

A STUDY OF LATE ADOLESCENTS PERCEPTION TOWARDS BRANDED APPARELS IN UDAIPUR CITY

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ABSTRACT

The primary motive behind this paper is to contemplate and examine the brand inclination of adolescents in purchasing branded apparels in Udaipur city and to discover the components which have impact on the purchasing conduct of adolescents for branded apparels. The researcher has utilized random sampling to select 100 respondents. The finding of the study suggests that now a days adolescents are well-informed about branded apparels and they prefer brands while selecting their apparels.

Keywords: Late Adolescents, Apparels, Customer Satisfaction, Brand Image.

INTRODUCTION:

During the period of adolescence clothing is viewed as a method for self-expression and to judge other individuals (**Piacentini and Mailer, 2004**). Hence teenagers search for data with their peers about fashion and the brands (**Choudhary, 1988**). Clothing has been identified as one of the most important means to gain a social appreciation and create positive self-esteem for adolescents. Teenagers that follow the clothing norms of a group are more likely to be accepted by the social environment than those prefer their individual style. Brands can be used as an instrument to help the adolescents which is seen as a result of learning acquired through internet between the learners and the socialization agents. The three main socialization agents are parents, press and television, which represents most of the interaction, (**Lachance et al. 2003**)

Fashions and advancement are broadly perceived as a central or crucial point of youth for their best inclinations for selection of apparels. Specialist on worldwide fashions, investigation of post buy conduct, and the need for quick paced advancement are all the interior business techniques which have taken the business of today to a great height. Furthermore, the considerable youth design apparels would change the regular buying thought towards an engaged one according to the comfort of these adolescents'. It drives to a progressive transform of the income source of the retailers and the producers.

For advertisers, whatever their organizations' advertising techniques are, the primary reason for their promoting exercises is to impact adolescents' judgment, perception, outlook and attitude towards a brand, build up the brand image in buyers mentality, and appreciate buyers' genuine buying conduct of the brand, along these lines expanding deals and benefit, and creating brand value. An organization's brand image is as important and critical as the products or services it provides. People are more confident and delighted with the trusted brand on which the organization is dependent. A trusted mark characters makes individuals sure them about the association and develop their faith in the association they belong to. These days, the fundamental requirement of the association is to develop a corporate brand image. Henceforth, it makes a positive impact and brings dependable adolescents and other intrigued partners. Along with this, it was pointed in this examination to research the relative impact of the brand image on customer's inclinations and what are the factors which influence the adolescents' to purchase the branded apparels in the city of Udaipur.

TREND OF BRANDED APPARELS IN MODERN INDIA

In the present time in India, an ever-increasing number of individuals are more inclined to the branded product than non-branded things. The increment in the wage of buyers, rising rate of literacy of buyers, globalization, rising capacity of buyers and awareness of adolescents towards new trends and fashions are the essential variables which produce interest for branded clothes in India. Liberty Shirts brand was the main organization to offer shirts under its brand name in India amid 1950's. At that point, there was no thinking back for the branded apparels advertisement. Not only have various national but international brands also set up themselves in Indian clothing industry. Branded clothes have fascinated the market of both gents' wear and ladies' wear and gradually getting up to speed in youngsters wear section.

CONSUMER PREFERENCES RELATING TO APPAREL

Adolescents' inclination about the apparels has been identified which fall into two classes, in particular, those identified with clothing quality and those identified with store trait. Clothing traits incorporate range, its sturdiness, value, measure accessible. Store qualities incorporate the area of a store, its size and its administration. Apparels is a thing of consistent utilization, which empowers adolescents to create stable inclinations. Persevering association reflects emotions experienced toward an item classification that is constant after some time and crosswise over various circumstances (Forsythe, 1994).

REVIEW OF LITERATURE:

Belleau and Nowlin (2001) found that purchasing delight of shoppers to stand remarkable with their fellow buyers has likewise been a strong conduct driver for the person who designs apparels and one who produces. People who are interested in buying designer apparels indicated a great inclination towards unique and fashionable apparels product and higher buy aim. It has been seen that adolescents inclining towards purchasing fashionable clothing show higher psychological inspirations and an alternate shopping introduction from their fellow companions.

Pinheiro (2008) expressed that one of the primary or main factors of adolescents' inclination towards fashion apparels is the supremacy and influence of societal connections and communications. The choice and selection of adolescents' in purchasing fashionable and branded products is only not influenced by their own perception but also by their companions' perception of their personality.

