

Project Dissertation report on
Understanding the Purchasing Behaviour of a Young
Population for Premium Apparel Brands

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CERTIFICATE

Affirmed that work titled '**Understanding the Purchasing Behavior of a Young Population for Premium Apparel Brands**' as a component of the 2nd year Major Research Project presented by **Devkaran Singh Sehwat** in the fourth Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2020 was led under my direction and oversight.

This work is unique and has not been submitted anywhere else for the honor of any degree.

The project is submitted to Delhi School of Management, Delhi Technological University in fractional contentment of prerequisite warranted for grant of degree of Master of Business Administration.

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Declaration

I thus proclaim that the Research venture report titled "Understanding the Purchasing Behaviour of a Young Population for Premium Apparel Brands" submitted to Delhi School of Management, Delhi Technological University, in partial satisfaction of the necessities for grant of Master of Business Administration, is a submission of unique paper work concluded by myself, under the mentorship and oversight of Prof. P.K Suri.

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Acknowledgement

This Endeavour has been finished due to the help and direction of many individuals. I am appreciative to Prof. P.K Suri for his consistent direction and input which helped me to comprehend the different angles related with inquiry

thanks, is expressed to Dr Deepshree (Assistant Professor) for giving me knowledge towards the different parts of showcasing and purchaser conduct which framed the core to the study. One is extremely indebted to the unmatched help of different employees of Delhi School of Management who tutored and guided me in the different areas related with this task. Last yet not the least I might want to offer my thanks to my family without whose help and consolation this venture would not have been conceivable.

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EXECUTIVE SUMMARY

The motive of investigation is to look at the acquiring demeanor of the adolescents and young adults in India for array. Furthermore, buyer characteristics, for example, clothing inclusion, confidence, reference gathering, social class, and different showcasing instruments are considered. Likewise, the individual qualities were examined independently and according to the purchasing conduct of a youthful populace. A person's observation towards attire can be viewed therefore that contemplates the adjustments in tastes and inclinations alongside the social perspectives.

The connection between character of shoppers and that portrayed by the brand have gotten a significant subject for an advertising study, particularly with variables, for example, societal position being a solid driver behind obtaining and devouring explicit sorts of brands. All things considered, this examination centers around understanding the connection between buyer attributes, for example, sexual orientation, pay levels and the effect social elements have with how the brand is seen.

Customers see marks as giving both passionate advantages (for example superficial point of interest, riches and style articulation) and utilitarian advantages, for example, high caliber and toughness. The way where a brand is seen by the client may impact their expectation to buy the brand.

The data was congregated with the assistance of a Questionnaire and an aggregate of 225 people were engaged with it. The information gathered included data about the buy conduct and the elements that impact their buy conduct. This information was broke down utilizing numerical and measurable instruments like Factor Analysis, Chi-square while pie outlines and sections were utilized to delineate information graphically.

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Chapter 1

INTRODUCTION

Garments amongst the fundamental necessities of human progress. The Apparels frequently mirror an individual's way of life and depicts his/her social and monetary status. This industry has its place among the quickest developing industries and furthermore the second biggest Forex earner for India. Clients these days don't simply shop; the upper layers of economy convey with them an encounter alongside the shopping. Past years have seen a peak with customer certainty at an outright high and retail spending fit as a fiddle

1.1 CONSUMER PURCHASE BEHAVIOUR

A person's buying behavior for a product or service is preceded by two major factors which are personal and social. It enables us to rejoiner problems such as:

- (i) Why is a particular firm chosen over the other?
- (ii) How does the consumer arrive at this choice?
- (iii) How do firms employ this information so as to offer greater value to customer ?

1.2 CONSUMER PURCHASE BEHAVIOUR FOR APPAREL

Ready-made piece of clothing is an exceptionally representative item class because of its high perceivability. Individuals will in general make suppositions about an individual's self-idea just based on his/her dress. The representative idea of apparel as a visual articulation of self-idea and fuses different dress styles, brands, retailer outlets and social acknowledgment specifically subcultures or gatherings.

The quantity of Working individuals has been constantly peaking throughout the years, the same significantly assisted working and white-collar individuals, because of the enhancement in number of working class and liberal increment to salary, and in this manner the spending power lengthened during passage of time. This change has exclusively supported youthful Indian populace within age gathering of 13 – 28 so as to ensure more procurement.

1.3 REASON FOR CHOOSING THE PROJECT

Customers involving youthful populace have increased in high significance from advertisers perspective in these past few years due to of their rising buying power. Simple access to charge cards and salary from low maintenance employments is among the significant explanations behind the expansion in buying power. This customer bunch will in general overspend through currency on dress also on superiority items, and sees these things as significant. The coming age has simple access to shopping and is exploiting this entrance. They are a prime Internet crowd as one of the quickest developing gathering that effectively utilizes PCs.

Chapter 2

LITERATURE REVIEW

2.1 CHARACTERISTICS OF POWER BRANDS

EMOTIONAL CAPITAL

Brand administrators are progressively going to the emotional side of system so as to win and keep clients
Firms focus on developing emotional capital as:

1. People pick brands for extreme closeness to their emotional appeal, regardless of whether they act by natural articulation, a feeling of relatability, or different reasons.
2. Evoke feeling - brands once in a while release relentless feeling, stimulating energy and obvious fervor and excitement in the customer.
3. Live and Evolve – they resemble individuals in the way they live, develop, advance. Be that as it may, fortunately, on the off chance that they are all around oversaw, they have no life cycle and can live until the end of time.
4. Communicate-Strong brands tune in, get input change their conduct as they learn and talk contrastingly to various individuals, contingent upon the circumstance, similarly as individuals do .They have confidence in discourse
5. Develop massive trust – individuals trust the brands they pick, and frequently oppose all substitutes.
6. Engender dependability and kinship trust the brands they pick, and regularly oppose all substitutes.
7. Give extraordinary encounters – like incredible individuals, extraordinary brands are ideal to be with, acceptable to have around, and are predictable in what they provide for their companions. Given these realities about the passionate capital that brands create, we have to comprehend that brands are connections.

2.2 WHAT DRIVES THE DECISION

Brand Building Strategy

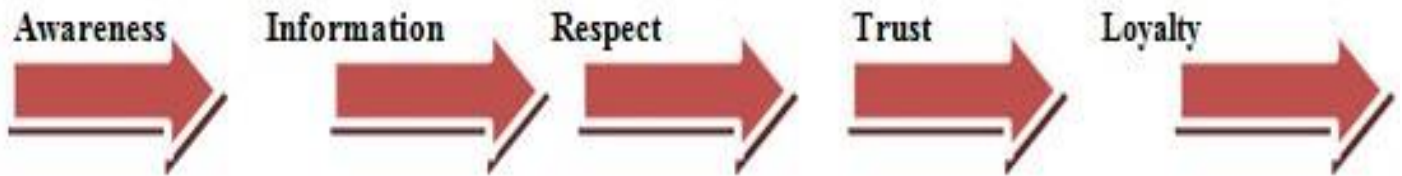


Fig 2.1: Brand building strategy (Source Globeone)

Awareness comes first, followed by involvement and purchase –a few meetings- which leads to trust levels, subsequently leading to loyalty and lifetime customer relationship.

2.3 BRAND ENGAGEMENT

On prior occasions, placing and advancements through broad communication channels did the work for advertisers. Clients ran to purchase the brand that was publicized and that is what number of profitable brands were made of. Notwithstanding, the expanding media mess and diminishing client capacities to focus have brought about diminishing adequacy of customary practices.

In this manner present day brand heads have utilized procedures like branding the executives to overcome client hearts. The accompanying procedures are imperative:

1. Inclusive Brand Positioning: as of late, the situating procedure that is by all accounts yielding better outcomes is "comprehensiveness". Clients have become savvier and the concentrated entrance of broad communications has served to reduce the corona of famous people. Thus, in any event, when utilizing endorsers, brands have steered clear of putting them on high pedestals. They have depicted as "brand users" rather than as "endorsers". Taking the example of Cadbury's advertisements, Amitabh Bachchan has been portrayed as the

quintessential Indian in the Celebrations ads where he is depicted sharing diwali sweets to friends. Likewise, Amir Khan has played interesting roles for brands like Coca Cola, Titan etc.

2. Relevant presence in clients' lives: Customers are busy with their lives and the brand desires to touch their lives in applicable ways. This calls for the emblem s to be present at places frequented via customers. Therefore, manufacturers that focus on the youth (along with Fast Track) may be observed on social networking websites like Face book. Brands like Bingo have long gone a step ahead. They have enhanced the engagement via showing banners like "Mad Angles"- upload Mad Angle for your Facebook status".

Depending on the patron phase being targeted, a suitable presence ought to be planned. Credit card logo MasterCard in its bid to goal high net really worth clientele, has installation airport lounges that offer improved privileges for clients and additionally serve logo engagement objective. Likewise, camel used to organise "Sit and Draw" contests for youngsters to create more engagement of its emblem with the target audience.

Needless to mention that sponsorship has been the traditional technique for ensuring presence in client lives. However some manufacturers have taken ambitious step in this direction. The Fair and Lovely Foundation gives scholarships to young women who wish to pursue their careers but have monetary constraints.

3. Engaging Customers: The Interactive Approach: Brands have realised the significance of the interactive method to engage customers. This will be performed via inviting co-creation ideas for new product variants like Lays has carried out with the Dillogical Campaign .Another noteworthy approach turned into adopted by way of Tata Docomo via [www.Create .Tatadocomo .Com](http://www.Create.Tatadocomo.Com) wherein clients ought to create animated classified ads for the brand .A subtle style become adopted through AXE in the "Call Me" marketing campaign wherein the number cited inside the upload received a document 10 lakh calls and a pre-recorded message became used to decorate the brand's engagement.

