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Major Research Project on

A STUDY ON APPAREL BRAND PREFERENCE AMONG YOUTH

Submitted By

Lovish Bajaj

2k23/UMBA/055

7

Under The guidance of

Dr. Mohit Beniwal

Delhi School of Management

Delhi Technological University

Bawana Road, New Delhi–110042

Declaration

I, Lovish Bajaj, enrolled at the Delhi School of Management, Delhi Technological University, declare that the research documented within this report authentically represents my personal work, conducted under Dr. Mohit Beniwal Guidance.

This project has been undertaken exclusively to fulfil the academic criteria for the Major Research Project at Delhi School of Management, DTU. All data and information contained herein are, to my knowledge, veracious and precise.

Lovish Bajaj

Acknowledgement

I sincerely thanks my project guide Dr, Mohit Beniwal, Assistant Professor at Delhi School of Management, for his consistent support, valuable insights and dedicated mentorship throughout this project. His expert guidance and encouragement played a vital role in helping me navigate challenges and complete this work successfully.

I am grateful to all those who extended their help and shared their expertise during the course of this study. Their assistance and cooperation are deeply appreciated.

Lovish Bajaj
(2K23/UMBA/055)

Dr. Mohit Beniwal
MBA – Assistant Professor

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EXECUTIVE SUMMARY

The fashion industry is inherently designed to become outdated, which aligns with the concept behind fast fashion that has dominated the market until now. Although this model has proven to be financially successful, it poses significant environmental challenges and lacks long-term sustainability. Current trends suggest a shift towards slowing down this model in favor of more responsible practices. We have identified a sustainable yet profitable business approach that we intend to implement.

The evolving nature of fashion has played a key role in shaping the industry. Today, fashion is closely tied to personal identity—it serves as a form of self-expression and a way for individuals to distinguish themselves while simultaneously aligning with broader groups, cultures, or movements. The fashion industry empowers people to celebrate their uniqueness while fostering a sense of belonging.

This project is based on a survey conducted among young people to understand their preferences regarding apparel and fashion brands. The research method employed is Convenience Sampling, which involves collecting data from a readily available group of respondents.

The report explores various fashion brands and analyzes differences among them, interpreting the preferences and expectations of youth towards these brands. It also highlights the gap between what young consumers expect and what they perceive from the brands.

Findings from the study indicate that young consumers are drawn to a variety of brands, placing high importance on the quality of apparel and the social image associated with those brands. Moreover, many still prefer shopping in physical stores for a more hands-on experience when making a purchase.

CHAPTER-1

INTRODUCTION

Introduction to Industry

- **Meaning of Apparel**

Apparel refers to any item of clothing that is worn to cover, protect or enhance the appearance of the human body. Simply put, it includes all type of garments people wear.

- **Meaning of Purchasing Attitude**

Consumer purchasing attitude encompasses the attitudes, preference, intentions, and purchases that customer make while buying particular apparel. Purchasing attitude includes the entire decision- making process and the actions taken by consumers while selecting and using products.

- **Meaning of Brand Preference**

Brand preference signifies a consumer's loyalty toward a particular brand, indicating the effectiveness of its marketing strategies and the perceived strength of its offerings. It reflects a situation where customers consistently opt for a branded item in comparison to similarly accessible alternatives.

4 Customer behavior is described as "the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives." Simply put, consumer behavior involves the actions & decisions individuals make when purchasing products or services. It includes understanding why, how, and when a person decides to buy a product—and even why they may choose not to buy anything at all.

For example, consumer purchasing activity often sees arise during festive seasons or special occasions. A notable instance is Valentine’s Week, during which people are more inclined to buy gifts for their partners.

The fashion industry is one of the most rapidly expanding sectors globally. Change has always been at the heart of this industry, making it constantly evolve with time. In India, fashion is currently undergoing a significant transformation. The industry has grown remarkably in recent years, largely due to the growing fashion awareness among people. Whether it’s a college student experimenting with trends, a homemaker developing a unique personal style, or professionals aiming for are fined look—fashion has become integral to individual identity.

The increasing availability of trendy options, the launch of new styles, and the rising sense of fashion among the youth and urban population are key contributors to the growing preference for branded apparel, especially in cities and suburban areas.

Sales of branded apparel in India are projected to grow by 38% in upcoming months according to a recent report. One of primary reasons for this growth is the consumer shift from purchasing clothing from unorganized sectors to more organized retail formats. The rise of exclusive brand outlets across the country has played a significant role in this transition.

The findings of the report are based on an in-depth analysis of several critical factors, including consumer behavior, rising disposable income, the evolution of retail formats, the entry of international brands.

Most Preferred Branded Apparels among Indians

- **Allen Solly**
- **Arrow**
- **Wrangler**
- **Peter England**
- **Pantaloons**
- **Levi Strauss& Co.**

Apparel continues to be a central aspect of fashion globally. In India, there's a strong belief in the saying, *"Clothes make the man"*. Often, individuals are perceived and judged based on how they dress. Clothing is seen as an extension of one's personality, offering insights into a person's background, mindset, and lifestyle.

