Study on Impact of Media on Consumer Buying Behaviour for Branded Cloths

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ABSTRACT

Advertisement has become very popular among the general public. The advertisements not only motivate the consumers but also help them in taking proper purchase decision. The consumers, who have purchased clothes based on the contents of advertisements, appear to have new life style and be relieved from the tension of choosing right brand of clothes. Social media advertisement and internet advertisements are considered superior to traditional advertisements and boon to the consuming public. It will not be a matter of exaggeration to say that social media advertisement could work as an excellent strategy which would greatly help save time; cost and efforts involved in buying and would make the whole buying process a pleasurable exercise.

KEYWORDS: *Advertisement, Lifestyle, Social Media*

INDRODUCTION

In a rising society, clothing is a crucial reason for improving human personality development and socio-economic condition. The clothing sector has social responsibility which ensures the overall growth of the country and shaping up the consumer's preference from the local market to the global market. Whereas consumers preferences are the essential factor to enable the clothing market user friendly. The buying behavior of consumers is affected by demographic, psychological, and social factors. In accordance to satisfy the consumer's manufacturers, designers and retailers are adopting various strategies and techniques that are relying on the consumer's preferences as per the trends available in the market. India is witnessing the change in lifestyles of major sections of the population. The call is to understand the intensifying markets and consumers have become a big problem for the corporate world particularly in creating and supervision a powerful brand.

Brand today is a status symbol. Customers all over the world now prefer brands. Marketers in the garments industry are contending to lift their revenues and market share; clothing and apparel brands of India have enthused the timid fashion & attention of people. A study on brands is an important consideration of the marketers because of its significance and undying relationship with consumers.

REVIEW OF LITERATURE

Communication of brand/company and users help create a constructive or destructive image of other users who read communication posted and consider them in the information for buying. The parallel which is also connecting the brand in social media is viewed defiantly by customers upon the information they provide (Shin, 2018). Therefore, Holbrook et al (2017) say that to evaluate consumer buying behavior in-depth, it is expected to analyze the various pattern of empirical aspects of consumer behavior such as emotions, feelings, fun, and fantasies linked with the actual product as they greatly influence the consumer buying behavior. Multiple sets of these factors also influence consumer behavior. Most of these are the studies that analyze these factors from the product perspective.

However, the study, it is interested in examining the buying behavior from the individual perspective. A few of the factors that are also explained in the subsequent sections are culture, societal factors, psychological factors, economic factors, and individual or personal factors.

Sharma and Rehman (2018) found that social media have a deep effect on consumer's buying behavior and decision regarding the product information posted by consumers.

Pietro and Pantano (2018) in their research found that the degree of influence of social media such as Facebook in consumer behavior and decision. Facebook and other social media give awareness along with the details about products. The study also reveals the optimistic thought about social media that affect the attitude, behavior, and cognitive information of the people and products.

Communications can be classified into two categories: brand building and directional (Fernandez and Rosen, 2018; Lohse and Rosen,2017). Branding and advertising are termed as synonymous with product advertising and is commonly seen in traditional mass media, including TV, radio, magazine, and newspaper. Brand building advertisements be inclined to be product/service- (or retailer-) slanting with the purpose to establish a positive image and creating

demand for a product or service that shows the way to eventual purchase (Barrow, 2018; Rosenberg, 2017). The communication route is typically one-to-many and is also calculated to reach many people by using a tactic of "intrusion" aimed at capturing the attention of users. Promotions in this case are catering to customers' needs.

Ducoffe (2016) established previous results that have also found that opinion towards Web advertising was directly reliant on advertising value and have perceived levels of entertainment. Also, the promotion value was termed to be dependent on seeming levels of entertainment, informativeness, and frustration. Ducoffe (2015, 2016) also identifies entertainment, informativeness, and frustration as factors contributing to consumers' analysis of ad values and thus the attitudes toward ads.

Kotler (2016) termed quality as "the totality of characteristics and features of a product or say the service that bears on its capability to satisfy stated or is an implied need". According to authors, product quality is differentiated into two forms: objective (actual quality of the product) and subjective (consumer's perception of quality). Researches in the 21st century have revealed that consumers recognize multinational branded products generally have better quality than the national brands (e.g., Rosen, 2015; Hite, 2014; Bushman, 2015).

