CONSUMER ATTITUDE TOWARDS BRANDED READYMADE GARMENTS – A STUDY WITH REFERENCE TO FESTIVITY PURCHASE

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ABSTRACT

This paper attempts to identify the significant relation between socio-economic factors of the consumer and purchase of branded readymade garments during festival season and examine the factors which influence the selection of branded readymade garments. It is observed that, brands have played a vital role in buying behavior of the consumers in buying of readymade garments. In this study, Simple Random Sampling method has been used to identify 300 respondents, each 100 in Coimbatore, Trichy and Madurai respectively. Questionnaire, duly pre-tested has been used to collect data from the sample respondents. It is found that 'durability' is an important factor influencing customers to purchase branded readymade garments and this study reveals socio-economic factors and festivity purchase.

Key Words: Brand, Readymade Garments, Festivity Purchase, Socio-Economic Factors.

Introduction

Textiles industry plays a vital role in the growth of economy of India. India occupies seventh rank in textile and sixth in clothing in the world market. Readymade garment is a part of the textile industry and it accounts for about half of India's textile exports. The Indian Textile Industry is the second largest employment provider after agriculture and also foreign exchange earner for the country. The need to identify the emerging markets and consumers has become a challenge to the corporate sector especially for Branded Readymade Garment. In the globalized scenario, consumers are getting attracted to readymade dresses, particularly Branded Readymade Garments.

Analyzing the preferences of consumers will help the marketer to attract and maintain their target consumer group in a better way. Price, fitting, income level of consumers are significant factors and some factors which are found to be insignificant are status, durability, and celebrity

endorsement, can be ignored by the apparel retailers in their efforts to tap and capture the market (Rajput et al, 2012). The customers purchase readymade garments mostly during discount period. Price, Quality and Design are the important factors considered by them while shopping (Mittal & Aggarwal, 2012; Pandian et al, 2012; Kanthi and Kumar, 2013). The factors namely self-concept, need for uniqueness also influence clothing interest and indirectly influence the purchase intention in the case of global and local brands (Vikkraman & Sumathi, 2012). The readymade garments are becoming popular with youth. Better fitting garments, awareness of brand coupled with availability of leading names, latest designs and varieties were found to be primarily responsible for youth opting for readymade garments. Provocation by advertising was the foremost factor for buying garments (Sawant, 2012). The mood and clothes are interlinked which affect the clothing behavior and overall personality of a person. The brand name and colour of cloth mostly affect the customers while purchasing readymade garments (Sharma & Pathan, 2011; Subhani et al, 2011; Zeb et al, 2011). The family structure is also the most influencing factor for buying behavior and the advertisement was rated at the lowest (Ali et al, 2010).

60% population of India is in between the age group 20-40. Middle income group is growing in India. Change in income level leads to change in consumption pattern and buying behavior. The demand for fashionable accessories and other luxurious products in India is increasing day by day. Media and entry of multinational companies, have created cultural shift in India. People are moving towards western culture.

In this chapter, the researcher has attempted to study the factors influencing customers for purchasing readymade garments and the following factors are identified by the researcher for analysis and achieving objectives of this chapter.

- Durability
- Colour
- Design
- Price
- Comfort and Look
- Advertisement
- Discount and offers

The necessity for purchase arises due to several factors. The researcher has identified the following purchase situation like Festivity Purchase, Seasonal Purchase, Occasional Purchase, Discount Purchase, Offer Purchase, Seconds Purchase, Clearance Purchase, Exhibition Purchase, Online Purchase as a factors for purchase of branded readymade garments.

Significance

The Branded Readymade Garment industry is growing very rapidly. Hence, the need arises to assess the factors influence the customers towards purchase of branded readymade garments. The branded readymade garment is blooming with wide choice and all possible price ranges to suit consumers of different age groups and social status.

Objectives

The objectives of this chapter are given below

i.   To study the factors influencing purchase of branded readymade garments
ii. To analyze relationship between social variables and purchase of branded readymade garments during festivity

Methodology

The study is based on both primary and secondary data which are analyzed by using appropriate statistical tools to draw conclusions. The secondary data necessary for the study were collected from published and unpublished sources. The primary data are collected from 300 male respondents from Madurai, Trichy and Coimbatore Districts (100 male respondents in each district). Convenient sampling method has been used to identify sample respondents.

