"A STUDY ON CONSUMER PREFERENCES TOWARDS INDIAN AND INTERNATIONAL RETAIL BRANDED APPAREL OUTLETS AT BENGALURU CITY".

Yashashwini. A*   Dr. K C Mishra**
*Research Scholar in Management Bharathiar University Coimbatore &Assistant Professor,
Presidency College department of Commerce and Management Bangalore.
**Research Guide   Bharathiar University   Coimbatore&Director Sambhram School of Management,Jalahalli
*East Bangalore.*

1.1 Introduction

Retail industry at present is foremost contributor in the economic growth of a country and it is shifting swiftly in today's world. The purchasing pattern of Indian consumers has altered over the past decade. The need for creativity, uniqueness and fashion consciousness has influenced the consumer preferences towards the product or service. Retailing has emerges as the most promising and dynamic industry over the past several years. The data accounts over to be 10% of the country's gross domestic product (GDP) and around 8% towards employment. It is fast-paced industry due to the entry of many players and India is considered to be the world's fifth largest global destination in the retail space (Source: IBEF).

Indian retail market is US$672 billion in 2016 which is driven by income growth, urbanization and attitudinal shifts. The overall retail market is expected to grow at 12 percent per annum and the modern trade would expand twice as fast as 20 percent per annum and traditional trade at 10 percent per annum (Source: IBEF).

1.2 Indian Apparel Retail Industry

The Indian retail market size is about US$ 585 billion and is anticipated to grow at CAGR of 13% to attain US$ 1080 billion by 2020. This expansion is basically accredited to the approaching the age of the Indian retail Industry, which has moved out all the way through major revolution over the last decade with a perceptible change towards organized retailing. Communicating exclusively on the Indian fashion accessories sector, the market was valued approximately US$ 3 billion in 2013 and is anticipated to raise at a CAGR of 12 percent touching US$ 6 billion by 2019.

Indian textile market size is US$ 150 billion as on July 2017 and further expected to grow US$ 250 billion 2019.

Source: https://www.ibef.org/industry/textiles.aspx
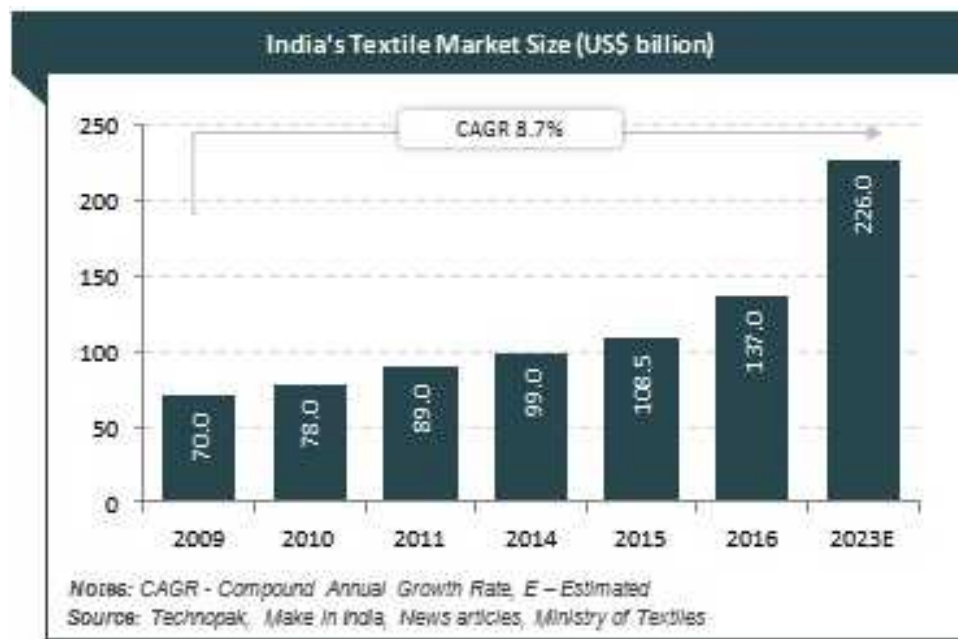
1.3 Need for the Study
In the era of consumer sovereignty where the customer is considered to be king his whims and fancies need to be fulfilled by the manufacturer and retailer to penetrate or deepened the market share. The rapid shift in the preferences of customer from tailor-made to ready to wear should drive growth in the Indian apparel industry. The customer prefers foreign brand apparels over Indian brand due to the availability of various choices and to portray the individuality with the social circles.

