

“A Study on the Attraction of Branded Clothing among Women in Kolhapur City”

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ABSTRACT

A brand is a name, term, design, symbol or other characteristic that distinguishes a seller's goods or services from those of other sellers. Brands are used in business, marketing, and advertising to gain recognition and, more importantly, to create and store value as brand equity for the object identified, to the benefit of the brand's customers, its owners and shareholders. Brand preferences reflect customer loyalty, successful marketing tactics, and brand strength. When choosing a particular company's products or services, there are other comparable options available. Key components that make up a brand's toolkit include identity, personality, product design, brand communication (e.g. through logos and trademarks), brand awareness, brand loyalty, and various branding strategies increase.

Keyword: Brands, attraction, lifestyle, fashion, preference, personality, attitude, confidence

INTRODUCTION

In modern era, the concept of branding involves management's use of marketing and communication techniques and tools that help differentiate a company or product from its competitors in order to leave a lasting impression in the minds of customers. Key components that make up a brand's toolkit include identity, personality, product design, brand communication (e.g. through logos and trademarks), brand awareness, brand loyalty, and various branding (brand management) strategies increase.

Women are early adopters of fashion. New products and brands play an important role in people's status consumption and identity formation. More and more women are buying clothes from certain reputable brands, spurring the consumption of branded clothes. Brand awareness is the new fashion mantra that has spread like wildfire. Rising income levels are making it easier and more comfortable for women to shop at major clothing brands. Also, most fast fashion is designed to appeal to trend-conscious women shoppers.

OBJECTIVES OF THE STUDY

1. To study whether the women buy only branded cloths.
2. To find out if there is a connection between brand, status and personality.
3. To study and analyse the factors influencing an individual to buy branded cloths.

RESEARCH METHODOLOGY

The study is based on both primary data that is collected from structured questionnaire and secondary data collected from various articles, research papers, websites, etc.

A sample of 50 women respondents i.e. students, working women and housewives are taken as a sample size for the purpose of the study from Kolhapur City. Random Sampling Method is selected for this study.

LIMITATIONS OF THE STUDY

1. The study has been conducted among only women.
2. Area of research covers Kolhapur District.
3. Primary data based on random sampling method, targeted only 50 women from the total population.

REVIEW OF LITERATURE

1. **(Park Dongjoon, 2016)** The purpose of this study was to analyze the brand preference, the clothing pursuit benefits, and the purchasing behavior of Chinese women. A survey questionnaire was distributed to Chinese women in their 20s and 30s. The respondents were 343 Chinese women living in Henan. The collected data was analyzed by frequency analysis, factor analysis, t-test, one-way analysis of variance, and Duncan's multiple range of verification. The key results of this study are herein summarized. The five most preferred brands were then selected and further analyzed. For purchasing, the design and price were considered to be important, while for product evaluation, importance was given to the style, price, quality, and color. Factors important in the clothing pursuit benefits were found to be price pursuit, trend pursuit, brand pursuit, individual pursuit, comfort pursuit, and quality pursuit. Also, clothing pursuit benefits depends on the average monthly income, monthly clothing purchasing cost, and the education level of the individual. Lastly, we observed that the sources and store selection made noticeable difference in clothing pursuit benefits.
2. **(G Murali Manohari, 2021)** In the recent times youth prefer the branded readymade outfits as it is associated with social class and prestige. Their preference differs from brand on the basis of quality, price, taste, advertisement etc. This study embraces to find out the preference of branded attires among the youngsters as most of the youngsters prefer readymade branded attire. The study is done among youngsters in Coimbatore city. The objective of this study is To study the awareness of branded clothing among youngsters in Coimbatore, To find the major factors responsible for buying branded clothing among the youngsters, To identify the difference in shopping frequency between male and female youngsters, To analyze the brand preference of youngsters in buying branded outfits. The study is based on Descriptive research design. Both primary and secondary data is applied. A set of 202 respondents were selected by Snowball sampling to know about their brand preference. Weighted average method, Correlation and Ranking method were applied to study.
3. **(R. K. Bajwa, 2012)** The purpose of this study was to investigate the awareness of college girls about different national and international apparel brands in women's wear segment. The paper further analyses different factors affecting the preference for branded clothing. The results of the study will help fashion marketers to have a better perception of the consumer preferences and buying behavior.
4. **(Tarik Raihan; Md. Rashed, 2020)** The use of branded cloths is increasing day by day. In spite of price and inaccessibility of branded cloths, the young consumers have more passion about buying branded cloths. People repeatedly purchase the branded cloths. A market study was carried out in Chittagong City to find out the determinants behind the purchase of branded cloths. The study was a descriptive one and using the Likert scale to find out the factors that determine the consumer perceptions. The primary data was collected through a structured questionnaire among 244 young respondents from Chittagong city.
5. **(Sheetal Mahendher, 2020)** Propelled by steady rise in income levels and greater penetration of organized retail, India's branded apparel market is expected to grow strongly in the next few years. Branded apparels