Factors Influencing Customers for the purchase of Branded Readymade Garments

Seven important factors such as (i) Durability, ii) Color, iii) Design, iv) Price, v) Comfort and Look vi) Advertisement vii) Discount & Offers are identified by the researcher as the factors influencing for the purchase of branded readymade garments. The respondents were asked to rank their opinion with regards to the above factors and ranks given by the respondents are tabulated based on Garret's Ranking Technique.

Garrets Ranking Techniques

The researcher has used Garret Ranking Technique to find the most important factor influences the customer to purchase branded readymade garments. It is calculated as percentage score and the scale value is obtained by employing Scale Conversion Table given by Henry Garrett. The Percentage Score is calculated as follows

Percentage Score = $100(Rij - 0.50)/(Nij)$

Where, Rij is Rank given for ith item jth individual

Nj is Number of items ranked by jth individual

The percentage score, for each rank from 1 to 7 are calculated. The percentage score thus obtained for all the ranks are converted into scale values using Scale Conversion Table given by Henry Garrett. The scale values for first rank to seventh rank are 78,66,58,50,43,35 and 22 respectively. The score value (fx) is calculated for each factor by multiplying the number of respondents (f) with respective scale values (x). The total scores are computed by adding the score values (fx) of each rank for every factor. The mean score is then calculated to know the order of preference given by the respondents for the factors. Based on the mean score, the overall ranks are assigned for the identified factors. The ranking analysis for the factors is given below.

Table 1.1

Garrett Ranking Analysis

Factors		Rank							Total	Garrets Score	Mean Score	Rank
		I	II	III	IV	V	VI	VII				
		78	66	58	50	43	35	22				
		(No. of Respondents)										
Durability	f	148	82	42	14	10	2	2	300	20592.00	68.64	I
	fx	11544	5412	2436	700	430	70	44				

Colour	f	28	44	84	80	34	20	10	300	16122.00	53.74	II
	fx	2184	2904	4872	4000	1462	700	220				
Design	f	20	36	66	78	60	26	14	300	15154.00	50.51	V
	fx	1560	2376	3828	3900	2580	910	308				
Price	f	46	72	20	50	50	42	50	300	15620.00	52.07	III
	fx	3588	4752	1160	2500	2150	1470	1100				
Comfort and Look	f	16	50	66	44	82	34	8	300	15292.00	50.97	IV
	fx	1248	3300	3828	2200	3526	1190	176				
Advertise-ment	f	8	10	12	40	106	118	6	300	12926.00	42.23	VI
	fx	624	660	696	2000	4558	4130	132				
Discount / Offers	f	44	10	12	26	24	58	126	300	9150.00	30.50	VII
	fx	3432	660	696	1300	1032	2030	2772				

Note: f = No. of respondents; x = scale value; fx = score **Source**: Computed

The Garret Ranking Technique reveals that among the seven factors identified by the researcher "Durability" is an important factor influencing customers in purchase of branded readymade garments followed by Colour, Price, Comfort and Look, Design, Advertisement and Discount/ Offers. It is found that durability attracts customers in the purchase of branded readymade garments. Manufacturers of branded readymade garments should give priority to durability to raise their market share and size in readymade garment sector.

Festivity Purchase

After studying the factors influencing purchase of branded readymade garments, the researcher has made a modest attempt to study the buying behavior of consumers during the festival time. Opinions of the respondents on purchase of branded readymade garments during the festival seasons are obtained in a five-point scale.

The respondents were asked to record their opinion about the purchase factors in a five-point scale like Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree and analysis is done to draw conclusion.

Table 1.2

Festivity Purchase and Socio Economic Factors

			FESTIVITY					
			Strongly Agree	**Agree**	**No-Opinion**	**Disagree**	**Strongly Disagree**	**Total**
Coimbatore	**AGE**	20-30	20	24	3	4	3	54
		31-40	10	4	2	1	1	18
		41-50	4	11	2	2	1	20
		51 & <	1	4	1	1	1	8
		Total	**35**	**43**	**8**	**8**	**6**	**100**
	OCCUPATION	SALARIED	12	13	3	2	2	32
		PROFESSIONAL	9	12	2	2	1	26
		BUSINESS	8	4	1	2	1	16
		OTHERS	6	14	2	2	2	26
		Total	**35**	**43**	**8**	**8**	**6**	**100**
	MONTHLY INCOME	<30000	8	16	3	1	2	30
		30001 TO 50000	23	16	3	5	1	48
		50001 TO 75000	2	6	1	1	2	12
		75001 & <	2	5	1	1	1	10
		Total	**35**	**43**	**8**	**8**	**6**	**100**
	MARITAL STATUS	MARRIED	17	24	7	5	4	57
		UNMARRIED	18	19	1	3	2	43
		Total	**35**	**43**	**8**	**8**	**6**	**100**
	FAMILY TYPE	JOINT	16	21	3	6	2	48
		NUCLEAR	19	22	5	2	4	52
		Total	**35**	**43**	**8**	**8**	**6**	**100**
	FAMILY MEMBERS	2-3	2	5	1	1	1	10
		4-5	25	29	4	5	3	66
		MORE THEN 5	8	9	3	2	2	24
		Total	**35**	**43**	**8**	**8**	**6**	**100**

