

A Study of Consumer Behavior in Apparel Industry in Delhi

Dr. Sandeep Kumar

Professor, Department of Management Science, Tecnia Institute of Advanced Studies, Delhi, India
(sandeep_rk07@rediffmail.com)

ABSTRACT

India is now a rapidly growing country in terms of retail business, on track to achieve a half-million million sales locations by 2030. All of these factors are beneficial to Indian textile businesses in the long term. However, the global recession appears to be deteriorating with each day, as long as countries such as those in South and Southeast Asia continue to expand as well as thrive, fabric business will continue to thrive. The research paper aimed to learn about the socio-economic features of customers who prefer branded apparel and the variables that impact their decision to purchase branded apparel. Primary data were obtained from 200 customers using a questionnaire throughout Delhi to satisfy the goals. According to the findings of the survey, today's customers are brand aware. They like branded apparel to seem more trendy, and branded apparels also reflect an individual's prestige. Consumers choose branded apparel because they are more durable, has better diversity, and is of a high standard. Although there has been an attempt to identify the quality of products, pricing characteristics, and promotional characteristics that are engaged in planning, as well as whether that there's any substantial association between demographic factors and purchasing behavior.

KEYWORDS

Apparels, Consumers, Fashion, Purchasing, Textile.

1. INTRODUCTION

The Indian textile industry is among the most important in the globe. Although it was primarily unstructured only just a few years ago, the situation began to change once India's economy was liberalized in 1991. The economy's openness provided the much-needed impetus to India's textile sector, which has since grown to become one of the world's biggest textile sectors. Textile manufacture and export are crucial to the Indian textile sector. It is very important to the nation's economy. Textile exports account for around 27% of India's overall foreign currency earnings. Furthermore, India's textile sector accounts for roughly 14% of the nation's industrial output. It provides around 3% of the nation's GDP. In terms of job creation, India's textile sector is the greatest. This not only creates employment with its own business but also expands the opportunities for numerous related industries. The textile sector in India today employs and over 35 million population [1], [2].

The Indian textile industry may be broken down into numerous categories, some of which are given below:

- Coir and Jute
- Handcrafted Textile
- Readymade Garment
- Woolen Textile
- Silk Textile
- Cotton Textile

The year 2019 seems to be the year when India establishes itself as a worldwide fashion center. Make in India, Skill India, and Digital India are just a few of the programs that have ushered in significant policy reforms for the business community and industry as a whole [3]. Fashion companies that have been successful in India have identified the nation's consumer habits, the size which is required depending on the Indian customer's composition, the styles, touchpoints, and personalization that work, and the Indian customer's preferences. Nevertheless, if Indian textile and fashion firms are to benefit from this expansion, they must adapt to the rise of a new connected customer who is well-versed in global clothing and fashion trends.

1.1 Consumers' Attitudes Toward Apparels

Customer demands for garments may be divided into 2 classifications: those that are linked to the apparel characteristic as well as those who are connected to the shop characteristic. Diversity, sturdiness, pricing, and accessible sizes are all characteristics of apparel. The location of a business, its size, and its services are all factors to consider. Apparel is a product that is consumed regularly, allowing customers to acquire consistent preferences. Enduring participation refers to sentiments for a product category that has remained consistent throughout time and in diverse contexts [4]. When customers get emotionally invested in a product, they are more likely to progress product-associated data. Because this data is administered thoroughly, it is preserved for a longer period. Consumers build evaluative linkages between a product and its qualities while forming an opinion about it. Some of these characteristics may be functional, such as durability or comfort, while others may be hedonistic, such as color, fashion, or style. Extrinsic factors like brand, labeling, and cost impact product offerings, as do intrinsic features such as design, style, originality, look, attraction, craftsmanship, structure, robustness, and serviceability [5]. Customers also link the improved quality of the product with less time/effort and more pleasure [6]. Retailers provide value to producers and customers in a variety of ways, the majority of those are hard to emulate by producers. Trying to break the majority into the smaller retail amounts, supplying a variety of merchandise so clients could purchase in one place, generating an inventory buffer among consumption and production so product lines are accessible when required, and supplying services and support like return and warranty, repair, assembly, delivery, credit, demonstration and display services are just a few examples. When it comes to high-involvement commodities like clothing, merchants provide far more value. Low costs, a vast and diverse assortment, quick delivery, and the ability to exchange products all appeal to the majority of consumers, regardless of the product category [7].

1.2 Today's Consumer's Purchase Intentions

Fashion clothing has a brief life cycle of the product and is heavily impacted by celebrity endorsements, visual merchandising, and retail atmosphere. Consumer purchasing intentions are influenced by multi-channel methods of brand promotion and distinction at the local and regional level, as well as cultural forums in local marketplaces. Aside from retail businesses, design and fashion-related business players also contribute to the creation of myths and images that influence customers' purchasing decisions. Psychodynamics and social variables impact customer purchase intentions for fashion items. Perceived role and Perceptual leadership model in society, coping dress status to occupation and office ambience, socializing with friends and individuals they like, self-esteem and enjoyment, and fair conduct in society are all elements that influence consumer purchasing decisions. In recent times, a body of critical research evolved internationally that spurred the feeling of freshness and modern feminism between males and females. Fashion magazines are becoming iconic of feminism, a kind of 3rd-wave' feminist participation that re-values traditionally feminine hobbies and interests like knitting, fashion apparel, and make-up. Within the wider thesis of global-local influences, fashion magazines are the ideal medium to affect fashion adaption. Consumers are influenced by these periodicals and television fashion shows in the process of fashion adaption, which starts with business conception and self-esteem in the community. Because women's purchasing behavior differs significantly from men's, it's critical for firms targeting female customers to adjust their marketing strategy to incorporate variables other than socio-cultural considerations. Women's clothing customers are seen as the catalysts and legitimizers of the fashion acceptance procedure.

