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### Full Length Research Article

## IMPACT OF ADVERTISING ON BUYING BEHAVIOR OF YOUTH IN KOTA CITY WITH SPECIAL REFERENCE TO BRANDED OUTFITS

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#### ABSTRACT

There are numerous fashion designers of India which have distended into famous brands not only in the country but in the world which has given more improvement to the Indian fashion industry. Consumers' attitude is changing with the present scenario, as the hoisting of tailoring costs and comparatively less charges of branded outfits; they are increasingly being attracted towards ready-mades. Ready-mades of specific brands have become not only a status symbol; these have brought a more latest style in offices as much as in social circles. According to Fashion Design Council of India (FDCI), that 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. Spanish fashion giant Inditex (Zara) has announced plans to enter India this year. Fast Retailing (Uniqlo) has pegged 2012 for market entry. The growth rate of the fashion market as per consumers' attitude for branded apparels in future that would increase drastically by more than 10-15% as compare to past in just 10 years. Traditionally, Indians preferred dresses stitched by local tailors catered exclusively to local demand. The growing awareness of brands since 1980s and the convenience offered by ready-to-wear garments were largely responsible for the development of the branded apparel industry in India (Indian Retail Report 2010).

Other factors affecting to its growth are considered as better purchasing power in the hands, access to fashion trends outside the country, and the superior quality of fabrics available in the fashion market. 1990s witnessed a drastic change in the overall economic environment of the country which is described liberal trade and new investment policies. It was seen the effects of such liberalized polices in the clothing industry also. After liberalization of Indian economy, there emerged more than 100 leading brands that jostled for consumer mind space. Today, Indians are more inclined than consumers in other markets to buy apparel for a specific purpose. Indeed, 38 percent of Indian respondents to a recent McKinsey study said they were highly likely to buy apparel for special events, a significantly higher proportion as compare to Brazil (5%), Russia (3%) or China (6%). The growth of the Indian and global fashion designers has encouraged the branded apparel market additionally. Designers do annual business of \$ 250 million. Formerly, readymade market was restricted to some limited extant only like, baby dresses and shirts, but currently, it has extended to all kinds of outfits and fashion clothing for men and women also. In the perspective of clothing, people express themselves through consumption in an innumerable ways. Similarly, executives determine the consumers' perception regarding a particular product and brand due to the skill of communication with customers differently. In gender perspective, for building individuality, a reasonableness of attainment and recognition for fashion conscious people, brands are perceived essentially in Separate outlook the information for which can be made available through market segmentation in which analysis can be done in a profound way to find out differences in shopping behavior. Market Segmentation is defined as the process of dividing a market into district subsets of the consumers with common needs or or characteristics and the selecting one or more segments to target with a distinct marketing mix. Segmentation studies are designed to discover the needs and wants of the specific groups of the consumers so that the specialized goods and services can be developed and satisfy each groups need. The purpose of this research is to investigate buying behavior which constitutes expenditure, independence and frequency as regards males and females. In this competitive era marketer must be fully aware about the customer needs distinctly and separately as two groups males and females as regards what are they expecting from a brand, how they differ in their buying behavior, factors which push them to purchase a particular brand, their total outlay, shopping frequency etc to attain a competitive edge. This vital information can help the companies to formulate the strategies as per the customer needs & deliver them the products which consumer want from the company which will be profitable for the company embedding gender perspective. Retailers and marketers should understand the immense diversity among consumers if they are to market apparel accurately and successfully. The textile and apparel industry is one of the leading segments of the Indian economy and the largest source of foreign exchange earnings for India. This industry accounts for 4 percent of the gross domestic product (GDP), 20 percent of industrial output, and slightly more than 30 percent of export earnings. The textile and apparel industry employs about 38 million people, making it the largest source of industrial employment in India. The study identifies the following structural characteristics of India's textile and apparel industry. India has the second-largest yarn-spinning capacity in the world (after China), accounting for roughly 20 percent of the world's spindle capacity.

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#### INTRODUCTION

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. This industry profile on the 'Textile and Apparel Sector in India' provides a gainful insight of the industry. The fashion industry is the fastest growing industry in the world. From the last few decades, the fashion industry in India has been experiencing an explosion due to considerable dynamic nature which increases fashion

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consciousness among consumers. Everyone has a separate and elegant fashion sense which is mainly related to the apparels throughout the world. Apparels define the personality, education, behavior and the way of thinking of the people. It is substantial to note that Indian fashion consumers will set the global fashion trends in the coming era. Currently, all international brands are found in India. Indian fashion industry has progressed from emerging stage to successful blooming industry today. Indian apparel sales are expected to reach an estimated \$25 billion this year, having grown in excess of 10% over the past 5 years—a growth rate faster than that of the overall India retail market—and the curve is expected to continue. There are numerous fashion designers of India which have distended into famous brands not only in the country but in the world which has given more improvement to the Indian fashion industry. Consumers' attitude is changing with the present scenario, as the hoisting of tailoring costs and comparatively less charges of branded outfits; they are increasingly being attracted towards ready-mades. Ready-mades of specific brands have become not only a status symbol; these have brought a more latest style in offices as much as in social circles. According to Fashion Design Council of India (FDCI), that 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. Spanish fashion giant Inditex (Zara) has announced plans to enter India this year. Fast Retailing (Uniqlo) has pegged 2012 for market entry. The growth rate of the fashion market as per consumers' attitude for branded apparels in future that would increase drastically by more than 10-15% as compare to past in just 10 years. Traditionally, Indians preferred dresses stitched by local tailors catered exclusively to local demand. The growing awareness of brands since 1980s and the convenience offered by ready-to-wear garments were largely responsible for the development of the branded apparel industry in India (Indian Retail Report 2010). Other factors affecting to its growth are considered as better purchasing power in the hands, access to fashion trends outside the country, and the superior quality of fabrics available in the fashion market. 1990s witnessed a drastic change in the overall economic environment of the country which is described liberal trade and new investment policies.

