

Dissertation Report

On

A study on Consumer Attitude towards Multinational Casual Apparel Brands

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Declaration

I Surabhi Gupta, 2K11/MBA/51, student of Delhi School of Management hereby declare that I have pursued a research study on the topic “**A study on Consumer Attitude towards Multinational Casual Apparel Brands**” under the guidance of Dr. Rajan Yadav, Associate Professor, Delhi School Of Management. I also declare that this work has not been submitted in part or full to this or any other organization/ institute as part of any project work by me.

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Abstract

The relationship between consumers' decision-making styles and their choice between domestic and imported brand clothing is investigated using a sample of Indian consumers. The multivariate analysis of variance and discriminant analysis results indicate that seven decision-making styles together with other consumer behavioural characteristics can be used to distinguish and profile consumers who prefer to buy domestic, imported or both types of clothing. Empirical findings reveal that consumers who prefer to buy imported brand clothing tend to have a unique lifestyle and shopping orientation that differ from those who prefer domestic brand clothing. Conceptual contributions and managerial implications are discussed. This study was conducted in order to determine the consumer preferences of global brands instead of local ones. It is also designed to find out the buying behavior patterns of young Indian consumers. Consumer evaluates products based on information cues, which are intrinsic and extrinsic. A number of factors affect the consumer purchase decisions. The results suggest that most important factors that influence a consumer's final decision are the price and quality of the product in question. Since the consumers usually associate the price of the brand with its quality, a brand priced too low is generally perceived as a low quality product. Similarly, a product priced too high may not be affordable by many. Other factors that have an impact on the consumer preferences are: consumer ethnocentrism, country of origin, social status, price relativity with the competing brands and family and friends. The research was conducted in Delhi and the samples selected included 50 people of age 16-40. The data collected for the research was through a questionnaire and was conducted in two popular shopping malls of the city and two universities since the target audience was largely the youth. Calculations were then analysed and interpreted using a percentage of respondents and through frequency distribution tables and charts.

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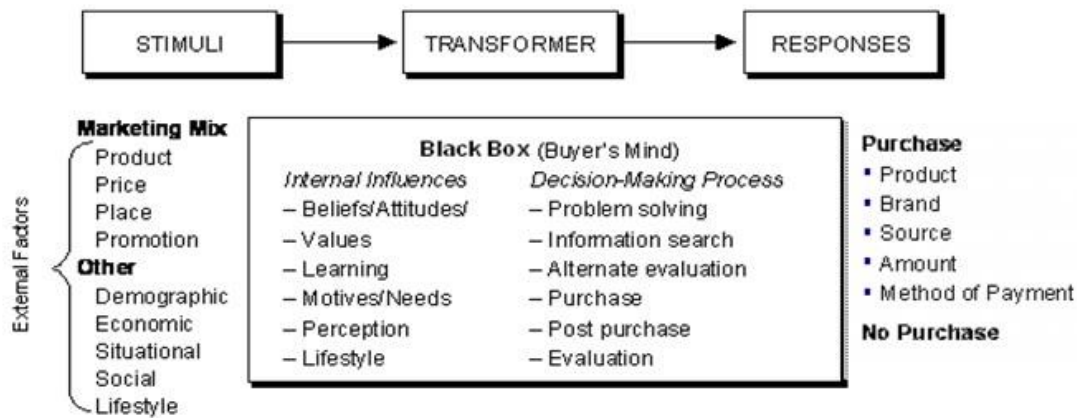
1. Introduction

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behaviour is difficult to predict, even for experts in the field. Relationship marketing is an influential asset for customer behaviour analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalisation, customisation and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

Each method for vote counting is assumed as social function but if Arrow's possibility theorem is used for a social function, social welfare function is achieved. Some specifications of the social functions are decisiveness, neutrality, anonymity, monotonicity, unanimity, homogeneity and weak and strong Pareto optimality. No social choice function meets these requirements in an ordinal scale simultaneously. The most important characteristic of a social function is identification of the interactive effect of alternatives and

creating a logical relation with the ranks. Marketing provides services in order to satisfy customers. With that in mind, the productive system is considered from its beginning at the production level, to the end of the cycle, the consumer



The black box model shows the interaction of stimuli, consumer characteristics, decision process and consumer responses. It can be distinguished between interpersonal stimuli (between people) or intrapersonal stimuli (within people). The black box model is related to the black box theory of behaviourism, where the focus is not set on the processes inside a consumer, but the relation between the stimuli and the response of the consumer. The marketing stimuli are planned and processed by the companies, whereas the environmental stimulus are given by social factors, based on the economical, political and cultural circumstances of a society. The buyers black box contains the buyer characteristics and the decision process, which determines the buyers response.

The black box model considers the buyers response as a result of a conscious, rational decision process, in which it is assumed that the buyer has recognized the problem. However, in reality many decisions are not made in awareness of a determined problem by the consumer.

Information search

Once the consumer has recognised a problem, they search for information on products and services that can solve that problem. Belch and Belch (2007) explain that consumers undertake both an internal (memory) and an external search.

Sources of information include:

- Personal sources
- Commercial sources
- Public sources
- Personal experience

The relevant internal psychological process that is associated with information search is perception. Perception is defined as "the process by which an individual receives, selects, organises, and interprets information to create a meaningful picture of the world".

Consumers' tendency to search for information on goods and services makes it possible for researchers to forecast the purchasing plans of consumers using brief descriptions of the products of interest.

The selective perception process

Stage Description

- Selective exposure consumers select which promotional messages they will expose themselves to.
- Selective attention consumers select which promotional messages they will pay attention to.
- Selective comprehension consumer interpret messages in line with their beliefs, attitudes, motives and experiences.

- Selective retention consumers remember messages that are more meaningful or important to them.

The implications of this process help develop an effective promotional strategy, and select which sources of information are more effective for the brand.

Evaluation of alternatives

At this time the consumer compares the brands and products that are in their evoked set. The evoked set refers to the number of alternatives that are considered by consumers during the problem-solving process. Sometimes also known as consideration, this set tends to be small relative to the total number of options available. How can the marketing organisation increase the likelihood that their brand is part of the consumer's evoked set? Consumers evaluate alternatives in terms of the functional and psychological benefits that they offer. The marketing organisation needs to understand what benefits consumers are seeking and therefore which attributes are most important in terms of making a decision. It also needs to check other brands of the customer's consideration set to prepare the right plan for its own brand.

Purchase decision

Once the alternatives have been evaluated, the consumer is ready to make a purchase decision. Sometimes purchase intention does not result in an actual purchase. The marketing organisation must facilitate the consumer to act on their purchase intention. The organisation can use a variety of techniques to achieve this. The provision of credit or payment terms may encourage purchase, or a sales promotion such as the opportunity to receive a premium or enter a competition may provide an incentive to buy now. The relevant internal psychological

process that is associated with purchase decision is integration. Once the integration is achieved, the organisation can influence the purchase decisions much more easily.

There are 5 stages of a consumer buying process they are: The problem recognition stage, meaning the identification of something a consumer needs. The search for information, which means you search your knowledge bases or external knowledge sources for information on the product. The possibility of alternative options, meaning whether there is another better or cheaper product available. The choice to purchase the product and then finally the actual purchase of the product. This shows the complete process that a consumer will most likely, whether recognisably or not, go through when they go to buy a product.

Postpurchase evaluation

The EKB (Engel, Kollat, Blackwell) model was further developed by Rice (1993) which suggested there should be a feedback loop, Foxall (2005) further suggests the importance of the post purchase evaluation and that it is key because of its influences on future purchase patterns.

Other influences

Consumer behaviour is influenced by internal conditions such as demographics, psychographics (lifestyle), personality, motivation, knowledge, attitudes, beliefs, and feelings. Psychological factors include an individuals motivation, perception, attitude and belief, while personal factors include income level, personality, age, occupation and lifestyle.

Congruence between personality and the way a persuasive message is framed (i.e., aligning the message framing with the recipient's personality profile) may play an important role in ensuring the success of that message. In a recent experiment, five advertisements (each

designed to target one of the five major trait domains of human personality) were constructed for a single product. The results demonstrated that advertisements were evaluated more positively the more they cohered with participants' dispositional motives. Tailoring persuasive messages to the personality traits of the targeted audience can be an effective way of enhancing the messages' impact.

Behaviour can also be affected by external influences, such as culture, sub-culture, locality, royalty, ethnicity, family, social class, past experience reference groups, lifestyle, market mix factors.

Branding

Branding has been around for centuries as a way to distinguish the goods of one producer from those of another. In fact the word brand is derived from the Old Norse word brand, which means „to burn“, as brands were and still are the means by which owners of livestock mark their animal to identify them (Keller et al., 2008). History of brand can be found back to brick makers in ancient Egypt whom had being said to put symbols on their bricks to identify them. The earliest signs of branding in Europe were the medieval guilds' effort to require craftsmen and craftswomen to put trademarks on their products to protect themselves and consumer against imitation and inferior quality.

Definition of Brand

One definition for a brand has been offered in the Journal of Marketing Management by Professor Peter Doyle of Warwick University: "A name, symbol, design, or some combination which identifies the product of a particular organization as having a substantial, differentiated advantage" (O'Malley, 1991). Another definition by Kapferer (2004) says that a brand is a set of mental associations, held by the customer, which add to the perceived

value of a product or service. These associations should be unique (exclusive), strong (salient), and positive (desirable). To many, a brand suggests the best choice, while others see a brand as something the customer knows and will react to. Despite the formal definition, the purpose of 15

branding is essentially to build the product's image (Cleary, 1981). This image will influence the perceived worth of the product and will increase the brand's value to the customer, leading to brand loyalty (The Economist, 1988). Organizations develop brands as a way to attract and keep customers by promoting value, image, prestige, or lifestyle. By using a particular brand, a consumer can cement a positive image. Brands can also reduce the risk consumers face when buying something that they know little about. Branding is a technique to build a sustainable, differential advantage by playing on the nature of human beings. Only humans can attach meaning and feeling to inanimate objects and a random collection of symbols, which suggests the appeal of branding, is not entirely rational (O'Malley, 1991). Once consumers become accustomed to a certain brand, they do not readily accept substitutes

1.2 Globalization

Globalization is an inevitable phenomenon that is leading the entire world towards becoming one market, a global village. Not only has the process of globalization aided immensely in the exchange of goods and services, information and knowledge through the reductions in international barriers, but it has also led the world into becoming a real single universal community comprising of people from different cultures, thus resulting in the shrinkage of the world. With the world becoming a single market, globalization has had a major contribution in enabling the organizations worldwide to step out of the restricted domestic markets and to set up their operations across the globe with confidence. This has largely led to a decline in the importance in national borders and a greater emphasis on what the consumers actually demand; be the consumers located in the very country in which the organization exists or an entirely different part of the world. Moreover, with the rapid increase in global competition, companies that strictly adhere to and cater to the needs of the local markets are finding themselves at a disadvantage and gradually losing the competitive advantage that they so much strived to achieve. However, for some products and

services "the tastes and preferences of consumers in different nations are beginning to converge on some global norm" (Holt 2002). From a consumer perspective, however, reactions to the prevalence of global brands seem to vary among the different customers. On the one hand, consumers seem to value and admire global brands and regard such brands as a status symbol. On the other hand, global brands are often criticized for threatening the local differences and imposing the western cultures on our society, leading to a loss of cultural identity.

Entry strategies

While the Indian consumers have aspired to own international fashion brands, India's large population base in turn has been an aspirational market for the international companies.

