

**Research Paper :**

## **A study on brand awareness in college students**

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Accepted : September, 2009

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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

Table 1 : General information of the respondents N=60				
Sr. No.	Aspects	Categories	Frequency	Per cent
1.	Age	18-19years	20	33
		20-21 years	40	67
2.	Family type	Nuclear	38	63
		Joint	22	37
3.	Family size	Small	21	34
		Medium	30	50
		Large	9	15
4.	Occupation of family	Business	17	28
		Services	42	70
		Farming	5	8
		Other	3	5

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.

Data of Table 2 revealed that majority of respondents (58.33) were familiar with apparel brand and rests (43.33) were not familiar with apparel brand. Pearson chi-square value clearly reveals that there is no significant difference was found between hostlers and day scholars.

Table 3 reveals that 76.66 per cent day scholars and

only 56.66 per cent hostlers said that they took the guidance from fashion media in selection of branded products The overall data depict that majority of respondents (66.66%) said that fashion media guides in selection of branded apparel. Rest respondents (33.33%) said that fashion media did not guide them for the selection of branded apparel Results are significant at 0.05 per cent level of significance.

Information was also collected (Table 4) about the number of branded products chosen in any shopping and it was found that 46.66 per cent day scholars and 43.33 per cent hostlers did not purchase any branded product while one third of day scholars (33.33%) and one fourth of hostler (26.66%) purchase one or two branded products. Nearly similar per cent of the day scholars (16.66%) and hostler (20%) purchased half of the branded products. Marginal per cent of hostlers (10%) and day scholar (3.33%) purchased all the branded products. The over all data in Table 4 reveal that 45 per cent respondents did not choose any branded product in their shopping, 30 per cent respondents chose 1-2 branded products. Half branded apparel was chosen by 18.33 per cent respondents. All branded products were chosen by 6.66 per cent respondents in any shopping (Fig. 1).

**Reasons for choosing the branded apparel :**

The data of Table 5 reveal that quality of workmanship was the most important reason as mentioned

Table 2 : Familiarity with apparel brand									
Sr. No.	Categories	Hostler (30)		Day scholar (30)		Total (60)		Pearson chi-square value	
		Freq.	%	Freq.	%	Freq.	%		
1.	Yes	18	60.00	17	56.66	35	58.33	0.069 NS	
2.	No	12	40.00	13	43.33	25	41.66		

NS- Non significant

Table 3 : Guidance of fashion media in selection of branded products									
Sr. No.	Categories	Hostler (30)		Day scholar (30)		Total (60)		Pearson chi-square value	
		Freq.	%	Freq.	%	Freq.	%		
1	Yes	17	56.66	23	76.66	40	66.66	13.125*	
2.	No	13	43.33	7	23.33	20	33.33		

\* indicates significance of value at P=0.05

Table 4 : Number of branded product chosen in any shopping									
Sr. No.	Categories	Hostler (30)		Day scholar (30)		Total (60)		Pearson chi-square value	
		Freq.	%	Freq.	%	Freq.	%		
1.	1-2	8	26.66	10	33.33	18	30.00	1.585 NS	
2.	Half product	6	20.00	5	16.66	11	18.33		
3.	All product	3	10.00	1	3.33	4	6.66		
4.	Not any	13	43.33	14	46.66	27	45.00		

NS- Non significant

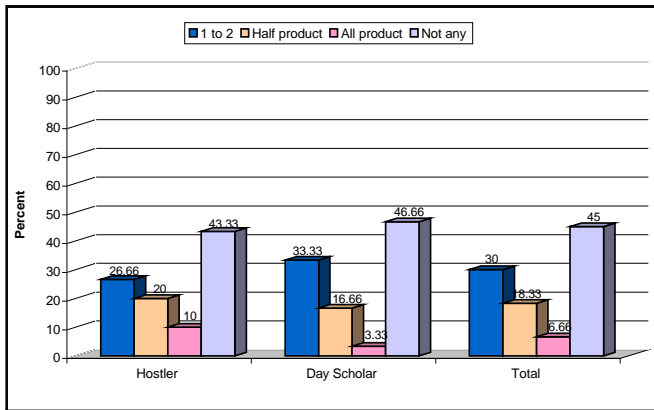


Fig. 1 : Percentage distribution on the basis of number of branded product chosen in any shopping

by 83.33% of the hostlers, durability and ease of care by 66.66 per cent respondents. Name and fame and to show the status were the other reasons stated by the hostlers for the selection of branded product. While the day scholars said that they selected branded apparel due to quality of workmanship (76.66%), ease of care (70%), quality of fit (66,66%) and durability and reliability(53.33%).

The overall data in Table 5 reveal that 80 per cent respondents prefer branded apparel for quality of workmanship followed by ease of care with 68.33 per cent. Durability (61.66%) was third reason for choosing branded apparel. Equal importance (56.66%) was given

to reliability and appearance followed by quality of fit (53.33%). Respondents gave equal importance (33.33%) to name and fame and to show social status for choosing branded products. Significant difference clearly depicts with reason quality of fit and to show social status. Respondents choose branded apparel for durability, quality, good fit and prestige in clothing.

The reason for not choosing branded apparel was expensiveness which was the most important reason mentioned by both hostler (83.33%) and day scholar (76.66%). The second reason given by them was limited variety in design by one third of day scholars (33.33%) and only 13.33 per cent of hostlers. Not reliable and possibility of fake product label was also mentioned as reason by 10 per cent hostlers and 16.66 per cent day scholars.

The overall data in Table 6 reveal that 80 per cent respondents do not select branded apparel due to expensiveness followed by 23 respondents avoid branded apparel in their selection due to limited variety in design. Few respondents (13%) said that branded apparel are not reliable and possibilities of fake product label in branded products (Table 6). Pearson Chi-Square values reveal significant at 0.05 per cent level of significance in limited variety in design.

**Conclusion:**

The study arrived to the conclusion that college

Sr. No.	Categories	Hostler (30)		Day scholar (30)		Total (60)		Pearson chi-square value
		Freq.	%	Freq.	%	Freq.	%	
1.	Durability	20	66.66	16	53.33	37	61.66	1.111 NS
2.	Quality of fit	12	40.00	20	66.66	32	53.33	4.286*
3.	Reliability	18	60.00	16	53.33	34	56.66	0.617 NS
4.	Name and fame	11	36.66	9	30.00	20	33.33	0.300 NS
5.	To show social status	13	43.33	7	23.33	20	33.33	32.41*
6.	Quality of workmanship	25	83.33	23	76.66	48	80.00	2.700 NS
7.	Appearance	16	53.33	18	60.00	34	56.66	0.271 NS
8.	Ease of care	20	66.66	21	70.00	41	68.33	0.077 NS

\* indicates significance of value at P = 0.05

NS – Non significant

Respondents were free to give more than one reason

Sr. No.	Categories	Hostler (30)		Day scholar (30)		Total (60)		Pearson chi-square value
		Freq.	%	Freq.	%	Freq.	%	
1.	Expensive	25	83.33	23	76.66	48	80.00	17.067 NS
2.	Not reliable and possibilities of fake product label	3	10.00	5	16.66	8	13.33	26.667 NS
3.	Limited variety in design	4	13.33	10	33.33	14	23.33	4.812*

\* indicates significance of value at P = 0.05

students preferred branded apparel. Half of respondents were familiar with apparel brand. Majority of respondents accepted the need of guidance of media in selection of branded apparel. Some respondents preferred half branded apparel and some preferred all branded apparel in shopping. Respondents choose branded apparel for quality of workmanship, durability and ease of care. While expensiveness was the main reason for not selecting branded goods.

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