2. LITERATURE REVIEW

Deepali Saluja did a study to see how factors such as monthly income, gender, and peer influence affect garment purchasing patterns. According to a poll performed in Delhi, customers like to buy with their friends and relatives in general. They are impacted by their choice of celebrities, family members, friends, periodicals, and other sources. The main standards that influence their purchasing behavior toward contemporary apparel are quality, branding, and convenience. According to the research, age, gender, education, and employment have little impact on customer purchasing behavior. As a result, the poll reveals that Delhi buyers have a positive attitude toward trendy clothes firms [8].

Lakshminarayana. K and Dr. Sreenivas researched Bangalore to learn more about customer purchase behavior for branded apparel. According to the findings, there is indeed plenty of room for fresh competitors in this area, and makers and advertisers of branded apparel should focus on attracting new customers instead of keeping existing ones. The amount of individuals who come to the showrooms with a certain product in their head is like the number of individuals who come without a specific brand in imagination. Although pop, adverts, marketing promotions, as well as other variables impact the customer buying choice and enhance the customer to shop, often these purchasers explore the flagship store of branded garments for such intent of purchasing. Men, on the other hand, explore the store to pass hours, whereas female consumers visit the showroom to pass time. Amongst some of the different advertising programs and promotions, the buy two, get one free program to have the most impact on a brand's buying decision. This firm's long-term development may be extended by using a successful marketing mixture and techniques [9].

A study by Reham Abdelbaset Sanad attempted to provide a thorough examination of the elements that influence customer

decisions about clothes and textile items. A study of research papers on elements affecting the marketing of textile goods, such as clothes and fashion items, was conducted. Diverse ethnic, social, personal, psychological, and environmental aspects are among these factors. Product qualities, purchasing channels, pricing, and marketing were all recorded as market characteristics. This research evaluated customer behavior toward textile and garment items based on research investigations. Although it is considered that the aesthetic and physical properties of textile goods have a significant influence on consumer purchasing decisions, only a few research have been discovered that investigate the relationship between textile product attributes and consumer purchasing decisions. The majority of this research focused on product attribute preferences. As a result, it is advised that consumer behavior research in the textile and garment industries be expanded, with a focus on fit, comfort, and performance [10].

Sheek Meeran and Ranjitham, according to their findings, the top 3 branded clothing and accessories selected by participants are Raymond, Peter England, and John Player. Variables like longevity, group influences, a greater variety of color and design options, appearance, budget range, and celebrities endorsement affected the majority of branded clothes purchasers. The majority of clients anticipate a lower pricing and a greater variety of color and design options. All of these elements must be considered by branded garment producers to develop a successful marketing strategy and maintain their development. The two criterias that influence the most to prefer certain retail clothing showrooms are convenient to store hours and offers and promotions. To attract and maintain consumers, businesses must pay greater consideration to such elements [11]. Haidar Abbas and Jafar Ikbāl Laskar the purpose of this research is to look at consumer awareness of different clothing brands (both the sources and level of awareness), as well as their perceptions of these brands and the variables that influence these perceptions. The biggest sources of brand recognition, according to the researchers, are advertisements and shelf presence. Companies that invest in other ways should rethink their plans [12].

This research investigation by Syed Irfan Shafi and Dr. C. Madhavaiah looked at the impact of demographic and customer purchasing characteristics on apparel buyer choices. The finding showed that reference group, publicity, shop characteristics, product characteristics, revenues, and profession are significant dimensions of apparel purchasing behavior. This suggests that apparel stores must place more emphasis on apparel purchasing characteristics to encourage and attract customers [13]. We live in a stylish and contemporary India today. In today's India, everyone wants to seem fashionable. Consumers' buying power and reading levels have increased, making it easier to access information out what is fresh in clothes, and they can now afford to buy expensive branded items to seem fashionable. In comparison to unbranded apparel, people now prefer branded apparel. As a result, research is required to determine what aspects customers consider when choosing branded apparel as well as which brands, they prefer.

Research Questions:

- What are the socioeconomic factors of Delhi buyers' attitudes about branded clothes?
- What are the elements that influence consumers' purchasing decisions when it comes to branded clothes?
- What is the influence of promotional activities on consumer purchasing behavior?

3. METHODOLOGY

3.1 Design

A descriptive study design was employed to investigate customer purchasing behavior. Descriptive research was conducted using a questionnaire approach to obtain primary data from consumers in many categories, including family income, gender, and attitudes on garment purchasing behavior. A questionnaire was used to collect primary information. The present research is mainly focused on primary data and investigates the elements that influence consumers' clothes purchasing decisions. Delhi has been chosen as the study's location. The primary goal of this research is to learn more about consumers' current purchasing habits and to identify the factors that influence their decision to purchase clothes.