1.4 Statement of the Problem
The purpose of the research is to analyses the customer preferences towards the apparels of Indian and foreign branded outlet. To understand customers need, want and desire towards particular branded apparels. The taste and preferences of the customers varies and they like to associate with the trend. The challenges faced by Indian apparel industry in comparison with International brand apparel and to analyses the strategies adopted by them. Indian consumers are attracted towards acquiring luxury brand and purchasing these brands has become a prestige symbol. This study analyses the impact of consumers need for uniqueness and fashion consciousness on branded apparel outlet.

1.5 Scope of the Study
The study will help us to understand the consumer attitude of various clusters of people in Bangalore. The consumers have become quality and price conscious which has made retailers to innovate and bring trends in the clothing retail sector. The sale of clothes according to the changing trends has created challenges to the designers and retailers. The strategies adopted for retailing in the form advertising and being sponsors for an event had created awareness among the consumers.

1.6 Objectives
1. To analyze the attributes that influence consumers to prefer International retail branded apparel outlet rather than Indian retail branded apparel outlet.
2. To evaluate the impact of portraying strategies adopted by retail outlet to attract consumers towards Indian and International retail branded apparel outlet.

1.7 Hypothesis
1. H_{01} The consumer preference in choosing an International branded retail apparel outlet rather than Indian retail branded apparel outlet is not influenced by any attributes.
2. H_{02} The various strategies adopted by retail store towards attracting consumers has 'no impact on brand preferences of the consumers towards Indian and International branded apparel outlet.

1.8 Operational Definitions and Concepts
Retailing- Retailing consist of those activities involved in selling directly to ultimate consumers
Consumer- The consumer is the one who pays something to consumer goods and services provided.

1.9 Profile of the Study Area
The area coverage for the present study is Bengaluru city which is being divided in to
1. Bengaluru North,
2. Bengaluru East,
3. Bengaluru South and
4. Anekal

1.10 Research Methodology
Type of Research: Analytical research & Problem solving

Sources of data collection
Primary data: Questionnaire, Observation & Interview
Secondary data: Journal, Magazine & Web sources

Research Paper
Impact Factor: 4. 695
Peer Reviewed & Indexed Journal

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

1.11 Pilot Study

Reliability Statistics	
Cronbach's Alpha	N of Items
.740	37

The Pilot study was conducted with 50 respondents which show reliability of the sample with the help of Cronbach's Alpha test and the value is represented as 0.740.

1.14 Sample Population
The total population of the Bangalore around 8.5 million out of which around 30 lakhs are from the age group of 18 to 40 years. This population of 30 lakhs is considered as sample population.

1.15 Sampling Technique
The respondents are chosen from the Bengaluru Urban and are classified as Bangalore north, south, east and Anekal. The Systematic random sampling technique adopted to choose the malls and convenience sampling method is adopted for selecting the respondents through which responses will be collected and compiled for generalization.

Bengaluru North, Bengaluru East, Bengaluru South and Anekal
Types of Malls classification
1. A power centre- 250000 to 600000 sq ft
2. Regional center- 400000 to 800000 sq ft
3. Super regional malls – 800000 sq ft and above
4. Through regional center and super regional malls the retail branded apparel outlet are selected.

Sl No	Mall Name	Bangalore Urban Division	Mall Type	Square Feet	Outlet Name
1	The Forum	East	Regional center	6,25,000	Tommy Hilfiger, Soch
2	Mantri Square	North	Super regional malls	17,00,000	Forever 21, Levis
3	UB city	CBD (Central business district)	Super regional malls	10,00,000	Diesel
4	Park Square mall	East	Regional center	4,50,000	Tommy Hilfiger, Global desi
5	Orion mall	North	Super regional malls	8,50,0000	FabIndia, Zara, VERA MODA
6	Royal Meenakshi Mall	South	Regional center	6,00,000	Allen Solly, BIBA
7	VR Bengaluru	East	Regional center	5,95,000	Soch, Tommy Hilfiger
8	Phoenix market city	East	Super regional mall	29,00,000	AND, BIBA, Calvin Klein

1.16 Sample Size
The sample size is calculated on the basis of confidence interval of and confidence level.
The confidence level chosen for the study is 0.95 and the confidence interval chosen for the study is 0.5.

