

Study of consumer buying behavior on Branded ethnic apparel

* Manish Kumar Rai (Ast.Prof) , &** Dr.R.Gopal (Dean & Director)

Pd.Dr.D.Y.Patil University Department of Business Management, CBD Belapur

Contact-022-27565618, (M) 09323219346

Email: raimanis@gmail.com, www.dypdbm.co

Abstract:- India is a country of great diversity and it is beautifully depicted in the different traditional & ethnic wear. Today's customers have varying interests with respect to buying apparel and an attractive segment in apparel business is ethnic apparel. Marketers need to understand the behavior of customers so as to cater the challenge of diversity. Ethnicity & Diversity can provide a new source of top-line growth by bringing in an opportunity for new product development. A recent study on average trading density (sales per sq ft per month) across organized retail formats ranks traditional ethnic fashion almost doubles that of western fashion brands. According to the study by retail planning consultancy Asipac Projects, new generation ethnic fashion brands such as Biba, W and Global Desi have an average trading density of Rs 1, 600 psfpm compared to Rs 900 psfpm for national western fashion brands and Rs 850 psfpm for international labels.

The Indian women's wear market is estimated at Rs 43, 500 crore as of 2008, according to Technopak. Ethnic wear accounts for 67% of the Indian woman's wardrobe and is growing 8-9%, annually. The aim of the study was to understand consumer behavior with respect to ethnic apparel and investigate the factors contributing towards purchase of ethnic apparel. This would bring an insight on the key factors affecting purchase decision of customers which may be used for marketing & selling of ethnic apparel.

The study throws light on various features that the manufacturers should concentrate on to attract the prospective buyers. This study concludes that consumer behavior plays a vital role in marketing ethnic apparel and there is more scope for extensive research in this area.

Keywords:- Apparel retailing, Consumer Behavior, Ethnic wear

I. INTRODUCTION

The apparel industry is greatly influenced by the ever changing consumer demand and preference. Due to rapid urbanization and higher disposal of incomes, Indian consumers are now becoming more brand conscious. This is in-depth study and analysis of feasible market trends, demographics, consumer behavior and their spending patterns.

Research paper is to analyze the potential customer of ready to wear ethnic wear in terms of demographic and psycho economic, in Mumbai. Research starts with designing questionnaire. Purpose of study is to identify target audience can be categorized and the audience with highest potential was selected. Finding of research was drawing promotional strategies for the target segment.

II. OBJECTIVE OF STUDY

1. To study and identify target consumer having inclination towards ethnic wear.
2. To study impact of demographic and psycho economic factors on ethnic wear.

Hypothesis:

H₀: There is no impact of demographic factors on consumer behavior towards ethnic apparel.

H₁: There is an impact of demographic factors on consumer behavior towards ethnic apparel.

III. REVIEW OF LITERATURE

Reference Group and Product Consumption

Advertising attitudes are influenced by the product categories viewed in an ad(Biehal, Stephens, and Curlo 1992.) Therefore, studies interested in the role of ethnicity in advertising also need to account for perceived product endorsement and product categories.

For this study, the products featured were chosen based upon categories that were congruent with understanding the role ethnicity would play in the reception of an ad featuring an African American model. Endorsement of a product by a model that belongs to your group can influence your information processing,

attitude formation and your purchase behavior (Bearden, Netemeyer, and Teel 1989). The products that a consumer purchases and the brands that they select can be significantly influenced by the reference groups they subscribe to based upon a quantitative study conducted by Bearden and Etzel (1982). Two types of referent groups have been presented in the previous literature: comparative and normative referents (Childers and Rao 1992). Normative referents are close in proximity to the average consumer. Peers and family members would fall into this category. Normative referents set the standard of behavior and values that are provided for the individual to assimilate to (Ostlund 1973). A consumer would be influenced by this type of reference group because they want to fit in and be accepted by this group.

