

An Analytical Study of Consumer Buying Behavior Towards Fashion Apparels in Ludhiana

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Abstract: India is currently a quickly rising market inching to outreach half thousand million centres of sales populations through 2030. All these motives are smart for the Indian textile enterprises during a long run. Though the worldwide financial issue seems to be worsening day-by-day, as long as economies are rising and developing as those in South and South East Asia, fabric enterprise is here to grow it takes competitors and innovation critically.

Firms are carefully functioning on creating a selection on consumer buying behavior, preferences, developing recognition, associated an optimistic perspective towards their manufacturers so as to grab higher part of the market. Hence, it's required to find out the buyer conduct towards quite some branded men`s apparels.

customers` appreciation nearer to apparel will be viewed as associate outcome that takes into consideration the cultural features similarly as changes in preferences and tastes. Understanding shopper behavior can be very tough for the explanation that the discipline is deeply connected with human psychological science. As a result, it's considered a number of the best projects of marketers. In addition, entrepreneurs are bound to have complete information of the selection of a pattern of consumers so as to advance the right advertising approaches amongst that the mix advertising and selling strategy performs a primary role. For this study, we've taken our study area as Ludhiana in Punjab and our sample size is 200, wherever our target people are students of age group up to 24 years. The objective of this analysis is to analyze the importance of demographic profile of consumers affecting the choice of branded clothes and to understand from gender panorama and also the shopper recognition concerning various apparel manufacturers in the Indian market and additionally to seek out whether or not there is a huge distinction in complete expenditure on branded apparels executed via males and females. For the above findings, we are going to use SPSS as an analyzing tool for the notable outcome and analyze the level of significance and relationship between the consumers and also the retailers in Ludhiana.

Keywords: Consumer Behaviour, Relationship, Brand, Apparel, Firms, Punjab

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I. Introduction

Most people within the world these days wear what is represented as "world fashion," a simplified and really low-priced version of Western clothing, often a T-shirt with pants or a skirt, manufactured on a mass scale. However, there are many smaller and specialized fashion industries in different parts of the world that provide specific national, territorial, ethnic, or spiritual markets. Example includes the design, production, and selling of sarees in India. These industries run in parallel with the world fashion industry on a minor and localized scale.

Fashion industry is a fast growing industry within the world these days. the fashion industry in india presently is considered dynamic. Over the last few decades the fashion industry in india has experiencing a boom thanks to the ever increasing fashion consciousness among Indians. India represents an economic opportunity on a vast scale, both as a worldwide base and as a domestic market. Indian shoppers markets are dynamic fast, with rapid growth in disposable incomes, the development of recent urban lifestyles, and also the emergence of the kind of trend-conscious shoppers that India has not seen within the past .

The fashion industry forms a part of a bigger social and cultural development called the "fashion system," an idea that embraces not only the business of fashion however also the art and craft of fashion, and not only production however additionally consumption. the fashion designer is a vital factor, however so also is the individual shopper who chooses, buys, and wears garments, still because the language and imagination that contribute to however customers think about fashion. the fashion system involves all the factors that are concerned within the entire method of fashion modification. Fashion may be a complicated social development, involving generally conflicting motives, like making a personal identity and being a part of a group, emulating

fashion leaders and rebelling against conformity. the fashion industry thrives by being diverse and versatile enough to gratify any consumer's need to embrace or maybe to reject fashion ability, but that term may be defined.

Globalization and increasing competition, and short product life cycles in fashion marketing, cultivate asymmetric shopper behavior and cause variety of selling challenges for retail companies. so as to survive in this industry, it's very important for manufacturers and retailers to develop and leverage core promoting capabilities. it's been determined that the fashion apparel market has been extremely influenced by fashion trends in India

The fashion industry for apparel has become more diverse by fashion brands, store brands, personalization, advertising and nationality in the world market. If manufacturers and retailers of fashion apparel can diagnose target consumers' preferences, they may be much able to attract and maintain their target consumers. However, little research has been conducted to investigate the factors influencing apparel shopping behaviors among Hispanic consumers. Thus, the purpose of the present study is to investigate the attributes of fashion apparel shopping among consumers. Though the various attributes that research subject of purchase intentions has been widely covered in the literature, this study contributes to the store brand perspectives in driving purchase intentions with factors like value and lifestyle, and price sensitivity and many more of brands among consumers in India.