4. Issue for Customers: Customers unquestionably need their preferred brands to show worry for them. This should consider the fears clients face. For instance, a few clients have lost cash by sharing their record subtleties as answers to deceitful messages. To alleviate such clients, ICICI bank discharged notices to alert clients against fake messages that can bring about their records being hacked
5. CSR and Green Initiatives: Tata Tea's JAAGO REY battle made positive brand situating by utilizing CSR as the principle board. As of late, the center has moved from casting a ballot to defilement – the two topics reverberate emphatically with Indian residents and accordingly the brand appreciates simple review.

Brands partner with social and green makes serve draw in clients in an attractive way. For instance, Times of India's Lead India crusade has done a ton of good to the brand's claim. Similarly, ITC publicizes that its brands Paperkraft and Classmate are readied utilizing condition

2.4 UNLOCKING THE SOCIAL NETWORKS

There exists a lot of advertising about the informal organizations and their latent capacity sway on showcasing; such a large number of organizations are perseveringly setting up propinquity on Facebook, Twitter, and different stages as well. However, the genuine estimation of Social Networks stays hazy, and keeping in mind that regular shrewdness recommends that they ought to be enormous empowering influences and intensifiers of verbal, scarcely any purchasers organizations have opened this potential. All the more as of late, individuals have embraced another brain – set. We consider word – of-mouth produced on interpersonal organizations as an unmistakable type of media. This thought is in excess of a semantic detail. At the point when you consider informal exchange as Media, it turns into a type of substance, and agent can apply attempted and – détente content administration practices and measurements to it. What's more, word – of-mouth produced by informal communities is a type of showcasing that must be earned – in contrast to customary promoting, which can be bought.

To be helpful in a universe of virtual discussions empowered by interpersonal organizations, there are two essential bits of knowledge. Initial, a ground-breaking route for a brand to be helpful in the virtual world is to present social significance on its client. Second, " virtual things" are basic to invigorating social

interactions that may in turn generate word-of-mouth.

2.5 CONSUMER BEHAVIOR FOR APPARELS

An examination was led to trail outcome of brands on retailing in sartorial. The study took into account merely two retailer namely Vestside and Pantalooons in Gujrat and acknowledged the theory that individuals won't be brand faithful and will switch over near competition if comparable outlets are accessible. Another investigation scrutinized the outfit and spending inclinations of older ladies in U.S. Free living occupants were studied concerning design awareness, , shopping practices and examples. Youthful and develop buyers' responses to female attire gatherings were thought about. Develop themes subscribed clothing for pleasure or need, understanding of Gen Y consumers, this study examined the effect of fashion involvement (FI) and perceived experiential value (EV) on Gen Y consumers' retail apparel patronage behaviour.

2.6 REFERENCE TO COLLEGE GOING STUDENTS

McKinney, Letecia et al (2004) guided an assessment to take a gander at the effect of picked social factors on the apparel buying measures of direct of dim school clients. The model involved 333 understudies from two US universities. Results showed that social venture was in a general sense related to store support. No qualification was found in help lead for the components of reference gathering, social commitment, structure consideration, clothing benefits searched for, and social condition. Mohamadou L Fadiga et al (2005) in their assessment recognize wellsprings of intrigue improvement for apparel in the US reliant on customer fragment profiles, districts, and thing qualities. Cowart, Kelly O.; Goldsmith, Ronald E. (2007) look into motivations for web based apparel usage using the Consumer Styles Inventory. Data from a case of 357 US students showed that quality insight, brand mindfulness, structure mindfulness, debauched shopping, impulsiveness and brand reliability were earnestly associated with web based garments shopping.

2.7 CONSUMER PREFERENCE

A portion of the understandings of what a customer inclination is, are given beneath - Elling (1984) clarified purchaser inclination as that —character of a buyer which, when the item favored by him was not accessible with one seller, made him to stroll to other vendor for the equivalent productll. The manner in which buyer is satisfied or troubled about an item after his buy is called as clients' inclination. When the client prefers the item there are more odds of buying it once more. (Kotler 2003) International brands like Diesel, Armani, Gucci and so forth., have opened up stores in every single significant city, these stores have a wide scope of assortments which are reasonable for the Indian shoppers. Household brands have additionally ventured into the market with various assortment of items as indicated by the locale and culture. Brands are growing their

quality from urban market to country market to arrive at the purchasers. In the past customers were not given exhaustive rundown of items thus there were no unique inclinations. In the present setting, there is wide scope of assortment and brands for the shopper to pick and henceforth the inclinations of purchaser have a more extensive significance. It was dealers' market during 1990s and now its purchasers' market.

2.8 CONSUMER SATISFACTION

A portion of the understandings of what a customer inclination is, are given beneath - Elling (1984) clarified purchaser inclination as that —character of a buyer which, when the item favored by him was not accessible with one seller, made him to stroll to other vendor for the equivalent product. The manner in which buyer is satisfied or troubled about an item after his buy is called as clients' inclination. When the client prefers the item there are more odds of buying it once more. (Kotler 2003) International brands like Diesel, Armani, Gucci and so forth., have opened up stores in every single significant city, these stores have a wide scope of assortments which are reasonable for the Indian shoppers. Household brands have additionally ventured into the market with various assortment of items as indicated by the locale and culture. Brands are growing their quality from urban market to country market to arrive at the purchasers. In the past customers were not given exhaustive rundown of items thus there were no unique inclinations. In the present setting, there is wide scope of assortment and brands for the shopper to pick and henceforth the inclinations of purchaser have a more extensive significance. It was dealers' market during 1990s and now its purchasers' market.

2.9 AWARENESS ABOUT FASHION BRANDS

A portion of the translations of what mindfulness is are given underneath
Attempting to pick up consideration of a brand and making its picture for a positive customer reaction is characterized as brand mindfulness. (Jay D. Lindquist) Lack of training influenced the degree of mindfulness among individuals about style items, today because of increment in the proficiency rate and approach of broad communications; shoppers have great mindfulness about every item gathering and its related image. With the expansion in network and data on the remote brands, more youthful age is additionally getting the message out to others by utilizing different social showcasing locales. However, the extravagance showcase is just observed in enormous urban communities like New Delhi, Mumbai, Bangalore, Chennai, Hyderabad and it pulls in without a doubt, not many in this huge Indian populace. Numerous customers in India know about remote brands, yet they can't recognize the element or incentive in the items and they want to purchase just the renowned brands. What's more, a large portion of the Indian buyers purchase extravagance products for its image esteem not to make a style explanation.

Shopping centers are the following wellspring of making mindfulness about design items, shopping centers

were begun in 2002 in large urban areas yet the idea infiltrated into littler urban areas rapidly with an extremely quick development rate. Innovation and media has additionally helped in making more mindfulness about design among youngsters the nation over. Person to person communication locales and cell phones with 3G have gotten a help for the more youthful age and some elderly folks individuals to pick up mindfulness about the brand. Buyer has picked up information about their privileges. Legislature of India has arrangement shopper insurance under the Department of Consumer Affairs to make more mindfulness and to address the issues efficiently. Individuals have additionally begun different clubs/discussions the nation over separated from the administration, they help the shoppers by giving lawful counsel and guiding them to the concerned complaint cell. Purchasers can require any assistance through an across the nation assist line with numbering and is advanced through broad communications at normal spans.

BEARING OF COVID-19

The universal Pandemic has had a mean-spirited bearing of the sector. The progress of this sector which appeared to be promising over the years and which was anticipated to peak around the end of this decade fell like a house of cards. The drastic pandemic shall have a bearing on the industry for years to come. The fear of disease is prohibiting individuals from purchasing products of the industry. The subset of the sector which specifically dealt with the brick model of sales is amongst the worst hit of the lot. Moreover the expenditure incurred by businesses so as to disinfect outlets keep a vigil on health of employees and disinfect apparel shall have a considerable bearing on price of goods .This is further likely to influence behavior of consumers significantly. However the fact that the industry comprises of products which are essential in nature is likely to provide some relief. There shall be a tremendous dependence on success in vaccination manufacturing in order to ensure old ways are restored.

Chapter 3

RESEARCH METHODOLOGY

3.1 Objectives of the Research

1. To analyse the procurement conduct of the youth and to comprehend their preferences and their spending pattern.
2. To study the mind recall of the customers for various brands.
3. To study the marketing tools that are impacting the buying behaviour of customers for ready-made garments.

3.2 Research Design

The kind of research is essentially descriptive with an endeavor to break down the targets that have been exactly shaped. Descriptive research is utilized to clarify, screen and test hypothesis made by advertisers to assist them with finding exact answers. Because of this explanation distinct research is inflexible or rigid

3.3 Data Collection Method

1. Primary Research: A survey was conducted and data was collected through a prepared questionnaire.
2. Secondary Research: : Latest information available on internet about the Apparel industry, the methods followed by them to attract the youth, the sites most frequented by youth and activities engaged in online, popular frequented places and likes/dislikes etc. studied.

3.4 Sampling

It is a significant part of data assortment. Inspecting alludes to determination of arbitrary subset of individual perceptions inside a populace of people with the aim of picking up information about the populace being referred to. This information is picked up for the motivation behind creation forecasts about the factual surmising. The example included a youthful populace, for example, school/undergrads and youthful working experts. Accommodation examining was utilized in the undertaking.

3.5 Period of collection

The period of data collection spanned over 3 weeks from 4th April 2020 to 25th April 2020

Appropriate statistical tools namely Chi Square test for Hypothesis testing and Factor Analysis and graphical representations have been used to derive at and explain the results.

3.6 Responses

An overall of 225 individuals contributed in this study. It had a fair gender distribution with 101 Male respondents and 124 female respondents.