IV. REALM OF CONSUMPTION

Public goods are products or services that are used by a consumer for which others are aware that the consumer uses or owns them. Private goods are used at home or in private where others outside of immediate family or friends may not be aware that the consumer uses or owns them. Whether or not a product is consumed publicly or privately will dictate the influence that reference groups have on a consumer purchasing and using a product. For reference group influence to affect the purchase or usage of a product by a consumer, the product must be seen and identified by others (Bearden and Etzel 1982). If others are unaware of the product usage by a person (private good), influence becomes irrelevant.

V. CULTURAL RELEVANCE

The cultural relevance of a consumer good to its audience is directly related to their self identity. How a consumer views him/herself and the group culture to which they subscribe is paramount to how they interpret cultural cues that are present in advertisements (Grier, Brumbaugh, Thornton, 2006). The context in which the audience identifies themselves will determine whether they will find relevance in the messaging. This means that if the message is intended for a group, the cues that are meaningful to the group in which the audience is a member will add significance to the message. People may seek out consumer goods that define, enhance and connect them to their social identity. In Tajfel's Social Identity theory, this "individual's self concept is derived from his knowledge of his group membership and the emotional significance attached to that membership" (Tajfel, 1982). When a message or product is meant to speak to the needs of a consumer's social identity, it would be vital to include the audience using cues that highlight the importance of this group membership. The cultural relevance of a product to a consumer is hence correlated to the context in which they view themselves. The groups they align themselves with and the importance they place on these groups will dictate the cultural relevance of the product.

Traditional clothing practice is often assimilated to the generic preferences of ethnic dressing. Thus, modern fashion apparel market has emerged with the announcement that ethnic dressing comes from the core of the traditional culture whose gorgeous fabrics have been face lifted as convenience apparel within societal value and lifestyle (VALS) system. The fashion apparel has built the image in the market by characterizing as sexually ardent designs for passionate male and female shoppers (Narumi, 2000). It is argued that shifts in consumer culture provide a stimulus to dynamic innovation in the arena of personal taste and consumption. Such dynamism in consumer preferences is considered as part of an international cultural system and is driven by continuous change in VALS. The consumer values like functionality, fitness for purpose and efficiency significantly contribute in driving cultural change and recognizing suitable fashion to strategically fit with the lifestyles (Hartley and Montgomery, 2009). The growing technology led apparel selling is one of the major stimulants for inducing change in fashion and consumer culture. The three-dimensional Automatic Made-to-Measure scheme for apparel products, demonstrated through computer simulation in large departmental stores and lifestyle centers play major role in generation consumer arousal on the fashion apparel. Freeform design platform is adopted by the apparel designers, manufacturers, and retailers to represent the complex geometry models of apparel products.

VI. RESEARCH METHODOLOGY

In order to study consumer buying behavior on ethnic apparel, research has made on different categories of consumers. Information is collected through 100 respondents from Navi Mumbai by questionnaire method. Stratified random sampling is used for collection of data. After collection of data information is

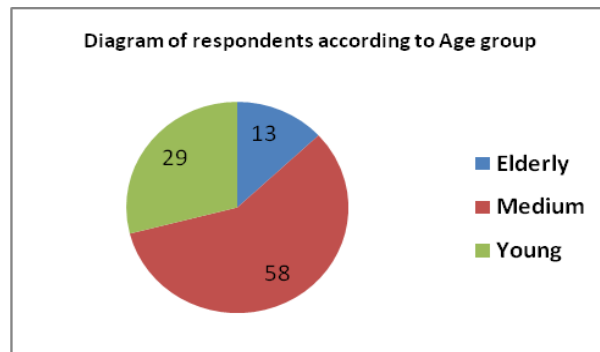
classified and presented using tables and diagrams. For detail analysis Arithmetic mean and Standard deviation are calculated. For testing hypothesis chi square test is applied.

VII. DEMOGRAPHIC FACTORS

To study consumer buying behavior on ethnic apparel following demographic factors are considered.

- Age group:** Information collected through questionnaire from 100 respondents is classified according to their age. Respondents are classified in to three different age groups. Respondents of age 18 years to 30 years are classified as ‘Young respondent’; age 31 to 40 years is classified as ‘Medium age group’ and age 41 years and above is classified as ‘Elderly age group’.

