CHAPTER 7
SUMMARY AND CONCLUSION

7.1 Introduction
Purchaser or the buyer conduct tells us about their intentions and personal characteristics. It is all about what they require and what they would like to have. It is all about what are their wishes and wants. It can be distinguished basically however gives a basic idea about their conduct such as what they are interested in, why are they purchasing, what things and so on. The ultimate result gives us incredible experiences into what are the various aspects those are under consideration (background characteristics) during their thought process.

With intense competition in the marketplace and in each part of the business process it is also required to understand pattern of shoppers purchasing hosiery innerwear using market research. Now this has became focal point of advertising research. From selection inspiration to post buy conduct knowledge and awareness about the customer is an essential ingredient. This has eventually pushing the market oriented exploration activities. There are numerous inquiries which stays unanswered and that makes the investigation in this field an ongoing activity.

In the existing market providing the customers with the best desired quality is a demanding task for every business. It is required to have the right customer choice. It may be noted that all customers are alike in some aspects. They expect to have (more) value for (their) money, when they are buying or availing any paid services. The marketer should remember that impression of purchaser towards the hosiery innerwear and need to comprehend the purchaser knowledge about these products. Existing studies reveled that there are different components that has part in formation of the purchasing conduct of hosiery innerwear amongst the buyers.
The vast majority of the past reviews examinations have been led in developed countries and the available information and writing has neglected to distinguish any equivalent researches in the Indian context. It is as of now settled by past examines that increased amounts of consumer contentment with a product or service indicate more dependability on that (particular) brand. Purchasers are looking at a wide range of product selection options made available to them. This is mainly due to the intense competition among the organizations. This is the reason comprehension of shopper conduct is indispensable to the achievement of any business. Hence, the present research study expects to:

1. To investigation the elements which impact the purchasing conduct of youth for hosiery items in Pune.

2. To comprehend the impact of Brand on purchasing conduct of hosiery items by Female buyers belonging to Gen Y and Gen Z.

3. To investigate the distinctions in behavioral process received by Gen Y and Gen Z in buying hosiery items in Pune area.

4. To investigate the distinctions in behavioral process received by Male and Female (buyers) in buying hosiery items in Pune area.

5. To Explain and prescribe the marketing experts, methodologies to impact youthful purchaser buying behavior in hosiery industry.

The study was undertaken with sample size of 450 hosiery innerwear shoppers across different categories. These are respondents from Pune area. The various categories are age, gender, income level, education level, and religion from Pune. The outcomes of the study are very astounding and have huge ramifications for Indian buyers as well as the marketing and advertising organizations.
7.2 Literature Review
The review of literature related with the study includes more extensive parts of purchaser conducts which were viewed as crucial for the present research. The said literature review touched upon the purchasing ways in general and purchasing conduct of clothes and hosiery innerwear in particular. The shoppers purchasing processes was touched upon and pattern of both the genders and across different age groups. Various attributes that are contributing towards formation of or the shaping of the purchaser conduct were recognized from the ‘review of the literature’. Some of these are culture specific elements, social elements and individual specific aspects.

It was enlisted from the review of the literature that men and ladies carry on distinctively at the season of shaping the choice about making a purchase of highly personalized products such as inner garments. The said review also mentioned that promotional material or ad is an important way to attract the customers. It assumes a crucial part in creating an opinion or feelings about the brand finally change over that opinion or assessment into the buying decision.

The study was aimed at understanding of the hosiery innerwear buying behaviour of young shoppers. The review of literature additionally was taken from the conduct of generation Y and generation Z buyers. It was recognized that this generation Z is fond of technology. It is technology loving, technology using and always looking for immediate fulfillment of their requirements. They need things instantly. They insist on using and exchanging (different) brands and (thus) considerable impact by their companion’s assessment and celebrity support of a brand.