Chapter 4 ANALYSIS AND OBSERVATIONS

4.1 Occupation

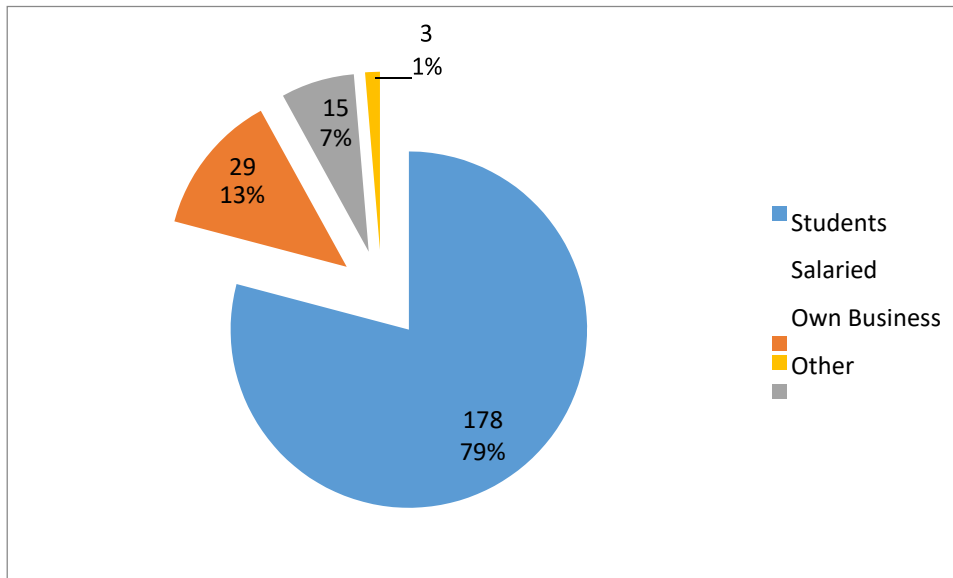


Fig 4.1: Distribution of occupation of the sample

Nearly 80% of the sample population were school or college going students which also form a major segment of the young population.

4.2 Average monthly expenditure on ready-made garments (Rs)

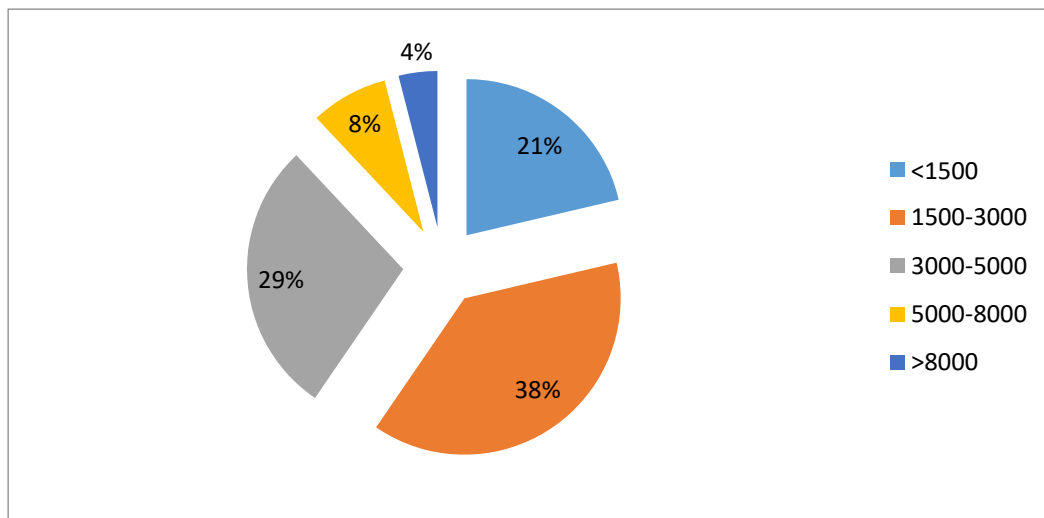


Fig 4.2: Distribution of monthly expenditure on apparels

21% of the sample size spends less than Rs 1500 on clothing per month, 38% of the population spends on an average between Rs 1500-3000 per month on apparels. 29% people spend somewhere between Rs 3000-5000 per month followed by 8% people who spend Rs 5000-8000 per month. A meagre 4% of the people are willing to spend in excess of Rs 8000 per month on apparels.

4.3 Shopping pattern for ready-made garments

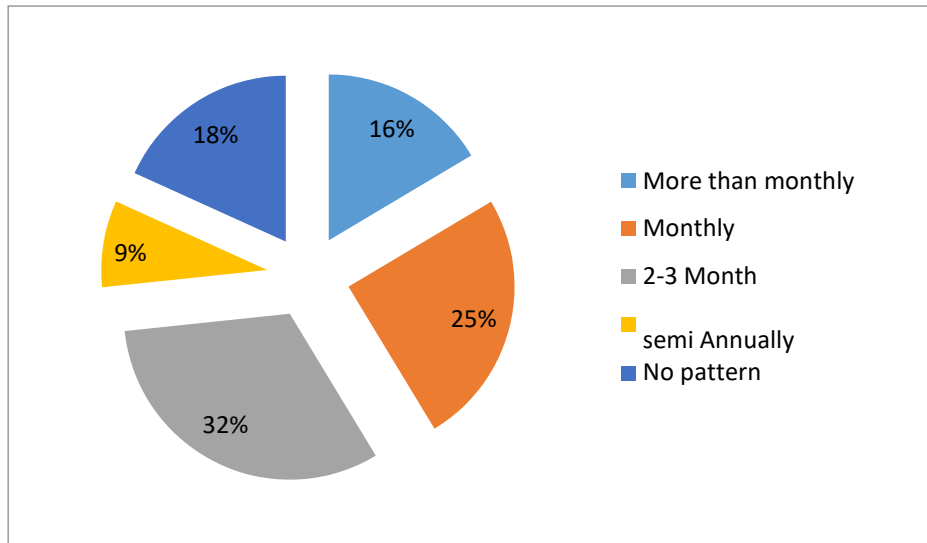


Fig 4.3: Distribution of shopping pattern

The data shows that mainstream population favors shopping for apparels frequently with just 9% of the population that shops once every 6 months. Around 18% of the people don't have a specific pattern for the purchase of ready-made garments.

4.4 Factors/people that influence the purchasing decision for apparels

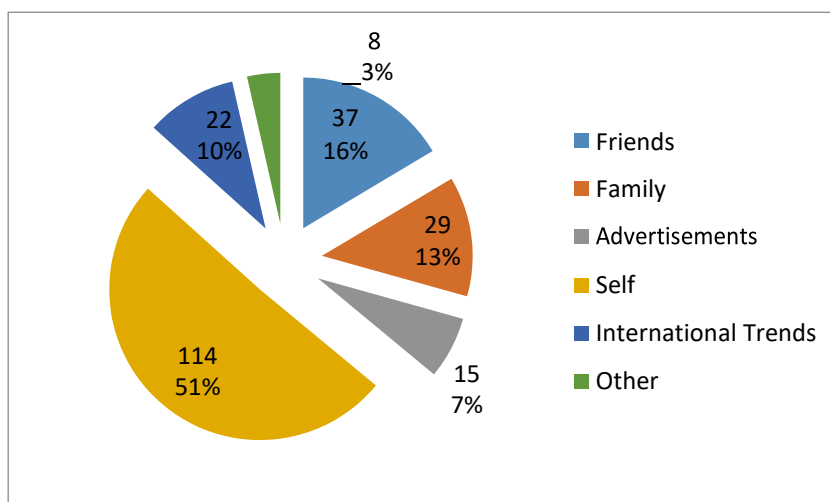


Fig 4.4: Influencers for purchase decision

More than half the population wasn't influenced by external factors in purchase decisions for apparels. The next most influential factors in purchasing of clothes are friends and family with 16% and 13% of the share respectively.

4.5 Ranking of the preferences on the basis of which customers purchase garments (1 being the highest and 4 being the lowest)

4.5.1 End of season sale

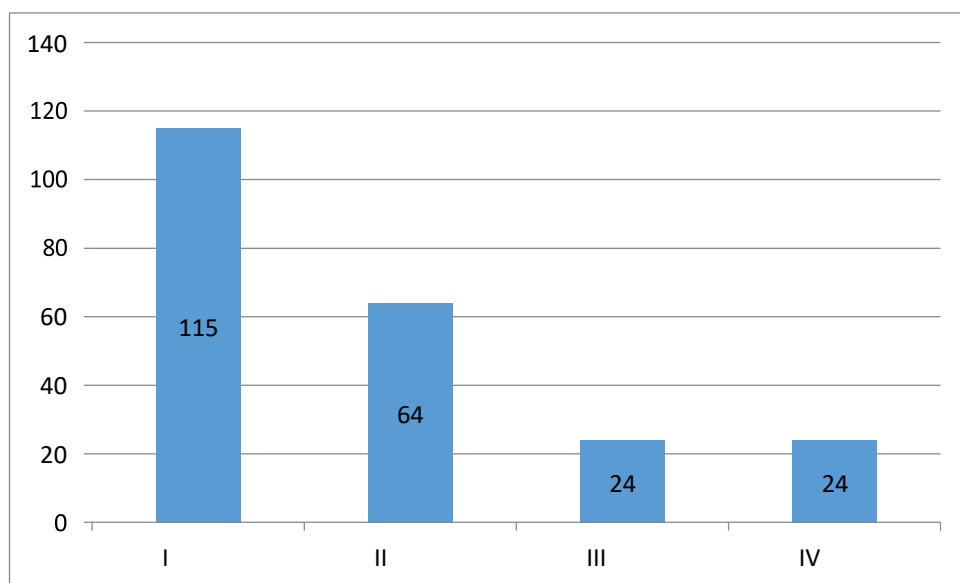


Fig 4.5: Rank distribution for End of season sale

115 people awarded End of season sale rank 1, 64 gave it rank 2 while 24 people each gave it rank 3 and 4 respectively.