To remote observers, the Indian market may appear to be a virgin territory as far as international apparel and footwear brands are concerned. But India has seen the presence of international brands for almost a century, including mass brands such as Bata and luxury brands such as Louis Vuitton. However, as the colonial government systematically repressed local textile production, the local resistance to foreign products grew as well. Therefore, until the 1980s, the presence of international fashion brands was negligible.

In the early 1990s, as the Indian economy opened up again, a few international fashion brands entered the Indian market. The pioneering companies during this stage were Benetton, Coats Viyella and VF Corporation.

At this time the Indian apparel market was still fragmented, with multiple local and regional labels and very few national brands. Ready-to-wear apparel was prevalent primarily for the

menswear segment which was thus a target for many international fashion brands (such as Louis Philippe, Arrow, Allen Solly, Lacoste, Adidas and Nike).

In the midst of this the media industry was also witnessing a high growth which aided the international brands in gaining visibility and establishing brand equity in the Indian market.

The late-1990s marked a significant milestone in the growth of modern retail in India. Higher disposable incomes and the availability of credit significantly enhanced the consumers' buying power. A growing supply of good-quality retail real estate in the form of shopping centers and large format department stores also allowed companies to create a more complete brand experience through exclusive brand stores and shops-in-shop.

The number of international brands continued to grow each year at a steady pace until the early 2000s, and took off exponentially thereafter. By 2005 the number of international fashion brands present in India was over three times compared to that in the mid 1990s. The last few years (since 2005) have continued the significant growth of international fashion brands, including luxury brands such as LVMH, Aigner, Tommy Hilfiger and Chanel.

The Popular Entry Strategies

Many of the international companies entering India in the late 1980s and 1990s chose licensing as the entry route to India to gain a quick access to the Indian market at a minimal investment.

A few companies such as Levi Strauss set up wholly owned subsidiaries while others such as Adidas and Reebok entered into majority-owned joint ventures. This helped them to gain a greater control over their Indian operations, sourcing and supply chain, and brand.

In the subsequent years import duties for fashion products successively came down making imports a less expensive sourcing option and the realty boom brought investors in retail real estate that were ideal franchisees for the international brands. By 2003, franchising became the preferred launch vehicle for an increasing number of international companies, while only a few chose to enter through licensing.

In 2006 the Government of India reopened retail to foreign investment (allowing up to 51 per cent foreign direct investment in “Single Brand” retail). Using this route, many brands have entered India by setting up majority owned joint ventures, or transitioned their existing franchise arrangements into a joint venture structure.

The Entry Structure for Some International Brands

Entry Strategy	Time Period		
	1980s or Earlier	1990s	Post-1999
Licensed	Louis Philippe, United Colors of Benetton and 012, Wrangler	Allen Solly, Arrow, Jockey, Lacoste, Lee, Nike, Van Heusen, Vanity Fair	Puma
Wholly Owned Subsidiary	Bata, Pepe Jeans	Levi's®	Hanes, Triumph
Joint Venture		Adidas, Reebok	Diesel, Nautica, Sixty Group

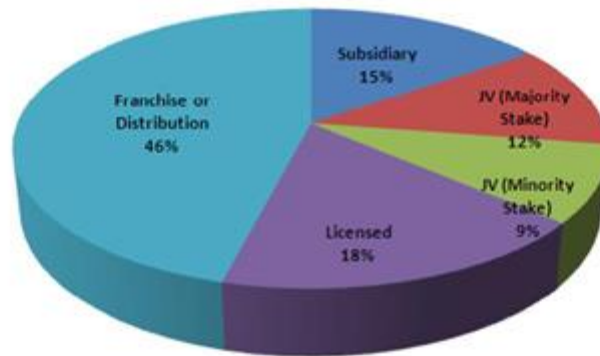
(Majority)			
Franchise or Distribution			Aldo, Burberry, Canali, Versace, Debenhams, Esprit, Gucci, Guess, Hugo Boss, Mango, Marks & Spencer, Mothercare, Tommy Hilfiger
Joint Venture (incl. Minority Stake)			Celio, Etam, Giordano

Source: “Global Fashion Brands: Tryst with India” (A Report by Third Eyesight) © Third Eyesight, 2009

Note: The above table shows the structure used during entry, and not the structure that exists currently.

By the end of 2008, just under half of the brands were present through a franchise or distribution relationship, while over a quarter had either a wholly-owned or majority-owned subsidiary. These structures allowed the brands to have greater control of operations, particularly of product.

**Current Operating Structures
(End - 2008)**



Source: Third Eyesight Report titled "Global Fashion Brands: Tryst with India".
Note: This chart only includes apparel and accessory brands, and excludes other lifestyle product companies such as fragrance, luggage, home, or other consumer products. The chart is only illustrative, and may exclude brands with a very small market presence, or those that have been withdrawn.

© Third Eyesight, 2009

Shifting Strategies

Many international companies have evolved their presence in India into structures different from those at the time they entered the market.

A good example depicting the shift in business strategy is that of VF Corporation which entered India in 1980s by assigning the Wrangler license to Dupont Sportswear. Since then it has launched a variety of brands in different product categories with number of Indian partners and finally formed a joint venture, VF Arvind Brands Pvt. Ltd., with Arvind Brands.

Another example of a company that has evolved its presence is Benetton, which first entered India through a licensee (Dalmia). Benetton then transitioned in 1991 into 50:50 joint-venture and finally in 2004 took over the Indian business completely. However, it adopted the franchising route in 2006 for its premium fashion brand, Sisley, appointing Trent (a Tata Group company) as the national retail franchisee.

Many other companies such as Nike, Tommy Hilfiger, Marks & Spencer and Pierre Cardin (as described in our report “Global Fashion Brands: Tryst with India”) have changed their approach as the original structures did not perform as well as they had expected.

Obviously, each such change has cost the brands time, management effort, money and, sometimes, market share.

We believe that these shifts and the pain related to it could have been reduced, had the brands ruthlessly questioned the motivation for considering this market and their expectations from the market in determining an appropriate strategy.

India’s apparel market is in the throes of change. Rapid growth and rising urbanization have spawned a new class of consumers with more money to spend, and a growing passion for fashion. In India’s high-growth, fast-changing retail clothing market, we see significant new growth opportunities for foreign and domestic players.

Indian apparel sales are expected to reach an estimated \$25 billion this year, having grown in excess of 10 percent over the past 5 years¹—a growth rate faster than that of the overall India retail market—and the trajectory is expected to continue [Exhibit 1]. In India, apparel is the second largest retail category (behind food and groceries), representing approximately 10 percent of the total market. This growth is being driven by a number of factors:

- **Increase in disposable income.** By 2005, 21 million of India’s 210 million households already earned more than \$4,000 a year, qualifying them for membership in what we call “the consuming class.” Based on McKinsey research, by 2015 the number of consuming class households will likely triple to 64 million.
- **New occasions.** As the lifestyles of India’s prospering urban consumers have evolved, their clothing needs have broadened, reflecting more varied usage occasions. For men, clothing

choices once came primarily in three basic categories: home-wear, work clothes, and special occasionwear. Now, with more “socializing” opportunities, men are buying more sophisticated combinations of outfits: party wear, sports wear, clothes for hanging out at the mall. Not long ago, for example, men from India’s northern regions only required a good dark suit or Sherwani, the traditional long coat, to cover big occasions and important celebrations. But over the past several years, men have begun to supplement those staples with expensive Westernstyle jackets, and collared shirts—some in “funky” patterns and cut for a night on the town, others in stripes or checks for casual meetings with important business associates. Today, Indians are more inclined than consumers in other markets to buy apparel for a specific purpose. Indeed, 38 percent of Indian respondents to a recent McKinsey study said they were highly likely to buy apparel for special events—a significantly higher proportion than in Brazil (5 percent), Russia (3 percent) or China (6 percent).² Family celebrations and weddings continue to eat up an enormous share of Indian consumers’ clothing budgets.

Growth in the women’s segment. Historically, the men’s apparel market in India has been significantly larger than the women’s apparel market. With only 20 percent of India’s urban women in the workforce, women’s wardrobes have traditionally been limited to home wear and items for special occasions. Now, women are more willing to dress differently when they venture beyond the home—to shop, for example, or visit a school or office.

- **Fashion increasingly a form of self-expression.** Increasingly, Indian consumers are embracing the idea of fashion for its own sake, as a means of self-expression, and not merely as a functional purchase. Television, movies, advertising and the Internet bombard today’s Indian consumer with new ideas about style, even as American-style shopping malls lure them away from traditional marketplaces. Traditional clothing remains central to the way

consumers dress, and the quality and craftsmanship of classic Indian clothing have drawn rave reviews in recent years from some of the world's leading designers, style magazines, and fashion blogs. In a recent McKinsey survey of Indian consumers, 62 percent said they thought it was important to "keep up with trends." More than ever, Indian consumers are experimenting with combining styles, as seen in the recent "Indo-fusion," boom, which mixes the silhouettes of the East with the comfort cut of the West.

Over the next five years, we expect this growth to continue and the size of the market to nearly double. The increase will come partly from continued gains in disposable income, but it's not just that Indians have more to spend. As they prosper, Indian consumers will naturally continue to spend more of what they earn on what they wear. Our experience suggests consumers worldwide typically spend an average of 5-6 percent of total income on apparel, but the figure is often significantly higher in emerging markets. Consumers in China's larger cities, for example, spend 10 percent of their income on clothing, nearly double what their counterparts in Indian cities spend.³ That higher propensity to spend on clothes has helped to make China's apparel market 4-6 times larger than India's. Brazil's consumers similarly spend more per capita on clothing than either India's or China's.

Besides continued momentum from the trends mentioned above, we see two additional forces that will inject further growth into India's apparel sector:

- **Further urbanization and the comparative youth of India's population.** At present, just 29 percent of India's population resides in cities, among the lowest urbanization rates of any nation in the world. But that has been changing. Over the next 20 years, we expect the number of Indians living in cities to grow by 300 million, where they will don new styles and fashions to match new lifestyles. A large percentage of these new city dwellers will be in

their twenties, and making first-time choices for whole categories of clothing items including denims, shirts, and even shoes.

- **Continued rise of “organized retail.”** Large, branded store chains where products are systematically stocked and displayed, will speed the transformation of consumer preferences. For now, organized retail accounts for less than 20 percent of all Indian apparel purchases; the rest takes place in tiny, family-run shops. But over the past five years, scores of shopping malls have opened on the outskirts of India’s largest cities and the trend is sure to accelerate. New formats on the scene include “export overrun” discounters, international franchises, hypermarkets, and luxury European boutiques.

These changes will have far-reaching implications for designers, manufacturers, and retailers targeting the Indian apparel market. Spanish fashion giant Inditex (Zara) has announced plans to enter India this year.

