BRAND AWARENESS OF READYMADE GARMENTS: A COMPARATIVE STUDY OF MALES AND FEMALES

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Abstract:

Consumers have been influenced by several environment factors that separate them from older shoppers. With growing fashion consciousness among females and males, they demand for better and updated products and if they don't get the desired apparels, they switch to a better brand very easily. In India, major share of branded apparel is covered by foreign brands. This study is an attempt to analyze the purchase behavior of men and women towards different branded apparels and to study the effect of promotional activities on their purchasing. ANOVA has been used for the said purpose.

According to the American Marketing Association (AMA), a brand is a "name, term, sign, symbol or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those competition." Brand is the trademark or a manufacture. Brand awareness is the probability that consumers are familiar about the life and availability of the product. It is the degree to which consumers precisely associate the brand with the specific product. It is measured as ratio of niche market that has former knowledge of brand.

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*Brand awareness includes both brand recognition as well as brand recall. Brand recognition is the ability of consumer to recognize prior knowledge of brand when they are asked questions about that brand or when they are shown that specific brand.*Keywords: Brand Awareness, *Brand, Garments, Brand Recognisation.*

Introduction

Brand awareness is the probability that consumers are familiar about the life and availability of the product. It is the degree to which consumers precisely associate the brand with the specific product. It is measured as ratio of niche market that has former knowledge of brand. Brand awareness includes both brand recognition as well as brand recall. Brand recognition is the ability of consumer to recognize prior knowledge of brand when they are asked questions about that brand or when they are shown that specific brand. To create brand awareness following factors are included. The message of what a brand is offering to the consumer should be consistent. Images a marketer present should also be consistent in order to increase brand awareness. Slogans and Tag lines should also be consistent throughout mediums and material. It is important to keep working at the issues and activities identified above. Pay attention to how customers are responding to products, packaging, displays, and messages. Look for ways to improve the image you are trying to get across. Ask your customers for suggestions. Work to maintain a consistent presence in the market place. This can mean a location and regular times where customers can reliably expect to find you.

Building brand awareness is essential for building brand equity. It includes use of various renowned channels of promotion such as advertising, word of mouth publicity, social media like blogs, sponsorships, launching events, etc. To create brand awareness, it is important to create reliable brand image, slogans and taglines. The brand message to be communicated should also be consistent. Strong brand awareness leads to high sales and high market share. Brand awareness can be regarded as a means through which consumers become acquainted and familiar with a brand and recognize that brand. Clothing sector firms are competing to increase their profit share in the market and among these firms; branded clothing has shifted the conventional clothing interest of people. A brand which is sold at a high price and the other which is sold at low price while both have same quality and attributes, why is that? Brand studies always have

remained the key attention of the marketer's because of its importance and direct relationship with consumers. Marketers use brands as the primary point of differentiation to get the competitive advantage on other competitors playing an imperative role in the success of companies. Brand holds a great importance in consumers' life. Consumers choose brands and trust them the way they trust their friends and family members to avoid uncertainty and quality related issues.

Reasons for Branding

- It is an instrument for sales promotion in the market.
- It facilitates easy advertisement and publicity
- It creates special consumer preference over the product.

Brand Value

Film Crimmins, Executive Vice-President of DDB Needham told that the key to ensure brand lyalty was to increase the value of the brand in the mind of the consumer, a task he said, was easier said than done. Crimmins argued that more than sustained advertising to build value, factors such as product improvements, package design, communicating the competitive positions and promotion that deliver not only purchase incentives but also added value.