Reijnders (2009) found that shopper choice on purchasing style apparels is likewise administered by the value affectability factor to a huge degree. In such condition, retailers have the chance to utilize store brands during the time they spend 'marking' the store formula.

Stanforth (2009) found that purchasers' view of purchasing fashion apparels depends on five factors that incorporate perceptual initiative and observed good examples in the general public, coordinating clothing status to business and working environment feeling, socialization with associates and individuals they like, confidence and fun, and conscious treatment in the general public.

Abdurrahman Isik, Mehmet Fatih Yasar,(2015) examined the impacts of the brand name on purchaser inclinations in Turkmenistan. The outcomes propose that brand name variable has measurably noteworthy associations with purchaser inclinations variable. The discoveries of the investigation demonstrated positive connections among the two factors with high factor loadings. The brand name of an item has a huge effect on the general inclinations of the buyers.

STATEMENT OF THE PROBLEM:

Nowadays due to improvised quality of life which includes the Indian adolescents' buying capacity of luxurious items for heavy wardrobe is seen. India is the second largest populated country in the world market and it has been noticed that Indians have practices to buy branded apparels. They have not only shown their interest in purchasing readymade garment of Indian brands but also of foreign brands apparel. Such tendency has persuaded the adolescents to wear a different style, of high price and with exotic colors hence the importance of the buyers' conduct towards fashionable apparels requires to be investigated.

OBJECTIVES:

The research will be based on the following objectives:

- To identify adolescents' perception towards branded apparels.
- To study factors influencing preference for branded apparels.
- To examine the impact of branded apparels on the adolescents.

RESEARCH METHODOLOGY

Primary data was collected from the respondents by interviewing them with the help of a questionnaire.

- **Locale**

The area of the study was confined to the Udaipur city in Rajasthan.

- **Sampling Size:**

According to the convenience of the researcher and for the purpose of study the number of the respondents selected for research was 100.

- **Sampling Technique:**

Random sampling technique has been used for the selection of the respondents in the present research work.

VARIABLES: For the purpose of study dependent and independent variables included were:

Dependent Variable	Independent Variable
Brand Awareness	Brand Consciousness
	Value and Quality
	Recent Trend
	Reasons for Buying
	Brand Loyalty
	Influencers

Analysis:

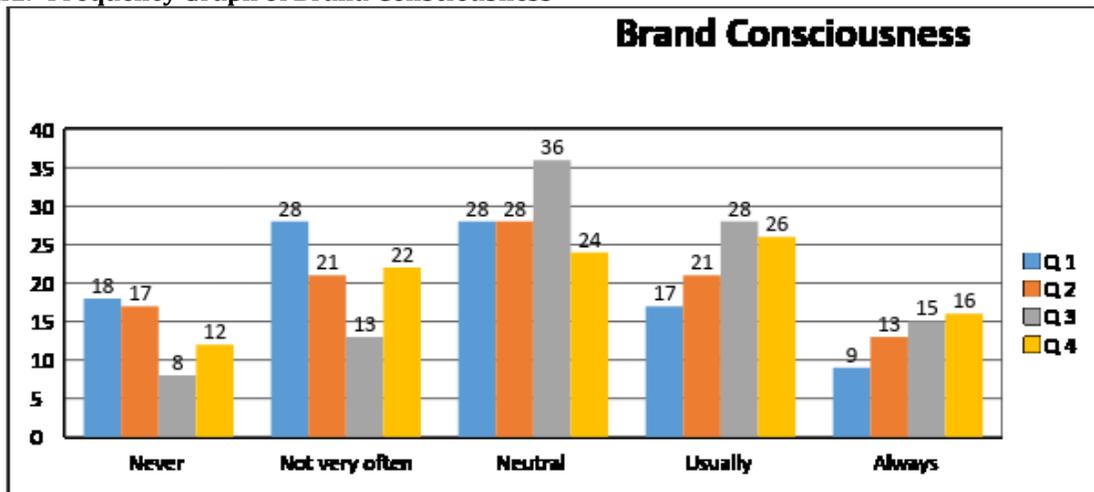
1. BRAND CONCIOSNESS:

1. Are you the first customer who buys the new brand apparel when it first appears in the market?
2. Do you like to wear branded apparels to look attractive and handsome/ beautiful?
3. Would you like to buy branded apparels instead of non-branded apparel without considering their high prices?
4. Do you buy branded apparels only because you want to look good and impress the people you come in contact with?

