

## ACQUISITION BEHAVIOUR AND PURCHASE DECISION OF MEN'S BRANDED APPARELS

Dr.D.Asokan<sup>1</sup>, Dr.Navin Nagaraj<sup>2</sup>, Dr. Prakash Alalagiri<sup>3</sup>

<sup>1,2,3</sup>Associate Professor, Bapuji B-Schools, Karnataka

### Abstract

*Factors influencing the acquisition call of men on apparels is a dynamical one. Variety of individuals visit into the saleroom with various factors in mind. Most of the youth aren't giving a lot of importance to any specific issue. The objective of this study is to search out the vital factors influencing purchase call of men selecting apparels. An endeavour is formed during this study to assess the necessary factors influencing the acquisition call of men's apparels in showrooms. This study aims at addressing the factors poignant purchase call of metropolis customers and to research the factors directive consumers' deciding towards apparels.*

**Keywords:** *Getting call, Influencing Factors, Attire choice, Physical Issues, Image Issues and Promotion Issues.*

### INTRODUCTION

India has witnessed a frantic pace of retail development over the past five years. It has estimable that the Indian method of retailing might very exceed that of China. It's believed that the country has potential to deliver the faster growth over future fifty years. There is accumulated sophistication at intervals and the wanting pattern of shoppers that has resulted at intervals the emergence of huge retail chains in most metros; mini metros and cities being future target. Consumer vogue and preferences unit renascent, leading to radical transformation in life vogue and disbursal patterns that in turn in giving rise to new business opportunities. The growth is perhaps driven by life styles and surge is supported by encouraging demographic patterns.

Now-a-days the branded apparels space increasingly utilized by men. Once they opt for their apparel at the showrooms, the shopping for alternatives of the respondent's unit influenced by varied factors. The increase in demand for goods have boosted the sale of branded men's wear (Brodie et al., 2013). Keeping this marketable analysis distributed to know concerning the factors influencing purchase decision of men's consumer with relevance to apparels (Thomas et al., & Forsythe, 1991).

Indian customers are young principally. Customers of 20-50 year operational population have most of the obtaining power. The youth has capability and temperament to pay. India is a nation of multi lingual and various cultural people unfold across fully completely different realms. Some way that is acceptable to a particular region and set of people won't vital for others. Retailers mustn't ignore the variability of its consumer base and their specific demand

(Schiffman&Kanuk, 2009). A distributor who does not do his terms of understanding target consumer is at risk of failing at the market.

It is very exciting to recognise and classify the range. Segmentation on the premise of economic gain alone doesn't offer full image of India's diversity (Vigaray, &Hota, 2008). Consumers' buying preferences of measurement influenced by several factors like their gain, geographical location, education, occupation, exposure to world and also the language they speak etc. it's conjointly necessary to apprehend the way customers suppose, categorical their preferences, the approach they search and consume.

Typically this might be vital to discern as a results of shoppers repeatedly act otherwise from their declared preferences. This growth are driven by favourable demographics, socio-cultural and attitudinal shifts that happening in India. India attire getting is driven by occasion instead of necessity. Cloth quality and whole pictures unit necessary criteria in influencing consumers' selections. Factors like sturdiness, vogue and match are thought of lower gain segments worth acutely aware.

These customers rank convenience to be relatively smaller within the acquisition choices. Retailer's necessity to be compelled to produce worth proposition to focus on specific client segments. These day's consumers' keen on endeavouring new things and appearance completely different. The amendment in getting pattern of urban India is obvious. Customers conjointly appreciate speed and potency. They need everything below one roof. They conjointly wish bigger varieties and quality of product. Customers currently request additional product data, healthful looking condition likewise as higher client service.

India's urban populations are getting materialistic. They're adopting a "work exhausting and acquire rich" outlook (Gopal & Srinivasan, 2006). Earlier the expenditure accustomed be additional want based mostly. Currently the disbursement is demand based mostly. The customers choosing additional manner product and services. The demand for branded attire phase is growing within the domestic retail market. The demand for prime quality and classy attire is additionally rising quickly. Customers currently style and aesthetics aware within the domestic market. The young bourgeois customers with high disbursement power (good salary), robust peer pressure and availableness of brand name across product classes' are supplying the demand for readymade covering (Rossolatos, 2013).