4.5.2 Fresh Arrivals

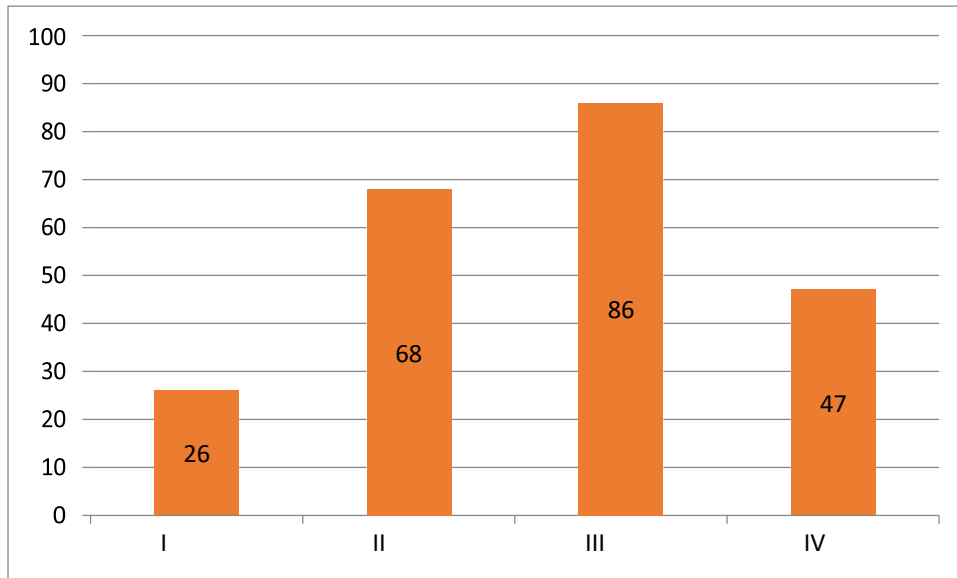


Fig 4.6: Rank distribution for fresh arrivals

Majority of the people awarded Fresh arrivals a rank 3 on the basis of which it affects their purchasing behaviour.

4.5.3 Festive Discounts

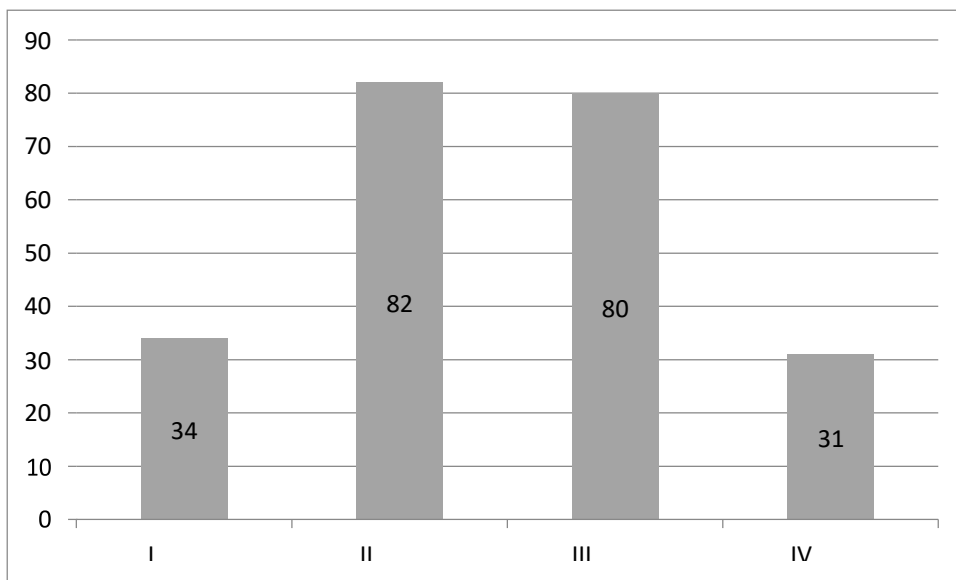


Fig 4.7: Rank distribution for festive discounts

82 people awarded Festive discounts a rank 2 and 80 people gave it a rank 3.

4.5.4 No specific preference

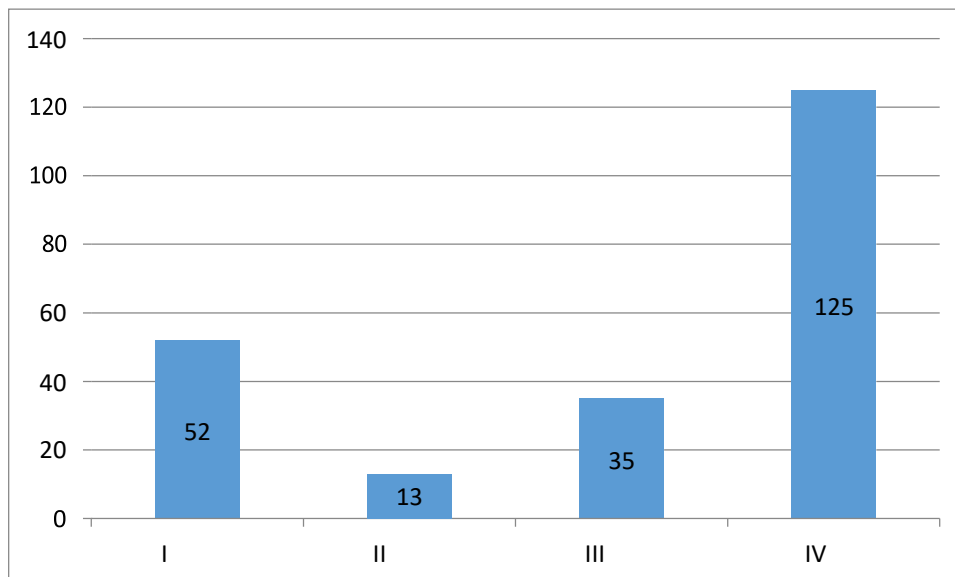


Fig 4.8: Rank distribution for no specific preference

125 people awarded a Rank 4 to the attribute “No specific preference” while on the contrary 52 people gave it Rank 1 followed by 35 and 13 people for Ranks 3 and 2 respectively.

4.6 Ranking of various factors that play an integral role in the purchase decisions for an apparel brand. (1 being the highest and 6 being the lowest)

4.6.1 Price

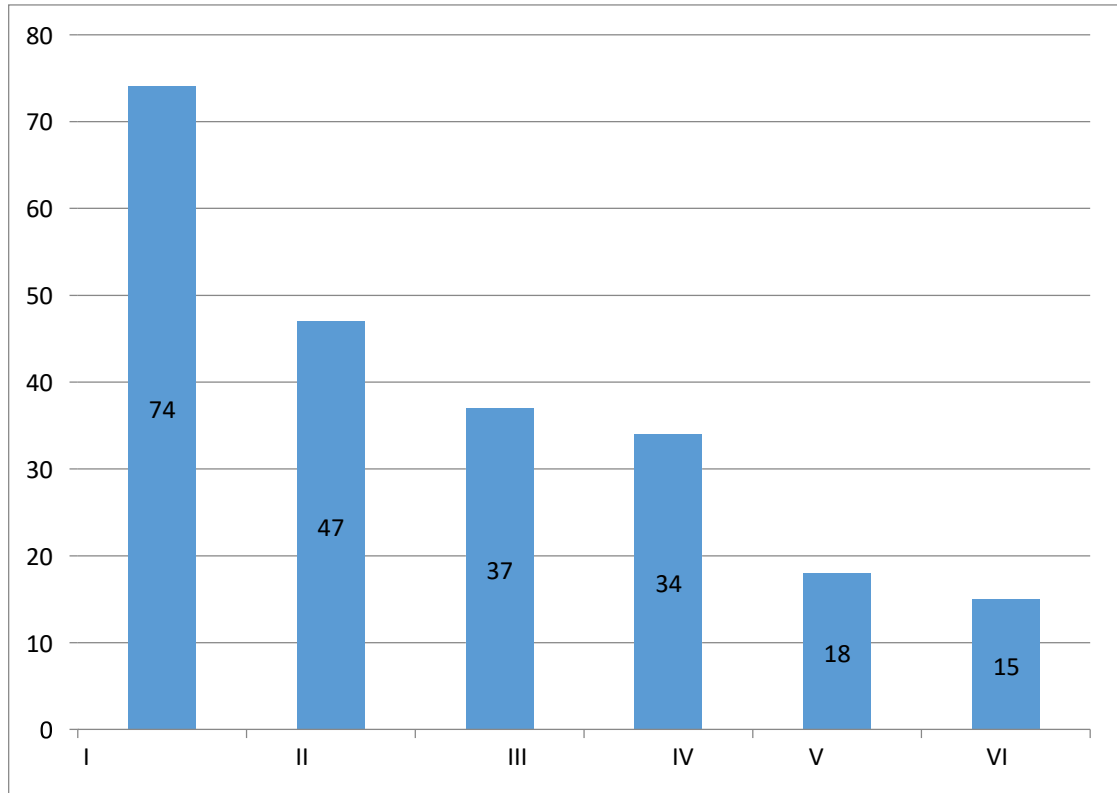


Fig 4.9: Rank distribution for price

74 considered price to be the most important factor for making a purchase of ready-made garments while just 15 people considered it to be the least important attribute that affected their decision.

4.6.2 Brand Image

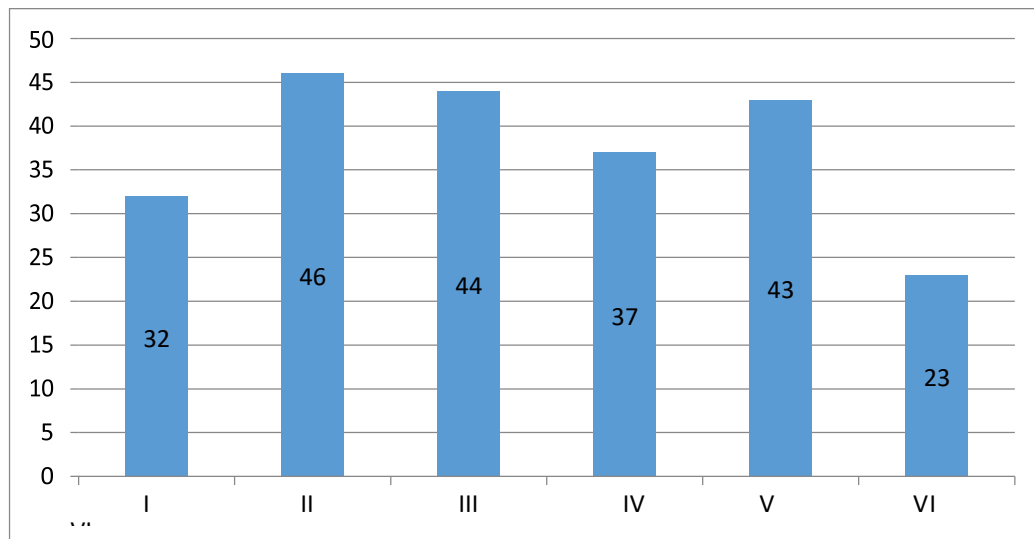


Fig 4.10: Rank distribution for brand image

This attribute got very mixed responses where 46 people considered it the second most important while 43 didn't consider it a very impactful attribute when it came to decision making. 23 people gave brand image a rank of 6 which implies that majority of the young population considers brand image of the apparel company to be important.

