PURCHASE PREFERENCES TOWARDS APPAREL BRANDS

Mohanraj, P*, Gopalakrishnan, S**

*Associate Professor, NIFT, Chennai.

**Head-Resource Centre, NIFT, Chennai.

ABSTRACT

To-day Purchase preferences are one's general pre disposition towards shopping activities. 250 questionnaires were distributed among the respondents in a shopping mall that has been randomly selected, of which 238 (95.2%) were responded. Out of 238 respondents, 117 (49.2%) were male and 121 (50.8%) are female, in which 155 (65.1%) respondents were in the age group of 18-25, 59 (24.8%) were in the age group of 26-35. 124 (52.1%) respondents were students and 41 (17.2%) were IT professionals. 93 (39.1%) respondents' earnings were less than Rs. two lakhs and 82 (34.5%) respondents' earnings were between Rs. 4-6 lakhs. The purchase preferences towards apparels were considered based on the General shopping pattern, Shopping frequency, Amount spent on apparels, Brand awareness, Category of Clothing to be purchased, Satisfaction, Shopping experience and Brand name. Casual shopping and on occasions were preferred by the respondents. Television (31.9%) makes a greater impact on brand awareness. It is followed by word of mouth (29.0%) and through social media (17.2%). 'Only' and 'Zara' were the two popular brands that has been preferred by 13% each of the Category. It is followed by Jockey (11.3%) and Adidas, Allen Solly and Levis (10.5%). Few factors that enable to have satisfaction of purchase were "referring the brand to others", "approach of staff" and "user friendly trial room".

Keywords: *Purchase Preferences, Apparel Brands, Apparel Preference, Brand Preference, Consumer Behaviour*

INTRODUCTION

Purchase preferences is one's general pre disposition towards shopping activities and influences various consumer activities such as product selection, general shopping pattern, brand awareness, category of clothing, shopping experience, shopping frequency etc. This applies well when adapted to apparel brands. The consumer's purchase preferences impact all aspects of consumer behaviour and few studies primarily examined the preferences such as shopping venue etc. The nine established types or dimensions (shopping enjoyment, fashion consciousness, price consciousness, shopping confidence, brand/store loyalty, convenience consciousness, in-home shopping, quick shopping, and impulse purchase) describe unique facets that combine to form purchase preferences especially towards various apparel brands (Loureiro & Breazeale, 2016). In this paper, an attempt has been made to identify the purchase preference towards apparel brands.

OBJECTIVE

Main Objective

I.   To identify the purchase preference on apparel brands in Chennai

Sub Objectives

   i.   To identify the general shopping pattern and shopping frequency
   ii.   To identify the brand awareness
   iii.   To identify the amount spent on apparel

A Monthly Double-Blind Peer Reviewed Refereed Open Access International Journal - Included in the International Serial Directories

International Journal in Management and Social Science

http://www.ijmr.net.in email id- irjmss@gmail.com   Page 184

II.   To identify the satisfaction over purchase preferences

Sub Objectives

    i.   To identify the category of clothing purchase

    ii.   To identify the shopping experience

    iii.   To identify the brand name purchased

HYPOTHESES

    i.   There exist uniform shopping pattern among the respondents

    ii.   The respondents are familiar with brand awareness programmes

    iii.   There exists clear opinion on category of the clothing to be purchased and the brand name

    iv.   There exists shopping experiences among the respondents

    v.   There exists satisfaction over purchase preferences

RELATED STUDY

The concept of shopping confidence reflects consumers' belief in their ability to shop for clothing and select the right products for themselves. Brand or store loyalty describes a consumer's tendency to continue to patronize the brand and /or online store they prefer, which also suggests self confidence in the consumer's ability to evaluate alternatives. In this study, convenience consciousness refers to consumers' preference to put minimal effort into the clothing purchase process. Convenience therefore implies concern for ease-of-use issues such as accessibility and simplicity of navigation (Gehrt et al., 2007; Workman & Cho, 2012).

Most of the researchers were increasingly interested in understanding the purchase intention of the customers. Majority of them explored the direct relationship between individual dimensions such as purchase intention, attitude, shopping orientation etc. (Liebermann & Stashevsky, 2009; Ling, Chai, & Piew, 2010); Seock & Bailey, 2008; Sung & Jeon, 2009; Kim & Karpova, 2010.

The Studies on customer based brand equity of apparel products among USA and Korea (Jung & Sung, 2008), Malaysian consumers (Gharleghi, 2013) and Pakistan consumers (Ismail, Masood and Mehmood, 2012) indicates that the consumer preferences were based on country of origin, quality, promotion, lifestyle and price.