One of the principal drivers of consumer behavior toward fashion apparel is the dominance of social interactions. The interest of consumers in fashion products depends not only on their own experience but also on peers' response to their personality and looking for change. The relation between clothes and personal identity is perceived by customers from the perspective of their values formed by various social interactions. Consumers get involved in showing fashion and lifestyle as an artistic way to present their personality. Therefore, clothing is looked upon as an opportunity for communicating a new identity of a person.

It has been determined that cultural values have a control on the purchase intentions of fashion apparel. In societies having hedonic values, fashion industry is promoted by makers and retailers to inculcate a fast, compelling, socially advanced buying behavior using promotional schemes that enhance income by providing credit to shoppers. makers and retailers apply each push and pull ways that to create the promotions of fashion apparel effective and advantageous to the consumers. Promotions targeted at final shoppers, known as pull promotions, directly provide additional value to shoppers with the primary goals of attracting shoppers to retail locations and stimulating immediate sales. although each push and pull promotions are designed to speed up the promoting methodology and increase sales at least in the short term, their strategic implications additionally as their impacts on fashion sales and profits are believed to differ. Such promotion-led fashion promoting culture stimulates fashion-oriented attitudes, debt and payment behavior on clothing among shoppers.

Fashion brands and departmental stores have redefined the methods of selling fashion apparel in nation considering local shopping for preferences. The regions of India have witnessed a rise in specialised apparel stores, that imposes new demands on makers, wholesalers and shoppers. it's been determined that the attributes determinant overall acceptance of fashion apparel and accessories among shoppers are mainly influenced by product appearance, attraction and value. Purchase intentions are influenced by overall look, whole attractiveness and overall feeling. Out shoppers virtually go the additional mile to out buy higher quality and better quality of private service, additional pleasant shopping atmosphere and additional competitive costs. product communicate completely different connotation to different people. this urban middle and socio-economic class Indian shopper shopping for behavior to a large extent has the Western influence particularly amongst females. there's a rise in positive perspective towards the Western trends. The Indian shopper has become much more broad-minded and experimental in his perspective. Foreign brands have gained wide consumer acceptance in India. Fashion could be a billion-dollar business using many people not only in rising economies however across the world. By this dynamic landscape shoppers are affected to a large extent by theses swift changes.

Towards the late 1980's, dominance of few massive retailers and structural changes were seen in the garment industry. Over the past decades the fashion industry has skillful some major structural changes. in the quick evolving apparel industry even the most effective plans and activities may be undermined by economic change and also the actions of competitors. there's a clear understanding amongst retailers on the issue that a whole perceptive view of the target shoppers is extremely useful in ornamenting shopping propensity. Most choice contours and shopping behavior tends to change and generalize the view however are filled with paucities in augmenting the knowledge that is beneficial in positioning and segmenting the market.

The culture is shifting towards shopping for from the department stores due to shopping expertise the shoppers get. the most necessary source of knowledge was found to be family and friends followed by net and promotion. it's determined within the study that value, Fitting, income Level of shoppers are important factors and females have distinctive attractiveness for these factors in distinctive apparel shopping behavior and will be considered seriously by apparel retailers in strategy formulation whereas giving critical importance to those

factors. There are some factors that are found to be insignificant like status, Durability, and celebrity endorsement. This study examines the effectiveness of various fashion promoting methods and analysis of shopper behavior during a cross-sectional of demographic settings in respect to fashion apparel selling. . The study examines the determinants of shopper behavior and their impact on purchase intentions toward fashion apparel

Globalization And Fashion Industry In India

Globalization has accelerated the growth of the fashion industry. Attractions of marketplace have significantly moved the cultural attributes of consumers across various consumers segments. Now days the most critical issue faced by marketing managers is “a shift in cultural values, consumer preferences and purchase intentions toward fashion products. Many researchers argue that increasing globalization is reducing the homogeneity of consumer behaviors within countries, while increasing the communalities across countries.(Cleveland, M. and Laroche, M. (2007)) Most firms manufacturing fashion apparel are developing Customer-centric market strategy Customer-centric market strategy on self-esteem attributes of consumers to enhance purchase intentions toward fashion apparel.(Horowitz, D.M. (2009)) Indian apparel industry is at its infancy at the instant and has nice potential to create the mark on the globe stage. Fashion in india has thousands of years of tradition behind it. India has a rich and varied textile heritage wherever every region of India has its own native dress and ancient costumes. apparel industry is growing at a speedy pace with international developments, like the India Fashion Week gaining popularity and annual shows by fashion designers held in major cities of India. In Indian culture, the body is invested various that means and reflected in its rich sculptural tradition decorating the body is yet one more manner of conveying meaning and personality

