

“A Study on Consumer Buying behavior on Branded apparels of youth in Guntur.”

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ABSTRACT

The explosion of store and designer brands, personalization, and advertising in today's global marketplace has broadened the consumer base for fashion apparel. Positive attitudes toward western brands are on the rise.

The fashion business has seen significant structural changes in the last ten years. This study looks at the gender viewpoint and sheds light on yobased onbrand awareness, preferences, and shopping behaviors in the garment market.

It focuses on how male and female shoppers differ in their shopping orientations with regard to the many dimensions of buying behavior, which are broken down into five categories: store attributes, product attributes, consumer characteristics, reference groups, and promotional variables. The obtained outcome may be a valuable component for the marketer.

INTRODUCTION

The worldwide apparel industry is a dynamic, intensely competitive sector defined by a perpetual flux of customer preferences and fashion trends. In recent years, the younger generation has had a significant impact on the sector. The younger generation's strong sense of style, large purchasing power, and ability to define trends make them essential to the growth of the modern apparel industry. This empirical study examines the complicated world of young people's shopping behavior in Guntur, a prosperous city in the southern Indian state of Andhra Pradesh, with a focus on branded clothes.

Young people, who are typically between the ages of 15 and 34, are a crucial and discerning customer base for the apparel industry. In addition to being customers, they also set trends. Youth, who are often between the ages of 15 and 34, are an important and discriminating consumer group for the clothing business. They define fashion preferences and lead the industry in new directions, so they are more than just consumers—they are trendsetters. The youth population in Guntur, like in other Indian cities, is growing quickly, and there is a lot of interest in their views, tastes, and habits when it comes to wearing branded clothing.

Policymakers, marketers, and garment firms alike must comprehend the complex terrain of youth purchasing behavior in Guntur, especially with regard to branded goods. Businesses can increase their performance and profitability by customizing their strategy and product offerings to meet the unique demands and preferences of this market niche.

Relevance of the Research:

Comprehending the purchasing habits of the younger generation in Guntur is important not just for companies but also for educators, researchers, and policymakers. The results of this study can help firms become more profitable and competitive by providing guidance for product development, marketing tactics, and retail operations. This research can be used by policymakers to inform youth and consumer protection measures. By adapting their curricula to the demands of the fashion and retail industries, educational institutions can better prepare their students for employment in these fields. Furthermore, this study advances academic research in the fields of consumer psychology, buying behavior, and the apparel industry by illuminating the intricate interactions among variables that shape consumer behavior.

Scope of the Research:

This study includes all of the young people in Guntur, from 15 to 34 years old. It examines the various brands that are offered in the local market and covers a broad spectrum of branded apparel products, from formal to casual wear. To acquire thorough data, the study combines qualitative and quantitative research techniques, such as questionnaires, interviews, and observations.

This study looked at kids to see whether there were any changes in the way they made purchases of clothing. Furthermore, the study examined many consumer factors, including apparel participation, self-esteem, reference group, socioeconomic class, and media, as well as personal traits, independently and in connection to male purchase behavior.

OBJECTIVES: The primary goal of this experiment is to ascertain how young people purchase branded clothing.

The main objectives are

To Determine which brand is the most popular among young people in the clothing category; and

To Examine the variables influencing young people's purchasing decisions for branded clothing.

To comprehend Guntur consumers' purchasing frequent trends.

DESCRIPTION OF THE PROBLEM:

The main motivation for the research study is to ascertain why customers are so picky about particular brands available in the market, as well as to examine consumer brand loyalty and brand switching while choosing branded clothing.

I can see the youth's purchasing attitude toward clothing based on this study. Retailers would greatly benefit from this consumer behavior study as it will help them better understand teenage purchasing habits and encourage youth to wear branded clothing.

With a focus on group psychology, this study examines youth's purchasing behavior at a critical juncture.

SIGNIFICANCE AND STUDY SCOPE:

The study's scope includes socioeconomic class, cultural influences, and demographic data regarding young people who prefer to buy branded clothing as well as the variables that lead young people to choose particular brands.

Branded clothing companies will benefit from the study because it will enable them to better understand consumer needs and preferences as well as identify products and services that will convert non-users to brand ambassadors and help them hang on to current customers by offering what they want from the business.

It also explains the reasons behind the customer's brand switch and the things that compel him to buy branded clothing. This study will assist in developing and putting into practice the marketing strategy and increase revenue for the business.

Research Approaches

The study's sample size was limited to 251 customers, which could potentially provide a constraint.