3.2 Sampling

A random sample of 200 consumers residing in Delhi was taken and would cover people of different incomes and gender. It was noted that out of 200 people 78 were males and 122 were females as shown in Table 1. In the sample, most of them were youngsters and literate. Out of 200, 144 respondents had a yearly income of more than 2.4 lakh. The sampling frame is obtained from the google forms provided to the people residing in various regions of Delhi through various means of communication.

Table 1: Illustrating the Gender, Age, Education, and Monthly Income of Respondents

Gender	Male	Female	
	78	122	
Total	200		
Age	Less than 25	Between 25 to	More than
	97	45	45
		66	37
Total	200		
Education	Illiterate	Literate	
	157	43	
Total	200		
Monthly Income	Less than 2.4 LPA	More than 2.4 LPA	
	56	144	
Total	200		

3.3 Data Collection

Data was collected based on a questionnaire provided to the respondents. A list of questions is illustrated below:

- Preference of Branded Clothes over Non-Branded Clothes
- Preference of Retail Outlets
- Ineffective After-Sales Service
- Impact of Social life and Social Environment on Buying Pattern
- Preference of Buying Private Label Brands of a Retailer over other Existing Brands
- Average Waiting Time at the Billing Counter
- Friend's or Relative's Buying Behaviour Affect Your Choices and Preferences
- Average Waiting Time for Exchanging a Product
- Impact of Income of an Individual on Buying Behaviour
- Preference due to Behaviour of Staff and offers.

3.4 Data Analysis

The data was collected with the help of a questionnaire. As shown in Figure 1, the majority of people preferred branded clothes. Figure 2 is illustrating the preference of retail stores for the purchase of apparel. In Figure 3, responses regarding the ineffective After-Sales Service were gathered. Figure 4 represents how Social life and Social Environment impact the Buying Patterns. Figure 5 is representing the Preference of Buying Private Label Brands of a Retailer over other Existing Brands. Figure 6 represents that less than 5 minutes is the average waiting time at the billing counter. Figure 7 represents that majority of people agree that Friend's or Relative's Buying Behaviour Affect Your Choices and Preferences. Figure 8 is representing the Average Waiting Time for Exchanging a Product which is less than a day. Figure 9 is representing the Impact of Income of an Individual on Buying Behaviour and Figure 10 is representing the Preference of outlets due to the Behaviour of Staff and offers.

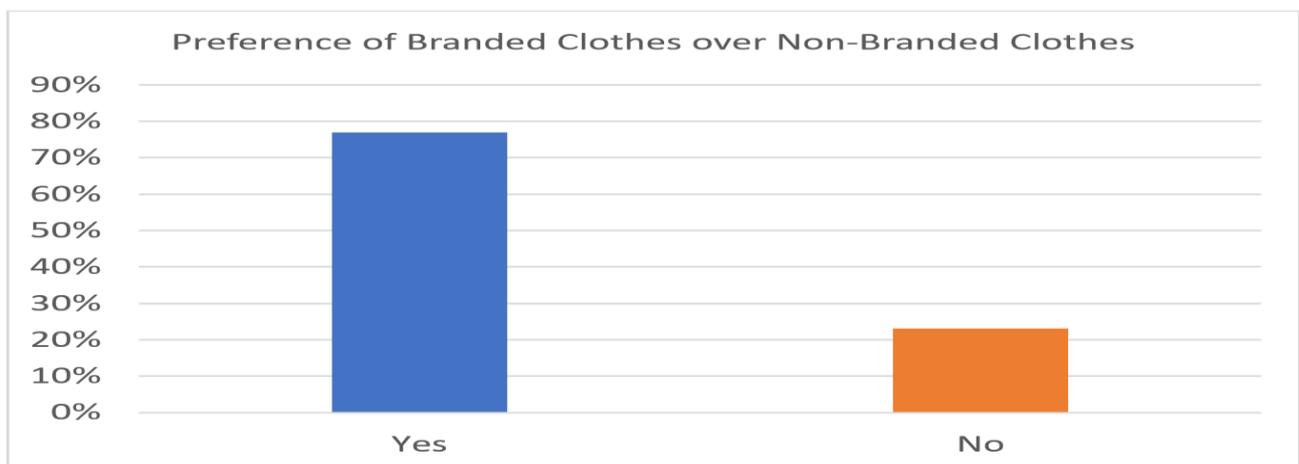


Figure 1: Illustrating the Preference of the Respondents between Branded and Non-Branded Clothes