would grow at a much stronger pace, driven by increased presence of organized retail, rising disposable incomes, changing demographics and increasing brand consciousness. The Indian textiles industry is set for strong growth, buoyed by both strong domestic consumption as well as export demand. The purpose of this study is to examine Indian consumers buying behavior of branded apparel and deeply understand the key factors of branded clothing which influence consumers' involvement towards stylish branded clothing. A survey was conducted among general consumers aged between 18- 35 to obtain empirical evidence by using questionnaire and statistical techniques.

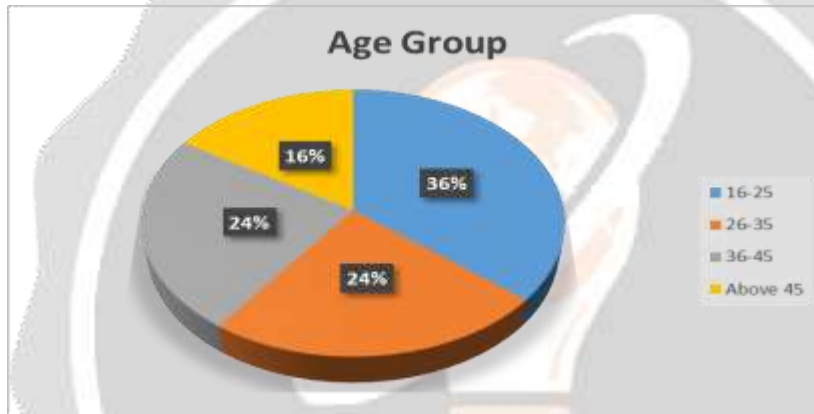
6. **(K. Nalini, 2022)** The goal of this study was to identify consumer purchasing behavior in Chennai for both branded and unbranded apparel. The objectives of this study were to ascertain the socioeconomic characteristics of consumers who prefer branded apparel and the factors that influence their purchasing decisions. To meet the objectives, primary data were collected using a questionnaire from 200 consumers across Chennai in selected cities. According to the survey, consumers are becoming more brand savvy these days. They like branded gear because it makes them appear more fashionable, and branded apparel also serves as a reflection of a person's status. Individuals opt for branded merchandise due to its enhanced durability, variety, and quality.
7. **(Maran Kaliyamoorthy; Jyotsna Badrinarayanan; Praveen Kumar, 2018)** The objective of the paper is to examine the impact of perceived quality and emotional value on the purchase behavior toward branded apparel in India. The study is used to determine the factors which influencing Indian consumer purchasing behavior toward an Indian apparel brand. A respondent from Chennai took part in this study. The sample size of the study is 320. The correlation and multiple regression tools were applied. The study identify the buyer's behaviors and their perceived value towards branded readymade garments. This study provides valuable strategic implications for Indian retailers who plan to expand their market.



DATA ANALYSIS AND INTERPRETATION

1. Women respondent age group:

Age Group	Respondents	Percentage
16-25	18	36%
26-35	12	24%
36-45	12	24%
Above 45	08	16%
Total	50	100%



Interpretation:

Most of the respondents (36%) are between the age group of 16-25. In this study, respondents (24%) are same between the age group 26-35 and 36-45. Above 45 age there is only 16% respondents.

