



FACTORS AFFECTING THE CONSUMER BEHAVIOR ON BRANDED APPAREL OF ADOLESCENT GIRLS

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ABSTRACT

Brand experience has attracted much attention of adolescent girls in recent marketing practice. The adolescent customers are more concern on seeking the emotional connect with the brands they choose apart from the functional properties of apparels. The present study is mainly focused on the major factors affecting the adolescent girl's consumer behavior on branded apparels. The sample comprised of 120 adolescent girls aged between 13-19 years in Tirupati town. The questionnaire method was employed to collect the information; the finding revealed the preference of consumers for readymade out fits for branded apparels for frequently changed with the fast changing trends. The peer group's influence found to be more than TV and social media. Now a day the adolescent girls showed higher interest for personal satisfaction due to increase awareness consciousness. They were ready to spend any price for comfort and quality. It was found that majority (54 percent) purchased branded apparels because the branded apparels were quality wise good whereas most of the respondents purchase branded apparels because according to them the purchasing of branded apparels were symbol of the status of the person. The overall findings conformed positive attitude towards purchase of branded apparels among adolescent girls.

Index terms: Brand Equity, Apparel brands, Marketing factors, consumer decision

Introduction:

Apparel sector is one of the pillar and largest employment provider and major contribution to the Indian economy after agriculture. Throughout the world every single person has a different taste and fashion sense on selection of their own apparels. Apparels can reflect individual person's self identity, personality, social status, behaviour, education and the way of people thinking. It is substantial to note that Indian fashion consumers will set the global fashion trends in the coming era. Currently, all international brands are found in India. Generally most of the Indians preferred locally made or self made dresses. The rising awareness of brands since 1980s and the handiness offered by readymade garments were mainly accountable for the enlargement of the branded apparel industry in India (Indian Retail Report 2010). Many of the customers have increased awareness by television and Internet, and also influence of western culture, raised standards of living. Majority of the consumers have knowledge on different products, brands and availability in the market, due to this every company wants to introduce new styles, shapes and designs according to current fashion to meet the customer's

satisfaction levels. Product is anything that can be offered to satisfy a need or A representation of few of the studies conducted to want (Kotler, et al, 2006).

Methodology:

The data was collected by using questionnaire to check the factors affecting the consumer behavior on branded apparel among adolescent girls. The study was a descriptive research conducted on 120 adolescent girls aged between 13 to 19 years, studying Intermediate and pre degree courses in Tirupati town. The questionnaire developed focuses on; **dress design, Consumer behaviour in choosing and purchasing of branded apparels.** The data collected was pooled, tabulated, analysed and interpreted and discussed as under.

Results and discussion:

1. Factors influencing dress design among adolescent girls

The factors influencing dress design among adolescent girls such own designing, tailor made, readymade dress choosing type were assessed and the respondents were asked to rate the attributes as per their perception and experience. The results are presented in Figure 1.

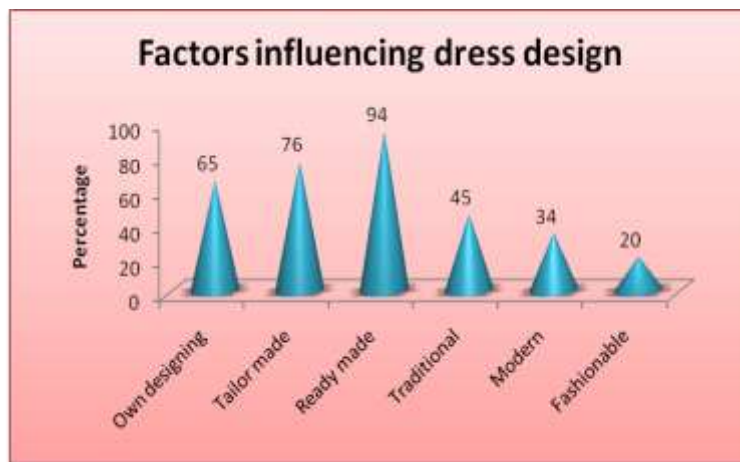


Fig 1: Factors influencing dress design among adolescent girls

The figure 1 indicates that the 94 percent adolescent girls as consumers of branded apparels gave more value to readymade. Tailor made garments were preferred by 76 percent of the sample and 65percent of the respondents preferred their own designing. In the case of traditional wear 45 percent of the adolescent girls were selected and very few members i.e 34 percent and 20 percent of the adolescent girls selected modern and fashionable garments.

2: Factors for purchase of branded apparels among adolescent girls

The factors for purchase of branded apparels have been analyzed based on different variables like design, brand name, material and quality, price, comfort and fit. The opinions of the adolescent girls were given in figure 2.

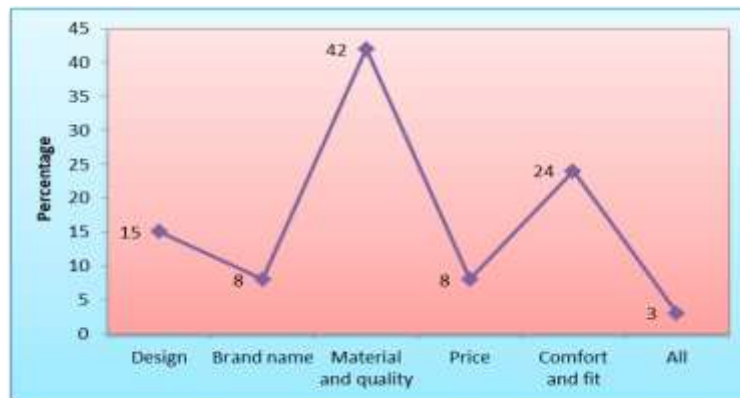


Fig 2: Factors for purchase of branded apparels among adolescent girls

The figure 2 reveals that majority (42%) of the respondents felt material and quality of the apparel is important factor while purchasing the branded apparels. In case of design 15 percent of the respondents preferred design and at the same time 8 percent of the respondents gave priority to brand name and price. Very small percent of the sample stated that all factors are necessary for selection of branded apparels.

3. Sources to know about braded apparels

The variables like TV, internet, friends, news paprs were st udied as the sources to know about branded apparels. The results were presented in figure 3.



Fig 3: Sources to know about braded apparels



The above figure 3 is revealed majority of the adolescent girls (53%) were getting information about branded apparels from internet. Friends and TV were influenced 25 percent and 15 percent simultaneously for selection of apparels. The news papers had influenced only a small percentage (3%).

Conclusion:

The adolescent girls preferred readymade garments even for branded apparels is fast changing caused by the creation of personality and status with the quality and comfort they deliver. Due to the increased awareness and consciousness, adolescent girls are ready to spend money for comfort and quality of the garments. The results confirm that adolescent girls have become more brand conscious presently. Hence, brand image is a not a important factor in selecting the apparels or brand to buy. There are some other aspects like, comfort, quality, fit of the garment, design and demographic features are also effect the purchasing decision adolescent girls.

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