In Indian history, the varieties of costumes and accessories worn may be seen to satisfy two criteria: simplicity and luxury. In either of the instances, the selection of clothing depends on the person's status, wealth and spiritual orientation. In ancient India the knowledge regarding fashion is available from the sculptures as only a few samples of costumes, textiles and jewellery have survived. within the Indus valley Civilization (c. 3000-1500 BC), clothing tended to be easy where men wore loin-clothes whereas ladies were bare to the waist. Their status was reflected within the kind of jewelery they wore; high-level ladies generally covered their bosoms themselves with jewels. it had been due to Aryans that india had more sophisticated clothing consisting of the higher and lower clothes was introduced, to that a cloak was added later. usually items of fabric draped over the body in a style seen in several Indian costumes these days. Indian dhoti, the headband or utterly, and also the in style Turban are still visible and still be a part of Indian fashion.

After the independence, Indian apparel industry witnessed the results of globalisation. because of this, changes occurred within the dressing style of Indians, that even led to the fusion of Indian and western dresses. wearing kurtis on jeans, spaghetti with sarees are the examples showing the result of civilization on Indian. The work of Indian designers is very appreciated everywhere the world

3 Need For The Study

Many developments and changes are taking place around us with all the industries and firms inside every industry together with garment enterprise with an intention to hold pace with the changes and various desires of the peoples. Although for a long time along, marketers have viewed ‘consumer’ as a king and evolved all activities to satisfy them, this idea is gaining further momentum and importance these days. it'll usually be attributed to the current market drawback. Not only competitions have become severe however over and above with the market being flooded with many products. The challenge earlier than the marketers is to recognize the range of purchasebehavior and offer goods and services accordingly. Today the organization image is constructed and made recognized by using its buyers.

As a result the success of the organization will probably be decided by means of how amazing it has been in meeting the various customer needs and wants by treating each and every consumer as unique and supplying products and offerings to go well with his needs and making an existence time value and relationship with them (Nair, 2004). Marketers have return to {understand|to comprehend|to appreciate} that their effectiveness in meeting shopper needs directly influences their profit the easier they understand the factors underlying consumerbehavior, the better in a position they are to enhance potent advertising methods to fulfil customer desires (Assael, 2001)

The main cause for learning consumer behavior is the big role it plays in our lives. A lot of our time is spent straight in the market situation, shopping or undertaking other hobbies. A large quantity of additional time is spent serious about products and offerings, talking to neighbours about them, and seeing or listening to advertisements about them. Furthermore, the items we buy and the manner wherein we use them drastically affect how we live our daily lives.

These general issues alone are enough to justify our study. However, many types of research to recognize the behavior of consumers for what are a concept to be extra instant and tangible motives. Client behavior reflects the totality of consumers' choices with recognizing to the acquisition, consumption, and disposition of items, offerings, time, and ideas with the aid of human determination making units (Mussen & Rosenzweig, 1976). Working out the explanations for learning a discipline allows one to higher recognize its contributions. Studying consumer behavior has many benefits to manufacturers that enable them to create long lasting relationship with customers.

II. Literature Review

2.1 Consumer Buying Behaviour and Its Related Studies

Fernandez, P. (2009), focuses on the influence of branding on formative years in a choice of apparel as it is hypothesized that they are brand aware. He means that brand aware is the proper option of apparel, which helps them create an image and identification for themselves. Peer impact performs an important function in their alternative of brands as it aids in their socialization method. Additionally, advertising is a foremost variable in conferring company values and opening an image for the company. Celebrity endorsements have a big impact on branded clothing too as they promote distinct attributes like image, quality, and fame. The researcher recommends that to retain the loyalty of early life, brand managers need to construct an emotional attachment to make the brand specific and convey lasting competitive capabilities. Moreover, advertising will have to be used to no longer most effectively create realization, however, have an effect on brand image and selection.