Sample size = Z^2 (P) + (1-P)

$$\frac{}{C^2}$$

Z-critical value is 1.96
Confidence level is 95%
P- Sample proportion is 0.05
Sample size= 1.96^2 (0.5) * (1-0.5)

$$\frac{}{(0.05)^2}$$

= 384.16

Sample size=   SS

$$\frac{}{1 + SS -1}$$

$$\frac{}{pop}$$

Sample size =   384.16

$$\frac{}{1 + 384.16}$$

$$\frac{}{3000000}$$

=384.16

The calculated sample size is 384 but to minimize the standard of error the sample size is considered to be 413.

1.17 Statistical Tools Applied For the Study
Descriptive Statistics, Chi-square test, Wilcoxon test and diagrammatic Representation.

1.18 Period of Study
The study is confined to period of three years i.e from April 2012 – April 2016 reviewing the relevant literature and conceptual framework took two(2) years of data collection from primary source took two (2) years, preparing the master table, data analysis and interpretation consumed about one year.

1.19 Framework of Analysis
The general plan of analysis ranged from simple descriptive statistics, Chi-square test ,Wilcoxon test for testing of hypotheses and diagrammatic representation. The extent of variation in the preference of respondents on various aspects of Indian and International retail branded apparel outlets and the attributes that influence preference of the respondents.

1. 20 Limitation of the Study
1. The research work has been confined to only Bengaluru Urban and thus the result may only be able to define this specific area under study.
2. Primary source of data is the main source of gathering information; hence manipulation at the respondents end cannot be avoided.
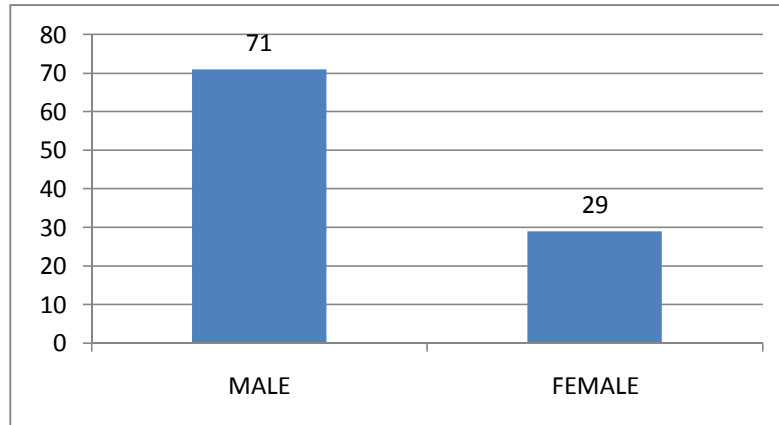
1.21 Data Interpretation and Analysis
1. Frequency distribution of gender.

Gender	Frequency	Percentage
Male	295	71.43
Female	118	28.57
Total	**413**	**100.0**

Analysis
71% of the respondents were male and 29%of the respondents were female.

Interpretation
Majority of the respondents were male.

2. Frequency distribution of age.

Age group	Frequency	Percentage
18 – 25 years	257	62.23
26 – 30 years	63	15.25
31 – 35 years	45	10.90
36 – 40 years	48	11.62
Total	**413**	**100.0**

