Chapter VIII:

FINDING & SUGGESTION

Customers who go for quality prefer Branded showrooms. For them Quality is more important than pricing.

Findings

Business is like a coin that termed as a coin has two sides, considering one side bane and other side as a boon. Some factors are continuously affecting the every business they are growing economy, globalization, retail trends, increasing income level, healthy life style, technical advancement, so we can this is a golden period for business. But on the other side because of increasing competition, inflation, high customization, these business persons finding new way to overcome these problems and in Apparel segment, it is world’s biggest business industry. Clothing is a one of the basic needs of a person. So in every circumstance, this is a factor which is definitely going to make profit.

As the per capita income and life style increasing day by day of people they now spend more money to the branded Apparels. In Recent years through various promotional schemes awareness towards branded apparels also increasing, so this is the segment which is making more profit to this industry. Recently clothing is one of the basic needs of human but now it is become status symbol in the society.

About Retailers:

- Retailers are very much aware about this and they are making their all strategies according to it.
- There are so many factors which came in front of taking these decisions i.e. price, quality, fashion trends, looks, and brand name. And after considering these all, retailers choose the best product mix for their outlets.

Customer’s preferences about it:

- The main thing which researcher found about customer’s perception about it that they said, “when we wear any branded apparel then they automatically feel a sense of satisfaction, a sense of grace in them.”
Some customers say they prefer the goodwill/brand name for purchasing any new apparel.

In some customers opinion brand ambassador of any brand also play a very important role in purchasing that product. People like to buy their favorite celebrity endorsed apparels than others.

**Different Age group’s Male Female opinion:**

- College boys like to wear jeans and casual most and for that denizen, Signature jeans is most favorite brand cause of their comfortable fit and design.
- Where for girls Spykar jeans are the most purchasing jeans. Spykar jeans timely change their style and pattern of jeans thtsy it is always become favorite for them.
- Where professionals group show their preference towards Wrangler.
- And in children segment parents still prefer traditional outlet because in branded outlets they could not found variety for their kids and price are also very high there.
SUGGESTIONS

During the period of my extensive research I have come to know that there are few weaknesses in the Apparel outlet. Customers have several problems regarding some branded apparel and service offered by the company and retailers, which the Apparels outlets should overcome.

➢ Price of branded apparels is very high so company should do something towards it. In survey majority customers say that for them Peter England is the second name of high price formal shirts.

➢ Variety and range of some brands is hard to found in stores. Like K-lounge while we conduct survey then customers having more problems to find this branded apparels.

➢ Brands which are specially serving the kids section take some necessary steps towards to make their more sales through increasing their variety of clothes and provide low price range clothes so that customers also attracts there.
RECOMMENDATIONS

➢ Consumers of Indian market are very price conscious, due to very high price of some brand customers is not able to afford that particular brand, so companies should make some of the stuffs of apparels available at the affordable price, as per the geographical regions.

➢ Most of the youth make the decision of buying the apparels when they see that celebrity is using & wearing that particulars brand like – Adidas (Sachin Tendulkar). So companies should promote their brands bye endorsing the celebrity whose personality is matching with the brands.

➢ Indian consumers are still family driven entities. Shopping, entertainment and eating out are family events. Since these decisions are normally group decisions, hence a marketer has to address family sensibilities more rigorously to woo Indian customers.

➢ Indian customers have become more sensible to quality, customer service and status. She/he is ready to pay. They are basically looking for an experience, which is more of cognitive than physical.

➢ To increase more footfalls more promotional activities must be carried out. For this apparels outlets can either offer more discounts or increase their advertisement. Increase in the number of footfalls will lead to increase in sales.
Conclusion

The preference of consumers for readymade outfits even for branded apparels is fast changing caused by the creation of personality and status with the quality and comfort they deliver. Due to the increased awareness and consciousness, people are ready to spend any price for comfort and quality. Intense era provide high quality materials and lot of variety in Indian garment market to satisfy the desire of customers. The customers are also utilizing the opportunity too. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is a not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominate the purchase decision of males and females. From the analytical introspection it is evident that the gender differences do exist with respect to build attitude towards fashionable apparels and brands. Further, the variation in age and income is not significant as consumers preferred brands or outfits irrespective of that, Park Avenue tops the minds of the customers followed by Adidas, Spykar , which refers to the maximum frequency of recalling the brands. These are the most familiar and favourite brands also among brand aware consumers, specifically in context of India.

Finally, males and females are not having any significant differences in their brand awareness, shopping frequency and shopping expenditure. Males are equally interested to go for shopping as females along with they spend excess money during shopping than their female counterparts. Frequency of males going for shopping with their companions has increased over times and has reached almost at par with that of females. Attitude of males towards clothing varies from that of females. There are two factors are found during measuring attitude of consumers towards branded apparels, Intrinsic Pleasure and Prestige and Status. Intrinsic Pleasure included pleasure and significance, in the same way, Prestige and Status integrated status, impression and acceptance of the branded products.

