

## FACTORS INFLUENCING READYMADE APPAREL PURCHASE IN JALANDHAR CITY

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### ABSTRACT

Indian textiles industry plays an important role in the country's economic growth. India's rank in world trade is seventh in textile and sixth in clothing. Readymade garment is a part of the textile industry and it accounts for about half of India's textile exports. The Indian Textile Industry is the second largest employment provider after agriculture and also the largest foreign exchange earner for the country. This industry is growing very rapidly. Hence, the need arises to know more about the perception of the customers for further growth of the industry. This study aims to know about the customer satisfaction level and factors influencing readymade apparel purchase and also to know about the most popular brands of customers in different variants of clothes which would help the readymade garments manufacturers to plan their future growth. The findings reveal that Tommy Hilfiger and Peter England are the most preferred brands in the city of Jalandhar and most significant considerations in apparel purchase are price and quality. Finally, few useful marketing implications have been suggested at the end.

**Keywords:** Apparel, Brand, Customer Satisfaction, Apparel Industry.

**INTRODUCTION:**

Clothing is considered to be second skin of the body and interest in clothing is higher during the whole life. Today, we live in consumer based society where consumer is known as the king of the market. The behavior of the customer affects the market size, brand name, fashion etc. Clothes or in other words, a person's wardrobe is one of the key aspects in assessing one's personality. Clothes and mood are two inter-related constituents, affecting the overall personality of an individual (Subhani et al, 2011).

India has been ranked as the top retail destination globally for retail investment attractiveness among 30 emerging markets in the world. The Indian retail sector is the second largest untapped market after China. Readymade garment is a part of the textile industry and it accounts for about half of India's textile exports. India's consumer market for readymade apparel has become varied by surge of more designer brands. India is becoming the most preferred destination for outsourcing readymade garments for the international market.

According to Fashion Design Council of India (FDCI), apparels created by Indian designers are going to play a major role in the growth of the apparel industry in the next few years. These changes will have far-reaching implications for designers, manufacturers and retailers targeting the Indian apparel market.

The Indian textile and apparel industry is the largest foreign exchange earner for the country. It is also the second largest employment provider after agriculture and plays a key role in the development of the economy (Shetty, 2001; Rajput et al, 2012).

The apparel industry has stretched the boundaries of its creativity and imagination to find new ways to increase selling opportunities, reduce operating costs, achieve competitive advantage and improve the bottom line. Apparel retailers and brand-owners are stepping up their efforts for improvements in business processes with innovative technology that touches every step in their workflows.

**LITERATURE REVIEW:**

A clear understanding of preferences of consumers will help the marketer to attract and maintain their target consumer group in better way. Price, fitting, income level of consumers are significant factors and some factors which are found to be insignificant are status, durability, and celebrity endorsement, can be ignored by the apparel retailers in their efforts to tap and capture the market (Rajput et al, 2012). The customers purchase readymade garments mostly during discount period. Price, Quality and design are the important factors considered by them while shopping (Mittal & Aggarwal, 2012; Pandian et al, 2012; Kanthi & Kumar, 2013). The factors namely self concept, need for uniqueness also influence clothing interest and indirectly influence the purchase intention in the case of global and local brands (Vikkraman & Sumathi, 2012). The readymade garments are becoming popular with youth. Better fitting garments, awareness of brand coupled with availability of leading names, latest designs and varieties were found to be primarily responsible for youth opting for readymade garments. Provocation by advertising was the foremost factor for buying garments (Sawant, 2012). The mood and clothes are interlinked which affects the clothing behavior and overall personality of a person. The brand name and colour of cloth mostly affects the customers while purchasing (Sharma & Pathan, 2011; Subhani et al, 2011; Zeb et al, 2011). The family structure is also the most influencing factor for buying behavior while the advertisement was rated at the lowest (Ali et al, 2010).

**NEED AND IMPORTANCE OF THE STUDY:**

Readymade garments were among India's leading export sectors during the last financial year (2011-2012), according to preliminary figures released by the Ministry of Commerce. Shipments of readymade garments, yarns and fabrics rose by 18 per cent to Rs. 71,692 crores. Observers expect overall textile and apparel exports for the year to be around Rs. 1,56,990 crores, up from Rs. 1,41,291 crores, a year ago. The Confederation of Indian Industry (CII) report (2012) on Punjab industry shows that the hosiery and readymade garments constitute about 31 percent of the total exports from Punjab, followed by yarn and textile contributing 23 percent. The districts of Ludhiana, Gurdaspur and Jalandhar, accounts for around 95 percent of the total exports from Punjab. We see that there is no study available on Jalandhar region related to apparel industry. Jalandhar is also emerging as key retail markets of north India. Present study offers useful marketing implications to the researchers and industry.