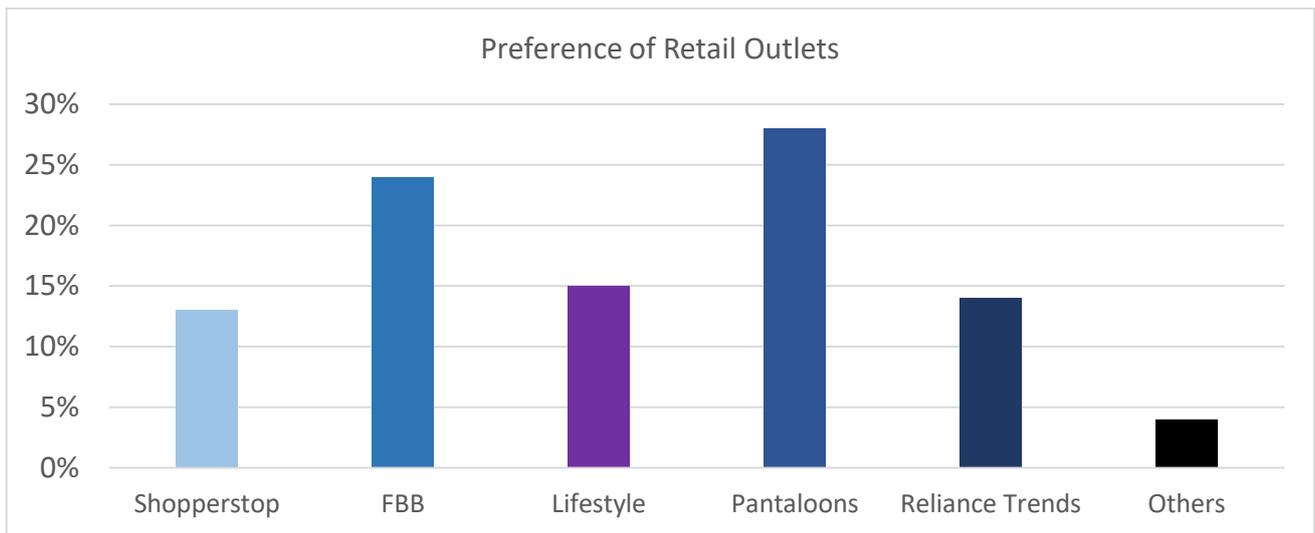


Figure 2: Illustrating the Preference of Retail Outlets

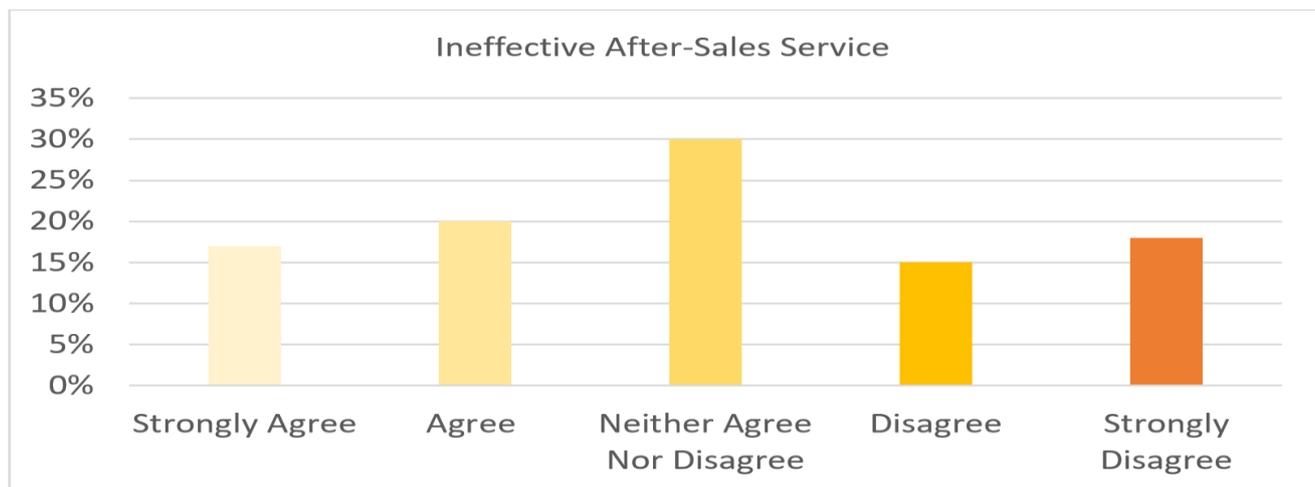


Figure 3: Illustrating the Ineffective After-Sales Service

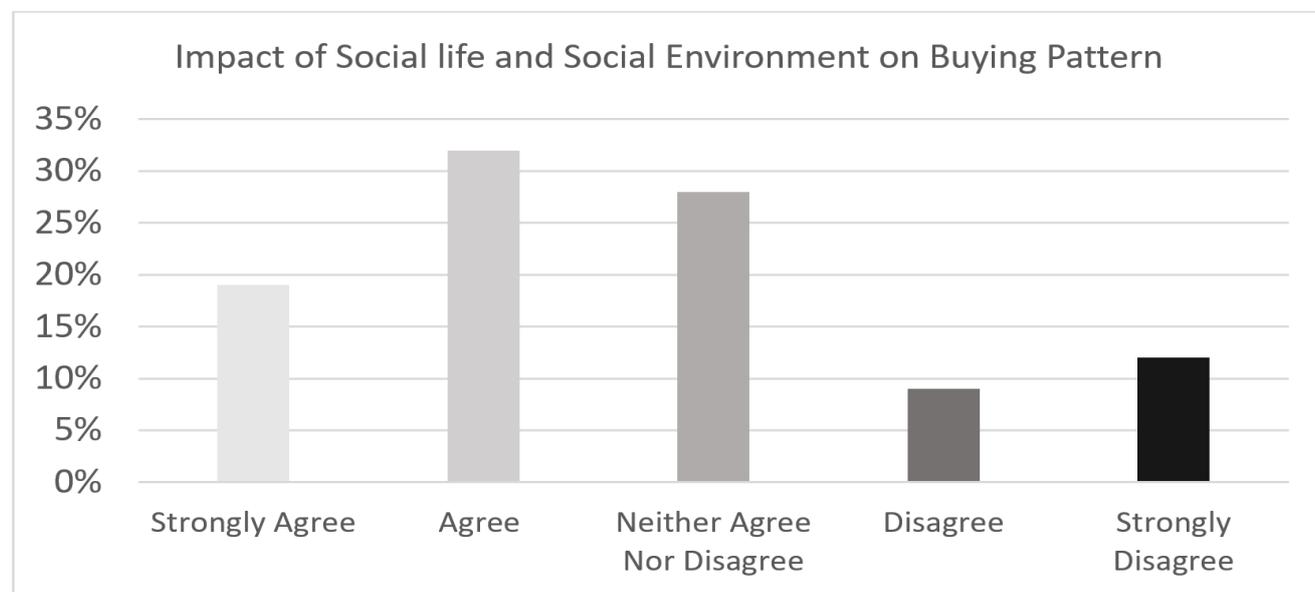