2. Women respondents' occupation:

Occupation	Respondents	Percentage
Student	26	52%
Working	09	18%
Housewife	15	30%
Total	50	100%



Interpretation:

Most of the respondents are students i.e. 52% and 30% respondents are from housewives and 18% respondents are working women.

3. Mode prefer for shopping:

Modes	Respondents	Percentage
Online	13	26%
Offline	10	20%
Both	27	54%
Total	50	100%

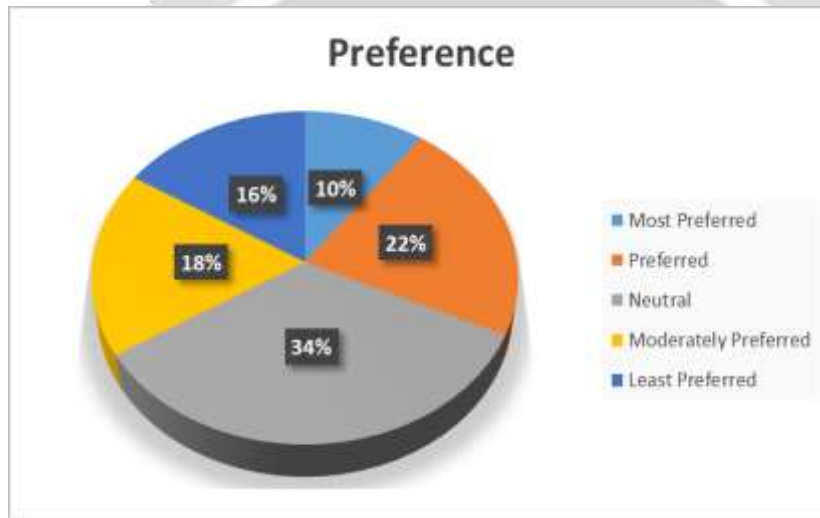


Interpretation:

From above table, there is 54% respondents are prefer both online and offline mode for the shopping. And 26% women are used only online mode, 20% women are used only offline mode for the shopping.

4. Preference for the Branded clothing

Particulars	Respondents	Percentage
Most Preferred	05	10%
Preferred	11	22%
Neutral	17	34%
Moderately Preferred	09	18%
Least Preferred	08	16%
Total	50	100%

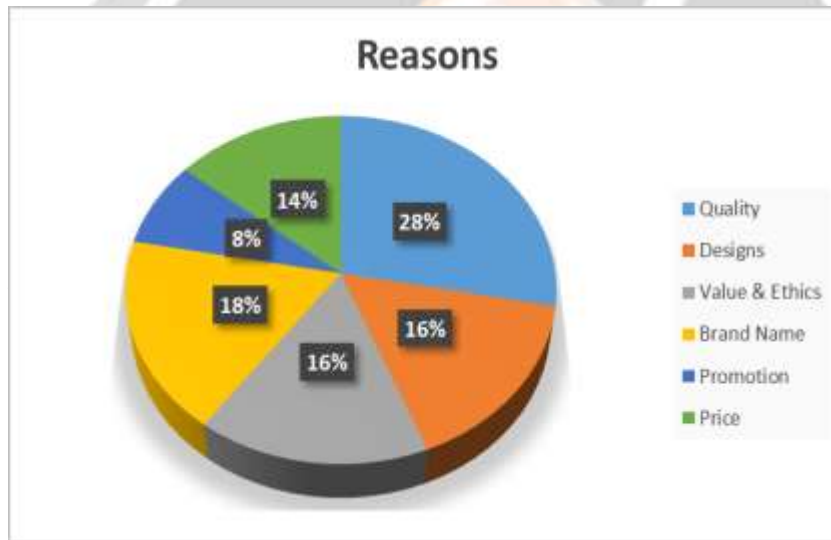


Interpretation:

Above table shows that, 10% respondents mostly prefer branded clothing, 22% prefers, 34% are neutral, 18% moderately prefer and 16% have least preference for branded cloths.