Analysis
62% of the respondents belong to the age category of 18-25 years, 15% is represented by the 26-30 years of age category, and 11% & 12% respectively belong to the category of age 31-35 years and 36-40 years.
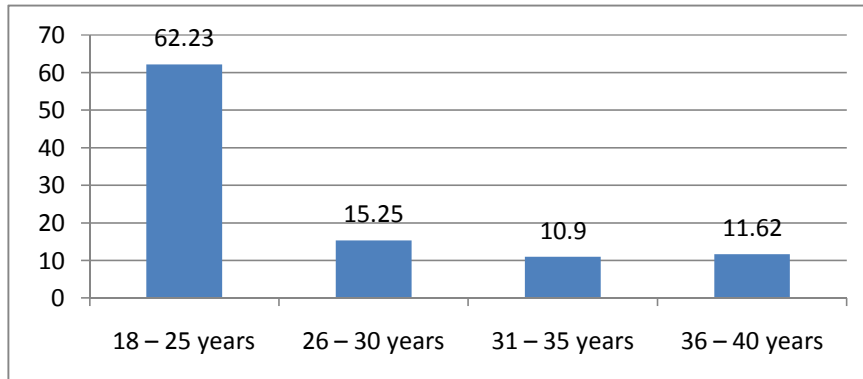
Interpretation
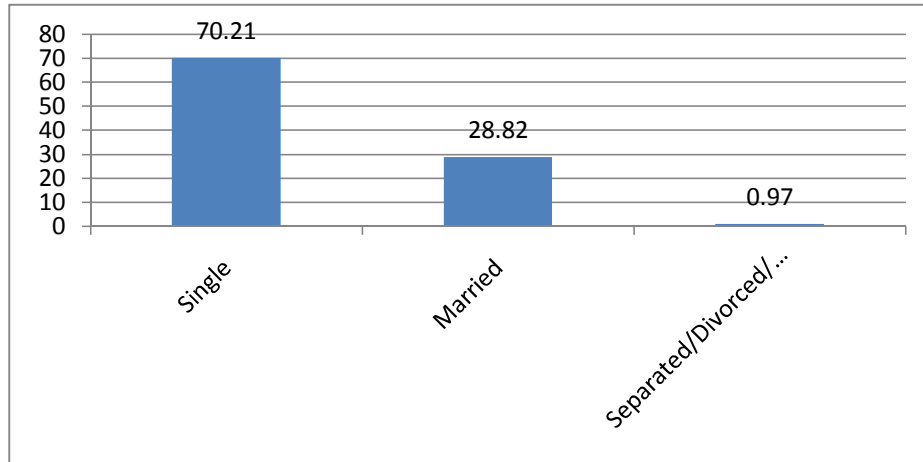Majority of the respondents belong to the category of age 18-25 years.

3. Frequency Distribution of Marital Status.

Marital Status	Frequency	Percentage
Single	290	70.21
Married	119	28.82
Separated/Divorced/Widow	4	0.97
Total	**413**	**100.0**

Research Paper
Impact Factor: 4. 695
Peer Reviewed & Indexed Journal

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

Analysis
70% of the respondents are single, 28% percentage of the respondents are married.
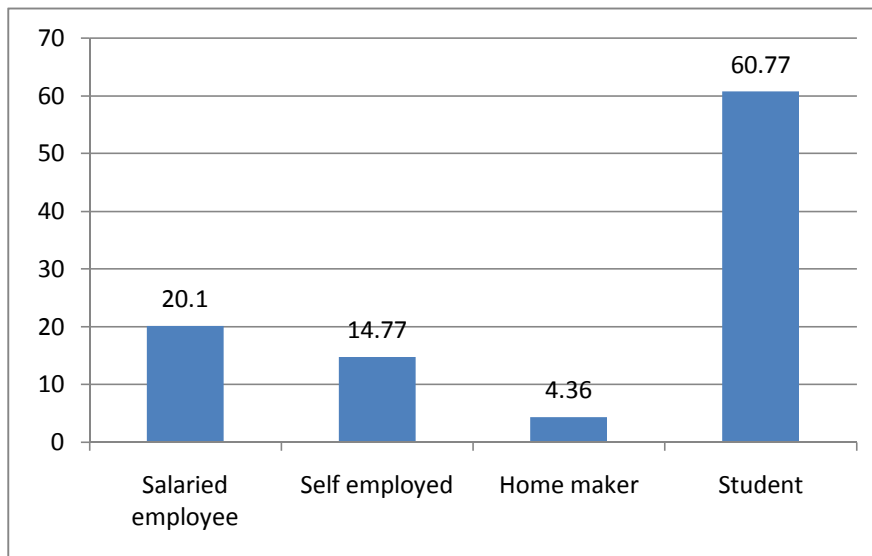

Interpretation
Majority of the respondents are single under marital status.

4. Frequency Distribution of Occupation.

Occupation	Frequency	Percentage
Salaried employee	83	20.10
Self employed	61	14.77
Home maker	18	4.36
Student	251	60.77
Others	0	0
Total	**413**	**100.0**

Analysis
61% of the respondents were student, 20% of the respondents are salaried employee, 15% of the respondents are self employed and 4% of the respondents are home maker.

