Chapter VI

FINDINGS AND CONCLUSIONS

6. Introduction:

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6. INTRODUCTION:

Various findings and conclusions drawn from the study of consumer perception on buying behavior in apparel retail sector and same are given in this chapter. Recommendations from the study flow from the conclusion drawn in the study.

6.1. MAJOR FINDINGS

1. Majority of respondents of the study are male respondents as compared to female respondents i.e. 59% of respondents are male and 41% of respondents are female.

2. It is identified that out 400 respondents studied, nearly 28% of the respondents belonged to the most fashion conscious age group, i.e. 20-30 years followed by the age group of 30-40 years, which is also a significant age group as regards fashion is concerned.

3. It is found that 42 percent of respondents are married and 58 percent of respondents are unmarried.

4. Graduation is the academic qualification hold by maximum respondents i.e. 34 percent of respondents are graduate and it is followed by post graduation and above i.e. 26 percent.
5. Majority of the respondent, i.e. 26% were found to belong to the income bracket of more than Rs. 60,000 as their family income per month. The percentage of respondents decreased with the decrease in family income per month. 16 percent of respondents are student which is also an important group and this group is very fashion conscious and their perception is dynamic.

6. It is found that 31 percent of respondents live in nuclear family and 69 percent of respondents live in joint family. Type of family helped to understand weather opinion of family member influence the brand preference of the respondents. Here majority of respondents live in joint family.

7. Majority of the respondents, i.e. 26 percent were found to belong to the segment of more than Rs. 60,000/- as their family income per month. In accordance with the reasoning the percentage of respondents decreased with the decrease in family income per month.

8. It is found that 47 percent of respondents belong to General category which is a major group among the total respondents studied; it is followed by the OBC category, i.e. 28 percent of respondents and 12 percent of respondents from SC/ST.

9. Generally respondents of Marathwada region prefer location for shopping is exclusive brand outlet and it is followed by the multi brand outlet.
10. It is found that respondents' frequency of apparel shopping is, sometimes and it is followed by occasionally and always.

11. Aurangabad city this is a fashion capital of Marathwada Region. City wise it is identified that maximum no of respondents' perception of brand is Status, and it is followed by trend, style, and some of the respondents' perception is brand means expensive and makes feel good. Gender wise 15 percent are male and 11 percent are female respondents among the 26 percent who said their perception about brand is status. Age wise it is found that age group 50 years and above contribute 10 percent respondents whose perception about brand is status. Status as perception increases as the age group increase and in contrast as the age group decreases the respondents' perception trendy and stylish increase. Qualification wise here it is observed that higher the educational qualification the status is the major perception factor and lower is the qualification the perception is trendy and stylish because these respondents include students and young youth. Family income wise respondents in bracket of income between 50,000 to 60, 000 are mejor contributor to status as response. Respondents in income bracket of Rs. 40,000 to 50,000 are somewhat constant in all the parameters of their perception.

12. It is identified that 80 percent of the respondents were found agreeing or strongly agreeing that while shopping for apparels, they prefer branded apparels to unbranded apparels, in which 44 percent of respondents from Aurangabad city. It has also been found that male respondents prefer
branded apparels to unbranded apparels more in comparison to the female respondents. The respondents in the highest age group of 50 and above have the greatest preference for branded apparels than unbranded apparels and this preference reduces with the reduction in the age groups. It is also found that the respondents in the category of graduates and post graduate and above have preference for branded apparels than unbranded apparels, which reduces with the reduction in academic qualification of the respondents. Higher the family income, higher is the preference for branded apparels.