5. The reason for brand preference

Reasons	Respondents	Percentage
Quality	14	28%
Designs	08	16%
Value & Ethics	08	16%
Brand Name	09	18%
Promotion	04	8%
Price	07	14%
Total	50	100%

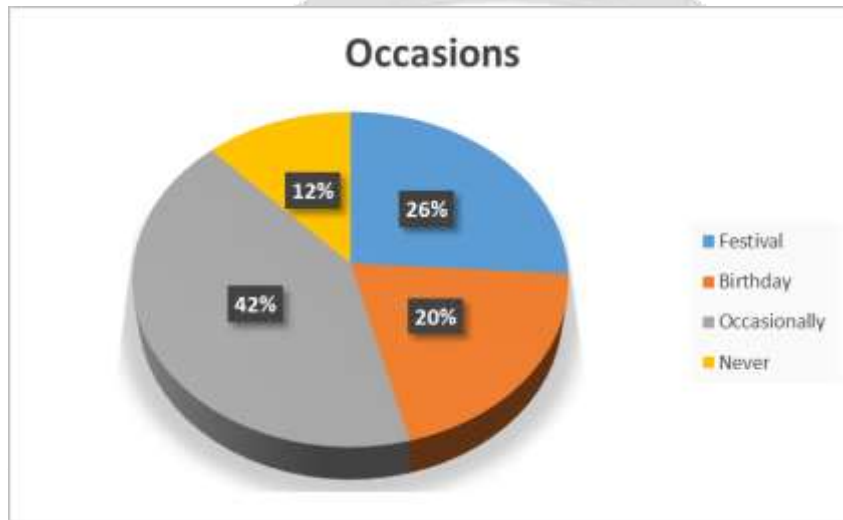


Interpretation:

From the above table, 28% respondents prefer branded cloths due to the product quality, 16% due to design, 16% for value and ethics, 18% for brand name, 8% due to promotion and 14% due to its price.

6. Occasion when the respondents buy branded cloths

Occasions	Respondents	Percentage
Festival	13	26%
Birthday	10	20%
Occasionally	21	42%
Never	06	12%
Total	50	100%

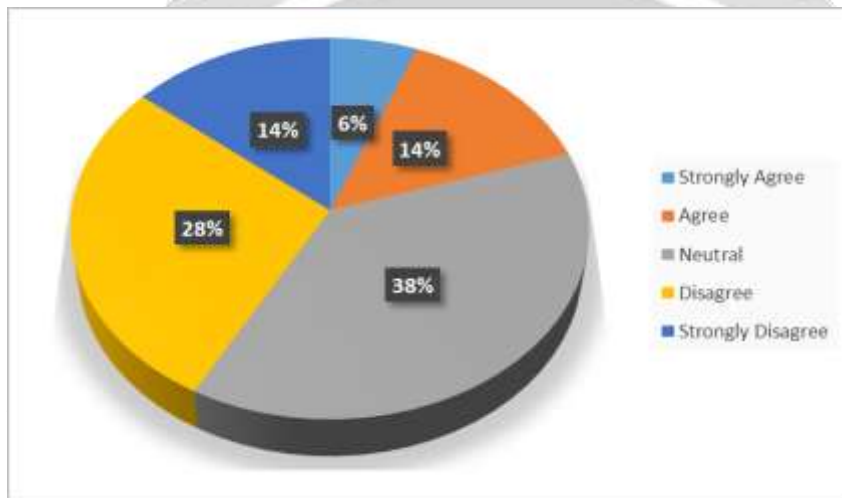


Interpretation:

Above table shows that among the respondents, 26% of them buy branded cloths on festival time, 20% on their birthday, 42% of them occasionally buy branded cloths and 12% never buy branded cloths.

7. Respondents wear branded cloths only

Particulars	Respondents	Percentage
Strongly Agree	03	6%
Agree	07	14%
Neutral	19	38%
Disagree	14	28%
Strongly Disagree	07	14%
Total	50	100%

