

Customer preference towards readymade garments in Pune city: An empirical study

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Abstract— Clothes and mood are two inter-related constituents, affecting the overall personality of an individual.

India has been ranked as the top retail destination globally for retail investment attractiveness among 30 emerging markets in the world. The Indian retail sector is the second largest untapped market after China. The readymade apparel market is increasing very rapidly. Hence, the need of hour is to understand the consumer psyche and proceed accordingly. The marketers of readymade apparel need to go through the observations discussed above and hence, capitalize the vast opportunities provided by this sector. Factor most influence while purchasing a ready-made garments is price & least is availability.

Key words: Brand, Customers' preference, Price, Readymade Apparel, Retail sector

I. INTRODUCTION

Clothing is considered to be second skin of the body and interest in clothing is higher during the whole life. Today, we live in consumer based society where consumer is known as the king of the market. The behavior of the customer affects the market size, brand name, fashion etc. Clothes or in other words, a person's wardrobe is one of the key aspects in assessing one's personality. Clothes and mood are two inter-related constituents, affecting the overall personality of an individual.

India has been ranked as the top retail destination globally for retail investment attractiveness among 30 emerging markets in the world. The Indian retail sector is the second largest untapped market after China. Readymade garment is a part of the textile industry and it accounts for about half of India's textile exports. India's consumer market for readymade apparel has become varied by surge of more designer brands. India is becoming the most preferred destination for outsourcing readymade garments for the international market.

According to Fashion Design Council of India (FDCI), apparels created by Indian designers are going to play a major role in the growth of the apparel industry in the next few years. These changes will have far-reaching implications for designers, manufacturers and retailers targeting the India apparel market.

II. ORIGIN & SIGNIFICANCE OF THE RESEARCH PROBLEM

There are various National & International brands available in market. Students are brand conscious but there are some factors which make the students to select the brand, hence the researcher selected the topic to know on what basis students select different brands

In today's era there are various brands for ready-made garments available nationally and internationally. Customers have their own perception while purchasing ready-made garments. This study will enable in understanding factors responsible for development of these perceptions.

Ready-made garments were among India's leading export sectors during the last financial year (2011-2012) According to preliminary figures released by the Ministry of Commerce shipments of readymade garments, yarns and fabrics rose by 18 per cent to Rs. 71,692 crore. Observers expect overall textile and apparel exports for the year to be around Rs. 1,56,990 crore, up from Rs. 1,41,291 crore, a year ago. The Confederation of Indian Industry (CII) report (2012) on Punjab industry shows that the hosiery and ready-made garments constitute about 31 percent of the total exports from Punjab, followed by yarn and textile contributing 23 percent. The districts of Ludhiana, Gurdaspur and Jalandhar accounts for around 95 percent of the total exports from Punjab. We see that there is no study available on Jalandhar region related to apparel industry. Jalandhar is also emerging as key retail markets of North India. Present study offers useful marketing implications for further reference

III. OBJECTIVES OF THE STUDY

- To know the brand preference among students for ready-made garments.
- To understand the factors on which the brand preference for ready-made garments is done.
- To make a comparative analysis for various brands of ready-made garments based on opinion of respondents

IV. LIMITATIONS OF THE STUDY

- This study is limited to graduate and post graduate students in Pune city only and result may differ if conducted in other regions. Also it measures the consumer preference in ready-made garments categories. If the same study is repeated for any other product category the results may vary.
- Evaluation is based on the primary data generated through questionnaire and accuracy of the findings entirely depends on the accuracy of such data and unbiased responses of the customers.

V. REVIEW OF LITERATURE

In paper titled '**Customer Preference towards branded coffee shops like Café Coffee day, Amul, Lipton, Nescafe in Institute Campus**' (2016) by Dr. Mamta Mishra and Rohit Sarsar a study with the objectives to know the preference of students for coffee shops available on campus and understand the parameters responsible for the preference of coffee shops, the study was carried out. The major finding of this research states that students had chosen the taste and quality of food as the most prominent reason to choose a coffee shop.