Changing manner trends have conjointly strive a key role in building attire consumerism. Fashion in India is changing into additional stratified (Unal and Ercis, 2008). Technology, ideas and lifestyles moving along. Retailers are launching recent aesthetically designed, appealing colours and classy apparels every season. Indian has larger socio-economic class population than Western Europe.

Increasing salaries, availableness of credit on low interest rates and mushrooming looking malls have created looking pleasant for the growing socio-economic class in India. Consequently sales also are growing. Now, customers relish visiting stylish malls to buy and entertain themselves.

The increasing consumerism is fuelling the demand of luxury product, cosmopolitan lifestyles and international brands (Walsh et al., and Widmann, 2001). Whole loyal customers purchase an equivalent brands. Worth sensitive customers show stronger selection seeking penchants. They fight to explore new brands. Psychographic characteristics of shoppers conjointly play key role in whole selections. Retailers should address smart rating, self-perception (Kwak& Kang, 2009) and ego connected problems to draw in such customers

(Mathur, 2002 and Pandey, 2009). Worth acutely aware customers ought to be attracted through inflated promotional disbursement.

India's client demand is increasing quicker than its economy. The young generation is optimistic and extremely aspirational concerning the long run. The growing socio-economic class is giving vast potential for attire corporations. Customers shopping for choices also are influenced by increasing impact of world culture. They're suffering from several factors like store image, awareness, concerning label strengths, price, discounts, comfort and sturdiness etc.

National brands are still the market leaders. Their client base is extremely robust. National brands are pioneer in introducing new product options. They invest heavily in analysis and development. They endlessly attempt to cut back the producing price. They need experience to market their brands by sharply pull and persuading customers (Feick & Price, 1987). They need ability to develop new product and keep sooner than competitors as trend setters. They'll fill the merchandise lines gap proactively. They need access to latest shrewdness. They need robust monetary capability to sourcing and manage economy of scale expeditiously. National brands proactively maintain innovative gaps of stylish fashions, design, style, features, quality and materials to differentiate from non-public labels (Sawhney et al., & Arroniz, 2006). They place wholesome efforts to supply worth for customers. They perform regular analysis to do to know customers style and preference (Lalitha et al., and Padmavali, 2008). They need large-scale experience and cash to pay on promotional activities. They're capable to tackle the non-public label challenges head on. Their shrewdness to alter customers frame of mind, partner effectively, introduce brightly, fight by selection, worth competitively, improve product quality and market creatively (Sengupta, 2007).

Brands assess competition and client outlook frequently. Their merchandise provides superior worth to fulfil customers' satisfactions. They are going all determined to win the clients, the purchasers and the shoppers trust to induce their patronage by providing fast customer service. Brands are acquainted across the country. It helps to leverage market growth and profit maximization endlessly.

## **Review of Literature**

Lalitha & Padmavalli, (2008), created a study entitled "Brand Preference of Men's wear". Scope of the study focuses on the whole preference concerning shirts and pants of choose customers living in populated area of Chennai. It's confined to the purchasers visiting the choose showrooms in Chennai. The objectives of this study were to grasp the explanation why customers like branded shirts and pants to unbranded ones, to search out the influence of promotional material for branded vesture for the acquisition behaviour of the respondent and to grasp the factors influencing customers whereas selecting branded shirts or pants (Hoffmann & Broekhuizen, 2009).

Ritu Narang (2006), in a very study entitled "A Study on Branded Men's wear", was haunted within the town of Lucknow with an intention to explore the acquisition behaviour of the consumers of branded men's wear. The objectives of this analysis area unit to check the acquisition behaviour of the consumers of branded men's clothes, to check the impact of advertising on the acquisition call of consumers, to check the impact of promotional activities on purchase behaviour of consumers (Vikkraman & Sumathi, 2012). The analysis kind was exploratory because it was conducted to develop an idea regarding the buying behaviour of

consumers of branded men's clothes and therefore the impact of advertising on their purchase call (Richards & Curran, 2002).

(Pathak and Aditya 2009), created a study entitled "Customer searching behaviour among electronic equipment retail formats: A Study of Delhi". The study is associate in nursing exploratory analysis conducted in city. It specifically focuses on client searching behaviour in Indian situation among the fashionable retail formats (Pathak and Tripathi, 2009). Objectives of the study search out the factors that have an effect on the buyer's selections among the fashionable retail formats and to gauge the comparative strength of those factors in shopping for call of the patrons (Schurr, 2007).