4.6.3 Design

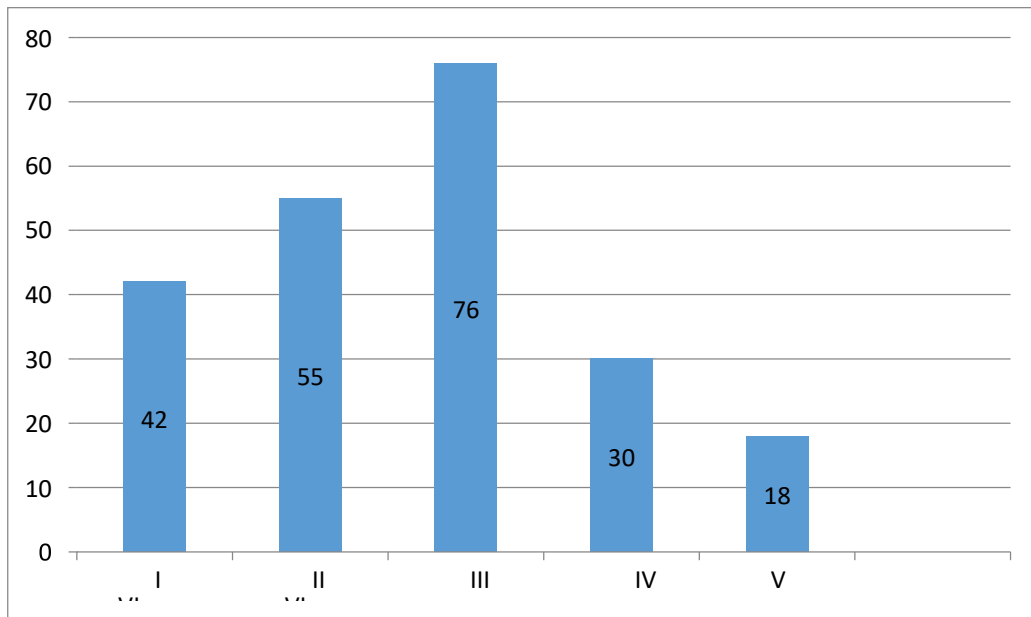


Fig 4.11: Rank distribution for design

76 people considered Design to be a moderately influential characteristic giving it a rank 3 while just 4 people awarded it a rank 6 thus signifying that design is an important factor in purchasing of clothes.

4.6.4 Accessibility

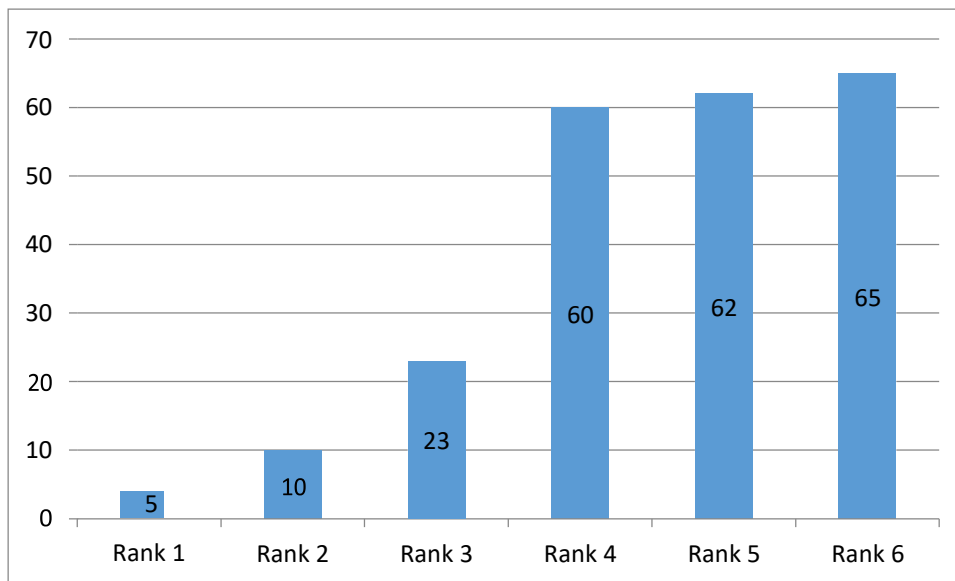


Fig 4.12: Rank distribution for Accessibility

65 people considered accessibility to be the least important factor when it comes to purchase of apparels followed by 62 and 60 people who gave it a rank of 5 and 4 respectively. A meagre 5 people were highly influenced due to this attribute.

4.6.5 Comfort

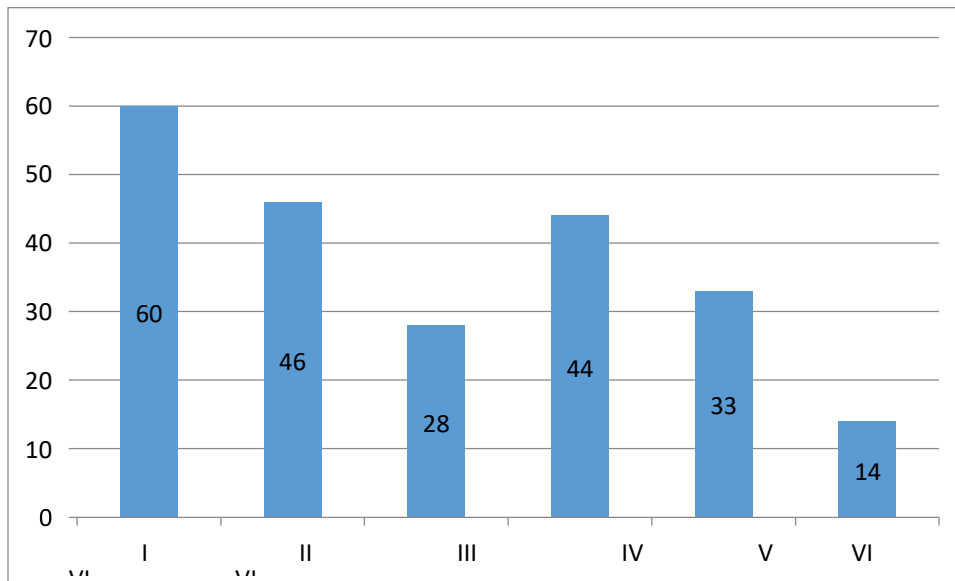


Fig 4.13: Rank distribution for comfort

Comfort of apparels is an important factor that could influence the customer's purchase decision as around 47% of the people awarded it rank 1 and 2 combined. Just 14 people considered it to be the least impactful factor that affected their decision making.

4.6.6 Contemporary fashion and trends

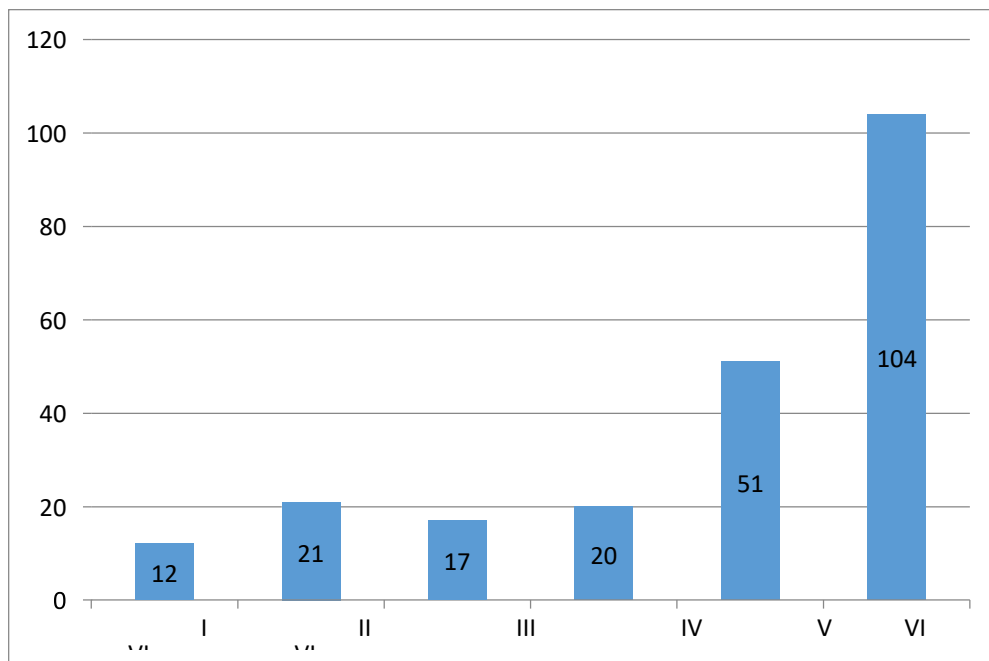


Fig 4.14: Rank distribution for contemporary fashion

Contemporary fashion is considered the least important factor among others in terms of the effect it has on the purchase behaviour of the consumer as 104 people awarded it a rank 6 while just 12 people considered it to be the most important factor that affected their decision making.

