

An Evaluation of Buying Behaviour towards Branded Apparels in Karnataka

1. Dr.Lakshminarayana.K

Assistant Professor,

Department of MBA,

VTU Centre for Post Graduate Studies-Bangalore Region-Muddenahalli,

Visvesvaraya Technological University

Chickaballapur-562101

2. Dr.Sreenivas D L

Research Supervisor

Department of MBA,

S J C Institute of Technology,

Chickballapura-562101

ABSTRACT:

This study helps to investigate the relationship between the factors which affects the buying behaviour towards branded apparels in Karnataka state. The Data has collected by distributing the globally accepted structured questionnaire among the respondents who presently living in 4 regions of Karnataka state and regular buyers of branded apparels. Stratified Random Sampling Approach followed by convenience sampling strategy was used with sample size of 384 for collection. Descriptive Analysis with Mean and Standard Deviation, Chi square test, Correlation Analysis, Garrett Ranking Method and Discriminant Analysis. Statistical Packages for Social Science (SPSS 0.22) has been used to analyse the research objectives. The result of this study offers insights and evidence about the relationship between the variables which impact consumer buying behaviour for branded apparels. Finally it is concluded in the present study that there is the owners of big brands have to understand the importance of customer's expectations & should provide proper environment to retain customers if not attract new ones. Faced with an increasingly complex competitive environment, it is a fact that today consumers look, think, prefer and buy the products to his lifestyle.

Keywords: Apparel Brands, Consumer Behaviour, Product attributes, Purchase Intentions, store attributes.

1. Introduction:

In the present day world, where liberalization and free market economy have become the corner stones, the consumer decision making plays an integral role. Hence, the shoppers and vendors in the International economy have to equip themselves with customer buying behaviour to enhance efficient marketing of their products and services. This is all the more important with regard to India, the densely populated country in the world. The most promising marketing opportunity existing in the present day India for Apparels can enable the shoppers to perform and prosper to the core.

Purchasing choices are made rather influenced by many options such as specific, mental, and community pieces. Business people need to perfect the thought process undergone by customers, to compare it, coupled with their marketplace information, and also use the ensuing information to publicize their factors.

Till few past years, the customers want has been placed mainly on the transformation of passive buyers to active enhancers or probably the manufacturers of brand new user experience, proactively taking part in the process of collaborative marketing.

1.1 Consumer Buying Behaviour

Consumer buying behaviour is the study of individuals and the procedures they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Consumer behaviour is gradually a part of strategic planning for the upcoming investment and growth of any industry. Retail industry or specifically to say apparel industry is no exception, Consumers can either be subjective or objective, testing the persuasion of brand names. Retail stores not only selling the products but also play an important role in convincing the decisions of customers. The whole platform or graphical appeal of the retail outlet can determine sales, or the service of the sales person or the clerks.

Furthermore, consumers may select specific products/brands not only because these products deliver the functional or performance paybacks projected, but also because products can be used to express consumers' personality, social status or association or to fulfill their internal psychological requirements, such as the need for change or freshness. Consumer behaviour denotes to the emotional and mental process and the observable behaviour of consumers during search of product, purchasing process and post consumption of a product or service. Consumer behaviour includes study of how people buy, what they buy, when they buy and why they buy. It

mergers the elements from Psychology, Sociology, Socio psychology, Anthropology and Economics.

1.2 Branded Apparel Industry In India:

India's branded textile and apparel industry has an astounding presence inside the financial aspect of country. It's of the industry to enter the existence of the nation. The sector has been a self-reliant Industry from the development of raw materials to the delivery of end products with comprehensive value addition at each phase of processing.

Apart from providing involving a number of small essentials of daily life, the recognized apparel industry plays an integral role in contributing to manufacturing output, employment enhancement, consequently the country's export revenue. Its current contribution is around fourteen % of Industrial production, four % to the GDP, together with seventeen % on the country's export revenue. Supply of labour to this industry is estimated to be slightly higher than thirty five million workforces.

1.3 Apparel Industry in India - An Overview:

The Branded Apparel business appears to preserve marketing of huge menswear, female's utilize & kid's consumption. The menswear business is composed of male's Active wear, casuals, essential, formals, and formals for occasions & party wear. Whereas females' apparel marketplace contains female's active wear, casuals, essential, formals, formals for occasions & party wear. While the Kids use marketplace is comprises little apparels, boys active wear, companies' essentials, businesses formalwear, boys formalwear, children's outerwear, females active wear, women day use, females essentials, females formalwear event, females party wear & also kids wear.

The branded textile and clothing market place in India is producing efficiently in probably the most recent past and while the expansion rates are forecast to decelerate, will stay unbelievably beneficial. The Indian Branded Apparel marketplace had comprehensive earnings of 1dolar 1, 28,102.5 million in the year 2009, leading to CAGR of 9.9 percent for time period starting from 2011-2012. Revenue of men's clothing proved probably to be very profitable to any branded clothing market place in Indian in 2012, which constituted to an overall revenue of 11,864.5 million dollars precisely the essentially love 42.2 percent of market prevailing worth.

2. Review of Literature

Many in-depth studies have been embarked upon in the domain of consumer purchasing behaviour towards Branded Apparels. As many are directly or indirectly linked to the present analysis, an analysis features such studies that eventually have much better value to the subject matter of the current study.

Sandeep K, et.al., (2016) tried to find out about the customer opinion, behaviour, and their attitude towards the textile brand, to be well prepared to take a look at the benefits of different aspects in brand retention. Based on analysis, it is recommended that the textile firms must focus on a terrific choice much on customer retention, which is consummated by obtaining affordable costs, managing the quality of garments, releasing dedicated applications in extraordinary times, offering greatest customer solutions, advertising a great offer much more on net, newspapers, cultural media besides tele media.