India's massive and increasingly fashion-conscious population is expected to influence global fashion trends in the near future. The growth of the Indian apparel industry is largely driven by rising income levels, liberalized trade policies, and investment-friendly government initiatives. Today, numerous international fashion brands have established a strong presence in Indian malls and high streets. Labels like Mango, Armani, and Diesel, once unfamiliar to Indian consumers, are now easily accessible in most major cities.

Over the past decade, India's fashion industry has evolved from a budding sector to a thriving, full-scale industry. Currently, the Indian apparel market is valued at approximately ₹25,000crore.

Clothing Industry in india is divided into two category. In branded category, major contributors such as Madura Garments, Arvind Mills, Provogue, Zodiac Clothing, and Raymond have played pivotal roles in shaping the country's fashion retail industry. These brands have been instrumental in setting quality benchmarks and enhancing consumer trust in organized fashion retail.

Beyond these established companies, India has also nurtured a vibrant community of fashion designers who have evolved into globally recognized names. The emergence of designer labels has added further momentum to the growth of the Indian apparel sector. According to research by the Fashion Design Council of India (FDCI)**,** the designer apparel segment is expected to significantly influence the industry's future growth. Currently valued at approximately ₹180 crore, the Indian designer wear industry is projected to reach ₹1,000crore within the next ten years.

- **Allen Solly**

Allen Solly is a brand that helped shape a new generation of fashion-forward consumers in India. Introduced in 1993**,** the brand quickly gained popularity for its bold approach to casual fashion, pioneering 'smart casuals' trend of the country. It was brought up by Madura Fashion & Lifestyle, a branch of Aditya Birla Fashion & Retail Limited.

Renowned for its innovative marketing and trendsetting styles, Allen Solly has become one of India's most trusted and admired fashion brands. It topped its category in the Economic Times Brand Equity Survey, highlighting its strong brand equity and consumer appeal.

Allen Solly also played a groundbreaking role in promoting **western wear for women** in India and introduced the concept of 'Friday Dressing'**,** transforming how professionals approached work wear. It continues to be one of the fastest-growing brands in the Indian fashion industry, with a robust presence across men's, women's, and kids' wear segments throughout the country.

- **Arrow**

Arrow is known for its classic American fashion sensibility, with a strong legacy rooted in premium dress shirts. Over the time, the brand increases its variety to a wide range of sportswear and casual apparel, catering to the evolving tastes of modern consumers. Today, Arrow has established a strong international presence, with licensing across approximately 120 countries and nearly 400 standalone stores worldwide. The brand offers an extensive collection of men's, women's, and children's clothing, along with related fashion accessories. One of its recent innovations, the Anti-UV Shirt, showcases Arrow's commitment to blending style with functionality. This garment is specially treated to block up to 97% of harmful ultraviolet (UV) rays, making it an ideal choice for protection during harsh summers—truly combining fashion with practicality.

- **Wrangler**

Wrangler is a well-known American brand that specializes in denim jeans and sturdy clothing, particularly designed for work wear. The owner of wrangler is Kontoor Brands Inc., who also owns the Lee Brand. Head offices are located in Greensboro, North Carolina, united states and manufacturing units are spread across different parts of the world to support its global operations.

- **Peter England**

Peter England is an Indian menswear brand with roots dating back to 1889 in Londonderry, Ireland .The brand made its entry into the Indian market in 1997.In 2000, the shares of peter England was purchased by MFL part of the Kumar Mangalam Group, they have bought share in prominent international apparel groups also.

- **Raymond**

Raymond Apparel is biggest producer of all types of fabric, prominent company with interests in various sectors, including lifestyle, textiles, branded apparel, engineering and real estate.

It operates through 3 main branches, one of which is Textiles. Raymond Group also maintains a strong presence in the B2B sector via its garmenting business. The company's completely owned many brands to manufacture Coat Pants, Fabrics and Linen product worldwide. Raymond also produces exclusive winter wear products.

- **Pantaloons**

Pantaloons is prominent brand established on October 12, 1987, and head quartered in Mumbai. The company operates primarily through its Lifestyle and Value formats, catering to a wide array of business segments such as fashion, food, general merchandise, home, leisure, entertainment, financial services, communications, and wellness.

With a presence in 51 cities across India, Pantaloon Retail spans around 7 million of purchase place. Pantaloons serve the customer through its own 35 showrooms and its presence in malls over the entire world, along with other concepts. In the value retailing segment, the company operates 80 Big Bazaar hypermarkets, 115 Food Bazaars, and other retail formats.

In 1991, Pantaloon launched BARE, an Indian jeans brand, further expanding its retail portfolio. The company went public with its Initial Public Offering (IPO) in May1992. By1994, Pantaloon had launched the Pantaloon Shoppe, an exclusive menswear store operating under a franchise model.