Some of the respondents refused to complete the questionnaire while the data was being gathered. because they might not accurately reflect their behavior; this could potentially limit the study.

REVIEW OF LITERATURE:

Research on consumer purchasing behavior is a rich and dynamic area, especially when it comes to youth and branded clothing. Academics and business professionals alike must comprehend the elements that affect garment sector purchasing decisions. The following are some important references from the body of research that illuminate different facets of consumer purchasing behavior and branding, particularly in the younger demographic:

M.R. Solomon (2019). The 12th edition of *Consumer Behavior: Buying, Having, and Being* Solomon's thorough work offers a fundamental comprehension of consumer behavior. It addresses many different subjects, such as the function of branding, psychological aspects, and consumer decision-making processes.

Parker, P., and Dawar, N. (1994). Consumers' Use of Price, Physical Appearance, Retailer Reputation, and Brand Name as Indicators of Product Quality are Marketing Universals. 81-95 in *Journal of Marketing*, 58(2) . This study explores the significance of branding as an indicator of the caliber of a product. It is crucial to appreciate how consumers utilize brand names as signals in order to understand their purchasing behavior.

Hoyer, W.D., and D.J. MacInnis (2001). *Customer Behavior, Second Edition* This book examines a number of variables, such as sociocultural and psychological ones, that affect

consumer behavior. It offers insightful information about the intricacies of consumer decisions, which is especially pertinent when considering young and branded clothing.

Flynn, L.R., and R.E. Goldsmith (2010). Personalized Clothing: The Path to Brand Adherence? 14(2), 272-286 in *Journal of Fashion Marketing and Management* This study looks into how wearing branded clothing contributes to building brand loyalty. It draws attention to how important branding is to consumer decisions in the fashion sector.

Mo, J.W., Lee, Y.K., and Kim, Y.K. (2010). A comprehensive analysis of how perceived risk affects the connections between information sources and customer behavior in the casual dining restaurant sector. 34(1), 21–38 in *Journal of Hospitality & Tourism Research* . This study investigates the impact of information sources and perceived risk on consumer behavior, however it is not specifically related to clothing. It is vital to purchasing behavior in a variety of industries, including fashion, to comprehend how risk perception influences decision-making.

Bagozzi, R.P., Ahuvia, A., and Batra, R. (2012). *Journal of Marketing*, 76(2), 1-16 - Brand Love The idea of "brand love" is covered in this article along with how it affects customer behavior. It is critical to comprehend how consumers interact emotionally with brands while making decisions on clothes and branding.

Solomon, M.R., and T.L. Tuten (2017). *Third Edition of Social Media Marketing* This book offers insights on how consumer behavior is affected by digital platforms in light of social media's growing power. One important facet of modern consumer behavior is the influence of social media on the promotion of branded clothing and the decisions made throughout the purchasing process.

Bamossy, G., Askegaard, S., Solomon, M.R., & Hogg, M.K. (2006). *Consumer Behavior: A Viewpoint from Europe* awareness consumer choices in a diverse country like Guntur requires an awareness of cultural effects on purchasing decisions, which this textbook delivers from a European perspective on consumer behavior.

In Shanghai (N=219), Juanjuan Wu and Marilyn Delong (2006) investigated Chinese opinions of denim jeans with western brands. A third of the shoppers who were observed were dressed in jeans, indicating that jeans are a relatively popular casual wear item in Shanghai. Though comfort and fit took precedence over style and fashion, jeans were still considered highly important. Shanghai customers did not differentiate brands based on nationality, but simply on their origins between the West and the East. Price and fit-related complaints were noted.

In 2004, Avan Eck, AFGrobler, and FJ Herbst polled black teenagers about their opinions about branding in the apparel industry. The study concentrated on how young Black customers perceived clothing—branded or unbranded. Factors and attitudes regarding branded and unbranded jeans were examined for the study.

Young Thai shoppers favored clothing made in the West over that made in the East. Richard Elliott and Susan Auty (1998) investigated the significance of brands, self-monitoring, and fashion engagement. According to Snyder's updated self-monitoring scale, which distinguishes between persons who are extremely compelled to respond to social cues and those who stay "true to themselves," they evaluated the significance of fashion involvement for interpretation of denim brands.

According to Zeb et al. (2011), Pakistani female customers' purchasing behavior towards branded apparel was favorably influenced by main characteristics such as brand attitude, self-concept, status branding, reference group, and paying a premium for branded clothing. According to Ozipek et al. (2012), the two primary factors influencing customers' preferences for clothes are brand and brand image. Customers can define their ideal selves with the aid of brands.

