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BRAND IMAGE AND BUYING BEHAVIOUR OF WOMEN APPAREL CUSTOMERS

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ABSTRACT

The objective of this paper is to study the significance of Brand Image as a factor of buying decision of women in case of apparel products as compared to price, quality, hearsay, traditional loyalty and advertisement.

This paper is limited to buying decision of women apparel customers. This study is geographically limited to Thane District of Maharashtra State.

The buying decision of women customers of different age groups in case of apparel products is motivated by various factors such as price, quality, hearsay, traditional loyalty and advertisement in comparison to brand image of women apparel products.

This study is a field survey based upon primary data. The researcher has adopted the method of Random Sampling by Convenience. With the help of a questionnaire enquiries were made.

To summarize it is concluded that, the buying decision of women customers of different age groups in case of apparel products is motivated by various factors such as price, quality, hearsay, traditional loyalty and advertisement in comparison to brand image of women apparel products.



KEYWORDS : *hearsay, traditional loyalty and advertisement.*

INTRODUCTION

The market of women apparel in India is a largest potential market in the world because the second largest population having over 130 crore persons of which nearly 50% consists of women folk. The feminine population is spread over different part of the country and can be classified as rural, semi urban and urban areas. This population can be classified according to various age groups. However, women consumers have adequate understanding as their literacy level is continuously increasing. The mass media has also reached these people properly.

Brand awareness yet is another important aspect of marketing of women apparel product in India. With the growth of education brand awareness of women apparel is continuously increasing. The media and communication through print and electronic media has also increased the brand awareness of women folk about women apparel.

A very big segment of women consumers having different strata such as segmentation by age, location, segmentation by occupation, segmentation by income and so on is aware of women apparel and is also interested in using the best possible alternative from among them.

The retailers of apparel are spread in India and Thane District of Maharashtra is also an important place there are problems of availability, affordability, acceptability and awareness. The relationship between textiles and apparel from various points of view is one of the significance aspect. This paper is related with buying behavior women customers of various age groups with reference to various criteria.

OBJECTIVE OF THE PAPER

The objective of this paper is to study the significance of Brand Image as a factor of buying decision of women in case of apparel products as compared to price, quality, hearsay, traditional loyalty and advertisement.

LIMITATION OF THE PAPER

This paper is limited to buying decision of women apparel customers. This study is geographically limited to Thane District of Maharashtra State.

HYPOTHESIS OF THE PAPER

The buying decision of women customers of different age groups in case of apparel products is motivated by various factors such as price, quality, hearsay, traditional loyalty and advertisement in comparison to brand image of women apparel products.

METHODOLOGY AND SAMPLE OF STUDY

This study is a field survey based upon primary data. The researcher has adopted the method of Random Sampling by Convenience. With the help of a questionnaire enquiries were made.

The researcher has selected a random sample of 840 women apparel customers from 7 Talukas of Thane districts selecting 120 customers from each taluka. This sample is distributed over three age groups namely, Young, Adult and Aged.

BRAND IMAGE AND BUYING BEHAVIOUR OF WOMEN IN APPAREL RETAILING

There are various determinants of buyer behavior of women apparel consumers. It is necessary to determine these aspects in the beginning. The researcher has presented an analysis of the opinion of sample consumers of Women Apparels from Thane district on the basis of primary data. The analysis made according to following attributes:

1. Brand Image of Women Apparels and Price – Age Relationship
2. Brand Image of Women Apparels and Quality – Age Relationship
3. Brand Image of Women Apparels and Hearsay – Age Relationship
4. Brand Image of Women Apparels and Traditional Loyalty – Age Relationship
5. Brand Image of Women Apparels and Advertisement – Age Relationship

These aspects are studied here in this paper.

BRAND IMAGE OF WOMEN APPARELS AND PRICE – AGE RELATIONSHIP

Price is one of the significant factors that decide the buying decision of consumers of Women Apparels. The researcher has enquired into the preference given to Brand Image of Women Apparels as compared to price to the sample respondents from various age groups. The results are shown in the following table.