Lalitha et al., (2008) made a study entitled "Brand Preference of Men's wear". Scope of the study focuses on the brand preference regarding shirts and pants of select consumers living in twin cities of Hyderabad and Secunderabad. It is confined to the customers visiting the select showrooms in Hyderabad and Secunderabad. The objectives of this study were to know the reason why customers prefer branded shirts and pants to unbranded ones, to find out the influence of advertisement for branded clothing for the purchase behavior of the respondent and to know the factors influencing customers while choosing branded shirts or pants. It is concluded that educational qualifications, employment status, age group, convenience of shops, and advertisement are influencing factors for purchasing the branded shirts and pants by the respondents. 94 percent of the respondents are highly educated and purchased branded ready wears. Age group of 20-50 years is income earning people and spending on the branded wears. The study reveals that the advertisements play a limited role to choose the brand among readymade dresses available in the market. 54 percent of the customers are buying branded ready wear because of quality and status symbol

Ritu Narang (2006) in a study entitled "A Study on Branded Men's wear", was taken up in the city of Lucknow with an intention to explore the purchase behavior of the buyers of branded men's wear. The objectives of this research are to study the purchase behavior of the buyers of branded men's garments, to study the impact of advertising on the purchase decision of buyers, to study the impact of promotional activities on purchase behavior of buyers (Kazmi, 2001; Mathur, 2002). The research type was exploratory as it was conducted to develop a concept about the purchasing behavior of buyers of branded men's garments and the impact

of advertising on their purchase decision. This study concluded that most of the times buyers visit the showrooms of branded garments with the purpose of shopping (Jaishri and Jethwaney, 1999). The purchasing of branded garments is not impulsive. However, compared to women, male buyers visit the showroom for passing the time; The number of people visiting the showroom with a brand in mind is same as the number of people visiting the showroom with no brand in mind; Advertising has maximum impact in creating brand awareness (Kamalaveni, 2008).

The Article entitled "The Recipe for the success of Garment Industry"

Segmentation – Targeting – Poisoning (STP) is an important strategic tool in business, where in customers are grouped together based on some common traits (segmenting), business analysis is done for these segments to identify viable segment(s) (targeting) and the firm positions its marketing offer to appeal to the targeted segment(s) so that the identified segment resonates to the offering (positioning). Because of the universalization of common production technologies and quality standards, differences in various products and services are getting blurred. At the same time, customers are quite demanding and would want their specific needs to be addressed. Thus, firms will have to configure what customers want, rather than being product centric. This trend makes the customer segments smaller and smaller and poses a challenge to make each cluster a viable segment

In paper titled '**A study of consumption pattern towards selected personal care products in teenagers.**' by Dr. Mamta Mishra and Anuradha Mahajan the authors make an attempt to point out that use of personal care products amongst teenagers is vast area of study as girls and boys tend to use personal care products on daily basis. Advertisements impact them to buy personal care product and also influence their buying decisions. Teenagers are well aware about the brand, variety of products of personal care through television advertisements, internet, newspaper etc. The buying decision of teenagers can be easily influenced by advertisements or word of mouth.

In paper titled '**Understanding consumers' online purchasing behaviors in Pune city**' by Tapan Patel and Dr. Mamta Mishra it was concluded that the Internet, as a retail outlet, is moving from its infancy used by only a few to a market with significant potential. There has been remarkable growth in Internet sales, but there is evidence which suggest that there are many consumers shopping with intent to buy at retail websites who for some reason do not complete the transaction. Due to the rapid development of the technologies surrounding the Internet, a company that is interested in selling products from its web site has constantly to search for an edge in the fierce competition. To attract all four groups of consumers to Internet buying, e-tailers will need to tailor specific parts of his or her marketing campaign to meet the specific demands and needs of each group. They need to understand that just as in brick and mortar retailing the

Brand awareness	No. of people
Levi's	48
Blackberry	18
Provogue	22
Biba	24
Louis Philippe	20
Van Heusen	28
Peter England	30
Others	10

Internet customer is not a homogeneous group. It represents a variety of individuals with different attitudes and online shopping intentions. E-tailers need to focus on what the consumers want in exchange for their money, time, and effort not only in terms of product and customer service but also Internet experience.

VI. RESEARCH METHODOLOGY

- **Sample Universe:**-The response was collected from the universe comprising of UG/PG students from various Institutes offering graduate and post graduate courses
- **Sampling Frame:** The sampling frame was the various Institutes at Sinhgad Road and Ambegaon area
- **Sample Size:** A proposed sample size of 200 respondents was selected randomly to be the respondents
- **Sources of Data collection:**

Primary Data: The primary data was collected through a structured questionnaire with questions relevant to the objective of research and printed or typed in a definite order on the form or sets of forms.

Secondary Data: The secondary data had been collected from various magazines and journals.