India's imports of apparel are very small, largely because of import restraints and other market access barriers. Almost all of the \$9 million in imports of clothing and accessories in 1998 consisted of apparel parts and trimmings, which were imported duty-free by export-oriented units for use in the production of garments for export. India's major export markets for textiles and apparel are the United States and EU, which accounted for 46 percent of its textile exports and 74Percent of its apparel exports in 1997 (see tables 4-5 and 4-6, figures 4-1and 4-2). However, India's export shares in the U.S. and EU markets have declined since 1994, which Indian industry sources have attribute to tighter quotas in these markets for products in which they are competitive and formation of preferential trade agreements by the United States and the EU. In an effort to expand its exports, India has diversified its export markets to no quota countries and, in some instances, relocated production to neighboring

countries such as Nepal and Mauritius which, at that time, had few quotas.<sup>111</sup> Apparel accounted for just over half of India's exports of textiles and apparel in FY 1994-95 and FY 1998-99. India's exports of yarn grew rapidly during this period, with their share of India's textile and apparel exports increasing by nearly 4percentage points to 16 percent. Slightly more than 80 percent of India's yarn exports consisted of cotton yarn; India now supplies about 20 percent of world exports of cotton yarn. Made-up textile articles also increased their export share from 13 to 16 percent, while the export shares for fabrics dropped by 3.5 percentage points to 17 percent. Market:- India is the world's fourth-largest economy, the third-largest in Asia, and the second-largest among emerging nations.<sup>88</sup> The Indian market reflects considerable diversity in income levels and lifestyles. Although India's Per-capita GDP is one of the lowest among the developing countries, a significant segment of the population (an estimated 200 million people) has significantly higher income. A 1998 study by the National Council of Applied Economic Research (NCAER) projects that India's middle class will expand.

### **Young Consumer**

India has one of the youngest populations where 65% of the population is below 35 years and 54% below 24 years. A younger population and the increasing disposable income levels, along with higher aspirations and a feel-good factor, has tremendously affected the consumer spend. Private consumption has a direct impact on the growth of the retail industry. Today's consumers are increasingly becoming brand conscious and are looking for products with design and quality. There is easier acceptance of luxury and an increased willingness to experiment with mainstream fashion which is seen as one of the main drivers for the clothing and apparel segment in India.

### **What is Retailing?**

Retailing is a distribution channel function where one organization buys products from supplying firms or manufactures the product themselves, and then sells these directly to consumers. A retailer is a reseller (i.e., obtains product from one party in order to sell to another) from which a consumer purchases products. Restaurants, supermarkets, banks, mail-order catalogs are all retailers. Retailing is the final link in the marketing channel bringing products and services from the producers and providers to consumers. As a reseller, retailers offer many benefits to suppliers and custom. For consumers the most important benefits relate to the ability to purchase small quantities of a wide assortment of products at prices that are considered reasonably affordable and at right place also. For suppliers the most important benefits relate to offering opportunities to reach their target market, build product demand through retail promotions, and provide consumer feedback to the product marketers.

### **Consumer buying Behaviour**

C.B. is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior comes under marketing branch. The study of consumer behavior dwells from various themes the important once are discussed below: -

- Buying motive
- Buying roles
- Major factors influencing buying behavior
- Working towards enhancing customer satisfaction
- The five stages in consumer buying process

The aim of marketing is to meet and satisfy target customers' needs and wants. The field of Consumer behavior studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Understanding consumer behavior and "knowing customers" is never simple. Customers may say one thing but do another. They may not be in touch with their deeper motivations. They may respond to influences that change their mind at the last minute. Marketing and environmental stimuli enter the buyer's consciousness. The buyer's characteristics and decision processes lead to certain purchase decisions. The marketer's task is to understand what happens in the buyer's consciousness between the arrival of outside stimuli and the purchase decisions. It has been aptly said that the field of consumer behavior holds for various categories of people such as the consumers, marketers and students of marketing.

### Buying Motives

A customer purchases a particular product or service because of a strong inner feeling or force which instills in him a strong desire to have possession of the same. A buying motive can be said to be all the desires considerations and impulses which induce a buyer to purchase a given product. Basically, buying motives are of two kinds:

1. Product motives.
2. Patronage motives.

### Product Motives

The impulses, considerations, and desires that induce a person to be positively inclined to purchase a product is called product motive. The product is inclusive of the attributes i.e. color, size, attractive design, package, price etc, which may be the reasons behind product motives. Product motives can be classified on the basis of the nature of satisfaction sought by the buyer. Based on this classification, we can have two categories of product motives:

1. Emotional product motives.
2. Rational product motives.

**Emotional product motives:** Emotional product motives are those impulses which persuade a customer to purchase a product spontaneously without giving prior thought to the consequences of the action or decision.

**Rational product motives:** Rational product motives, on the other hand, involve careful reasoning and logical analysis of the intended purchase. The buyer will work out whether it is worthwhile to purchase the product.