Table No. 1
Brand Image of Women Apparels and Price - Age Relationship

Sr. No.	Response	Young	%	Adult	%	Aged	%	Total	%
1	Extreme	126	36.31	52	18.84	42	19.35	220	26.19
2	High	84	24.21	96	34.78	46	21.20	226	26.90
3	Medium	63	18.16	61	22.10	77	35.48	201	23.93
4	Casual	42	12.10	38	13.77	32	14.75	112	13.33
5	Low	32	9.22	29	10.51	20	9.22	81	9.64
	Total	347	100	276	100	217	100	840	100

Source: Primary Data.

An analysis of the above table reveals following points.

Out of the 840 consumers of Women Apparels of selected brands 347 belongs to the age group of below 25 years called here as 'Young', whereas 276 belongs to the age group of below 25 to 50 years called here as 'Adults', and 217 belongs to the age group of above 50 years called here as 'Aged'.

Out of 347 sample young consumers of Women Apparels 126 (36.31%) have reported that 'Extreme' priority is given by them to Brand Image as compared to price. Whereas, 84 (21.21%) have opined that 'High' priority is given by them to Brand Image as compared to price, and 63 (18.16%) have expressed that the 'Medium' priority is given by them to Brand Image as compared to price. On the other hand 42 (12.10%) have reported that the 'Casual' priority is given by them to Brand Image as compared to price and 32 (9.22%) have reported that the 'Low' priority given by them to Brand Image as compared to price.

Out of 276 sample Adult consumers of Women Apparels 52 (18.84%) have reported that 'Extreme' priority is given by them to Brand Image as compared to price. Whereas, 96 (34.78%) have opined that 'High' priority is given by them to Brand Image as compared to price, and 61 (22.10%) have expressed that the 'Medium' priority is given by them to Brand Image as compared to price. On the other hand 38 (13.77%) have reported that the 'Casual' priority is given by them to Brand Image as compared to price and 29 (10.51%) have reported that the 'Low' priority given by them to Brand Image as compared to price.

Out of 217 sample of Aged consumers of Women Apparels 42 (19.35%) have reported that 'Extreme' priority is given by them to Brand Image as compared to price. Whereas, 46 (21.20%) have opined that 'High' priority is given by them to Brand Image as compared to price, and 77 (35.48%) have expressed that the 'Medium' priority is given by them to Brand Image as compared to price. On the other hand 32 (14.75%) have reported that the 'Casual' priority is given by them to Brand Image as compared to price and 20 (9.22%) have reported that the 'Low' priority given by them to Brand Image as compared to price.

Brand Image of Women Apparels and Quality - Age Relationship

Quality is one of the significant factors that decide the buying decision of consumers of Women Apparels. The researcher has enquired into the preference given to Brand Image of Women Apparels as compared to Quality to the sample respondents from various age groups. The results are shown in the following table.

Table No. 2
Brand Image of Women Apparels and Quality - Age Relationship

Sr. No.	Response	Young	%	Adult	%	Aged	%	Total	%
1	Extreme	132	38.04	62	22.46	44	20.28	238	28.33
2	High	89	25.65	103	37.32	46	21.20	238	28.33
3	Medium	67	19.31	53	19.20	76	35.02	196	23.33
4	Casual	38	10.95	37	13.41	34	15.67	109	12.98
5	Low	21	6.05	21	7.61	17	7.83	59	7.02
	Total	347	100	276	100	217	100	840	100

Source: Primary Data.

An analysis of the above table reveals following points.

Out of the 840 consumers of Women Apparels of selected brands 347 belongs to the age group of below 25 years called here as 'Young', whereas 276 belongs to the age group of below 25 to 50 years called here as 'Adults', and 217 belongs to the age group of above 50 years called here as 'Aged'.

Out of 347 sample young consumers of Women Apparels 132 (38.04%) have reported that 'Extreme' priority is given by them to Brand Image as compared to Quality. Whereas, 89 (25.65%) have opined that 'High' priority is given by them to Brand Image as compared to Quality, and 67 (19.31%) have expressed that the 'Medium' priority is given by them to Brand Image as compared to Quality. On the other hand 38 (10.95%) have reported that the 'Casual' priority is given by them to Brand Image as compared to Quality and 21 (6.05%) have reported that the 'Low' priority given by them to Brand Image as compared to Quality.