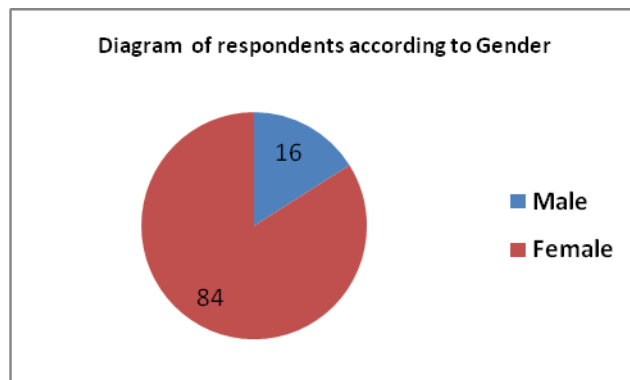
Age group	No. of respondents	Percent
Young	29	29.0
Medium	58	58.0
Elderly	13	13.0
Total	100	100.0



Above table gives the information about the demographic factor Age group. It indicate, out of total 100 respondents, 29 are from young age group, 58 are from medium age group and remaining 13 belong to elderly age group.

- Gender:** Information about gender is collected from 100 respondents is classified in to two groups namely ‘Male’ and ‘Female’.

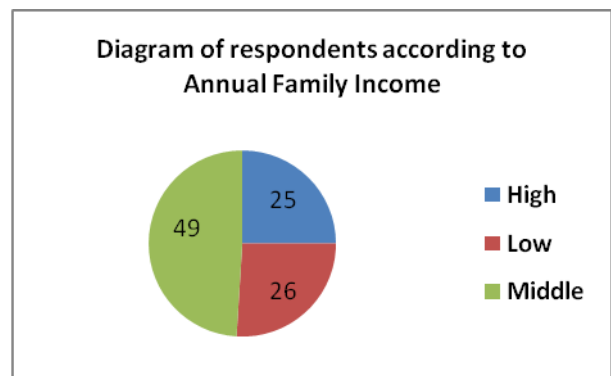
Gender	No. of respondents	Percent
Male	16	16.0
Female	84	84.0
Total	100	100.0



Above table indicates out of total 100 respondents, 16 are male and 84 are female respondents. Proportion of Female respondents is significantly high because females are more inclined for decision making for apparel shopping.

- Annual Family Income:** Information about annual income is also collected through questionnaire from 100 respondents. Respondents are classified in to three different age groups. Respondents having annual income less than 5 lacs is classified in to ‘Low income group’, respondents of annual income from 5 lacs but less than 10 lacs is considered as ‘Middle income’

Annual family Income	No. of respondents	Percent
Low	26	26.0
Middle	49	49.0
High	25	25.0
Total	100	100.0

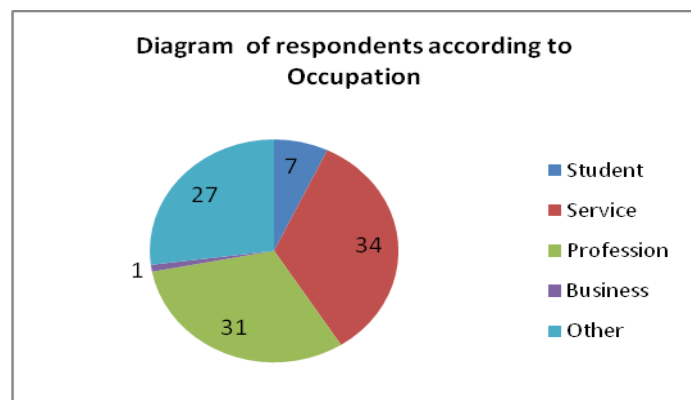


Above table gives the information about the Annual family income. It indicate, out of total 100 respondents, 25 are from High income (i.e. above 10 lacks) group, 49 are from medium annual family income group (i.e. 5 to 10 lacks) and remaining 26 belong to low annual income group (i.e. 3 to 5 lacks).

This is represented by the pie diagram as above.