13. It is identified that 80 percent of the respondents were found agreeing or strongly agreeing that while shopping for apparels, they prefer branded apparels to unbranded apparels but only 54 percent of respondents have preference for a specific brand. Female respondents are not consistent as compared to male respondents as regards preference for a specific brand is concerned while shopping for branded apparels. Older generation is more specific about a particular brand while shopping for branded apparels, whereas a very less percentage of younger generation has such liking for a specific apparel brand. Nearly 34 percent of the respondents belonging to the category of post graduates and graduate prefer a specific brand. Aurangabad city has the highest preference for specific brands, whereas Parbhani city has the least preference for specific brands.
14. It is found that 64 percent of respondent were agreeing or strongly agreeing that brand name has the deeper impact than the product itself and majority of respondents are from Aurangabad city i.e. 33 percent of respondents. From 64 percent 36 percent of respondents are male who think brand name has a deeper impact that the product itself. Majority of respondents who are agreed on the fact belong to age group of 40 years and 50 above. Highest the qualification percent of respondents increased as they are agree on fact and it is decreased with lower the academic qualification. Respondents from the income bracket of Rs. 50k and 60k above are agree on the impact of brand name is deeper than the product itself.

15. Nearly 67 percent of the respondents were found agreeing or strongly agreeing that only premium apparel brands are status symbols, in this nearly 36 percent of respondents belongs to fashion capital of Marathwada region Aurangabad city and nearly 38 percent of male respondents are agreeing or strongly agreeing on the fact. Here respondents from older age group 50 years and above is very status conscious and hence they agreed on that only premium brands are status symbol and in contrast younger bracket are that much emphasis on status symbol of a premium brand. Majority of respondent belonging to highest qualification agreeing on the fact. So here it is observed that majority of respondents from the high income group said yes only premium apparel brands are status symbols. Respondents from lower income bracket they prefer branded apparel don’t agree on only premium apparels brands are status symbols.
16. Here respondents from Aurangabad city are fashion oriented and they have agreed on the quality and durability of branded apparels. So majority of respondents believe that premium apparel brand products are beautiful and are long lasting. Nearly 38 percent of male respondents are agreeing or strongly agreeing on the fact. Mostly respondents in age bracket of 40 to 50 years and 50 years and above i.e. 30 percent agree on only premium apparel brand products are beautiful and are long lasting. Highest the qualification percent of respondents increased as they are agree on fact and it is decreased with lower the academic qualification. 54 percent agree on premium apparel brand products are beautiful and are long lasting in which 32 percent of respondent belong to 50k to 60k and 60k & above.

17. Only 42 percent of respondents agree on that their brand preference is influenced by his/her self opinion rather than the opinion of his/her family members. In case of female respondents, only 27% are agree and strongly agree on they get influenced by their self opinion rather than the opinion of family members, whereas nearly 29 % of the male respondents are influenced more by the opinion of the family members rather than their self opinion. The two extremes in the five age groups 15 to 20 years and 50 years and above are observed to be most self centered as regards their purchase of branded apparels is concerned. It is observed that the most educated are most self centered and are influenced more by their self opinion than by the opinion of their family members. It is also found that higher the income,
higher is the self centric attitude where their brand preference is influenced by the own opinion rather than family opinion.

18. It is found that in all among the four cities good advertising for the brand is given most importance, after that Good sales promotion for the brand is given the importance. Male respondents are more conscious about image of the brand and female are conscious about the price and the offers given in sales promotion. People having lesser impact of good image of the brand are from the age of 15 to 20 and 20 to 30. Good advertising for the brand is the more important factor for the age group of 15 to 20 years and the importance reduces with increase in age of the respondents. Lesser the qualification, greater is the importance of advertising and price of the apparel and lesser the qualification, lesser is the importance of sales promotion and image of the brand. Greater is the family income, greater is the importance for advertising and image of the brand. In contrast, lesser is the family income; greater is the importance of sales promotion and price of the brand.

19. Most of the respondent said effect of advertising is utmost effective or very effective. Male and female are somewhat equally agree on that effect of advertising is utmost effective of very effective. It is observed that lesser the age of the respondents, greater is the effectiveness of advertising on brand preference. It is identified that this respondents in all the five categories of educational qualification believe in effectiveness of advertising in creating brand preference and higher the income level, higher is the
effectiveness of advertising on brand preference. The highest income category of Rs. 60,000 and above is more status and image conscious and therefore prefer brands having good advertising.