**OBJECTIVES OF THE STUDY:**

- To examine the present level of satisfaction towards readymade apparel.

- To find out the factors influencing purchase of readymade apparel.
- To study the most popular brand among customers in branded clothes market in Jalandhar city.

### RESEARCH METHODOLOGY:

The present study is mainly based on primary data and investigates the factors which influence the customers regarding readymade apparel purchase. The area covered in this study is Jalandhar City of Punjab. To understand the customer perspective, attribute based satisfaction measures as advocated by Babins and Harris (2011) has been adopted. The focus of this study is mainly to understand the present satisfaction level of customers and find out the factors which influence the customers regarding purchase of readymade apparel and study the most popular brand among customers in branded clothes market of Jalandhar city.

### RESEARCH AREA:

The research area of this study is Jalandhar city. Jalandhar city is the historic town in the state of Punjab, offers all the ingredients for a spectacular growth in modern retailing – the majority of population being NRI, a business community with high disposable income, brand and quality conscious. The most of the retail brands are also available in the Jalandhar city which gives boost to the population of Jalandhar region and industry of Jalandhar city.

### SAMPLING SIZE:

The sample size of the study is 250 respondents. We divided their sample size 250 respondents in 50 respondents from each zone of the city i.e. north, south, centre, east and west.

### RESULTS & DISCUSSIONS:

**Table 1 Showing Age of the Respondents**

Age (in years)	Frequency
18-25	223
26-30	023
31-35	003
36 or above	001
<b>Total</b>	<b>250</b>

Table 1 show that the most of the respondents are young customers between 18-25 years of age.

**Table 2 Showing Gender of the Respondents**

Gender	Frequency
Male	159
Female	091
<b>Total</b>	<b>250</b>

There are 159 male and 91 female respondents out of 250 respondents of the study.

### LEVEL OF SATISFACTION OF CUSTOMERS IN PURCHASE OF READYMADE APPAREL:

The respondents were asked to rate their satisfaction on six factors i.e. (Value for money, Friends & colleagues impression, Stitching, Design, Comfort and Return Policy) on five point likert scale. Z test was applied to test the significance of difference among means of six factors. Hypotheses were framed as follows:-

**Table 3 Showing Hypotheses Regarding Customer Satisfaction (Attribute Based)**

Sr. No	Null Hypothesis	Statements
H1	H <sub>0</sub>	Customers are not satisfied regarding value for money attribute in readymade apparel purchase
H2	H <sub>0</sub>	Customers are not satisfied regarding friends & colleagues Impression attribute in readymade apparel purchase

H3	H <sub>0</sub>	Customers are not satisfied regarding stitching attribute in readymade apparel purchase
H4	H <sub>0</sub>	Customers are not satisfied regarding design attribute in readymade apparel purchase
H5	H <sub>0</sub>	Customers are not satisfied regarding comfort attribute in readymade apparel purchase
H6	H <sub>0</sub>	Customers are not satisfied regarding Return Policy attribute in readymade apparel purchase

**Table 4 Showing the Z Value of the Different Factors**

Attributes	Z	Mean	Std. Deviation	Sig. (2-tailed)
Value for money	22.6	4.0	0.7	.000
Friends & Colleagues Impression	19.1	3.9	0.8	.000
Stitching	19.1	3.9	0.7	.000
Design	28.5	4.2	0.6	.000
Comfort	33.1	4.4	0.6	.000
Return Policy	4.4	3.3	0.9	.000

The null hypotheses of all variables were rejected. It shows that the customers of Jalandhar city were satisfied with all the variables. An insight to mean value of dimension 'Return Policy' indicates the indifferent approach of customer towards return Policy of the companies. The companies need to focus on the same dimension.

#### **FACTORS INFLUENCING THE READYMADE APPAREL PURCHASE:**

Different factors were selected from the secondary data which influenced the customers while purchasing readymade apparel and were administered to the respondents for their opinion.

Hypothesis H<sub>0</sub>: The association between the ranks of apparel users (towards selected factors) is insignificant.

The Friedman test is used to study the factors which affect the customers regarding purchase of readymade apparel. The Friedman Test is a non-parametric statistical test similar to the parametric repeated measures ANOVA; it is used to detect differences in treatments across multiple test attempts. The procedure involves ranking each row or block together, then considering the values of ranks by columns (Bajpai, 2011). The Friedman test is carried out on different factors (price, quality, uniqueness, brand name, discount and advertisement) which influence the customers regarding purchase of readymade apparel.

**Table 5 Showing the Friedman Test Statistics**

No. of Respondents	250
Chi-Square	243.351
Degree of freedom	5
Asymp. Sig.	.000

The above table shows that the p value is less than the significance value which is 0.05. Hence the null hypothesis is rejected and it can be concluded that the importance of factors in purchase of readymade apparel is significant.