Clothes companies may benefit from the branding model analysis approach in order to obtain positive outcomes. According to Mittal and Aggarwal's (2012) research, consumers in Jaipur associate a brand's style, design, and quality. The purchase of branded clothing and consumer income are significantly correlated. The study also showed that the primary factor influencing decisions to buy branded clothing is pricing. Indian consumers are more drawn to ready-made clothing, particularly from international labels, according to research by Pandian et al. (2012). Men's purchasing decisions for branded shirts are influenced by various factors, including price, durability, color selections, designs, celebrity endorsements, and physical attractiveness.

Rajput et al. (2012) examined the variables influencing the purchase of designer clothing. Because comfort, individuality, and prestige are now linked to quality, consumers' perceptions of branded clothing are rapidly evolving. Because they are aware of and cognizant of quality and comfort, customers are willing to pay any price for them.

Together, these resources provide a basis for knowledge about consumer purchasing patterns, the significance of branding, and other variables influencing young people's decisions about wearing branded clothing. They contribute to the theoretical framework and offer useful insights for carrying out this topic's actual investigation in the context of Guntur.

RESEARCH METHODOLOGY

Commonly speaking, research is the pursuit of knowledge. Another way to describe research is as a methodical, scientific search for relevant data on a certain subject. Actually, research is a kind of artistic scientific inquiry. Research is defined as "a careful investigation or inquiry specially through search for new facts in any branch of knowledge" in the Advanced Learner's Dictionary of Current English.¹ Research is described as a "systematized effort to gain new knowledge" by Redman and Mory.² Research is viewed by some as a movement that moves from the known to the unknown. In actuality, it's a journey of discovery.

We all have the essential curiosity instinct because, when faced with the unfamiliar, we all wonder. Our curiosity leads us to investigate and gain a deeper and deeper grasp of the unknown. This natural curiosity is the source of all knowledge, and the process by which humans attempt to learn about the unknown is known as study. Since research is a scholarly endeavor, the word should only be used in a technical meaning.

Clifford Woody states that conducting research entails defining and redefining problems, formulating hypotheses or potential solutions, gathering, organizing, and analyzing data, drawing conclusions and deducing implications, and finally carefully testing the conclusions to see if they agree with the original hypothesis. "The manipulation of things, concepts, or symbols to generalize to extend, correct, or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art," is how D. Slesinger and M. Stephenson define research in the Encyclopaedia of Social Sciences.

Therefore, research adds something new to the body of knowledge that already exists and advances it. It is the pursuit of truth by investigation, testing, comparison, and observation. Research is, in essence, the objective, methodical quest for knowledge in order to solve a problem. Research also includes the methodical approach to theory creation and generalization. Because of this, the term "research" refers to the methodical approach.

Sampling technique:

Convenience sampling technique will be used for this study.

DATA COLLECTION:

Primary data:

This is the data which is collected fresh and for the first time and thus happen to be original in character. I will be using the structured questioners.

Secondary data:

This is the data which have been collected already by someone else and which have already been passed through the statistical process. I will collect it from the sources like internet, published data etc.,

Population of the study:

The youth of Guntur will be included in the population. Target population:

The youth is the targeted population for the study.

SAMPLE SIZE:

Sample size calculation is concerned with how much data we require to make a correct decision on particular research. If we have more data, then our decision will be more accurate and there will be less error of the parameter estimate. This doesn't necessarily mean that more is always best in sample size calculation. A statistician with expertise in sample size calculation will need to apply statistical techniques and formulas in order to find the correct sample size calculation accurately.

HYPOTHESIS TESTING:

Chi-square test will be used when the set of observed frequencies obtained after study have to be supported by hypothesis or theory. The test is known as X²-test of goodness of fit and is used to test if the deviation between observation(experiment) and theory may be attributed to chance(fluctuations of sampling). X² also enables us to explain whether or not two attributes are associated or related to each other.

To test the goodness of fit:

The null and alternative hypothesis to be tested is as follows:

Null hypothesis:

There is no significance relation between age and brand preference.

Alternative hypothesis:

There is no significance between age and brand preference.

Hypothesis 1.

H1: There is significance between the age and brand preference in casuals.

H0: There is no significance between the age and brand preference in casuals.