From all findings collected Researcher have reached to the conclusion that in this quick-moving environment now customers are more aware than past years. And apparels companies now also considering towards their customers needs & wants. They provide
new promotional schemes to attract their customers more and more to increase the sales and profitability.

Today’s scenario is completely changed from past. Now market is totally customer-centric and highly competitive. So if any company wants to alive here and want a long term business then they have to fulfill all demand of customers and follow all required patterns.

While there are obstacles, there are clear opportunities in modern retailing in India. In such a scenario, preparedness of Indian retailers in terms of having appropriate formats, scalable processes, appropriate technology and relevant organization capability would be crucial to success. Now in Ajmer city all branded items are available only because of emerging market situations and customer friendly market.

And if we talk about favorite brand of Ajmer people on the base of research findings, we found that-

- Spykar and Denizen is most favorite brand between college goer’s boys and girls both.
- Peter England and Park Avenue brand for professional.
- In kids segment due to less variety & high range customers are not attracts towards branded clothes and prefer traditional outlets.

All other brands are still there in market and fighting each other for attracting more and more customers market towards them. Providing more and more discounts offers timely to increase the no. of customers. Timely they change pattern and launch new styles fabric with some unique features. Like Spykar jeans provides different patterns of jeans targeting different age groups. Now Wrangler launch jeans with Water repellent feature. Spykar jeans still favorite of young girls with the pencil bottom jeans feature.

After studying the consumer buying behavior patterns regarding FMCG’s in twin cities and identifying the key factors influencing their purchase decision of local or foreign brands, it has been concluded that in all age groups, consumers purchase foreign brands and give preference to them. Students use their monthly allowance on foreign brands if
their pocket permits them to do so. The results also indicate that as the age group increases the purchase of foreign products decreases. This may be due to the fact that the younger generation has more exposure to foreign brands through cable television and the Internet and further are more influenced by advertising campaigns. The older generation consumers i.e. 41-50 years are more inclined towards local brands may be due to patriotism. It can also be said that the income level of the consumers does not affect the ability of consumers to purchase foreign brands as consumers belonging to all income groups have been observed to purchase foreign brands. Moreover, females are found to be more anxious about their status and fashion, thus the degree of preference of foreign brands in females is more than in males.

It can be concluded that today’s consumer is quality and price conscious and wants value for money. Consumers are willing to pay extra for a brand that they perceive will give them satisfaction in terms of quality and performance. If they can get a product of the same quality for a lower price then they will go for that one rather than an expensive one. Consumers do regard local products to be of good quality and use them but at the end of the day when they are given a choice they go for a foreign brand. The reason for this being that international brands have guaranteed quality, they are more reliable performance wise and they have a better finish and physical appearance. Hence, the country of origin of a brand plays a role in the consumer’s decision making process of products. A foreign brand represents higher quality than a local brand. Furthermore, the results show that consumers are not very brand loyal. Very few consumers are loyal to the brands they use. Whichever brand gives them greater satisfaction at an affordable price is the brand they go for. Thus, brand loyalty does not play a role in consumer’s choice of a foreign brand or local brand.

A foreign or imported brand has always had the impression of being the best available brand as it is sold at a premium price. Use of such high quality products is a sign of prestige and social status. Consumers are conscious of their social appearance and need to be seen using the “right” brand so at times the use of a foreign brand is a necessity to be accepted and be part of a social group. Therefore, consumers use foreign brands so that they can fit into the desired social group. Also, the type of brand a person uses is an
external source of showing person’s wealth which is a factor that determines one’s social ranking.

On the other hand there is a segment of society that prefers to use local products. Some of these consumers only use or mostly use local or national products. They want to preserve and carry forward the traditions and customs of their families and have a strong sense of patriotism. Many of these families buy particular types of products such as furniture from Chiniot. They also possess antique ornaments and family heirlooms like old pieces of jewelry or swords and knives belonging to the forefathers. These antiques and heirlooms are usually passed into future generations and utilized in their daily lives. Even though these consumers are highly educated, have studied and traveled abroad, still they maintain this kind of particular lifestyle.

Recommendations

1. In order to gain more consumer confidence local companies need to emphasize more on the quality of their products. Many companies produce products that are of impeccable quality, which they need to portray to the consumers in the advertising campaigns.

2. Local companies need to work on strong electronic and print media campaigns that are more targeted towards particular segments. They need to target the younger generation more with their advertising campaigns by using up beat advertisements, as it is this group of consumers that go for international brands the most.

3. Moreover, local companies should work more on the products placement of their products and build up and sustain core competencies.

4. To compete against international brands, local companies can gain a competitive edged by maintaining low prices and high comparable quality. This can be accomplished by keeping production cost low, using economies of scale and scope and controlling wastage. Thinking globally and competing in the international market can also achieve this.

5. Furthermore, companies need to build on and sustain brand loyalty by forming strategies such as exchange and return policies as well as guarantees and warranties.