Festivity score 78.6%.

The analysis shows that out of 100 respondents from Coimbatore city 35 have expressed 'Strongly Agree', 43 'Agree' ,8 'No Opinion', 8 'Disagree', 6 'Strongly Disagree' to the statement that branded readymade garments are purchased during festival season. The habit of purchase

during festival season is compared with the socio-economic factors of respondents to find out the relationship.

It is found that age group 20-30 purchase readymade garments during festival seasons, Salaried employees, respondents belong to monthly income between Rs.30001 to 50000, Married respondents, respondents of Nuclear Family Type, respondents belong to family members of 4-5 purchase branded readymade garments during festival seasons.

The festivity purchase score for branded readymade garments during festivals is 78.6% in Coimbatore city.

Table 1.3

Festivity Purchase and Socio Economic Factors

			FESTIVITY					
			Strongly Agree	**Agree**	**No-Opinion**	**Disagree**	**Strongly Disagree**	**Total**
Madurai	**AGE**	20-30	19	5	4	2	2	32
		31-40	20	11	6	3	2	42
		41-50	6	2	2	2	2	14
		51 & <	3	2	2	3	2	12
		Total	**48**	**20**	**14**	**10**	**8**	**100**
	OCCUPATION	SALARIED	43	15	10	6	5	79
		PROFESSIONAL	2	3	2	2	1	10
		BUSINESS	1	1	1	1	1	5
		OTHERS	2	1	1	1	1	6
		Total	**48**	**20**	**14**	**10**	**8**	**100**
	MONTHLY INCOME	<30000	31	11	6	4	3	55
		30001 TO 50000	15	6	6	3	2	32
		50001 TO 75000	1	1	1	1	1	5
		75001 & <	1	2	1	2	2	8
		Total	**48**	**20**	**14**	**10**	**8**	**100**
	MARITAL STATUS	MARRIED	31	13	9	8	7	68
		UNMARRIED	17	7	5	2	1	32

		Total	**48**	**20**	**14**	**10**	**8**	**100**
FAMILY TYPE	JOINT	7	6	5	3	4	25
	NUCLEAR	41	14	9	7	4	75
	Total	**48**	**20**	**14**	**10**	**8**	**100**
FAMILY MEMBERS	2-3	21	9	4	3	3	40
	4-5	25	8	7	6	2	48
	MORE THEN 5	2	3	3	1	3	12
	Total	**48**	**20**	**14**	**10**	**8**	**100**

Festivity score 78%

The analysis shows that out of 100 respondents from Madurai city 48 have expressed 'Strongly Agree', 20 'Agree' ,14 'No Opinion', 10 'Disagree', 8 'Strongly Disagree' to the statement that branded readymade garments are purchased during festival season. The habit of purchase during festival season is compared with the socio-economic factors of respondents to find out the relationship.

It is found that age group 31-40 purchase readymade garments during festival seasons, Salaried employees, belongs to monthly income less than Rs.30000, Married respondents, respondents of Nuclear Family Type, respondents belong to family members of 4-5 purchase branded readymade garments during festival seasons.

The festivity purchase score for branded readymade garments is 78% in Madurai city.