SAMPLE

About 250 questionnaires were distributed among the respondents in a shopping mall that has been randomly selected, of which 238 (95.2%) were responded. Out of 238 respondents, 117 (49.2%) were male and 121 (50.8%) are female, in which 155 (65.1%) respondents were in the age group of 18-25, 59 (24.8%) were in the age group of 26-35. 124 (52.1%) respondents were students and 41 (17.2%) were IT professionals. 93 (39.1%) respondents' earnings were less than Rs. two lakhs and 82 (34.5%) respondents' earnings were between Rs. 4-6 lakhs. Among the 238 respondents, 182 (76.5%) respondents were hailing from urban and 43 (18.1%) were from semi urban backgrounds.

DATA ANALYSIS

The purchase preferences towards apparel industry were considered based on the General shopping pattern, Shopping frequency, Amount spent on apparels, Brand awareness, Category of Clothing to be purchased, Satisfaction, Shopping experience and Brand name.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International Journal - Included in the International Serial Directories

International Journal in Management and Social Science

http://www.ijmr.net.in email id- irjmss@gmail.com

Page 185

General Shopping Pattern

In general, apparel purchases were primarily need based. However, it also depends upon financial constraints and sometimes time bound. In this study, the criteria for general shopping pattern have been analysed based on five variables such as discounts, festivals, occasions, change in trends and casual shopping. The opinions of the respondents were given in Table 1.

Table 1
General Shopping Pattern

S. No	Description	Frequency	Percent	Order of Preference
1	Discounts	43	18.1	3
2	Festivals	20	8.4	5
3	Occasions	51	21.4	2
4	Change in Trends	35	14.7	4
5	Casual Shopping	89	37.4	1
	Total	238	100.0	

Casual shopping (37.4%) are more preferred by the respondents followed by occasions (21.4%) and discounts (18.1%). Least preferences were seen on Festival purchase and Change in trend.

Shopping frequency

The shopping frequencies of the respondents were ascertained based on five parameters and the same is shown in Table 2.

Table 2
Shopping Frequency

S. No.	Description	Frequency	Percent	Order of Preference
1	Once a month	94	39.5	1
2	Once in 2 months	75	31.5	2
3	Quarterly	38	16.0	3
4	Once in 6 months	21	8.8	4
5	During a sale	10	4.2	5
	Total	**238**	**100.0**	

Generally it is seen that 39.5% of the total respondents were shopping once in a month and 31.5% were shopping once in two months. The least preferences were indicated for during a sale period (4.2%) and once in six months (8.8%). Normally traders provides sale period for the purpose of increasing their sale. But it seems, during a sale seems to be a least impact on purchase preference.

Brand awareness

The source of brand awareness were analysed based on the variables such as: - blogs, newspapers, TV, Radio, word of mouth, bill boards and mall and is shown in Table 3.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International Journal - Included in the International Serial Directories

International Journal in Management and Social Science

http://www.ijmr.net.in email id- irjmss@gmail.com   Page 186

Table 3
Brand Awareness

S. No	Description	No. of Respondents	Percent	Order of Preference
1	Bill Boards	3	1.3	6
2	Social Media	41	17.2	3
3	Newspaper	31	13.0	4
4	Radio	18	7.6	5
5	TV	76	31.9	1
6	Word of mouth	69	29.0	2
Total		**238**	**100.0**	

Television (31.9%) makes a greater impact on brand awareness. It is followed by word of mouth (29.0%) and through social media (17.2). The least preferences were bill boards (1.3%) and Radio (7.6%).

Brand Name
The shopping mall, in which the study carried out were marketing number of brands, out of which 10 brands were studied. The customers brand on these ten brands were ascertained and the same has been shown in table 4.

Table 4
Brand Name

S. No.	Description	Frequency	Percent	Order of Preference
1	Adidas	25	10.5	4
2	Allen Solly	25	10.5	4
3	Jockey	27	11.3	3
4	Levis	25	10.5	4
5	Only	31	13.0	1
6	Puma	14	5.9	7
7	Superdry	14	5.9	7
8	Tommy Hilfiger	23	9.7	10
9	US Polo	23	9.7	10
10	Zara	31	13.0	1

'Only' and 'Zara' were the two popular brands that has been preferred by 13% each of the Category. It is followed by Jockey (11.3%) and Adidas, Allen Solly and Levis (10.5%). 9.7% prefer US Polo and Tommy Hilfiger.   Lease preference was given for Puma and Superdry (5.9%).

Category of Clothing to be purchased
The categories of clothing to be purchased were analyzed using the variables smart casual wears, work/corporate wears, evening wears, party wears and all types wears and is shown in Table 5.

Table 5
Category of Clothing to be purchased

S. No	Description	Frequency	Percent	Cum Percent
1	Smart casual wears	189	79.4	79.4
2	Work/Corporate wears	9	3.8	83.2
3	Evening wears	17	7.1	90.3
4	Party Wears	12	5.0	95.4
5	All types of wears	11	4.6	100.0

It can be seen from the Table 5 that out of 238 respondents, 189 (79.4%) respondents indicated Smart casual wears followed by evening wears. The least preference was given to work/corporate wears by 9 (3.8%) respondents. The inference here is that today the young generation prefers the smart casual wears only.