- **Levi Strauss & Co.**

Levi Strauss & Co. traces its origins back to the creation of the blue jean. Levi Strauss, the founder, later teamed up with Jacob Davis to invent this iconic garment, and since then, the company has continued to innovate in the apparel industry. Today, it stands as largest apparel company and a leader in jeans. While the brand is at the heart of the company, it also owns other well-known brands such as Dockers® and Denizen®. With around 500 stores worldwide, Levi Strauss & Co. distributes its products in over 110 countries across the globe.

OBJECTIVES OF THE STUDY

- To determine what motivates buyers the most to purchase branded clothes.
- To identify which clothing brands are preferred by buyers.
- To understand the reasons why buyers choose branded clothes.
- To explore the key factors buyers consider when purchasing branded clothes.
- To find out whether consumers are more likely to choose online or offline platforms for purchasing branded clothes.
- To determine which shopping method (online or offline) provides a more delightful experience for buyers when purchasing branded clothes.

CHAPTER -2

LITERATURE REVIEW

- **Researcher Name:** Fernandez.P

  Publication Year: 2009

  Author examined influence of brands on individuals when it comes to clothing choices, he believes that individuals are highly fashion-centric. Author considers fashion-centric being an important factor in selecting clothing, as it leads to establish a personality and image. Influencer also holds significance in brand preferences and also contributes to socialize.

- **Researcher Name:** Kharree

  Publication Year: 2010

  Author proposes the customer is getting more aware of branded apparels in developing countries. His focus in on knowing the factors that influence the involvement of Indian youth with fashion clothing.

- **Researcher Name:** Verma A.P. and Tiwari .K

  Publication Year: 2011

  3

  The study focused on medium to high-potential consumers that both international and national brands can target within the Indian context. It measures the segment values of certain brands that have achieved success in the Indian market .The study also indicates that as income levels rise, people are becoming increasingly brand-conscious.

- **Researcher Name:** Yinn and Sussan

  Publication Year: 2012

  The research examines consumers' buying pattern for international and Indian apparel. The findings reveal that preferences for foreign branded apparel are influenced by purchasing power, rather than demographic variables.

- **Researcher Name:** Kaushal Bhatt, Kinjal Bhatt

  Publication Year: 2012

  They suggested that branded apparel manufacturers should focus on offering a greater variety of designs, styles, and colors to meet customer demands. This approach will help brands better understand and cater to customer preferences. Additionally, the study highlights the intense competition from the unbranded apparel sector, which has a strong presence in the Indian market. Unbranded clothes are often perceived by consumers as being comparable to branded clothes in terms of various attributes.

- **Researcher Name:** Rajputetal

  Publication Year: 2012

  The deep insight in consumer choices can significantly contributes marketers to understand & repeat purchases from the customer base . Key factors such as price, fit, and income levels are crucial in shaping consumer decisions. On the other hand, factors like status, durability, and celebrity endorsements appear to be less significant and can be overlooked by apparel retailers when strategizing to capture the market.

- **Researcher Name:** Pandian, Varathani, Keerthivasan

  Publication Year: 2012

  The study reveals that Raymond, Peter England, and John Player are the top three brands preferred by the respondents. It was found that the majority of male shoppers are strongly influenced by factors such as durability, reference groups, a wider selection of colors and designs, attractiveness, price range, and celebrity endorsements. Most customers expressed a desire for lower prices and a broader range options.

- **Researcher Name :** Vikrama and Sumarthi

  Publication Year: 2012

  The researches organized in clothing industry, resulted in customers perceive emotions and value an important factor in influencing their buying decision. Study also found that self-concept plays an important role in need for unique things. Indian consumer never seeks to stand out from others and never fit in view because of their self-concept and need for unique things as a way to express their individuality. The study further found that the emotional value and perceived quality of global brands had a significant impact on Indian consumers' preferences, which they associate with status symbols. This perception was less apparent with local brands.

- **Researcher Name:** Nirbhan Singh,R(2013)

  Publication Year: 2013

  Clothing plays a vital role in a woman's life, contributing significantly to her identity and social status. Clothes help women boost their confidence and enhance self-esteem. Clothing is considered a specialty good, as consumers often go out of their way to find the garments they desire. Women typically focus on attributes such as fashion trends and other factors that fulfill both socialandpsychologicalneeds.Theseelementsguidetheirclothingchoicesin a way that aligns with their preferences, traditions, and culture.

- **Researcher Name:** Dr.Anand Thakur, Mr.Bhuvan Lamba

  Publication Year: 2013

  The study aims to assess customer satisfaction levels and identify the factors influencing readymade apparel purchases. It also explores the most popular brands among customers for different categories of clothes. The findings suggest that Tommy Hilfiger and Peter England are the most preferred brands in the city of Jalandhar. Price and quality are the most significant considerations when purchasing apparel.

2

CHAPTER-3 RESEARCH METHODOLOGY

Research Design:

A research design is the structured framework for conducting a study, deciding the methods for data collection and analysis to efficiently answer research questions. The research design used in this report is "Descriptive". Descriptive research means collecting data that describe events and then organizes, tabulates, depicts, and describes the data collection.