Deepale Salujja (2016) carried out in Delhi population presents that customers favour buying, usually, along with their friends and loved ones. They're affected by the options their friends, celebrities, cousins, print media etc. Quality, comfortness, brand are actually the major criteria impacting their purchasing behaviour to Branded Apparels. The assessment means that the age, gender, understanding along with career has no influence on paying for behaviour of customers. Lastly, the survey reveals that Delhi customers have attitude that is superior to their counterparts in other parts of the country towards Branded Apparels.

Reham Abdelbaset Sanad (2016) this special paper is in fact created to create a sizable introduction to variables impacting purchaser choice to apparel and textile products. This particular research study examined about all that had impact on marketing of textile solutions like stylish items and apparel. Lots of different cultural, personal, social, environmental and psychological locations are incorporated by these elements. Qualities regarding market; specifically merchandise attributes, buy channel, cost additionally to marketing were found. This particular analysis reviewed research studies focused on client behaviour to textile & apparel treatments.

C.K Suresh (2015) the study highlights the elements influencing shopping behavior of both Indian and global youths in shopping malls on recognized apparel are actually illustrated. As it is obvious that both marketers and retailers try to take a look at the buyer's necessity, as identifying the purchasing conduct along with decision making process is really considered being a complex phenomenon. Furthermore, the buying exercise is dependent on numerous components that affect the decision making process. The present analysis attempts to learn the

components that affect the purchasing behavior of Indian youths aged between nineteen and thirty five years in shopping malls on branded clothes.

B. S. Sandhu and Amreen Thind (2015) in their study highlight the point that Indian customer is currently brand conscious and definitely the emblem tastes of much more younger clients are really changing fast. Hence, it is inevitable to focus on their existing (Current) and the upcoming brand related inclinations. The results of the current study provides numerous useful suggestions, first of many, there is an enormous chance for national makes for equally apparel additionally to shoes segments in Indian store. Certain consumers seem to prefer National (Indian) Brands to International companies and regional versions.

Namratha and Khetarapal (2014) in spite of the increasing demand and the effective role of the apparel consumers. The study highlights the advantages of searching in the site to tap the escalating potential. Vendors along with the textile retailers had a crucial role to perform. Possessing the capability to figure out the customer behaviour for buying the fashion clothing. They have to be responsible for the parts under their domain which also influences the technical aspects in addition to the state of machinery. Business development in India is majorly driven by the increasing coverage of home designers at overseas discussion boards, though development is actually backed by some other items like for example the launch of distinct company education plans for emerging designers separate from the establishment of an industry association.

Md. Maazedul Islam, Mufidul Muhammad Islam, Yousuf Abu Mohammad Azim Anwarul, Russel Md. Anwar (2014) the research shows a good deal of market factors and other purchase pattern factors that have a significant effect on the customer's choice of retail outlet and purchasing of retail outlet. A branded outlet specific element has impact on purchasing behaviour in retail shops. Cat's Eye, Kay-kraft, Ecstasy, Westics, Aarong, Artisti, Yellow are actually the very best businesses & are in fact likely more perfect versions coupled with has several other positive factors. Dependent upon the rank of individuals, the quality element prevails in the initial undertaking, colour & design, comfort & design, price are actually securing successive ranks respectively.

Namita Rajput and A Khanna (2014) conducted research seeks to stay entirely prepared to check out the purchasing behavior that constitute: purchasing behavior dimensions, purchasing habits like purchasing expenses & regularity of offering a gender perspective point of view and switch up at a couple of features influencing younger customers buying behaviour for apparel list segment. The study indicates that individuals are in fact informed of the majority of the domestic & western styles offered & in addition have a trend for purchasing in malls. This has

an inference with web sites marketers. Thus offering various information to shopping that is advantageous in term of amenities such as cafes; numerous kinds of Entertainment etc. help the sales to go up.

Irfan Syed Shafii, and Madheavaiah (2014) this research study investigated result of market & in addition Customer purchasing characteristics that impacts the textile customer options. Findings of research showed that guide team, promotion, shop attributes, apparel attributes, revenue & career are really the major dimension of apparel purchasing behavior, which reveals that the textile outlets must provide more value to textile purchasing attribute to entice & appeal clients and hence, the advertising program must be done extensively & appropriately. It seems that the online marketing techniques of these companies are in fact framed after due consideration of purchasing characteristics of store qualities wherein they might easily and accurately attract the clients give system based on their wants.

Ikbal Jafar Laskar and Abbas Haydar (2014) the specific examination is produced to learn the customer info about a team of apparel makes (sources of knowing collectively in the scope of understanding), the thought of theirs about these brands and the components which affect the idea of theirs. The researcher had realized that advertising & also shelf presence is really the primary reasons for brand recognition. Companies that are purchasing a selection of some other techniques really should introspect their techniques. One could understand that majority of the respondents think that brand name is an offer and it is not offered every time. It is likewise found the price and also understanding have an impact on their notion regarding brand; it may be recommended that enhancing advertisement results in positive change in the market.

Bhuvan Lamba (2014) the aim of re-search is really looking at the result of brand on consumer's purchasing conduct and recognizes the main choices which accompany branded items that impact consumer's involvement towards elegant branded products. This specific paper expands the understanding of customer buying action related to Indian world and also plays up the emblem components that really effect consumer participation in merchandise buy.

Balanaga K Gurunath Anand and Krishnkumar M (2013) examined the textile purchasing behavior of Indian folks over 5 dimension viz. merchandise parameters, promotion, store attributes, referral group, and client attributes. The findings suggest that merchant attribute promotion & resource teams have created becoming key dimensions of textile purchasing behavior.