Amount spent on apparels
The amounts spent on apparels purchase by the respondents were given in Table 6.

Table 6
Amount spent on apparel

S. No	Description	Frequency	Percent	Cumulative Percent
1	< 2000	79	33.2	33.2
2	2000-4000	99	41.6	74.8
3	4000-6000	51	21.4	96.2
4	> 6000	9	3.8	100.0
Total		**238**	**100.0**	

It is observed from Table 6 that 99 (41.6%) respondents spent in the range of Rs.2000-4000/- for purchase of apparels. It is followed by 79 (33.2%) respondents spent less than Rs.2000/- on apparels. The least spent was above Rs.6000/- by 9 (3.8%) respondents.

Satisfaction on purchase
The satisfaction on purchases were ascertained based on general experience and shopping experience

1.   General experience
The satisfaction of the respondents on apparel purchase were analysed based on the variables such as: - price range, perception on brand as a whole, store location, window display, store experience and apparel quality and is shown in Table 7.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International Journal - Included in the International Serial Directories

International Journal in Management and Social Science

http://www.ijmr.net.in email id- irjmss@gmail.com   Page 188

Table 7
General experience

S. No	Description	Poor		Average		Good		Very Good		Excellent		Mean	Std	Rank
1	Price Range	4	1.7%	53	22.3%	114	47.9%	43	18.1%	24	10.1%	3.13	.928	6
2	Perception on brand as a whole	3	1.3%	17	7.1%	100	42.0%	76	31.9%	42	17.6%	3.58	.905	4
3	Store Location	1	.4%	16	6.7%	100	42.0%	75	31.5%	46	19.3%	3.63	.885	3
4	Window display	2	.8%	35	14.7%	91	38.2%	74	31.1%	36	15.1%	3.45	.948	5
5	Store experience	0	.0%	1	.4%	56	23.5%	116	48.7%	65	27.3%	4.03	.726	1
6	Apparel Quality	1	.4%	10	4.2%	95	39.9%	84	35.3%	48	20.2%	3.71	.850	2

In general satisfaction of purchase were based on store experience, apparel quality and store location. Least preference were given for price range and window display. The mean value ranges between 3.13 and 4.03 which indicate all the variables were lies between good and very good. The standard deviation ranges between 0.726 and 0.948 which indicates that there were no deviations in their opinion.

2. Shopping experience
The shopping experience of the respondents were analysed based on the variables such as: variety of apparels, approach of staff, user friendly trial room, size availability, choice of purchase, quick billing service and referring the brand to others.

Table 8
Shopping experience

S. No	Description	Yes			No	
		Rank	Frequency	%	Frequency	%
1	Variety of apparels	6	209	87.8%	29	12.2%
2	Approach of staff	2	225	94.5%	13	5.5%
3	User friendly trial room	3	224	94.1%	14	5.9%
4	Sizes Availability	4	220	92.4%	18	7.6%
5	Choice of purchase	7	117	49.2%	121	50.8%
6	Quick billing service	5	218	91.6%	20	8.4%
7	Referring the brand to others	1	231	97.1%	7	2.9%

Table 8 reveals that the respondents' top three preferences are "referring the brand to others", "approach of staff" and "user friendly trial room". The least two preferences are "choice of purchase" and "variety of apparels". It can be inferred from the Table 8 that almost all the brands have variety of apparels and choice of purchase and retail stores needs to focus on the staff training towards customer handling and most user friendly trail rooms.

FINDINGS

- Casual shopping was more preferred by the respondents. It is followed by occasions (21.4%) and discounts (18.1%). Least preferences were seen on Festival purchase and Change in trend.

- 39.5% of the total respondents were shopping once in a month and 31.5% were shopping once in two months. The least preferences were indicated for during a sale period and once in six months.

- Television (31.9%), word of mouth (29.0%) and through social media (17.2) makes a greater impact on brand awareness. The least preferences were bill boards (1.3%) and Radio (7.6%).

- 'Only' and 'Zara' were the two popular brands that has been preferred by 13% each of the Category. It is followed by Jockey (11.3%) and Adidas, Allen Solly and Levis (10.5%). 9.7% prefer US Polo and Tommy Hilfiger.   Lease preferences were given for Puma and Superdry (5.9%).

- (79.4%) respondents indicated Smart casual wears. It is followed by evening wears (7.1%). The least preference was given to work/corporate wears by 9 (3.8%) respondents. Today the young generation prefers the smart casual wears only.