### Patronage buying motives

Why do buyers purchase from specific shops? What are the considerations or factors which persuade the buyers to display

such patronage? These questions can be answered by understanding buyer patronage motives. Patronage motives can also be categorized into two groups namely, emotional patronage motives and rational patronage motives. Emotional patronage motives: Emotional patronage motives are those impulses which motivate or persuade a buyer to purchase from specific shops. There may be no logical reasoning behind his decision to purchase from a particular shop. He may simply decide to buy from his "most preferred" shop, merely based on subjective reasons. Rational patronage motives: If a buyer solicits a particular shop after following a logical reasoning of the mind, this is called rational patronage motives. He may select a shop because it offers a variety of products, or stocks the latest designs and models, or assures prompt delivery and good after sales service. As mentioned earlier, even patronage motives can be a combination of emotional and rational motives

### Major factors influencing buying behavior

**Personality-**An individual's personality relates to perceived personal characteristics that are consistently exhibited, especially when one acts in the presence of others. In most, but not all, cases the behaviors one project in a situation is similar to the behaviors a person exhibits in another situation.

### Cultural Factors

**Culture:** Exert the maximum influence on consumer behavior. Culture is the basic determinant of a person wants. It refers to a set of learnt beliefs, values, attitudes, customs, habits and other forms of behavior that are shared in society.

**Sub Culture:** Each culture consists of smaller subcultures that provide more specific identification and socialization for its members. They are four types of subcultures they are :

- NATIONALITY GROUPS
- RELIGIOUS GROUPS
- RACIAL GROUPS
- GEOGRAPHIC GROUPS

**Social Class:** It is the divisions of people in the society, which are hierarchically ordered, and its members share similar values and behavior.

### Social Factors

### Reference Group

They are the social, economic or professional groups that have a direct or indirect influence on the person's attitudes or behavior. Consumers accept information provided by their peer groups on the quality, performance, style etc of a product. These groups influence the person's attitudes and expose them to a new behavior.

### Family

It is the most influential group as the attitudes, habits and values are shaped by the family's influence. The members of family play different roles such as influencer, decider, purchaser and user in the buying process.

## Roles and Status

Roles represent the position we feel we hold or others feel we should hold when dealing in a group environment. These positions carry certain responsibilities. The consumers buying behavior is also influenced by the roles and status of person. It influences a person in taking a certain decision.

## Personal Factors

### Age

According to Russell People buy different goods and services over their lifetime. The lifecycle of a person is infancy, adolescence, teenage, adult middle age and old age. In each stage the persons buying behavior is different. The person is dependent on others during the first three stages, then in the next stage he not only takes decisions but also influences others buying decisions and in the last stage of the life cycle the decisions are again made by others.

### Occupation

It also influences his or her consumption pattern because occupation decides his ability to buy. For example – A blue-collar worker will buy work clothes and work shoes while a company's president will buy expensive suits, club memberships and a luxury car.

### Economic Circumstances

Products choice is greatly affected by one's economic circumstances. People's economic circumstance consists of their spendable income, savings, assets, debts, borrowing power and attitude towards spending versus saving.

### Lifestyle

It is the pattern or way of living of a person. This will be indicated through the person's activities, interests and opinions. Hence he will choose products according to his lifestyle.

### Psychological Factors

Motivation- Motivation relates to our desire to achieve a certain outcome. For instance, when it comes to making purchase decisions customers' motivation could be affected by such issues as financial position (e.g., *Can I afford the purchase?*), time constraints (e.g., *Do I need to make the purchase quickly?*), overall value (e.g., *Am I getting my money's worth?*), and perceived risk (e.g., *What happens if I make a bad decision?*). Psychologists have developed theories of human motivation. The best three motivation theories are given by Sigmund Freud, Abraham Maslow and Frederick Herzberg.

### Perception

A motivated person is ready to act. How the motivated person actually acts is influenced by his or her perception of the situation. To perceive is to see, to hear, to touch, to taste, to smell and to sense something so as to find meaning in the

experience. People can emerge with different Perceptions of the same object because of three perpetual processes that is selective retention, selective attention and selective distortion.

### Learning

Involves changes in an individual's behavior arising from experience or practice. Most human behavior is learned. It is produced through the interplay of drives, stimuli, cues, responses and reinforcement.

### Beliefs and Attitudes

A belief is a descriptive thought that a person holds something. Through doing and learning, people acquire beliefs and attitudes. These in turn influence their buyer behavior. The beliefs may be based on knowledge, opinion, or faith. They may or may not carry an emotional charge.

### Advertising

While watching a movie in the cinema hall or a television at home you must have noticed that suddenly there is a break and a model appears on the screen displaying a product, indicating its special features, prices etc. This is followed by similar appearances relating to other products before the movie is resumed. These displays are known as advertisements which are used by different firms to inform a targeted group of customers about their product, its quality, availability, price etc. Likewise, you come across a number of advertisements for a variety of products in the newspapers and magazines. These are impersonal messages duly paid for, by firms to an audience who may be the current or prospective buyer of goods. Advertising is:-

**(i) Paid form of communication:** Advertisements appearing in the newspapers, television, cinema halls etc. are duly paid for. The firms have to pay huge amounts for use of space in newspaper or time slot in television and radio etc.

**(ii) Non-personal presentation of message:** In advertisements there is no face to face communication as it happens in case of personal selling. These are presentations through mass media and as such are impersonal in nature.

**(iii) The idea is to promote goods or services:** Advertising is done with a specific objective of promoting a product or service and increase their sale.

**(iv) Issued by an identified sponsor:** The advertisers who sponsor the advertisement are duly identifiable in the advertised messages. Take the case of advertisement of Lifebuoy soap on TV wherein the name and symbol of HUL also appears.

Advertising is a form of communication used to encourage or persuade an audience (viewers, readers or listeners) to continue or take some new action. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as websites and text messages.