Aanand Takur and Buvan Laamba (2013) performed an investigation is really created learning all about the consumer satisfaction quantity accompanied by equipment impacting

readymade textile buy & furthermore to find out on the most apparent versions of individuals nowadays in various variations of clothing which could help the readymade garments producers to ready the succeeding development of theirs. The results suggest that Tommy Hilfiger & Peter England were actually likely most ideal produces in town of Jalandhar in addition to the larger part considerable considerations in apparel buy are actually cost and quality. Finally, few of useful advertising implications are suggested at the conclusion.

Nirbhan Singh, R. (2013), Clothing is really a crucial element of female's life in concert with plays an enormous part in creating the female identity and status. The females are assisted by cloths to enhance the self-esteem of theirs and improve the specific worth of theirs. Apparel is called specialty wonderful since clients usually make attempt to search for the garment they need. The fantastic majority of the female target on merchandise characteristics additional elements and fashion trends concerning social and psychological demands of purchaser. These attributes help individual to choose the cloth based on the personal option of theirs and moreover, it is excellent with culture and tradition.

Mittal. P and Aggarwal. S (2012) has analyzed the buyer mixed with his action is truly the outcome of the promotion activities. It incorporated the physical, emotional and mental processes & concerned action that are in fact observable at the same time before, during and after each and every purchase of services and goods. This made them very efficient to understand, view, respond additionally to take as outcome of the particular kind of conduct assuming they will wish feeling gain alternative that problem for marketer and furthermore, the consumer both. The study report provided depends upon the Consumer Perception towards Branded Garments. By way of the specific analysis an effort is put forth to practically comprehend those rational or emotional appeals & they run the commitment choice toward the emblem garments.

Namitha Rajput, Subod Kesharvani, Akansha Khanna (2012) the propensity of individuals for readymade outfits maybe even for recognized apparels is actually quickly changing as an outcome of the enhancement of state and character with all the quality and comfort they provide. As a consequence of the more awareness and consciousness, individuals are prepared to dedicate some expense for quality and comfort. Extreme era provide good quality materials as well as substantial amount of varieties in Indian textile market place to fulfil the techniques of folks. Even buyers are making use of the chance. The findings affirm that Indian men and women are becoming extremely brand aware currently. Therefore, brand image is actually a not a major element in selecting the commodity or possibly brand to purchase.

Namitha Rajput, et.al., (2012) have done investigation on Indian women customers' buying behaviour and found that the main choices which come with branded clothes that have an effect on female customers involvement. It was acquired in research that there's a total interest of the branded apparels among women and their purchasing behavior. Women have unique viewpoint and motive behind their purchases. The culture is actually changing towards shopping from mall as an outcome of purchasing experience the customers get. Probably it is found to be great cousins & friends followed by ads & web.

Akanksha Khanna (2012) conducted a significant evaluation to understand the basic characteristics of people during cultural shift followed by branded apparels. To conclude the goal of research a several test were selected and the empirical results were found to have a precise level of fitness. In India this analysis will address largely to internet marketers that will generate the policies after an extensive analysis of the characteristics of Indian customers' apparel needs in addition to just how they act in response to the lifestyle change. This paper in addition talks about the marketing competencies of branded apparel helps manufacturers as well as merchants with reference to brand image, business knowledge, along with offers.

Shalini Bariar, et.al., (2012) in their study on female customer conduct together with their capacity to understand the outcome of consumer behavior in purchase of branded apparels. It is essential for the entrepreneurs to note the various elements influencing the apparel purchase to formulate adequate marketing strategies to attract customers towards branded apparels. A survey was carried out by using female respondents aged from twenty five to thirty five to get evidences. Roughly, 100 respondents were interviewed during the entire survey that resulted that the elements like indicating the company loyalty, Quality Perceptions, Brand Association, Brand recognition, as well individual principles were found to have impact on female on their buying behaviour in apparel.

Manish Kumar Rai and R. Gopal (2012) in their study, with the aim of the analysis to understand consumer conduct with regard to ethnic apparel, investigated the factors contributing to purchase of cultural apparel. It has presented an insight on the main factors affecting purchase choice of customers which can be used for offering and marketing of ethnic apparel. The analysis throws light on attributes which are numerous that the manufacturers should concentrate on to attract the potential customers.

Ismail, Masood and Tawab (2012) completed their study in understanding the consumer tastes of globally. It has claimed to have recognized the purchase behaviour pattern of small group of Pakistani customers and found that the customers examine the items on the basis of information received & they are intrinsic & extrinsic as well. A few components impact the

customer purchase choices. The results suggest that the bulk of the components that influence a consumer's choice are the price along with quality of item in question. Because customers frequently visit the price with its quality, a brand described almost nothing is normally viewed as an unwanted product.

According to the research by **Krishna and Dash (2012)** customers, these days, prefer major brands since they want to save cash. Their study is a part of the Ph.D thesis to comprehend the customer choice towards certain labelled branded clothing in India, and employed conjoint evaluation. The study was conducted in in Hyderabad & Secunderabad cities. It is to allow them to recognize the customer buying behaviour towards branded apparel of a specific brand. The data used for conjoint assessment was segregated onto a wide range of business analysis questions.

Shah (2012) made an attempt to learn all effecting Pakistan students' buying motives towards worldwide textile brand. Buying target is described in phrases of regular buyer variable (normative impact, customer confidence) & company specific variable (perceived quality, mental values). Sample comprises of students registered at 2 colleges in big city of Pakistan (Rawalpindi and Islamabad), with 316 people take the self-administered survey during the normal college hours. Findings suggest that susceptibility to normative effect alongside customer confidence has spectacular effect on brand consciousness. Brand Consciousness remarks that the results are really incredible on perceived quality of international and psychological worth that makes these products worthy of quality these manufacturers make. Both quality and emotional printer had a good deal of influence on getting purpose.

