

An Evaluation of Consumer's Perception towards the Purchase of Apparels of Private Labels

Dr. Mohit Mehta¹, Mr. Shivam Sharma²

Abstract

The objective of this research paper is to evaluate the awareness level and perceived quality of branded apparels. The respondents are from Rajasthan region. The ANOVA technique is used to evaluate the data. This study provides valuable strategic implications for apparels retailers who plan to expand their business.

Keywords: Private Label Brand, Perceptual Process

Introduction

According to Pradhan (2010) we can define retailing as a process in which the sellers persuade to sell the personal or household goods to the respective customers. At the international level, Indian retail market stood at the fourth stair of the ladder, on the other hand it is one of the markets which enjoy the highest amount of investment. This growth of the retail sector is gradually supported by the favorable economic conditions of the country where the GDP is rising at about 6% on annual basis and the customers are having fair amount of disposable income and the efforts of the government agencies giving rise to the high level of urbanization. Apart from food and grocery, apparel is expected to grow 9 to 10 percent year over year, for the next five years. A Mc Kinsey report 'The rise of Indian Consumer Market', estimates that the Indian Consumer Market is likely to grow four times by 2025. In 2005, the middle class segment was relatively smaller in size, comprising just 5% of the total population but this is expected to increase to 41% by 2025. The total apparel consumption by these classes is said to increase more than 10 times from \$3.6 billion in 2006 to \$37 billion by 2025. As per the reports of I.R.R., 2007 the approximate size of the Indian market for apparels, textiles, and related accessories is

1. Associate Professor, School of Business & Management, Jaipur National University, Jaipur

2. Research Scholar, Jaipur National University, Jaipur

estimated to be worth Rs. 112,987 crores, and here also the 19% of the market comes under the head of organized retailing. India is the second largest manufacturer of apparels after China. India's branded apparel industry has been rapidly flourishing in the last few years. In India, apparel is the second largest retail category (behind food and groceries) business, representing approximately 10 percentage of the total market. The overview of the branded apparel market in Rajasthan is similar to the overall Indian market. Rajasthan is one of the recently urbanized states in India. The four largest cities of Rajasthan, i.e. Jaipur, Jodhpur, Udaipur and Ajmer have attracted all major branded apparel players. But now, brands have started shaping buying behavior.

Private Label brands have experienced category growth, as evidenced by the increase in product categories registered in the Private Label Manufacturer's Association's (PLMA) annual yearbook. First published in 1992, PLMA's yearbook had fewer than 200 categories of Private Label Brands. In 2010, their yearbook contained more than 700 categories of private label brand products.

Consumer Perception

As stated in the above given matter, perception can be viewed as a psychological process through which a person interprets the stimuli collected from the external world and by the way of self-reasoning creates a structure of the same in his or her mind. This given process stands true for all kind static and dynamic components given in the external world.

In order to understand the concept of consumer behavior or the actual consumer behavior of the respective customer, it is very important to understand the process of forming a perception. It can also be said that the environment in which a person is living in, gives him or her stimuli for a product or a service. Individual components mean the nearest condition of a human, including everything what is inside the individual, his head and soul, portraying him as an identity. Utilizing his tangible receptors and being affected by outside components, the individual gets data, acknowledges and adjusts it, shapes his own demeanor, bent, assessment, and thought process, which can be characterized as variables that will impact his further action and conduct.

Elements of Perceptual Process

(i) Sensation

Sensation is an incitement of a customer's tangible receptors and transmission of the data to the mind and the spinal line with an assistance of nerve cells. In hypothetical deals with buyer conduct sensation is generally considered as a physiological instrument that helps a human, utilizing his tactile receptors (eyes, ears, nose, mouth and skin) to respond to outer boosts (picture, sound, aroma, taste and surface).

(ii) Attention

Consideration is another component of the perceptual procedure. Consideration as a separating component of the data given by an improvement. The scientists guarantee that consideration is communicated as a preparing extent of the amount of boost data. The greater the extent of the improvement preparing, a greater amount of the boost data a purchaser acknowledges and imagines.

(iii) Interpretation

Elucidation is the component of the perceptual procedure as a procedure of sensation disentangling. The creators are specific to take note of that amid this procedure feeling are transformed into images, for example, words, numbers or pictures and other. Images are additionally utilized for data stockpiling and further investigation.

(iv) Retention

Maintenance puts a noteworthy accentuation on the last component of the perceptual procedure known as maintenance in his works. The shopper remembers better and holds those signs and their implications that are near his frames of mind.

Literature Review

Abbas et al. (2016) conducted research to evaluate the awareness of the customers regarding the apparels of private brands. The findings of the study stated that the retention of the information in the mind of customer regarding any product or service is very closely related to his or her interest in the same. In case of private apparels, the customers are found to be less aware as they are not dependent on the private brands for their purchases.

