CHAPTER: 6
FINDINGS

Introduction: This chapter presents some of the key results obtained from the quantitative study referring to both the theoretical and practical part of the present study and also to results obtained by other researchers in the field. The first section describes the basic information derived from analysis of each variable through descriptive statistics. The second section presents the results of test analysis.

6.1 Findings

In the purview of given objectives, an extremely scrupulous and conscientious research was carried out. Discussed below is the summarized finding of each of the objectives.

6.1.1 Findings against Objective 1

To study the factors which influence the buying behavior of youth for branded hosiery products in Pune.

For study factors total 11 questions were formulated

Following hypothesis were created to fulfil the given objective:

H1: There exists no difference in factors influencing Buying Behaviour of selected hosiery products among youth in Pune region

To analyse the factors following sub hypothesis were developed

H1: a) There exists no effect of social factors on Buying Behaviour of selected hosiery products among youth in Pune region

H1: b) There exists no effect of cultural factors on Buying Behaviour of selected hosiery products among youth in Pune region

H1: c) There exists no effect of Personal factors on Buying Behaviour of selected hosiery products among youth in Pune region

The first objective was fulfilled with the help of a number of statistical analyses that included descriptive statistics. In order to test the hypothesis Chi square test is conducted. It was found that is no difference in factors influencing Buying behaviour of selected hosiery products among youth in Pune region.
Family monthly income was considered as an independent variable for H1; a) and was checked for its association with other dependent factors like information seeking behaviour, frequency of buying hosiery innerwear, purpose of buying, buying excitement, quality perception, product premium and the percentage of premium the consumer is ready to pay, brand comparison, dissatisfaction behaviour was conducted.

1. Most of the people rely on the advertisement in various media for gathering information about their hosiery innerwear. The findings are similar to the finding of Sharma et al (2014) who found that product advertisement has a major role to play in forming the consumer attitude towards a product brand in the modern world. Many people trust their families and friends to get the right information about their intimate wear. It was interesting to know, that in the digital era very few said they take help of internet for collecting information about their innerwear, whereas in the educated society it was noticed that very few people were reading informative articles to find the relevant information about their innerwear garments. There found no difference in the information seeking behaviour of respondents belonging to different income class. That means consumer seek information in the similar manner irrespective of its income level their marital status and the religion of the respondent.

2. The frequency of buying hosiery inner wear does not found to fluctuate with the income level of the respondents. Most of the people buy hosiery innerwear once a month followed by once in two months and then once in 3 months. Very few people said to have both hosiery innerwear on yearly basis. It was found that income level of the respondent their marital status and their religion does not affect the buying frequency of the respondents.

3. It was found that most of the buyers buy hosiery product for themselves. Some also buy for their spouse and children. Almost nobody bought hosiery innerwear for the extended family members or for friends. Purpose of buying was not found to have any concern
with the income level of the respondents which was considered as the social factor for the study. Similarly, the purpose of buying hosiery innerwear was not related with their marital status of the respondents. To our surprise it was found that different religion people buy hosiery products for different region namely for personal use, for family members for spouse and for friends.

4. People found to have excitement for a newly launched hosiery product in the market where many people showed their high level of interest in buying the newly launched hosiery innerwear which they were waiting for to be available in the local market. Many people responded they will immediately buy the product that is recently become available in the market but the consumer showed a high level of consciousness in buying hosiery inner wear and most of the respondents were in favour of getting the review before they buy the product. There were few who wanted to buy the product immediate after its launch to gifting it to their near ones and very few also said that they will buy it for family members. The eagerness to buy the product found to have no relationship with the income marital status and religion of the customer.

5. People found to be neutral about the quality of branded hosiery innerwear. Whereas a good lot of people does not think that branded hosiery innerwear is offering them better quality. Some still hold an opinion that branded garments give better quality. The simple reason behind holding such perception is that, a company having a big brand name will not degrade its brand name thus, it is bound to give a better product quality. Though people hold different opinion about the brand, but this opinion is not found to be formed because of the income level their marital status or religion of the respondent.

