A Theoretical study on BuyersPreference in Purchasing the Attires of Universal Brands

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ABSTRACT:

Apparel, being a more brand-driven category than, food & groceries, has already seen many international brand apparel retail outlets enter India over the past 15 years despite the restrictions in the FDI policy in retail sector. A lot of international brand Apparel retailers are most likely to look at India, as global markets have stabilized and the Indian economy has proved to be better than most other countries. This study was conducted to find out the factors that determine the shopper’s inclinations for international apparel brand. The purpose is also to identify the predictors for internal brand apparels among consumers. From the study it was found that consumers are brand conscious now a days. To look more stylish they prefer branded apparels and branded apparels also depict the status of a person. Due to more durability, variety and quality and people prefer branded apparels. The study found out that price and media influence are strongest predictor for the consumer preference followed by quality and Land of original and style has less prediction towards the consumer preference. Overall, the survey shows that shoppers have positive attitude towards international apparel brands.

INTRODUCTION

Globalization is vital sensation that is gaining attention worldwide, and lead the world to become a one combined market, an international market. In the era of pre-liberalization, consumers of India were acknowledged to have high preference towards foreign brands and imported goods. Though, after the decade of liberalization, Indian market, is highly served by the brands, which have their origin from the foreign countries. With the increased in popularity of international brands, market become a part of attractiveness and high competition. “Tastes and preferences of the consumers are the main base of fashion, to develop the brand popularity”.

India has developed as third attractive market for apparel industry throughout the world. India is the nation which have different cultures and customs, and for each culture and customs they have
different dressing style. It has variation of dressing from “salwar-kameez to sari and from lungi to dhoti”. Indian market is increasing day by day through the branded garments. According to the past survey by various researcher, it has been noted that, in last ten years India is source of attraction for American and European brands because of high demands of apparel in India. And due to the preference over the brands by customers it becomes necessary of the companies to develop brand management so that they can gain competitive advantage worldwide. Brand management gain importance due to continuous change in the international market at global level, and due to the competition among the various international firms. Proper management of brands makes a clear differentiation among the products and give a proper information about the loyalty and preferences of consumers, which ultimately lead to increase the market share of the organization.

**Brands**

Brands is not a new concept to marketing. Earlier the concept of brand, firstly used by “Egyptian Brick-makers” who use symbols and signs on the bricks to make their product identical (Farquhar et. Al., 1990).

Branding is practice of marketing, which created by company as a “name, design or symbol” that is used by the consumer to identify the product and make the product different from the other products and services. Branding is vital for company because it makes a memorable impact on consumer’s mind as well as it allow consumers and clients to know what to be expect from the company. Brand should be a word, symbol or sign which represent a picture of your company.

Marty Neumeier defined brands as “a brand is person’s gut feeling about a product, services or organization”.

Fried lien defined Brand as “Brand is the sum total of how someone perceives a particular organization”.

Element of Brands

- **Brand Compass**: Brand Compass refers to abstract of the supreme fundamental facts about your brand. Brand compass leads to the directions, why branded is headed. Brand compass is outcome which company get through the work done in the stage of brand strategy plus in the stage of research and positioning. It contains five parts “purpose, vision, mission, values and strategic objectives”.

- **Company Culture**: Company culture is inner self of motives, purpose and stimulus that drives brand of your company. If company have strong culture, it will create core value to brand, which defines how your product is engaged with the world by the name of your brand.

- **Brand Personality**: Brand personality involves the individualist’s traits of brands. Brand personality of product is the reason that reveals the rational and loyal customers and build a cordial relationship between the customer and company.

- **Brand Architecture**: Brand architecture is a combination of “name, color, symbol and visual language” that make brand identifiable. Brand architectures are highly purposeful and creative, founded by researchers through customers experiences. “Brand architecture systems are commonly categorized as either monolithic, endorsed, or pluralistic”. Monolithic brand architectures’ includes a single major brand and various sub brands. Endorsed and pluralistic includes parent brands which have different relationship with other divisions.
Preference towards the Branded Apparels in India

In today’s trend of fashion, people are switching on branded apparels form the non-branded ones. Brands are getting awareness throughout the world. There are various factors that are crating demand of branded apparel like “increase in the income of consumer, increase in literacy level among consumers, globalization, increase in purchasing power and consumer consciousness towards fashion”.

Promotion and media is the main reason behind the increasing brand awareness among youth. This is the new era in which people are more aware about the brand and want to buy apparels which are related to reputed brands. People are becoming more brand conscious and it is new fashion trend which is gaining more attention now a days. People consider brand value as quality, price and style. Youths are preferring branded clothes due to the comfort level of clothing stuff and they also believes that branded clothes are recognized as a symbol of status.

International brands of apparels also capturing the attraction of people of India. Market of India is attracting various niche foreign retailors. Many International brands of apparels has been set up their stores and shops in India by using the franchisee route. Many International Brands of apparels are available in India which are as follows:-

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<th>Lacoste</th>
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<td>Benneton</td>
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<td>Marks and Spencer</td>
<td>Tommy Hilfiger</td>
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Consumer Buying Preference

The most difficult issue for the manufactures of clothing is to identify the consumer’s needs. Identification of need is not valuable until it is not transformed in to product and service. Before developing any product and service specially related to garments it is required to understand the full make up mind of consumers, it is known as the consumer behaviour.