Out of 276 sample Adult consumers of Women Apparels 62 (22.46%) have reported that 'Extreme' priority is given by them to Brand Image as compared to Quality. Whereas, 103 (37.32%) have opined that 'High' priority is given by them to Brand Image as compared to Quality, and 53 (19.20%) have expressed that the 'Medium' priority is given by them to Brand Image as compared to Quality. On the other hand 37 (13.41%) have reported that the 'Casual' priority is given by them to Brand Image as compared to Quality and 21 (7.61%) have reported that the 'Low' priority given by them to Brand Image as compared to Quality.

Out of 217 sample Aged consumers of Women Apparels 44 (20.28%) have reported that 'Extreme' priority is given by them to Brand Image as compared to Quality. Whereas, 46 (21.20%) have opined that 'High' priority is given by them to Brand Image as compared to Quality, and 76 (35.02%) have expressed that the 'Medium' priority is given by them to Brand Image as compared to Quality. On the other hand 34 (15.67%) have reported that the 'Casual' priority is given by them to Brand Image as compared to Quality and 17 (7.83%) have reported that the 'Low' priority given by them to Brand Image as compared to Quality.

Brand Image of Women Apparels and Hearsay - Age Relationship

Hearsay is one of the significant factors that decide the buying decision of consumers of Women Apparels. The researcher has enquired into the preference given to Brand Image of Women Apparels as compared to Hearsay to the sample respondents from various age groups. The results are shown in the following table.

Table No. 3
Brand Image of Women Apparels and Hearsay- Age Relationship

Sr. No.	Response	Young	%	Adult	%	Aged	%	Total	%
1	Extreme	119	34.29	56	20.29	35	16.13	210	25.00
2	High	86	24.78	109	39.49	42	19.35	237	28.21
3	Medium	65	18.73	64	23.19	93	42.86	222	26.43
4	Casual	44	12.68	31	11.23	27	12.44	102	12.14
5	Low	33	9.51	16	5.80	20	9.22	69	8.21
	Total	347	100	276	100	217	100	840	100

Source: Primary Data.

An analysis of the above table reveals following points.

Out of the 840 consumers of Women Apparels of selected brands 347 belongs to the age group of below 25 years called here as 'Young', whereas 276 belongs to the age group of below 25 to 50 years called here as 'Adults', and 217 belongs to the age group of above 50 years called here as 'Aged'.

Out of 347 sample young consumers of Women Apparels 119 (34.29%) have reported that 'Extreme' priority is given by them to Brand Image as compared to Hearsay. Whereas, 86 (24.78%) have opined that 'High' priority is given by them to Brand Image as compared to Hearsay, and 65 (18.73%) have expressed that the 'Medium' priority is given by them to Brand Image as compared to Hearsay. On the other hand 44 (12.68%) have reported that the 'Casual' priority is given by them to Brand Image as

compared to Hearsay and 33 (9.51%) have reported that the 'Low' priority given by them to Brand Image as compared to Hearsay.

Out of 276 sample Adult consumers of Women Apparels 56 (20.29%) have reported that 'Extreme' priority is given by them to Brand Image as compared to Hearsay. Whereas, 109 (39.49%) have opined that 'High' priority is given by them to Brand Image as compared to Hearsay, and 64 (23.19%) have expressed that the 'Medium' priority is given by them to Brand Image as compared to Hearsay. On the other hand 31 (11.23%) have reported that the 'Casual' priority is given by them to Brand Image as compared to Hearsay and 16 (5.80%) have reported that the 'Low' priority given by them to Brand Image as compared to Hearsay.

Out of 217 sample Aged consumers of Women Apparels 35 (16.13%) have reported that 'Extreme' priority is given by them to Brand Image as compared to Hearsay. Whereas, 42 (19.35%) have opined that 'High' priority is given by them to Brand Image as compared to Hearsay, and 93 (42.86%) have expressed that the 'Medium' priority is given by them to Brand Image as compared to Hearsay. On the other hand 27 (12.44%) have reported that the 'Casual' priority is given by them to Brand Image as compared to Hearsay and 20 (9.22%) have reported that the 'Low' priority given by them to Brand Image as compared to Hearsay.

BRAND IMAGE OF WOMEN APPARELS AND TRADITIONAL LOYALTY- AGE RELATIONSHIP

Traditional Loyalty is one of the significant factors that decide the buying decision of consumers of Women Apparels. The researcher has enquired into the preference given to Brand Image of Women Apparels as compared to Traditional Loyalty to the sample respondents from various age groups. The results are shown in the following table.