Figure 4: Illustrating the Impact of Social life and Social Environment on Buying Pattern

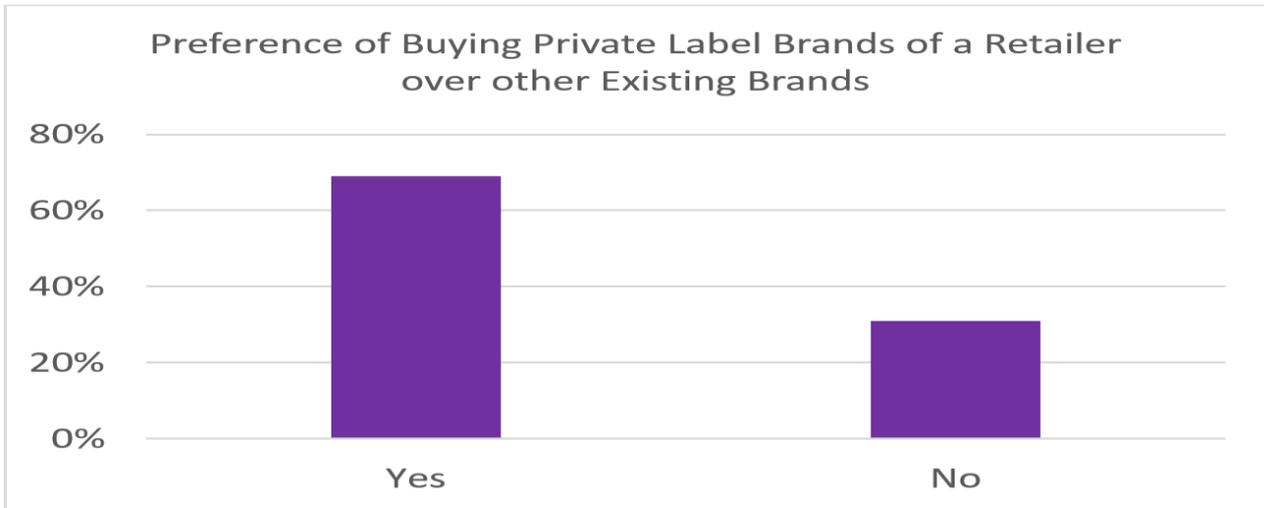


Figure 5: Illustrating the Preference of Buying Different Label Brands of Apparels