- 41.6% respondents spent nearly Rs.2000 to 4000/- for purchase of apparels in a month. 33.2% respondents spent less than Rs.2000/- on apparels. 3.8% of respondents were spent above Rs 6000/- in a month.

- In general satisfaction of purchase were based on store experience, apparel quality and store location.

- "referring the brand to others", "approach of staff" and "user friendly trial room" were few factors that enables to have satisfaction of purchase

CONCLUSION

This study identifies the purchase preference on apparel brands in Chennai malls.   Purchase preferences towards apparel industry among the respondents were considered based on the General shopping pattern, Shopping frequency, Amount spent on apparels, Brand awareness, Category of Clothing to be purchased, Satisfaction, Shopping experience and Brand name.Towards identifying the purchase preferences 250 questionnaires were distributed among the respondents in a shopping mall that has been randomly selected, of which 238 (95.2%) were responded. The study indicates that there exist uniform shopping pattern among the respondents. Further the respondents are familiar with brand awareness programs. There exists clear opinion on category of the clothing to be purchased and the brand name since they have shopping experiences. There exists satisfaction over purchase preferences.

REFERENCES

Acosta, J.P., (2012), "Women of generous proportions: An empirical study of full-figured Brands and the consumer bonding experience", Academy of Marketing Studies Journal, 16 (2).

Chan, K.(2009) "Young consumers and perception of brands in Hong Kong: A qualitative study", paper published Journal of Product and Brand Management 15(7), 416-426.

Gandhi, Sudesh M. (1994), "Exploratory study on consumer behaviour and rationality in consumer decision process. Nagpur", Nagpur University, 1994. (Ph.D. Thesis).

Gehrt, K.C., Onzo, N., Fujita, K., & Rajan, N.R. (2007), "The emergence of Internet shopping in Japan: Identification of shopping orientation-defined segment", Journal of Marketing Theory and Practice, 15, 167-177.doi:10.2753/MTP1069-6679150206

Gharleghi, Behrooz (2013), "Malaysian young consumer preferences in choosing international fashion brand", Journal of Human and Social Science Research, 1 (1), 31-38.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International Journal - Included in the International Serial Directories

International Journal in Management and Social Science

http://www.ijmr.net.in email id- irjmss@gmail.com   Page 190

Hemantha Y. (2012), "Indian Consumer's Perception of Spanish Fashion Brand Zara", Advances In Management vol. 5(4).

Ismail, Zeenat; Masood, Sarah; Tawab, Zainab Mehmood (2012), "Factors Affecting Consumer Preference of International Brands over Local Brands", International Proceedings of Economics Development & Research, 31, 54-59.

Jung and Sung (2008), "Consumer-based brand equity : Comparisons among Americans and South Koreans in the USA and South Koreans in Korea", Journal of Fashion Marketing and Management: An International Journal, 12(1), 24-35

Kim, H., & Karpova, E. (2010), "Consumer attitudes toward fashion counterfeits: Application of the theory of planned behaviour", Clothing and Textile Research Journal, 28, 79-94. doi: 10.1177/0887302X09332513

Liebermann, Y., & Stashevsky, S. (2009), "Determinants of online shopping: Examination of an early stage online market", Canadian Journal of Administrative Sciences, 26, 316-331. Doi:10.1002/cjas.12

Ling, K. C., Chai, L. T., & Piew, T. H. (2010), "The effects of shopping orientations: Online trust and prior online purchase experience toward customers' online purchase intention", International Business Research, 3, 63-76. Doi:10.5539/ibr.v3n3p63
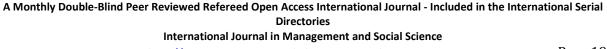
Loureiro, S M C and Breazeale, M. (2016), "Pressing the Buy Button: Generation Y's Online Clothing Shopping Orientation and its Impact on Purchase", Clothing and Textiles Research Journal, 34, 163-178.

Rajput, N. (2012), "Consumers Attitude towards Branded Apparels: Gender Perspective", International Journal of Marketing Studies, 4(2).

Seock, Y. K., & Bailey, L. R. (2008), "The influence of college students' shopping orientations and gender differences on line information searches and purchase behaviors", International Journal of Consumer Studies, 32, 113-121. Doi:10.1111/j.1470-6431.2007.00647.x

Sung, H., Jeon, Y. (2009), "A profile of Koreans: Who purchases fashion goods online?", Journal of Fashion Marketing and Management, 13, 79-97. doi:10.1108/13612020910939897

Workman, J.E., & Cho, S. (2012), "Gender, fashion consumer groups and shopping orientation", Family and Consumer Sciences Research Journal, 40, 267-283. Doi: 10.1111/j.1552-3934.2011.02110.x

A Monthly Double-Blind Peer Reviewed Refereed Open Access International Journal - Included in the International Serial Directories

International Journal in Management and Social Science

http://www.ijmr.net.in email id- irjmss@gmail.com   Page 191