**Table 6 Showing the Mean Rank of Different Factors**

Factors	Mean Rank
Price	2.83
Quality	2.78
Uniqueness	3.19
Brand Name	3.18
Discount	4.19
Advertisement	4.83

Kendall's W also known as Kendall's coefficient of concordance is a non-parametric statistic. It is a normalization of the statistic of the Friedman test and can be used for assessing agreement among raters (Churchill, 2011). Kendall's W test was performed on the factors influencing the customers regarding purchase of readymade apparel.

**Table 7 Showing the Kendall's Test Statistics**

No. of Respondents	250
Kendall's W	.195
Chi-Square	243.351
Degree of freedom	5
Asymp. Sig.	.000

Interpreting the above table, it is observed that the p value is less than the significance value of 0.05. Hence, it can be said that there is agreement among the ranks of factors which influence the purchase of readymade apparel which already proved with Friedman test.

Looking at the Table number 6, it can be observed that the 'Quality' and 'Price' are the most important factors which influence the customers regarding readymade apparel purchase. 'Brand Name' and 'Uniqueness' are the factors towards which the respondents have been found as indifferent and 'Discount' and 'Advertisement' are the least important factors influencing the customers regarding readymade apparel purchase.

### **MOST POPULAR BRANDS AMONG CUSTOMERS:**

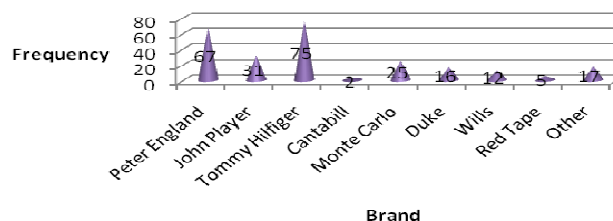
The choice of customers regarding readymade apparel is changing according to the type of readymade apparel. For this, we examined the most popular brand among customers of Jalandhar city in various types of readymade apparel (Shirts, T-Shirts, Jeans, Trousers and Blazers). We selected those readymade apparels which are available in the selected brands and also commonly purchased by the customers and the main reason for selecting these brands is the exclusive availability in the readymade apparel market of Jalandhar city.

**Table 8 Showing Most Popular Brand in Different Brands of Readymade Apparel**

Brands	Shirts (%)	T-Shirts (%)	Jeans (%)	Trousers (%)	Blazers (%)
Peter England	67 (26.8)	23 (09.2)	38 (15.2)	<b>53 (21.2)</b>	<b>49 (19.6)</b>
John Player	31 (12.4)	30 (12.0)	33 (13.2)	34 (13.6)	25 (10.0)
Tommy Hilfiger	75 (30.0)	69 (27.6)	62 (24.8)	40 (16.0)	40 (16.0)
Cantabill	02 (00.8)	06 (02.4)	06 (02.4)	14 (05.6)	07 (2.8)
Monte Carlo	25 (10.0)	41 (16.4)	30 (12.0)	31 (12.4)	45 (18.0)
Duke	16 (06.4)	44 (17.6)	21 (08.4)	18 (07.2)	24 (9.6)
Wills	12 (04.8)	09 (03.6)	05 (02.0)	15 (06.0)	15 (6.0)
Red Tape	05 (02.0)	01 (00.4)	01 (00.4)	10 (04.0)	08 (3.2)
Other	17 (06.8)	27 (10.8)	54 (21.6)	35 (14.0)	37 (14.8)
Total	250 (100.0)	250 (100.0)	250(100.0)	250 (100.0)	250 (100.0)

The above table shows the preferences of customers related to various readymade apparels with different brands. This table concludes that the most popular brands in shirts, t-shirts, jeans are Tommy Hilfiger with 75 (30%), 69 (27%) and 62 (25%) respondents preferring the same and in trousers and blazers; the most popular brand is Peter England with 53 (21%) and 49 (20%) respondents preferring the same. Hence, Tommy Hilfiger and Peter England brands are the most popular brands in above categories.

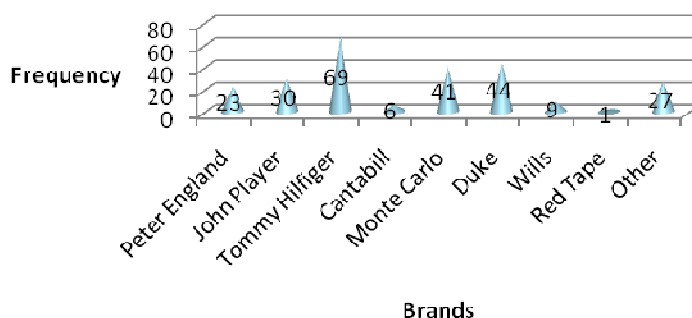
### **APPAREL – SHIRTS**



**Figure1 Frequency Distribution of Various Brands Related to Shirts**

The frequency distribution of various brands related to shirts show that Tommy Hilfiger is the most popular brand in customers of Jalandhar City.