Khare, A. (2010), instructed that in developing nations, consumers are aware of fashion brands. He was directed towards understanding the determinants of trend apparel involvement of Indian early life. He researched on Youths of Indian schools to fully grasp the importance of trend apparels of their lives. The results show that Indian formative years is concerned with branded trend put on. There was once not much large difference within the involvement of females and males closer to fashion apparel.

Verma, A.P., And Tiwari, K (2011) instructed the medium to high skills customers that worldwide and national brands can goal in the Indian context. This study measures the section values of some brands those have to gain success in the Indian market. The study indicates that people are becoming mere brand conscious with the increase in income stage. Brands and contributors would do well to realize the finer aspects of the state of affairs and enterprise out to capitalize on the possibilities.

Mittal, P. And Aggarwal, S. (2012) in this study he possibly realizes that the purchaser and his habits are the cornerstones of success in advertising. It involves all of the physical, mental and emotional processes and concerned behaviour which can be observable before, for the period of and after every buy of items and services. This makes us compelling to understand, notice, report and react to such habits, in case we want to have a win-win procedure that matter for the marketer and the consumer each. The study report is based on the purchaser perception towards Branded garments. Through this study, an attempt has been made to practically understand these emotional or rational appeals, which drive the purchase resolution toward the branded clothes. Additionally, precise demographic and psychographic profiles had been studied and targeted relation has been developed.

Rajput, N., Kesharwani, S. & Khanna, A. (2012) this article defines that the Modern era supplies excessive excellent substances and lot of variety in Indian garment market to fulfil the wish of consumers. The consumers are utilizing the opportunity too. The outcome verifies that Indian men and women have become incredibly brand aware at the moment. As a consequence, brand image is now not a large factor in deciding upon the product or brand to buy. There are different points like, quality, comfort, expectations and demographic characteristics are additionally affecting the buying selection that dominates the acquisition resolution of males and females.

Pandian, Varathani, Keerthivasan (2012) this study reveals that Raymond, Peter England, and John player remains the top three brands desired by way of the respondents. It's clear that many of the consumers of men's branded shirts had been particularly influenced by the cause's equivalent to durability, reference businesses, the wider alternative of color and design, beauty, cost range and famous person endorser. Most of the consumer expects reduced fee and the wider alternative of color and design.

Vikkrman and Sumathi (2012) this study conducted on Indian garment market published that Indian buyers perceived emotional value and clothing interest are the colossal constructive antecedents of purchase intentions towards international and local brands. The significant influence of self-concept on the need for the area of expertise indicates that the Indian consumers with excessive self-concept neither wish to be exceptional from others nor wish to fit in with others and also that Indian consumers may just recall their self-concept and have got to be targeted to specific their 'individuality'. The Huge impact of garb interest on perceived first-rate and emotional worth of world Brand published Indian consumers' option for global manufacturers given that of the reputation symbols and strong belief of overseas brands which was once not located in local brands.

Nirbhan Singh, R. (2013) Dressing is a most important part of women's life and plays a primary function in building the female identity and fame. Cloths support the females to increase their self-assurance and support their vanity. Clothing is known as uniqueness good when you consider that shopper regularly make an effort for seeking out the garment that they require. Lots of the feminine focal point on product attributes, fashion traits and different factors concerning social or psychological desires of the customer. These characteristics support them to choose their clothes consistent with their choice and it also suits with tradition and culture.

Syed Irfan Shafi, Dr. C. Madhavaiah (2014) this experimental study examined the influence of demographic and consumer buying attributes which have an impact on the apparel buyer decisions, results of the study revealed that reference group, promotion, retailer attributes, product attributes, revenue, and occupation are the most important dimension of apparel purchasing behaviour, this indicates that the apparel outlets should give extra significance to apparel purchasing attributes to draw and attract the shoppers, and likewise the promotional program additionally should be performed aggressively and accurately.

Namrata Anand, Vandana Khetarpal (2014) in spite of the apparel consumers' increasing demand and their active position within the diffusion of innovation, the study highlights the importance of research within the domain of apparel industry to tap this growing potential. Apparel outlets and suppliers actually have a decisive position to play in order to fully grasp the customer behaviour for shopping the fashion apparel in order that they'll cater to this phase extra profitably.