6. As majority of the respondents were not decided about the quality of the branded hosiery innerwear offered by big companies, but they are ready to pay a premium for the branded one. Few still thought that it's not a good idea to pay premium for a branded product, but here also some were there who were undecided about if they would be paying premium for the brand name. The readiness to pay premium for a
branded hosiery innerwear is not found to have impacted by the income level their marital status or the religion of the respondent.

7. Though people showed a mixed reaction towards their perception about the brand quality 33% of the people who were ready to pay premium agreed to pay as much as 50% premium for a branded hosiery innerwear, A good amount of people were ready to pay up to 10% premium as interestingly few were there who were ready to pay even 200% premium if the product is of renowned brand. Generally, it is perceived that those who are well off only can offered to have a high end premium brands. But the present study concluded that the income level their marital status or religion of the respondents is not related to the number of premium respondents are ready to pay.

8. The customer found to have variety seeking but at the same time does not want to get confused with the number of brands. Most of the respondents opted for comparing four available brands with the seller to arrive at buying decision followed by comparison of two brands and five brands. There are few who also wanted to compare all the available brands in the store to finally make the purchase. This buying behaviour of the consumer was found to have no relation with the income level of the consumers their marital status or to the religion of the respondent.

9. Maximum number of respondents said that in case they are not fully satisfied with the hosiery innerwear they bought they will not complain about the product. Whereas with the rise of social media many of the respondents said that they will raise their voice on the social media, some thought that they better complain with the shopkeeper and few aware customers were ready to write directly to the company to make use of their consumer rights. The opinion so showed by the consumer was found to have no relation with the income level of the consumer their marital status or to their religion.

6.1.2 Findings against Objective 2
To understand the influence of Brand on buying behavior of hosiery products by Female customers belonging to Gen Z. Following hypothesis were created to fulfil the given objective:

**H2: There exists no difference of brand influence on buying behavior of young female consumers**

To fulfil second objective 6 questions were designed for brand influence on the buying behaviour of young female consumers of hosiery innerwear in Pune region. 

Like the first objective, the second objective was also fulfilled with the help of varied statistical analysis that included descriptive statistics, and T test. It was found that There exists no brand influence on the buying behaviour of young female consumers. As the consumers in this category does not showed significant difference in, recalling the brand name of the hosiery inner where they bought last time, in choosing a brand according to social status, Brand name as a stimulus of interest in choosing a brand, preferring a brand which they already experienced and the role of price as a moderating variable in the choice of brand.

1. Most of the respondents agreed that they remember the brand name of the hosiery innerwear product they bought last time. Some of them were undecided about if they can recall the name of the brand that they bought last time. This in turn is the indicator of brand loyalty among the customer. Remembering brand name is the first step towards creating brand loyalty. A few respondents also do not remember the brand name but in general there was not much difference in the opinion of the young female consumers about if that they remember the brand name most of them remember the brand name they bought last time.

2. Though most of the respondents were of the opinion that they buy the brand for their social status the young girls hold different opinion about this. Some of them treat hosiery innerwear as their status quo whereas some others do not agree that it matters what brand an individual wear to form one’s social status. The findings are in contest with the findings of Margee Hume (2013) who found that the buying behaviour of
female does not only depend upon her self-image but also on her perceived self-image of other people in the society.

3. Most of the respondents were in favour of the opinion that a brand name stimulates their interest in selecting a brand for hosiery innerwear. Some were a little undecided about their status. It was found that there is not much difference in the opinion of young female hosiery consumer who buy hosiery innerwear for its brand name. Thus, it could be concluded that young female consumer can be lured by creating a good brand name in the minds of consumer. The findings of the study were in confirmation with the study conducted by (Jain, Varsha, 2014) who also found that generation Z is very brand conscious.

4. People generally prefer a brand that they have already experienced. But the same is not true with young female consumers. This generation is meant by their demanding attitude and freckling mind; they prefer experimenting with the brands. There are girls who look for a kind of trust in a brand to have a long-term relationship, whereas the same group consisted a sub group that want to try new brand every time they buy a hosiery undergarment. Thus, it is an opportunity for the marketers to create brand loyalty but this would be only possible if the brand can connect to this young lot.