Chi-Square Test

Frequencies

AGE

AGE	Observed N	Expected N	Residual
15-20	93	83.7	9.3
20-25	94	83.7	10.3
25-30	64	83.7	-19.7
Total	251		

Which brand do you prefer more in casuals

Which brand do you prefer more in casuals	Observed N	Expected N	Residual
MUFFTI	25	50.2	-25.2
DIESEL	54	50.2	3.8
LEE	78	50.2	27.8
LEVIS	66	50.2	15.8
OTHERS	28	50.2	-22.2
Total	251		

Test Statistics

	AGE	Which brand do you prefer more in casuals
Chi-Square	6.940 ^a	43.124 ^b
Df	2	4
Asymp. Sig.	.031	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 83.7.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.2.

interpretation:

The above analysis shows the chi square test results that there is a significant difference between the age and the preference of brand in casuals. As a result the obtained significant value is >0.05 . So rejecting the null hypothesis and accepting the alternative hypothesis.

Reason: This why because the age factor is one of the influencing factor which dominates the decision making in preferring the brand.

Hypothesis 2.

H1: There is a significant difference between the Gender and the preference of brand in casuals.

H0: There is no significant difference between the Gender and the preference of grand in casuals.

GENDER

GENDER	Observed N	Expected N	Residual
MALE	152	125.5	26.5
FEMALE	99	125.5	-26.5
Total	251		

Which brand do you prefer more in casuals

Which brand do you prefer more in casuals	Observed N	Expected N	Residual
MUFFTI	25	50.2	-25.2
DIESEL	54	50.2	3.8
LEE	78	50.2	27.8
LEVIS	66	50.2	15.8
OTHERS	28	50.2	-22.2
Total	251		

Test Statistics

	GENDER	Which brand do you prefer more in casuals
Chi-Square	11.191 ^a	43.124 ^b
df	1	4
Asymp. Sig.	.001	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 125.5.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.2.

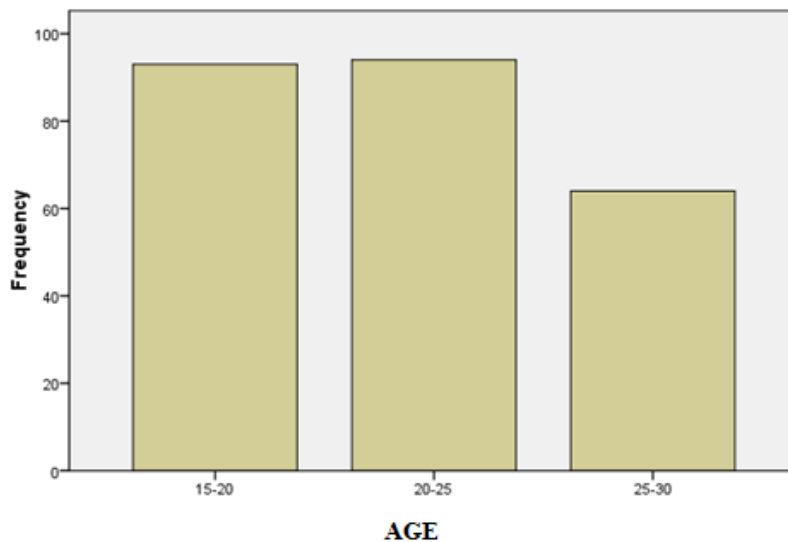
interpretation:

The above analysis shows the chi square test results that there is a significant difference between the gender and the preference of brand in casuals. As a result the obtained significant value is >0.05 . So rejecting the null hypothesis and accepting the alternative hypothesis.

Reason: This is why because the gender is also another factor which can be considered because depending upon the availability of the apparels in the particular brand can influence the male and female to be more conscious towards a particular brand. With we can strongly say that there is a significance between the gender and the preferring the brand. DATA ANALYSIS.

Table 1: Age wise distribution of customers

Age wise distribution of customers	Frequency	Percent	Valid Percent	Cumulative Percent
15-20	93	37.1	37.1	37.1
20-25	94	37.5	37.5	74.5
25-30	64	25.5	25.5	100.0
Total	251	100.0	100.0	

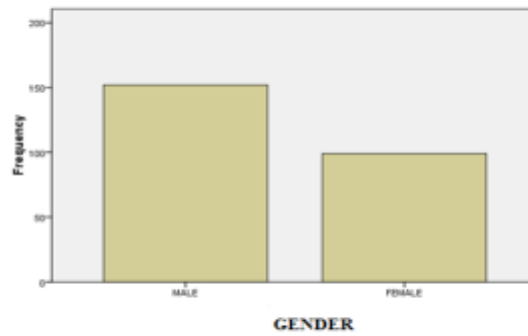


Interpretation: The above analysis shows about the Age group of the customers.