### **Methodology and Tools of Analysis**

This study has been undertaken with the target of assessing the shopping for behaviour in respect of men's shirts in showrooms. For the aim of assessing the extent of satisfaction, primary information are collected from respondents and secondary information are collected from books, magazines and websites.

A sample of a hundred and twenty respondents were surveyed in convenience form. Factor analysis has been applied to search out vital factors behind the acquisition of shirts. They're sturdiness, material, style, color, thickness, brand name, show room space, occasions and festivals, packaging and discount offered. Overall scores are calculated for 3 specific factors with viz, physical issue, image issue, and promotion issue.

### **Factor Analysis**

A group of a hundred and twenty respondents were surveyed to search out the vital influences on their purchases of apparels. A questionnaire form was administered to rate the subsequent factors on a scale of five point to rate their importance in creating their shirt choice.

The responses obtained in respect of those issues with relevance shirt of their selection are factor analysed and tabulated.

1. Durability of the shirt
2. Material (Cotton, Polyester, etc.)
3. Type of printed design
4. Advertisement shown in media
5. Color of shirt
6. The brand name of the shirt
7. Discount offered
8. The ambience of the show room
9. Special festival or occasions
10. Thickness of the material

The responses obtained in respect of these factors with reference to shirt of their choice have been factor analysed and tabulated.

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.605
Bartlett's Test of Approx. Sphericity	Chi-Square
	Df
	Sig.
	90.367
	45
	.000

The significance (0.000) is less than the assumed value (0.05) to agree with Bartlett's test that the factor analysis is valid.

Next we look at KMO coefficient (.605). The value is more than 0.5. So this implies that the factor analysis for data reduction is effective.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.771	37.713	37.713	3.771	37.713	37.713	3.520	35.198	35.198
2	2.022	20.219	57.933	2.022	20.219	57.933	2.026	20.259	55.457
3	1.579	15.794	73.727	1.579	15.794	73.727	1.827	18.270	73.727
4	.799	7.986	81.713						
5	.529	5.292	87.005						
6	.471	4.711	91.716						
7	.376	3.760	95.476						
8	.249	2.493	97.969						
9	.118	1.176	99.145						
10	.086	.855	100.000						

Extraction Method: Principal Component Analysis.

Next we look at Eigen values. It is seen that only three factors have Eigen values over 1. So our result has 3 factors. We can also use the Scree Plot. In this case, the Scree starts with

4<sup>th</sup> factor, so we assume three factors (selected using Eigen values) shows a very accurate factor analysis.

Next we look at the rotated component matrix and from this matrix we identify the constituents.

The constituents are

- |          |                           |
|----------|---------------------------|
| Factor 1 | (a) Durability            |
|          | (b) Material of shirt     |
|          | (c) Design on shirt       |
|          | (d) Color of shirt        |
|          | (e) Thickness             |
| Factor 2 | (a) Brand Name            |
|          | (b) Show room reputation  |
|          | (c) Occasions & festivals |
| Factor 3 | (a) Advertisement         |
|          | (b) Discount offered      |

From the constituent variables, we can rename factors as follows.

Factor 1 - Physical factor

Factor 2 – Image factor

Factor 3 – Promotion factor

**Rotated Component Matrix<sup>a</sup>**

	Component		
	1	2	3
Durability	.857	-.051	.089
Material	.743	-.049	-.573
Printed_d	.743	.058	-.415
Advert	-.011	-.171	.737
Colour	.695	.250	.398
Brand	-.205	.839	-.221
Discount	-.052	.390	.708
Show_repu	.224	.807	.229
Festivals	-.580	.598	.113
Thickness	.876	-.248	-.045