Table No. 4
Brand Image of Women Apparels and Traditional Loyalty- Age Relationship

Sr. No.	Response	Young	%	Adult	%	Aged	%	Total	%
1	Extreme	108	31.12	42	15.22	36	16.59	186	22.14
2	High	91	26.22	105	38.04	51	23.50	247	29.40
3	Medium	74	21.33	64	23.19	84	38.71	222	26.43
4	Casual	32	9.22	35	12.68	26	11.98	93	11.07
5	Low	42	12.10	30	10.87	20	9.22	92	10.95
	Total	347	100	276	100	217	100	840	100

Source: Primary Data.

An analysis of the above table reveals following points.

Out of the 840 consumers of Women Apparels of selected brands 347 belongs to the age group of below 25 years called here as 'Young', whereas 276 belongs to the age group of below 25 to 50 years called here as 'Adults', and 217 belongs to the age group of above 50 years called here as 'Aged'.

Out of 347 sample young consumers of Women Apparels 108 (31.12%) have reported that 'Extreme' priority is given by them to Brand Image as compared to Traditional Loyalty. Whereas, 91 (26.22%) have opined that 'High' priority is given by them to Brand Image as compared to Traditional Loyalty, and 74 (21.33%) have expressed that the 'Medium' priority is given by them to Brand Image as compared to Traditional Loyalty. On the other hand 32 (9.22%) have reported that the 'Casual' priority is given by them to Brand Image as compared to Traditional Loyalty and 42 (12.10%) have reported that the 'Low' priority given by them to Brand Image as compared to Traditional Loyalty.

Out of 276 sample Adult consumers of Women Apparels 42 (15.22%) have reported that 'Extreme' priority is given by them to Brand Image as compared to Traditional Loyalty. Whereas, 105 (38.04%) have opined that 'High' priority is given by them to Brand Image as compared to Traditional Loyalty, and 64 (23.19%) have expressed that the 'Medium' priority is given by them to Brand Image as

compared to Traditional Loyalty. On the other hand 35 (12.68%) have reported that the 'Casual' priority is given by them to Brand Image as compared to Traditional Loyalty and 30 (10.87%) have reported that the 'Low' priority given by them to Brand Image as compared to Traditional Loyalty.

Out of 217 sample Aged consumers of Women Apparels 36 (16.59%) have reported that 'Extreme' priority is given by them to Brand Image as compared to Traditional Loyalty. Whereas, 51 (23.50%) have opined that 'High' priority is given by them to Brand Image as compared to Traditional Loyalty, and 84 (38.71%) have expressed that the 'Medium' priority is given by them to Brand Image as compared to Traditional Loyalty. On the other hand 26 (11.98%) have reported that the 'Casual' priority is given by them to Brand Image as compared to Traditional Loyalty and 20 (9.22%) have reported that the 'Low' priority given by them to Brand Image as compared to Traditional Loyalty.

BRAND IMAGE OF WOMEN APPARELS AND ADVERTISEMENT- AGE RELATIONSHIP

Advertisement is one of the significant factors that decide the buying decision of consumers of Women Apparels. The researcher has enquired into the preference given to Brand Image of Women Apparels as compared to Advertisement to the sample respondents from various age groups. The results are shown in the following table.

Table No. 5
Brand Image of Women Apparels and Advertisement- Age Relationship

Sr. No.	Response	Young	%	Adult	%	Aged	%	Total	%
1	Extreme	113	32.56	54	19.57	37	17.05	204	24.29
2	High	89	25.65	98	35.51	51	23.50	238	28.33
3	Medium	71	20.46	62	22.46	79	36.41	212	25.24
4	Casual	40	11.53	36	13.04	24	11.06	100	11.90
5	Low	34	9.80	26	9.42	26	11.98	86	10.24
	Total	347	100	276	100	217	100	840	100

Source: Primary Data.

An analysis of the above table reveals following points.

Out of the 840 consumers of Women Apparels of selected brands 347 belongs to the age group of below 25 years called here as 'Young', whereas 276 belongs to the age group of below 25 to 50 years called here as 'Adults', and 217 belongs to the age group of above 50 years called here as 'Aged'.