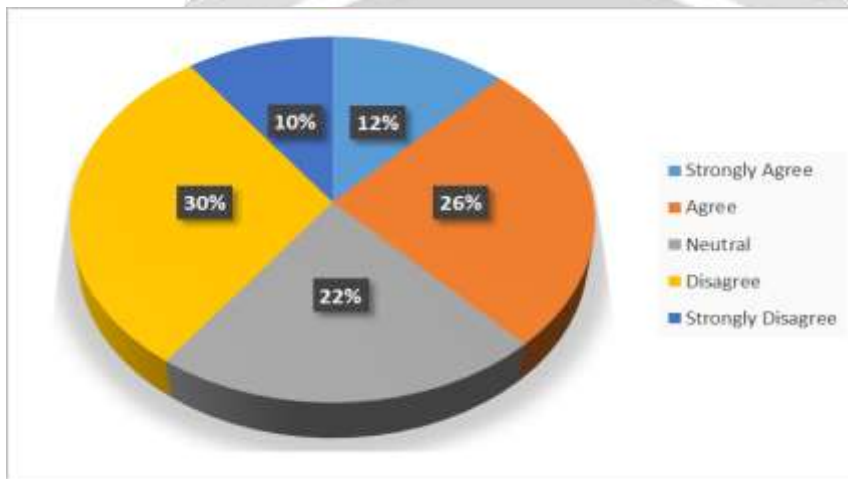


Interpretation:

Above table shows, 6% respondents wear branded cloths only, 14% wear branded cloths, 38% are neutral, 28% don't wear branded cloths and 14% of them never wear branded cloths only.

8. Wearing branded cloths to impress people

Particulars	Respondents	Percentage
Strongly Agree	06	12%
Agree	13	26%
Neutral	11	22%
Disagree	15	30%
Strongly Disagree	05	10%
Total	50	100%

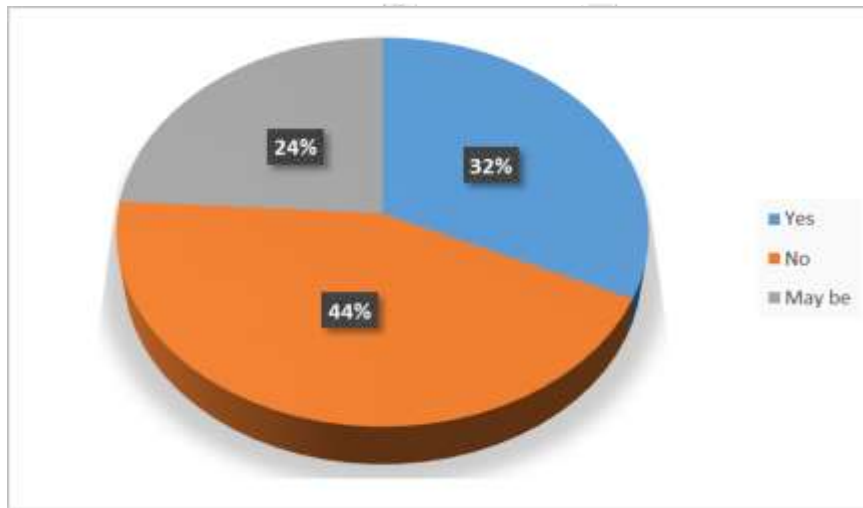


Interpretation:

In the above table, there is 12% respondents wear branded cloths to impress people, 26% agree that they wear to impress people, 22% are neutral, 30% respondents said they don't wear branded cloths to impress people and 10% strongly disagree with this statement.

9. Brand is a status symbol for the respondents

Particulars	Respondents	Percentage
Yes	16	32%
No	22	44%
May be	12	24%
Total	50	100%