4. Occupation:

Occupation	No. of respondents	Percent
Student	7	7.0
Service	34	34.0
Profession	31	31.0
Business	1	1.0
Other	27	27.0
Total	100	100.0

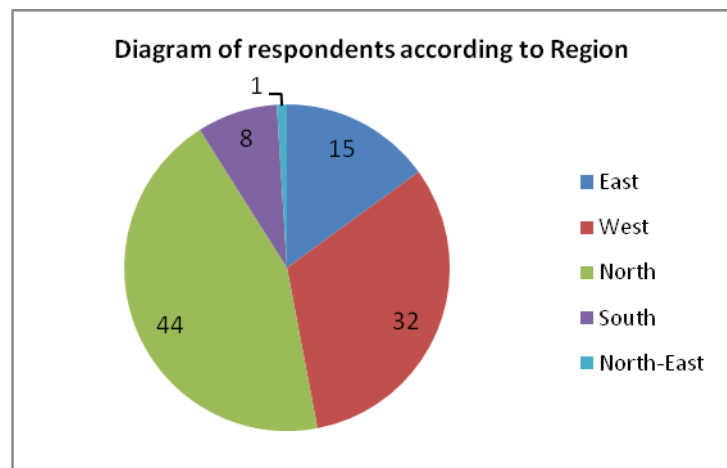


Above table gives information about Occupation of respondents. Out of total 100 respondents, 7 are students, 34 respondents do service, 31 are in profession where as just a single respondent is in business and remaining 27 are from other occupations.

This is represented by the pie diagram as above.

5. Region:

Region	No. of respondents	Percent
East	15	15.0
West	32	32.0
North	44	44.0
South	8	8.0
North-East	1	1.0
Total	100	100.0



Above table indicate the region to which respondents belong. Out of total 100 respondents, 15 are belong Eastern India, 32 belong to Western India, 44 belong to North India whereas 8 respondents belong to South India and single respondent belongs to North-Eastern India.

This is represented by the pie diagram as above

Factors influencing for purchase of ethnic apparel:

Factor	Rank
Design	1 st
Color	2 nd
Price	3 rd
Style	4 th
Brand	5 th
Store	6 th

Above table indicates, consumer gives the topmost priority to design of ethnic apparel while it. Followed by color, price, style, brand and the least priority is given for the store from which to purchase.

Factors of preference of purchase of ethnic apparel:

Factor	Rank
Personalized	1 st
Fashion cycle based	2 nd
Premium quality	3 rd
Public image driving	4 th
Model endorsed	5 th

Above table indicate that, preference for purchase of ethnic apparel is mainly because of personalization. Consumer prefer ethnic apparel which suit to their personality. Other factors in the order of preference are fashion cycle based, premium quality, Public image driving and model endorsed.

Source of influencing for purchase of ethnic apparel:

Factor	Rank
Family	1 st
Friends	2 nd
Fashion/other magazine	3 rd
Relatives	4 th
Advertisement	5 th
Internet research	6 th

Above table indicate that while purchasing ethnic apparel most influencing factor is family whereas least influencing factor is internet search.

Hypothesis:

H₀: There is no impact of demographic factors on consumer behavior towards ethnic apparel.

H₁: There is an impact of demographic factors on consumer behavior towards ethnic apparel.

Results of Chi-square test					
Sr.no	Null Hypothesis	Degree of Freedom	Calculated Chi-square	Table Chi-square Value (5% l.o.c.)	Result of Test
1	There is no impact of age on consumer behavior towards ethnic apparel.	4	11.473	9.49	Rejected
2	There is no impact of gender on consumer behavior towards ethnic apparel.	2	1.219	5.99	Accepted
3	There is no impact of annual family income on consumer behavior towards ethnic apparel.	4	8.744	9.49	Accepted
4	There is no impact of occupation on consumer behavior towards ethnic apparel.	8	18.661	15.5	Rejected
5	There is no impact of region on consumer behavior towards ethnic apparel.	8	4.144	15.5	Accepted

Above table indicate results of chi-square test for testing of null hypothesis.

Null Hypothesis H_{01} : There is no impact of age on consumer behavior for ethnic apparel.