Branding more or less for centuries has been a mean to differentiate goods of one producer from those of another. Brand can be seen from two perspectives one from companies point of view and other from consumers" point of view. The definition of branding as the promise of the bundles of attributes that someone buys and provides satisfaction. The attributes that make up a brand may be real or deceptive, rational or emotional, tangible or invisible. **Fashion branding:** Fashion branding could be defined as a broadly based behavioral observable fact evidenced in a diversity of material and non material contexts. It could be generalized both as an object and as a behavioral process. **Brand name:** It shows the source of the product and help aware consumers to differentiate the product from its competitors. The core base of naming a brand is that it is unique; can be easily discriminated from other names; easy to remember and is eye-catching to customers. A victorious brand must corresponds a distinct benefit to the consumer and the more that it delivers what it promises, the greater will be the word of mouth recommendation from satisfied consumers to others."Brands put in a nutshell, a whole range of communication, learning, history, feeling about a product or company within a simple name and logo".

Review of Literature:

Prasad and Chandrasekhar (1998) revealed that brands are created and fought in consumer's mind through effective communication. These key attributes are built to determine brand power – its recognisation, reputation, affinity and expertise. There are five perceived levels of benefits that accrue from brand to its promoters and users, they are: - Functional, Emotional, Producer's value, Brand personality and Consumer identity. Brand personality is that aspect of brand's totality which brings up in the consumer's mind its emotional overtones and its consumer's mind its emotional overtones and its symbolism – its characterization. The advantage of brand is many from the producer (the brand holder), middlemen as well as customers' point of view. From the producer's point of view, it helps to track any quality problem in his brand based on customer as well as trade complaints. Branding also enables him to track down delivery problems, down the line in terms of availability problems, down the line in terms of availability, channel efficiency etc. **Narang (2006)** revealed that the apparel industry is one of India's largest foreign exchange earners, accounting for 12% of the country's total export. The growth of men's wear business in India was very slow till the early 1980's. The main reason was that Indian men used to buy clothes and getting their outfit tailored- mainly through local tailoring shops from the unorganized sector. Consequently, there were no national level brands in this category for a long period. The objective of the study was to study the purchase behavior of the buyer of branded men's segment, impact of advertisement and impact of promotional activities on buying behavior. She used exploratory research. Primary and secondary source of information is used. Sample is selected on random sampling basis. But size of sample is small and period is also small. As an end paper said that 70% respondents came to know about the brand through the print, broadcast and outdoor media. Most of the time buyer visits the showroom of branded garments with the purpose of shopping. Advertisement has maximum impact in creating brand awareness. **Srivastva (2007)** showed 42% of the men surveyed are highly brand conscious. There has been a big change in men's shopping habits. Earlier, men would just have an office wear, now he has supports wear, party wear and daily wear. Men are highly income earner so they are more on shopping now. Research said that they are more Mall Rat (do window shopping) than women. Men are high income earners and highly brand conscious. There is huge demand in this segment.

Hundal, B.S., Grover, Suarabh.(2011)considered that building a strong brand within consumers' minds means creating a positive brand evaluation, an accessible brand attitude, and a

consistent brand image, the accessible brand attitude actually referring to what the others term as awareness. As already mentioned, an important dimension of brand equity is brand awareness, very often an undervalued component. Not only that awareness is almost a prerequisite for a brand to be included in the consideration set (the brands that receive consideration for purchase), but it also influences perceptions and attitudes, and can be a driver for brand loyalty.

Mittal and Aggarwal (2012) have explained that brand enhances the personality of a person. People associate brand with the quality of product, style and its design. In return, they expect the branded product to provide them recognition, satisfaction and value for the money invested. There is a relationship between the consumer's income and the satisfaction derived from a purchased product. People are price sensitive and the final selection or rejection of the good depends on price/budget of the buyer. From the brand aware people, comfort and product are key motivators for purchasing branded garments. Price is the biggest influencer for decisions on purchasing. There exist relationship between Income and satisfaction

Research Methodology:

Objective of the Study:

- To study the customer perceptions towards the brand awareness of branded readymade garments.
- To study the impact of demographic variables i.e. gender, age and education level on purchasing behavior of males and females towards branded readymade garments.

