

## **Analysing the Influential Factors: A Comprehensive Study on Female Consumers' Buying Behaviour in Textile Showrooms**

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### **ABSTRACT:**

The goal of this study is to investigate the purchasing habits of Vijayawada female consumers and identify the essential components of branded apparel that affect these consumers' interest in fashionable, branded apparel. The findings show that female consumer buying behaviour was positively impacted by status branding, brand attitude, paying more for branded clothing, self-concept, and reference groups, all of which increased consumer involvement in fashion clothing. This study adds to our knowledge of female consumers' purchasing decisions in the context of Vijayawada and identifies the key variables that significantly affect their interest in fashion apparel.

**Keywords:** Consumers, Brand attitude, Brand status, Self-concept and Willingness to pay.

### **INTRODUCTION:**

Businesses in the clothing industry are fighting for a larger portion of the market's profits, and among these businesses, branded apparel has changed consumers' interest in traditional

clothing (Keller, 2004). Why is it that one brand, which has the same quality and attributes, is sold at a high price, while the other is sold at a low price? Because of its significance and close relationship to consumers, brand studies have consistently drawn the attention of marketers. The goal of the study is to pinpoint the critical elements influencing Vijayawada adoption of branded apparel and determine how these elements affect consumer purchasing decisions (Wood, 2004).

Five dynamic factors—brand status, brand attitude, willingness to pay premium, self-concept, and reference groups—are defined and their relationship to consumer behaviour is examined in relation to the adoption of branded clothing (Elliot & Yannopoulou, 2007). In this study, a survey of general female consumers is undertaken, data is analysed, and a model is provided to offer policy recommendations.

#### **REVIEW OF LITERATURE:**

In Pakistan, the impact of brands on consumers' purchasing decisions is a hotly debated topic. The fashion industry encompasses apparel, accessories, footwear, and even furnishings and cosmetics (Thomson et al, 1994).

The impact of brands for centuries, brands have served as a means of distinguishing the products of one manufacturer from those of another. Two perspectives exist regarding brands: the company's perspective and the consumer's perspective (Clamp & Bohadanowicz, 1994).

A broad behavioural observable fact that is demonstrated in a variety of material and non-material contexts is what is commonly referred to as fashion branding.

It reveals the product's origins and assists conscious buyers in setting the product apart from rivals (Intel, 2008).

The study of consumer behaviour focuses on the where, when, how, and why of product purchases. It incorporates ideas from social anthropology, psychology, sociology, and economics. Consumer behaviour tries to comprehend how buyers make decisions, both on their own and in groups. To comprehend people's desires, it looks at individual consumer traits like demographics and behavioural traits (Euromonitor, 2007).

When it comes to fashion clothing, consumer involvement reveals that it's a useful indicator for defining consumer markets and enhancing consumer behaviour. The motivational state of stimulation or interest sparked by a specific stimulus or circumstance and manifested through

drive characteristics is called involvement (Ambler, 1992). In general, the interface between a person (the consumer) and a thing (the product) is used to conceptualize involvement. Fashion involvement, as used in marketing, describes how much interest there is in the fashion product category (apparel). Participation in fashion is probably linked to variations in social surroundings compassion (Vieira, 2009).

### METHODOLOGY:

The study aims to investigate the major branding influences on consumers' purchasing decisions, with a focus on female consumers in Vijayawada clothing sector.

The objectives of this study are to:

1. Analyse the major factors influencing consumer buying behaviour in Vijayawada;
2. Assess the significance of branding in influencing the purchasing behaviour of female consumers; and
3. Assess the effects of brand status, brand attitude, willingness to pay premium, self-concept, and reference groups on consumer involvement in fashion and branded clothing.

### ANALYSIS:

Correlation analysis of indicators of brand influence on consumer involvement in fashion and branded clothing.

| Indicators                 | Brand Status | Brand Attitude | Willingness of pay premium | Self-concept | Reference groups |
|----------------------------|--------------|----------------|----------------------------|--------------|------------------|
| Brand Status               | 1            | 0.427**        | 0.287**                    | 0.343**      | 0.385**          |
| Brand Attitude             |              | 1              | 0.365**                    | 0.402**      | 0.227**          |
| Willingness of pay premium |              |                | 1                          | 0.416**      | 0.345**          |
| Self-concept               |              |                |                            | 1            | 0.498**          |
| Reference groups           |              |                |                            |              | 1                |

\*\* denotes significant at 1% level

The correlation coefficient between brand status and brand attitude is 0.427 which indicate positive relation between both the indicators. The percentage of relation between these indicators is 18.23% that is  $((0.427)^2) = 0.1823$ .