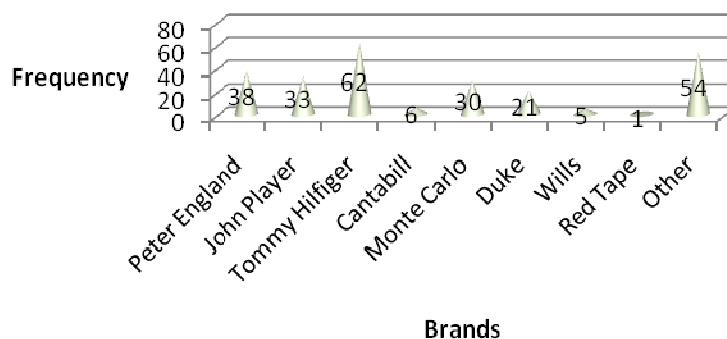
#### APPAREL – T-SHIRTS:



**Figure 2 Frequency Distribution of Various Brands Related to T-Shirts**

The frequency distribution of various brands related to T-Shirts shows that Tommy Hilfiger is the most popular brand in customers of Jalandhar City.

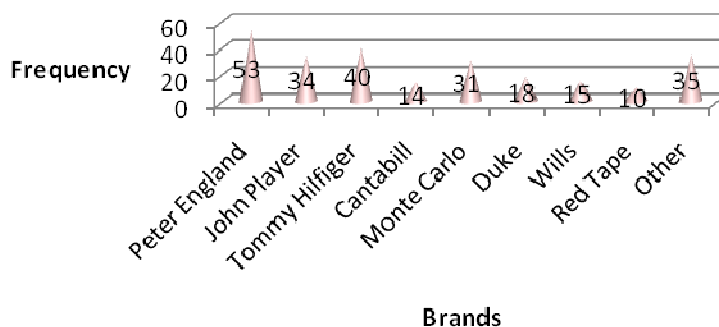
#### APPAREL – JEANS:



**Figure 3 Frequency Distribution of Various Brands Related to Jeans**

The frequency distribution of various brands related to Jeans shows that Tommy Hilfiger is the most popular brand in customers of Jalandhar City.

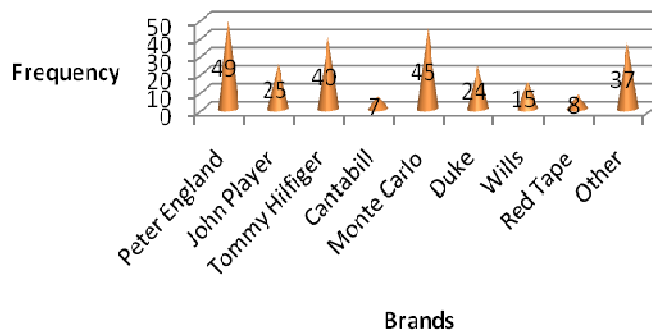
#### APPAREL – TROUSERS:



**Figure 4 Frequency Distribution of Various Brands Related to Trousers**

The frequency distribution of various brands related to Trousers shows that Peter England is the most popular brand in customers of Jalandhar City.

## Apparel – Blazers



**Figure 5 Frequency Distribution of Various Brands Related to Blazers**

The frequency distribution of various brands related to Blazers shows that Peter England is the most popular brand in customers of Jalandhar City.

## FINDINGS & SUGGESTIONS:

From this study, we found that the customers were highly satisfied with the comfort and indifferent with the return policy. The companies should frame new policies related to return and exchange of clothes which assists the customers in the event of need for return. Quality and Price are the most important factors which influence the customers regarding readymade apparel purchase. Mostly, the acceptance and rejection decision of purchase depends upon the price and quality of the product. Hence, companies should focus more on the quality and price of the product. There is also a segment of our society whose income is low but they want to wear the branded clothes. The companies should plan new strategies to increase their sales by introducing low range of clothes especially for this segment.

## RECOMMENDATIONS FOR FURTHER RESEARCH:

1. A comparative study on branded and non-branded apparel may be attempted.
2. In this study, respondents were selected from the urban area of Jalandhar only. It would be beneficial to extend the study to rural area of Jalandhar and also select another research area.

## CONCLUSION:

The readymade apparel market is increasing very rapidly. Hence, the need of hour is to understand the consumer psyche and proceed accordingly. The companies like Tommy Hilfiger and Peter England have been able to establish brand connect in meaningful way. It seems that the marketing strategies of both these companies are framed after due consideration of purchase attributes of their prospective customers. The marketers of readymade apparel need to go through the observations discussed above and hence, capitalize the vast opportunities provided by this sector.

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