Data Profile:

The used data is primary and collected through the structured questionnaire. A sample size of 200 was selected for collecting the required data for the study. Questionnaires are filled by males and females of different age group as follows:

Gender/Age	15 to 24	25 to 34	35 to 44	Above 45
Male	25	25	25	25
Female	25	25	25	25

The Hypothesis of the Study is:

H_0: There is no significant impact of demographic factors i.e. gender, age and education level on purchasing behavior of males and females towards branded readymade garments.

The scope of the study is to find out the customers' perception towards the brand awareness of readymade garments. To obtain the specified objective a research design is developed. The data is collected by administering the questionnaire from 200 sample respondents out of which 100 are males and 100 are females.

Data Analysis regarding the impact of demographic variables:

1. **Effect of Gender on Brand Awareness of Branded Readymade Garments:**

For considering the effect of gender on twenty statements related to brand awareness of branded readymade garments were being studied and out of these five statements were found to have significant impact on the gender, which are shown in **Table-1(a)**

Statements	F	Sig.
You are satisfied with readymade garments	.080	.777
The brand you are using provides variety products.	.342	.559
Layout of store makes it easy for you to move around and find what you need.	1.311	.254
Image, Language and music used in advertisements effects the buying.	1.545	.215
Trustworthiness of brand attracts the customers.	.302	.583
Branding supports you're buying behavior.	.105	.746
Celebrity endorsement in advertisements.	.034	.854
The store located near to your residence make you to purchase the product.	7.866	0.005*
Emotional supportive advertisement is better.	.133	.716
Reputation of company precedes you to purchase the product.	.007	.934
Branding makes easy to identify.	.118	.732
Physical facility at store is visually appealing.	.003	.953
Price of branded garments influence the purchasing.	7.578	0.006*
Good Quality garments generate the customer.	5.374	0.021*

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Discount and concession increase the sales.	.614	.434
Brand image attracts the customers.	.761	.384
Appearance and Fabric of garments influence the customer.	4.090	0.044*
Trends and latest fashion creates the demand for branded garments.	.433	.511
Designer garments impulse the customer to purchase.	4.875	0.028*
Advertisement promotion increases the sales.	.000	1.000

Significant at 5% level (Tabulated value .05)

Source- Survey Data

The descriptive table for gender variable is as below:

Table-1(b): Descriptive Mean Analysis for Various Gender on Brand Awareness

Statements/Gender	Males	Females	Total
8. The store located near to your residence make you to purchase the product.	2.7900	2.2700	2.5300
13. Price of branded garments influence the purchasing.	2.3200	1.8900	2.1050
14. Good Quality garments generate the customer.	2.0000	1.5600	1.7800
17. Appearance and Fabric of garments influence the customer.	2.0600	1.8000	1.9300
19. Designer garments impulse the customer to purchase.	2.3700	2.0400	2.2050

It was cleared from that the descriptive mean analysis that woman gave more importance to 'the store located near to their residence' and corresponding mean value was 2.2700. Woman was more agreed on 'price of branded garments' and corresponding mean value was 1.8900. The reason for it was that they need more husband support at that time. Women strongly agreed on 'good quality garments' and corresponding mean value was 1.5600. Appearance and fabric of garments affect more the females than man. Designer garments impulse the females to purchase more in comparison of man as shown in table 1(b). Therefore H_0 is rejected indicating that

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there is significant difference of gender on brand awareness and males are having more inclination towards branded garments.

Effect of Age Groups on Brand Awareness of Branded Readymade Garments:

For considering the effect of different age group on twenty statements related to brand awareness of branded readymade garments were being studied and out of these statements twelve statements were found to have significant impact on the age group, which is shown in **Table-2(a).**