Research Paper
Impact Factor: 4. 695
Peer Reviewed & Indexed Journal

IJMSRR
E- ISSN - 2349-6746
*ISSN -2349-6738*

Interpretation
Majority of the respondents were student and second majority of the respondents are salaried employee.

5.   Frequency Distribution of Educational Qualification.

Qualification	Frequency	Percentage
Matriculation	7	1.69
Intermediate	66	15.98
Graduate	243	58.84
Post Graduate	97	23.49
Professional Qualification	0	0
Total	**413**	**100.0**

Analysis
59% of the respondents are Graduate, 29% of the respondents are Post graduate, and 16% of the respondents are intermediate.
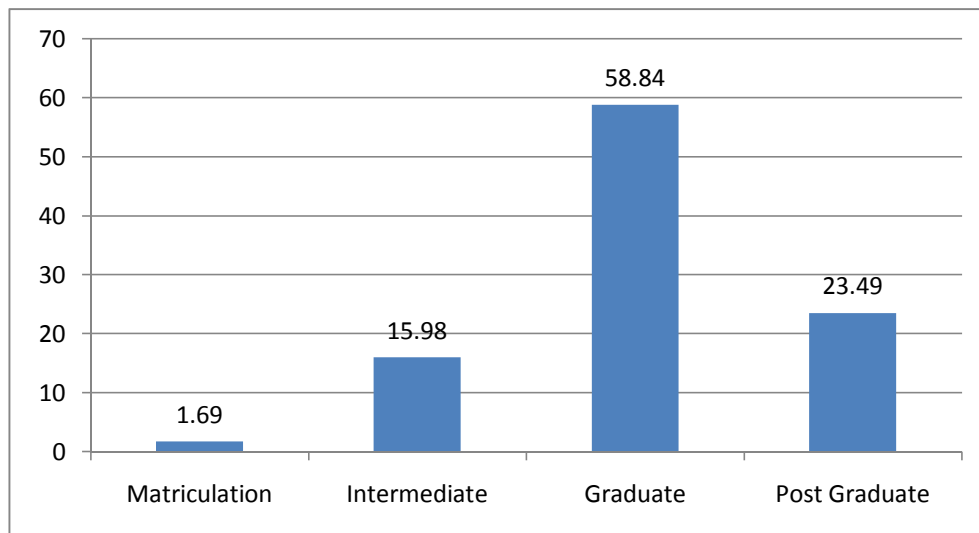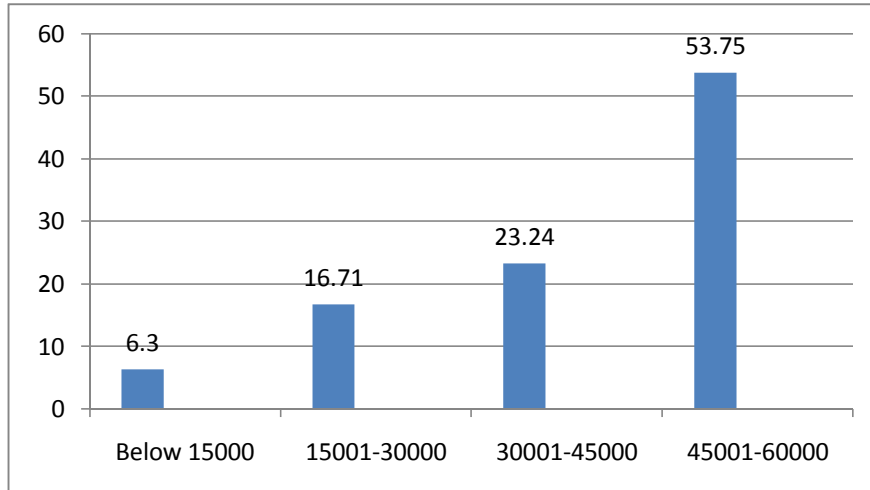

Interpretation
Majority of the respondents are graduate and second majority of the respondents are post graduate.