5. In the price conscious market of India, the young female consumer shown agreement to the social thinking related to price. These girls are also price conscious and select a brand which offers them value for money. This mentality might be because of culture and the upbringing of the person.

6.1.3 Findings against Objective 3
To understand the influence of Brand on buying behavior of hosiery products by customers belonging to Gen Y and Gen Z.

**Following hypothesis were created to fulfil the given objective:**
H3: There exists no brand influence on buying behavior of Gen Y and Gen Z female consumers

To fulfill third objective 6 questions were designed for brand influence on the buying behaviour of generation Y and generation Z consumers of hosiery innerwear in Pune region.

The third objective was also fulfilled with the help of varied statistical analysis that included descriptive statistics, and T test. It was found that there exists no brand influence on the buying behaviour of generation Y and Generation Z consumers. As the consumers in this category does not showed significant difference in, recalling the brand name of the hosiery inner where they bought last time, in choosing a brand according to social status, Brand name as a stimulus of interest in choosing a brand, preferring a brand which they already experienced and the role of price as a moderating variable in the choice of brand.

1. Similar to the other customer generation Y and Generation Z customers were also agreed that they remember the brand name of the hosiery innerwear product they bought last time. Though Some of them were undecided about if they can recall the name of the brand that they bought last time. But the study found no difference in the brand recall by the two generation of customer. Both the generation were comfortable in recalling name of the brand at the time of buying the hosiery innerwear.

2. Social status is something to maintain which people buy some branded products, but this is generally true with the luxury and durable goods. But the same trend has been started recently in the apparel industry also. When asked about both generations said that they choose a brand which matches their social status the answer was mostly yes, and there existed negligible difference in the opinion among the two generation of consumers. An interesting thing to notice here is that a product which is basically sold for its utility value, is being treated as a status symbol not only by the younger generation but also by the older generation. Point to notice here is that the product which was meant to be a utility product is not treated as fashion wear.
3. There lies a difference of opinion between generation Y and generation Z about the role of brand name stimuli in selecting a brand for hosiery innerwear. Some were little undecided about their status. The two generation think differently on the point that innerwear defines the social status of an individual. There is a need for marketer to understand which what consumer thinks and thus position the product accordingly.

4. People generally prefer a brand that they have already experienced. And same is true with generation Y and generation Z too. It was somewhat expected that generation Y would be in favour of choosing the brand that they have experience with. But this is an interesting finding of the study that the generation which is characterised by their demanding attitude and freckling mind prefer the tried and tested brand. It is a kind of trust they are looking for in a brand to have a long-term relationship. Thus, it is an opportunity for the marketers to create brand loyalty but this would be only possible if the brand can connect to this young lot. Some of these young ladies also expressed that they like switching brands.

5. Both generation customers were found to be price conscious the price conscious thus in the overall study all the consumer found to be concern about the price of the brand and mentioned that price is a moderating variable for selecting a brand. The new generation of customer are equally responsible and understand the value for money just like their ancestors. Thus, it is a message to the marketers that if they wish to play longer in the market they need to offer value for money.

6.1.3 Findings against Objective 4
To explore the differences in behavioural process adopted by Male and Female in purchasing hosiery products in Pune region

Following hypothesis were created to fulfil the given objective:
H4: There is no difference in the buying behavior of Men and Women in purchasing hosiery products in Pune region
To fulfil third objective 13 questions were designed to understand the differences in the buying behaviour of consumer belonging to two difference generations for hosiery innerwear in Pune region.

The fourth objective was also fulfilled with the help of varied statistical analysis that included descriptive statistics, and one-way ANOVA. It was found that There exists no difference in the buying behaviour of male and female. Total 13 variables were defined to understand the differences in the buying behaviour of men and women. But both the genders does not show significant difference in, the choice of brand as per their social status, Brand name as a stimuli of interest in choosing a brand, preferring a brand which they have already experienced, Price as a moderator of brand choice, believe about getting most reliable information from source for inner wear products, intention and purpose of buying hosiery products, buying excitement, brand Comparison behaviour, quality perception about branded products, readiness to pay premium for branded hosiery undergarment and the amount of premium and post purchase expression of dissatisfaction behaviour.