Earlier findings confirmed that consumers evaluate National brands lower than Multinational brands on such features as quality, reliability, and prestige. Comparing the price changes made in the domestic brands and International brands, results of Ward (2016) and Bontemps (2017) studies revealed that "an increase in the global brand market share is steady with a drastic increase in the price of domestic brands".

Family size, income, and consumer budget are the influential factors that determine the expense of products. Myers, Stanton, and Haug (2015) confirmed that the economy limits the buying behavior made of the consumers and it ascertains the different types of clothes depending upon the economic factors (Lawan & Zanna, 2015). Individuals from diverse environments, ages, and life stages buy for their contentment (Kardes, Cline, & Cronley, 2015). Preferences of products are connected to the lifestyle which is a blend of circumstances, experiences, and genetic features (Khan, 2016). According to economists, consumers are conscious of information and alternative.

Shachar& Anand (2015) report a major expenditure of television for alteration is needless; however, the impact of TV ads on the actual buying decisions of consumers. Consumers'

observation of the brand preference towards the Indian and Multinational brand must be based on some vital factors, and price and quality may be the leading factors which affect the brand choice decision between Indian brands and multinational brands.

Hamed, et al., (2014) have inquired about the effect of TV ads on the consumer behavior of children. They employed tests such as ANOVA and t-test described that TV ads can influence children's buying behavior.

Mittal And Agrawal (2014) in their study analyzed consumer behavior. They studied the emotional, physical, and mental processes and also the behavior that can be observed before during, and after the purchase. The study led them to understand and also to observe the evidence and response to the performance of the product so that both customer and marketer both could reach a win-win position. The study was titled "Consumer Perception towards Branded Garments". Through this study they tried to comprehend the rational or emotional appeals, that may give a pace to the buying decisions for the branded apparel. Also, few psychographic and demographic sketches have been deliberated and few of them are developed. Brands of the garments are believed to occupy 21% of the market share of the Rs. 20,000 Crore readymade garment sector. This sector is growing vertically at a rate of 20%. The research found that there exists an association between Customer satisfaction and the Income of consumers.

Palanivelu& Ganesh (2013) in his research studied the job of Trade Policy of India in this sector, and to evaluate the actual role behind the incentives and support provided by the government. He studied how much does the textile sector also contribute to the economic growth of the country by the export mode. The major risk of this sector can be losses by foreign exchange because of unpredictability for the actual value of rupee vis a vis US dollar, as well as higher cost of and a major part of the dispensation capacity, is superseded.

K.Myilswamy (2013) in his titled 'A Study on Consumer Brand Preference towards Using DTH Service Providers In Coimbatore City had five companies Big TV, Sun Direct, Digital TV, TATA Sky, and Dish TV. The data has been collected from the primary means were from Primary 100 respondents and the sampling method used was convenient and a questionnaire was used for the study. The pilot study was done with a sample size of 15. After the pilot study required modifications were made to the questionnaire. The analysis done in the study was also based on percentage analysis and to accomplish the objectives and to test the hypothesis, other statistical tests were also conducted.

Yousaf and Shehzad (2013) examined the effect and outcome of advertisements upon educated and uneducated consumers of Pakistan. This research discovered the fact that uneducated people watch TV for 2 hours and educated watch for less than 2 hours. This information, 70% of educated state messages in advertisements and 68% of uneducated refer theme.

REASERCH METHODOLOGY:

OBJECTIVES

1. To analyze awareness about the brand
2. To observe the influence of advertisements on consumer purchase behavior.
3. To study the choice of the customer in branded or non-branded clothes.
4. To study the rational response of the consumer.
5. To analyze the marketing strategy of brands.

HYPOTHESIS

1. Chandrapur consumer kindly demand more branded clothes.
2. Consumer buying behavior depends on the presence of the brand rather than quality and price.

SAPMLE METHOD

The current study will be based on the sample survey method. First-hand data will be collected from the field through a questionnaire. This type of data will help to give appropriate answers to research questions. The study will make the actual use of primary and secondary data relating to purchase decision and brand equity. A pilot survey will also be conducted and in light of the pilot survey, the questionnaire will restructure. The study will depend on the primary data. The secondary data will be collected from the standard textbook of related topics, leading journals, and published documents, records, reports, and websites. The sample design consists of sampling methods and sample size.

LIMITATIONS

1. This study is limited to Chandrapur District. The result of the study may differ if conducted in other regions. It measures the effects made on brand equity and brand credibility on customer purchase decisions for selected clothes brands only.