In order to develop a suitable marketing plan, it is required for the hosiery inner garment businesses to know and become aware their customers. They may comprehend about which factor they should focus in order to build an efficient interaction; according to Johnston and Bonoma (1981)72. Different studies have been undertaken in different countries in the context of clothes and apparels. However, specific studies for inner
garments are very few in numbers and may not have in-depth insights. Such studies are even absent in the Indian context. India with diverse social and cultural patterns may require a specific type of report. Such document may of useful to the businesses in India. It may help them to position (their products) in the diverse market in proper manner. Not just this have the Men and ladies carried on distinctively while purchasing cozy wear. Along these lines, it is essential and vital to think about this differentiation of purchases occurring due to gender differences.

More studies done in the past has touched upon the gender aspect however has not discussed (about) the age factor. The age being a choosing variable should be examined in detail to conclude at a workable arrangement. It was obvious that as we grow requirement changes, with the age the inclinations changes. Moreover, the upcoming age group that is prominently known as generation Z has joined the purchasing populace of the nation. Therefore, it bodes well to consider this new expansion to the purchaser classification.

7.3 Research Methodology

The existing study is of descriptive research type and makes use of structured questionnaires. Based on the review of literature and interactions with retailers of hosiery innerwear users, such questionnaires were prepared. After the pilot examine, doubts (if any) were recognized and the said questionnaire was modified. It was ensured that all the inputs (questions) would be understood to the respondents. For testing the data reliability, Cronbach's Alpha was used. The Reliability Test was undertaken using SPSS. The Cronbach's Alpha was figured as more than 0.700 in the data reliability tests used. Along these lines, the Questionnaire was thought to be trustworthy.

For the principle examine, Convenience Sampling was utilized, as it helped in getting information and patterns without any difficulties. The Population considered for the sample size was in a way homogenous all users of hosiery innerwear.

The questionnaire was intended to gather all the required information from the users. There are input questions about the culture related, society related and individual specific aspects of the purchaser. These are derived from the literature review. Some more questions may be included later as required. These are about brand preferences
and brand association of the purchaser for inner the hosiery garments. The study was aimed at discovering the buying patterns of various age groups of customers and more particularly about the women shoppers.

The Researcher reached in excess of 700 arbitrarily chosen hosiery inner garment customers. About 454 responses were received that makes the response rate of more than 64%. However, 0.88% of these respondents were unable to provide the required information appropriate to the study and these cases were rejected. Moreover, where the respondents have not provided other critical data were also not considered for the study and hence it brings the survey sample size to 450.

Likert scale was utilized with five-point scales for data collection of responses from the survey. Statistical Package for the Social Sciences (SPSS) version 16.0 was consistently used for data analysis. Different statistical tools and techniques were utilized for data analysis. These are Student T test and Chi Square test and one-way ANOVA to analyze the data. With the assistance of these tests, the information was effectively investigated.

7.4 Summary of Findings

Presented below are the summarized findings of each of the objectives.

Objective 1: To investigate the elements which impact the purchasing conduct of youth for hosiery items in Pune.

The components that impact the purchasing conduct of the customers were recognized in the literature review. These are social variables, individual elements and cultural aspects. In the questionnaire five questions were asked to gather information about the social factors as influencer, five questions were about cultural aspect as influencer, and seven questions were associated with the individual elements of the shoppers that tells their buying behaviour.

Following hypothesis was formulated to satisfy the given objective:

H1: There exists no distinction in factors impacting Buying Behavior of selected hosiery products among youth in Pune region

To analyze the factors following sub hypothesis were developed:

H1: a) There exists no impact of social factors on Buying Behavior of selected hosiery products among youth in Pune region.
H1: b) There exists no impact of cultural aspects on Buying Behavior of selected hosiery products among youth in Pune region.
H1: c) There is no impact of individual aspects on Buying Behavior of selected hosiery products among youth in Pune region.

The first objective was satisfied with the assistance of various statistical data analysis tools. Chi Square Test was used for hypothesis testing of the first hypothesis. Shoppers or the purchasers were inquired about their culture they practice and their way of life they are placed with. It is tested for its association with buying behaviour of youth in Pune region.