- The type of research used in project is "Descriptive Research".
- Research Instrument used for project is Questionnaire.
- The type of questions used in questionnaire is Close ended Questions.
- The Source of data is Self Administered questionnaire.
- The data collection technique used here is online survey.
- The Method of sampling used is Non-Probability.
- The Size of Sample is 104 Respondents.

Method of Data Collection and Analysis:

The above project is based on both the sources of data i.e. Primary and Secondary Sources.

Primary Data
Primary data refers to first hand information collected specifically for this study. It was collected from a sample size 104 respondents living in different parts of delhi and NCR.

Secondary Data
It refers to data that has been previously analyzed and documented

The purposes different than this study. This data was obtained from existing records, reports, articles, and relevant literature.

Sampling Technique and Sample Size

The research was conducted using a technique known as Convenience Sampling which means to collect information from participants that are easily accessible. Although the target was to collect responses from 100 individuals, the researcher successfully gathered data from 104 respondents residing in New Delhi and the National Capital Region (NCR).

Method of Data Collection

The method of collection was online through survey. The questionnaire is shared with 104 participants and created to gather information on consumer behavior and preferences regarding branded apparel. The survey included basic demographic questions such as name and age, along with other relevant questions for the study.

Instruments Used

- Google Forms was used for designing and distributing the questionnaire
- Microsoft Word was used to compile and analyze the collected data

Justification for Convenience Sampling

Convenience sampling was chosen due to its practicality and suitability for the project's limitations. The reasons for using this method include:

- It allowed for easy access to participants and quick data collection
- It was time-efficient ,which was important due to the short duration of the project
- It was cost-effective, making it suitable for a research project with a limited budget
- This method helped save both time and resources, which could then be used in other areas of the study

Overall, convenience sampling was a practical and efficient choice for conducting this research under time and budget constraints.

CHAPTER-4

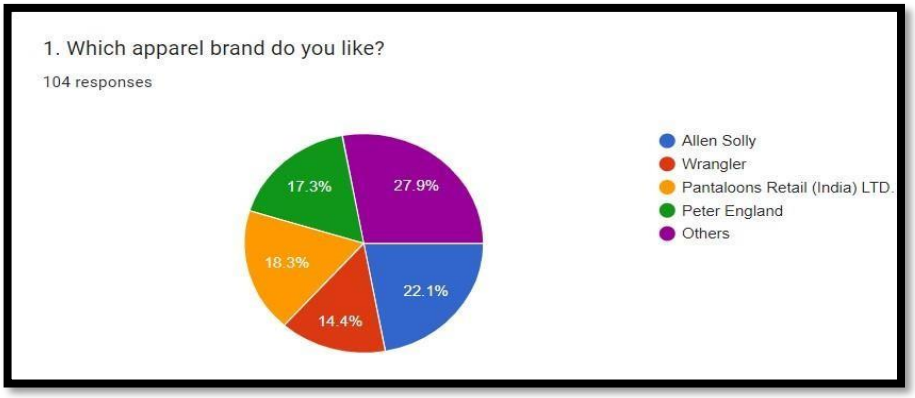
DATA INTERPRETATION AND ANALYSIS

Consumer Responses and Interpretations

1. **What brand of clothes you usually wear?**

- **Allen Solly**
- **Wrangler**
- **Pantaloons**
- **Peter England**

Category	Responses	Percentage
Allen Solly	25	21.9
Wrangler	13	15.1
Pantaloons	21	19.1
Peter England	16	16.9



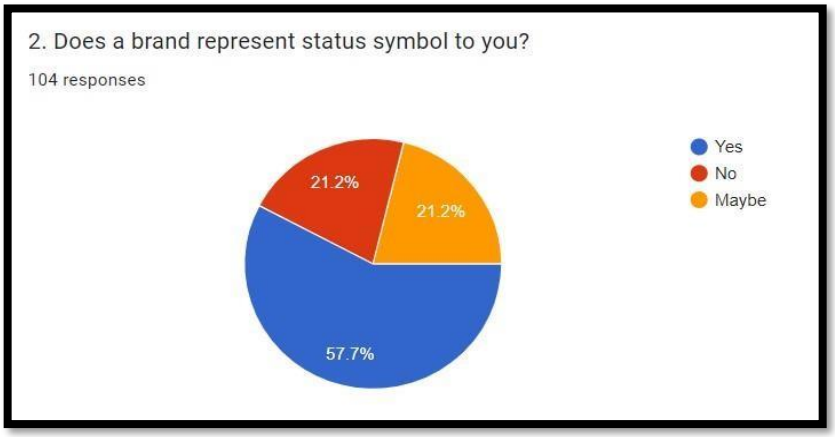
Analysis

Above chart above indicates major group of individuals prefer apparel brands outside of the commonly listed options such as Allen Solly, Wrangler, Pantaloons, and Peter England. This suggests a shift in brand preference toward alternative or emerging brands.

