

Research Paper :

A study on brand awareness in college students

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ABSTRACT

The present study was done to explore the college students brand awareness. For this purpose, a sample size of 60 students were selected randomly. The pre tested structured interview schedule and personal interview technique were used for data collection. The collected data were analyzed for percentage and Chi-square tests. The results revealed that not significant difference was found between the hostlers and day scholars regarding the familiarity with brand name and number of branded garment chosen in any shopping. Respondents choose the branded garments due to durability, quality, good fit and prestige in clothing

Key words : Brand sensitivity, Brand familiarity, Branded garments

College life is a crucial phase in the life when a girl stands at the threshold of adulthood. This stage is intermediary between adolescent time and womanhood is the most eventful for mental, emotional and psychological well-being. Cloths reflect our personality and at the same time they reflect environment. College students may make greater use of brand names when shopping is as an indicator of their socio-economic status. Girls expression of attitudes towards brand name are related to apparel appearance, prestige, fashionability, durability, monetary value, and availability. Students prefer fit and comfort while selecting cloths, brand name is important to the subjects as total greater buying power tended to more frequently use brand name in clothing selection. One indicator of western influence on college student is the growing number of attractive air conditional shopping malls that carry a wide variety of products and brand names. The key decision factor when buying is parental and peer group approval. The purchasing of fashion items is strongly influenced by brand name and its associations.

The clothing standards and habits of the college student are a fascinating subject of study. Since there is dearth of data related to Indian college students brand consciousness, hence the present study was considered a fascinating subject of study.

METHODOLOGY

The study was conducted on 60 college students (30 hostlers, and 30 day scholars) of 18-21 years of age group. The sample for the present study was selected randomly. To know brand awareness of college students,

questions related to brand sensitivity, various questions related to familiarity with apparel brand, guidance of fashion media in selection of branded apparel, number of branded apparel selected in one shopping, reason for selection or not selection of branded apparel were asked pre tested structured interview schedule and personal interview technique were used for data collection. The collected data were analyzed for percentage and Chi-square tests *i.e.* Pearson chi-square and Fishers exact test.

FINDINGS AND DISCUSSION

The findings obtained from the present investigation are summarized below :

General information of the respondents:

Data of Table 1 reveal that majority of respondents (67 per cent) were of 20-21 year of age and rest (33%) were from 18-19 year of age group.

63 per cent respondents belonged to nuclear family and rest 37 per cent were from joint family. Data also brought to light that 50 per cent of respondents were of medium family size, 34 per cent had small family and only 15 per cent had large family. Table also depicts that majority (70%) of respondents family occupation was service, 28 per cent were of from business class family, 8 per cent were of farming families and 5 per cent were from other occupations like shop helpers, mill workers and factory workers.

Brand awareness :

To know about the brand awareness, various