The graph clearly indicates that 93% of them fall into the range of 15-20 and the rest 94% of them fall into 20-25, the rest 64% fall into the range of 25-30, which is out of 251 samples.

Table 2 : Gender wise classification of customers

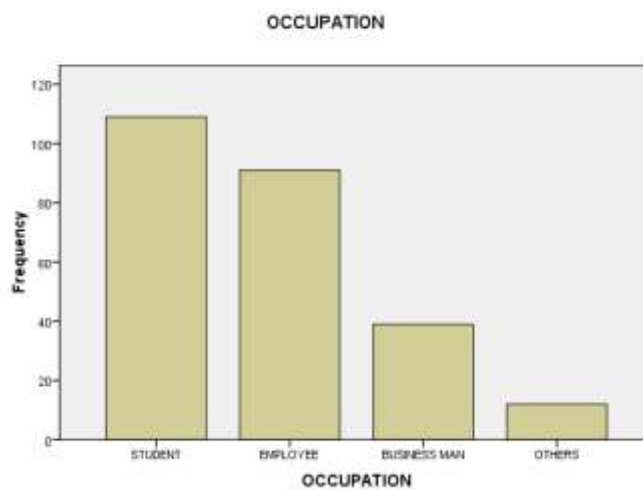
Gender wise classification of customers	Frequency	Percent	Valid Percent	Cumulative Percent
MALE	152	60.6	60.6	60.6
FEMALE	99	39.4	39.4	100.0
Total	251	100.0	100.0	



Interpretation: The above analysis shows about the Gender discrimination of the customers. The graph clearly indicates that 152% of them are males and the rest 99% are females. This indicates that male possess high buying behavior towards branded apparels out of 251 samples.

Table 3: Occupation distribution of customers

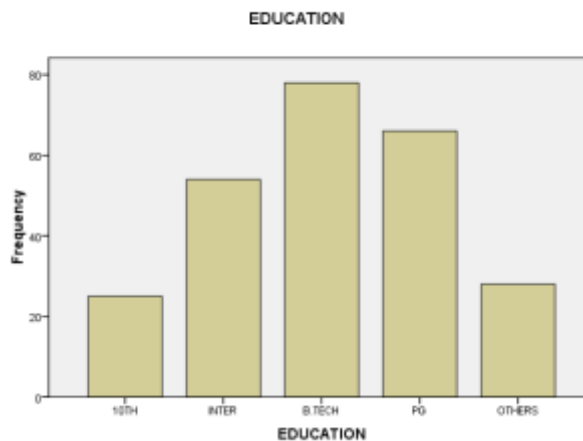
Occupation distribution of customers		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STUDENT	109	43.4	43.4	43.4
	EMPLOYEE	91	36.3	36.3	79.7
	BUSINESS MAN	39	15.5	15.5	95.2
	OTHERS	12	4.8	4.8	100.0
	Total	251	100.0	100.0	



Interpretation: The above analysis shows about the Occupation of the customers. The graph clearly indicates that 109% of them are students and the rest 91% are employees, 39% are businessmen and the rest 12% are others. This indicates that students tend to possess high buying behavior toward branded apparels out of 251 samples.

Table 4: Education-wise distribution of customers

Education wise distribution of customers	Frequency	Percent	Valid Percent	Cumulative Percent
10TH	25	10.0	10.0	10.0
INTER	54	21.5	21.5	31.5
B.TECH	78	31.1	31.1	62.5
PG	66	26.3	26.3	88.8
OTHERS	28	11.2	11.2	100.0
Total	251	100.0	100.0	



Interpretation: The above analysis shows about the Education. The graph clearly indicates that 25% of them are 10th class, 54% are Intermediate, 78% are B.tech graduates and 66% are P.G, the rest 28% fall under others. The bar graph clearly shows the impact of the education. I.e. the B.tech students are more conscious towards brand apparels which is taken from the sample of 251.