6.   Frequency Distribution Of Family Monthly Income.

Monthly Income	Frequency	Percentage
Below 15000	26	6.30
15001-30000	69	16.71
30001-45000	96	23.24
45001-60000	222	53.75
Above60000	0	0
Total	**413**	**100.0**

Analysis
54% of respondents belong to the income group 45001-60000, 23% of respondents   belong to the income group of 30001-45000, and 17% of respondents belong to the income group of 15001-30000.

Research Paper
Impact Factor: 4. 695
Peer Reviewed & Indexed Journal

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

Interpretation
Majority of the respondents belong to the income group of 45001-60000.

7. Comparison between International retail branded apparel outlets and Indian retail branded apparel outlets with respect to durability and affordable pricing of retail branded apparel.

Variable	mean	sd	cv	Test value	p-value	conclusion
International brand	3.985472	0.9678231	24.28378	W=18212	0.001737	Significant
Indian brand	3.808717	1.142609	29.9984			

H_0- There is no significance difference between International retail branded apparel and Indian retail branded apparel with respect to durability and affordable pricing of apparel.
H_{01}- There is significance difference between International retail branded apparel and Indian retail branded apparel with respect to durability and affordable pricing of apparel.

Interpretation
The null hypothesis is rejected, as there is significance difference between International retail branded apparel and Indian retail branded apparel with respect to durability and affordable pricing of apparel. The mean-3.98 for international brand is higher than the India brand mean-3.8 which in turn International brand is more consistent than Indian brand showing the Co-efficient of variation as 24.28 where as for Indian is less consistent showing the higher value of 29.99 and the P value should be less than 0.05 which is 0.00173 and shows the International retail branded apparel outlets provide better durability and affordable of apparels.

8. Comparison between International branded apparel outlets and Indian branded apparel outlets offers choice of colors in fabric.

Variable	mean	sd	cv	Test value	p-value	conclusion
International brand	3.895884	1.160142	29.77866	W=19290	0.01597	Significant
Indian brand	3.791968	1.101733	29.05592			

H_0- There is no significance difference between International retail branded apparel and Indian retail branded apparel outlets with respect to the outlets offering choice of colors in fabric.
H_{02}- There is significance difference between International retail branded apparel and Indian retail branded apparel outlets with respect to the outlets offering choice of colors in fabric.

Research Paper
Impact Factor: 4. 695
Peer Reviewed & Indexed Journal

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

Interpretation

The null hypothesis is rejected, as there is significance difference between International retail branded apparel and Indian retail branded apparel with respect the outlets offering choice of colors in fabric. The mean-3.89 for international brand is higher than the India brand mean-3.79 which in turn International brand is more consistent than Indian brand showing the Co-efficient of variation as 29.77 where as for Indian is less consistent showing the higher value of 29.05 and the P value should be less than 0.05 which is 0.0159 and shows the International retail branded apparel outlets offering choice of colors in fabric.

9. Comparison between International branded apparel outlets and Indian branded apparel outlets portray creative window display and attractive mannequin display.

Variable	mean	sd	cv	Test value	p-value	conclusion
International brand	4.128329	1.038341	25.1516	W=26688	3.585e-12	Significant
Indian brand	3.743341	1.032005	27.56909			

H_0- There is no significance difference between International retail branded apparel and Indian retail branded apparel outlets with respect to the outlets portraying creative window display and attractive mannequin display.
H_{03}- There is a significance difference between International retail branded apparel and Indian retail branded apparel outlets with respect to the outlets portraying creative window display and attractive mannequin display.

Interpretation

The null hypothesis is rejected, as there is significance difference between International retail branded apparel and Indian retail branded apparel with respect outlets portraying creative window display and attractive mannequin display. The mean-4.12 for international brand is higher than the India brand mean-3.74 which in turn International brand is more consistent than Indian brand showing the Co-efficient of variation as 25.15 where as for Indian is less consistent showing the higher value of 27.56 and the P value should be less than 0.05 which is 3.585e-12 and shows the International retail branded apparel outlets portraying creative window display and attractive mannequin display than Indian retail branded apparel outlet.

10. Comparison between International branded apparel outlets and Indian branded apparel outlets portray colorful assortment of apparels plays a vital role.