Sundarraaj (2011) has brought the large distinction between the two groups of customers to have the ability to understand their preference. The research seeks to identify the expertise of social responsibility & purple way among Indian customers. The research is restricted to perfect the activities along with understanding towards real means among contemporary India; thus extrapolation of supreme features might not be feasible because of huge deviation of consumer choice, behaviour, & the variables such as psychographic, demographic, & socioeconomic areas.

Venkateswaran P. S. et.al (2011) brand personality often recognized as distinctive feature of the brand, what many call the personality of producer. The same as youths, every issue has the ability to help turn a character to some extent. In a particular situation, it's emotional & vibrant highly; in some instances, it is undervalued and typically about obvious. As brand persona is very intangible as well as prevails inside a psychological monarchy, these are generally undervalued by marketing professionals. A natural & well described brand personality is in

fact the essential component related to profitable brand's claim. The brand character better the buyer choice and the same was suggested by researchers which trigger feelings in buyers (Biel, 1993) and will have a great link with amount of commitment.

Bronnenberg. et.al., (2011) examined extended Brand preference evolution, utilizing brand information on customers' existing records alongside buying of CPG. Perturbation occurs when customers reside earlier permit us for isolation of normal effect of earlier encounters on present buying, keeping continuous simultaneous source edge products for example accessibility, expenses, moreover the promo. Heterogeneity in brand tastes describes 40 % of geographic perturbation of market share.

P. Natarajan and U Thiripurasundari (2010) observed that customer choice of international makes versus regional makes in Indian Automobile Business. The result of the study has advised that the people those who possessed worldwide automobile makes preferred their automobile makes as a consequence of products with worldwide presence, global quality and condition of getting an international make. Client brand perspective has huge ramifications on promotion.

2.1 RESEARCH GAP:

So far, thorough reviews of available literatures have been carried out and the results are produced. There is lots of research works carried out by a wide variety of researchers. Nevertheless, not a many research has been conducted regarding Branded Apparels. Furthermore, a few researchers have focused on buyers buying behaviour of apparels sector and discussed various additional considerations related to Buying Behaviour. There is very little or negligible research carried out in the area of Branded Apparels. Undoubtedly, the previous studies in Buying Behaviour have given us a wide variety of descriptive statistical details and empirical evidences in elements which will vary, however there's still a gap in the present literature that needs to be addressed and hence this Research.

3. Objectives of the study:

- To understand the Socio-Economic characteristics of selected consumers in Karnataka.
- To analyse the buying behaviour of consumers towards Branded Apparels.
- To study the impact of Advertising and other influencers on the buying decision of Branded Apparels.
- To study the impact of promotional activities on Buying Behaviour of Branded Apparels.
- To study the satisfaction level of the Consumers of Branded Apparels in Karnataka.

- To suggest a suitable model for measuring the Buying Behaviour, level of Satisfaction and the repurchase intentions of the customers of Branded Apparels in Karnataka.

4. Research Methodology

The present study is undertaken to evaluate the buying behaviour towards the branded apparels in Karnataka state.

Type of Research	Descriptive Study.
Type of Sampling Technique	Probability Sampling Technique.
Sampling Method	Stratified Random Sampling Approach followed by convenience sampling strategy.
Sample Universe/ Frame	Comprises people of branded apparels in Karnataka State.
Sample Size	Respondents: 384
Data and Data Source	Primary Data: Questionnaire Secondary: Various reliable sources
Frame of Analysis	Descriptive Analysis with Mean and Standard Deviation, Chi square test, Correlation Analysis, Garrett Ranking Method and Discriminant Analysis. Statistical Packages for Social Science (SPSS 0.22) has been used for the analysis purpose.

5. Data Analysis and Interpretation

5.1 Age of the Respondents and Satisfaction with regard to the Overall Quality of Brand Apparels

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.121 ^a	16	.000
Likelihood Ratio	68.772	16	.000
Linear-by-Linear Association	10.778	1	.001
N of Valid Cases	384		

a. 4 cells (16.0%) have expected count less than 5.
The minimum expected count is 1.89.

Chi square test of association have been applied in the above table. It was found that the association value of chi - square test is 49.121 with degree of freedom at 16 & the 'p' value is

0.000. As the 'p' value is less than 0.050, it indicates that the level of Satisfaction with regard to Overall Quality of Brand Apparels is influenced by the age group the respondents belong to.

H₀: There is no relationship between the satisfaction level with regard to Overall Quality of Brand Apparels is influenced by the age group the respondents belong to.

H₁: There is relationship between the satisfaction level with regard to Overall Quality of Brand Apparels is influenced by the age group the respondents belong to.

Since the p-value (Asymp. Sig = 0.010) is less than our chosen level of significance ($\alpha = 0.05$), hence we don't accept the null hypothesis. It can be concluded that there is enough evidence to suggest that there is relationship exist between the Satisfaction level with regard to Overall Quality of Brand Apparels is influenced by the age group the respondents belong to.

5.2 Age of the Respondents and Satisfaction with regard to Services like Replacement warranty, Alteration etc.,

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.182 ^a	16	.000
Likelihood Ratio	65.397	16	.000
Linear-by-Linear Association	9.574	1	.002
N of Valid Cases	384		

a. 4 cells (16.0%) have expected count less than 5.
The minimum expected count is 1.37.

Chi square test of association have been applied in the above table. It was found that the association value of chi - square test is 46.182 with degree of freedom at 16 & the 'p' value is 0.000. As the 'p' value is less than 0.050, it indicates that the Satisfaction level with respect to the Services like Replacement warranty, Alteration etc., is influenced by the age group the respondents belong to.