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

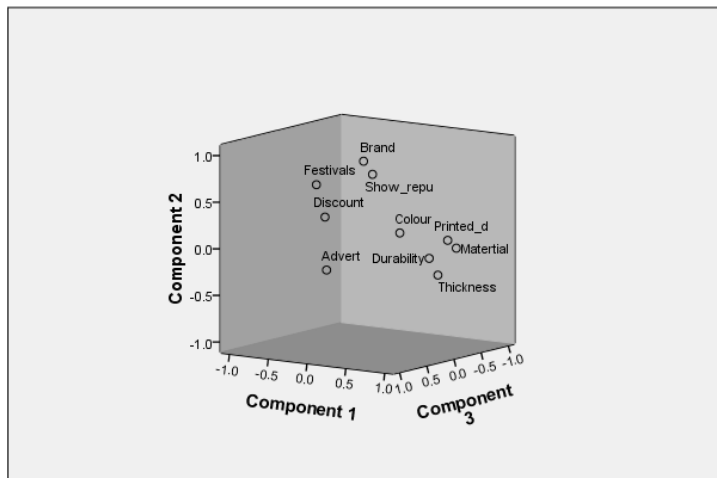
**Component Transformation Matrix**

Component	1	2	3
1	.926	-.280	-.254
2	.373	.788	.490
3	-.063	.548	-.834

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Plot in Rotated Space



## Results and Conclusion

The process of purchase call could be a purposeful action arrange of choosing a particular shirt from among the wide selection of shirts out there. The criterion that guide is matching the expectations of client with what the shirt may provide. Three necessary issues with reference to the shirt are thought-about during this study as factors ultimately attracting the buyer towards the getting of shirts are Physical issue, is that the most well-liked and possesses a high degree of positive attributes. In Purchase call by customers, it occupies the primary position.

Image and Promotion issues square measure securing serial factor position severally. The issue scores causes the conclusion that physical issue have a small edge over the opposite factors of purchase call in showrooms.

It is crucial to conduct more research which focuses on consumers' decisional factors which ultimately motivate them to buy a product (Wang et al., and Hui, 2004). It is a key issue for an organization to understanding customers' product preference and buying patterns. In spite of the growing importance of private labels most the empirical studies still focuses on national brand. Many factors involving key consumers' decisional factors like perceived risk, attitude, satisfaction level, loyalty towards brand purchase and psychographic characteristics are unanswered in those studies (Jaishri and Jethwaney, 2008). In short this study aims to fill the gaps discussed above.

The study is subject to the subsequent limitations:

The customers purchase call might not be same in alternative cities and cities attributable to distinction in preference, life vogue and shopping for patterns.



## References

- [1] Aaker, J. L., 1997. *Dimensions of brand personality*. *Journal of Marketing Research*, vol. 34, pp. 347-356.
- [2] Belk, R. W., 1988. *Possessions and the extended self*. *Journal of Consumer Research*, vol. 15, pp. 139.
- [3] Biplab S. Bose, *Hand Book of Marketing Management*, Himalaya Publishing House, Bombay, 1998, 1st Edition.
- [4] Brodie, R. J., Ilic, A., Juric, B. & Hollebeek, L., 2013. *Consumer engagement in a virtual brand community: an exploratory analysis*. *Journal of Business Research*, vol. 66, no. 1, pp. 105-114.
- [5] Feick, L. F. & Price, L. L., 1987. *The market maven: a diffuser of marketplace information*. *Journal of Marketing*, vol. 51, pp. 83-95.
- [6] Gitomer, J., 2007. *Value is the king of sale and the Queen of service*. *Grand Rapids Business Journal*, vol. 25, no.23, pp. 33.
- [7] Gnanasambandam, C., Madgavkar, A., Kaka, N., Manyika, J., Chui, M., Bughin, J., & Gomes, M., Higgins, E. T., 2006. *Value from hedonic experience and engagement*. *Psychological Review*, vol. 113, pp. 439-460.
- [8] A Gopal, R Srinivasan. *Harvard Business Review* 84 (10), 22-23, 2006.
- [9] Hoffmann, A. O. & Broekhuizen, T. L., 2009. *Susceptibility to and impact of interpersonal influence*. *Springerlink.com (open access)*, pp. 488-503.
- [10] Jaishri N. Jethwaney, *Advertising*, Phoenix Publishing House, New Delhi, 1999, 1st Edition. Kamalaveni. D., S. Kalaiselvi and S. Rajalakshmi, "Brand Loyalty of Women consumers with respect to FMCGs", *Indian Journal of Marketing*, Volume-38, No. 9, Sept 2008, PP. 44-50.
- [11] Kwak, D. H. & Kang, J. H., 2009. *Symbolic purchase in sport: the roles of self-image congruence and perceived quality*. *Management Decision*, vol.7,no.1, pp. 85-99.
- [12] Lacity, M. & Jansen, M. A., 1994. *Understanding Qualitative Data*. *Journal of Management Information System*, pp. 137.
- [13] Lalitha.A., J. Ravikumar and K. Padmavali, "Brand preference of Men Wear", *Indian Journal of Marketing*, Volume. 38, No. 10, Oct 2008, pp.33-36
- [14] Mathur. V.C., *Advertising Management*, New Age International Publishers, New Delhi, 2002. Pandey, A., 2009. *Understanding consumer perception of brand personality*. *IUP Journal of Brand Management*, vol.6, no.34, pp. 26-50.
- [15] Pathak. S.V. and Aditya P. Tripathi., "Consumer shopping behaviour among Modern Retail Formats: A Study of Delhi & NCR", *Indian Journal of Marketing*, Volume 39, No. 2, Feb 2009, PP. 3-12.
- [16] Richards, J. I. & Curran, C. M., 2002. *Oracles on "advertising": searching for a definition*. *Journal of Advertising*, vol.31, no.2, pp. 63-77.