Table 1:- Frequency Table of Brand Consciousness

	Q 1	Q 2	Q 3	Q 4
Never	18	17	8	12
Not very often	28	21	13	22
Neutral	28	28	36	24
Usually	17	21	28	26
Always	9	13	15	16

Graph1:- Frequency Graph of Brand Consciousness



Analysis: Most of the people have been neutral in expressing their views about buying branded clothes instead of non-branded without considering their high price. Very few respondents have shown their inclination on buying the apparel when it first appears in the market. There are least number of respondents who purchase clothes to impress others. Out of 100 respondents, there are 28 respondents who were neutral in showing their views to buy apparels when it first appears in the market or to look attractive. The same number of respondents has expressed their opinion about buying branded apparel without considering the price. 26 respondents usually wear branded apparel to impress the people they come in contact with but 22 do not like to wear branded to clothes to always impress others. Overall representation

of the data shows that some people always like to wear and buy branded clothes to look attractive and impress others without considering their high price.

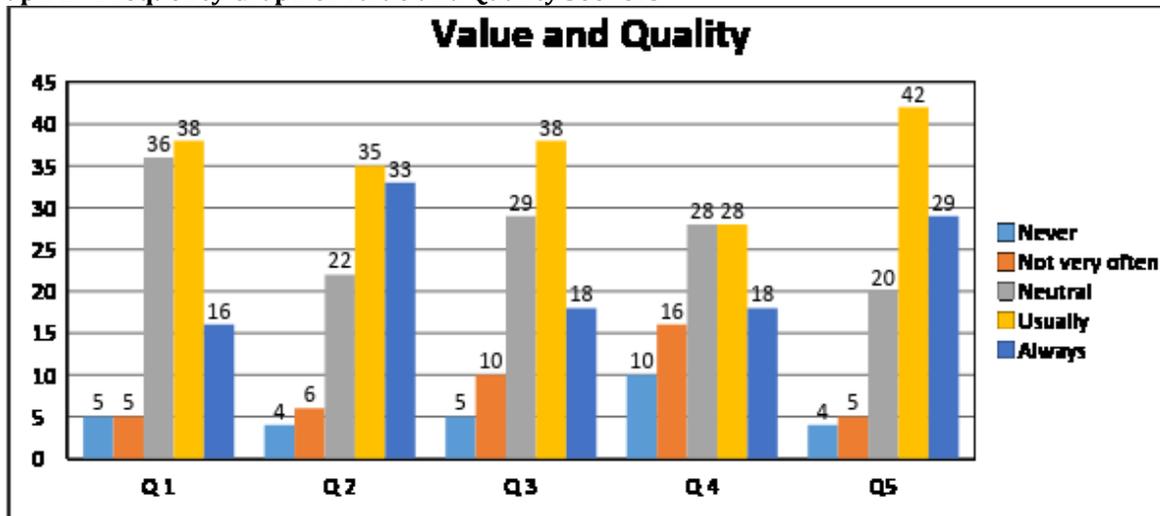
2. VALUE AND QUALITY:

1. Are you inclined to buy the apparels of the well-known brand only?
2. Do you think you look unique and special when you wear branded clothes?
3. Do you have the sense of national and international brands of apparels?
4. Do you buy branded apparels as you value the money you spend on them?
5. Do you prefer to buy the apparels of the particular brand because of the satisfaction you get with the quality?

Table 2:- Frequency Table of Value and Quality Seekers

	Q 1	Q 2	Q 3	Q 4	Q5
Never	5	4	5	10	4
Not very often	5	6	10	16	5
Neutral	36	22	29	28	20
Usually	38	35	38	28	42
Always	16	33	18	18	29

Graph 2:- Frequency Graph of Value and Quality Seekers



Analysis: Most of the people have expressed their views about buying branded clothes usually because they get satisfaction and pleasure with the quality of the apparels. Out of 100 respondents 38 expressed that they are usually inclined to buy well-known brands and have knowledge of national and international brands. Some expressed their consent for buying a particular brand to look unique and special, they get satisfaction and pleasure in doing so and some spend on branded clothes because they value the money they spend on them. Very few respondents have expressed their views about not being interested in buying branded apparels, few respondents were neutral in expressing their views on buying branded apparels. Through the data presented above we can conclude that many people like to wear branded clothes because of their good quality, to look special, and to get satisfaction and value the money they spend on the branded products