H₀: There is no relationship between the Satisfaction level with regard to the Services like Replacement warranty, Alteration etc., is influenced by the age group the respondents belong to.

H₁: There is no relationship between the Satisfaction level with regard to the Services like Replacement warranty, Alteration etc., is influenced by the age group the respondents belong to.

Since the p-value (Asymp. Sig = 0.010) is less than our chosen level of significance ($\alpha = 0.050$), hence we don't accept the null hypothesis. It can be concluded that there is enough evidence to suggest that there is relationship between the Satisfaction level with regard to the Services like Replacement warranty, Alteration etc., is influenced by the age group of participants belong to.

5.3 Age of the Respondents and Satisfaction with Regard to Product Attributes, Design etc.,

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.887 ^a	16	.010
Likelihood Ratio	48.246	16	.000
Linear-by-Linear Association	7.238	1	.007
N of Valid Cases	384		

a. 8 cells (32.0%) have expected count less than 5.
The minimum expected count is .85.

Chi square test of association have been applied in the above table. It was found that the association value of chi - square test is 34.048 with degree of freedom at 16 & the 'p' value is 0.005. As the 'p' value is less than 0.050, it shows that the Satisfaction level with regard the Product Attributes, Design etc., is influenced by the age group the respondents belong to.

H₀: There is no relationship between the Satisfaction level with regard to the Product Attributes, Design etc., is influenced by the age group the respondents belong to.

H₁: There is relationship between the Satisfaction level with regard to the Product Attributes, Design etc., is influenced by the age group the respondents belong to.

Since the p-value (Asymp. Sig = 0.010) is less than our chosen level of significance ($\alpha = 0.050$), hence we do not accept the null hypothesis. It can be concluded that there is enough evidence to suggest that there is relationship between the Satisfaction levels with respect to the Product Attributes, Design etc., is influenced by the age group the participants belong to.

5.4 Age of the Respondents and Satisfaction with regard to Usage Experience

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.048 ^a	16	.005
Likelihood Ratio	49.900	16	.000
Linear-by-Linear Association	7.014	1	.008
N of Valid Cases	384		

a. 6 cells (24.0%) have expected count less than 5.
The minimum expected count is 1.37.

Chi square test of association have been applied in the above table. It was found that the association value of chi - square test is 34.048 with degree of freedom at 16 & the 'p' value is 0.005. As the 'p' value is less than 0.050, it shows that the level of Satisfaction with regard to the Usage Experience is influenced by the age group the respondents belong to.

H₀: There is no relationship between the Satisfaction level with regard to the Usage Experience is influenced by the age group the respondents belong to.

H₁: There is relationship between the Satisfaction level with regard to the Usage Experience is influenced by the age group the respondents belong to.

Since the p-value (Asymp. Sig = 0.000) is less than our chosen level of significance ($\alpha = 0.050$), hence we don't accept the null hypothesis. It can be concluded that there is enough evidence to suggest that there is relationship exist between the satisfaction level with regard to the Usage Experience is influenced by the age group the participants belong to.

5.5 Age of the Respondents and Satisfaction with Regard to the Value for Money

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.847 ^a	16	.000
Likelihood Ratio	49.551	16	.000
Linear-by-Linear Association	.596	1	.440
N of Valid Cases	384		

a. 3 cells (12.0%) have expected count less than 5.
The minimum expected count is 3.97.

Chi square test of association have been applied in the above table. It was found that the association value of chi - square test is 42.847 with degree of freedom at 16 & the 'p' value is

0.000. As the 'p' value is less than 0.050, it shows that the level of Satisfaction with regard to the Quality of Product is influenced by the age group the respondents belong to.

H₀: There is no relationship between the level of Satisfaction with respect to the Quality of Product and age group of respondents belong to.

H₁: There is relationship between the level of Satisfaction with respect to Quality of Product and age group of respondents belong to.

Since the p-value (Asymp. Sig = 0.000) is less than our chosen level of significance ($\alpha = 0.050$), hence we don't accept the null hypothesis. It can be concluded that there is enough evidence to suggest that there is relationship between level of Satisfaction with respect to value of money and age group of respondents belong to.

5.6 Age of the Respondents and Satisfaction with Regard to the Quality of Product

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.048 ^a	16	.005
Likelihood Ratio	49.900	16	.000
Linear-by-Linear Association	7.014	1	.008
N of Valid Cases	384		

a. 6 cells (24.0%) have expected count less than 5.
The minimum expected count is 1.37.

Chi square test of association have been applied in the above table. It was found that the association value of chi - square test is 34.048 with degrees of freedom at 16 & the 'p' value is 0.000. As the 'p' value is less than 0.050, it shows that the satisfaction with **regard to Quality of Product is** influenced by the age group the respondents belong to.

H₀: There is no relationship between the level of satisfaction with respect to Quality of Product and age group of respondents belong to.

H₁: There is relationship between the level of satisfaction with respect to Quality of Product and age group of respondents belong to.

Since the p-value (Asymp. Sig = 0.000) is less than our chosen level of significance ($\alpha = 0.050$), hence we don't accept the null hypothesis. It can be concluded that there is enough

evidence to suggest that there is relationship between the level of satisfaction with respect to Quality of Product and age group of respondents belong to.

5.7 Age of the Respondents and Promotional Activities of the brand give required information to the customers

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.950 ^a	16	.000
Likelihood Ratio	44.237	16	.000
Linear-by-Linear Association	16.787	1	.000
N of Valid Cases	384		

a. 10 cells (40.0%) have expected count less than 5.
The minimum expected count is .98.