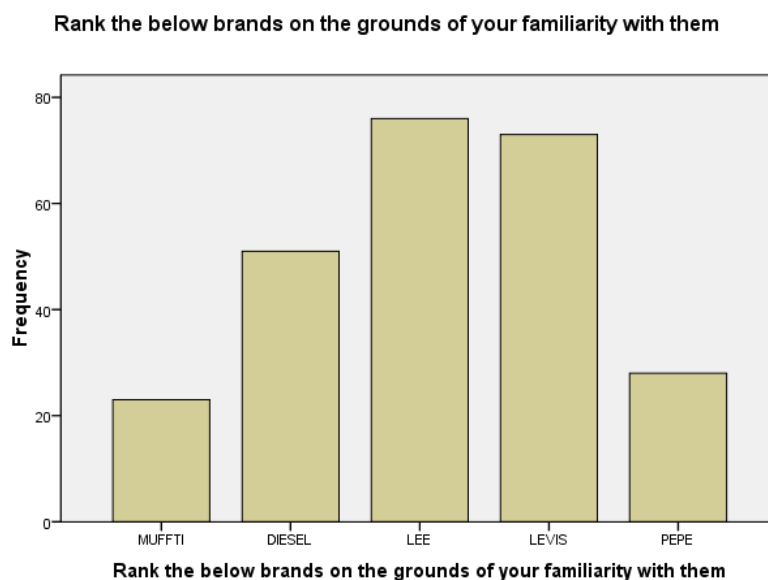
Table 5 : Customer brand preferences in casuals

Customer brand preferences in casuals	Frequency	Percent	Valid Percent	Cumulative Percent
MUFFTI	25	10.0	10.0	10.0
DIESEL	54	21.5	21.5	31.5
LEE	78	31.1	31.1	62.5
LEVIS	66	26.3	26.3	88.8
OTHERS	28	11.2	11.2	100.0
Total	251	100.0	100.0	

Interpretation: The above analysis shows about Which brand you prefer more in casuals. The graph clearly indicates that 25% of them prefer Mufti, 54% prefer Diesel, 78% of them prefer Lee and 66% of them prefer Levis, the rest 28% prefer other brands of sample size 251.

Table 6: Rank the below brands on the grounds of your familiarity with them

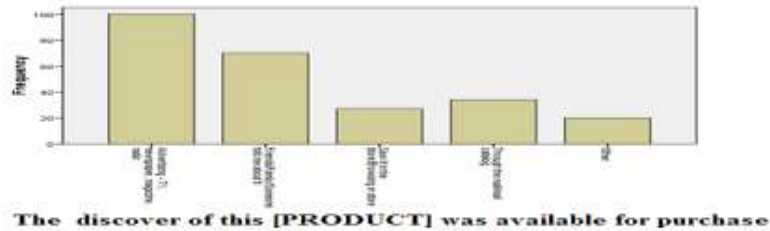
Rank the below brands on the grounds of your familiarity with them	Frequency	Percent	Valid Percent	Cumulative Percent
MUFFTI	23	9.2	9.2	9.2
DIESEL	51	20.3	20.3	29.5
LEE	76	30.3	30.3	59.8
LEVIS	73	29.1	29.1	88.8
PEPE	28	11.2	11.2	100.0
Total	251	100.0	100.0	



Interpretation: The above analysis shows Rank the below brands on the grounds of your familiarity with them. The analysis indicate that only 23% ranked for Mufti,51% for Diesel,76% for Lee and 73% for Levis and the rest 28% for Pepe.This shows that majority of the respondents are familiar with Lee and Levis which is out of 251 samples.

Table 7: The discover of this [PRODUCT] was available for purchase

The discover of this [PRODUCT] was available for purchase	Frequency	Percent	Valid Percent	Cumulative Percent
Advertising - TV, newspaper, magazine, radio	100	39.8	39.8	39.8
Friends/Family/Someone told me about it	70	27.9	27.9	67.7
Saw it in the store/Browsing in store	27	10.8	10.8	78.5
Through the mail/mail catalog	34	13.5	13.5	92.0
Other	20	8.0	8.0	100.0
Total	251	100.0	100.0	



Interpretation: The above analysis shows How you first discovered this (Product) was available for purchase. The bar graph indicates 100% through Advertising - TV, newspaper, magazine, radio.70% through Friends/Family/Someone told me about it.27% through saw it in the store/Browsing in store.34% through the mall/mail catalog. Rest 20% through other sources which is taken through 251 sample.