2. There are other variables besides customer purchase decision, brand equity, and brand credibility which affects clothes brands.

DATA ANALYSIS & INTERPRETATION

Hypothesis Testing

Hypothesis 1

" Chandrapur consumer demands more branded clothes"

To study the significant difference between branded and non-branded clothes in terms of its demand, independent sample t-test is applied taking type of cloth purchased by consumer as grouping variable and response of consumer on importance of brand image of the cloth as test variable, where following result is obtained:

Group Statistics

	Preferred mode of purchase of Clothes	N	Mean	Std. Deviation	Std. Error Mean
Brand image	Local Shops	600	3.2000	1.29831	0.07496
	Branded Franchise Shops	100	3.5000	1.28174	0.18127

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means					
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Differen	95% Confidence Interval of the Difference

							ce	Lower	Upper
Brand image	Equal variances assumed	.220	.640	-1.515	698	.131	-0.3	.19797	-.68936	.08936
	Equal variances not assumed			-1.529	66.871	.131	-0.3	.19615	-.69154	.09154

The mean score obtained in the table group statistics shows that the mean value of branded stores 3.50 is greater than mean value of local shops 3.20.

The fourth column in the above independent sample test table gives the t-score of -1.515 at 348 degree of freedom in fifth column, whereas, sixth column gives the sig. (2-tailed) value i.e. the p-value of 0.131, which is more than the alpha value of 0.05 ($p > 0.05$). This indicates that there is no significant difference in demand of the products. This shows that there is no significant difference in demand of branded and non-branded clothes in Chandrapur. Hence the hypothesis i.e. *Chandrapur consumer demand more branded clothes* is **rejected.**

Hypothesis 2

" Consumer buying behaviour depends on the presence of the brand rather than quality and price"

To study whether the buying behaviour of consumer is dependent on the presence of brand image of cloth rather than on price and quality, one-way ANOVA test is applied taking type of cloth purchased by consumer as fixed factor and response of consumer on importance of brand image, price and quality of the cloth as dependent variable, where following result is obtained:

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I buy clothes which are priced rationally	Between Groups	1.547	1	1.547	1.045	.037
	Within Groups	515.310	698	1.481		

	Total	516.857	699			
I buy clothes belonging to specific brands	Between Groups	.519	1	.519	.326	.568
	Within Groups	553.770	698	1.591		
	Total	554.289	699			
I never compromise on the quality of clothes that I need to buy	Between Groups	2.469	1	2.469	1.796	.018
	Within Groups	478.300	698	1.374		
	Total	480.769	699			

The sixth column in the above ANOVA table gives the F-score of 1.045, whereas, seventh column gives the sig. value i.e. the p-value of 0.037, which is less than the alpha value of 0.05 ($p < 0.05$). This indicates that there is significant difference in buying behaviour of consumer due to its price. Which means that buying decision of consumer is affected due to change is price of clothes.

Buying behaviour of cloth consumer is also studied in terms of quality of cloth and it is found that the F-value obtained from the sixth column is 1.796 and sig. value obtained from the seventh column is 0.018, which states that there is significant difference in buying behaviour of consumer due to its quality. Which means that buying decision of consumer is affected due to change is quality of clothes.

An attempt is also made to study the buying behaviour of consumer in terms of brand image, it is found that the F-value obtained from the sixth column in above ANOVA table is 0.326 and the sig. value i.e. p-value obtained is 0.565 which is more than the alpha value of 0.05 ($p > 0.05$), which states that there is no significant difference in buying behaviour of consumer due to its brand image. Which means buying decision is not affected due to brand image of clothes.

Therefore, from the above analysis it is concluded that Consumer buying behaviour depends on the presence of the quality and price rather than its brand image. Hence, the hypothesis i.e. *Consumer buying behaviour depends on the presence of the brand rather quality and price* is **rejected**.

CONCLUSION & SUGGESTION

The study concluded that the sample respondents, consulted for this study, appear to be more dependable and loyal to the brands of clothes that they possess now. Company's advertisement, reputations, price, and quality of the durables are some of the major factors influenced their clothes purchase. Friends and relative advice, dealer recommendation and credit facility also played a vital role in their purchase decision. Newspaper advertisement and television advertisements are considered as effective media of advertisement.

Overall, it is concluded that, there are lot of similarities in the buying decisions made by cloth consumers from local shops as well as branded franchise shops. Both the categories of buyers are influenced by the advertisements.

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