Income level was considered as a status symbol in the society. It is nothing but display of societal position of the individual. This was tested for its relationship with the customer purchasing conduct. The way of purchasing was judged based on the conduct being portrayed by the customer and chose by them in the questionnaire survey. These were data looking for conduct, recurrence of purchasing hosiery inner garments, motivation behind purchasing, purchasing intent, quality awareness, product costs and the extent of premium that the shopper is prepared to pay, comparison of various products (available), and disappointment patterns was directed.

It was discovered that by and large the purchasing conduct of customer does not get affected by the cultural factors in the context of hosiery internal wear buying by the younger shoppers in Pune city.

Like first hypothesis the second hypothesis was likewise tried with Chi Square Test to find out the association between the cultural elements and the purchasing conduct of buyers in Pune. Religion was the variable which was characterized an autonomous variable to check its relationship with the purchasing conduct factors said for first hypothesis. Chi Square Test was utilized to set up this relationship. It was discovered that there exists no impact of cultural factors on the purchasing conduct of young shoppers of hosiery inner garments of Pune city.

Null Hypothesis got accepted.

In case of third hypothesis the independent variable was considered. This was referred to as marital status of an individual. This is nothing but an indication towards status of
the individual. This was tested for its impact on the purchasing conduct (factors identified in the first hypothesis) of young shoppers of hosiery inner garments in the Pune city with the help of Chi Square Test. It was discovered that there exists no impact of individual factors on the purchasing conduct of young shoppers of inner garments of Pune city.
Null Hypothesis got accepted.

Objective 2: To comprehend the impact of Brand on purchasing conduct of hosiery items by Female purchasers belonging to Gen Z.
Following hypothesis was formulated to satisfy the given objective:
H2: There exists no distinction of brand impact on purchasing conduct of young women purchasers
The brand impacts the purchasing conduct of the purchasers amid the 'purchasing procedure of hosiery innerwear. About six questions were intended for this stage.

Like the first objective, the second objective was also fulfilled with the use of statistical analysis and tools. These include descriptive tests and Students T Test. It was discovered that the brand inclinations among young females does not differ in general. What differs is the choice of brand or the selection of the brand. It was done according to their social standing and status. It was found that some young female shoppers would like to think about the decision of a brand according to their economic well being. However, it may also happen that a few does not think about social status as an integral factor about their image decision. In addition, these young women shoppers likewise vary in the view about picking the brand according to their past experience. Hence, I was presumed that young women customers are much comparative in the brand impact on their purchaser conduct.

Objective 3: To comprehend the impact of Brand on purchasing conduct of hosiery products by customers of Gen Y and Gen Z.
Following hypothesis was formulated to satisfy the given objective:
H3: There exists no brand impact on purchasing conduct of Gen Y and Gen Z female shoppers

Third hypothesis was also tested using Student T Test. It was discovered that there exists no considerable disparity in the brand effect on purchasing conduct of generation Y and generation Z hosiery inner garment shoppers. It was discovered that brand impact on the purchasing conduct of the two generations under investigation does not fluctuate. Both the generations found to carry on in a homogenous way in reviewing the brand name of the hosiery garment. It is about where they purchased last time, about picking a brand as indicated by societal position. It is about inclining towards a brand which they have already used. Also the factor related to price of the product was treated as moderating variable in the decision of selection of the brand. It was also observed that these generations differ only in their thinking styles. It is about what they would like to think about brand name as a motivation for going after a particular brand name.

Objective 4: To investigate the distinctions in behavioral process embraced by male and female in buying hosiery products in Pune region.

Following hypothesis was formulated to satisfy the given objective:

H4: There is no distinction in the purchasing conduct of Men and Women in buying hosiery products in Pune region.