4.7 Communication mediums that are most effective in terms of creating awareness about the apparel brand which in turn affects the decision making of the consumer (1 being the highest and 5 being the lowest)

4.7.1 Print (Magazines, newspapers etc.)

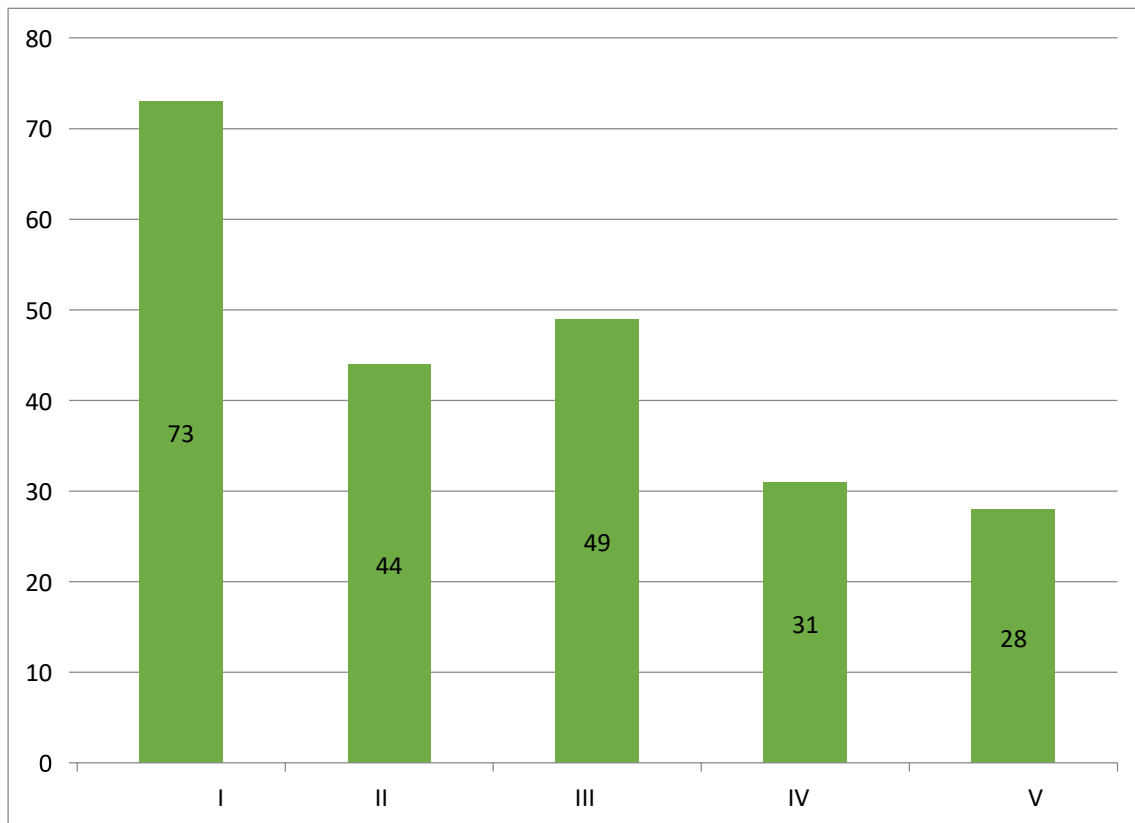


Fig 4.15: Rank distribution for print media

73 people considered magazines and newspapers to be the most effective medium to create awareness about the premium apparel brand while 28 people considered it to be the least impactful.

4.7.2 Audio (Radio)

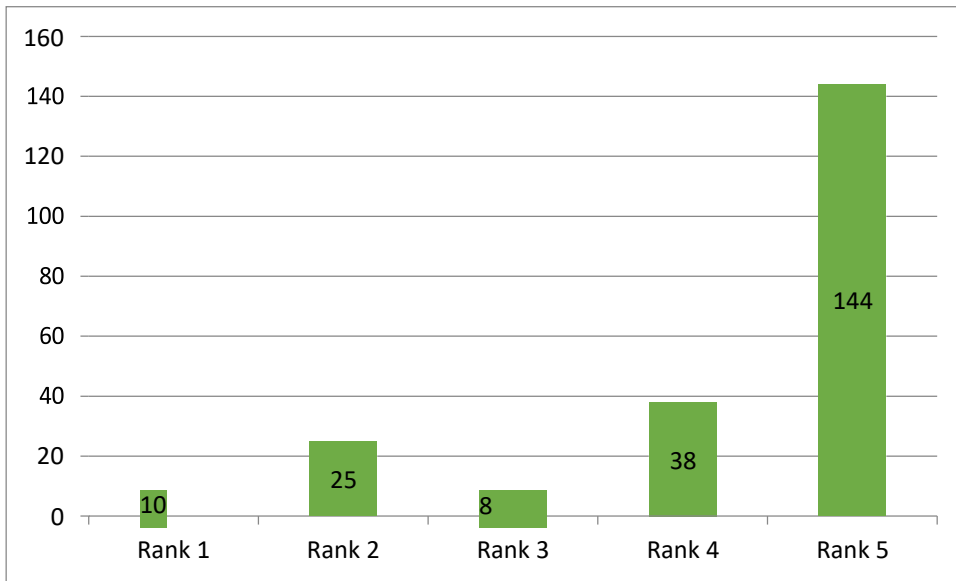


Fig 4.16: Rank distribution for audio medium

Audio as a means of communication is considered the least important when it comes to generating awareness about a premium apparel brand as about 81% of the people awarded it a rank 4 and 5 combined.

4.7.3 Audio-Visual (Television, movie theatres etc.)

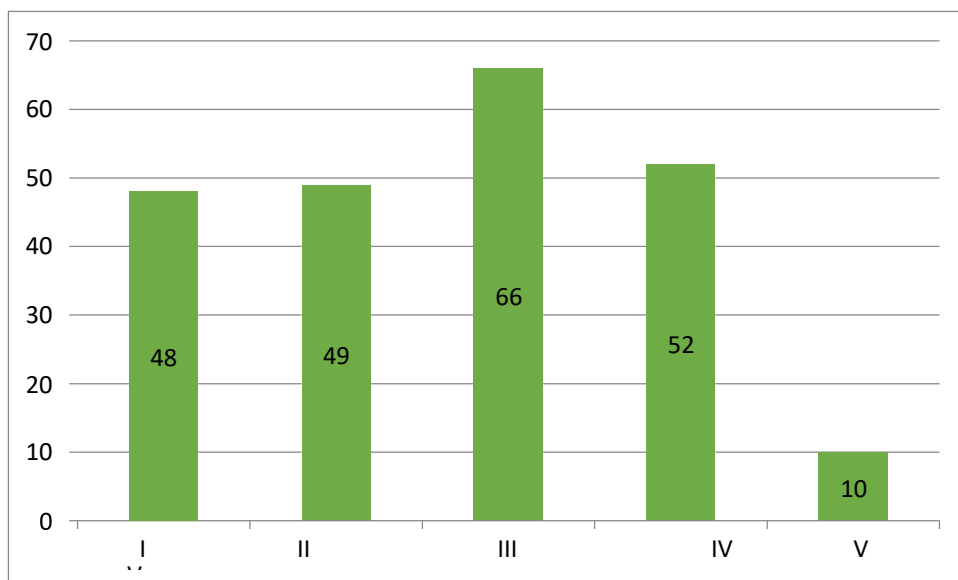


Fig 4.17: Rank distribution for AV media

Audio-visual is considered moderately impactful as 97 people awarded it a rank 1 and 2 combined and 66 people neither considered it too impactful nor too ineffective.

4.7.4 Visual (Hoardings, displays etc.)



Fig 4.18: Rank distribution for visual medium

Hoardings and outdoor displays have a moderate effect on the customers as 34% of the people awarded it rank 1 and 2 combined whereas just 7 people considered it the least effective. Around 63% of the people were neutral towards visual tool of marketing awarding it a rank of 3 and 4.

4.7.5 Interactive (Social media)

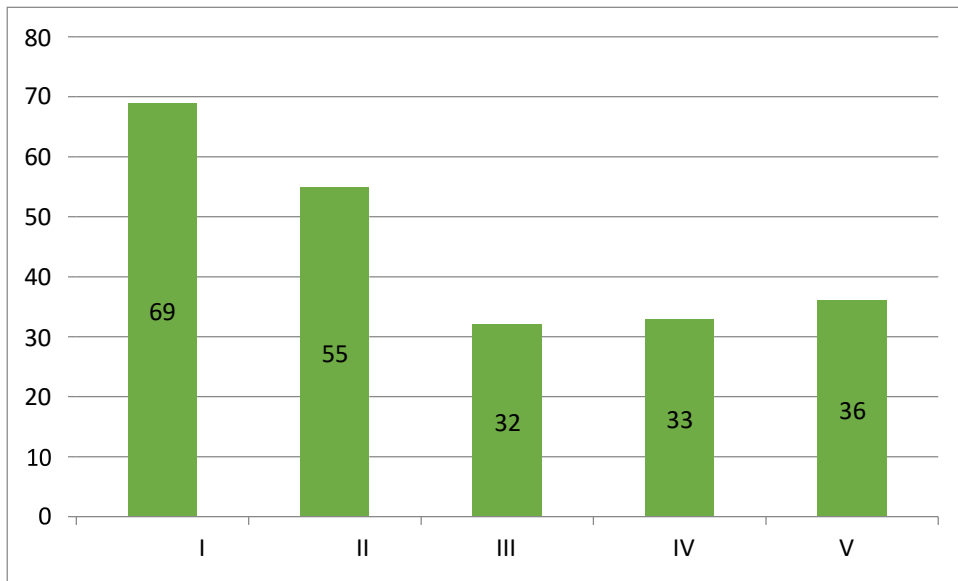


Fig 4.19: Rank distribution for interactive media

124 people (51%) consider social media to be highly impactful in creating awareness about a premium apparel brand. This is majorly due to the increase in the number of internet users and more specifically social media users.

