

An Analytical Examination of Consumer Purchasing Behaviour About Fashion Apparel In Uttar Pradesh.

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ABSTRACT

Every country in the world has its own smaller and specialized fashion industry that caters to certain national, regional, cultural, or religious audiences. Most people in the globe today wear according to “world fashion,” and relatively low-cost version of Western apparel, commonly a T-shirt with slacks or a skirt on a mass scale. These sectors function alongside the global fashion industry, but on a smaller and more regional scale. The purpose of this study is to determine how consumers feel about branded clothing. We have gathered 100 people from Ludhiana to complete the questionnaire. We have implemented the relevant statistical tools for data analysis.

Keywords: Clothing Industry, Customers, Techniques, International

Introduction

The fashion industry is one of the fastest-growing industries in the world today. The fashion industry in India is currently seen as very active. The fashion business in India has been experiencing a growth for the last several decades since more and more Indians are becoming aware of fashion.

The rise in competitiveness and globalization, as well as the short life cycles of clothing in the fashion retail industry, have led to more symmetrical customer behavior and created a variety of marketing issues for retail companies. In order to survive in this industry, producers and merchants must come up with efficient marketing techniques. It has been observed that fashion trends in India have had a significant impact on the fashion apparel sector.

The fashion apparel sector has become more diversified due to fashion brands, personalization, advertising, and ethnicity in the global marketplace. Manufacturers and sellers of fashion apparel will be better able to attract and keep their target consumers if they can identify the preferences of those consumers. As a result, the current study aims to examine the aspect of fashion apparel shopping that is relevant to customers. While the literature has extensively covered the different aspects of the research subject of buying intentions, this study adds to the existing knowledge by examining the roles of manufacturers and retailers in influencing purchase intentions. It does this by considering factors such as value and status, price sensitivity, and many other brand-related factors among consumers in India.

The buying habit of urban Indian consumers in the middle and upper classes is heavily influenced by Western culture, particularly among women. People are becoming more and more favorable toward Western trends. The Indian customer has grown lot more open-minded and willing to try new things in their point of view. Foreign brands are widely accepted by consumers in India. Fashion is a billion-dollar sector that employs millions of people all around the world, including in developing economies. Consumers are significantly impacted by these rapid changes in the current environment.

The fashion industry has undergone significant changes over the past few decades, and throughout the late 1980s, there were only a few prominent retailers that dominated the market. In the rapidly changing fashion sector, even the finest plans and efforts can fail due to changes in the economy and the actions of competitors.

Following independence, the Indian fashion industry and the way Indians dressed changed due to the effects of globalization, which resulted in a combination of Indian and Western styles of dress. Curtis on denim and spaghetti with sarees are instances of how Western culture has influenced the Indian fashion industry. The work of Indian designers is much valued around the world.

REVIEW OF LITERATURE

According to Susan Kaiser, the fact that there is both a growing diversity of options in different geographic areas and a trend toward uniformity throughout those areas is a contradiction that exists on a worldwide scale. On the one hand, every shopping mall in every city has the same retailers and sells the same fashion things.

However, Dholakia [1] may be oversimplifying things by saying that shopping is a gendered activity. Even with this information in mind, there are still some broad differences between the buying habits of men and women. A preconception that many people have about males and shopping is that they go into a store, get what they need, and leave immediately. Women view clothing as a way to express their individuality and social standing, while males are more concerned with the practical and economical advantages of clothing. According to Caterall and MacLaran, the roles can be understood in terms of the cultural beliefs around masculinity and femininity.

Kotler [2] The primary goal of marketing is to meet the requirements and desires of the intended customer. Consumer behavior is the study of the elements that influence the way a consumer makes purchases. It provides an understanding of how consumers choose, buy, and use products and services to meet their needs and wants.

According to Mintel's analysis, marketers are targeting women in the 20-24 and 25-34 age groups because they are less concerned about the quality of their apparel and instead prefer to focus on style. There are a few important points that need to be clarified in order to understand the shopping behavior of males and females: The word "sex" is a genetic characteristic that indicates whether someone is physiologically a man or a woman. It pertains to the psychological, sociological, and cultural tendencies of both men and women.

Moss [3] argued that in order to examine the buying behavior of males and females, three key concepts need to be clarified: The term "sex" is a biological concept that refers to whether a person is physically male or female. Gender is a social concept that refers to the behavioral patterns of men and women that are based on psychological, sociological, and cultural factors.