Fourth hypothesis was evaluated with the help of one-way ANOVA. It was discovered that there exists no considerable distinction in the purchasing conduct of male and female customers regarding hosiery inner garment purchases. It was discovered that brand impact on the purchasing conduct of these two genders does not vary that much. Both male and female shoppers were found to act in a homogenous way in making of the decision of brand according to their social status and economic wellbeing, Brand name is observed as main parameter for selection of any brand and is also a kind of motivation for these customers. Customers are tending to buy the brand which they have already used; they have gone through with it and have a feel of the same. Cost of the product is another factor that helps in selection of the brand. Product cost is helping in making choice of any particular make or trade name by way of getting more information. This information may be taken from the reliable source. This may include
views and opinions about different aspects such as reason of buying, motivation behind purchasing hosiery items, purchasing fervor, assessment of various trade names (available in the market), awareness about the quality (of the products of various brands), willingness to spend extra money for specific make of hosiery inner garment and evaluation of post buy disappointment patterns (as required).

7.5 Conclusion:
In the context of hosiery inner garment, awareness and knowledge about the purchaser is very essential. This will provide business with a competitive edge. This will enable them to reach their potential buyers in a systematic manner and in a more effective way. The research study was undertaken to have an analysis of purchasing patterns. The study reveals that such shopping patterns (about hosiery inner garments) do not rely upon various factors in particular cultural and individual variables.

It was established throughout the study that young women shoppers have inclination towards the brand impact. Such brand impact or influence may be caused due to advertising or promotion through different media that reaches them. It may be noted that impact of such influences may vary from time to time. But these do not differ considerably in their conduct. These are considered as real or rational purchasers who do not get passionate with the trade name and spend higher amounts on the same. Such kind of purchasers takes extra efforts to understand their requirements and then accordingly makes the choice of the trade name.

The two generations, generation Y and generation Z carry on in the comparative way in getting impact by the brand and purchasing pattern. Although they differ in some ways. There may be a difference observed regarding the view about the functionality of the trade name as a pushing factor towards creating more enthusiasm for the same. There exists no distinction between the purchasing conduct of male and female buyers of
hosiery innerwear. The two genders share comparative brand impact and purchasing conduct.

Shoppers are the objective purchasers. Now and then feelings may influence their decision to purchase, however pretty much they to carry on reasonably while making a buy of cozy wear. They don't bounce into purchasing directly but take some time to go through reviews and assessments. They will go through the available reviews (form their opinions, may decide on particular trade name), before taking the actual decision of purchasing. They don't insist on any particular trade name and do have opinion that all the innerwear products (having trade name) comes with a superior quality.

It was observed that purchasers of the hosiery inner garment are looking for variety and thus choice for their selection. They may be interested in more than one trade name. Normally it is seen than on an average four brands were looked upon to form the opinion, do the obvious evaluation. Then they may make up their mind with buying a certain choice. This is necessarily done to stay away from perplexity. It was also seen that the purchasers are not keen to share their dissatisfaction with the hosiery innerwear products with the legal authorities. Instead they will prefer to speak and express their feedback and their experiences (of the brand) online by way of using different social networking tools.

It may be noted that marketing agencies and advertisers need to plan out their promotion plans and methodologies with great care. They must keep an eye on different types of purchasing conducts portrayed by the different classes of purchasers. Hosiery inner garment is extremely individual attire. This fact even makes it crucial for the businesses to have an understanding of customer insights in detail before considering any new product launch or promotion in the market.

7.5 Recommendations
On the basis of analysis towards the customer decision making process and consumer behaviour for hosiery innerwear products, below are few of the important recommendations:

1. It was seen that a large portion of the respondents demonstrated their inclination towards hosiery innerwear with any ‘trade name’ or ‘brand’. (The study sample was constrained.) There is no particular inclination or presence of any ‘trade name’ or ‘brand’. This can be viewed as a one of a kind finding of this study for the advertisers of branded hosiery innerwear retailers. That the time has gone when the advertising should be possible from the workplace. They should be proactive and needs to improve new advertising methods and media to approach the correct potential buyers. With the surge of brands in the innerwear segment the advertisers can't bear to take a risk on the Fricke minded of new age customers (those are happy with constant changes in their preferences).