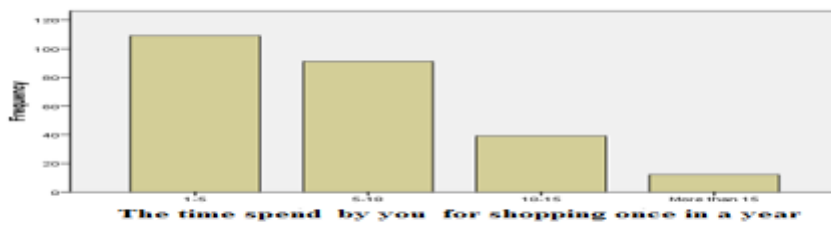
Table 8: Rank the features that make you to choose branded apparels

Rank the features that make you to choose branded apparels	Frequency	Percent	Valid Percent	Cumulative Percent
BRAND IMAGE	105	41.8	41.8	41.8
COMFORT	79	31.5	31.5	73.3
DESIGN	30	12.0	12.0	85.3
QUALITY	37	14.7	14.7	100.0
Total	251	100.0	100.0	

Interpretation: The above analysis shows Rank the features that make you to choose branded apparels. The graph shows 105% opted for Brand Image, 79% for comfort, 30% for design, and 37% for quality out of 251 sample.

Table 9: The time spend by you for shopping once in a year

The time spend by you for shopping once in a year	Frequency	Percent	Valid Percent	Cumulative Percent
1-5	109	43.4	43.4	43.4
5-10	91	36.3	36.3	79.7
10-15	39	15.5	15.5	95.2
More than 15	12	4.8	4.8	100.0
Total	251	100.0	100.0	



Interpretation: The above analysis shows How many times do you go for shopping once in a year. The graph says 109% for 1-5 times, 91% for 5-10 times, 39% for 10-15 times and 12% for more than 15 out of 251 sample size.

Table 10: The customer spend for this product

The customer spend for this product	Frequency	Percent	Valid Percent	Cumulative Percent
1000-2000	25	10.0	10.0	10.0
2000-3000	54	21.5	21.5	31.5
3000-4000	78	31.1	31.1	62.5
4000-5000	66	26.3	26.3	88.8
Above 5000	28	11.2	11.2	100.0
Total	251	100.0	100.0	

Interpretation: The above analysis shows How much the customer spend for this product. The analysis shows 25% for 1000-2000, 54% for 2000-3000, 78% for 3000-4000, 66% for 4000-5000 and 28% for above 5000 which is taken from the sample of 251.

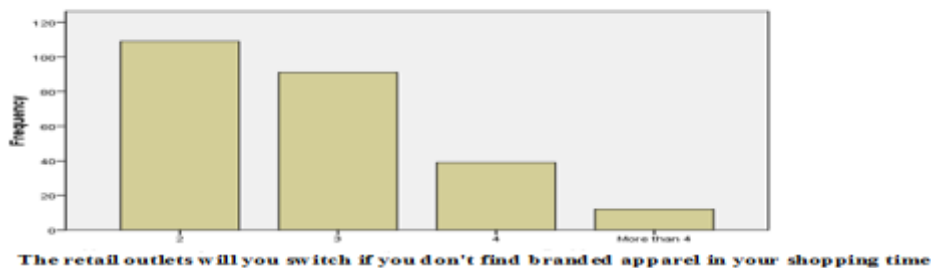
Table 11: From where do you prefer to buy apparels

From where do you prefer to buy apparels	Frequency	Percent	Valid Percent	Cumulative Percent
Any traditional store	82	32.7	32.7	32.7
Branded outlet	127	50.6	50.6	83.3
Online	42	16.7	16.7	100.0
Total	251	100.0	100.0	

Interpretation: The above analysis shows From where do you prefer to buy apparels. The bar graph shows 82% of them prefer to buy them from any traditional store, 127% through branded outlet, and 42% through online which is taken from the sample size of 251

Table 12: The retail outlets will you switch if you don't find branded apparel in your shopping time

The retail outlets will you switch if you don't find branded apparel in your shopping time	Frequency	Percent	Valid Percent	Cumulative Percent
2	109	43.4	43.4	43.4
3	91	36.3	36.3	79.7
4	39	15.5	15.5	95.2
More than 4	12	4.8	4.8	100.0
Total	251	100.0	100.0	



Interpretation: The above analysis shows How many retail outlets will you switch if you don't find branded apparel in your shopping time. The graph shows 109% visit 2 outlets, 91% visit 3 outlets, 39% visit 4 outlets and the rest 12% more than 4 outlets to find their preferred brand

This is taken from the sample size of 251.