According to Bhardwaj and Fairhurst, the way people see fashion is different for each generation. Compared to older people, younger individuals tend to prefer buying a larger quantity of inexpensive, fashionable garments, even if they are of lower quality. Older people, on the other hand, prefer to buy a smaller number of items that are of greater quality. In order to produce a shopping experience that is gratifying for both parties, the older fashion retailers Helen McCormick and Charlotte Livett must effectively combine hedonistic leisure with practical utilitarianism. Consumers would consider fashion to be a waste because it involves purchasing low-quality clothing and then discarding previous apparel as soon as the new ones are hung up in the closet.

The goal of the study:

1. To investigate the characteristics of the fashion sector and how familiar customers in Uttar Pradesh are with branded clothing.
2. To investigate how buyers feel about clothing with brand names.

Methodology

Research is the methodical process of investigating in order to find facts and come to new conclusions. Research is the process of creating new information and using current knowledge in a fresh and creative way to develop new concepts, approaches, and understandings.

The study examines how consumers behave when they buy clothing and how they feel about clothing that has a brand name. In order to conduct an in-depth study, the author has developed a methodology. The investigation is being conducted in both urban and rural areas. The study will concentrate on various age groups. The responses shall be 200 in no.

The questionnaire will be created and then given to the participants. The subjects will be informed about how important the study is. The subjects will be given an explanation of the questions.

SCOPE OF THE STUDY

The goal of the proposed study is to examine the factors that influence the process of making purchasing decisions. The proposed work will only include consumers who are between the ages of 24 and 40. The people who are responding will be asked to complete the questionnaire. The study is limited to Punjab.

The magnitude of this study and the limited amount of time that can be spent on it are its constraints. This research can only take into account a limited number of aspects and analyze them to a specific extent. The study will focus on a small part of the market, specifically the fashion industry, in terms of the sample size.

Size of the Sample

The sample size has been limited to 200 customers in order to take the research aims and limits into consideration. The candidates will be present in varying amounts. from the cities of Uttar Pradesh like Kanpur, Lucknow etc. The no of respondents are selected according to the fashion trend in these places.

Sampling Unit

The sampling unit for the study will consist of customers from different age groups from cities of Uttar Pradesh

DATA COLLECTION METHOD

Both primary and secondary data will be used in the current study. A systematic questionnaire will be used to gather the primary data, and it should be created with a number of different characteristics in mind. Books, research papers, journals, articles, newspapers, websites, and other sources of information will be used to gather secondary data.

Data Analysis

The data will be analyzed using the appropriate statistical tools and techniques in order to identify objectives. Statistical approaches that are accessible will be used to handle and analyze the data. The data analysis will be interpreted in the form of findings and conclusions based on the results of the analysis.

Data Analysis and Interpretation

In this portion of the article we will be evaluating the impact of numerous factors on consumer behavior towards their fashion garment purchase. A systematic questionnaire was used to collect data from the residents of Ludhiana on their opinions on branded clothing [26,27].

Once the data has been gathered from the respondents, it is evaluated using the SPSS statistical tool and the appropriate testing methods. The demographic and psychographic characteristics of individuals were studied independently in order to determine the precise influence they had on their purchases of branded apparel. The following procedures are taken in statistical analysis in order to determine the precise outcome.

Test of Reliability

Step 1: The first step is to conduct a reliability analysis in order to determine the accuracy of The questionnaire was designed for the study, and it will also be used to determine the validity of the questionnaire when a similar study is conducted in the future.

Statistics on Reliability Table 1: Cronbach's Alpha Cronbach's Alpha: 0.931 Number of Items: 56 The Cronbach's alpha method is also used to determine the reliability and validity of the questionnaire. This study takes into account all of the dependent and independent variables. Because it is a consumer-based study, the standard value is set at 0.7, and the resulting output value is compared to this standard value. Because the value that was obtained is greater than the standard value ($0.931 > 0.7$), the test is regarded to be reliable and suitable for future use (see Tables 1 and 2).

Age Factor

In order to determine whether a consumer's demographic profile has an impact on their purchasing behavior, their intention to buy clothing was compared to their demographic profile. As a result, the demographic profile of a customer, which includes their age, gender, family income, family type, education, and marital status, is regarded to be independent variables. The elements that influence a customer's intention to make a purchase are considered to be dependent variables.