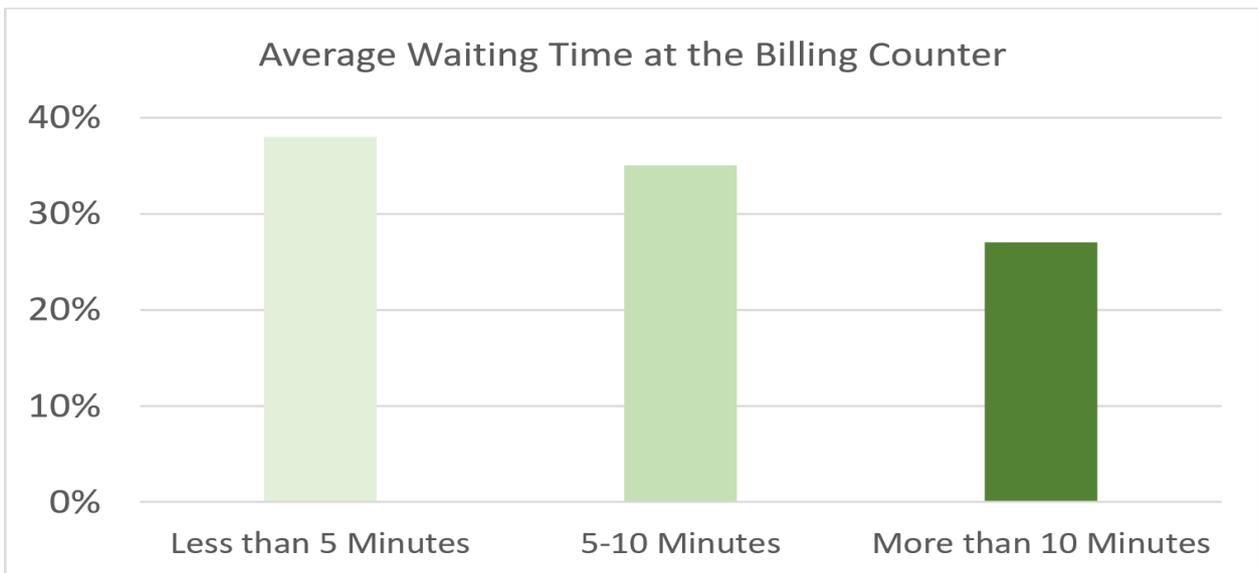


Figure 6: Illustrating the Time spent by the Respondents at the Billing Counters

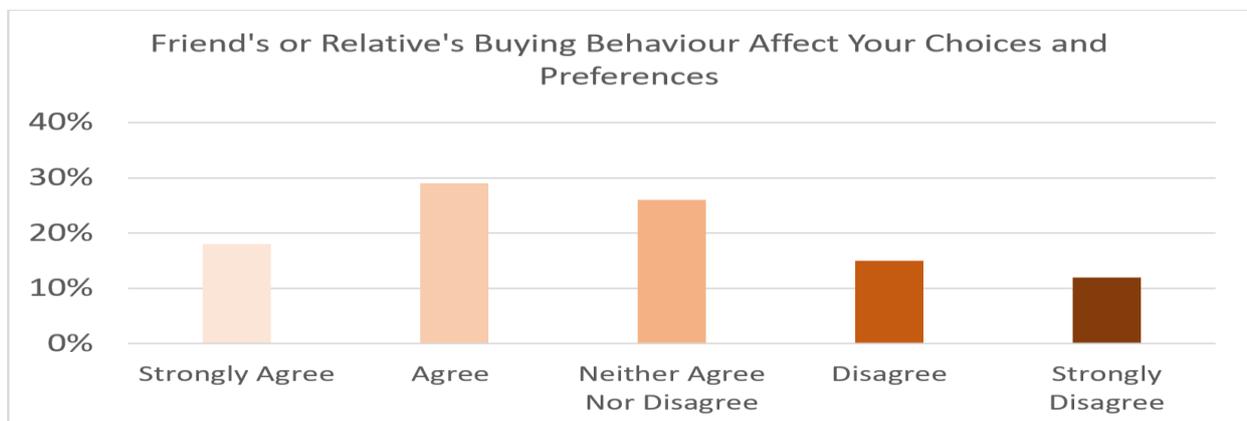


Figure 7: Illustrating the Friend's or Relative's Buying Behaviour Affect Your Choices and Preferences

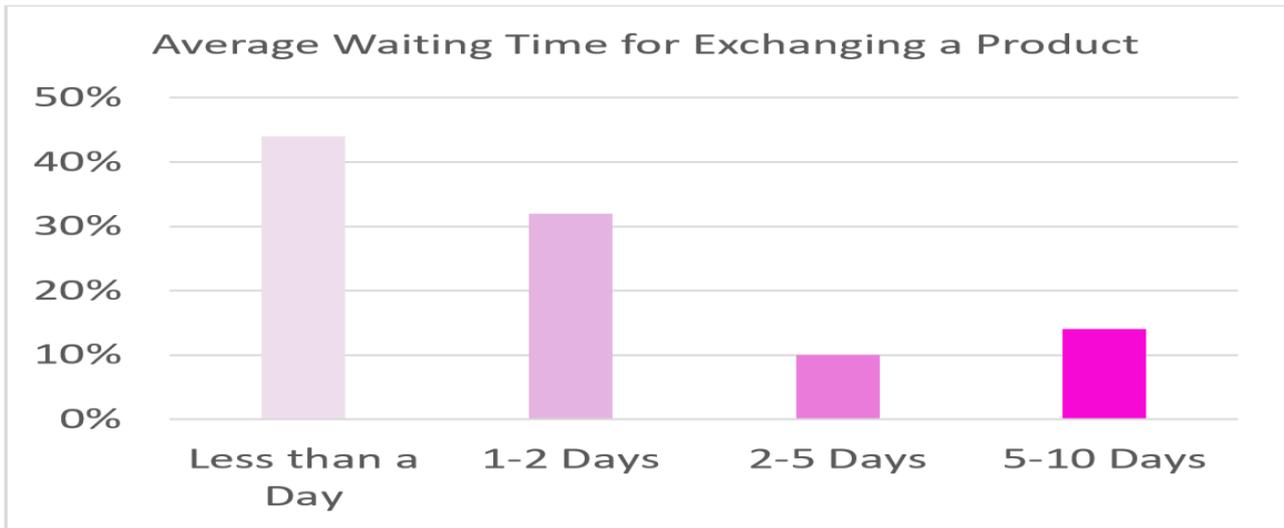


Figure 8: Illustrating the Amount of Time on an Average to Exchange the Product Respondents Have Purchased

