local markets and malls due to large variety of apparels. E-shopping has gain momentum in electronics goods, but not in readymade garments due to some attributes like colour, fit, size etc.

11. Do you agree that women purchase decision is influenced by brand name?

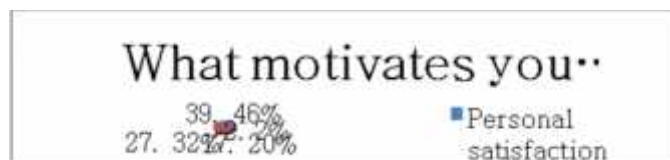
Table No. – 11	
	%
Strongly agree	13
Agree	36
Neutral	28
Strongly disagree	8



Interpretation: It is observed that 13.15% respondents strongly agree that their highly brand conscious and prefer branded clothes only while 36.42% agree that branded purchase decision is influenced by brand name, 8% respondents are dissatisfied with the brand they are using but still they are using it because they don't have any other option meeting the standard.

12. What motivates you to go for branded apparels?

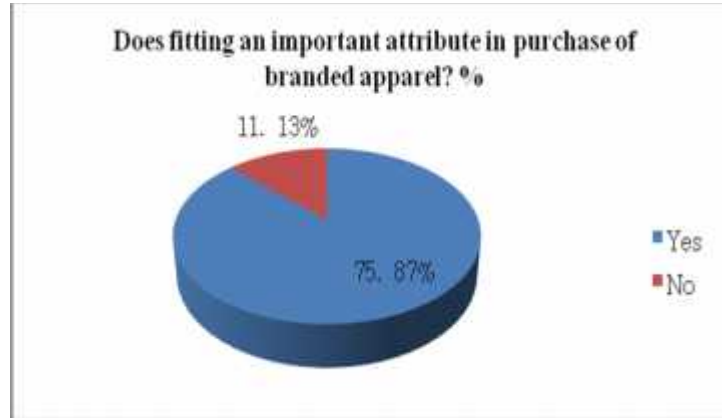
Table No. – 12	
	%
Personal satisfaction	27
Better quality	39
status & prestige	2
Better comfort	17



Interpretation: As per the diagram, 39.46% of respondents are motivated to go for branded apparels just because of better quality as Jabalpur respondents are quality conscious, and their expectation related to quality is rising steadily. While 27.32% respondents purchase branded apparels for personal satisfaction, 17.20% purchase for better comfort and only 2.2% respondent's purchase branded apparel for status and prestige. It can be said from the analysis that respondents may or may not be brand conscious but still they are motivated to go for branded garments.

13. Does fitting an important attribute in purchase of branded apparel?

Table No. – 18	
	%
Yes	75
No	11



Interpretation: Relationship of fitting attribute and buying decision of women are found to be significant factor, as for women fit of a branded garment is Prime & their looks are enhanced after wearing it. It is clear from the diagram that 75.87% respondents consider fitting as an important attribute in purchase of branded apparel while 11.13% does not consider fitting so relevant.

14. Name the brands you are aware of

Brands	%
Biba	6
Levi's	27
Wrangler	7
Madame	8
People	7
Lee	5
Spykar	8
Reebok	3
And	2
Nuon	3
West side	4
Max	3
Provogue	2



Interpretation: This study shows that women in Jabalpur are aware of maximum of brands & are brand conscious too. The most popular brand from all the brands among the women is Levi's as, 27.32% respondents are aware of the brand Levi's as it is popular for its denim & fits.



Findings

The findings of the study reveals that apparels are the part of shopping products which are not in demand on daily basis, as normally one would not purchase a denim brand daily but since it is a part of fashion industry, 21.25% respondents show frequency of monthly buying and spends Rs. 1,000- Rs.2,000 on clothes. In this 21st century, youth prefers to hang out with their friends and shop. They don't bank on their family for shopping. The study reveals that 31.36% respondents prefer going shopping with their friends while 27.31% prefer to shop with parents. In Present scenario, E- shopping is also gaining momentum in electronic goods but not in apparels. In Jabalpur, people are either not much known or not comfortable with the technology. According to the study in this context, only 12% respondents do e-shopping for apparels, although the graph of e-shopping is increasing globally. Respondents prefer local market for shopping in Jabalpur city the most, followed by malls due to latest trend and large variety. Women in Jabalpur city are quality conscious and branded clothes assure and guarantee that quality. From the analysis, the same was revealed that 58% women assert quality. Some of the women respondents prefer to purchase branded clothes for their personal satisfaction, as branded apparels raises their confidence level. Status and prestige for respondents constitute the least important attribute and reason for buying branded apparels. Hence, the study reveals that Women in Jabalpur city are brand conscious and prefer to buy branded apparels only due to its durability, fabric, fit, comfort and quality.

Suggestions

Apparels are fundamental to the modern consumer's sense of identity. It reflects people's lifestyles and shows their social and economic status. Marketer should know about the market and fashion trends about female segment which are popular in category. Though the quality of readymade garments is good, it has to be further improved with the help of latest technology. In Jabalpur, maximum hoardings which one comes across are of political parties. If branded outfits hoardings are displayed, then the sale will rise drastically, as people will get to know about the latest trends. Since most of the buying is during festive season, some attractive schemes may be launched as in Promotional schemes such as discount, free offers with purchase are suggested to increase sales of branded clothes. Customers who are brand conscious can be asked to give reference of their friends, who are non users of brand so that retailers can send messages, discount schemes and other positive points of brand to attract the new customers. Although brand consciousness is their among women in Jabalpur, but a large portion is still untapped where people are not much aware about the brand. So awareness should be spread among them especially through advertisement. The customers with some amount of guarantee be allowed, to pay the bills in EMI's. This will definitely enhance sales. This could be done with the help of bank tie-ups. Hence, feedback system must be made effective for knowing the grievances of the customers and must take effective steps to satisfy them.

Conclusion

Readymade garment is a part of textile industry and it accounts for half of India's textile exports. India is becoming the most preferred destination for sourcing readymade garments for international market. Consumers market for fashion apparel has become more varied by in surge of designer brands, store brands, personalization, customs & advertisement in the global market place of today. From the above analysis, it is clear that women have particular perspectives and motives behind their purchases. A clear understanding of preferences of consumers will help the marketer to attract and maintain their target consumer group. The results are interesting and will give important insights to the marketer to redefine the strategies of branded fashion apparel considering the consumer preferences. It was found that the women's major means of awareness is through advertisements and so the other retailers must make an extra effort to create more awareness of their products to the general public and they can do it by making innovative and attractive advertisements that may influence more customers to purchase. The retailers have to get more trained staff that may help the customers and may influence them to purchase and they must also be well trained, and have to introduce more collections and variety of clothes in their outlets for increasing the sales.

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