Chi square test of association have been applied in the above table. It was found that the association value of chi - square test is 48.950 with degree of freedom at 16 & the 'p' value is 0.000. As the 'p' value is less than 0.050, it shows that the opinion of the respondents with respect to the Promotional Activities of the brand give required information for the Customers is influenced by the age group the respondents belong to.

H₀: There is no relationship between the opinion of the participants with respect to the Promotional Activities of the brand give required information for the Customers and the age group the respondents belong to.

H₁: There is relationship between the opinion of the participants with respect to the Promotional Activities of the brand give required information for the Customers and the age group the respondents belong to.

Since the p-value (Asymp. Sig = 0.000) is less than our chosen level of significance ($\alpha = 0.050$), hence we don't accept the null hypothesis. It can be concluded that there is enough evidence to suggest that there is relationship between the opinion of the respondents with respect to the Promotional Activities of the brand give required information for the Customers and the age group the respondents belong to.

5.8 Age of the Respondents and Window Displays are attractive

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.312 ^a	16	.000
Likelihood Ratio	42.708	16	.000
Linear-by-Linear Association	14.529	1	.000
N of Valid Cases	384		

a. 10 cells (40.0%) have expected count less than 5.
The minimum expected count is .98.

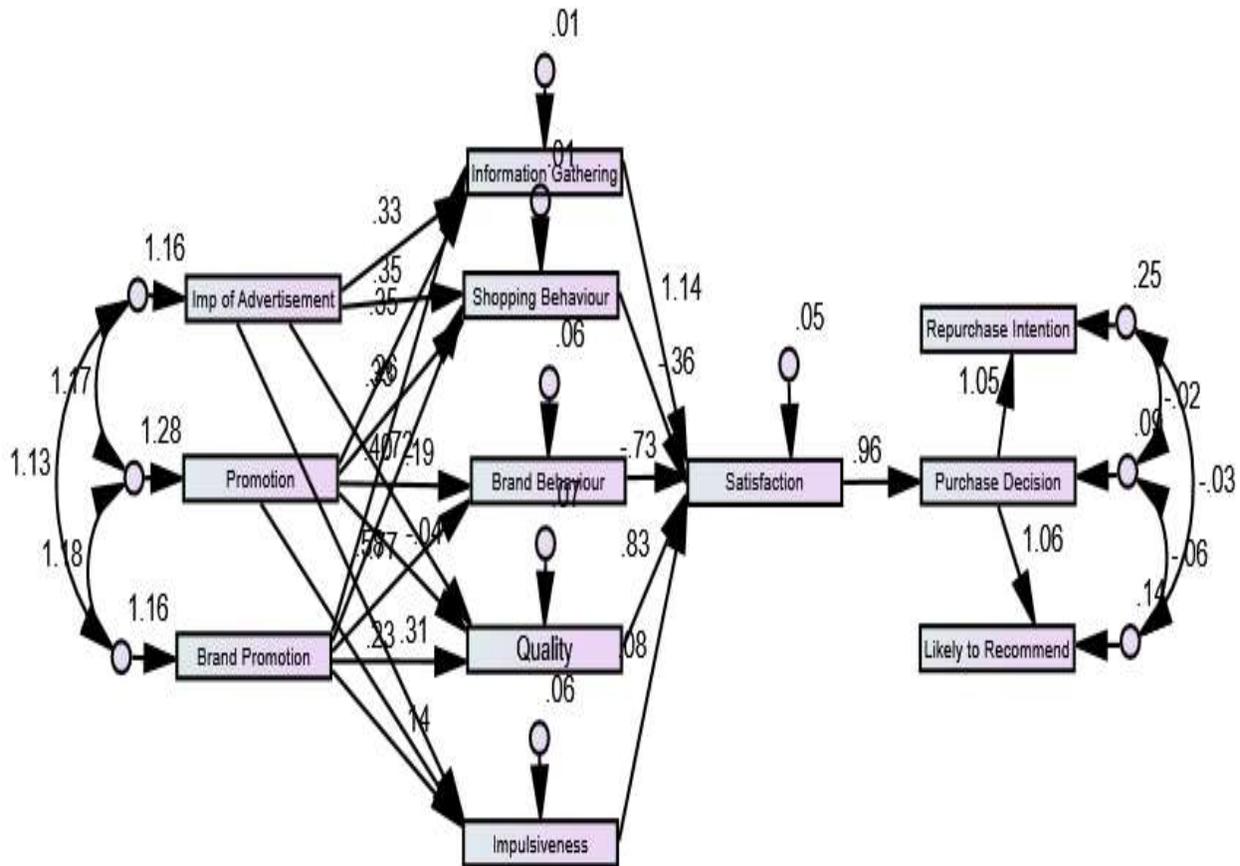
Chi square test of association have been applied in the above table. It was found that the association value of chi - square test is 48.312 with degree of freedom at 16 & the 'p' value is 0.000. As the 'p' value is less than 0.050, it shows that the opinion of the respondents about the window displays being attractive is influenced by the age group the respondents belong to.

H₀: There is no relationship between the opinion of the participants about the window displays being attractive and the age group the respondents belong to.

H₁: There is relationship between the opinion of the participants about the window displays being attractive and the age group the respondents belong to.

Since the p-value (Asymp. Sig = 0.000) is less than our chosen level of significance ($\alpha = 0.050$), hence we do not accept the null hypothesis. It can be concluded that there is enough evidence to suggest that there is relationship between the opinion of the respondents about the window displays being attractive and the age group the respondents belong to.

5.9 A model for measuring the Buying Behaviour, level of Satisfaction and the repurchase intentions of the customers of Branded Apparels in Karnataka.