Sproule’s & Kendall (1980), defined consumer decision making as “a mental orientation characterizing a consumer’s approach to making choices”. They identify eight dimension, on which decision of consumer has depend whether to buy or not to buy apparels of particulars brands. These dimension are ass follows:-

- Quality Conscious
- Brand Trustworthiness
- Style Conscious
- Price Conscious
- Product Conscious
- Spontaneous and Careless Tendencies
- Jumbled by over varieties
- Amusing and pleasure-seeking orientation

LITERATURE REVIEW

Stanforth (2009), states that shopper perceptions about the international brand fashion apparel are based on various factors, like “perceptional leadership and perceive role model in the society, matching attire status to employment and workplace ambience, socialization with peers and people they like, self-esteem and fun, and respectful treatment in the society (Stanforth, 2009).

Janson and Power (2010), found that fashion and latest design offers by global brands of apparels are the main actors which help in creating the good brand image and provides various myths that clear the consumers orientation to buy fashion apparels of global brands.

Tee, Gharleghi & Chan (2013), conducted a study, main purpose of this research to identify the factors which predict the preferences of buyer for choosing the foreign fashion brands. Result of study revealed that origin of a country, is a factor that play a vital role in making the buying
choice to buy branded clothes, which are followed by other factors like lifestyle, media influence and quality of the product.

Pandian, Varathani & Keerthivassan (2012), Conducted a study to know the most preferred international brands opted by Indian. Study reveals that “John player, Peter England and Raymond” are top most favorite brand which are preferred by the consumers of India, who are more brand conscious. It was found in the study that shopper decision about the brands mostly the man shoppers, has influenced by choice of color, design & style, price series, celebrity endorsers and stability.

Laskar & Abbas (2014), tried to find out the source of awareness among consumers about the brands of apparels and to know the level of awareness of brands among the buyers. It is found that the main source of awareness is advertisement and attentive mind of buyers towards the trend and market increases the level of awareness. International brands of clothing industry need to be invest huge amount of money on advertising to capture the attention of consumers.

OBJECTIVES OF THE STUDY

1. To identify shopper inclinations in buying apparels of international brands.
2. To find out the elements that influences the purchasing choice of shoppers for the apparels of international brands.
3. To check whether Brand image affects the purchase intention of shoppers.

DISCUSSION/ ANALYSIS

  o It is found in the study that the majority of people go for the brands occasionally not always. People like to buy the branded apparels, it shows the likelihood of respondents towards the branded apparels and indicates that people are becoming brand conscious.
  o Majority of shoppers have a medium level of priority towards the international branded apparels.
  o Shoppers give importance to international brands of apparel, when the brands make them feel good it influences their buying decision.
According to the respondents, the topmost factor that influences their preference is price after that media influence affect their decision. Media influences include advertisement, promotion and celebrity endorsement. Media influence and festival offers to carry equally according to the respondents. Whereas after the media and festival offer the next factor that affect the buying decision is the loyalty of the brand follows by the festival offers and quality of customer service. It shows that price is on the top most important factor for the shopper which influences their decision to go for the apparels of an international brand.

It is found that attractiveness of logo is not so much important for the shoppers while taking the buying decision regarding the apparels.

Majority of people among the respondents are agreeing the international brands are fashion focused which motives the shoppers to buy the apparels of the international brand.

Consumers are agreed on the fact that variation in fashion in style provided by international brands in apparels and consider an important element of global brands covered by the apparel industry.

Majority of people among the respondents are neutral on this element, that the international brands provide more comfortable apparels.

It is found in the study that international brands of apparels have high impact on the mind of shopper, they wants to buy the apparels of international brands.

RECOMMENDATIONS

- Consumers are becoming brand conscious. They prefer to buy the apparels on the origin of brand image and distinctiveness of the brands. So apparels manufacturer of the international brand can increase their profits and attract more consumers by providing the uniqueness in their apparels.

- Buyers get more influenced by price and loyalty factors, so companies may increase their sale by offering the apparels at low cost, this will also create loyalty among the consumers. Price can be reduced by reducing the tax prices so that consumers can afford easily the apparels of international brands.
International brands of apparels can focus more media influence and promotional activities, it will lead to gain fame as well as attract more consumers.

CONCLUSION

Consumer buying inclination has gained significant attention from the researchers. But, while reviewing the literature of shoppers’ inclination towards the international brands of apparel, few studies have been found. The present study was conducted to identify the factor that affects the inclinations of customers while going for the apparels of international brands. Preference of consumers can be changed by the cultural effects also. Shoppers prefer international brands because they think that it relates to prestige and consider it as a symbol of status. From the analysis, it is found that store image, quality of product and customer services also reveals the inclination of shoppers. Study indicates that consumers are becoming more brand conscious and their decision was affected by the services given by the international marketers of apparels like style, location, store attribute, brand name, fashion and quality of stuff. The manufactures of the International brand must focus on all these factors to gain profit and to attract more consumers. If consumers have a high preference towards the international brands of apparels then, there will be higher the chances to go for the international brands.

REFERENCES