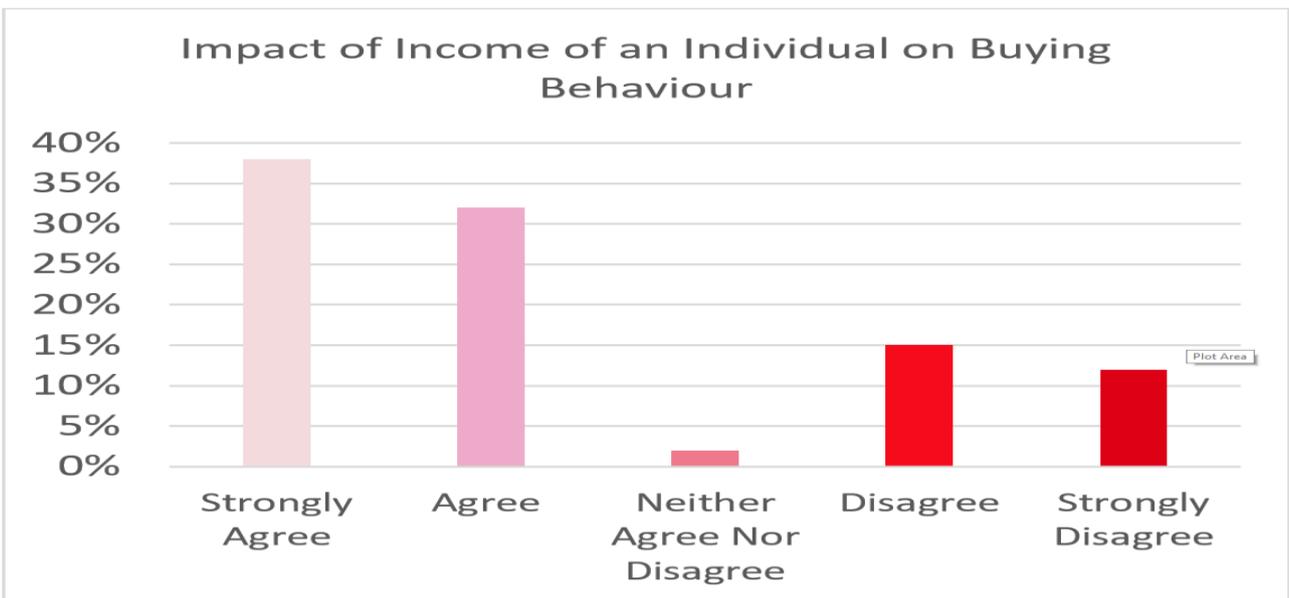


Figure 9: Illustrating the Impact of Income of an Individual on Buying Behaviour

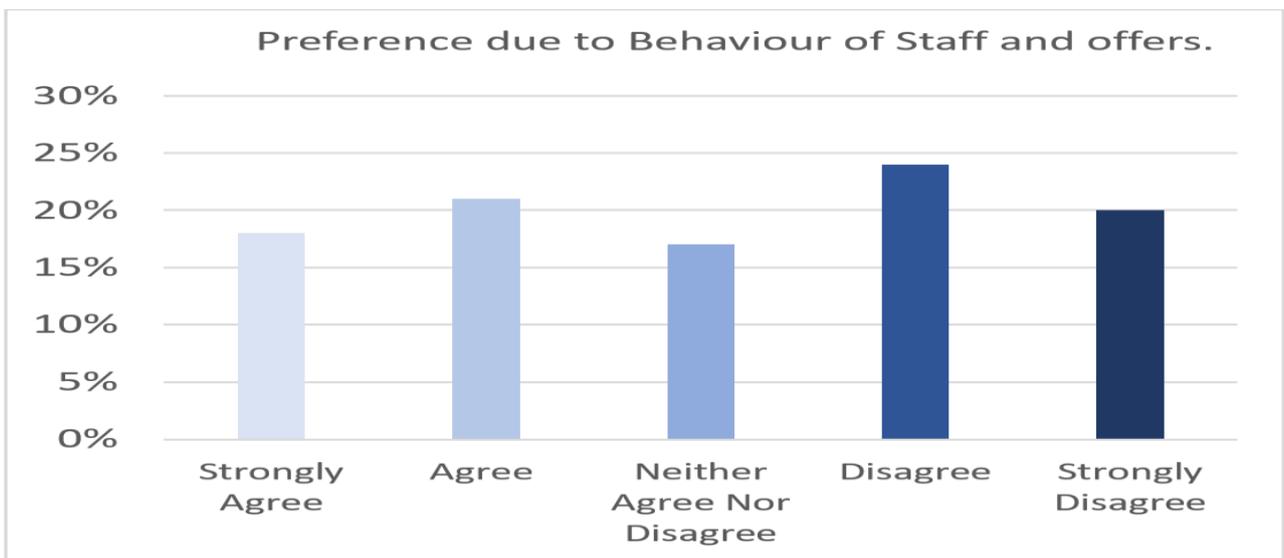


Figure 10: Illustrating the Preference due to Behaviour of Staff and offers

4. RESULTS AND DISCUSSION

On a random selection, a total of 180 customers from Mumbai and Navi Mumbai were selected. The following were their results:

- The majority of customers chose branded clothing over non-branded clothing.
- More than half of individuals chose private label products over other labels because they were less expensive.
- According to the poll, people's decisions were less influenced by those of their friends and family.
- More than half of customers are disappointed with after-sales services, which is a major turnoff for them.
- A product's exchanging time has a significant impact on a consumer's preference.
- The earnings of a person have a significant impact on their purchasing habits.
- The majority of participants favored prefabricated clothing over sewn clothing.
- If their favored brand is unavailable, the majority of them will move to another.
- The majority of individuals prefer western clothing to Indian clothing.
- The following are the most significant elements to consider while purchasing clothing:
 - Size availability
 - Wearable
 - Personality-appropriate
 - Reasonable pricing
 - Good quality
- At the billing counter, a 10-minute average delay is acceptable.

5. CONCLUSION

Many individuals wear "global fashion" nowadays, which is a simple and very low-cost variant of Western apparel, usually a T-shirt plus slacks or a skirt, made on a large scale. Nevertheless, in other regions of the globe, there are several smaller and specific clothing sectors that cater to unique national, geographical, cultural, or religious consumers. The designing, manufacture, and sale of saree in India is one instance. On a smaller and more regional basis, these sectors coexist alongside the world of fashion.

In the context of apparel products, the research provides an in-depth understanding of customer purchasing behavior. According to the findings, there is a substantial association between age, economic level, and the frequency with which people purchase clothes. This demonstrates that consumer purchasing behavior varies by age and economic level. People's purchasing behavior varies depending on internal and external factors, and the complicated structure of consumerism implies that there is no straightforward way to persuade customers to purchase or request sustainable clothing and fabrics. Consumers have differing opinions on pricing, location, and promotional elements, thus a collaborative strategy among consumers and producers is required to build momentum and long-term change. The in-store interaction is crucial since if customers feel bored while shopping, they will turn to their smartphones and become detached from the brand/retailer. They could study lesser pricing or decide not to purchase if they use their smartphones. This is why it is critical to maintaining customers engaged and involved in the shopping journey. Apparel brands may utilize this research to better know their

consumer's needs and guarantee that they will be addressed, resulting in a pleased consumer.

REFERENCES

- [1] T. K. Rout and G. K. Saini, "Trade competitiveness of india's textile and apparel sector," *Econ. Polit. Wkly.*, 2021.
- [2] M. Kim, "Export competitiveness of India's textiles and clothing sector in the United States," *Economies*, 2019, doi: 10.3390/economies7020047.
- [3] McKinsey, "How India's ascent could change the fashion industry," 2019. <https://www.mckinsey.com/industries/retail/our-insights/how-indias-ascent-could-change-the-fashion-industry> (accessed Nov. 15, 2021).
- [4] J. O. Kim, S. Forsythe, Q. Gu, and S. J. Moon, "Cross-cultural consumer values, needs and purchase behavior," *J. Consum. Mark.*, 2002, doi: 10.1108/07363760210444869.
- [5] T. May-Plumlee and T. J. Little, "Proactive product development integrating consumer requirements," *Int. J. Cloth. Sci. Technol.*, 2006, doi: 10.1108/09556220610637512.
- [6] T. Broekhuizen, "Understanding Channel Purchase Intentions: Measuring Online and Offline Shopping Value Perceptions," 2006.
- [7] A. M. Levin, I. R. Levin, and C. E. Heath, "Product Category Dependent Consumer Preferences for Online and Offline Shopping Features and Their Influence on Multi-Channel Retail Alliances.," *J. Electron. Commer. Res.*, 2003.
- [8] D. Saluja, "Consumer Buying Behaviour towards Fashion Apparels- A Case of Delhi," *IOSR J. Bus. Manag.*, 2016, doi: 10.9790/487x-15010010182-86.
- [9] P. NarayanaK and D. D. L Professor, "A Study On Consumer Buying Behaviour Towards Branded Apparels With Reference To Bangalore City," *Asia Pacific J. Res. ISSN www.apjor.com Vol I. Issue XLII*, 2016.
- [10] R. A. Sanad, "Consumer Attitude and Purchase Decision towards Textiles and Apparel Products," *World J. Text. Eng. Technol.*, 2016.
- [11] T. Sreerakha and S. P. Kumar, "Consumer Preference Towards Branded Apparel Purchase in Coimbatore City," vol. 3, no. 3, p. 5, 2018, [Online]. Available: <http://files/187/Sreerakha and Kumar - 2018 - Consumer Preference Towards Branded Apparel Purcha.pdf>.
- [12] J. I. Laskar and H. Abbas, "Consumer Perception of Branded Garments in Indian Apparel Industry," vol. 3, no. 6, pp. 101–105, 2014.
- [13] N. N. Karaikal, S. I. Shafi, and C. Madhavaiah, "An Investigation on Shoppers' Buying Behaviour Towards Apparel Products in Bangalore City," *Pacific Bus. Rev. Int.*, vol. 6, no. 8, pp. 63–68, 2014.