Result (Default model)

Minimum was achieved

Chi-square = 2427.484

Degrees of freedom = 38

Probability level = .000

Analysis of Movement Structure (AMOS) graphically exhibits the relationship of variables of Buying Behaviour with other variables namely Advertisement, Promotional Activities and brand Promotions, which influences the customers and determine the satisfaction level with reference to purchase of Branded Apparels. The Researcher has combined Buying Behaviour with matrices with other matrices namely Advertisement, Promotional Activities and brand Promotions to determine the Satisfaction Level.

The Researcher tested the hypothetical relationship between Satisfaction with three other variables namely Advertisement, Promotional Activities and Brand Promotions through

variables of Buying Behaviour namely Information gathering, Shopping Behaviour, Brand Behaviour, Quality and Impulsive Buying.

Likewise, the researcher has also made an attempt to study the relationship between Satisfaction to Purchase Decisions, Repurchase Intentions and Likely to Recommend to others which are the attributions of the customers to buy Branded Apparel.

6. Suggestions:

Based on the survey conducted, data collected, analysis and interpretations made, following are the suggestions:

- Much of the customers purchase branded apparels taking the brands promotions into consideration. Hence, the advertising strategies need to be much focused on these customers. And the display in the store should also contain the details of locations and brand available.
- Since the younger generation is much influenced by advertising, more of promotional advertisements including the offers need to be offered to the school and college going students, and hoardings can be placed in nearby places where youngsters hang around often mainly during weekends.
- Impulse buying behavior is more among the middle aged people. Marketers need to find the right blend and taste of those customers to position them accordingly so as to make them purchase the Branded Apparels.
- More number of younger consumers is very specific about the colour and discounts and hence the branded apparel manufacturers need to study the trend of the merchandise movement and should try to customize them based on their needs.
- Branded apparels are much sought after by male consumers than female ones. The brand appeal forms an important aspect and hence the feedback of the consumers on branded apparels need to be given much importance and based on their feedback apparels need to be manufactured.
- The branded apparels retail outlets need to improve their lighting and the store should have a pleasant appeal making the shopping experience for the customers a delightful one.

- Marketers need to price their merchandise according to the pricing of their competitors. Many firms lose their market due to irregular pricing. Once the brand name is established the pricing can be in line with the product.
- Customer who walks into the store with some product in mind may go for impulse purchase. Even if a non-purchaser of Branded Apparels walk into the shop, the display of the Branded Apparels should be at the right side, so that it attracts the attention of the customers and make them probe further about other aspects like price, design, colour etc., so that over a period of time even that customer may be made to buy the Branded Apparels. The apparel display should contain all the details of the product, as it influences the overall shopping experience.
- Proper signage's need to be in placed in the branded apparels showrooms since many customers don't prefer the help of the service men helping them with their purchase. They take time to touch, feel and decide their preferred branded apparel.
- It is necessary to focus on the display of the product and to put banners that communicates offer on special days such as holidays, melas, etc.

7. Conclusion

The owners of big brands have to understand the importance of customer's expectations & should provide proper environment to retain customers if not attract new ones. Faced with an increasingly complex competitive environment, it is a fact that today consumers look, think, prefer and buy the products to his lifestyle, especially in the case of Branded Apparels and it becomes an opportunity for the marketers to fine tune their marketing strategies in such a way that they not only retain the existing customers, but also attract more and more new customers. Status symbol and Designs along with variety seem to be the preference of the customers of Branded Apparels; the manufacturers have to concentrate on their promotional activities taking into consideration all the above factors. Companies are using innovative business models to reach the customers effectively. The changing lifestyles of the country's younger population still appears to be untapped to its fullest potential and hence the companies will have to make necessary efforts and concentrate on these markets, since there is always something called first mover advantage. Branded Apparel shopping trend is set to increase in the coming years, not only because of the rising population of India, but also because of changes in the supporting ecosystem, change in customers' lifestyle and increase in their buying power.

8. Scope for Further Research

This research opens up new grounds for future study. The present research has covered the buying behaviour of Branded apparels only and been limited to Karnataka only. The future study may cover the other regions of India with a larger sample size so as to have broader perspective of the market all over the nation. The present study has considered only a few variables to ascertain the buying behaviour of Branded Apparels, the suggested study may also give an opportunity to the researcher to have make a comparative study taking into consideration various culture and lifestyle of the residents of the respective states. And finally, depending upon the networking capability of the researchers, they may even reach out to other countries and make a comparative study of the buying behaviour of Branded apparels between two or more countries, which may enable the manufacturers to have a birds view about other aspects of the buying behaviour and also the Branded Apparels market scenario in the international arena.

9. References:

1. Akanksha Khanna (2012) Impact of consumer culture and buying intentions towards branded apparel, International Journal of Business Management, 2012, Volume 2, Issue 2, Pp 45-55
2. K. Balanaga Gurunath Anand, M. Krishnakumar (2013), Factors influencing apparel buying behaviour in India: a measurement model. Paripex Indian journal of research. 2(3).
3. Bhuvan Lamba (2014), A Study on Influence of eWOM: Consumer Buying Behavior, International Journal of Business and management, volume 2, Issue 9, September 2014.
4. Suresh. C.K., Dr.Vijaya.,(2015),“A study on consumer behavior amongst youth shopping in malls on branded clothing in India”, Journal of Radix International Educational and Research Consortium:4(1), ISSN: 2250-3994.
5. Dash and Krishna (2012), Consumer Preferences Towards Private Label Brands In Indian Apparel Retail - A Pilot Study, International Journal of Research in Management, Vol.2(2), pp.87-96.
6. Deepali Saluja (2016), Consumer Buying Behaviour towards Fashion Apparels- A Case of Delhi. IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668.