20. It is found that nearly 27 of the respondents selected electronic media as the most effective medium of advertising on brand preference. This was followed by print media, web advertising, outdoor advertising, SMS and Telecalling and in that order. Gender wise similar trend was observed in the replies by the female respondents. All five mediums of advertising have totally different effectiveness on brand preference of the five age groups. Younger age groups, greatest effectiveness is by electronic media, while highest age categories show greatest preference for print media and outdoor advertising. It is found that the lowest educational qualification category of below SSC, SSC, and HSC have highest inclination for electronic media followed by web advertising. The results identified that the life style of the younger generation and also the older generation have great bearing on effectiveness of the respective mediums of advertising in brand preference of consumers. It is identified that the income groups have basically liking for those mediums of advertising which they can easily afford without expenditure. Electronic media which consist television, radio and cinema, are in large very important for all the income categories, irrespective of their income levels. Television is a major source of advertising and creation of brand preference.
21. It is identified that status factor is the most influential across the respondents in all the cities. It is also identified that the status factor has the greatest influence on brand preference of the respondents. This is followed by love factor, joy factor, emotion factor, and humor factor, in that order. Status factor, joy factor, and emotion factor have greater influence on male respondents, whereas love factor, status factor, and emotion factor have greater influence on female respondents. Most influencing factor in age group above 50 years is status. Here it is identified that the pattern is quite similar across all the age group. In all the groups status factor leads in influencing the brand preference and is followed by love factor, joy factor, emotion factor, and humor factor in that order. Humor factor are most important for the age group of 15-20 years as compared to other age group. Status factor leads the pack among all the qualification categories and is followed by the joy factor, love factor, emotion factor, and humor factor. Joy and Love factor of advertising affects the Below SSC, SSC, HSC as compared to other factor of advertising. Emotion, joy, and love is the important factor for the income bracket 20k to 30k. Status factor are most influential for income group more than Rs. 50,000 as compared to other groups.

22. It is found that 70 percent of respondents are agreed and strongly agree that endorsement by celebrities affects brand preference. Aurangabad, the fashion capital of Marathwada, leading the effect of endorsement by celebrities affects brand preference. As concern to Parbhani, respondents appear to be less
It is also observed that nearly 31 percent of female respondents do agree strongly agree that endorsement by celebrities affect their brand preference. In contrast, nearly 40 percent of the male respondents agree or strongly agree that endorsement by celebrities affect their brand preference. The younger generation of 15-20 years is the most influenced by endorsement by celebrities. The percentage of respondents who get influenced by endorsement by celebrities reduces with increase in age. Lower is the educational qualification higher is the effect of celebrity endorsement. Here it is identified that the influence of endorsement by celebrities increases with increase in the family income. In contrast brand preference is reduces with lower the family income, but not very much, with increase in family incomes.

23. It is found that 47 percent of respondents agree that they like to imitate the style of celebrities in which 28 percent of respondents are male and 19 percent are female respondents. As the increase in the age group of the respondents this percentage decreases.

24. Here it is observed that nearly 66 percent of respondent agree and strongly agreed that publicity of brand affects brand preference. Publicity of brand helps to create the awareness about brand. As we can see there is no that much difference in the perception about publicity of brand.

25. It is found that female respondents are more affected by sales promotion techniques than the male respondents. Sales promotion techniques are definitely very effective for creation of brand preference.
26. Branded apparel outlet may have good lighting, attractive window display, mannequins, music, ambience etc in the shop of a brand helps in increasing preference for the brand. Here it is observed that almost 61 percent of respondents are agree and strongly on that where branded apparel outlet affect brand preference.