To test this null hypothesis chi-square test is applied. Results of test are given first part of table. Chi-square calculated values is (11.473) is greater than chi-square table value (9.49) at 5% level of significance. Therefore test is rejected. Hence there is an impact of age on consumer behavior for ethnic apparel.

Null Hypothesis H_{04} : There is no impact of occupation on consumer behavior for ethnic apparel.

To test this null hypothesis chi-square test is applied. Chi-square calculated values is (18.661) is greater than chi-square table value (15.5) at 5% level of significance. Therefore test is rejected. Hence there is an impact of occupation on consumer behavior for ethnic apparel.

For null hypothesis 2,3 and 5 chi-square value is less than table value. Hence those null hypotheses are accepted. It is concluded that there is no impact of gender, annual income and region in buying behavior of Ethnic apparel.

Finding and Conclusion: From the above study findings are as follows:

1. Consumer buying behavior has association with age group. Elderly people have more preference for purchase of Ethnic apparel. Preference of young and middle age group is equal for buying Ethnic apparel.
2. Consumer buying behavior has no association with gender. Preference for Ethnic apparel is equal for men and women. Both categories are equally prospective target audience.
3. Consumer buying behavior has no association with annual family income. Preference for Ethnic apparel is equal for all the 3 categories of income i.e. low income group, medium income group and high income group. All the categories are equally prospective target audience.
4. Consumer buying behavior has association with occupation. Students has less preference for Ethnic apparel. Service and professional categories has better preference as compared to students category. 'Other occupation' category has highest preference for Ethnic apparel.
5. Consumer buying behavior has no association with region to which respondents belongs. All the categories are equally prospective target audience.

REFERENCES

- [1]. Aaker, Jennifer (1999). The malleable self: The role of self-expression in persuasion. *Journal of Marketing Research*, 36, 45-57.
- [2]. Aaker, Jennifer, Anne Brumbaugh, and Sonya Grier (2000). Nontarget Markets and Viewer
- [3]. Distinctiveness: The Impact of Target Marketing on Advertising Attitudes. *Journal of Consumer Psychology*, 9(3), 127-140.
- [4]. Consumer Psychology, 9(3), 127-140.
- [5]. Bearden, William O. and Michael J. Etzel, (1982) "Reference Group Influence on Product and Brand Purchase Decisions" *Journal of Consumer Research*, Vol. 9, No. 2. (Sep.,1982), pp. 183-194.

- [6]. Bearden, William O., Richard G. Netemeyer, and Jesse E. Teel (1989), "Measurement of Consumer Susceptibility to Interpersonal Influence", *Journal of Consumer Research*,
- [7]. Vijayasarathy, L. (2003). Psychographic profiling of the online shopper. *Journal of Electronic Commerce in Organizations*, 1(3), 48-72.
- [8]. Sproles G. B. & Kendall, E. L. (1986). A methodology for profiling consumers' decision-making styles. *Journal of Consumer Affairs*, 20(2), 267-279.
- [9]. Ahmed, S. A. and d'Astous, A. (2006), Product-Country Images in the Context of NAFTA: A Canada-Mexico Study, *Journal of Global Marketing*, 17 (1), 23-43
- [10]. Arpan, L. M. Peterson, E. M. (2008), Influence of Source Liking and Personality Traits on Perceptions of Bias and Future News Source Selection, *Media Psychology*, 11(2), 310-329
- [11]. Bagozzi, R.P. and Yi, Y. (1998), On the evaluation of structural equation model, *Journal of the Academy of Marketing Science*, 16 (1), 74-94
- [12]. Belleau, B. D. and Nowlin, K. (2001), Fashion leaders' and followers' attitudes towards exotic leather apparel products, *Journal of Fashion Marketing and Management*, 5 (2), 133- 144
- [13]. Bhardwaj, V. and Fairhurst, A. (2010), Fast fashion: response to changes in the fashion industry, *The International Review of Retail, Distribution and Consumer Research*, 20(1), 165-173 Bianchi, Marina (2002), Novelty, preferences, and fashion: when goods are unsettling, *Journal of Economic Behavior & Organization*, 47 (1), 1-18