7. Dr. B. S. Sandhu, Amreen Thind (2015) A Study of Brand-Focused Buying Behaviour of Young Indian Consumers in Apparel and Footwear Segments, The International Journal of Business & Management, Vol 3 Issue 9 September, 2015, Pp 37 – 46.
8. Dr. Anand Thakur, Mr. Bhuvan Lamba (2013), Factors Influencing readymade apparel Purchase in Jalandhar city, Researchers World -Journal of Arts, Science & Commerce , E-ISSN 2229-4686, ISSN 2231-4172, Vol.–IV, Issue–3, July 2013 PP 155-162.
9. Iqbal Jafar Laskar& Abbas Haydar (2014), Consumer Perception of Branded Garments in Indian Apparel Industry, Journal of Business Administration and Management Sciences Research Vol. 3(6), pp. 101-105, June 2014, ISSN 2315- 8727, 2014 Apex Journal of International.
10. Irfan Syed Shafii, Dr. Madheavaiah (2014), Investigation on Shoppers' Buying Behaviour towards Apparel Products in Bangalore City. Pacific Business Review International Volume 6, Issue 8, February 2014, P 63-68).
11. Ismail, Tawab and Masood (2012) “Factors Affecting Consumer Preference of International Brands over Local Brands”, International Conference Proceedings Social Science and Humanity IPEDR, IACSIT Press, Singapore, Vol. 31, Pp 54-59.
12. Kiong, W.S., K.A. Rahim and M.N. Shamsudin, (2013), Long-run determinants of export supply of Sarawak black and white pepper: An ARDL approach. Global Economy Finance J., 3: 78-87.
13. Krishna & Dash (2012), Consumer Preferences Towards Private Label Brands In Indian Apparel Retail - A Pilot Study, International Journal of Research in Management, Vol.2(2), pp.87-96.
14. K. Myilswamy (2013) “A Study on Consumer Brand Preference towards Using DTH Service Providers In Coimbatore City” IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X. Volume 8, Issue 5 (Mar. - Apr. 2013), PP 46-49.
15. Koutons Rajput (2012), “Consumers Attitude towards Branded Apparels: Gender Perspective”, International Journal of Marketing Studies Vol. 4, No. 2; (April 2012).
16. Manish Kumar Rai, Dr. R. Gopal (2012) “Study of consumer buying behaviour on Branded ethnic apparel”, IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668, Pp 43 – 49.
17. Mittal, P, & Aggarwal, S. (2012). Consumer behaviour towards branded garments, IJRFM Volume 2, Issue 2 (February2012) ISSN: 2231-5985, 2(2), 566–583.
18. Md. Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad AnwarulAzim, Md. Russel Anwar (2014), Customer Perceptions In Buying Decision Towards Branded

Bangladeshi Local Apparel Products, European Scientific Journal March 2014 edition Vol.10, No.7,pp.482-497. [4].

19. Namratha and Khetarapal (2014), Growth of the apparel industry in India: Present and future aspects. Scholars World IRMJCR Online: ISSN 2320-3145, Print: ISSN 2319-5789, Volume. II, Issue I, January 2014.64-70.
20. Namita Rajput, A Khanna (2014), Consumers' attitude towards branded apparels: gender perspective. International Journal of Marketing Studies, 4(2), 111.
21. Nirbhan Singh, R. (2013), a comprehensive study on Female buying behaviour for apparel Segment in Coimbatore, International Journal of Textile and Fashion Technology, pp. 67-82, 2013.
22. Namrata Anand, Vandana Khetarapal. (2014), Growth of apparel industry in India: present and future aspects. Scholars World-IRMJCR Online: ISSN 2320-3145, Print: ISSN 2319-5789, Volume. II, Issue I, January 2014.64-70.
23. Pandian, S. K., Varathani, S., & Keerthivasan, V. (2012). An Empirical study on consumer perception towards branded shirts in Trichy City. International Journal of Marketing, Financial Services & Management Research, 1(8), 18-32.
24. .Reham Abdelbaset Sanad (2016), Consumer Attitude and Purchase Decision towards Textiles and Apparel Products. World Journal of Textile Engineering and Technology, 2, 16-30.
25. Sandeep Kumar M, Prasanna Kumar D, Srinivasa Narayana M (2016), "A Study on Mobile SNS Advertising Effectiveness in Vijawadada", Man in India, Serials Publications, Volume 96, No. 5, pp1671-1684.
26. Shalini Bariar, et.al., (2012), Influence on brand in female consumer behavior in apparel purchase in Lucknow, Research Journal of Commerce and Behavioural Sciences, Volume: 01, Number: 08, June-2012, Pp 42 -47.
27. Shah, H., Aziz, A., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M. and Sherazi., K.(2012), The Impact of Brands on Consumer Purchase Intentions, Asian Journal of Business Management 4(2): 105-110.
28. Sawant, R. P. (2012), Impact of Advertising on Brand Awareness and Consumer Preference. IOSR Journal of Business and Management, 5(6), 54-61.
29. Sheik Meeran and Ranjitham (2016), Customers Buying Attitude Towards Branded Apparel on Showrooms at Tirunelveli Dist, Tamilnadu, Indian Journal Of Applied Research, Volume: 6 , Issue : 2, FEBRUARY 2016, ISSN - 2249-555X.

- 30.** Syed Irfan Shafi, Dr. C. Madhavaiah (2014), Investigation on Shoppers' Buying Behaviour towards Apparel Products in Bangalore City. Pacific Business Review International Volume 6, Issue 8, February 2014, P 63-68). [3].
- 31.** Vikkraman, P., & Sumathi, N. (2012). Purchase Behaviour in Indian Apparel Market: An Analysis. ZENITH International Journal of Management.
- 32.** Vyas (2007), Sales Promotion Practices in Apparel Retail Sector and Challenges Ahead. Working Paper No.2007-11-02. November 2007. IIM –A.