But as in the fashion industry everywhere, success in India will depend on getting many things right at once: figuring out what consumers want, developing a profitable retail concept, and building a solid team. How, then, to compete in this promising but fast-changing market? We see three success factors:

- **Shape the category.** Winners will innovate occasions, looks, and wardrobes; the focus will therefore be broader than just building brands. This is already being done in some areas: over the past three years, for instance, major jewelry brands have revived a 5,000 year-old “sacred” day known as “Akshay Tritha,” which now accounts for the largest single-day jewelry sales in India. Similarly, the “Friday dressing” concept, introduced by one apparel brand, asked young professionals to buy brighter colors for Fridays, expanding the wardrobe in the process. Equally critical will be innovating styles: saree-suits, for example, and other fusion approaches that simplify otherwise difficult-to-wear apparel have thus far proven more

successful than typical Western suits and evening dresses. There is even a place for more cutting-edge trends such as organic clothing: apparel retailers Van Heusen and Arrow recently launched 100 percent organic lines made of cotton, linen, and natural dyes.⁵

Exhibit 2

Apparel is the most profitable segment of the Indian retail market today

Category	Typical retailer margins	Description
Food	15-20%	<ul style="list-style-type: none"> More than 80% organized retail in India is food – however margins are not as high
Apparel	35-50%	<ul style="list-style-type: none"> Highest retailer margins through apparel The more organized segments like men's formals provide the highest returns
Electronics	5-10%	<ul style="list-style-type: none"> Household appliances may provide as much as 8-10%; however categories like cell phones may be as low as 5-6%

SOURCE: McKinsey research

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Focus on inventory and markdown management. Today, apparel is one of India's most attractive business segments due to its high margins. Looking at an index based on the cost of a basic white shirt, we have found that Indian apparel prices have doubled over the last decade, and tend to be 25 to 30 percent higher than in China as a result of supply chain inefficiencies and restricted competition. We expect that situation to change as India's fashion industry draws new players and capital in years to come. For one thing, apparel retail in India relies heavily on sales promotions and special events. Tempting as it will be to bring Western concepts like "fast fashion" and large assortments to India out of the gate, innovation has its risks, including higher markdowns and lower sell-throughs if the new offer or collection is not a hit. And uncertainty on inventory management and ordering in the absence of historical sales data is likely to be the norm. Winners will need to get the back-end operations right much earlier than the scale of the market suggests: managing margin through

smarter in-season markdowns, a disciplined balance between core fashion and high fashion, managing inventory through a proper mix of made-to-order and later engagement rates, and keeping 50 to 60 percent of regularly restocked items at the core have become part of a winning retail formula. Though optimum margins on these pieces of clothing may not be as much as the more expensive, high-impact fashion pieces, they keep customers coming back regularly. The high fashion range should be advertised and showcased, but kept only to 10 to 15 percent of inventory to reduce the impact of markdowns.

- **Take a segmented view of the market.** As in many other emerging markets, not all consumer segments or geographies are the same. Our research, for example, shows that some segments of apparel shoppers spent 20 times more than others—driven not only by income, but also by lifestyle. For example, consumers in the north tend to spend more than in other regions due to cooler climates and different approaches to social occasions. Similarly, retailers cannot ignore the smaller cities, which will drive apparel growth opportunities, even for more expensive brands. Benetton, for example, recently hit \$100 million in sales in India, and is targeting \$250 million within the next 3-4 years, largely by targeting smaller cities, which are already contributing about 20 percent to the company’s growth and growing much more quickly than in the larger markets.⁶ Winners who want to build real scale in India will be those who understand the market in a granular manner, and then “own” the customer throughout their lifecycle with a portfolio of brands, price points, and formats.

In the midst of economic upheaval around the world, how does India look as a market for international fashion brands?

Well, it is difficult to generalize even in the best of times. In the current global turmoil there is certainly a lot more unpredictability about international expansion for most companies.

Although India's position as a target market for international brands has been improving, as is evident from the number of launches in the last 6-7 years, some companies considering international expansion may prefer entering other markets that may seem more "familiar", developed and safe (such as Europe, Japan, South Korea or Taiwan). Against such comparisons, India's growing but fragmented market can seem chaotic and difficult to deal with.

However, the fact remains that there are very few markets globally that can provide the sustained size of mid-term and long-term opportunity that India does. We are already seeing the more far-sighted and committed brands consolidating their position and presence in the market by continuing to look at expansion, even while examining how they can make their existing points of sale perform better. We also constantly come across new companies carrying out investigations into the market.

In the current environment we expect to see a shift in the nature of launch vehicle. While franchising seems to be a safe option for risk-averse brands in the current times, we will probably see more brands with a long term strategy, who would establish a controlled presence either through joint-ventures or through wholly-owned subsidiaries, since they can lay the foundation of the business today at much lower costs today than in the past few years.

India's foreign direct investment (FDI) policy, allowing FDI only up to 51% in retail trading of "Single Brand" may have held back some fashion brands as they are still managed by owner founder with a conservative outlook on "control". However, in the last couple of years, we have found companies not being deterred by the barriers to FDI.

As their comfort and familiarity with India has grown, international companies are more willing today to create corporate structures that allow them a presence in the market today and a step-through to a more controlling stake as and when government regulations allow.

All in all, we feel that international brands are in India not only to stay, but also to expand. There is yet a lot of potential untapped in the market, and as the integration of the Indian consumer with global trends continues, international brands can expect to find India an increasingly fertile ground for growth.

2) LITERATURE REVIEW

The relationship between consumers' decision-making styles and their choice between domestic and imported brand clothing is investigated using a sample of Indian consumers.

The multivariate analysis of variance and discriminant analysis results indicate that seven decision-making styles together with other consumer behavioural characteristics can be used to distinguish and profile consumers who prefer to buy domestic, imported or both types of clothing.

Empirical findings reveal that consumers who prefer to buy imported brand clothing tend to have a unique lifestyle and shopping orientation that differ from those who prefer domestic brand clothing. Conceptual contributions and managerial implications are discussed.

Consumers often evaluate imported goods differently than they do identical domestic products (Herche, 1992). The country-of-origin effect (COE) research, mostly conducted in more developed countries, has revealed that consumers have a general preference for domestic-made products over foreign products, particularly when information about the product is lacking (Bilkey and Nes, 1982; Damanpour, 1993; Elliott and Camoron, 1994; Wall and Heslop, 1986, 1989). The import status of apparel products, for instance, was found to have an impact on consumer perception of the quality of clothing brands (Dickerson, 1982; Morganosky and Lazarde, 1987). In particular, the image of quality associated with imported clothing was found to be significantly lower. There seems to be a positive correlation between domestic product evaluations and the level of economic development of the country of origin (Gaedeke, 1973; Toyne and Walters, 1989; Wang and Lamb, 1983). However, a reversal pattern of the COE can often be observed in less developed countries, where consumers may have a preference for imported brands as opposed to domestic brands. This is more likely to be seen when the imported product is related to conspicuous consumption (Marcoux et al., 1997; Piron, 2000). Motivated by a desire to impress others with their ability

to pay particularly high prices for prestige products, consumers are inspired by the social rather than the economic or physiological utility of products (Mason, 1981). This is not confined to the leisure class but prevails over all social and income classes from richest to poorest (Mason, 1981; Basmann et al., 1988). Fashion clothing, for example, is a product which is especially conspicuous and status revealing (Schiffman and Kanuk, 1994). In India, imported products are often associated with high fashion or high social status. Recent research has shown that the “nouveau riche”, yuppies and consumers with stronger hedonistic values are especially susceptible to the appeal of foreign products. It appears that brand consciousness is becoming increasingly important in Indian consumers’ mentality. Although domestic brand clothing products have a competitive advantage in terms of price, they are still less stylish and have lower brand recognition when compared to imported brands. Given the huge market potential but highly diverse consumer demand for imported as well as domestic clothing in India, it is imperative for multinational marketers to differentiate market segments and identify the areas with most potential. Traditionally, retailers have often relied on intuition and demographic information such as age, income level and occupation for this purpose. These variables are viable but may not be sufficient in order to understand diverse consumer segments, each with distinctive spending patterns, shopping orientations and choice behaviors. Analysis of additional consumer behavioral variables such as consumer shopping orientation or decision-making styles should provide rich information, which would help in the understanding of consumers’ motivation in their choice of domestic or foreign brand clothing and in profiling different consumer segments. Consumer decision-making styles: conceptual background Extensive research has been conducted on the relationship between cognitive styles and consumer behaviors. For example, adaptive and innovative, as two types of cognitive styles, are found to be related to consumer innovative purchasing patterns, such as the number and types of innovations acquired by early adopters. While the “adaptor”

tends to seek novelty without altering existing decisional and behavioural structures within familiar context, the innovator is more likely to seek novelty to create new consumption situations including purchasing discontinuous innovations researchers have also investigated shopping orientations and choice behaviours by examining consumer decision-making styles across different populations The present research is part of a series of empirical studies of consumer decision-making styles conducted through a process of purification, validation and application of the consumer style inventory (CSI) (developed by Sproles and Kendall (1986)) in India's consumer market. According to Sproles and Kendall (1986, p. 268), a consumer's decision-making style is "a mental orientation characterizing a consumer's approach to making choices". Their empirical study identified eight mental characteristics describing a consumer's decision-making style from 40 CSI statements.

2.1 THE EIGHT DECISION STYLES

- (1) quality conscious
- (2) brand conscious
- (3) fashion conscious
- (4) recreational and hedonistic orientation
- (5) price conscious
- (6) impulsive and careless tendencies
- (7) confused by overchoice
- (8) brand loyalty

These eight styles describe the most basic mental characteristics of a consumer's decision making, which are directly linked to consumer choice behavior. Such knowledge is also essential in identifying segments of consumers sharing similar attitudes to shopping .

When purchasing clothing, consumers often take time to evaluate alternatives in terms of brand, style, design, color, price and country-of-origin. These choice behaviors are

particularly relevant to certain shopping attitudes of interest, such as “brand conscious”, “fashion conscious”, “price conscious”, and “hedonistic orientation”. As such, it is interesting to see the relationship between consumer decision-making styles and the choice made between imported and domestic brand clothing. The objective of this study, therefore, is to apply the purified CSI scale in profiling consumer segments who usually buy domestic brands, imported brands and both brands of (have no specific preference) clothing

2.1.1) Quality

Perceived quality is defined as the consumers’ judgment about an entity’s (service’s) overall excellence or superiority. Research also indicates that consumers value global brands especially for their assumed high quality and prestigious image (e.g., Nguyen, Barrett and Miller 2005; Steenkamp, Batra and Alden 2003). An internationally well-established brand name can act as a "halo" constructs that effects quality beliefs (Han 1989). If a brand is perceived as globally available, consumers are likely to attribute a superior quality to the brand, since such quality is thought of as a prerequisite for international acceptance.

2.1.2) Country of origin

The country of origin effect has been defined as “the positive and negative influence that a product’s country of manufacture may have on consumers’ decision making processes or subsequent behavior (Elliott and Cameron, 1994). 1991). Infact in the words of Nagashima (1970), COE can be defined as “the picture, the reputation, and the stereotype that businessmen and consumers attach to products or brands of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions”. The literature on country-of-origin effects is quite rich and covers the topic from different perspectives in different countries. Some studies have shown that country of origin also has symbolic and emotional meaning to consumes, and it plays an important role along with other attributes such as quality and reliability in

shaping consumers attitudes toward products. Moreover, attitudes and perceptions of consumers toward brands and products will depend on categories, for instance, electronic goods from Italy may be perceived as a poor quality but Italian clothing would be perceived as fashionable and high quality (Bikey and Nes, 1982). This would be differently perceived with Japanese brands as Japanese electronic goods would be perceived with positive attitudes and Japanese clothing will be negatively perceived.

2.1.3) Price

Researchers found out that once consumers perceive a price difference between local-owned and foreign-owned brands, price dissimilarities begin to affect their preference for local-owned brands. Therefore, since price is also one of the most important extrinsic cues that consumers use when evaluating the product/brand (Hansen, 2005), we test the impact of price against consumer's ethnocentric tendencies to determine at what point consumers are willing to forsake preference for local products for a greater price discount with foreign owned products.

2.1.4) Social status

Authors have stressed that consumers may prefer global brands because of associations of highern prestige (Schuiling & Kapferer, 2004; Shocker, Srivastava, & Rueckert, 1994; Steenkamp, et. al., 2003). Global brands may have a higher prestige than local brands due to their relative scarcity and higher price. Furthermore, global brands may also stand for cosmopolitanism. Some consumers prefer global brands because they enhance their selfimage as being cosmopolitan, sophisticated, and modern. Conversely, according to Ger (1999), local brands tend to be targeted and positioned based on a deep cultural understanding and therefore create "a sustainable unique value and offer the symbolism of authenticity and prestige". Still, consumers have been found to have no intrinsic preference for global brands (De Mooij, 1998).