VII. DATA ANALYSIS

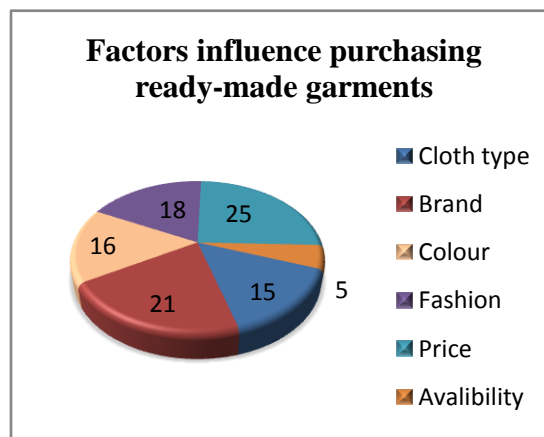
Respondents preferred to shop from



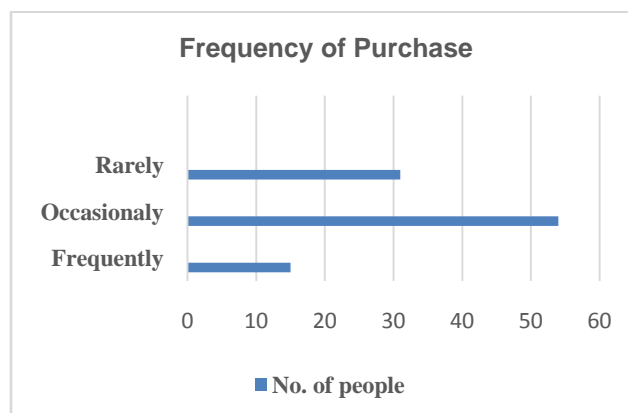
Fashion brands respondents were aware of

Large number of respondents shop from the malls (about 49%) which means respondents were brand conscious; followed by 38% which shop from the brand outlets which shows a special inclination towards brand consciousness. Respondents buying from local shops indicate they were least concern about brand. The awareness for Levi's brand was highest 48% which means respondent in large no prefer Levi's brand where awareness for peter England was 30%.The least awareness was for brand Blackberry which means less no of respondent prefer this brand.

Factor influencing purchasing decision



Frequency of purchasing ready-made garments



Factors which influenced the most while purchasing a ready-made garments was price 25% which means respondents were mostly concern about price. Followed by 21% respondent who were influenced by brands showing their concern about brands. 18% were trend and fashion concerned followed by colour (16%), and cloth type (15%). A negligible number was least concerned about availability. It can be interpreted that usually students are not concerned about the brand as well as

availability of it. They go for those garments which they can afford and is in trend.

Frequency of purchasing clothes by respondents frequently was lowest with 15% which means respondents don't shop regularly. Occasionally purchase of clothes was 54% which mean respondents shop occasionally on festivals & on special events.

It was also observed and interpreted that 85 took their own decision while purchasing which meant that reference groups had least influential role in making purchase decisions. 58 respondents were influenced by advertisements while making purchase which meant promotion mix had a considerable impact on purchase decision of respondents. 36 respondents were influenced by their friends and 21 by family members while purchasing but it were those who had developed an image as opinion leaders.

VIII. CHI-SQUARE TEST

Relationship between gender and purchase of ready-made garments.

H0: Gender factor will not effect on the purchasing

H1: Gender factor will effect on the purchasing

o	E	(O-E) ²	(O-E) ² /E
40	47.5	15	0.315
55	52.5	6.25	0.119
60	47.5	156.25	3.289
45	52.5	15	0.285
		E	4.008

$$X^2 = \sum (O-E)^2 / E = 4.008$$

Number of degree of freedom

$$Ndf = (row-1) (column -1)$$

$$= (2-1) (2-1)$$

$$V = 1$$

Table value of X² at 5% level of significant = 3.84

Thus calculated value is greater than the tabulated value of X at 5% level of significance at V=1, so the null hypothesis is rejected. Hence there is a significant relationship between gender and purchase of ready-made garments.

IX. CONCLUSION

- The readymade apparel market is increasing very rapidly. Hence, the need of hour for manufacturer and marketer is to understand the consumer psyche and proceed accordingly.
- The companies like Levi's and Peter England have been able to establish brand connect in meaningful

way. It seems that the marketing strategies of both these companies are framed after due consideration of purchase attributes of their prospective customers.

- The marketers of readymade apparel need to go through the observations discussed above and hence, capitalize the vast opportunities provided by this sector.
- The most preferred media is TV & least preferred is news paper as far as readymade garments are considered as product.
- Factor most influence while purchasing a ready-made garments is price and quality & least is availability.
- Most preferred brand of denim is Lee Cooper while least preferred is Lee

X. SUGGESTIONS

A comparative study on branded and non-branded apparel may be attempted. The respondents were selected from the urban area of Pune only. It would be beneficial to extend the study to rural area of Pune and also select another research area.

Gender	Yes	No	Total
Male	40	60	100
Female	55	45	100
Total	95	105	200

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