Ranjitham et al. (2016) presents a comparative analysis between the purchase of the private labels and some other international brands like Raymonds. Van-Hussein, etc. the respective sample size of the study was 200 respondents and included only male respondents. The findings of the study stated that while buying the apparels of the international brands customers are more conscious about the quality, durability, looks and related components while purchasing from the private labels in retail stores the focus is on price and available discounts and any other promotional campaigns.

Madhavaiah et al. (2015) was conducted a study to analyze the impact of demographic characteristics on the consumers for the purchase of apparels of private brands. The findings of the study stated that demographics is not the only component which is responsible to influence the purchase behavior of the customer, there are some other factors as well like, promotion campaigns, store reliability, etc.

Ravindran et al. (2012) had conducted study to evaluate the consumer perception for the apparels of private labels. This study was conducted in the city of Coimbatore. The sample size of the study was 150 respondents including male and female respondents. The findings of the study stated that for the purchase of apparels, a high involvement of female respondents was observed and it was more than the male respondents. The study also stated that the customers feel comfortable in purchasing private brands as they are budget friendly and high variety of the same is available.

Objective of the Study

- To identify the need for new apparels and match the same with customer requirement.
- To check the awareness level of consumers regarding branded apparels.
- To study the perception of consumer about the branded apparels.

Hypothesis

H₁: Price related perceptions towards private labels are not significantly different between male and female.

H₂: There is no association between the different types of shoppers and the store selected for purchasing private labels.

Research Methodology

Sampling

In this study the sampling was non-probable and purposive;

Sample Size

The size of the sample in this present study is 100 respondents; conducted at the different time frames.

Data Collection

In this present study a structured questionnaire is used for the purpose, and the time frame of the data collection was from August 2019 to September 2019

Statistical Tools Used

One way ANOVA is being used to test the hypothesis.

Data Analysis and Interpretation

Hypothesis

Summary results of ANOVA H₁

On the Basis of Age	F	Sign
Private Label are less on prices	.155	.926
Private labels are not worth to their price	.688	.559
Generally Private labels are replica of big brands	.660	.577
Private labels are not good on quality	.365	.778
Fabric of private labels is not comfortable for the body	.889	.446
On the Basis of Education		
Private Label are less on prices	3.098	.016

Private labels are not worth to their price	.534	.711
Generally Private labels are replica of big brands	.983	.417
Private labels are not good on quality	1.885	.112
Fabric of private labels is not comfortable for the body	1.117	.348
On the Basis of Income		
Private Label are less on prices	.209	.890
Private labels are not worth to their price	.579	.629
Generally Private labels are replica of big brands	.993	.396
Private labels are not good on quality	.593	.620
Fabric of private labels is not comfortable for the body	.301	.825
On the Basis of Cadre		
Private Label are less on prices	1.056	.367
Private labels are not worth to their price	1.398	.242
Generally Private labels are replica of big brands	2.036	.108
Private labels are not good on quality	.371	.774
Fabric of private labels is not comfortable for the body	1.750	.156

Interpretation

As far as the age of the respondents is concerned it can be seen from the above analysis that the level of variation is less between the 'F' and 'Sign.' value, in almost all the cases. Though in some of the cases like the fabric of private label and overall quality of the apparel, some amount of variation is experienced.

The amount of variation is high in almost all the cases. This refers to the fact that the respondents are informed enough to buy the apparels of private label at desired price.

Then on the basis of income of the respondents, the amount of variation is high in case of prices of private labels, duplication of store brands and quality of the fabric of private labels. This variation may be due to the income variation of the respondents i.e. the respondents of the high income group are not buying the store brands all the time, they are regular customers of store brands but they also prefer private labels at some occasions. This situation may be viewed in a vice-versa condition.

Here the researcher would like to mention that as far as the perception of the respondents for the private label is concerned, gender is not the deciding factor or we can say that gender is not the only factor, rather respondents from different gender are having inclination for the private labels in relation to their income, age and education. Rather it is clear that demographic factors are having collective impact on the purchase decision of the respondents and not a single factor can levy the desired impact.

Result

In light of the above interpretation, it can be said that Price related perceptions towards private labels are not significantly different between male and female i.e. there are some other demographic variables like age, income, education, etc. also responsible for the same.