2.1.5) Friends and family

Reference groups include groups or people whom one can look up for guidance and ask for opinion. These are important source of influencing the brand purchases. Reference group include friends and family who influence ones buying decisions due to special skills, knowledge, personality. If a friend had a bad experience with a product, it is more likely that one will refrain from buying it. However many studies found out that, knowledge that consumers obtain through direct personal experience will be perceived to be more trustworthy than information from other communications.

3) Research methodology

Research Objectives

This study intends to find out if consumer buying behaviour are influenced by factors such as premium price of luxury branded goods, perceived quality of luxury branded goods, societal status and brand loyalty associated with the consumption of luxury brand. This study also intended to investigate whether income will have any moderation effect on consumer buying behaviour. Thus this study will then focus on price of luxury branded goods. This study also intended to evaluate whether perceived qualities of the luxury branded goods have influence on the buying decision of consumer. It is also intended to determine whether the high quality standards of luxury branded goods are the reasoning consumers opt for the luxury branded goods over the store-brands brands. Affiliations of social status of acquiring certain luxury branded goods will also be studied to understand whether consumer buying luxury branded goods just for the matter of being affiliate with certain quarters of people having the same luxury brand of goods. This study also will also evaluate whether brand loyalty of luxury brand will influence the buying decision of consumer.

Research Question

The purposes of this study are to evaluate how branding and its branding strategy are impacting on consumer buying behaviour. In evaluating the statement, this study attempts to answer the following questions:

- Does premium price influence buying behaviour of consumer of luxury branded goods?

- Does perceived quality associated with the brand will influence the influence buying behaviour of consumer of luxury branded goods?

□ Does social status of owning a luxury branded goods influence the buying behaviour of consumer of luxury branded goods?

This study is a descriptive study and more of a qualitative nature and was conducted to identify and analyze the reasons why consumers prefer international brands to national brands when purchasing consumer goods.

Qualitative research is a method of inquiry employed in many different academic disciplines, traditionally in the social sciences, but also in market research and further contexts. Qualitative researchers aim to gather an in-depth understanding of human behavior and the reasons that govern such behavior. The qualitative method investigates the why and how of decision making, not just what, where, when. Hence, smaller but focused samples are more often needed than large samples.

In the conventional view, qualitative methods produce information only on the particular cases studied, and any more general conclusions are only propositions (informed assertions). Quantitative methods can then be used to seek empirical support for such research hypotheses.

In the early 1900s, some researchers rejected positivism, the theoretical idea that there is an objective world about which we can gather data and "verify" this data through empiricism. These researchers embraced a qualitative research paradigm, attempting to make qualitative research as "rigorous" as quantitative research and creating myriad methods for qualitative research. In the 1970s and 1980s, the increasing ubiquity of computers aided in qualitative analyses, several journals with a qualitative focus emerged, and postpositivism gained recognition in the academy. In the late 1980s, questions of identity emerged, including issues of race, class, and gender, leading to research and writing becoming more reflexive.

Throughout the 1990s, the concept of a passive observer/researcher was rejected, and qualitative research became more participatory and activist-oriented. Also, during this time, researchers began to use mixed-method approaches, indicating a shift in thinking of qualitative and quantitative methods as intrinsically incompatible. However, this history is not apolitical, as this has ushered in a politics of "evidence" and what can count as "scientific" research in scholarship, a current, ongoing debate in the academy.

Data collection

Qualitative researchers face many choices related to data collection. The choices range from grounded theory practice, narratology, storytelling, classical ethnography, or shadowing. Qualitative methods are also loosely present in other methodological approaches, such as action research or actor-network theory. Forms of the data collected can include interviews and group discussions, observation and reflection field notes, various texts, pictures, and other materials.

Qualitative research often categorizes data into patterns as the primary basis for organizing and reporting results¹ Qualitative researchers typically rely on the following methods for gathering information: Participant Observation, Non-participant Observation, Field Notes, Reflexive Journals, Structured Interview, Semi-structured Interview, Unstructured Interview, and Analysis of documents and materials.

The ways of participating and observing can vary widely from setting to setting. Participant observation is a strategy of reflexive learning, not a single method of observing. In participant observation researchers typically become members of a culture, group, or setting, and adopt roles to conform to that setting. In doing so, the aim is for the researcher to gain a closer insight into the culture's practices, motivations and emotions. It is argued that the researchers'

ability to understand the experiences of the culture may be inhibited if they observe without participating.

Some distinctive qualitative methods are the use of focus groups and key informant interviews. The focus group technique involves a moderator facilitating a small group discussion between selected individuals on a particular topic. This is a particularly popular method in market research and testing new initiatives with users/workers.

One traditional and specialized form of qualitative research is called cognitive testing or pilot testing which is used in the development of quantitative survey items. Survey items are piloted on study participants to test the reliability and validity of the items.

In the academic social sciences the most frequently used qualitative research approaches include the following:

1. Ethnographic Research, used for investigating cultures by collecting and describing data that is intended to help in the development of a theory. This method is also called "ethnomethodology" or "methodology of the people". An example of applied ethnographic research is the study of a particular culture and their understanding of the role of a particular disease in their cultural framework.
2. Critical Social Research, used by a researcher to understand how people communicate and develop symbolic meanings.
3. Ethical Inquiry, an intellectual analysis of ethical problems. It includes the study of ethics as related to obligation, rights, duty, right and wrong, choice etc.
4. Foundational Research, examines the foundations for a science, analyzes the beliefs, and develops ways to specify how a knowledge base should change in light of new information.

5. Historical Research allows one to discuss past and present events in the context of the present condition, and allows one to reflect and provide possible answers to current issues and problems. Historical research helps us in answering questions such as: Where have we come from, where are we, who are we now and where are we going?
6. Grounded Theory is an inductive type of research, based or "grounded" in the observations or data from which it was developed; it uses a variety of data sources, including quantitative data, review of records, interviews, observation and surveys.
7. Phenomenology describes the "subjective reality" of an event, as perceived by the study population; it is the study of a phenomenon.
8. Philosophical Research is conducted by field experts within the boundaries of a specific field of study or profession, the best qualified individual in any field of study to use an intellectual analysis, in order to clarify definitions, identify ethics, or make a value judgment concerning an issue in their field of study their lives.

The sample for this research included the 50 consumers whose ages ranged from 16-40 years from Delhi. Simple random sampling was used for this study. In statistics, a **simple random sample** is a subset of individuals (a sample) chosen from a larger set (a population). Each individual is chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process, and each subset of k individuals has the same probability of being chosen for the sample as any other subset of k individuals. This process and technique is known as **simple random sampling**, and should not be confused with random sampling. A simple random sample is an unbiased surveying technique.

Simple random sampling is a basic type of sampling, since it can be a component of other more complex sampling methods. The principle of simple random sampling is that every

object has the same possibility to be chosen. For example, N college students want to get a ticket for a basketball game, but there are not enough tickets (X) for them, so they decide to have a fair way to see who gets to go. Then, everybody is given a number (0 to $N-1$), and random numbers are generated, either electronically or from a table of random numbers. Non-existent numbers are ignored, as are any numbers previously selected. The first X numbers would be the lucky ticket winners.

In small populations and often in large ones, such sampling is typically done "**without replacement**", i.e., one deliberately avoids choosing any member of the population more than once. Although simple random sampling can be conducted with replacement instead, this is less common and would normally be described more fully as simple random sampling **with replacement**. Sampling done without replacement is no longer independent, but still satisfies exchangeability, hence many results still hold. Further, for a small sample from a large population, sampling without replacement is approximately the same as sampling with replacement, since the odds of choosing the same individual twice is low.

An unbiased random selection of individuals is important so that in the long run, the sample represents the population. However, this does not guarantee that a particular sample is a perfect representation of the population. Simple random sampling merely allows one to draw externally valid conclusions about the entire population based on the sample.

Conceptually, simple random sampling is the simplest of the probability sampling techniques. It requires a complete sampling frame, which may not be available or feasible to construct for large populations. Even if a complete frame is available, more efficient approaches may be possible if other useful information is available about the units in the population.

Advantages are that it is free of classification error, and it requires minimum advance knowledge of the population other than the frame. Its simplicity also makes it relatively easy to interpret data collected via SRS. For these reasons, simple random sampling best suits situations where not much information is available about the population and data collection can be efficiently conducted on randomly distributed items, or where the cost of sampling is small enough to make efficiency less important than simplicity. If these conditions are not true, stratified sampling or cluster sampling may be a better choice

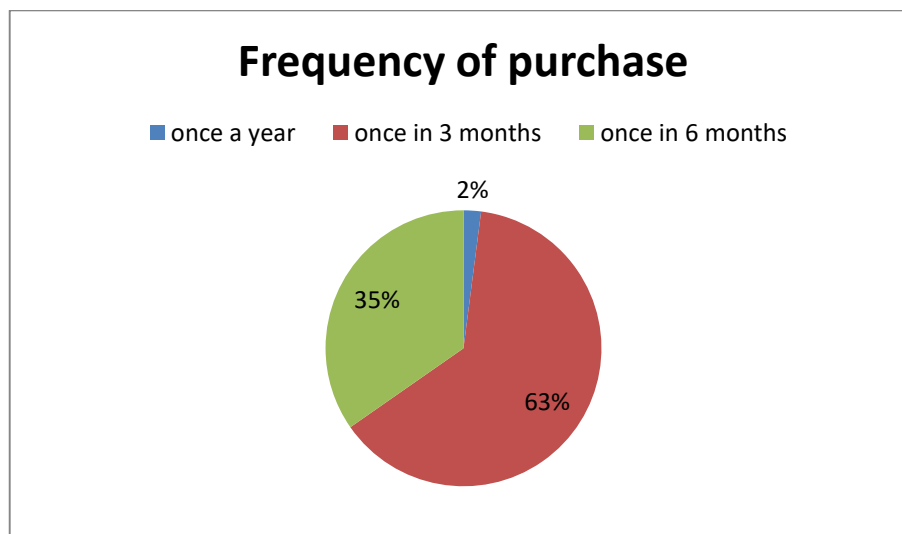
Questionnaires were used to collect primary data. The questionnaire included closed ended questions and Likert scale is used in most of the questions. These questionnaires were distributed to collect data from the students of Institute of Business Administration itself as well as the students of Institute of Business Management. Apart from this, we also visited Park Towers shopping mall and The Forum, the two leading shopping malls in Delhi, with the aim of collecting data for our research from the shoppers there. 50 questionnaires were distributed to each of the universities and shopping malls in equal proportion to males and females. We mainly classified our population according to gender. Frequency distribution and bar charts have been used to evaluate the results. In addition to this, the means of different factors that influence consumers' preferences of the local and global brands were used to determine which factors are considered the most by consumers when purchasing different brands.