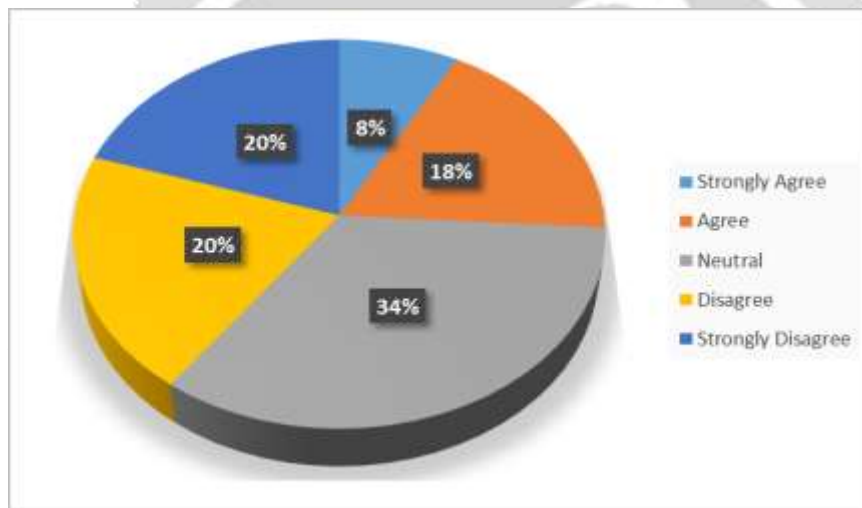


Interpretation:

Above table shows that among the respondents, for 32% of them, a brand is a status symbol, for 44% of them it is not a status symbol and 24% are not sure about it.

10. Respondents prefer to buy cloths worn by celebrities

Particulars	Respondents	Percentage
Strongly Agree	04	8%
Agree	09	18%
Neutral	17	34%
Disagree	10	20%
Strongly Disagree	10	20%
Total	50	100%

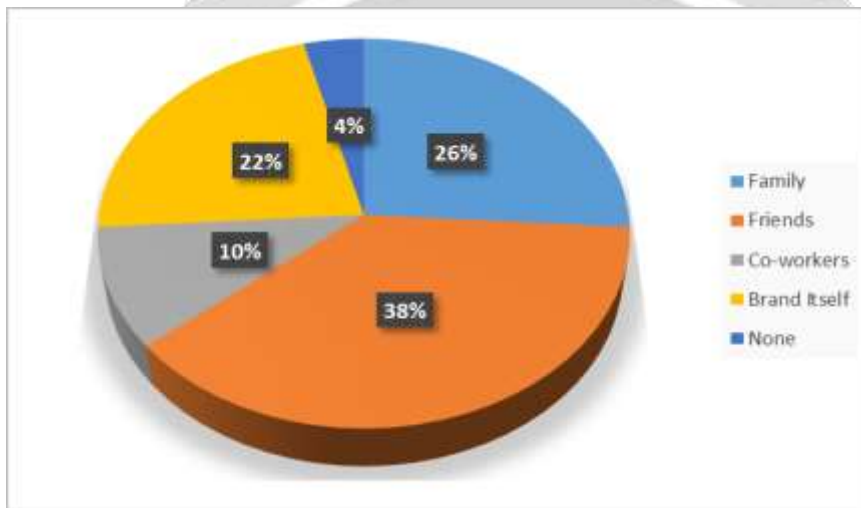


Interpretation:

Above table shows that, 8% respondents are buying cloths which worn by celebrities only, 18% respondents buy cloth worn by celebrities, 34% are neutral, 20% of them don't buy and 20% of them never buy cloths which worn by celebrities.

11. Who influence most in buying branded cloths?

Particulars	Respondents	Percentage
Family	13	26%
Friends	19	38%
Co-workers	05	10%
Brand Itself	11	22%
None	02	4%
Total	50	100%

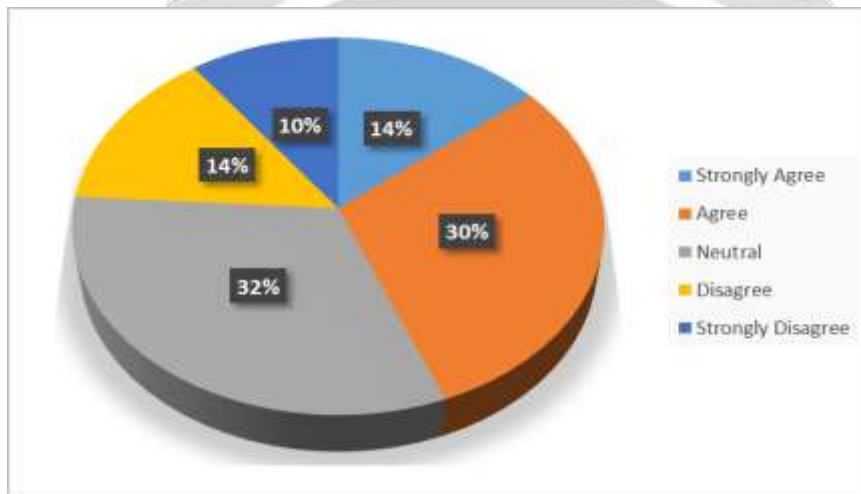


Interpretation:

From the above table, 26% respondent are influenced by family to buy branded cloths, 38 of them by friends, 10% of them by co-workers, 22% of them by brand itself and 4% of them due to other reasons.