27. Here it is identified that more developed the city, greater is the effect of ease of shopping as provided through e-marketing. It is clear that male respondents are better users of latest telecom technologies including mobile phones and internet as regards shopping for branded apparels through e-marketing, with increase in the age of respondents the effectiveness of ease of shopping as provided through e-marketing on brand preference decreases. Here it is also found that the lowest qualified and the highest qualified are most effected by ease of shopping as provided through e-marketing, whereas the moderately qualified are least effected by convenience of shopping as provided through e-marketing. The Graduates, post graduate and the student respondents are most techno savvy whereas the moderately qualified respondents do not use that much of technology. Higher the family income higher is the positive effect of ease of shopping as provided through e-marketing.

28. Here it is observed that lower income group is getting more affected with the effect of price as compare to the higher income group. In same way low educational qualification group of respondents also get much affected with
the effect of price of the brand on brand preference as compare to the highest educational qualifications.

29. Here it is identified that 63 percent of respondents are strongly agree and agree on the fact that price and quality of the apparel go hand in hand. 47 percent of respondent agree on it where 28 percent are male respondents and 19 percent are female respondents, higher is the income level of family and higher educational qualification contribute to this. 21 percent of respondents disagree on the fact that price and quality go hand in hand, in which 10 percent are male respondents and 11 percent are female respondents. Here respondents having low family income and low educational qualification contribute more.

30. Here it is found that almost from the every respective city respondents are concerned about the price. 19 percent of respondent are disagree with the fact they are concerned about the price, in which 10 percent of respondents are from the Aurangabad city. As the income level of respondents from Aurangabad city is high that’s why they are disagreeing on it. Here it is also observed that females are more concerned about the price of branded apparel as compare to male respondents. It is came to know that with increase in age the respondent are less concerned with about the price and in contrast decrease in the age respondent much concerned about the price and increase in educational qualification the respondent are less concerned with the price and in contrast decrease in the educational qualification respondent much concerned about the price. It is observed that with increase in family
income the respondents are less concerned with the price and in contrast decrease in the family income respondent much concerned about the price.

31. It is found that almost majority of respondents agree that higher the price better the quality of apparel brand. It is observed that perception of female respondents differ with male respondents whenever anything asked about the price. Here it is identified that 45 percent of respondents agree on the fact higher the price of apparel brand better the quality in which 26 percent are male and 19 percent are female respondents. It is observed that with increase in age the respondent agree on the fact higher the price of apparel brand better the quality and in contrast decrease in the age respondent also decreases with fact and higher the educational qualification higher the effect of higher the price of apparel brand better the quality. Majority of respondents who agree on the fact are from the income bracket more that Rs. 60,000/-. 

32. Here it is observed that highly developed city percentage of comparison of prices of different apparel brands to insure value for the money decrease. It is identified that female respondents are more price conscious while shopping for apparels than male respondents and they do compare the price of different apparel brands to ensure the value for the money. Here it is identified that increase in the age of respondents comparison of prices of different apparel brands to insure value for the money increase. It is also found that lower the educational qualification higher the comparison of prices of different apparel brand and higher the educational qualification
lesser the comparison of prices of different apparel brand to insure the value for the money. Here it is observed that higher the family income of respondent lesser the comparison of prices of different apparels brands to insure value for the money and in contrast lower the income higher the comparison of prices of different apparel brand.

33. It is found that greater the development of the city, greater is the effect of increase in price of favorite brand of the consumers on their brand preference. The respondents in Parbhani neither have that much purchasing power nor are that much involved in the race for fashion. Female respondents are more affected by increase in price of their favorite brand as compared to the male respondents. Here it is identified that the respondents in the middle age group are most effected by increase in price of their favorite brand and this figure decreases with both increase as well as decrease in age groups. It is found that this effect is seen most in moderately qualified respondents and this decrease with both increase as well as decrease in educational qualification. With increase in family income increases the affordability of the respondents to bear increase in price of their favorite brand.