- [17] RituNarang, "A Study on Branded Men Wear", *Indian Journal of Marketing*, Volume 36, No. 11, Nov. 2006, PP. 3-9
- [18] Rossolatos, G., 2013. *Towards a semiotics of brand equity: brand coherence and communicative consistency through structuralist operations and rhetorical transformations*. s.l.:GeorgeRossolatos.
- [19] Sawhney, M., Wolcott, R. C. &Arroniz, I., 2006. *The 12 different ways for companies to innovate*. *Sloan Management Review*, vol.47, no.3, pp. 75–81.
- [20] Schiffman, L. &Kanuk, L., 2009. *Consumer behavior*. 9 ed. New Delhi: Pearson. Schiffman, L., O'Cass, A., Paladino, A. & Carlson, J., 2014. *Consumer behaviour*. NSW: Pearson.
- [21] Schurr, P. H., 2007. *Buyer-seller relationship development episode: theories and methods*. *Journal of Business & Industrial Marketing*, pp. 161-170.
- [22] Sengupta, S., 2007. *Brand Positioning: strategies for competitive advantage*. New Delhi: Tata McGraw-Hill Education.
- [23] Sherlaker. S.A., *Marketing Management*, Himalaya Publishing House, Bombay, 1995-96, 1<sup>st</sup> Edition. - *Journal of Arts Science & Commerce ISSN 2229-4686*
- [24] Sumathi. S., *Marketing Research and Consumer Behaviour*, Vikas Publishing House, 2003, 1st Edition.
- [25] Thomas, J. B., Cassil, N. L., & Forsythe, S. M. (1991). *Underlying dimensions of apparel involvement in consumers' purchase decisions*. *Clothing and Textiles Research Journal*, 9 (3), 45-48.
- [26] Unal S., and Ercis A. (2008). "The Role of Gender Difference In Determining The Style of Consumer Decision Making." *Bogazici Journal*, 22(1-2), 89-106.
- [27] Vieira, V. A., Slongo, L. A., and Torres, C. V. (2011). "Evaluating The Psychometric Properties of Consumer Decision Making Style Instruments" Retrieved from <http://www.ead.fea.usp.br/semead/10semead/sistema/resultado/TrabalhosPDF/277.pdf>.
- [28] Vigaray, M. D. J., &Hota, M. (2008). *Schwartz values, consumer values and segmentation: The Spanish fashion apparel case*. *Lille economie& management*, 1-32.
- [29] Vikkraman. P; Sumathi. N. (2012). *Purchase Behaviour in Indian Apparel Market: An Analysis International Journal of Business Economics & Management Research Vol.2 Issue 2, February 2012, ISSN 2249 8826*
- [30] Walsh, G., Thurau, T. H., Mitchell, V. W. and Widmann, K. P. (2001). "Consumers' Decision Making Style as a Basis for Market Segmentation." *Journal of Targeting, Measurement And Analysis For Marketing*, 10(2), 117-131.
- [31] Wang, C.L., Siu, N.Y.M. and Hui, A.S.Y. (2004). "Consumer Decision Making Styles on Domestic and Imported Brand Clothing." *European Journal Of Marketing*, 38, 239-252.