2. **Does a brand represent a status symbol to you?**

- **Yes**
- **No**
- **Sometimes**

Category	Responses	Percentage
Yes	60	56.6
No	22	22.3
Sometimes	22	22.3



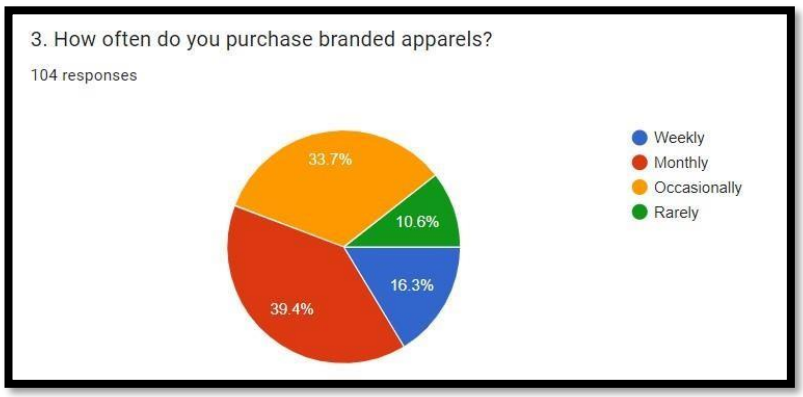
Analysis

Hence, the data shows that the youth majority prefer branded apparel because it represents a status symbol in society. This perception makes the brand more attractive and valued among young consumers.

3. How often do you purchase branded apparel?

- **Rare**
- **Occasions**
- **Weeks**
- **Months**

Category	Responses	Percentage
Weeks	19	16.5
Months	45	38.9
Occasions	30	33.5
Rare	13	10.5



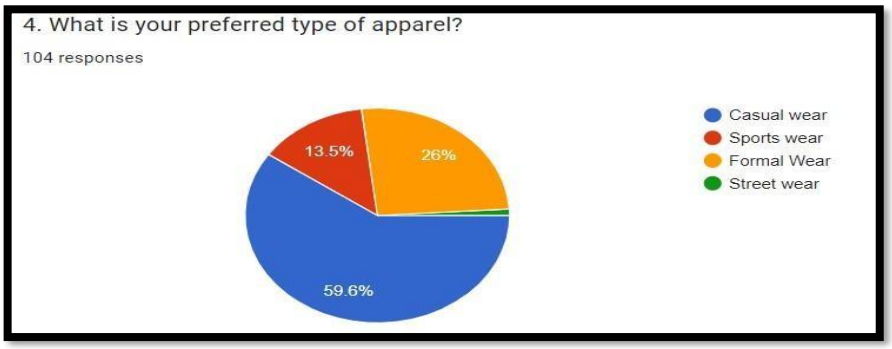
Analysis

The pie chart above indicates that most young consumers purchase branded apparel on a monthly basis. Additionally, a significant portion of youth prefers to buy branded clothing for special occasions, highlighting the importance of appearance and presentation in social settings.

4. Which types of apparel category do you like the most?

- **Smart Wears**
- **Office Wears**
- **Sports wears**
- **Street Wears**

Category	Responses	Percentage
Smart wears	63	58.9
Office wears	26	25
Street wears	20	0.9
Sports wears	13	12.8



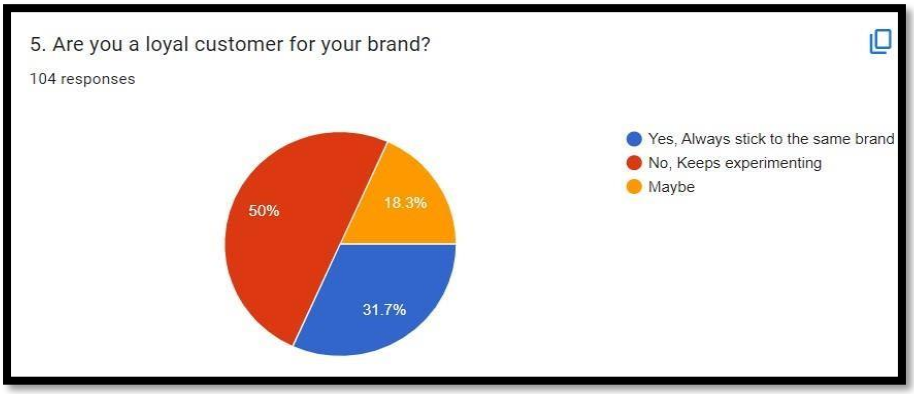
Analysis

Above chart illustrates a proportion of youth prefer brand clothing in smart wear category. This segment accounts for approximately 58.9% of the total respondents, indicating that casual wear holds strong appeal among young consumers.

5. Do you become a repeated customer of the preferred apparel product?

- **Always**
- **Never**
- **Sometime**

Category	**Responses**	**Percentage**
Always	35	31.9
Never	52	50
Sometime	17	18.6



Analysis

Based on chart, it indicates that individuals prefer trying new things instead of remaining loyal for single one. The behavior is reflected in 50% of the 100 respondents surveyed, indicating a trend of brand exploration among young consumers.