Table 2: Demographic profile of a customer age.

		Sig.
My social status influences me towards purchase of fashion apparel	Total	
	Between Groups	0.056
I want to get noticed by people for buying expensive apparels	Within Groups	
	Total	
	Between Groups	0.0391
	Within Groups	
I like to get involved in buying	Total	

Factors that influence the intention to buy, such as brand image, quality, pricing, ads, promotional schemes, and store displays, were taken into account.

The ANOVA test was used to compare these factors. At the completion of the analysis, the value that was acquired is compared to the standard value. Because this is a consumer-based study, the standard value is considered to be 0.05. As a result, it is determined that the age element has a substantial impact on their intention to acquire fashion apparel products, because the value received is smaller than the standard value. It demonstrates that buyers from different age groups have distinct motivations when it comes to making purchases.

Education The education level of a responder is taken into account and compared to their propensity to buy fashion clothing. The values obtained from the ANOVA test are compared to the standard value of 0.05. Because the values of 0.811 and 0.249 are more than the normal value, it can be stated that education does not have a significant impact on their decision to purchase branded clothing (Table 3).

Table 3: Demographic profile of a customer Education.

		Sig.
My social status influences me towards purchase of fashion apparel	Total	
	Between Groups	0.811
I want to get noticed by people for buying expensive apparels	Within Groups	
	Total	
I like to get involved in buying	Between Groups	0.249
	Within Groups	
	Total	

Family Income

Family income is taken into account as a factor and is contrasted with their propensity to purchase stylish clothing. The values obtained from the ANOVA test are compared to the standard value of 0.05. Because the values obtained, 0.001 and 0.079, are lower than the normal value, it may be stated that family income is not a significant factor in their decision to acquire branded clothing (Table 4).

Table 4: Demographic profile of a customer family income.

		Sig.
My social status influences me towards purchase of fashion apparel	Total	
	Between Groups	0.001
I want to get noticed by people for buying expensive apparels	Within Groups	
	Total	
I like to get involved in buying	Between Groups	0.079
	Within Groups	
	Total	

Family Type

Family type is considered as a factor and compared with their purchase intention towards fashion apparels. As a result of ANOVA test the obtained values are compared with the standard value (0.05). Since the obtained values 0.159 and 0.949 are higher than the standard value it is concluded that family type does not play an important role in their purchase decision of buying branded apparel (Table 5).

Table 5: Demographic profile of a customer Family type.

		Sig.
My social status influences me towards purchase of fashion apparel	Total	
	Between Groups	.159
I want to get noticed by people for buying expensive apparels	Within Groups	
	Total	
I like to get involved in buying	Between Groups	.949
	Within Groups	
	Total	

CONCLUSION

It has been determined that the consumers in the Ludhiana district are more inclined to purchase clothing that is fashionable and branded. Despite being limited by certain financial factors, such as their individual salary, they are nonetheless quite interested in purchasing branded clothing and are usually aware of the latest fashion trends and brands. However, they have a lower income, but they still want to appear fashionable and well-informed. This study provides valuable insights into the consumer purchasing behavior towards fashion apparel in Uttar Pradesh, highlighting various socio-economic, cultural, and psychological factors that influence decision-making. It was observed that factors such as income level, brand loyalty, fashion trends, and peer influence play a significant role in shaping purchasing patterns. Additionally, the rise of digital platforms has greatly affected consumers' shopping habits, with many consumers opting for online purchases due to convenience and access to a wider range of products. The research also underscores regional variations within Uttar Pradesh, with urban consumers being more inclined towards branded fashion apparel, while rural consumers often prioritize affordability and traditional clothing. The influence of local festivals, seasons, and cultural norms was also found to significantly impact apparel purchasing decisions.

In terms of marketing strategies, the findings suggest that fashion brands need to tailor their offerings to cater to diverse consumer segments in the state. This includes focusing on affordability for rural consumers, promoting fashion trends and premium brands to urban shoppers, and leveraging online platforms for wider reach and convenience.

Overall, understanding consumer behavior in this region is crucial for fashion brands and retailers aiming to effectively target the market and stay competitive in an increasingly dynamic and diversified environment.

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