Deepali Saluja (2016) the motive is to study how consumer habits for apparel are influenced by way of explanations like monthly income, gender, and peer impact. The survey conducted in Delhi shows that the shoppers decide upon looking in general with their pals and families. They are influenced by means of their selections of their friends, family members, celebrities, magazines and so on. Quality, brand, comfort are the principal standard's which affect their buying conduct toward trendy apparels. The study suggests that the age, gender, education, and occupation don't have any have an impact on buying behavior of consumers. Subsequently, the survey shows that Delhi customers have optimistic angle closer to fashion apparel brands.

III. Research Objective

The main objective of the research is:

- To analyse the Consumer behavior among the purchasers of Ludhiana and explore the relationship between variables which affect consumer buying behavior for apparel products.
- To study the demographic, psychological and socio-economic factors which have influence the consumer purchase behaviour for apparel.

3.1 Problem statement

A research report from Technopak Advisors, a leading Management consultancy, India's textile and apparel industry (domestic and exports) is expected to grow from `3.27 lakh crores to `10.32 lakh crores by 2020. It is estimated that by 2017, the overall Indian apparel industry worth would be 2.89 lakhs crores and the market share of the organized sector are 25%. Therefore, it is clear from the reports that the branded apparel will have great significance in the market. Hence, the research is planned to identify consumer preferences, buying behavior, reasons to go for branded garments, and so on.

IV. Research Methodology

4.1 Research Design

To examine the buying behavior of consumer's descriptive research design was used. Primary data was gathered with the help of a questionnaire. The current study is mainly based on primary data and examines the factors which influence the consumers regarding apparel purchase. The area selected for this study is the Ludhiana City of Punjab. The main focus of this study is primarily to understand the present buying behavior of consumers and find out the elements which impact the customers regarding the purchase of apparel products.

4.2 Questionnaire Design

The present study is mainly based on the primary data structured questionnaire was used to gather data from the respondents which included three parts. The first part of the questionnaire covers questions based on demographic aspects of the respondents and the second part of the questionnaire contained questions relating to apparel buying behavior dimensions viz., Consumer characteristics, Store attributes, References group, Promotion, Store attributes and Product attributes. The third part of the questionnaire contained questions based on Consumers purchase intention toward buying apparel products. All these questions were measured with a 5 point Likert Scale that ranged from 1 strongly agree to 5 strongly disagree except demographic factors. The consumers were contacted through e-mail and in person. They were given a brief information about the aim and importance of the study. Enough time was given to them to think over the answers for the questions to have the

reliability of response. Details regarding demographic, physiographic, economic, social, and behavioral characteristics of the customer, consumer's awareness, buying behavior and preferences for buying apparels were taken as part of the survey.

4.3 Sample Design

In order to measure the purchase intentions of apparel buyers, respondents containing both male and female apparel customers as students. The study was conducted in Ludhiana which is the part of the state of Punjab, India. The respondents were the students of different schools and colleges. The respondents were selected on the basis of convenience sampling and non-random sampling which means that the customers who were ready to answer the questionnaire were selected. The sample population was the consumers, at the age of 15 – 45 (students). The sampling was adopted to cover a sample size of 200 in each segment (100 male and 100 female from each category). Hence from this study, it would be helpful for the apparel industry to identify the various factors that lie behind the students in purchasing garments.

4.4 Tools used for the study

As the research is exploratory so the tool used for analyzing the data that can be collected from questionnaires is Factor Analysis and other primary tools needed for questionnaire design and data collection. We use factor analysis, Anova to check the impact of different factors of customers that lead to buying or switch the brand. Factor analysis attempts to represent the correlations between variables as closely as possible with the fewest number of factors, whereas Anova will help us in finding the significant relation between the retailer and the buyers. And for the above analysis, we used SPSS as an analyzing tool.