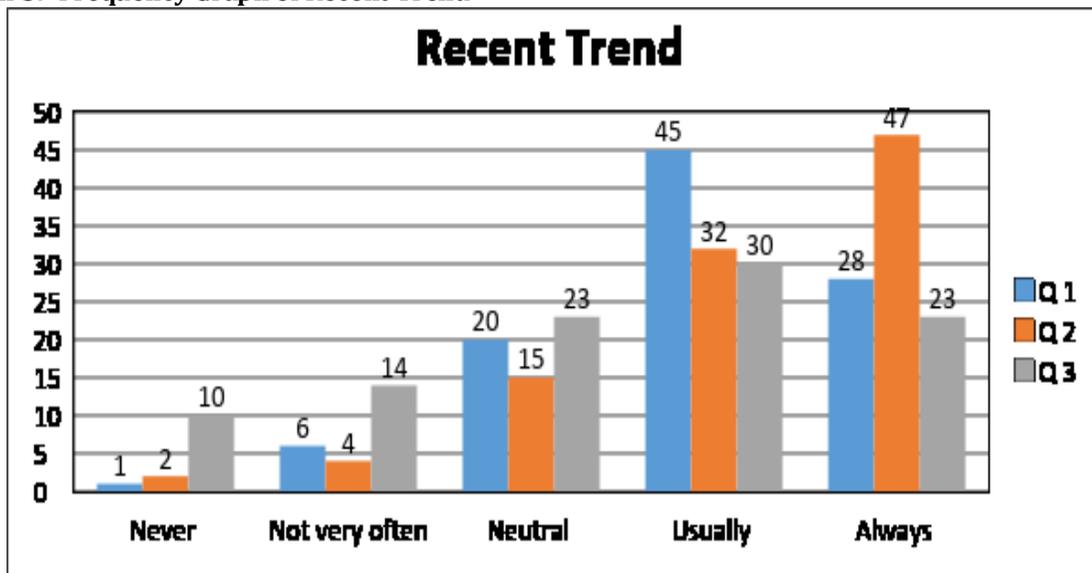
3. RECENT TREND:

1. Do you value and give importance to the fashionable apparels you wear?
2. Are you excited for buying new and trendy apparels?
3. Do you like to purchase new clothes as you get bored of wearing the same style of old ones?

Table 3: Frequency Table of Recent Trend

	Q 1	Q 2	Q 3
Never	1	2	10
Not very often	6	4	14
Neutral	20	15	23
Usually	45	32	30
Always	28	47	23

Graph 3:- Frequency Graph of Recent Trend



Analysis: Most of the respondents have shown their excitement for buying new, trendy and fashionable apparels as they value and give importance to their apparels to look presentable. Some expressed that they are usually excited to buy fashionable apparels as they get bored of wearing same old style clothes. Very few respondents have expressed their views on not being excited for buying new and fashionable clothes to give importance. But most of the people have shown that they do not like to wear the same type of clothes. This factor shows that generally, people are excited to buy new apparels as they get bored of old ones and excited for buying trendy, fashionable and new clothes.

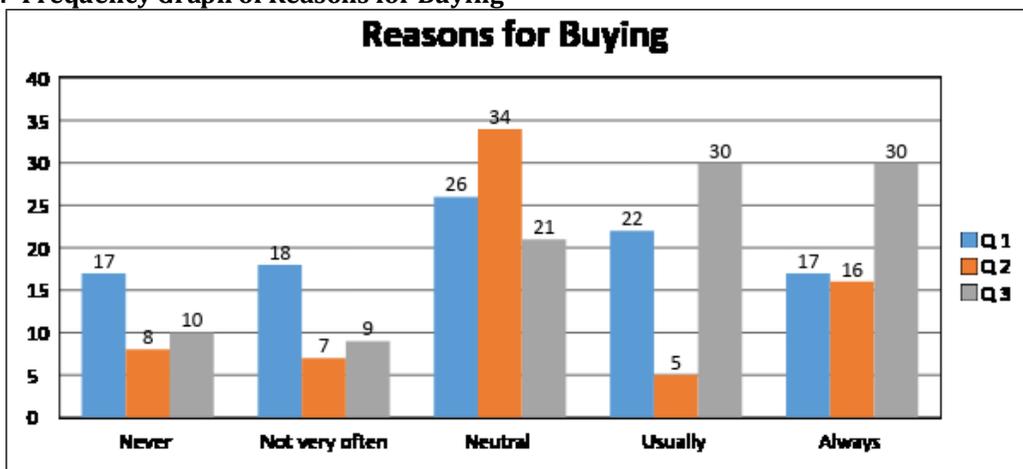
4. REASONS FOR BUYING:

1. Do you think people give preference to some brands as they get impressed with the brand ambassador of the company?
2. Do you think that you are recognized and identified with the brand you use?
3. Do you feel more comfortable with the branded clothes as compared to the non-branded ones?

Table 4:- Frequency Table of Reasons for Buying

	Q 1	Q 2	Q 3
Never	17	8	10
Not very often	18	7	9
Neutral	26	34	21
Usually	22	5	30
Always	17	16	30

Graph 4:- Frequency Graph of Reasons for Buying



Analysis: Most of the respondents have expressed their views that they are recognized or identified with the brand they use and feel more comfortable with the branded clothes than non-branded ones. Some respondents have shown that they are not influenced by the brand ambassador of the company in giving preference to the particular brand. Very few respondents have expressed their views about not feeling comfortable with non-branded clothes and getting recognized with the branded clothes only.

From this factor, we can conclude that they wear branded clothes because of comfort and recognition attached to the brands they choose and wear. Promotion of the brand by a well-known personality hardly affects their decision of buying apparels of a particular brand.

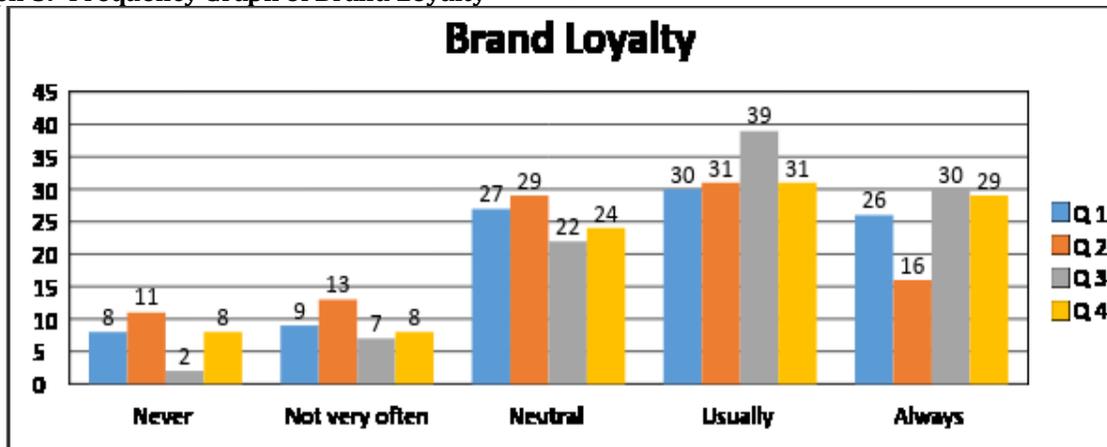
5. BRAND LOYALTY:

1. Would you like to change the brand if you get better offer given by another brand?
2. Do you get easily attracted to the offer and discount given by the brands other than you use?
3. Do you feel that you get motivated with the new design, trend, and style of the product?
4. Do you feel more confident with when you wear branded apparels of your preference

Table 5:- Frequency Table of Brand Loyalty

	Q 1	Q 2	Q 3	Q 4
Never	8	11	2	8
Not very often	9	13	7	8
Neutral	27	29	22	24
Usually	30	31	39	31
Always	26	16	30	29

Graph 5:- Frequency Graph of Brand Loyalty



Analysis: Through the data presented in the table above it is expressed that most of the people get easily attracted to the offer and discount provided by other brands and they switch the brand they use as they get motivated to try the fashion, design and style of the new brand. They do not remain loyal to the brand they have been using for long. They even feel more confident with the brand of their choice. Least number of respondents have shown that they do not get attracted to other brand even if they offer discount and change their brand easily. They do not feel motivated to new fashion, style and design offered by the other brand. Some were neutral in showing their interest of changing brands and getting attracted to new trend and design.

