

COMPARATIVE STUDY OF SHOPPING BEHAVIOUR (ATTITUDE) TOWARDS LOCAL VERSUS FOREIGN BRANDS

P. SANKARAKARTHIKEYAN¹, V.T. JAYASHREE², K. PRABHA KUMARI³

^{1,3}ASSISTANT PROFESSOR, DEPARTMENT OF APPAREL MANUFACTURING AND MERCHANDISING, NIFT-TEA
COLLEGE OF KNITWEAR FASHION, TIRUPUR

²FINAL YEAR STUDENT, DEPARTMENT OF APPAREL MANUFACTURING AND MERCHANDISING, NIFT-TEA
COLLEGE OF KNITWEAR FASHION, TIRUPUR

ABSTRACT - In the current scenario the consumers are using so many brands of our country such as local and foreign market. Consumer behavior is the study of when, why, how and where people do or do not buy product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. The purpose of the study is to investigate, in an emerging market, consumer attitudes towards local and foreign brand purchases against a background of factors like prices, style, quality and services etc.

In this analysis the researcher examine the comparative study between the local and the foreign brand in Tirupur district. The researcher analyzes the high level income consumers as their target customers and done a deep study with a well structured questionnaire of using the following tools like percentage analysis and weighted average. This study was conducted in order to determine the consumer preferences of foreign brands instead of local ones. The results suggest that most important factors that influence a consumer's final decision are the price and quality of the product in question. Since the consumers usually associate the price of the brand with its quality, a brand priced too low is generally considered as a low quality product. Similarly, a product priced too high may not be affordable by many. The results are discussed with various parameters and the suggestions are given to improve their brands in the field of textile.

Key words: Brand image, International branding, Local brand, consumer behavior, consumer attitude

INTRODUCTION

The Indian consumer market has higher disposable income the development of Modern urban lifestyles. Increase in consumer awareness has affected the shopping Behavior in cities, towns and even rural areas. Rising incomes in the hands of a young population, a growing economy, expansion in the availability of products and services and easy availability of credit all has given rise to new consumer

segments and a rising acceptability of debt, whether it is mobile phones, credit cards, apparel or organized retail, people clearly seem to be spending more, particularly on discretionary items.

The credit facility from business houses has been increasing at a rapid rate. This shows the terrific cut-throat competition in the ever changing market. Consumer is the King of market and all the marketing activities of all the business and industrial enterprises of today go around the habits, tastes, preferences, perception and attitudes of consumers. All efforts are being made to provide maximum satisfaction to maximum consumers. Goods and Services are produced according to the specifications of these needs and wants and these goods and services are distributed to the consumers at the right time and place through most suitable channels of distribution. Marketers have come to realize that no marketing efforts can be successful if the choices, tastes and attitudes of consumers are not properly considered. Therefore, they lay stress upon marketing research and study consumer behavior. Further, a buyer purchases a product because of certain physical, social and economical forces creating a desire or a want for the product.



Fig-1

A decision to buy a product is taken after passing through different stages. Need recognition is the first thing in the buying stages, which is followed by product awareness, interest, evaluation and intention, source of information, purchase and post purchase behavior. A decision to buy a

product of daily use may be taken in few seconds while the decision to buy a durable product is taken after critical study of many factors. India's rapid economic growth has set the stage for fundamental change among the country's consumers. There is discernible shift in consumer preference in favor of higher-end and technologically superior branded products. The demand is being spurred by increasing consumer awareness and preference for new models. The changing dynamics of consumer behavior reflects that luxury goods are now being perceived as necessities with higher disposable incomes being spent on lifestyle products.



Fig-2

A large number of domestic and multinational companies are already competing in the market and the challenges would force companies to be more dynamic to adapt the rapidly changing needs and incomes of the consumers. In recent years, consumers have shown inclination for foreign goods and Indian goods are also at par global standard.