4.5 Hypothesis

H1: Demographic profile of consumers creates a significant impact towards their preference towards apparels

H0: Demographic profile of consumers does not create a significant impact towards their preference towards apparels

H2: Psychological factors of consumers create a significant impact towards their preference towards apparels

H0: Psychological factors of consumers do not create a significant impact towards their preference towards apparels

H3: Socio-economic factors of consumers create a significant impact towards their preference towards apparels

H0: Socio-economic factors of consumers do not create a significant impact towards their preference towards apparels

V. Data Analysis And Interpretation

In this part of the study we will be analyzing the impact of various consumer profiles towards their fashion apparel purchase. Data's were collected among people of Ludhiana using a structured questionnaire based on their apparel purchase of branded products. A sample size of 100 customers was selected irrespective of their profile and the survey is conducted among them to know about their purchase intention.

After collecting data's from the customers it is analyzed through SPSS statistical tool with the help of relevant testing methods. Demography, Psychography and Socio-economic factors of individuals were analyzed separately to find the exact impact on their purchase towards fashion apparels. Following steps are approached in statistical analysis to find out the exact result.

Reliability test

Step1: Reliability analysis is carried out as an initial step to find out the accuracy of the questions framed towards the study and also the validity of this questionnaire set when a similar kind of study is carried out in future.

Reliability Statistics

Cronbach's Alpha	N of Items
.931	56

Therefore in this analysis the entire questionnaire set is brought in and analyzed using Cronbach's alpha method to test the reliability and validity of the questionnaire as well. This analysis includes all the dependent and independent variables in it. Since it is the consumer based study the standard value is taken as 0.7 and the derived output value is compared with it. Since the obtained value is higher than the standard value (0.931 > 0.7) it is considered as the test is reliable and it is valid too for carrying out in the future.

Hypothesis-1

Age factor

ANOVA

		Sign.
my social status influences me towards purchase of fashion apparel	Total	.056
	Between Groups	
	Within Groups	
I want to get noticed by people for buying Expensive apparels	Total	.0391
	Between Groups	
	Within Groups	
I like to get involved in buying	Total	

In the first hypothesis the consumer's purchase intention towards apparels were compared with their demo-graphic profile to analyze whether their purchase intention varies according to their demo-graphic profile. Therefore demo-graphic profile of a customer like age, gender, family income, family type, education and marital status are considered as independent variables and the factors influencing customer's purchase intention is considered to be dependent variables.

Purchase intention factors like brand image, quality, price, advertisements, promotional scheme and store display were taken into consideration. These variables were compared using Anova test through cross-tabulation method. At the end of the analysis they obtained value is compared with standard value, since it is a consumer based study the standard value is taken as 0.05. Therefore it is concluded as the age factor plays a significant impact on their purchase intention towards fashion apparel products because the obtained value is lesser than the standard value. It shows that customers belongs to different age group has different purchase intentions.

Education

ANOVA

		Sign.
my social status influences me towards purchase of fashion apparel	Total	.811
	Between Groups	
	Within Groups	
I want to get noticed by people for buying Expensive apparels	Total	.249
	Between Groups	
	Within Groups	
I like to get involved in buying	Total	

Here education of a customer is considered as a factor and compared with their purchase intention towards fashion apparels. As a result of Anova test the obtained values are compared with the standard value (0.05). Since the obtained values 0.811 and 0.249 are higher than the standard value it is concluded that education does not play an important role in their purchase decision of buying branded apparel.

Family income

ANOVA

		Sign.
my social status influences me towards purchase of fashion apparel	Total	.001
	Between Groups	
	Within Groups	
I want to get noticed by people for buying Expensive apparels	Total	.079
	Between Groups	
	Within Groups	
I like to get involved in buying	Total	

Here family income is considered as a factor and compared with their purchase intention towards fashion apparels. As a result of Anova test the obtained values are compared with the standard value (0.05). Since the obtained values 0.01 and 0.079 are similar to the standard value it is concluded that family income plays an important role in their purchase decision of buying branded apparel.

Family type

ANOVA

		Sign.
my social status influences me towards purchase of fashion apparel	Total	.159
	Between Groups	
	Within Groups	
I want to get noticed by people for buying Expensive apparels	Total	.949
	Between Groups	
	Within Groups	
I like to get involved in buying	Total	

Here family type is considered as a factor and compared with their purchase intention towards fashion apparels. As a result of Anovatest the obtained values are compared with the standard value (0.05). Since the obtained values 0.159 and 0.949 are higher than the standard value it is concluded that family type does not play an important role in their purchase decision of buying branded apparel.