6. How much emphasis you give upon brand loyalty when purchasing apparels?

- **Very much emphasis**
- **Little Bit emphasis**
- **Not very much emphasis**
- **Neither emphasis**

Category	Responses	Percentage
Very much emphasis	37	33.8
Little Bit emphasis	37	33.8
Not very much emphasis	23	24.3
Neither Emphasis	7	8.1

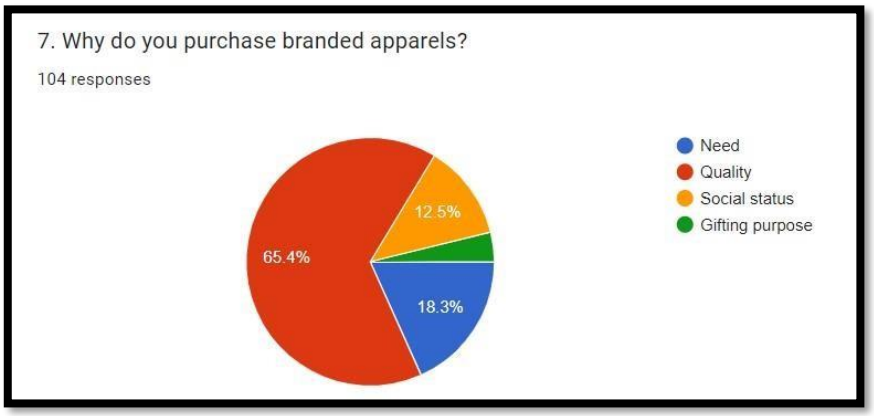
Analysis

The data indicates individuals consider brand loyalty either very important or somewhat important when purchasing apparel. This is reflected in approximately 34.8% of the total respondents, highlighting the significance of brand loyalty among young consumers.

7. What is the main reason for clothing Brand Clothes?

- **Usage**
- **Durability**
- **Status Symbol**
- **Giveaways**

Category	Responses	Percentage
Usage	17	17.5
Durability	69	66.1
Status Symbol	15	13.3
Giveaways	3	4.9



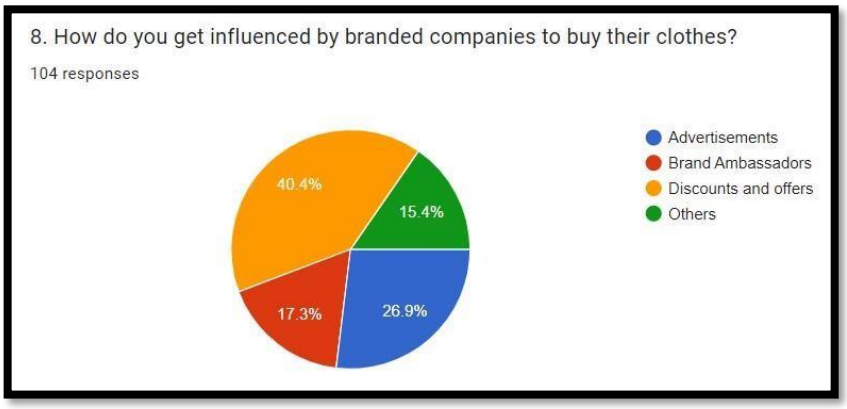
Analysis

It reveals majority of individuals are influenced to purchase branded apparel due to the quality associated with the brand. This factor accounts for approximately 65.4% of the total sampled population, indicating that quality is a key driver for brand preference among young consumers.

8. How are you influenced by branded companies to buy their clothes?

- **Television and Social Media Ads**
- **Brand Influencers**
- **Discounts and Offers**
- **Others (please specify)**

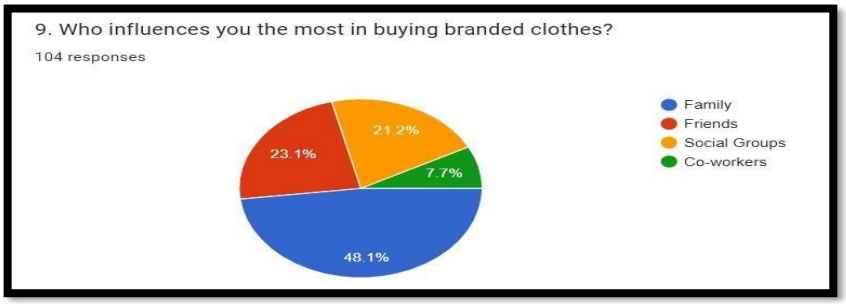
Category	Responses	Percentage
Television and Social Media Ads	26	26.6
Brand Influencers	20	17.1
Discounts and offers	45	40.7
Others	13	15.1



9. Who has the greatest influence on your decision to purchase branded clothing?

- **Family Members**
- **Friend**
- **Social Groups**
- **Employees**

Category	**Responses**	**Percentage**
Family Members	52	48.2
Friend	23	23.3
Social Groups	20	21.4
Employees	9	7.4