4) Findings and Discussion

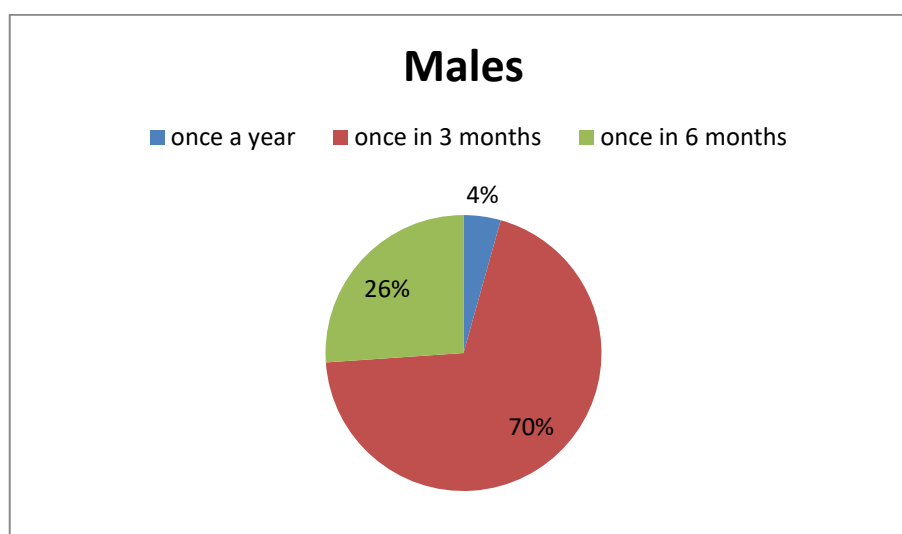
4.1. Question 1:

How frequently do you purchase new clothes?

In this question we tried to find out the frequency of purchasing new clothes. 63% of people said they purchased new clothes every three months. This shows that people have now increase their spending power and consumers are ready to spend money every three months.



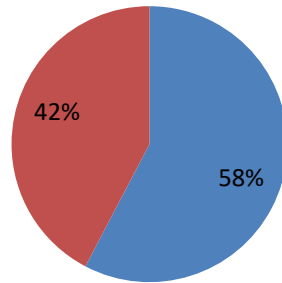
70% of males say that they shop every three months this shows that also shopping tendency is increasing in males.



None of the female said that they purchase once in a year but yes ratio of females purchasing every three months is less than males.

Females

once in 3 months once in 6 months

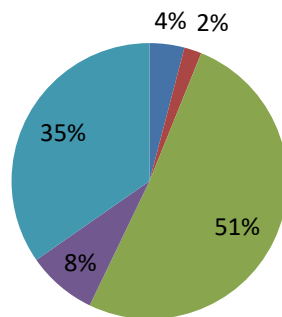


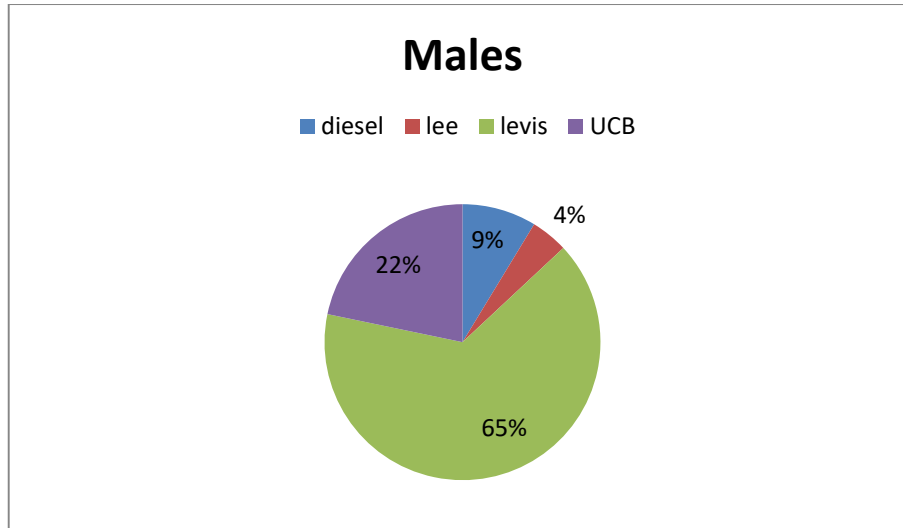
4.2. Question 2:

Which casual brand do you prefer the most?

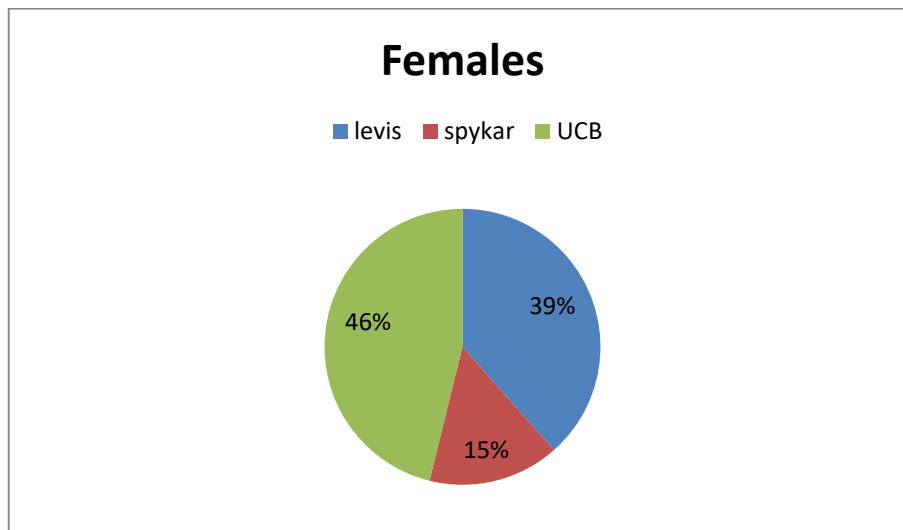
Most preferred casual brand

diesel lee levis spykar UCB (blank)





65% of males prefer Levis & 22% UCB



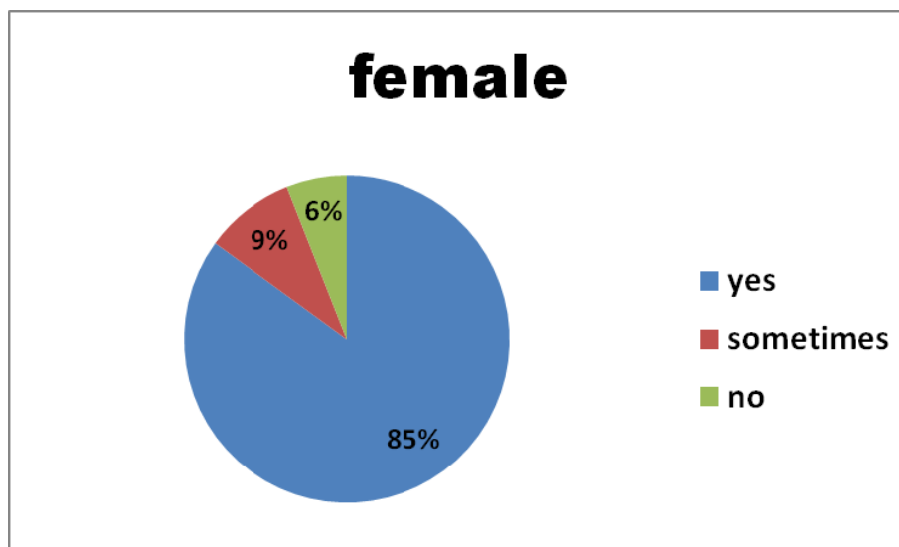
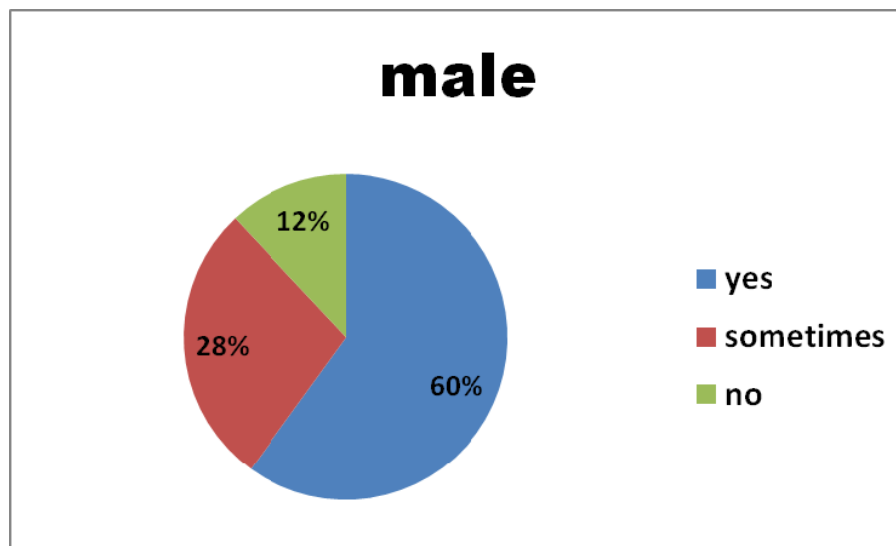
From this question we can see that Levis is the most preferred brand. About 51% consumers said that if they have to choose one particular brand they will go for levis.

From this question we interpreted that males are more brand loyal than females. Females prefer UCB more than Levis. 46% females prefer UCB whereas 39% females go for Levis

4.3. Question 3:

Do you use international brands products?

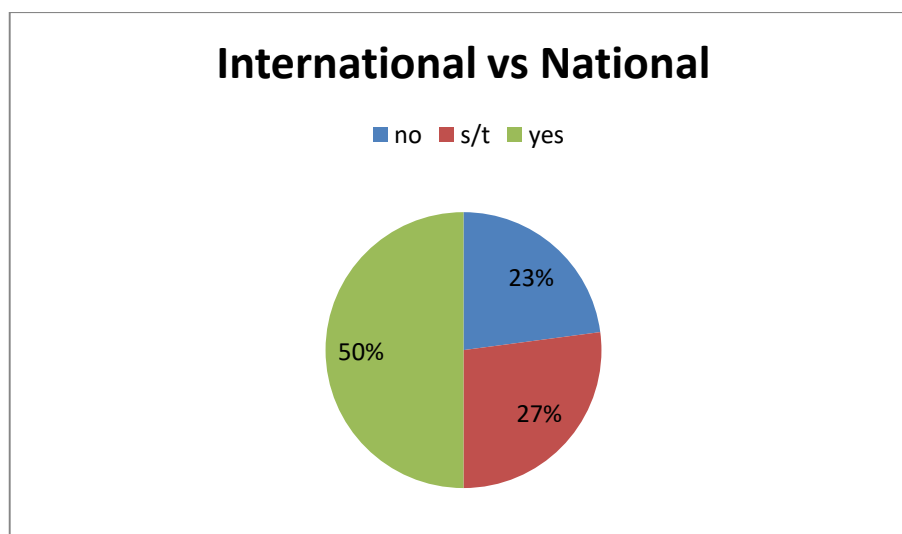
According to the data collected, 72.5% of the people used international brands of which 60 were male and 85 were females. 18.5% of the people questioned claimed to use international brands occasionally, whereas, 9.1% of the people claimed not to use global brands at all. As indicated in the pie charts above, 18.5% of the people who used the global brands sometimes included 28 males and 9 females, and those who did not use the global brands consisted of 12 males and 6 females.