4.8 CHI-SQUARE TEST

The Hypothesis taken was to analyze if the apparel brand affects the purchase decision (Brand Consciousness) was gender biased or not.

Ho: Brand Consciousness varies with gender

H1: Brand Consciousness does not vary with gender

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Brand Conscious	225	100.0%	0	.0%	225	100.0%

Gender * Brand Conscious Crosstabulation

			Brand Conscious		Total
			Yes	No	
Gender	Male	Count	45	56	101
		% within Gender	44.6%	55.4%	100.0%
		% within Brand Conscious	42.9%	46.7%	44.9%
		% of Total	20.0%	24.9%	44.9%
	Female	Count	60	64	124
		% within Gender	48.4%	51.6%	100.0%
		% within Brand Conscious	57.1%	53.3%	55.1%
		% of Total	26.7%	28.4%	55.1%
Total	Count	105	120	225	
	% within Gender	46.7%	53.3%	100.0%	
	% within Brand Conscious	100.0%	100.0%	100.0%	
	% of Total	46.7%	53.3%	100.0%	

Gender * Brand Conscious Crosstabulation

			Brand Conscious		Total
			Yes	No	
Gender	Male	Count	45	56	101
		Expected Count	47.1	53.9	101.0
	Female	Count	60	64	124
		Expected Count	57.9	66.1	124.0
Total		Count	105	120	225
		Expected Count	105.0	120.0	225.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.329 ^a	1	.567		
Continuity Correction ^b	.193	1	.661		
Likelihood Ratio	.329	1	.566		
Fisher's Exact Test				.593	.331
Linear-by-Linear Association	.327	1	.567		
N of Valid Cases ^b	225				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 47.13.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	-.038	.567
	Cramer's V	.038	.567
N of Valid Cases		225	

P Value > α (0.05). Henceforth we dismiss the Null Hypothesis.

We along these lines reason that Brand Consciousness doesn't differ with Gender .Also as observed over the reactions; it was discovered that about 45% of the Male Respondents were Brand Conscious; 48% of the Female Respondents were Brand Conscious. The rate for the two guys and females was seen as almost the equivalent. The total % of the two guys and females being brand cognizant comes out to be 47%.

4.9 Factor Analysis

Factor Analysis is an extremely valuable strategy for diminishing information unpredictability by lessening the quantity of factors being considered. It assists with settling the disarray and recognize inert or basic elements from a variety of apparently significant factors. In a progressively broad manner, factor examination is a lot of strategies which, by dissecting relationships between's factors, decreases their number into less factors which clarifies a great part of the first information, all the more monetarily. Despite the fact that an abstract understanding can result from a factor examination yield, the methodology frequently gives a knowledge into important psychographic factors, and results in practical utilization of information assortment endeavors

VAR00001: Premium brands are representative of a person's status symbol

VAR00002: Premium brands ensure better quality products

VAR00003: Premium brands are over-hyped

VAR00005: A brand is representative of a customer's socio cultural characteristics

VAR00006: Premium brands serve as a style statement

VAR00007: Higher pricing of premium brands is justified

VAR00008: Purchasing clothes from high end brands is a means to satisfy and fulfil personal desires.

Factor Analysis Output

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Premium brands are representative of a person's status symbol	3.5000	1.28372	170
Premium brands ensure better quality products	3.7294	1.03075	170
Premium brands are over-hyped	3.5529	1.06594	170
A Brand can project behavioral personality patterns of targeted consumers	3.5118	1.02188	170
A brand is representative of a customer's socio cultural characteristics	3.4059	1.12264	170
Premium brands serve as a style statement	3.5824	1.13926	170
Higher pricing of premium brands is justified	2.8294	1.09882	170
Purchasing clothes from high end brands is a means to satisfy and fulfil personal desires	3.2647	1.30789	170

Based on the above descriptive table, the 8 components indicate the following order of importance:

1. Premium brands ensure better quality products
2. Premium brands serve as a style statement
3. Premium brands are over-hyped
4. Premium brands are representative of a person's status symbol
5. A brand is representative of a customer's socio cultural characteristics
6. Purchasing clothes from high end brands is a means to satisfy and fulfil personal desires.
7. Higher pricing of premium brands is justified

Correlation Matrix^a

	Premium brands are representative of a person's status symbol	Premium brands ensure better quality products	Premium brands are over-hyped	A Brand can project behavioral personality patterns of targeted consumers	A brand is representative of a customer's socio cultural characteristics	Premium brands serve as a style statement	Higher pricing of premium brands is justified	Purchasing clothes from high end brands is a means to satisfy and fulfill personal desires
Sig. (1-tailed)		.052	.411	.465	.385	.469	.322	.316
Premium brands are representative of a person's status symbol								
Premium brands ensure better quality products	.052		.457	.026	.009	.005	.002	.061
Premium brands are over-hyped	.411	.457		.002	.080	.335	.447	.092
A Brand can project behavioral personality patterns of targeted consumers	.465	.026	.002		.000	.002	.002	.000
A brand is representative of a customer's socio cultural characteristics	.385	.009	.080	.000		.000	.000	.000
Premium brands serve as a style statement	.469	.005	.335	.002	.000		.000	.000
Higher pricing of premium brands is justified	.322	.002	.447	.002	.000	.000		.000
Purchasing clothes from high end brands is a means to satisfy and fulfill personal desires	.316	.061	.092	.000	.000	.000	.000	

a. Determinant = .283

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.715
Bartlett's Test of Sphericity	Approx. Chi-Square	208.810
	df	28
	Sig.	.000

Communalities

	Initial	Extraction
Premium brands are representative of a person's status symbol	1.000	.740
Premium brands ensure better quality products	1.000	.513
Premium brands are over-hyped	1.000	.711
A Brand can project behavioral personality patterns of targeted consumers	1.000	.635
A brand is representative of a customer's socio cultural characteristics	1.000	.617
Premium brands serve as a style statement	1.000	.570
Higher pricing of premium brands is justified	1.000	.457
Purchasing clothes from high end brands is a means to satisfy and fulfil personal desires	1.000	.546

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	2.564	32.049	32.049	2.564	32.049	32.049	2.450
2	1.160	14.500	46.549	1.160	14.500	46.549	1.340
3	1.066	13.326	59.875	1.066	13.326	59.875	1.167
4	.836	10.448	70.323				
5	.787	9.840	80.163				
6	.672	8.406	88.569				
7	.542	6.779	95.347				
8	.372	4.653	100.000				

Extraction Method: Principal Component Analysis.

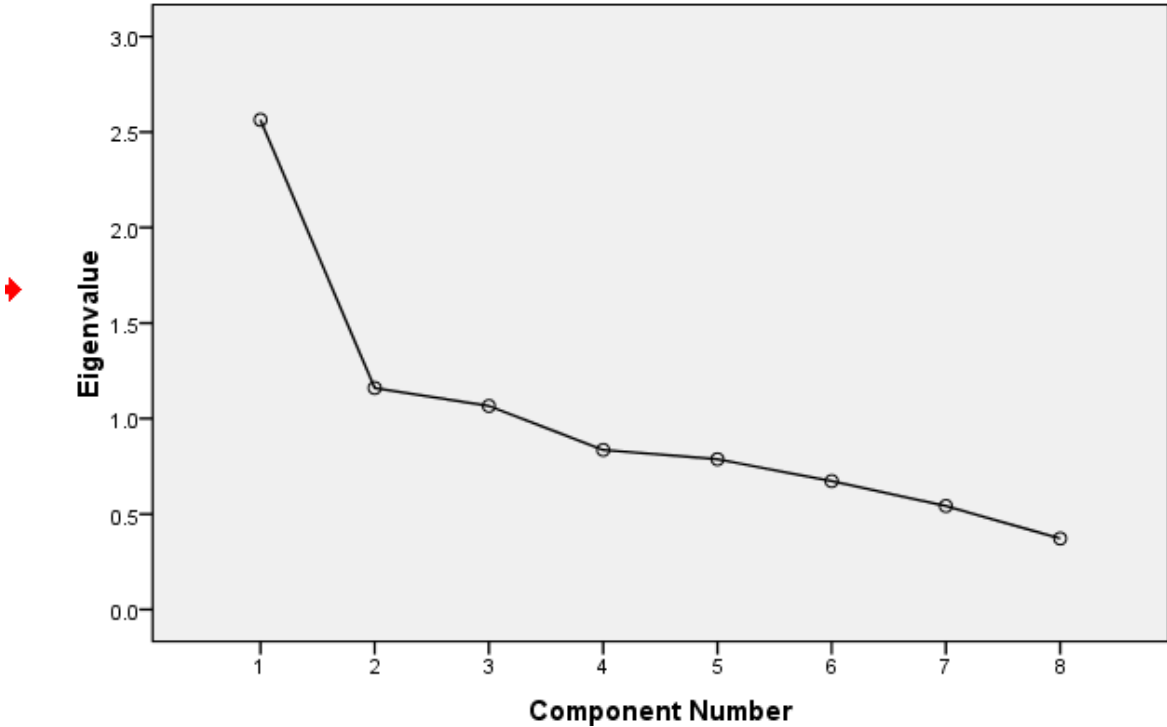
a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Three factors are extracted.

Together they explain 60% of the variance.

The most prominent factor explains 32% of the variance.

Scree Plot



3 factors lie above the Eigen value of 1, thus three factors are extracted.

One factor appears to be more prominent, as it lies between Eigen Values of 2 and 3.

The other 5 factors lie below the Eigen value of 1.