1. Both men and women are not differing in opinion that they select the brand as per their social status. Most of the respondents were buying as per their social status. Thus, there exists no difference in the consumer opinion about buying brands as per their social standards. It is interesting that both the genders do not differ in opinion, and mostly prefer brands which suits their social status. The findings are in confirmation with the findings of Margee Hume (2013) who found that the buying behaviour of female does not only depends upon her self-image but also on her perceived self-image of other people in the society.

2. Brand name as a stimulus is perceived equally by men and women. They do not feel differently for brand name as a stimulus to buy it. Thus, the marketers need to understand that the brand they are selling should have a positive image in the minds of customer to enhance their sales and to increase their market share

3. Both the genders found to have no difference in their preference of a brand that they have already experienced. Though in the earlier analysis it was established that the
people prefer the brand that they have experience with. Thus, here the conclusion can be drawn that both men and women prefer the brand that they have bought earlier and this repeat purchase behaviour of these consumers can be termed as brand loyalty. Thus, both genders showed brand loyalty towards their brand.

4. As far as brands are concern, the general perception is that branded goods are costly. And the quality perception of the branded products is different for the consumer. The present research study found that the two genders perceive price as a moderator of brand choice in the same manner i.e. if male feel that it does plays a role as a moderator, of brand choice, female also think in the same manner or vice versa. Though altogether the total respondents agreed that price do play as moderator of brand choice.

5. Earlier studies reveal that people generally rely on advertisements in all medias. Present study also confirms the earlier findings and state that people get more information collected form the product advertisement then from any other source. There exists no difference in both gender’s opinion about the source of getting most reliable information. Strange to find that both genders think in synchrony.

6. Both genders found to have same intention and purpose of buying hosiery products most of them are buying for personal use then for kids and family, and other buy for gifting purposes. Thus, their found no difference in the buying behaviour of the two genders.

7. Excitement of buying is generally seen in fashion products and impulsive items with the change in trend the innerwear is also being treated as a fashion product. Not only women who are impulsive buyer and generally love shopping shown their excitement for buying a hosiery innerwear for which they were waiting for long, men also showed excitement about the new innerwear product being introduced in the market.
8. It is human tendency of comparing things they have and feel more satisfied with the thing they bought after comparing it with others. Respondents in both categories, i.e. men and women found to be interested in comparing brands before buying. Both the genders believe in the brand comparison and as per the above analysis people mostly compare 4 available brands. This behaviour might be because of less than 4 brand comparisons does not allow satisfaction, and more brands if compared can create confusion. This could be interesting to study in the later stages.

9. It is a wide prevailing perception that branded products provide better quality perception about branded products, but present study depicted a different picture altogether. Men and women found to be neutral about the quality of branded hosiery innerwear. The simple reason behind holding such perception is that, a company having a big brand name will not degrade its brand name thus, it is bound to give a better product quality. Though people hold different opinion about the brand, but this opinion is not found to be differ on the basis of gender of the respondent.

10. Though most of the people said that they will not pay a premium for a luxury brand. It is a contradictory view showed by the respondents here. In the earlier parts of the same study respondents agreed that branded innerwear is expensive and offers good quality but they are not prepared to pay a premium for luxury brands. And this behaviour is consistent across genders. People prefer branded products but does not want to spent on brands. Those who are ready to pay higher for branded hosiery innerwear also does not showed their consent to pay higher premium for branded products and this is true with both men and women.

11. It has been generally seen that even if a customer is not satisfied with the product he/she does not complain against it. In present research also, many people responded in favour of not complaining against the company, this attitude may be because of the amount spent on hosiery innerwear is not considered as heavy for them. Moreover, post purchase expression of dissatisfaction is more expressed on social media as pointed out by the study. Both male and female agreed to the above statements.