4.4. Question 4

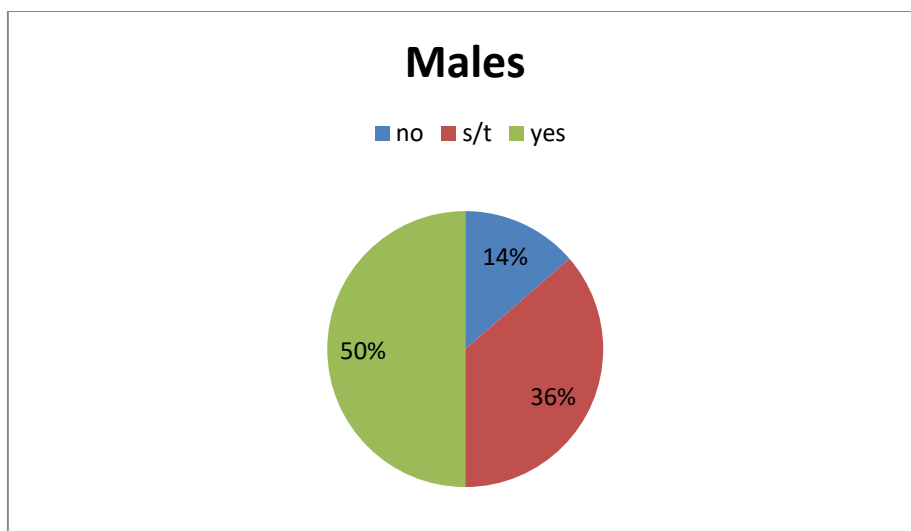
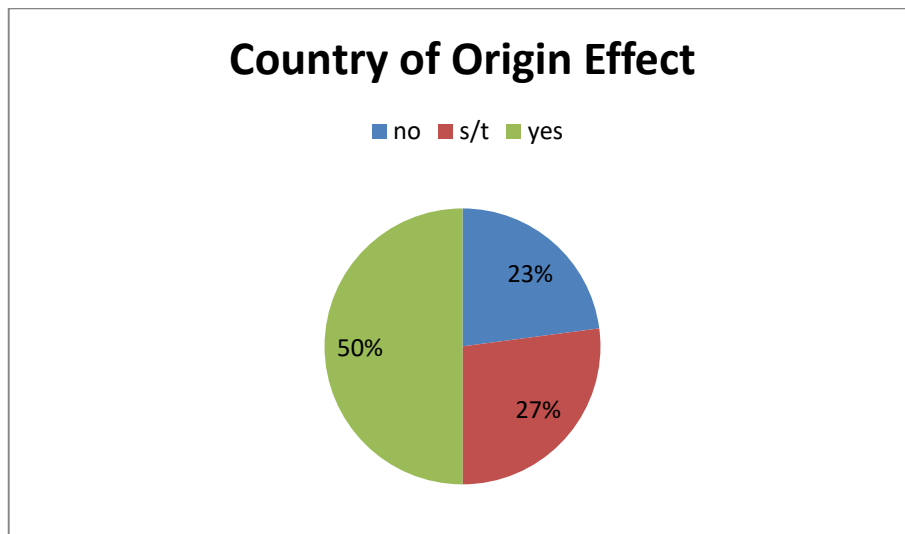
If an international brand and a national brand are priced same, would you prefer the international brand?

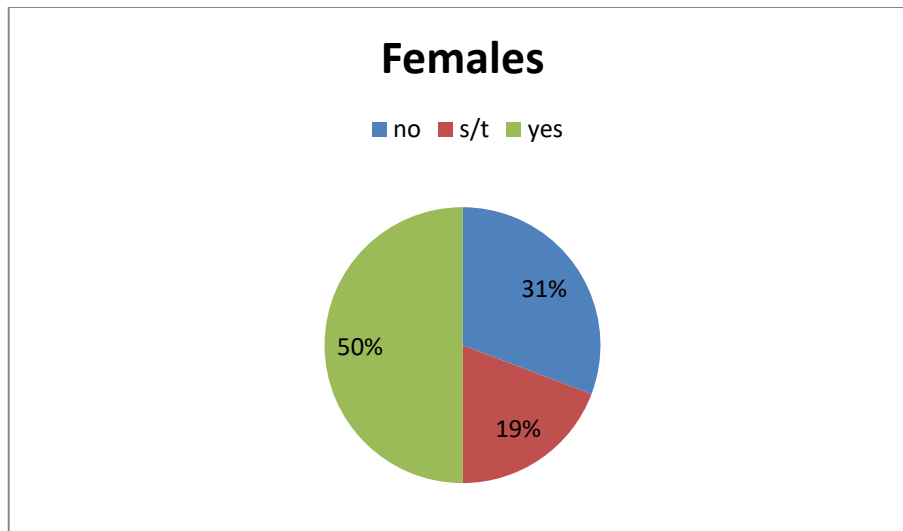
The purpose of this question was to evaluate and discover how important a factor such as price is in determining whether the consumers would go for the domestic brand or stick to the global one if both the products were in the same price range. The results found out that 76% of the Brands have been constantly reviewed and redefined in the marketing literature and there are numerous definitions for 'brand'. A definition of a brand by The American Marketing Association (AMA) in the 1960s (Keller, 1998:2) is "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competitors." For consumers, when deciding between brands which are in the marketplace will include brands as an element to determine the qualities of the product rather than employing their time to enhance their knowledge of the product in information searching activities. Therefore, consumers use brands as cues to make decisions to purchase or try products



4.5. Question 5

Do you consider where a product is manufactured when purchasing it?





This question was asked to discover how much importance the youth lay on the country of origin as a factor when making a purchase. The results revealed far different results compared to what had been stated by the review of previous researches done. As indicated in the graph, the youth was found to be mainly ignorant of the country in which the brand was manufactured. Half of the consumers 50% consider it as significant a factor as to affect his or her purchase decision whereas 31% do not consider it an important factor.

The globalization of today's business environment has resulted in a unique problem for manufacturers, marketers, and consumers. The country of origin (where a product is made) touches both consumer evaluations of the product as well as the firm's decision to manufacture its goods in certain countries and how to brand. While conceptual and empirical evidence in the literature supports the contention that the country of origin impacts upon the consumer's perceptions of quality, explanations as to why are virtually nonexistent.

In spite of the growing importance of the country-of-origin effects, most studies have relied exclusively on the "made-in (country)" label, or source country as a primary measurement stimulus. Researchers have failed to consider the effects that arise from a consumer's identification of the country of origin, with the brand name that the product carries. It is

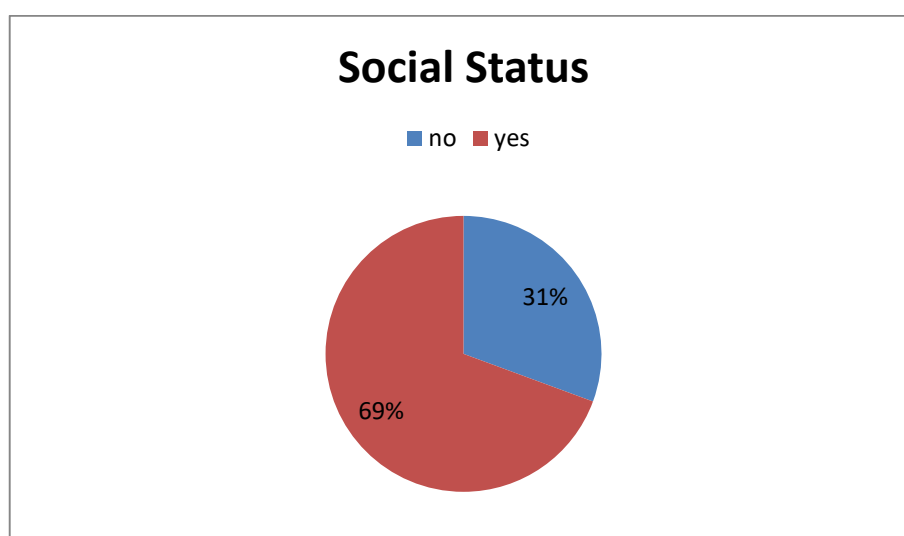
argued here that the country-of-origin effects are caused by consumers identification of the country-of-origin from brand names as well as "made-in" information cues.

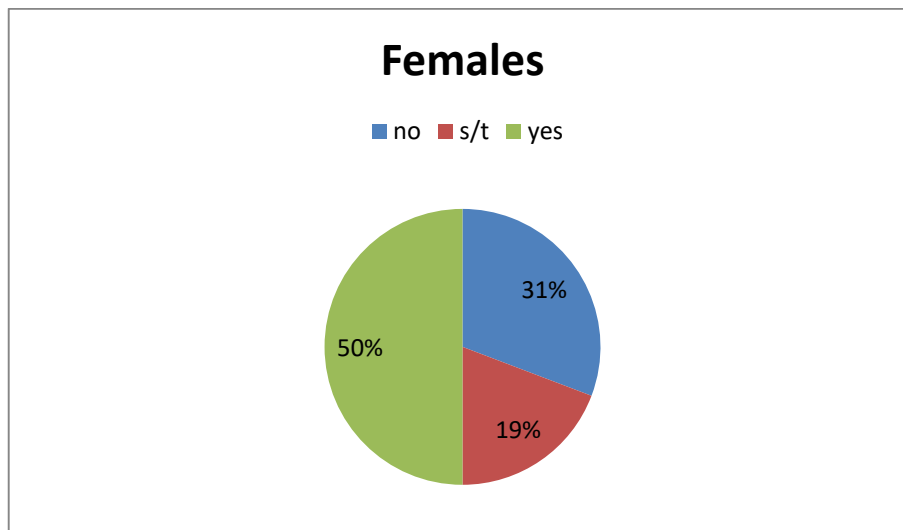
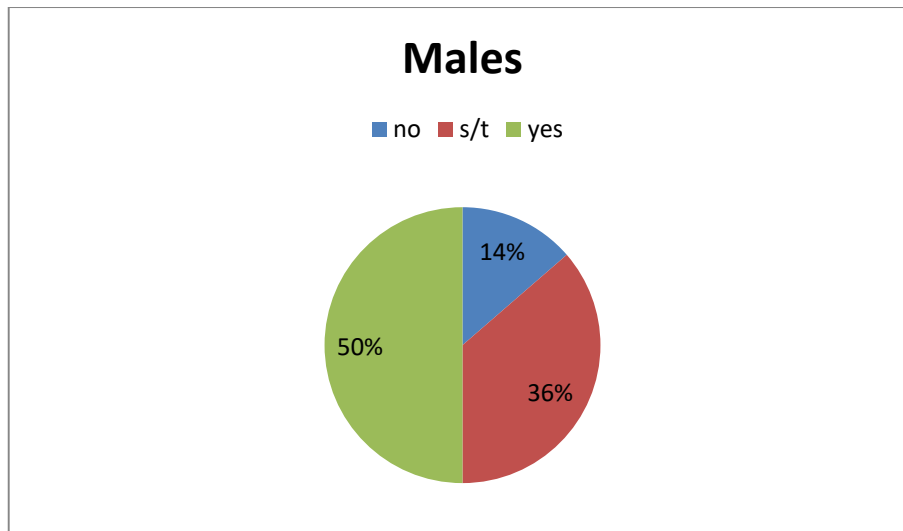
Foreign brand names affect consumer evaluations of products in two ways. One involves the consumer's identification of the country-of-origin from the brand names. Khera and Anderson (1981) examined the degree to which American consumers are aware of the location (US or foreign) of the manufacturers of various brands of household products. Their findings suggest that brand names give rise to the country-of-origin effects. In response to country-of-origin effects of this type, such firms as Japan's Matsushita and Mitsubishi adopted anglicized brand names in their earlier years in the US market, during the time in which the image of most Japanese products sold in the US was not favorable.

4.6. Question 6

It is said that people buy international products so that they can be accepted in a particular social group.

Do you agree?





The results to these two questions confirmed the general perception that exists in our society, that is, the global are purchased as a status symbol. The youth mainly bought foreign branded products to be able to fit in a particular social group. This occurs largely because peer pressure tends to be high at this age, and most of the people find themselves being victims of inferiority complexes. The results to the first of these questions indicated that on average 80% of the youth purchased the international and local brands as a status symbol. These results were further enhanced by the results to the next question, which showed that 50% of the males and 50% of the females did, infact, believe that the people purchased the international brands to be able to fit in a particular social group.

