

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

Table 1: Demographic characteristics of the respondents

N=60				
Sr. No.	Aspects	Categories	Frequency	Percentage
1.	Family type	Nuclear	36	60
		Joint	24	40
2.	Family size	Small	36	60
		Medium	16	26.7
		Large	8	13.3
3.	Number of earning members in family	One	27	45
		Two	25	41.7
		Three	8	13.3
4.	Occupation of parents	Business	26	43.3
		Govt. service	29	48.3
		Private job	5	8.3
5.	Monthly income of family	Up to 15000/-	-	-
		15001-20000/-	-	-
		20001-25000/-	20	33.3
		25001- above	40	66.7
6.	Preference for type of garment	Branded	-	-
		Non-branded	-	-
		Both	60	100

and non branded) at the time of purchase.

Purchase decision of apparels:

This section elicits the information about the purchase decision of apparels, place of purchase, time of purchase, reasons for purchase the apparels, clothing budget, qualities preferred at the time of purchase.

Table 2 shows that 50 per cent respondents purchased both type of garments (branded and non branded) according to their own choice, 33.3 per cent purchased their clothes with the help of friends. Only 16.7 per cent took the help family of members at the time of purchase. Saharan (2008) reported that adolescent girls take self decision at the time of purchase of clothes.

Table 2 : Decision maker for purchase of clothes N=60

Sr. No.	Categories	Branded		Non-branded		Both	
		f	%	f	%	f	%
1.	Self	-	-	-	-	30	50
2.	Family members	-	-	-	-	10	16.7
3.	Friends	-	-	-	-	20	33.3

Out of total 60 respondents, only 51 respondents prepared the budget. The possible reason for not preparing budget was that the respondents get the sufficient amount to spend as they want to purchase the new clothing item.

Table 3 clearly shows that out of 51 respondents (85%) respondents prepared the budget for purchasing of branded clothes and 8.33 per cent respondents prepared budget for the purchase of both type of garments.

Table 3 : Preparation of budget for purchasing of clothes

N=56			
Sr. No.	Category	Frequency	Percentage
1.	Branded garments	51	85.00
2.	Non branded garments	-	-
3.	Both	5	8.33

Table 4 clearly depicts that 100 per cent of the respondents preferred to usually purchase on regular basis as the need arised and also on ceremony / festivals, while 75 per cent of respondents usually purchased on new arrivals.

Table 4 : When respondents usually purchase N=60

Sr. No.	When they purchase	Frequency	Percentage
1.	On regular basis (according to need)	60	100
2.	On ceremony / festivals	60	100
3.	On new arrivals	45	75

Table contains multiple responses

Table 5 clearly reveals that majority of respondents (75 per cent) purchased the clothes on both type of discount (festival and off season discount) and on all the type of sale (season sale, festival sale and second sale). Only 25 per cent respondents purchased clothes from festival discount and festival sale

Table 5 : Purchase from discount and sale types N=60

Purchase from discount		Frequency	Percentage
Type of discount	Festival discount	15	25
	Off season discount	-	-
	Both	45	75
Purchase from sale		Frequency	Percentage
Type of sale	Season sale	-	-
	Festival sale	15	25
	Second sale	-	-
	All above	45	75

Table 6 depicts that 73.3 per cent respondents preferred to purchase from discount because of the reason given by them for purchase of clothes were of good quality

Table 6 : Reasons to purchase from discount and sale N=60

Reason for purchase		Frequency	Percentage
From discount	Low price	30	50
	Good fashioned garments can be purchased on discount	40	66.7
	To get good quality on lesser price	44	73.3
From sale	Low price	60	100
	To get the benefit of free offers	56	93.3
	To have more quantity of apparel	40	66.7

on lesser price, followed by 66.7 per cent of the respondents said that good fashioned garments could be purchased on discount and 50 per cent respondents preferred to purchase from discount because of they got apparel at the low price. Cent per cent respondents preferred to purchase from sale to get apparel at low price followed by 93.3 per cent of the respondents who said that to get the benefit of free offers on sale, only 66.7 per cent respondents said that they can purchase more quantity of apparel.