Advertising is a favorable representation of product to make consumers, customers and general public aware of the product. It lets the potential buyers, general public and end users to be aware and familiar with the brands, their goods and services. Before going on to the importance of advertising, we would have an introduction to advertising first. Advertising can be defined as a paid form of non – professional but encouraging, complimenting and positively favorable presentation of goods and services to a group of people by an identified sponsor. It does not include distribution of free samples or offering bonuses, these are sales promotion. In simplest words advertising is introduction, to consumers and general public, of services and goods.

**MATERIALS AND METHODS**

Research is a diligent and systematic inquiry or investigation into a subject in order to discover or revise facts, theories, application, etc.

Research Methodology can be:

- “the analysis of the principles of methods, rules and postulates employed by a discipline”
- “the systematic study of methods that are, can be, or have been applied within a discipline”

**Objectives**

- To study the factor which influence the buying behavior for branded apparels.
- To study the impact of different advertisement tool on the buying behavior of youth
- To study the pattern of expenditure of youth for branded outfits

**Sample size and method of selecting sample**

**Population size (N)**

The population includes Brand users only.

**Sample size (n) = 50**

It is the total number of respondents targeted for collecting the data for the research. Sample size of 50 persons will be taken for this research.

**Method of selecting sample**

Simple Random Sampling is used

**Method of data Collection**

**Primary data**

The primary data was collected by the questionnaire. A questionnaire was prepared which was to be filled by the Youth of kota city.

**Secondary data**

Secondary data is taken through Internet and Books.

**Scope of the Study**

If we talk about the scope of this study in future then the scope of such study is very wider. Scope of the study is that after gathering the information about the youth who like to purchase the branded apparels & after studying the factors which influence them to go with that specific brand, it includes demographic factors, cultural influences, & social class .This study will be helpful for the companies who are in this business segment of apparels. They will be able to know the taste & need of the consumer & what will be the products & services which will help them to change the non user into user of their brand & retain their existing customer by providing them the products which they want from the company. This study will help them to formulate & implementing the marketing strategies.

**Limitations of study**

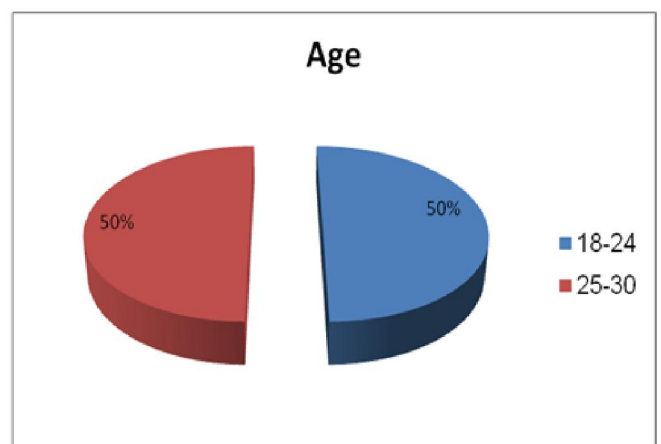
There are following constraints of the study which can be explained as:-

- The time of research was short due to which many fact has been left untouched.
- The Area undertaken in research in KOTA only. But to do a complete research a wide area is required, so the area is also a constraint of the study.
- Sample for the study taken is of only 50 consumers. Which can also act as a constraint in the study
- While collecting data some of the respondents are not willing to fill the questionnaire, so they might not fill their true behavior. This can also be a constraint of the study.

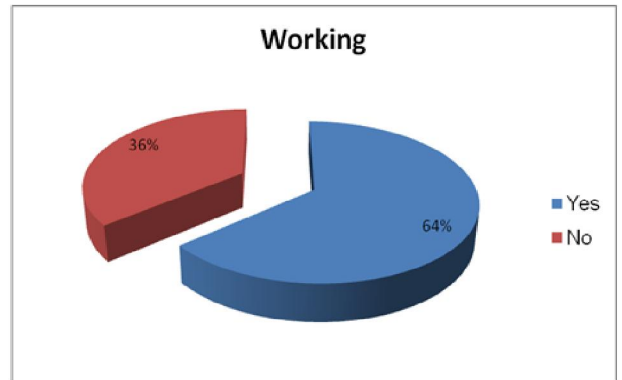
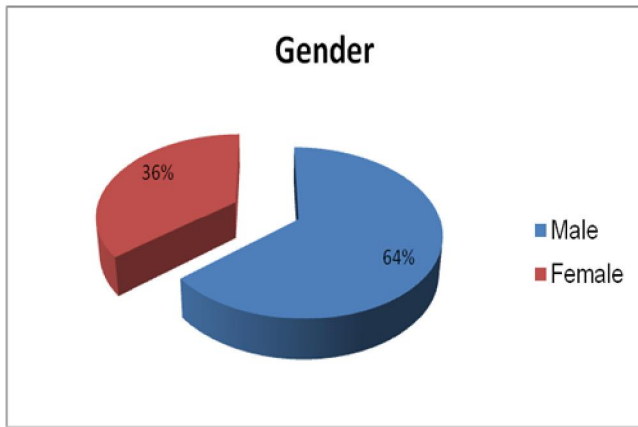
**DATA ANALYSIS & INTERPRETATON**