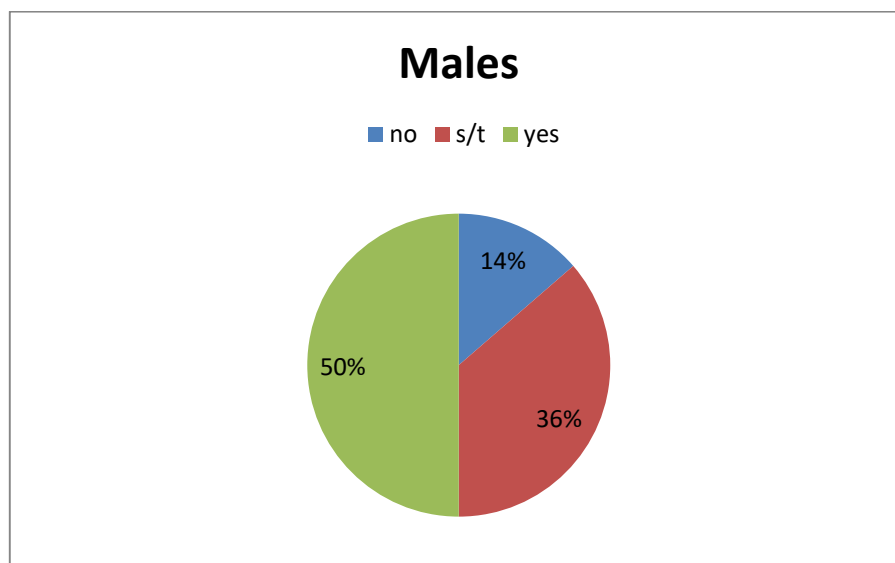
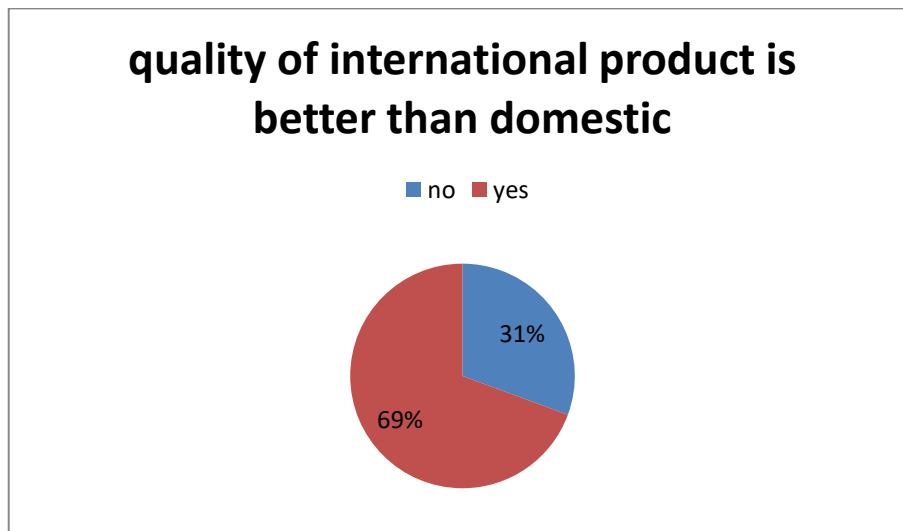
The table above compares the means of the different factors in influencing consumer preferences of the global brands over the local ones. The means, expressed in percentages, indicates that amongst all the factors, the quality of the branded product was considered the most important factor in shaping the consumers' purchase decision. The current trends and fashion were found to be just as important, but the price of the product was not found to be more important than the prevailing fashion and styles. The reason why 69% of the people decide to buy a particular brand was mainly because it was reflective of the ongoing fashion and there were only 5% people on average, who did not give importance to the ongoing fashion when purchasing a product. The results revealed that price was rated as the third most important factor in influencing consumer choice, whereas the quality of the product was considered the most significant, followed by the current trends and fashion. Country of origin, as a factor in influencing consumers' choice of the brand was hardly a significant factor, since 82% of the people, on average claimed that they did not consider which country a product is manufactured in when making purchase decisions. Only 4.5% people, on average, claimed that they do consider the country of origin when purchasing a brand. The ethnocentrism factor was considered by 60% of the people questioned. This indicates that most of the people believed that as a Indian we should buy our local brands rather than giving preference to the global brands, however, this was what they believed to be the ideal scenario. In practice, our people, especially the females were found to be extremely prone to the global brands. According to our findings, 78% of the females were not willing to even substitute the global brand with a domestic if the foreign brand is not available. The males, however, were not found to be that prone to the foreign brand.

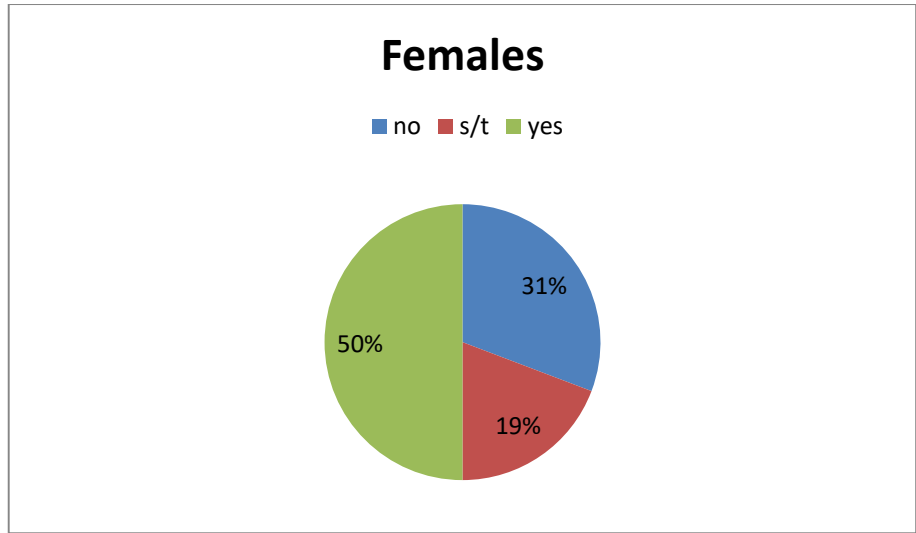
The results also show that status symbol is also perceived to be a major factor in shaping consumer purchase decisions. The above table reveals that 80% of the people linked the branded product with their social status when actually purchasing it. The table provides a

summary and ratings of the factors influencing consumer preferences of the national or international brand.

4.7. Question 7

Do you think multinational apparel products are better in quality than domestic products?





69% of people think that yes quality of multinational products is better than that of domestic products.

Only 48% males think that international products are better in quality whereas 88% of females think that international products are better in quality.

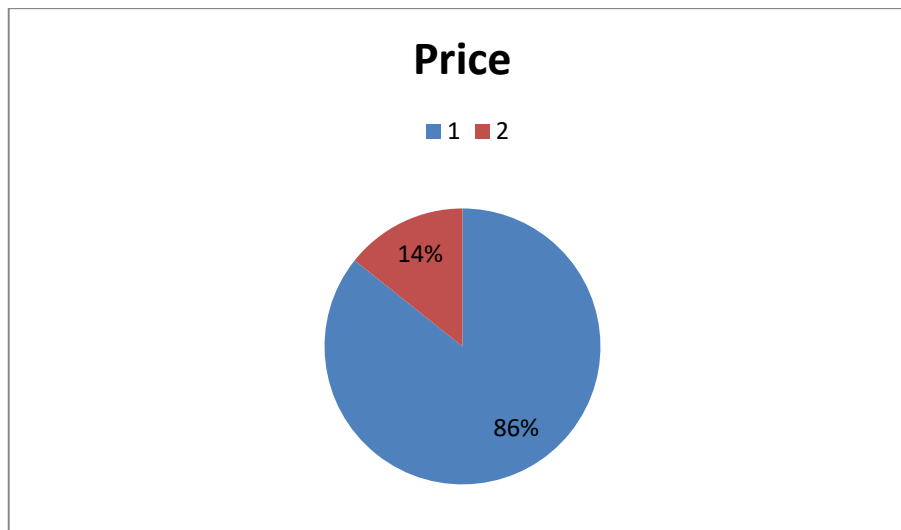
4.8. Question 8

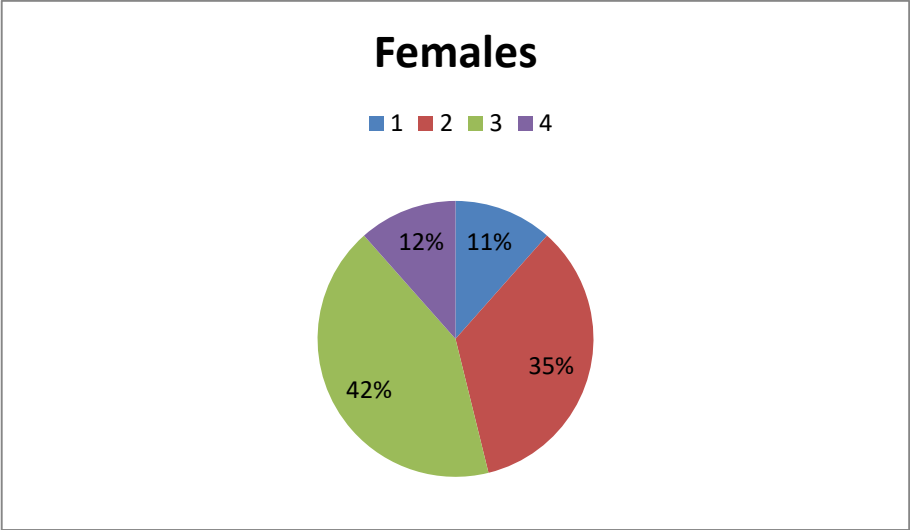
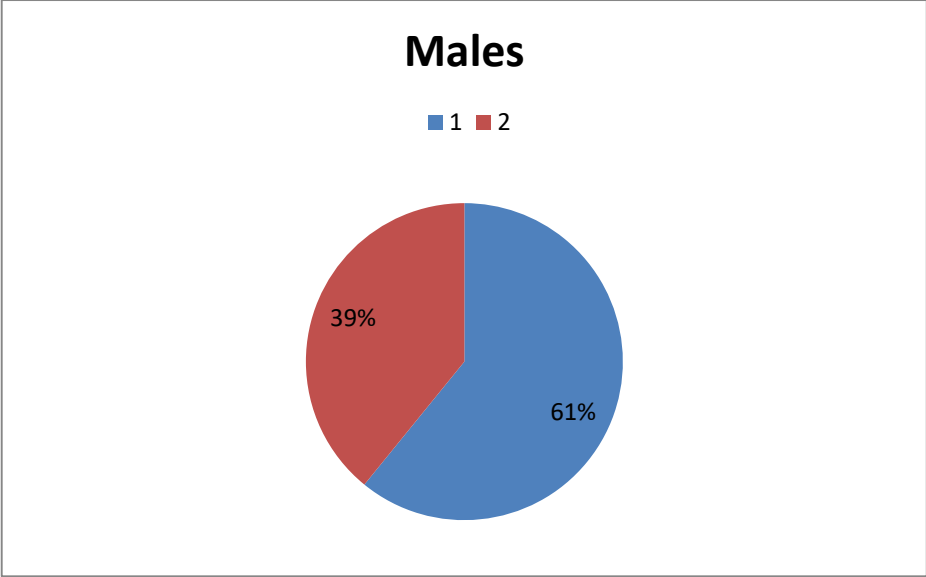
What features of the product affect your purchase the most? Rate on scale of 1-5

1= being the most affecting feature

5=least affecting feature

I.	Price	1	2	3	4	5
II.	Quality	1	2	3	4	5
III.	Brand image	1	2	3	4	5
IV.	Fashion orientation of the brand	1	2	3	4	5
V.	Recommendation of friends and family	1	2	3	4	5
VI.	Social status	1	2	3	4	5



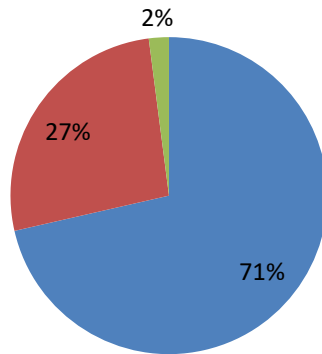


Price is definitely very important factor. In India which is price sensitive country many people are price sensitive.