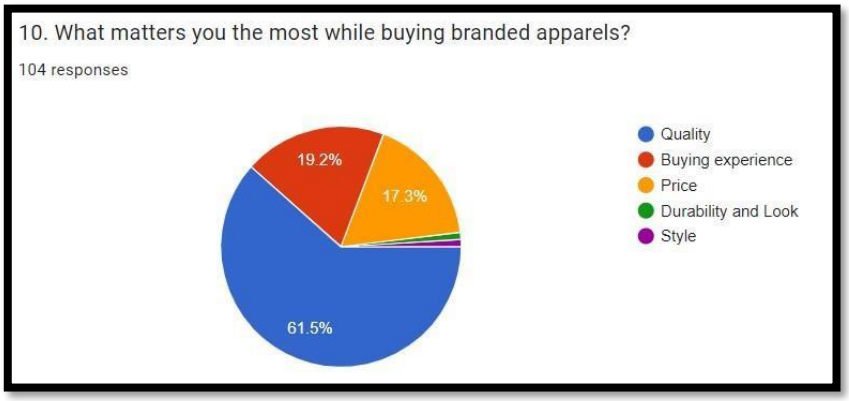
Analysis

The majority of respondents chose "Family Members" as the most influential factor, with over 51 respondents (48.2%).This was followed by "Friends" at 23.3%, and lastly "Employees" at just 7.4%.

10. What is the most important factor for you when purchasing branded clothing?

- **Durability**
- **Purchasing Style**
- **Pricing**
- **Appearance of the Product**
- **Fashion**

Category	Responses	Percentage
Durability	65	62.3
Purchasing Style	18	18.8
Pricing	17	16.9
Appearance of the product	2	2..5
Fashion	2	2.5



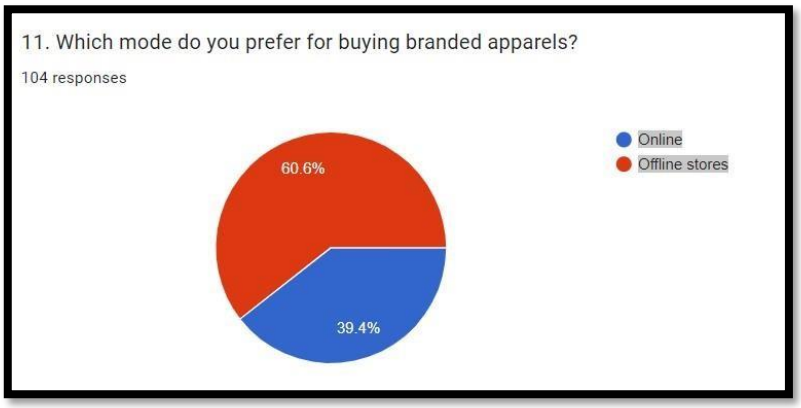
Analysis

According to data, concludes that primary reason influencing the youth's choice of a brand is the quality of the apparel, which accounted for 61.3 % of the total responses.

11. Which method do you prefer when purchasing branded clothing?

- **E Commerce**
- **Offline stores**

Category	**Responses**	**Percentage**
E Commerce	44	39.1
Offline Stores	60	60.9



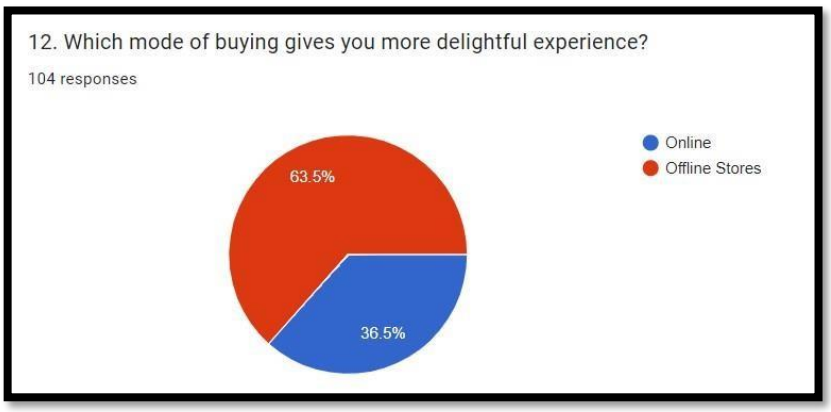
Analysis

They prefer purchasing branded apparel from physical stores, which accounts for about 60.9% of the total respondents, while online stores account for 39.1%.