Table 1.4

Festivity Purchase and Socio Economic Factors

			FESTIVITY					
			Strongly Agree	**Agree**	**No-Opinion**	**Disagree**	**Strongly Disagree**	**Total**
Trichy	**AGE**	20-30	17	14	2	4	3	40
		31-40	15	14	3	6	3	41
		41-50	2	4	3	1	1	11
		51 & <	2	1	2	2	1	8
		Total	**36**	**33**	**10**	**13**	**8**	**100**

OCCUPATION	SALARIED	18	15	2	7	4	46
	PROFESSIONAL	11	9	4	4	2	30
	BUSINESS	4	7	3	1	1	16
	OTHERS	3	2	1	1	1	8
	Total	**36**	**33**	**10**	**13**	**8**	**100**
MONTHLY INCOME	<30000	11	13	2	6	1	33
	30001 TO 50000	20	15	5	5	5	50
	50001 TO 75000	4	4	2	1	1	12
	75001 & <	1	1	1	1	1	5
	Total	**36**	**33**	**10**	**13**	**8**	**100**
MARITAL STATUS	MARRIED	25	25	6	12	6	74
	UNMARRIED	11	8	4	1	2	26
	Total	36	33	10	13	8	100
FAMILYTYPE	JOINT	18	11	4	6	5	44
	NUCLEAR	18	22	6	7	3	56
	Total	**36**	**33**	**10**	**13**	**8**	**100**
FAMILY MEMBERS	2-3	6	9	2	2	3	22
	4-5	25	20	6	10	3	64
	MORE THEN 5	5	4	2	1	2	14
	Total	**36**	**33**	**10**	**13**	**8**	**100**

Festivity score 75.20%

The analysis shows that out of 100 respondents from Trichy city 36 have expressed 'Strongly Agree', 33 'Agree', 10 'No Opinion', 13 'Disagree', 8 ' Strongly Disagree' to the statement that branded readymade garments are purchased during festival season. The habit of purchase during festival season is compared with the socio-economic factors of respondents to find out the relationship.

It is found that age group 31-40 purchase readymade garments during festival seasons, Salaried employees, belong to monthly income between Rs.30001-50000, Married respondents, respondents of Nuclear Family Type, respondents belong to family members of 4-5 purchase branded readymade garments during festival seasons.

The festivity purchase score for branded readymade garments is 75.20% in Trichy city.

Chi-square analysis

The researcher has attempted to use chi-square test to test whether there is any significance relationship between socio economic factors (Age, Occupation, Monthly Income, Marital status, Family Type and Family Members) of the respondents and their purchase in respect of branded readymade garments. The following null hypothesis is framed.

"There is no significant relationship between socio economic factors and purchase of branded readymade garments during festival season".

Table 1.5

Festivity Purchase and Socio Economic Factors

Socio Economic Factor	Coimbatore		Madurai		Trichy	
	Asymptotic Significant (2-Sided)	Significant / Not Significant	Asymptotic Significant (2-Sided)	Significant / Not Significant	Asymptotic Significant (2-Sided)	Significant / Not Significant
Age	.679	Not Significant	.614	Not Significant	.336	Not Significant
Occupation	.952	Not Significant	.745	Not Significant	.933	Not Significant
Monthly Income	.437	Not Significant	.449	Not Significant	.883	Not Significant
Marital Status	.354	Not Significant	.647	Not Significant	.444	Not Significant
Family Type	.510	Not Significant	.153	Not Significant	.517	Not Significant
Family Members	.942	Not Significant	.222	Not Significant	.768	Not Significant

The chi-square test shows that there is no significant relationship between the socio economic factors and festivity purchase in all three cities.

It is found that the purchase of branded readymade garments during the festivals is not depend on Age, Occupation, Monthly Income, Marital Status, Family Type and Family Members of respondents.

To Conclude

"Durability" is an important factor which influencing customers in purchase of branded readymade garments followed by Colour, Price, Comfort and Look, Design, advertisement and Discount/Offers in three cities (Coimbatore, Madurai, Trichy)

The festivity purchase score for branded readymade garments for Coimbatore, Madurai and Trichy cities are 78.6%, 78% and 75.20% respectively. Among the three cities the Festivity purchase score in Coimbatore city is more than the other two cities.

Garment manufacturers, fashion designers and marketers might use the findings of this study to segment consumers according to the shopping styles, in order to target and position their products more effectively. Companies can use the findings of this study to tailor their marketing strategies to specific characteristics of consumers while entering the Indian market.

Further Scope for Research

- The study can be extended to other parts of the country to substantiate the findings and generalise the garment purchasing behaviour of consumers.

- Focused studies can also be done for female consumers to explore indepth study in purchase of branded readymade garments.

- Other consumer items such as footwear, bags and other accessories, perfumes, FMCG products, durable goods etc., could be considered and the shopping styles could be analysed.

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