**Demographic Details**

Age	
18-24	25
25-30	25



Gender	
Male	32
Female	18

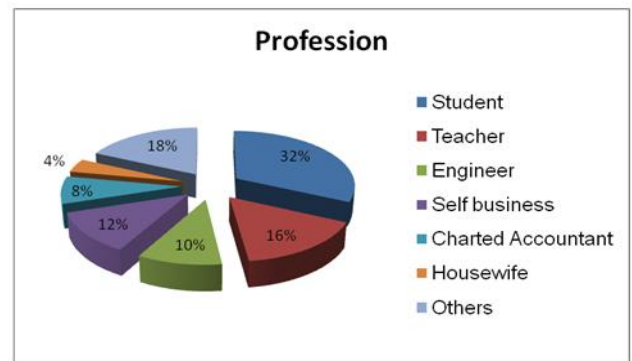
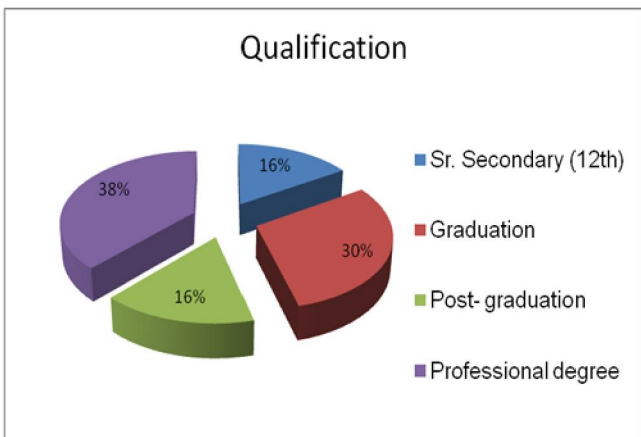


**Qualification**

Sr. Secondary (12 <sup>th</sup> )	8
Graduation	15
Post- graduation	8
Professional degree	19

**Type of Profession**

Student	16
Teacher	8
Engineer	5
Self business	6
Chartered Accountant	4
Housewife	2
Others	9

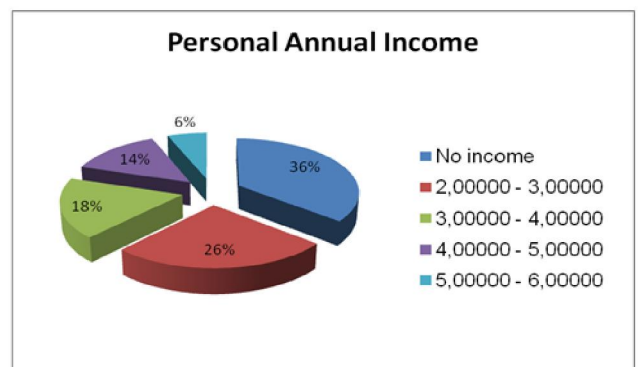
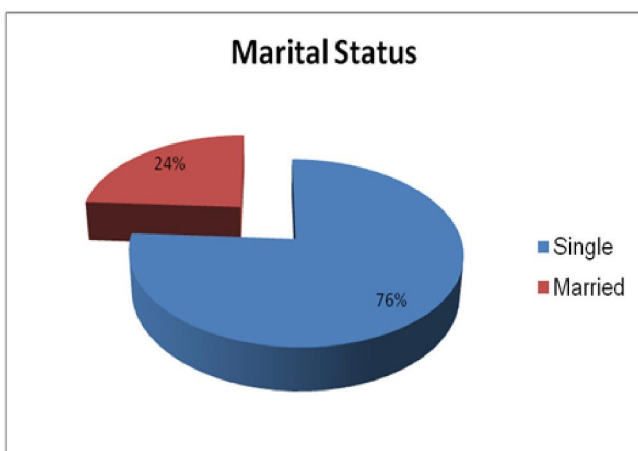


**Marital status**

Single	38
Married	12

**Personal Annual Income**

No income	18
2,00000 - 3,00000	13
3,00000 - 4,00000	9
4,00000 - 5,00000	7
5,00000 - 6,00000	3



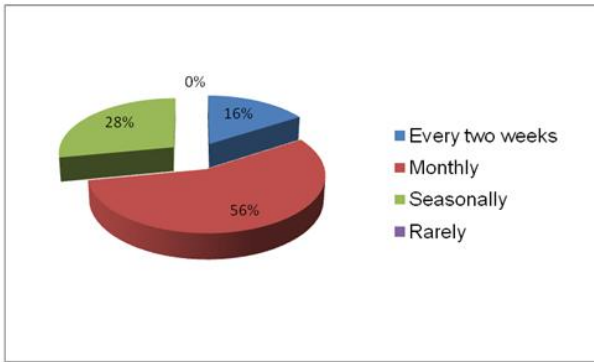
**Working**

Yes	32
No	18

**Purchase Related**

How often do you go for apparel shopping?

Every two weeks	8
Monthly	28
Seasonally	14
Rarely	0

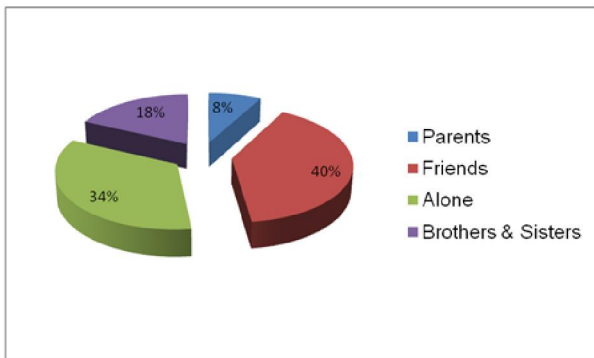


**Interpretation**

According to graph 28% of respondents go for monthly shopping, 8% go for shopping for every 2 weeks and 14% go for seasonally.

With whom do you prefer going for shopping for clothes?