12. Which method of purchasing branded apparel provides you with a more enjoyable experience?

- **E Commerce**
- **Offline Stores**

Category	**Responses**	**Percentage**
E Commerce	36	36.2
Offline Stores	68	63.8

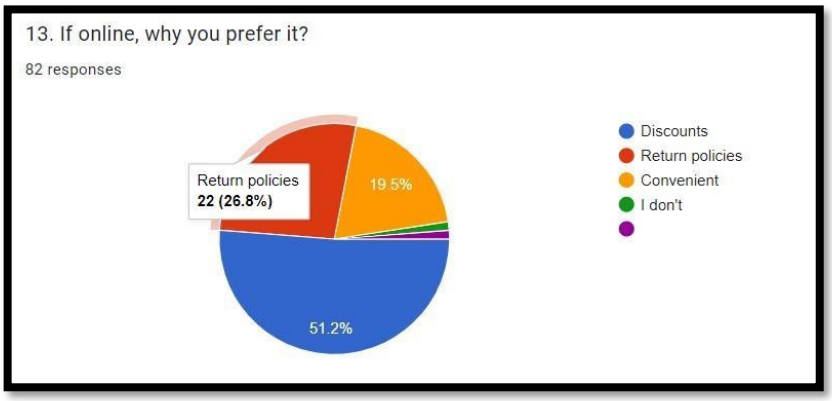


Analysis

The individuals find offline shopping enjoyable, with 63.8% preferring it over online shopping, which accounts for 36.2% of the total respondents.

13. If you prefer shopping online, why do you choose it?

- **Discounts**
- **Return policies**
- **Easy access**
- **None of the above**



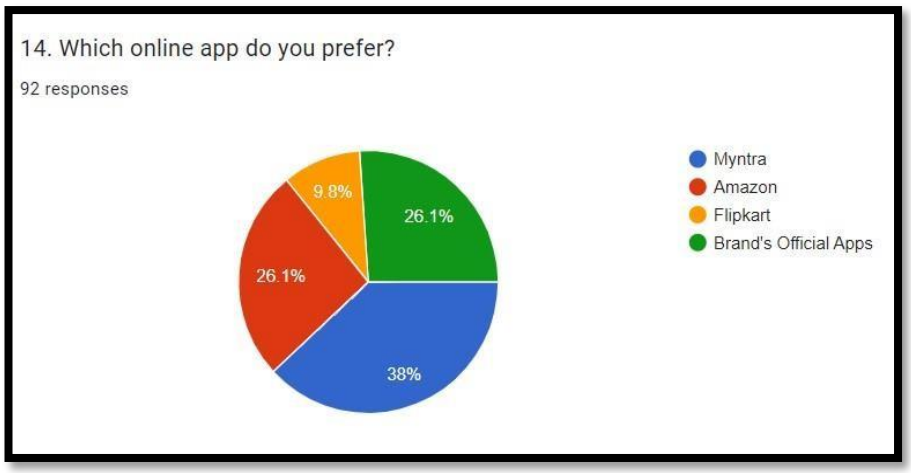
Analysis

The individuals prefer online purchase for branded apparels primarily because of the discounts and offers provided by brands. It accounts for 50% of sampled population.

14. Which online app do you prefer for buying branded apparels?

- **M Now**
- **Nykaa Fashion**
- **Ajio**
- **Brand Own website**

Category	**Responses**	**Percentage**
M Now	33	37.8
Nykaa Fashion	26	25.9
Ajio	11	8.8
Brand Own Website	22	25.9



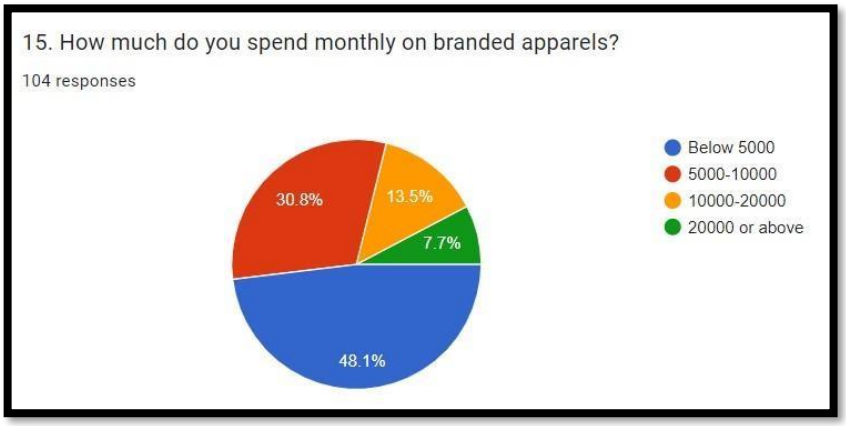
Analysis

Purchasing apparel through Myntra, accounting for 37.8% of sampled population. In comparison, Nykaa Fashion and the brand's official websites each hold 25.9%, while Ajio accounts for a smaller portion at 8.8%.

15. What is your average monthly expenditure on branded apparel?

- **Below 5000**
- **5000-10000**
- **10000-20000**
- **20000orabove**

Category	**Responses**	Percentage
Below 5000	50	48.3
5000-10000	32	30.8
10000-20000	14	13.4
20000andabove	8	7.6



Analysis

The graph illustrates that the majority of the youth in the sample spend less than 5000 INR per month on branded apparel, making up 48.3% respondents. After that 30.8% individuals who spend between 5000 and 10000 INR monthly on branded clothing.