Table 13: Number of hours spent inside retail stores while making this decision was approximately

Number of hours spent inside retail stores while making this decision was approximately	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 15 Mins	110	43.8	43.8	43.8
15-25 Mins	95	37.8	37.8	81.7
25 - 30 Mins	38	15.1	15.1	96.8
More than 30 Mins	8	3.2	3.2	100.0
Total	251	100.0	100.0	

Interpretation: The above analysis shows The total number of hours spent inside retail stores while making this decision was approximately. The graph shows 110% will spend Less than 15 minutes, 95% spend 15-25 minutes, 38% will spend 25-30 and the rest 8% will spend more than 30 minutes out of 251 sample.

Table 14 :Name the Brand that you think has the "Top of Mind Recall"

Name the Brand that you think has the "Top of Mind Recall"	Frequency	Percent	Valid Percent	Cumulative Percent
Mufti	51	20.3	20.3	20.3
Diesel	53	21.1	21.1	41.4
Lee	67	26.7	26.7	68.1
Levis	55	21.9	21.9	90.0
Pepe	25	10.0	10.0	100.0
Total	251	100.0	100.0	

Interpretation: The above analysis shows Name the brand that you think has the “Top of Mind Recall”. 51% recall Mufti, 53% recall Diesel, 67% recall Lee and 55% recall Levis and rest 25% recall Pepe which is taken from the sample of 251.

Table 15 :The source of information you think keeps a brand on top of Mind Recall

The source of information you think keeps a brand on top of Mind Recall	Frequency	Percent	Valid Percent	Cumulative Percent
TV Commercials	58	23.1	23.1	23.1
Paper Ads	75	29.9	29.9	53.0
FM	24	9.6	9.6	62.5
Out Door Hoardings	72	28.7	28.7	91.2
WOM	22	8.8	8.8	100.0
Total	251	100.0	100.0	

Interpretation: The above analysis shows Which source of information you think keeps a brand top of mind recall. According to the analysis 58% recall through TV commercials, 75% through paper ads, 24% of them recall through FM, 72% through-out door handling and 22% through WOM from the sample of 251.

Table 16 : Customer Loyalty towards a Brand

Customer Loyalty towards a Brand	Frequency	Percent	Valid Percent	Cumulative Percent
Always Loyal	109	43.4	43.4	43.4
Some Times Loyal	91	36.3	36.3	79.7
Cannot say	39	15.5	15.5	95.2
Never Loyal	12	4.8	4.8	100.0
Total	251	100.0	100.0	

Interpretation: The above analysis shows Do you prefer to be loyal to a single brand. The analysis shows 109% will always be loyal, 91% sometimes be loyal, 39% of them opted for can't say and the rest 12% are never loyal as per the sample size of 251.

Table : 17 Rate your satisfaction level in using branded apparels

Rate your satisfaction level in using branded apparels	Frequency	Percent	Valid Percent	Cumulative Percent
Very much satisfied	79	31.5	31.5	31.5
Satisfied	45	17.9	17.9	49.4
Cannot say	22	8.8	8.8	58.2
Dissatisfied	54	21.5	21.5	79.7
Very Much Dissatisfied	51	20.3	20.3	100.0
Total	251	100.0	100.0	

Interpretation: The above analysis shows Rate you satisfaction level in using branded apparels. According to the analysis 79% opted for very much satisfied, 45% are satisfied, 22% cannot say, and 54% expressed their dissatisfaction, the rest 51% are very dissatisfied with the branded apparels out of the sample 251.

RECOMMENDATIONS:

After studying the buying behavior of the youth of Guntur regarding the branded apparels, what we recommend to the apparels manufacturing as well as marketing companies is that:

In Guntur youth is aware about the National & International brands but some of the brands are not available in Guntur so companies should expand their distribution networks.

Consumer of the Indian market are very price precious due to very high prices of some international brands so companies is not able to afford that particular brands so companies should make some of the stuffs of apparels available at the affordable prices.

Most of the youth make the decision of buying the apparels when their favorite celebrity is using & wearing that particular brands like john player is promoted by Hritik Roshan. So companies should promote their brands by endorsing the celebrity whose personality is matching with the brands.

CONCLUSION:

The research has shown the customer buying behavior regarding branded apparels. Since the customer buying behavior is the important factor to forecast the sales of any product in particular area. So the retailers should keep close eye on the market situation, with new players entering the youth segment and heating up the market old players are pepping up their merchandise, and providing attractive offers & services to charm the customer based on the analysis & interpretation.

There is high potential for youth apparel in Guntur both in terms of branding& specialty retail. However their success depends on the extent of their product differentiation and retailer experience.

Brand apparel is in its nascent stage in Guntur.

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