Parents	4
Friends	20
Alone	17
Brothers & Sisters	9

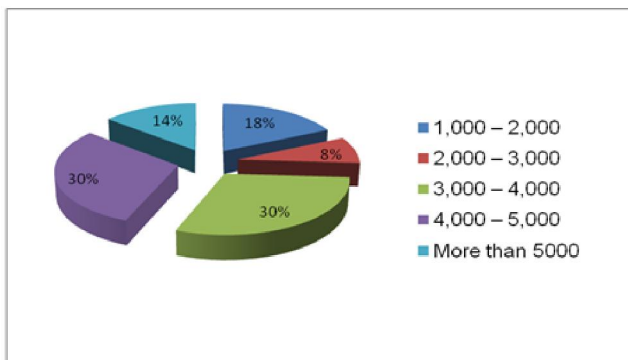


**Interpretation**

This graph shows that 40% of the youth prefer to on shoping with Friends and 34% are going alone only because they are not banking on family.

How much money generally do you spend on clothes monthly on yourself?

1,000 – 2,000	9
2,000 – 3,000	4
3,000 – 4,000	15
4,000 – 5,000	15
More than 5000	7

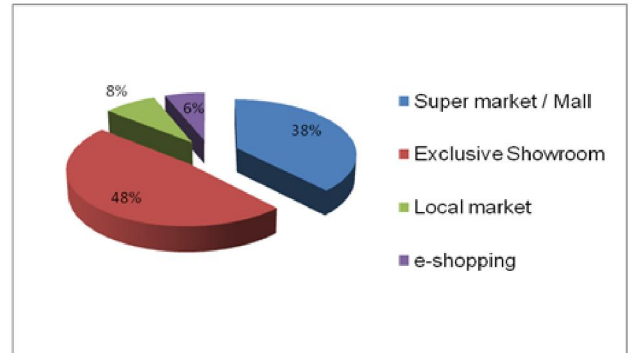


**Interpretation**

This graph shows that almost 60% (30% from 4000 to 5000 & 30% from 4000 to 5000) respondents are spending 3000 to 5000 monthly on clothes and 18% are those who only spending 1000-2000 monthly only on cloths.

Where do you like to go for shopping?

Super market / Mall	19
Exclusive Showroom	24
Local market	4
e-shopping	3

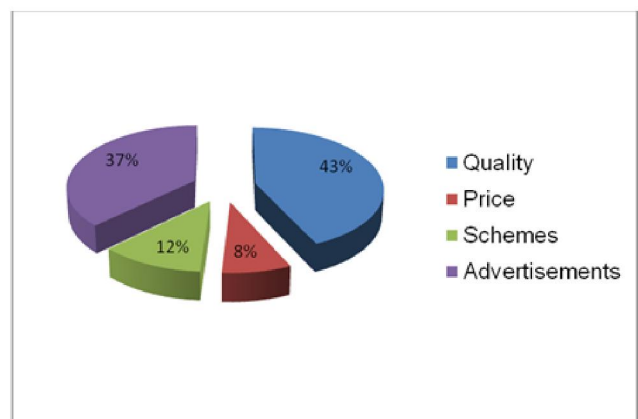


**Interpretation**

Almost 48% of respondents prefer Exclusive showrooms for shopping in KOTA city and 38% of respondents prefer Mall and only 8% of respondents are prefer Local market.

Which parameters affect your buying decisions the most?

Quality	22
Price	4
Schemes	6
Advertisements	19

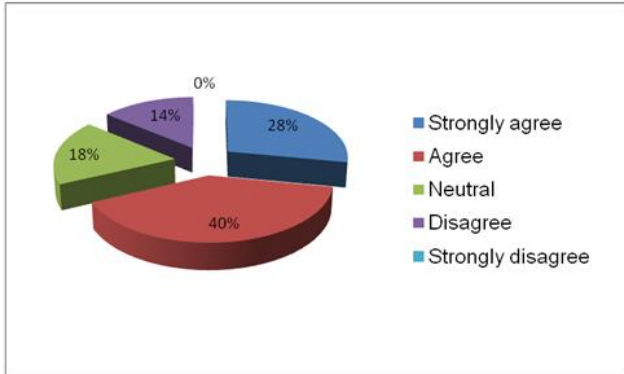


**Interpretation**

43% of respondents are those whose buying decision are affected by Quality of apparels and advertisements are on second number i.e. 37% are respondents whose decision are affected through advertisements and only 8% of respondents are those who are affected due to Price.

Customer's purchase decision is highly influenced by the brand name of the company

Strongly agree	14
Agree	20
Neutral	9
Disagree	7
Strongly disagree	0

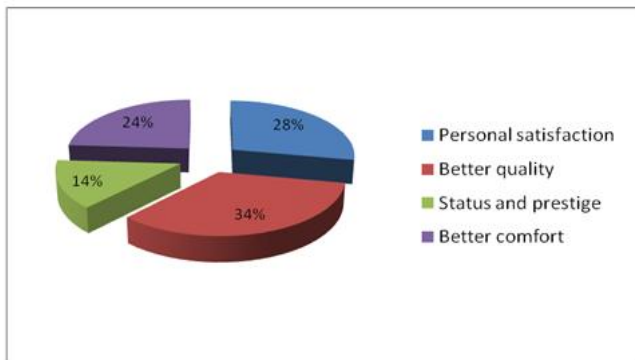


**Interpretation**

On a 5 point Likert scale 28% respondents are highly brand conscious & could prefer brand only and 40% respondents are second point liking the brand i.e. almost 68% respondents are brand lovers.

What motivates you to go for branded apparels?