The correlation coefficient between brand status and willingness to pay premium is 0.287 which indicate positive relation between both the indicators. The percentage of relation between these indicators is 8.23% that is  $((0.287)^2) = 0.082$

The correlation coefficient between brand status and self-concept is 0.343 which indicate positive relation between both the indicators. The percentage of relation between these indicators is 11.76% that is  $((0.343)^2) = 0.1176$

The correlation coefficient between brand status and reference groups is 0.385 which indicate positive relation between both the indicators. The percentage of relation between these indicators is 14.82% that is  $((0.385)^2) = 0.1482$

The correlation coefficient between brand attitude and willingness to pay premium is 0.365 which indicate positive relation between both the indicators. The percentage of relation between these indicators is 13.32% that is  $((0.365)^2) = 0.1332$

The correlation coefficient between brand attitude and self-concept is 0.402 which indicate positive relation between both the indicators. The percentage of relation between these indicators is 16.16% that is  $((0.402)^2) = 0.1616$

The correlation coefficient between brand attitude and reference group is 0.227 which indicate positive relation between both the indicators. The percentage of relation between these indicators is 5.15% that is  $((0.227)^2) = 0.0515$

The correlation coefficient between willingness to pay premium and self-concept is 0.416 which indicate positive relation between both the indicators. The percentage of relation between these indicators is 17.30% that is  $((0.416)^2) = 0.1730$

The correlation coefficient between willingness to pay premium and reference group is 0.345 which indicate positive relation between both the indicators. The percentage of relation between these indicators is 11.90% that is  $((0.345)^2) = 0.1190$

The correlation coefficient between self-concept and reference group is 0.498 which indicate positive relation between both the indicators. The percentage of relation between these indicators is 24.80% that is  $((0.498)^2) = 0.2480$

## **FINDINGS:**

The study considers five brand influence indicators, including self-concept, reference groups, willingness to pay a premium, brand status, and brand attitude. Consumer interest in fashion clothing and brand influence components are directly correlated.

The Pearson correlation function in the widely used statistical program "Statistical Package for Social Sciences" (SPSS) was used to ascertain the relationship. A linear relationship between two variables is measured using Pearson's correlation coefficient. The relationship's direction and magnitude are both shown by the correlation coefficients.

## **DISCUSSION**

According to an analysis of the data gathered, Vijayawada branded apparel, textile, and fashion industries have a promising future. The fashion industry in Vijayawada has taken action to establish guidelines so that high-end apparel brands and local brands will be able to adopt stylish clothing soon. This study focuses primarily on female yang girls, analysing and assessing their perceptions and behaviours when making clothing brand purchases. that every element covered in the literature explains how it affects consumers' interest in fashion apparel. According to factor analysis, the most important factors influencing consumer involvement in fashion clothing are brand status, brand attitude, and self-concept.

## **LIMITATIONS**

The research was done during the early stages of the adoption of branded clothing, so generalization of the findings is not possible. The study used young girls as a sample of females, but if the age group is expanded, females may behave differently.

Because this research is genuinely based on a sample from only four cities, these two issues limit the researcher's ability to understand the impact of the study on society. As a result, the study's conclusions are not applicable to society.

## **CONCLUSION:**

To generate female consumer involvement in fashion clothing in Pakistan, the author concludes that the research has addressed the research question regarding the dimensions of affecting the adoption of branded clothing. The response to the query has strong statistical significance. The

study's conclusions add to the body of knowledge about consumer involvement in fashion apparel and aspects of consumer purchasing behaviour. In conjunction with the examination of the current body of literature, theories were formulated to determine the subsequent impact on consumer involvement in fashion clothing of brand status, brand attitude, willingness to pay premium, self-concept, and reference groups. According to the study, female consumers who have strong positive attitudes towards brands also exhibit high levels of involvement in fashion clothing. Furthermore, consumers' self-concept is the most significant factor, as they use products related to the brands that best suit their personalities. Customers with higher self-concepts will therefore typically be more interested in fashion and branded apparel. Overall, though, this study used fashion clothing brands as the focal point to demonstrate how consumer involvement in fashion clothing is impacted by various brand-related variables, such as brand status, brand attitude, willingness to pay premium, self-concept, and reference groups.

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