

Research Paper :

Purchase decision of branded and non branded apparel

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ABSTRACT

The study was conducted with an objective to know the purchase decision of branded and non branded garments. The sample was selected on the basis of survey of boys College offering PG studies in Udaipur city. For this purpose a list of the students studying in College was taken from the College administration and students were contacted personally, to ask their willingness to participate in this study. The total sample comprised of 60 respondents selected randomly. The pretested structured questionnaire was used for data collection. The collected data were analyzed for percentage. The major findings of the study were that cent per cent respondents usually preferred to purchase on regular basis as the need arised and also on ceremony / festivals, and on new arrivals. Majority of respondents preferred to purchase from company showroom, fixed price shops followed by tailor made, handloom stores and local manufacture. Students purchased clothing according to their own choice (50 %) followed by with the help of friends (33.3 %) and according to family members (16.7 %). Majority of respondents (85%) prepared budget for purchasing of branded clothes and 8.33% prepared their budget for both types of garments). All the respondents preferred texture, design, comfort, variety, color and fitting on physique at the time of purchase.

Key words : Buying practices, Attributes, Purchase decision

Today the importance of clothing is recognized everywhere from the richest to the poor, from inhabitants of large cities to inhabitants of remote areas and in all age groups. But clothing interest is highest at adolescence and almost College years. College students have interest in clothing and are emotionally insecure about their appearance and constantly worry attempting to achieve the look desired. buying practices, which include that what apparels are available? At what prices? When consumers purchase? From where they purchase? How they purchase? What type of qualities preferred at the time of purchase?

The present study is concerned not only with how consumers behaveiour. But with why they behave as they do. It is important to study the consumer purchase decision because it enables us to analyze their consumption decision, perception and makes us aware of subtle influences that persuade them to make the apparel choices as they do. The study will also be helpful for the marketers as it will explain how consumers buy? And predict what consumers will buy? This will aid in formulating the appropriate marketing strategy as when and why consumers purchase the particular apparels?

METHODOLOGY

The sample was selected on the basis of survey of boys College offering PG studies in Udaipur city. Out of

that one College was selected randomly. Samples size of 60 was selected randomly from boys College of 21-25 years of the age group. Questionnaire method was used for the data collection. Questionnaire was developed and it consisted of questions related to demographic characteristic of the respondents and purchase decision of apparels. The developed questionnaire was pretested on ten per cent non samples subjects. This pretested questionnaire was used for final data collection. Data collected were analyzed for percentage.

FINDINGS AND DISCUSSION

This section gives information regarding the demographic characteristics of respondents and purchase decision of apparels.

Demographic characteristic of the respondents:

Information was collected regarding the family type, family size, and number of earning member in family, occupation of the parents and monthly income of family.

Table 1 depicts that large number of respondents (60 per cent) belonged to nuclear family and had small family size, 45 per cent respondents had one earning member in the family, 48.3 per cent respondents parents were in govt. service, 66.7 per cent respondents had monthly income 25000/- and above. Cent per cent respondents preferred both type of garments (branded