34. The respondents in Aurangabad have a comparatively higher purchasing power and greater consciousness of fashion than respondents in other cities of study and this speaks in their responses in the present study. Here it is identified that females are to a little extent more affected by decrease in price of competing brands as compared to the male respondents. Here it is found
that the middle age group is most affected by the decrease in price of competing brands affecting their preference for their favorite brand and this figure reduces both with increase as well as decrease in age. Moderately qualified respondents i.e. graduates are most effected as regards preference of their favorite brand upon decrease in price of competing brands and this figure decreases both with increase as well as decrease in academic attainment. Naturally, the higher income categories have a higher affordability for their higher priced favorite brand as compared to lower income categories.

35. It is found that most the respondents agree that expensiveness of the brand increases the image of the brand for them and which in turn increases the preference for the brand and male respondents consider expensiveness of the brand as one of the factors for brand image as compared to female respondents.
6.2. Conclusions:

Apparel sector is growing at a very fast pace with growing Indian economy. Consumer perception can be viewed as an outcome that takes into account the cultural aspects as well as changes in buying behavior. The relationship between characteristics of both consumers and brands are becoming increasingly important in marketing. Consumers perceive brands as providing both emotional benefits (e.g. display of status, wealth and prestige). Their brand perception influences their buying behavior. Here it is stated that higher the preference for the brand, higher is the positive consumer perception which in turn reflects positive buying behavior.

The present study has aimed to determine the factors affecting Marathwada consumers' buying behavior towards branded apparel that is available in their regional market. The study has provided the demographic variation of the consumers for making choices for branded apparel. Advertising is the part of marketing activity and a type of sales promotion. Marketers believe that brand preference begins before purchase behavior does. Marketers are focusing their efforts to develop brand relationships with young consumers.

In the today's market price sensitivity is an important aspect. As an average consumer would definitely prefer a product that is cheaper than a product which is above his budget. Although brand image is important but it
is the money that plays the key factor in consumer behavior. Eventually it is the pricing of the product that influences the consumer to go ahead and pick up a product that he or she wants.

This study gives clear understanding of role of different factors and marketing strategies in creating a brand and finally effecting consumer perception and consumer behavior, various factors such as Advertising of the brand, Sales Promotion for the brand, Price of the brand, have been studied with respect to various demographic factors such as Age, Gender, Education, Monthly family income and Place of stay of the respondents.

The relation between various demographic variables and consumer behavior on apparel is expected to be understood. Apparel companies can target the right target segment in terms of gender, age group, family income, qualification, occupation etc. by understanding the preferences of the consumer and can devise strategies to enable the consumers to access their products easily. The manufacturers of branded apparel must focus on all these factors to formulate branding strategies effectively and to sustain their growth.

India is a rapidly developing economy based on strong private sector with brand conscious consumer. This attribute about Indian economy attracts global brands to set up stores in the country, states and Marathwada region.
6.3. Recommendations

**Following are the major recommendation**

1. This study is an eye opener for the companies in the business of retail apparel sector. These companies cannot do marketing in traditional way. So instead they should be proactive in designing their marketing strategies. While 78% of the respondents have preference for branded apparels than unbranded apparels only 50% have preference for a specific brand.

2. Retail apparel companies should focus on good advertising which is necessary for good brand image as well as for customer awareness. Nearly 87% of the respondents believe that advertising is an effective medium of creating brand preference among consumers.

3. The apparel companies should invest in contracts with the celebrities as this will not only give publicity to their brand but also increases the image of the brand which will help to create a positive perception for the brand. Because 74% of the respondents agree to fact that endorsement by celebrities does impact their perception towards the brand

4. The price of the brand plays an important role in building positive perception towards the brand. Thus Marathwada is a developing region of Maharashtra State of India. So, apparel companies must focus on affordability of their apparel brands.
5. Sales promotion does affect customers’ preference for the brand. Thus, retail apparel companies should invest on different sales promotion techniques.

6. The consumers across all the income categories prefer branded apparels in far greater proportion than unbranded apparels. This is a great opportunities for the apparel companies as they have a huge consumers base waiting to buy their brands if their prices suit their pockets.

7. Role and influence of social media on branded apparel buying is another area, which might be of interest to the future researchers as social media is establishing itself as a part of the marketing strategy of majority of brands.