Component Matrix^a

	Component		
	1	2	3
Premium brands are representative of a person's status symbol	-.019	.443	.737
Premium brands ensure better quality products	.376	.497	.352
Premium brands are over-hyped	.182	-.685	.457
A Brand can project behavioral personality patterns of targeted consumers	.674	-.347	.247
A brand is representative of a customer's socio cultural characteristics	.773	-.129	.050
Premium brands serve as a style statement	.678	.243	-.227
Higher pricing of premium brands is justified	.603	.225	-.206
Purchasing clothes from high end brands is a means to satisfy and fulfil personal desires	.716	-.029	-.179

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Component 1 is influenced by:

A Brand can project behavioural personality patterns of targeted consumers A

brand is representative of a customer's socio cultural characteristics Premium

brands serve as a style statement

Higher pricing of premium brands is justified

Purchasing clothes from high end brands is a means to satisfy and fulfil personal desires.

Component 2 is influenced by:

Premium brands ensure better quality products

Premium brands are over-hyped

Component 3 is influenced by:

Premium brands are representative of a person's status symbol

Factor 1 is: Personal satisfaction, personality and behaviour

Factor 2 is: Price-satisfaction analysis

Factor 3 is: Status symbol

Thus, people purchase premium apparel brands for three main reasons (in that order):

1. Personal satisfaction, personality and behaviour

2. Price-satisfaction analysis

3. Status symbol

Component Correlation Matrix

Co...	1	2	3
1	1.000	-.128	.122
2	-.128	1.000	.010
3	.122	.010	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

This table shows the influence each variable has on each the three extracted components:

Structure Matrix

	Component		
	1	2	3
Premium brands are representative of a person's status symbol	-.120	-.036	.828
Premium brands ensure better quality products	.357	.054	.654
Premium brands are over-hyped	-.038	-.830	-.047
A Brand can project behavioral personality patterns of targeted consumers	.536	-.651	.108
A brand is representative of a customer's socio cultural characteristics	.711	-.421	.117
Premium brands serve as a style statement	.741	.045	.122
Higher pricing of premium brands is justified	.662	.048	.110
Purchasing clothes from high end brands is a means to satisfy and fulfil personal desires	.725	-.204	-.004

Extraction Method: Principal Component Analysis.
 Rotation Method: Oblimin with Kaiser Normalization.

Chapter 5 FINDINGS AND CONCLUSIONS

This research has so far been able to achieve most of its objectives and to show that there are several factors other than just price that influence the customer's purchase decision for premium apparel brands.

5.1 The basic buying behaviour and shopping pattern of customers for apparels

About 79% of the people spend Rs. 1500 or in excess of it for apparels in a month. 73% of the people shop for ready-made garments every 2-3 months or lesser time. This shows a trend in the willingness of the young population to purchase clothes. The major reasons for it could be the increase in the per-capita income, the easy access of plastic money and net banking, independence the current youth has in terms of taking decisions. Availability of large number of apparel brands to choose from and the influence of western culture, trends and fashion in India are a few factors that affect the buying behaviour.

5.2 Factors/people that influence the purchasing decision for apparels

In the Indian context, particularly in the age group of 18-23 years, more than 50% take decisions based on their own judgement regarding the purchase of apparels. Friends and peer group also plays an important role in influencing the purchase decision. Therefore, word-of-mouth marketing is an important factor for the brands to capitalize on.

For premium apparel brands, advertisements influences just 7% of the people therefore the marketer needs to choose the communication tools very carefully so as to reach the desired audience.

5.3 Reasons/occasions due to which customers purchase apparels

More than half of the people consider End of season sale and festive discounts as the most preferred time of the year to purchase apparels from premium brands. Although the young population is willing to spend frequently on high end clothing products but the majority still

prefers to avail discounts on their purchase if possible. 30% people considered Fresh Arrival as the second most important factor to make the purchase.

5.4 Attributes of a ready-made garment that influences customer purchase decision

Other than price, comfort is one of the most important factors that a consumer looks for in ready-made garments. There is a mixed response when it comes to the brand image of the apparel as it a status symbol, style statement for some and a means to fulfil personal desires. A meagre 2% people consider the accessibility to the apparel store as the most important aspect. This signifies that the young population wouldn't hesitate to visit apparel brand stores which may not be too accessible as they consider factors such as price, comfort and brand image much more vital and utilitarian. A large number of the people considered Design and International fashion to be moderately important factors in their purchase decision. This is due to the information the Indian youth has about the latest fashions and trends being followed by in other countries in order to keep updated.

5.5 Most impactful means to advertise a brand

An individual may learn about a particular brand or product/service through various marketing tools and the level of influence each medium has on the customer may vary. Print media (Magazines, newspapers etc.) is the most effective mode. Advertising in fashion magazines for high end apparel brands is effective as it targets the niche segment. The retention and recall value of print media is quite high.

One of the least preferred medium when it comes to premium apparel brands is Audio (Radio etc.) as the customer doesn't actually see the product and can't be easily influenced to make that purchase. The retention span is low for this medium as the person doesn't have anything tangible to hold on to.

Audio-Visual is moderately impactful medium as the reach is quite high due to availability of television in a large number of households. The customer can view the products and the advertisements at regular intervals leads to high recall value.

Another marketing tool that has been growing in popularity in past few years is social media. The number of internet users has increased rapidly and so have the social media users which majorly consist of the youth. It is a two way process where the customers can interact with

the brand, clarify doubts and lodge complaints. This is a preferred medium by the customers as it gives them a sense of involvement with the brand. Exciting challenges and tasks by apparel brands on social platforms like Twitter and Facebook are quite prevalent nowadays.

Another result that we found out was that the shopping preferences for a premium brand don't vary with the gender of the person. This may be due to the introduction of a lot of shopping malls, brand outlets, multi-brand retails in the Indian market. With apparel stores offering promotional discounts more often than they used to a couple of years back has also increased the influx of visitors to those stores. With the people becoming more and more status and image conscious, they visit high end apparel stores, shopping malls with a lot of pride. This has also helped in shifting the footfall from street markets to shopping malls.

There are some major factors that influence the purchasing behaviour of a young age consumer for apparels. They are:

- (a) The personal satisfaction the consumer derives from the purchase of a high end apparel brand. Some individuals associate a personality or a behavioural attribute with a brand which they consider to be a trait possessed by them.
- (b) The price-satisfaction analysis: When a consumer spends a hefty amount for a piece of clothing, he/she expects a durable and better quality product. This is one perception that consumer's hold that a premium brand ensures a better quality product and they get the benefit from it for the money spent.
- (c) The third factor is the status symbol that a customer associates with while purchasing apparels from a high end brand. With people becoming more and more materialistic, expensive commodities such as clothes, cars, accessories etc. are a parameter to judge one's status symbol in the society.

5. LIMITATIONS

- Since buying behaviour is extremely dynamic, the survey environment may not reflect the true behaviour due to absence of some factors.
- Small sample size may lead to sampling errors and may not show the accurate picture.
- A lot of data was rendered not subject to many tests because of the nature of the responses.
- Due to technical limitations, it was often not possible that the respondent complete the survey in the proper manner.
- Some users ended up leaving questions that required a subjective one word answer.

6. ANNEXURE

7.1 Questionnaire

Dissertation

This research is carried out as a part of my dissertation to study the purchasing behavior of a young population for premium apparel brands.

*Required

Name *

Your answer

Age (Years) *

- 13-18
- 18-23
- 23-28
- 28-33
- >33

Gender *

- Male
- Female
- Other: _____

Occupation *

- Student
- Salaried Person
- Business
- Other: _____

Annual Family Income (Rs.) *

- <3 LPA
- 3-5 LPA
- 5-8 LPA
- 8-10 LPA
- >10 LPA

What is your average monthly expenditure on Ready made garments? (Rs.) *

- <1500
- 1500-3000
- 3000-5000
- 5000-8000
- >8000

Which is your most preferred premium brand for ready-made garments? *

Your answer _____

Does the brand of the ready-made garment affect your purchasing decision? *

- Yes
- No
- Other: _____

Rank from 1-4 in order of your shopping preference (1 being the highest and 4 being the lowest) *

	1	2	3	4
End of season sale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fresh arrivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festive Discounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No specific preference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rank in order of preference from where you buy clothes (1 being the highest and 4 being the lowest) *

	1	2	3	4
Multi-Brand stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand specific stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online portals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Specific exhibitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

With whom do you go for apparel shopping? *

- Friends
- Family
- Alone
- No specific person
- Other: _____

How often do you shop for ready made garments? *

- More than once in a month
- Once in a month
- Once in 2-3 months
- Once in 6 months
- No specific Pattern
- Other: _____

Rank the preferences on the basis of which you purchase garments

Rank from 1-6, 1 having most impact and 6 having least impact

*

	1	2	3	4	5	6
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand Image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contemporary Fashion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When Shopping for fashion products *

- You return to the current brand
- Try out new brands
- Look out for special offers and then decide on brand
- Other: _____

What piece of clothing do you associate the following brands with?

Mango *

Your answer

MANGO

Zara *

Your answer

ZARA

Tommy Hilfiger *

Your answer



Esprit *

Your answer _____

ESPRIT

Louis Philippe *

Your answer _____


LOUIS PHILIPPE

POLO *

Your answer



POLO

GAP *

Your answer _____



Allen Solly*

Your answer: _____



Monte Carlo*

Your answer: _____



Calvin Klein *

Your answer

Calvin Klein

Rank the mediums of advertisements on the basis of impact they make on your purchase decision

1 having the most impact and 5 having the least impact

*

	1	2	3	4	5
Print (Magazines, newspapers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio (Radio)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio-Visual (Television)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual (Hoardings, displays etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interactive (Social media)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate each of the following statements on a five-point scale ranging from 1-5

1 indicates "Strongly agree" and 5 indicates "Strongly disagree"

*

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
Premium brands are representative of a person's status symbol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Premium brands ensure better quality products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Premium brands are over-hyped	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Brand can project behavioral personality patterns of targeted consumers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A brand is representative of a customer's socio cultural characteristics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Premium brands serve as a style statement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Higher pricing of premium brands is justified	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing clothes from high end brands is a means to satisfy and fulfil personal desires.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Who/What influences you to purchase a particular apparel brand? *

- Family
- Friends
- Advertisements
- Self
- International Fashion/Trends
- Other: _____

SUBMIT

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