LITERATURE REVIEW

Fernandez, P. (2009), focuses on the impact of branding on youth in choice of clothing as it is hypothesized that they are brand conscious. He suggests that brand conscious is the right choice of clothing, which helps them create an image and identity for themselves. Peer influence plays a crucial role in their choice of brands as it aids in their socialization process. In addition, advertising is an important variable in conferring brand values and establishing an image for the brand. Celebrity endorsements have a huge impact on branded clothing too as they promote certain attributes like image, quality and status. The researcher recommends that to retain loyalty of youth, brand managers need to build an emotional attachment to make the brand special and bring lasting competitive advantage

Verma, A.P. and Tiwari, K (2011) covered the medium to high potential consumers that international and national brands can target in the Indian context. This study measures the segment values of some brands those have achieved success in the Indian market. Study shows that people are becoming more brand conscious with the increase in income level.

Yin, H.S. and Susan, S. (2012) this study examines the purchase preferences towards foreign and domestic branded apparels. It was found that preferences towards foreign branded apparels are related to the level of purchasing power and is not related to the demographics variables. 58% of the students surveyed preferred foreign branded apparel. There is a positive relationship between media influence and preferences towards foreign/domestic branded apparel the more a person is exposed to the media, the stronger will be the influence of the media in "persuading" the individual to purchase the apparel.

Nirbhan Singh, R. (2013) Clothing is an important part of women's life and plays a major role in building the female identity and status. Cloths help the women to enhance their confidence and strengthen their self esteem. Clothing is referred to as specialty good since consumers often make an effort for seeking out the garment that they require. Most of the female focus on product attributes, fashion trends and other factors related to social or psychological needs of the customer. These characteristics help them to choose their cloths according to their preference and it also suits with tradition and culture.

Namratha Anand, Vandana Khetarpal (2014) in spite of the apparel consumer's increasing demand and their active role in the diffusion of innovation, the study highlights the importance of research in the domain of apparel industry to tap this increasing potential. Apparel retailers and suppliers also have a decisive role to play in order to understand the consumer behavior for buying the fashion apparel so that they may cater to this segment more profitably.

Sheek Meeran, Ranjitham (2016) the objectives of this research are to ascertain the branded apparel most preferred by respondents and to examine customer's perception towards retail garments showrooms and factor they considered to choose a particular retail garments showroom for their shopping in Tirunelveli Hub. The study reveals that Raymond, Peter England, and John player remains the top three branded apparels preferred by the respondents. It is clear that most of the shoppers on branded apparel were highly influenced by the factors such as durability, reference groups, wider choice of colour and design, attractiveness, price range and celebrity endorsement.

OBJECTIVES

1. To find the consumers brand awareness.
2. To find out the factors affecting buying decision.
3. To find out the factors affecting the medium of purchase.
4. To find the mindset of the consumer during purchase.
5. To find the choice influencing factors

Research Methodology

Research is initiated by examining the details regarding the data collection method, research plan, research design, sampling methods are also given. The primary data was evaluated on consumer preference, attitude and perception towards local and foreign brands and factors that they consider while purchasing the product through primary sources whereas visits were made to various local markets and brand markets to gather information.

Developing the Research Plan

The data were gathered through questionnaire containing different close ended questions. To obtain the information from respondents, a detailed questionnaire was prepared. The questions were related to attitude of consumer towards local and international products to know the consumer attitude, perception and expectations. Sampling refers to a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The methodology used to sample from a larger population depends on the type of analysis being performed.

Sampling method:

In this study, Non Probability Sampling Method i.e. Convenience Sampling is used. In this study, the primary data has been collected from 116 respondents. The area of study was Coimbatore and field work was carried out in the month of December.

SUGGESTIONS:

- The marketer having more chance to convince them to buy particular brand with effective sales tools.
- The product should be associated with style
- Trends so that it appeals to the youth and the brand should be developed.
- The consumer is ready to buy the product solely influenced by their quality regardless of the price. The apparel companies have to maintain their product quality.
- Other than the TV advertisement, other Medias effectiveness is low. The companies may concentrate to strengthen the Media.
- Especially in apparel marketing promotion measures like Discount and free scheme are playing effective role towards promotion.
- Nearly 50 per cent of the consumers are not decided their favorable brands before Enter the shop.

CONCLUSION

The conclusions that can be drawn from the study are to give importance for the foreign products for their pride nature. In the study the observation is that Most of the people are brand conscious. Most of the people buy branded products for their quality satisfaction; in this study we have observed that most of the people are aware of the different brands available in the apparel market. Most of the people think that they feel more comfortable in branded clothes, in the study majority of the people said they will switch over the brands if they find the better offers from others products with the aspects like pride, cost and quality.

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