Personal satisfaction	14
Better quality	17
Status and prestige	7
Better comfort	12

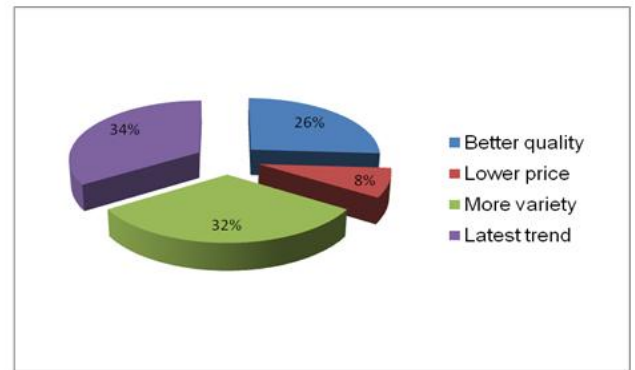


**Interpretation**

As per graph 34% of respondents are motivated to go for Branded apparels just because of Quality as Kota respondents are quality conscious , 28% respondents purchase for personal satisfaction and only 7% respondents purchase branded apparels for Status and Prestige.

What factors can influence you to change your brand preference?

Better quality	13
Lower price	4
More variety	16
Latest trend	17



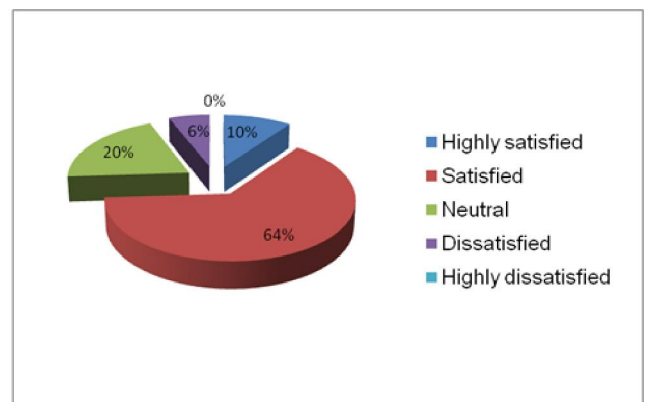
**Interpretation**

As the sample taken belongs to young generation, 34% of respondents are influence by latest trend and 26% respondents influence by quality as respondents are brand conscious.

Respondents shift to other brand due to variety of apparels under one roof. 32% of respondents are influenced because they don't have to go anywhere else.

I am \_\_\_\_\_ with the Brand I use?

Highly satisfied	5
Satisfied	32
Neutral	10
Dissatisfied	3
Highly dissatisfied	0



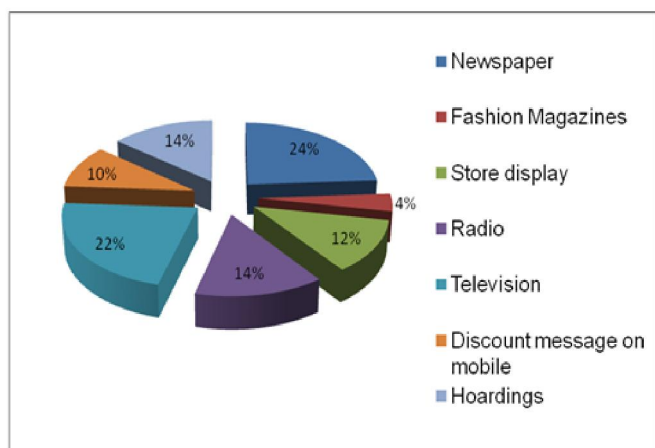
**Interpretation**

10% respondents are highly satisfied but a major portion i.e. 64% of respondents are satisfied with the brand they used and 6% respondents are dissatisfied with the brand they are using it because they are not having any other option meeting their standard.

Impact of different modes of advertisements on your purchase decision

Newspaper	12
Fashion Magazines	2
Store display	6
FM	7
Television	11
Discount message on mobile	5
Hoardings	7



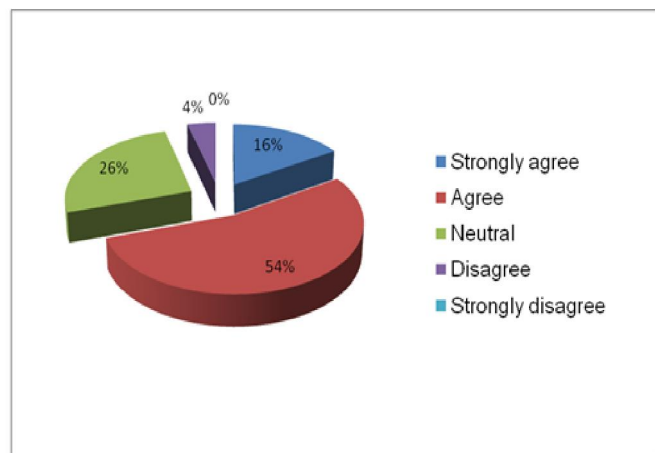


**Interpretation**

This graph shows that 24% of the respondents are influenced by Newspaper. 22% of respondents are influenced by Television Whereas Radio & hoardings moves neck to neck contributing 14%.