12. The brands worn by respondents reflect their confidence and convey their personality

Particulars	Respondents	Percentage
Strongly Agree	07	14%
Agree	15	30%
Neutral	16	32%
Disagree	07	14%
Strongly Disagree	05	10%
Total	50	100%

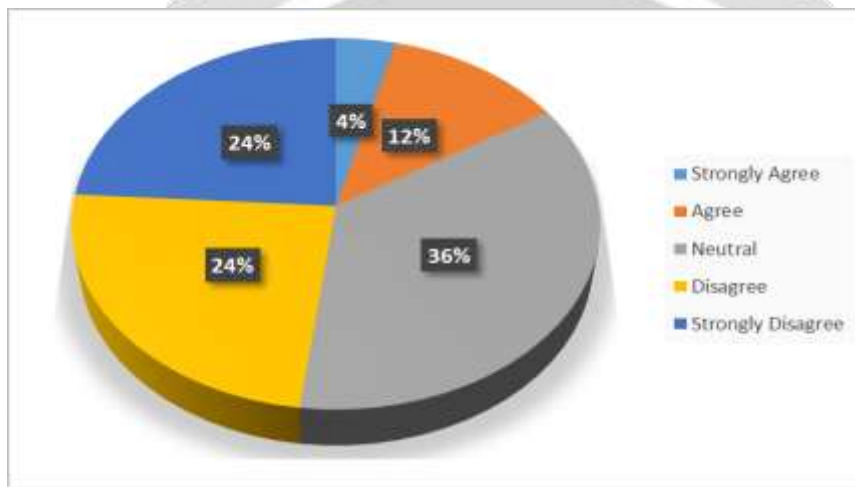


Interpretation:

Above table shows that, 14% respondents strongly agree that the brand they wear reflect their confidence and personality, 30% of them agree, 32% are neutral, 14% of them disagree and 10% of them strongly disagree.

13. The brand worn by the respondent convey about their attitude

Particulars	Respondents	Percentage
Strongly Agree	02	4%
Agree	06	12%
Neutral	18	36%
Disagree	12	24%
Strongly Disagree	12	24%
Total	50	100%

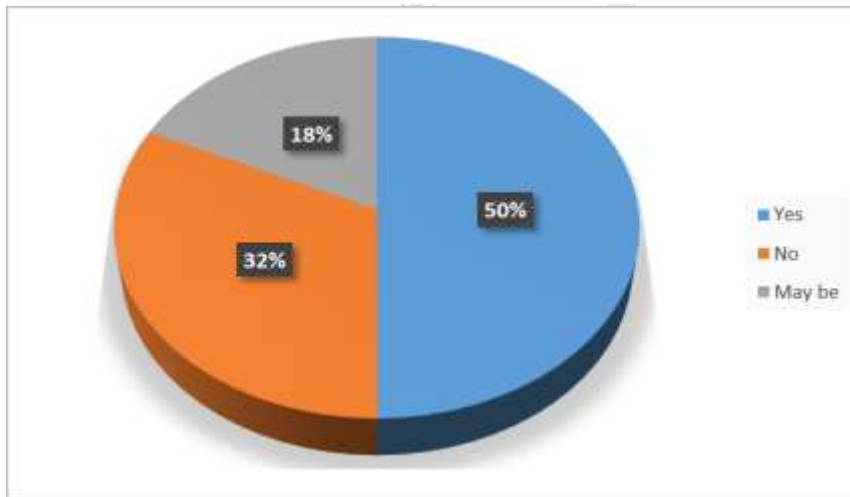


Interpretation:

Above table shows that, among the respondents, 4% of them strongly agree that brand they wear convey about their attitude, 12% are agree with this, 36% are neutral, 24% of them disagree and 24% of them strongly disagree about that statement.