2. The picture of any ‘make’ or ‘trade name’ is important. More popularly referred to as brand picture is distinguished as a critical and main factor in pulling in the customers in both Generation Y and Generation Z and across the genders. Subsequently, it is prescribed that the organizations ought to spend extensive sum on creation of their ‘trade name’ or ‘brand’ and related activities. This may facilitate customer retention.

3. A significant portion of the respondents concurred that the (additional) cost of the exceptional ‘trade name’ is a main factor in picking a specific brand to purchase. This is the premium for that particular ‘trade name’. Thus it is prompted that the retail innerwear hosiery makes should focus towards the moderateness part of the ‘trade name’ to reach to the majority (of their customers) and (thereby) achieve more sales.

4. Most of the respondents belonging to all age groups across gender were of the opinion that they can recall the brand that they purchased last time. Additionally they said that they would like to jump at the chance to purchase the product that they have (already) experienced. In this way, it can be inferred that buyers are looking for quality
products those are considered reliable. In turn the buyers are showing a kind of brand association here. It is in this manner suggested that the advertisers should get them youthful and keep up steadfastness in a long run. For this they should think of age particular innerwear to pull in the more youthful parcel.

5. The examination uncovers that purchaser recalls the ‘trade name or ‘make’ of the product. It is also observed that the purchaser is inclined towards regular purchase of the same. Thus repetitive purchase may happen. Thus it is significant for the advertiser to keep up the ‘trade name’ and make an ordeal for the customers which he/she needs to have over and over. For this advertiser needs to keep their image pertinent to the customers over the long haul.
7.6: Further Scope of Study

The research affirmed some of the points highlighted in earlier studies and the study of the topic should be continued. The researcher proposes a few possible dimensions for future investigation. Proceeding from the current study it would be worth conducting an in-depth research into the entire hosiery industry players on a large demographic consumer. The study was conducted on the companies using CPM software in the western region only, the results so arrived may not be universally applicable, and thus similar type of study can be conducted for other regions as well. As present study concentrated on western India and it is already being established that buying behaviour of one section of the society differ from the other sections thus a cross sectional study can be undertaken to compare the buying behaviour of different sections of the society.

Present study concluded that religion has an impact on the buying behaviour of the customer thus it would be interesting to conduct an in-depth study of relational aspect which influence the decision making by individuals.

Most the respondents in the study were not ready to pay premium for a branded hosiery innerwear, if they are the amount so agreed was meagre, this mentality could be the result of the socio-cultural upbringing of an individual. It would be interesting to study the upbringing and sociocultural environment on the consumer preparedness to pay a premium in different counties for intimate wear which is very apparel of an individual.

It was found that, generally people like to compare near about 4 available brands before making the purchase It could be an interesting study to find the logic of 4 brands before making the final purchase of hosiery innerwear. Further it could also be extended to other products to identify if this is true only for innerwear product or is a common consumer behaviour for all the products.
6.5: Limitations of the Study

There are two major limitations, which the researcher faced during the course of research work: In the present research work the researcher has confined himself to the consumers of hosiery innerwear only in Pune city of India. This is so because of the time limit of the Ph.D. thesis work, which is highly insufficient to cover all states of India which would have given a better picture of the consumer buying process and behaviour. Constraints of time on the part of the concerned respondents was a limitation towards getting sufficient information.

The sample taken and the conclusion drawn can both lead the study to only one side if there is because it was a consumer study there is a need to conduct a study form marketer’s point of view.

People think that if the price of a product is higher, than it is of a high quality. In this way Consumers are often biased in their decision-making. Many types of bias exist and all people have biases to varying, Consumers who prefer new experiences (novelty seekers) may tend to be biased in favour of products and services that are presented more vividly and uniquely than competing products. Thus, biasness cannot be denied to be present in the study.

Although utmost care has been taken at the time of sample selection, but the buying preference varies from organization to organization thus the results so arrived may not be universally applicable. The study area was limited to western region of India and the findings may not be applicable to other market.