Statements	F	Sig.
You are satisfied with readymade garments.	1.914	0.129
The brand you are using provides variety products.	4.430	0.005*
Layout of store makes it easy for you to move around and find what you need.	1.017	0.386
Image, Language and music used in advertisements effects the buying.	20.531	0.000*
Trustworthiness of brand attracts the customers.	7.447	0.000*
Branding supports you're buying behavior.	1.213	0.306
Celebrity endorsement in advertisements.	18.211	0.000*
The store located near to your residence make you to purchase the product.	1.888	0.133
Emotional supportive advertisement is better.	5.326	0.002*
Reputation of company precedes you to purchase the product.	1.989	0.117
Branding makes easy to identify.	5.122	0.002*
Physical facility at store is visually appealing.	3.190	0.025*
Price of branded garments influences the purchasing.	2.503	0.060
Good Quality garments generate the customer.	0.489	0.690
Discount and concession increase the sales.	6.738	0.000*
Brand image attracts the customers.	4.853	0.003*

Appearance and Fabric of garments influence the customer.	0.417	0.741
Trends and latest fashion creates the demand for branded garments.	16.269	0.000*
Designer garments impulse the customer to purchase.	4.689	0.003*
Advertisement promotion increases the sales.	29.836	0.000*

Significant at 5% level (Tabulated value .05)

Source-Survey Data

The descriptive table for the age group variable is as below:

Table-2 (b): Descriptive Mean Analysis for Various Age Groups on Brand Awareness

Statements	15 to 24	25 to 34	35 to 44	Above 45	Total
2. The brand you are using provides variety products.	2.0600	2.0800	2.2000	2.6600	2.2500
4. Image, Language and music used in advertisements effects the buying.	1.9600	2.5600	3.4400	3.7000	2.9150
5. Trustworthiness of brand attracts the customers.	1.6400	1.7400	2.0600	2.4800	1.9800
7. Celebrity endorsement in advertisements.	2.3200	2.2400	3.7400	3.6600	2.9900
9. Emotional supportive advertisement is better.	2.6800	2.8000	3.5400	3.4000	3.1050
11. Branding makes easy to identify.	1.6600	1.7600	1.9800	2.3800	1.9450
12. Physical facility at store is visually appealing.	2.1000	2.2000	2.7000	2.6200	2.4050
15. Discount and concession increase the sales.	1.4400	1.9000	2.4400	3.0600	2.2100
16. Brand image attracts the customers.	1.6400	1.6800	2.0200	2.2600	1.9000
18. Trends and latest fashion creates the demand for branded garments.	1.5400	1.7400	2.4000	2.8600	2.1350

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19. Designer garments impulse the customer to purchase.	2.1000	1.9200	2.1400	2.6600	2.2050
20. Advertisement promotion increases the sales.	1.7400	1.8800	2.9000	3.7600	2.5700

It was cleared from the descriptive mean analysis that the people of age group15 to 24 are more satisfy with the variety of the brand which they are using than comparison to other age groups. The impact of advertisement is more on young generation than the old age; it is affecting the buying behavior of youngster more as shown in table 2(b).Trustworthiness of brand attracts the more the people of age group 15 to 24 than the other age groups. Discounts and sales affect the more youngster than old age group. Trends and latest fashion impulse the people of age group of 15 to 24 and corresponding mean value is 1.5400 while the people of age group above 45 are less impulse by it and their corresponding mean is 2.8600 which shows their indifferent behavior. Similar is the case of designer garments. So H_o hypothesis is rejected and there is significant difference of age group on brand awareness.

3. **Effect of Education level on Brand Awareness of Branded Readymade Garments**

For considering the effect of education level on twenty statements related to brand awareness of branded readymade garments were being studied and out of these statements eleven statements were found to have significant impact on the education level, which is shown in Table-3(a).