14. Respondents' preference for trendy cloths

Particulars	Respondents	Percentage
Yes	25	50%
No	16	32%
May be	09	18%
Total	50	100%

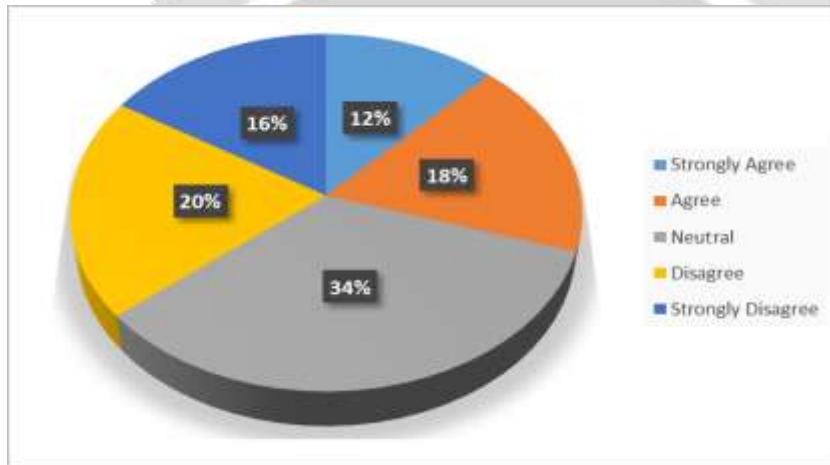


Interpretation:

Above table shows, the 50% respondents prefer trendy cloths, 32% of them don't prefer trendy cloths and 18% of them sometimes prefer trendy cloths.

15. When respondent wear branded cloths they feel confident

Particulars	Respondents	Percentage
Strongly Agree	06	12%
Agree	09	18%
Neutral	17	34%
Disagree	10	20%
Strongly Disagree	08	16%
Total	50	100%



Interpretation:

In the above table shows that, 12% are strongly agree for feel confident when they wear branded cloths, 18% of them just agree, 34% of them are neutral, 20% of them are not feel confident and 16% of them are never feel confident when they wear branded cloths.

FINDINGS

1. The 56% respondents are prefer both online and offline shopping.
2. 17 out of 50 respondents have a neutral take on their degree of preference for branded cloths.
3. 28% respondents prefer to buys brands because of the product quality.
4. 21 out of 50 respondents buying branded cloths casually.
5. Women wear branded, non-branded cloths, this is indicated by 38% respondents expressing as a neutral.
6. 30% women says that they do not buy branded cloths to impressing others.
7. Branded clothes are a status symbol: 44% respondents have expressed disagreement with this statement.
8. 8% respondents prefer to buy cloths like worn by celebrities, 34% are neutral on this statement but 40% respondents does not buy cloths worn by celebrities.
9. The 38% women are influenced by their friends in buying branded cloths.
10. When brands worn by respondents reflect their confidence and convey their personality, 32% expressed neutrality but 30% are agree to this statement.
11. 36% respondents is unsure if the brands speak about their attitude.
12. It is interesting to know that 50% respondents are prefer to buy trendy cloths.
13. Majority of the respondents have a neutral take on whether feel confident when they wear branded cloths, 34% respondents who have selected neutral for this statement.

CONCLUSION

This study summarizes, women are prefer both online and offline shopping mode to buying cloths. The different factors that influence the shopping behavior of women in the Kolhapur City, their preferences for different clothing collections and their attitudes towards buying branded cloths. Overall research shows that women's shopping choice offers are preferred for buying cloths for different occasions. Women customer are not only buying branded cloths but also they prefer non-branded cloths. Women are influenced by friends, family, celebrities, etc. Quality, designs, price and brand name are the main criteria that influence buying behavior towards branded clothing. Demographic factors such as age, occupation, etc. also do not affect consumer buying behavior for branded clothing. In conclusion, the brands worn by women reflect their confidence and convey their personality and attitude that is on neutral stage. Product Quality, designs, brand names, promotional activity of companies, competitive prices this factors are attracted to the customer toward the branded clothing.

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