Summary results of ANOVA H₂

On the basis of Age		
Price is the main consideration for buying apparels	.329	.404
Quality is the main consideration for buying apparels	1.575	1.195
Distance to the store is the main consideration for buying apparels	1.222	1.301
I prefer branded apparels for gifting purpose	3.376	2.018
I might prefer private labels for routine wear	.524	.666
I compulsively purchase from my favorite store	.539	.655
For special occasions I consider my own appearance over my favorite brand	3.961	3.008
On the basis of Education		
Price is the main consideration for buying apparels	.614	.653
Quality is the main consideration for buying apparels	1.618	.168
Distance to the store is the main consideration for buying apparels	1.193	.942
I prefer branded apparels for gifting purpose	.967	.625
I might prefer private labels for routine wear	1.899	1.109
I compulsively purchase from my favorite store	.439	.525

For special occasions I consider my own appearance over my favorite brand	.097	.962
On the basis of Income		
Price is the main consideration for buying	.834	.475
Quality is the main consideration for buying apparels	.861	.461
Distance to the store is the main consideration for buying apparels	1.474	.700
I compulsively purchase from my favorite store	1.851	.937
For special occasions I consider my own appearance over my favorite brand	.470	.504

Interpretation

As far as the component of age is concerned, respondents from all the age groups were agreed to the fact that price is the main consideration for buying the apparels, here it is important to mention that other than the luxury brands like Gucci, Caprese, etc. all type of customers are conscious towards the price of the apparels and seldom search for good deal of offers at the branded stores. It is not so that all the customers are buying the branded apparels for their own use, they also feel pride in gifting the branded apparels to their near and dear ones. Then there are some of the respondents who use to wear the branded apparels in daily manner, but the type of apparels vary as per the requirement and liking of the respondents.

Then on the basis of education, price is one of the major considerations, as far as branded apparels are related. The meaning and acceptance of quality also differs with the factor of education, some amount of variation is found regarding the distance of the store from the place of the respondents. On the basis of education gifting of branded apparels is not always the suitable choice; they stated that the variety of gift depends on the relationship with the respective person. Then the respondents stated that they do not always prefer the branded apparels for routine use, rather comfort level is the major consideration.

On the basis of income, even the respondents from the high income group are also conscious about the price of the apparels, here the comparison is between the price and latest fashion. Then there is certain amount of variation on the basis of quality of the product. People of high income group are having the limitation of time but price is never a constraint, hence they look forward to

the nearest store that can cater all their needs in this respect. Then the respondents from the low income group use to travel a lot for in search of their suitable apparel.

Result

On the basis of the above interpretation and the analysis given in the table researcher can say that there is a strong association between the different types of shoppers and the store selected for purchasing private labels. So the null hypothesis is rejected and the alternate hypothesis is accepted.

Conclusion

As this study was focused on the perception of the customers regarding the purchase of apparels of private labels and the location of the study was Rajasthan. The findings of the study stated that price is one of most important components while going for the purchase of private label apparels and even the loyalty of the customers cannot be associated with the type of store that a customer use to visit at a given point of time i.e. it cannot be taken as granted that the customer will certainly visit the store for his or her next purchase.

As mentioned in the parentheses of the present study, every time a new store is opened customer certainly visit the same, as they are attracted by the promotion and attractiveness of the store to a great extent and the store try to make the maximum amount of sale at this juncture as it is not sure that the customer will visit next time for the purchase of same product.

References

1. Jafar Ikbāl Laskar and Haidar Abbas (2016), Consumer Perception of Branded Garments in Indian Apparel Industry, Journal of Business Administration and Management Sciences Research Vol. 3(6), pp. 101-105, June, 2014, ISSN 2315- 8727, 2014 Apex Journal International
2. Md. Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad AnwarulAzim, Md. Russel Anwar (2014), Customer Perceptions In Buying Decision Towards Branded

- Bangladeshi Local Apparel Products, European Scientific Journal March 2014 edition Vol.10, No.7,pp.482-497. [4]
3. Meeran, M. S., & Ranjitham, D. D. (2016). Customers Buying Attitude Towards Branded Apparel on Showrooms at TirunelveliDist, Tamilnadu. Indian Journal of Applied Research, 6(2).
 4. Mittal, P., & Aggarwal, S. (2012). Consumer perception towards branded garments: A study of Jaipur. International Journal of Research in Finance & Marketing, 2(2), 566-583.
 5. Namrata Anand, Vandana Khetarpal. (2014), Growth of apparel industry in India: present and future aspects. Scholars World-IRMJCR Online: ISSN 2320-3145, Print: ISSN 2319-5789, Volume. II, Issue I, January 2014.(64-70).
 6. Ravindran Sudharani, Ramakrishnan M. International Refereed Research Journal , www.researchersworld.co, Vol.– III, Issue –3(3), July 2012 , P(79-85)
 7. Syed Irfan Shafi, Dr. C. Madhavaiah (2015), Investigation on Shoppers' Buying Behaviour Towards Apparel Products in Bangalore City. Pacific Business Review International Volume 6, Issue 8, February 2014, P (63-68).
 8. Venkateshwaran, P. S., Ananthi, N., Geetha, U., & Binith, M. K. (2011). A study on the Influence of Brand Loyalty Towards Branded Apparels for Men at Dindigul. Management Prudence, 2(2), 40.
 9. Verma, A. P., & Tiwari, K. (2010). A Study on Consumer's perception about branded clothing store and merchandise Levis Stores & Koutons Store in India