Hence we can conclude that people are less loyal towards the brands. People get influenced by price , offers, design and style of the products and easily switch to another brands as it is the general tendency of the people that they always long for something new and different. So price, design, and style change the loyalty of people towards a particular brand.

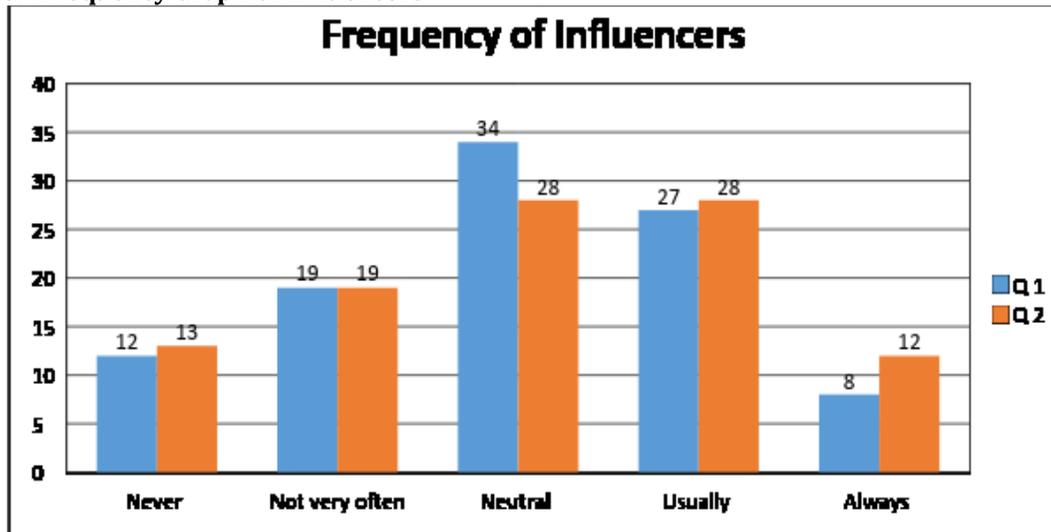
(6) INFLUENCERS:

1. Do you feel compelled to change your brand getting influenced to the latest fashion?
2. Do you feel influenced by your family and friends in the selection of your new apparels?

Table 6:- Frequency Table of Influencers

	Q 1	Q 2
Never	12	13
Not very often	19	19
Neutral	34	28
Usually	27	28
Always	8	12

Graph 6:- Frequency Graph of Influencers



The table above shows that most of the respondents were neutral in expressing that they feel pressurized to get influenced with the latest fashion and there is no influence of friends and relatives on their selection of new apparels. But more than 30% have shown that they get compelled to switch their brands as they get influenced with the latest fashion and there is a great influence of their family members and friends on selection and purchase of their new apparels. Near about 30% have not been influenced with the new fashion and affected by their family and friends for selection of their clothes.

We may conclude by saying that definitely there is influence of new fashion, family, and friends which compels to buy new and branded apparels.

FINDINGS:

- People wear branded clothes to look attractive, enrich their personality and impress other people.
- New fashion, design, style, and trends definitely influence the people for the selection of brand.
- People like to buy branded clothes because of the fame, recognition, quality and identity attached with them.
- People prefer branded clothes over non-branded regardless of high price. Price is not a big issue for them.
- People are always eager to buy new trendy clothes because want something new and change their boring old pattern or style.
- They feel cheerful, satisfied and self-confident when they wear branded clothes.
- It is a general tendency of the people that they get easily attracted to the offer and discount given by any company or brand.
- People get compelled to buy new apparels as they get influenced by their relatives and friends.

CONCLUSION:

Brand upgrades the identity of a man by influencing his personality and make him look attractive. It is a general tendency of people to associate the brand with the design, quality, and fashion of the product. Consequently, they anticipate that the branded item will give them acknowledgment, fulfillment, and incentive for the cash they have contributed. The investigation mirrors that numerous components affect the adolescents' decision of purchasing the apparels as a brand, fashion, choice, price etc. The aspiration level and contentment level towards the branded clothing have a positive relationship. Consequently, it can be inferred that it is essential to comprehend the purchasing conduct and necessities legitimately of the adolescents to satisfy them. Therefore the developer of the brand should create and put the product as per the need and desire of the adolescents and that will help in developing the sustainable brand and better advancement of business performance.

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