Advertisements of Branded readymade garments have a major influence on the buying decision of customers

Strongly agree	8
Agree	27
Neutral	13
Disagree	2
Strongly disagree	0

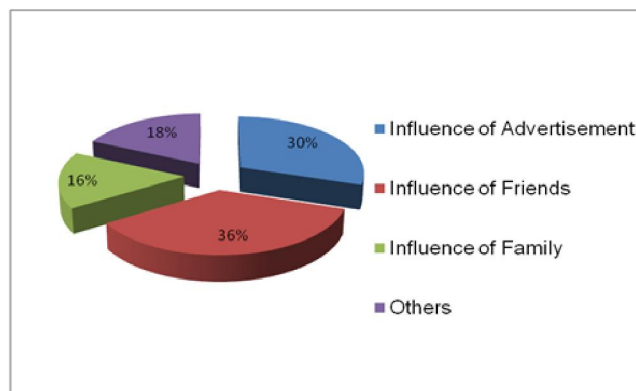


**Interpretation**

16% of respondents are strongly agreed but a major portion i.e. 54% of respondents is agreed that Advertisements of branded apparels have a major influence on their buying decision.

What makes you to prefer branded Purchase?

Influence of Advertisement	15
Influence of Friends	18
Influence of Family	8
Others	9



**Interpretation**

This graph shows that 36% of the Youth are highly influenced by their friends and 30% are influenced by Advertisements.

**FINDINGS**

- Apparels are the part of shopping products which are not in demand on daily basis as normally one would not purchase a denim brand daily but since it is a part of fashion industry so Yes 56% respondents shows frequency of monthly buying
- Most of the respondents have taken 2-3 hrs or 3-4 hrs respectively for shopping and most of them are women who are spending more time but Yes one thing is to be noticed that even men are a part of these segments as even men are becoming fashion conscious.
- Since the age group under study is 18 to 24 & 25 to 30 i.e. respondents who wants to become independent or are already independent, so large section i.e. 40% respondents are not banking on family rather goes along with friends & 34% are going alone only.
- It is noticed that almost 60% (30% from 4000 to 5000 & 30% from 4000 to 5000) respondents are spending 3000 to 5000 monthly on clothes & these are respondents who belong to 25 to 30 age group and those spending below 3000 are among 18 to 24 age group, as most of them are non earning and are dependent on their parents for money.
- Almost 48% of respondents prefer Exclusive showrooms for shopping in KOTA city and only 38% prefer Malls as there are not many malls in the city, so they have less options.
- 8% prefer Local markets as they get more option in Malls & brand conscious respondents like to go for Exclusive showrooms.
- Only 6% go for e-shopping although the graph of e-shopping is increasing globally but in a city like KOTA people are either not much known or not comfortable with technology.
- Almost 68% respondents are brand lovers again since the study was based on youth who are conscious about brand may be for quality purpose or style statement or something else, we are getting a major portion of brand lovers.
- Kota respondents are quality conscious and branded cloths assures & guarantees that quality. Hence 34% customer asserts quality.
- 28% respondents purchase for personal satisfaction as Branded apparels raises the confidence level of a person from confidence he derives Personal satisfaction.

- Branded appareals because of its high price has to be of good quality and quality makes them comfortable to wear.
- Kota is a small city comparative to Metro. Status & Prestige for kota respondents constitute the least important reason, that is why just 7% of people purchase branded cloths for Status as flaunting is not their way.
- As the sample taken belongs to young generation, hence fashion & new trends constitute the most important factor for them. That is why 34% of youth are fashion conscious. For youth variety comes along with trend.
- When we talk about Brand, quality inherent in them cannot be ignored. Despite of customer being fashion & variety conscious, quality always remains there as a permanent criteria for purchase. So 26% of respondents are branding conscious.
- Since customer needs and wants are variable as per change in time so only 10% respondents are highly satisfied but a major portion i.e. 64% of respondents are satisfied with the brand they used and they state that are satisfied that is why they are using the brand.

### CONCLUSION OF STUDY

- Some respondents are dissatisfied with the brand they are using but still they are using it because they are not having any other option meeting their standard.
- Due to the increased awareness and consciousness, people are ready to spend any price for comfort and quality.
- The preference of consumers for readymade outfits even for branded apparels is fast changing caused by the creation of personality and status with the quality and comfort they deliver.
- Aspects like, quality, comfort, expectations and demographic characteristics are also influencing to the purchasing decision that dominate the purchase decision of males and females.
- Finally, males and females are not having any significant differences in their brand awareness, shopping frequency and shopping expenditure. Males are equally interested to go for shopping as females along with they spend excess money during shopping than their female counterparts.
- Many people use branded appareals due to personal satisfaction as Branded appareals raises the confidence level of a person from confidence he derives Personal satisfaction.
- As the sample taken belongs to young generation, hence fashion & new trends constitute the most important factor for them

### RECOMMENDATION & SUGGESTION

- In KOTA maximum hoardings which we come across are of political parties in the researcher's opinion if branded outfits hoardings are displayed than their sale will rise drastically. As the people will get to know about the latest trends.
- Advertisements telecasted on television mostly focus on male branded appareals keeping this in view advertisement related to female branded appareals should also be telecasted equally.
- Although brand consciousness is their among Kota people but a large portion is still untapped where people are not

much aware about the purpose of a brand can serve. So awareness should be spread among them specially through advertisement.

- Those who are using brand can be ask to give reference of their friend those who are non users of brand and we can send messages, discount schemes & other positive points of the brand to attract the new customer.
- These brands should advertise in dussehra Mela, Dandiya function and other such cultural events in Kota city, where there is mass gathering.
- 6% market is using the brand but still dissatisfied, it would be better to pay attention to them in order not to lose them. What can be suggested is to serve this market as a niche and to make available to them the quality of product they are requiring as they are ready to pay more as such their need would be satisfied and we would also be making higher profit from this niche.

*For each of the following statements, please tick mark one appropriate answer:*

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