Table 7 clearly reveals that majority of respondents (91.7 %) preferred to purchase from company showroom because of the reason of more reliability and good quality, while 66.7 per cent respondents preferred fixed price shops for the purchase of garments due to less time and energy saving. Tailor made garments were preferred by the 33.3 per cent of respondents because well fitting on physique and according to budget. 13.3 per cent of respondents preferred handloom stores for the purchase of garments that may be due to have unique design. Only 6.7 per cent respondents preferred local manufacturer for the purchase of garment and none of the respondents preferred to purchase from internet and footpath shops. Respondents did not prefer to purchase from internet because of the reason that more chances of cheating. Reasons for not purchase from footpath as given by the

Table 7: Place of purchase N=60

Sr. No.	Categories	Frequency	Percentage
1.	Company showroom	55	91.7
2.	Fixed price shops	40	66.7
3.	Tailor made	20	33.3
4.	Handloom stores	8	13.3
5.	Local manufacturer	4	6.7
6.	Internet shopping	-	-
7.	Footpath	-	-

Table contains multiple responses.

respondents were poor quality and to feel inferior to the purchase from footpath. Similar results were reported by Rani (2008).

Table 8 clearly shows that cent per cent respondents preferred texture, design, comfort, variety, colour and fitting on physique at the time of purchase of both type (branded and non branded) of garments. It was observed that 83.3 per cent respondent's preferred fashion at the time of purchase of both type of garments. Majority of respondents (78.3 %) preferred care and maintenance in both type of garments. Workmanship of apparel was preferred by the 73.3 per cent respondents at the time of purchase of both type of garments. Suitability for the purpose was preferred in both type of garment by the 70 per cent respondents. Only 58.3 per cent respondents preferred durability in both type of garments. Quality of fabric and shopping environment had similar preference in the both type of garments (48.3 %). Price was consideration by 20 per cent respondents in both type of garments, 16.7 per cent respondents preferred the display of garments and 63.3 per cent respondents preferred the price in non-branded garments. Quality of fabric was preferred by the 40 per cent respondents. 20 per cent

Table 8 : Qualities preferred at the time of purchase N=60

Sr. No	Aspects	Branded		Non branded		Both	
		f	%	f	%	f	%
1.	Texture	-	-	-	-	60	100
2.	Design	-	-	-	-	60	100
3.	Comfort	-	-	-	-	60	100
4.	Variety	-	-	-	-	60	100
5.	Colour	-	-	-	-	60	100
6.	Fitting on physique	-	-	-	-	60	100
7.	Labels on product	60	100	-	-	-	-
8.	Fashion	3	5	7	11.7	50	83.3
9.	Care and maintenance	9	15	4	6.7	47	78.3
10.	Workmanship of apparel	5	8.3	11	18.3	44	73.3
11.	Suitability for the purpose	6	10	12	20	42	70
12.	Durability	15	25	10	16.7	35	58.3
13.	Quality of fabric	7	11.7	24	40	29	48.3
14.	Shopping environment	22	36.7	9	15	29	48.3
15.	Price	10	16.7	38	63.3	12	20
16.	Display of garment	45	75	5	8.3	10	16.7

Table contains multiple responses.

respondents preferred suitability for the purpose at the time of purchase of non-branded garments. Workmanship of apparel was preferred by the 18.3 per cent respondents in non branded garments. 16.7 per cent respondents preferred durability in non branded garments. 15 per cent respondents preferred shopping environment at the time of purchase of non-branded garments. Fashion was preferred by 11.7 per cent respondents at the time of purchase non-branded garments. Display of garment was preferred by the 8.3 per cent of respondents at the time of purchase of non branded garments. Only 6.7 per cent respondents preferred care and maintenance in non-branded garments. Cent per cent respondents preferred labels on products in branded garments. 75 per cent respondents preferred display of garment in the branded garments. Shopping environment was preferred by the 36.7 per cent of respondents at the time of purchase branded garment. Durability was preferred by 25 per cent of respondents in branded garments. 16.7 per cent respondents preferred price in branded garments. Care and maintenance were preferred by the 15 per cent respondents in branded garments. Quality of fabric was preferred by the 11.7 per cent respondents in branded garments. 10 per cent respondents preferred suitability for the purpose at the time of purchase branded garments. Only 5 per cent respondents preferred fashion in branded garments.

Luniya (2006) reported that while deciding to purchase a particular fabric, the buyer considers various factors like design, price, durability, fashion and easy to care, colour etc. in wearing the cloth.

Conclusion:

On the basis of results, it can be concluded that respondents purchased clothes according to their own choice, and prepared budget for purchasing of branded clothes. Respondents preferred to purchase apparels from the discount and sale. At the time of purchase, respondents preferred texture, design, comfort, variety, colour and fitting on physique of the apparels

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