Out of 347 sample young consumers of Women Apparels 113 (32.56%) have reported that 'Extreme' priority is given by them to Brand Image as compared to Advertisement. Whereas, 89 (25.65%) have opined that 'High' priority is given by them to Brand Image as compared to Advertisement, and 71 (20.46%) have expressed that the 'Medium' priority is given by them to Brand Image as compared to Advertisement. On the other hand 40 (11.53%) have reported that the 'Casual' priority is given by them to Brand Image as compared to Advertisement and 34 (9.80%) have reported that the 'Low' priority given by them to Brand Image as compared to Advertisement.

Out of 276 sample Adult consumers of Women Apparels 54 (19.57%) have reported that 'Extreme' priority is given by them to Brand Image as compared to Advertisement. Whereas, 98 (35.51%) have opined that 'High' priority is given by them to Brand Image as compared to Advertisement, and 62 (22.46%) have expressed that the 'Medium' priority is given by them to Brand Image as compared to Advertisement. On the other hand 36 (13.04%) have reported that the 'Casual' priority is given by them to Brand Image as compared to Advertisement and 26 (9.42%) have reported that the 'Low' priority given by them to Brand Image as compared to Advertisement.

Out of 217 sample Aged consumers of Women Apparels 37 (17.05%) have reported that 'Extreme' priority is given by them to Brand Image as compared to Advertisement. Whereas, 51 (23.50%) have opined that 'High' priority is given by them to Brand Image as compared to Advertisement, and 79 (36.41%) have expressed that the 'Medium' priority is given by them to Brand Image as compared to Advertisement. On the other hand 24 (11.06%) have reported that the 'Casual'

priority is given by them to Brand Image as compared to Advertisement and 26 (11.98%) have reported that the 'Low' priority given by them to Brand Image as compared to Advertisement.

CONCLUSIONS:

From the above analysis following conclusions have been drawn.

1. It is concluded that, the majority i.e. 36.31% sample of 'Young' consumers give 'Extreme' preference to Brand Image of Women Apparels as compared to price. Whereas, majority i.e. 34.78% sample of 'Adult' consumers give 'High' preference to Brand Image of Women Apparels as compared to price and majority i.e. 35.48% sample of 'Aged' consumers give 'Medium' preference to Brand Image of Women Apparels as compared to price.
2. It is concluded that, the majority i.e. 38.04% sample of 'Young' consumers give 'Extreme' preference to Brand Image of Women Apparels as compared to Quality. Whereas, majority i.e. 37.32% sample of 'Adult' consumers give 'High' preference to Brand Image of Women Apparels as compared to Quality and majority i.e. 35.02% sample of 'Aged' consumers give 'Medium' preference to Brand Image of Women Apparels as compared to Quality.
3. It is concluded that, the majority i.e. 34.29% sample of 'Young' consumers give 'Extreme' preference to Brand Image of Women Apparels as compared to Hearsay. Whereas, majority i.e. 39.49% sample of 'Adult' consumers give 'High' preference to Brand Image of Women Apparels as compared to Hearsay and majority i.e. 42.86% sample of 'Aged' consumers give 'Medium' preference to Brand Image of Women Apparels as compared to Hearsay.
4. It is concluded that, the majority i.e. 31.12% sample of 'Young' consumers give 'Extreme' preference to Brand Image of Women Apparels as compared to Traditional Loyalty. Whereas, majority i.e. 38.04% sample of 'Adult' consumers give 'High' preference to Brand Image of Women Apparels as compared to Traditional Loyalty and majority i.e. 38.71% sample of 'Aged' consumers give 'Medium' preference to Brand Image of Women Apparels as compared to Traditional Loyalty.
5. It is concluded that, the majority i.e. 32.56% sample of 'Young' consumers give 'Extreme' preference to Brand Image of Women Apparels as compared to Advertisement. Whereas, majority i.e. 35.51% sample of 'Adult' consumers give 'High' preference to Brand Image of Women Apparels as compared to Advertisement and majority i.e. 36.41% sample of 'Aged' consumers give 'Medium' preference to Brand Image of Women Apparels as compared to Advertisement.

To summarize it can be said that, the buying decision of women customers of different age groups in case of apparel products is motivated by various factors such as price, quality, hearsay, traditional loyalty and advertisement in comparison to brand image of women apparel products.

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