Statements	F	Sig.
1. You are satisfied with readymade garments?	2.237	.085
2. The brand you are using provides variety products.	4.010	.008*
3. Layout of store makes it easy for you to move around and find what you need.	.656	.580
4. Image, Language and music used in advertisements effects the buying.	14.975	.000*
5. Trustworthiness of brand attracts the customers.	7.537	.000*
6. Branding supports you're buying behavior.	2.667	0.049*
7. Celebrity endorsement in advertisements.	11.197	.000*

8. The store located near to your residence make you to purchase the product.	.599	.617
9. Emotional supportive advertisement is better.	8.444	.000*
10. Reputation of company precedes you to purchase the product.	1.183	.317
11. Branding makes easy to identify.	2.736	0.045*
12. Physical facility at store is visually appealing.	1.660	.177
13. Price of branded garments influence the purchasing.	.771	.511
14. Good Quality garments generate the customer.	1.199	.311
15. Discount and concession increase the sales.	5.542	0.001*
16. Brand image attracts the customers.	8.999	.000*
17. Appearance and Fabric of garments influence the customer.	.237	.871
18. Trends and latest fashion creates the demand for branded garments.	13.009	.000*
19. Designer garments impulse the customer to purchase.	2.197	.090
20. Advertisement promotion increases the sales.	10.389	.000*

Significant at 5% level (Tabulated value .05)
Source-Survey Data

Table-3.2 (b): Descriptive Mean for Education level on Brand Awareness

Statements/Education level	UG	Grad.	PG	Others	Total
2. The brand you are using provides variety products.	2.5479	2.1569	2.0274	2.0000	2.2500
3. Layout of store makes it easy for you to move around and find what you need.	2.3425	2.0000	2.6027	2.3333	2.3500
5. Trustworthiness of brand attracts the customers.	2.3836	1.9216	1.6164	2.0000	1.9800
6. Branding supports you're buying behavior.	2.5753	2.0980	2.1507	2.3333	2.2950
7. Celebrity endorsement in advertisements.	3.7534	2.6471	2.4795	2.6667	2.9900
9. Emotional supportive advertisement is better.	3.6986	2.6471	2.8356	3.0000	3.1050
11. Branding makes easy to identify.	2.2055	1.8039	1.8082	1.3333	1.9450
15. Discount and concession increase the sales.	2.9178	2.0000	1.6575	2.0000	2.2100
16. Brand image attracts the customers.	2.3288	1.5882	1.6712	2.3333	1.9000
18 Trends and latest fashion create the demand for branded garments.	2.6986	1.9412	1.6575	3.3333	2.1350

20. Advertisement promotion increases the sales.	3.2603	2.3922	2.0274	2.0000	2.5700

It was cleared from the descriptive mean analysis that post graduated respondent are strongly agree with the "Trustworthiness of brand attracts the customers "and corresponding mean value was 1.6164. Celebrity endorsement in advertisement has no impact on undergraduate persons and corresponding mean value was 3.7534. Post graduate people strongly agreed on 'Trends and latest fashion creates the demand for branded garments' .and corresponding mean value was 1.6575. Advertisements does not affect the buying behavior of under graduate people but it have influence on graduate, post graduate and others as shown in table 3(b). So there is significant difference of education level on brand awareness. So H_o hypothesis is rejected.

Conclusion

Modern marketing is consumer oriented. Market survey on consumer behavior is very much essential for every marketer to make decisions. The purchasing power of the consumer has also increased giving rise to his wants and needs. It is over here that retail outlet has come into picture satisfying the various consumer needs. From the survey conducted on the consumer behavior towards the branded readymade garments the following can be concluded that woman is more conscious about the price of branded readymade garments. Appearance and fabric of garments affect more females than males. The people of age group 15 to 24 are more satisfied with the variety of the brand which they are using as compared to other age groups. The impact of advertisement is more on young generation than other age groups and it is also affecting the buying behavior of youngster more than others. Trends, latest fashion, discounts and sales impulse the customers of 15 to 24 years towards purchase of more branded readymade garments than others. Post graduates respondents mostly believe in the "Trustworthiness of brand attracts the customer" and "Trends and latest fashion creates the demand for branded garments". Advertisements do not affect the buying behavior of under graduate people but it has much influence on graduates, post graduates and others thus it is being concluded that brands are having much impact in the mind of customers irrespective of the demographic factors and brand craze is strengthening day by day among males and females.

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