Variable	mean	sd	cv	Test value	p-value	conclusion
International brand	4.046005	1.028862	25.4291	W=17230	0.0001021	Significant
Indian brand	3.840194	1.087721	28.32465			

H_0- There is no significance difference between International retail branded apparel and Indian retail branded apparel outlets with respect to the outlets portray colorful assortment of apparels plays a vital role.
H_{04}- There is a significance difference between International retail branded apparel and Indian retail branded apparel outlets with respect to the outlets portray colorful assortment of apparels plays a vital role.

Interpretation

The null hypothesis is rejected, as there is significance difference between International retail branded apparel and Indian retail branded apparel with respect outlets portray colorful assortment of apparels plays a vital role. The mean-4.04 for international brand is higher than the India brand mean-3.84 which in turn International brand is more consistent than Indian brand showing the Co-efficient of variation as 25.42 where as for Indian is less consistent showing the higher value of 28.32 and the P value should be less than 0.05 which is 0.0001021 and shows the International retail branded apparel outlets portray colorful assortment of apparels plays a vital role.

1.22 Findings and Suggestion

Findings

1. 71% of the respondents were male and 29% of the respondents were female.
2. 62% of the respondents belong to the age category of 18-25 years, 15% is represented by the 26-30 years of age category, and 11% & 12% respectively belong to the category of age 31-35 years and 36-40 years.

3. 70% of the respondents are single, 28% percentage of the respondents are married.
4. 61% of the respondents were student, 20% of the respondents are salaried employee, 15% of the respondents are self employed and 4% of the respondents are home maker.
5. 59% of the respondents are Graduate, 29% of the respondents are Post graduate, and 16% of the respondents are intermediate.
6. 54% of respondents belong to the income group 45001-60000, 23% of respondents   belong to the income group of 30001-45000, and 17% of respondents belong to the income group of 15001-30000.

Suggestion
1. International retail branded apparel outlets has strategized their techniques to make consumers prefer the branded apparels based on attribute influencing their choice of preference and portraying visual merchandising strategies.
2. International retail branded apparel outlets provide better durable and affordable apparels compared Indian retail branded apparel outlet.
3. International retail branded apparel outlets offers various choice of colors in fabric and also portraying creative window display and attractive mannequin display compared than Indian retail branded apparel outlet.
4. International retail branded apparel outlets exhibit colorful assortment of apparels compared than Indian retail branded apparel outlet.

Conclusion
 The research is concluded with analysis based on demographic factors, attributes influencing consumer to prefer Indian and International retail branded apparel outlets including the portraying strategies adopted by Indian and International retail branded apparel outlets where majority of the respondents were male and most of them belong to category of age 18-25 years their majority of marital status are single and majority of the respondents were students and salaried employee. International retail branded apparel outlets has strategized their techniques to make consumers prefer the branded apparels based on various attributes influencing their choice of preference and portraying visual merchandising strategies which is comparatively better than Indian retail branded apparel outlet.

Bibliography
1. Kathuria , "An Analysis of competitiveness of Indian Clothing Export sector using Poter's Model", ICFAI Journal of International business, Special Issue November (2008), PP 16-39
2. Srivastava , "Impact of MFA phase out on Indian textiles and clothing exports: A shift share analysis approach ",South Asian Journal of Management, Special Issue January (2010), PP 121-126.
3. Khare&Handa, "Gender as a moderator of the relationship between materialism and fashion clothing involvement among Indian youth", International Journal of Consumer Studies, Special Issue January 2013, PP 105-112
4. Tirthankar, "Consumption of cotton **cloth** in India, 1795-1940", Australian economic historical review, Special Issue March (2012), PP 21-25
5. Oldland, "Wool and cloth production in late medieval and early Tudor England", Economic History Review, Special Issue February (2014), PP 25-48.
6. Matesova, "Industry Case Study: Czech and Slovak Republics--Textile/Cloth", Eastern European Economics, Special Issue December (1993), PP 32-56.
7. Jakubovics, "Private brand takes on the Far East", Management review, Special issue March (1988), PP 16-20.
8. Michaelidou & Dibb, "Brand switching in clothing: the role of variety-seeking drive and product category-level characteristics", International Journal of Consumer Studies, Special issue May (2009), PP 322-327.
9. Hogg, Bruce & Hill, "Brand recognition and young consumers", Advance in consumer research, Special issue January (1999), PP 166-170.