Gender

ANOVA

		Sign.
my social status influences me towards purchase of fashion apparel	Total	.816
	Between Groups	
	Within Groups	
I want to get noticed by people for buying Expensive apparels	Total	.989
	Between Groups	
	Within Groups	
I like to get involved in buying	Total	

Gender factor of customers is considered here and compared with their purchase intention towards fashion apparels. As a result of Anova test the obtained values are compared with the standard value (0.05). Since the obtained values 0.816 and 0.989 are higher than the standard value it is concluded that gender does not play an important role in their purchase decision of buying branded apparel. Adding up to the conclusion people are attracted towards the fashion apparels irrespective of their gender.

Marital Status

ANOVA

		Sign.
my social status influences me towards purchase of fashion apparel	Total	.816
	Between Groups	
	Within Groups	
I want to get noticed by people for buying Expensive apparels	Total	.989
	Between Groups	
	Within Groups	
I like to get involved in buying	Total	

Marital status of customers is considered here and compared with their purchase intention towards fashion apparels. As a result of Anova test the obtained values are compared with the standard value (0.05). Since the obtained values 0.194 and 0.965 are higher than the standard value it is concluded that marital status of an individual does not play an important role in their purchase decision of buying branded apparel.

Hypothesis 2

In this hypothesis psychological factors of an individual customers like their taste towards different aspects like design, colour, price, style, branding, store set-up, customization, models used etc. were compared with their preferences towards fashion apparels like brand image, quality, price, advertisements, promotional scheme and store display were taken into consideration. Here psychological factors of individual customers are taken as independent variable and brand preference towards purchase is considered as dependent variable. The analysis is carried out through Anova testing using cross-tabulation method

ANOVA

		Sign.
my social status influences me towards purchase of fashion apparel	Total	.002
	Between Groups	
	Within Groups	
I want to get noticed by people for buying Expensive apparels	Total	.023
	Between Groups	
	Within Groups	
I like to get involved in buying	Total	

In this part of the hypothesis psychological factors like design, color, price, style, branding, store set-up were compared with purchase intention of consumers towards branded apparels were analyzed. At the end of the analysis the standard value is compared with obtained output values (0.02 and 0.023). Since the obtained values are lesser than standard value 0.05 it is concluded that these psychological factors creates a significant impact on their purchase intention.

ANOVA

		Sign.
my social status influences me towards purchase of fashion apparel	Total	.006
	Between Groups	
	Within Groups	
I want to get noticed by people for buying Expensive apparels	Total	.005
	Between Groups	
	Within Groups	
I like to get involved in buying	Total	

In this part of the hypothesis psychological factors like customization, models used were compared with purchase intention of consumers towards branded apparels were analyzed. At the end of the analysis the standard value is compared with obtained output values (0.06 and 0.05). Since the obtained values are lesser than standard value 0.05 it is concluded that these psychological factors creates a significant impact on their purchase intention.

Hypothesis 3

ANOVA

		Sign.
my social status influences me towards purchase of fashion apparel	Total	.050
	Between Groups	
	Within Groups	
I want to get noticed by people for buying Expensive apparels	Total	.008
	Between Groups	
	Within Groups	
I like to get involved in buying	Total	

In this hypothesis we will be analyzing about the impact level of socio-economic factors towards purchase intention of individual customers. The analysis is carried out through Anovatest with the help of cross-tabulation method. The above table shows us the comparison of societal factors like family, friends, advertisements and exposure towards internet and magazines. Here the standard value is compared with the output values, since the derived values are lesser than standard value it is concluded that the societal factors plays an important role in purchase intention of customers towards branded apparels.

Economic factors

ANOVA

		Sign.
my social status influences me towards purchase of fashion apparel	Total	.194
	Between Groups	
	Within Groups	
I want to get noticed by people for buying Expensive apparels	Total	.965
	Between Groups	
	Within Groups	
I like to get involved in buying	Total	

Here the economic factors like income and pricing of apparels were taken into consideration. Therefore when compared with the standard value the obtained values are higher, so it is concluded that the economic factors especially like pricing does not affect their interest towards purchase.

VI. Conclusion

As a result of the analysis it is concluded that the consumers of Ludhiana district are more interested towards fashion and branded apparels. Even though they are restricted through some financial aspects like individual income still they are very much interested towards branded apparels and they are updated as well.

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