86% of people said that they consider price while making a purchase and mostly the women are more price sensitive than man.

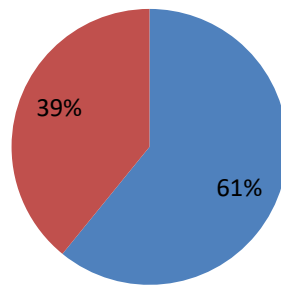
QUALITY

■ 1 ■ 2 ■ 4



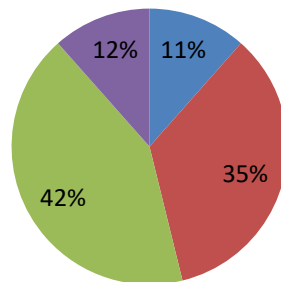
Males

■ 1 ■ 2

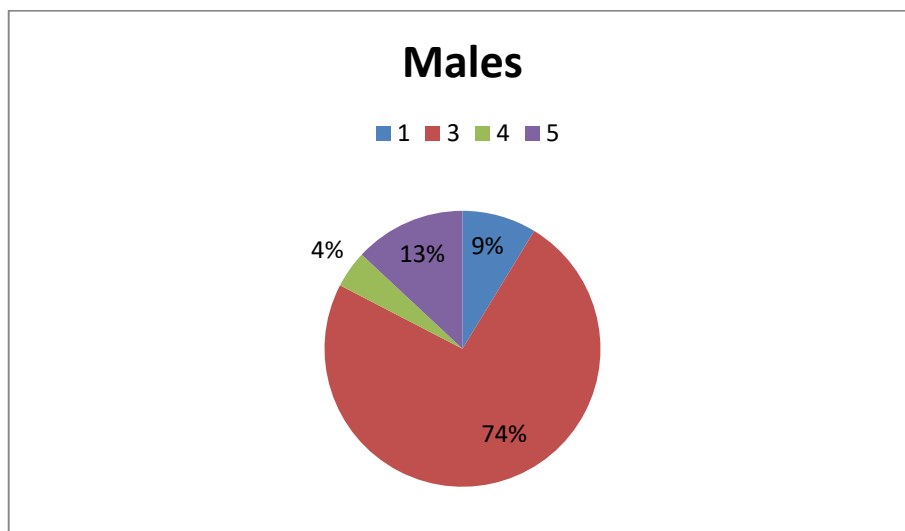
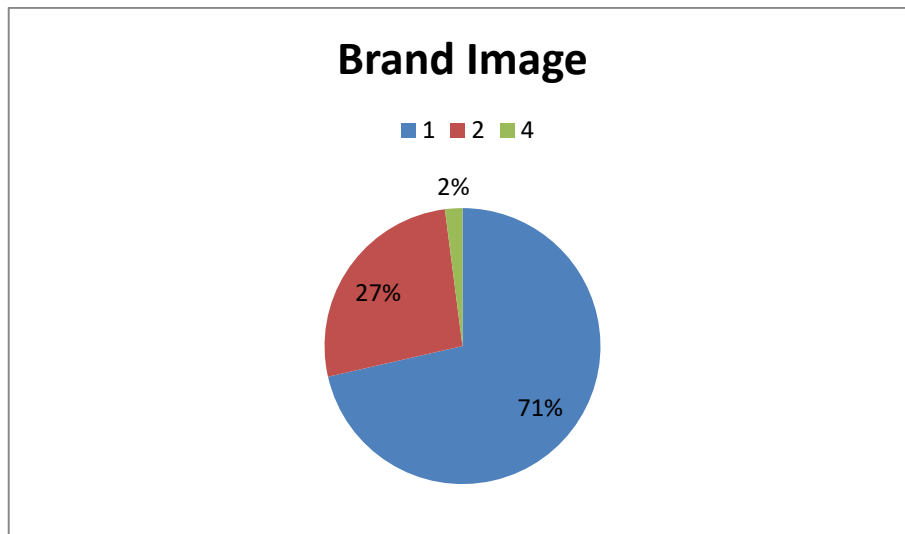


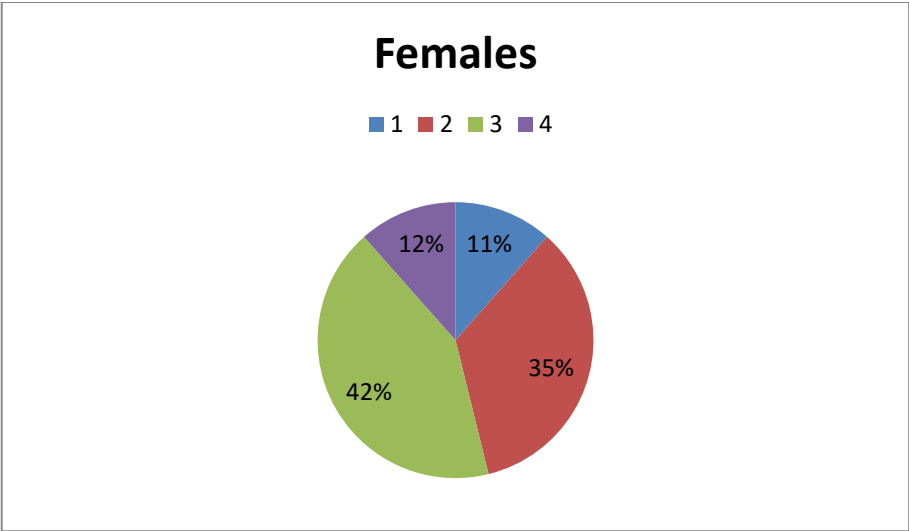
Females

■ 1 ■ 2 ■ 3 ■ 4

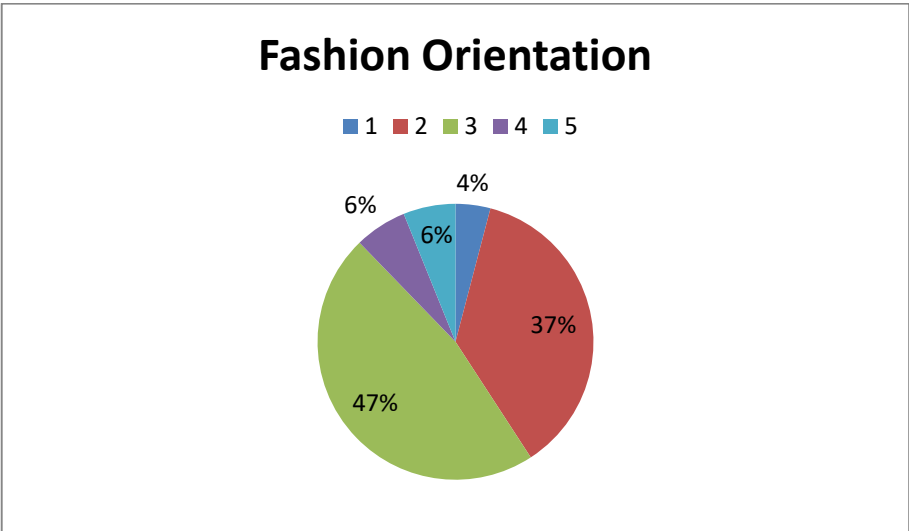


Quality has a very big importance from the figure we can see that more than 86% of people said that they go for quality as their first criteria of purchase.

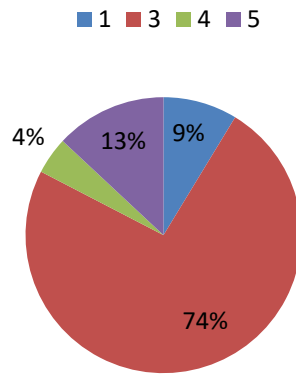




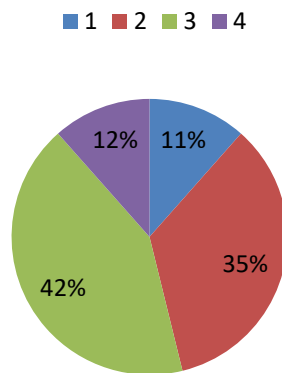
In India people give less emphasis on brand image, they have set it on moderate level of importance for brand image.



Males

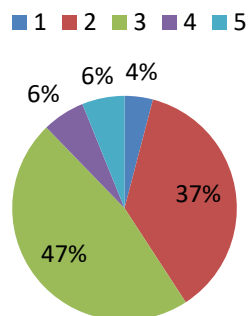


Females

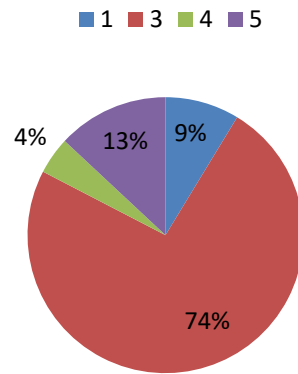


Brand orientation has also not that importance as compared to price and quality.

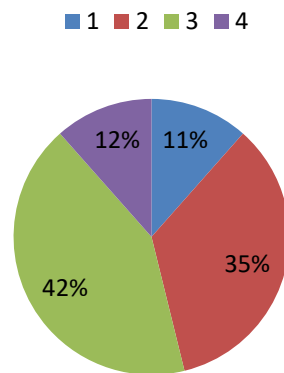
Recommendation of Friends and Family



Males



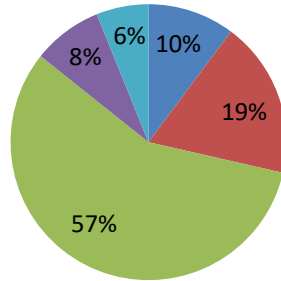
Females



Recommendation of family and friends play a big role but yes definitely that is not the first criteria for making a purchase.

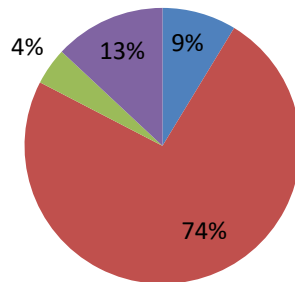
Social Status

■ 1 ■ 2 ■ 3 ■ 4 ■ 5



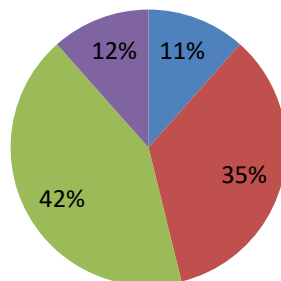
Males

■ 1 ■ 3 ■ 4 ■ 5



Females

■ 1 ■ 2 ■ 3 ■ 4



Social status has also a moderate effect while making a purchase.

5) Challenges for future

- Gathering and interpreting information that organizations need to meet changing needs of consumers
- Developing effective consumer research methods to capture changes in trends and lifestyles
- Understanding consumer behavior from a broader perspective as an important part of life

6) REFERENCES

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