



Impact of brands on urban and rural working and non-working women buying behaviour with special reference to Jabalpur city

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Abstract

Consumers are individuals and households who buy goods and services for personal consumption. To dress up in an elegant and adorable manner has always remained a prime concern of human beings. They do not only spend a lot of time in selecting their clothes, but also spend a huge sum of money over clothing to look different from other people. Brand includes the price of the product, the quality of the product, and any unique characteristics of the product. Thus, this paper highlights the effect of branded garments on women buying behavior.

Keywords: branding, price, women buying behaviour

Introduction

According to American Marketing Association Dictionary 1960, "A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers." Indian textile majors like Arvind, Raymonds, Bombay Rayon produce and supply high quality fabric to major global brands. In spite of having this unique sourcing edge coupled with the huge availability of raw artisan and design talent, Indian brands have been unable to make a mark on global fashion due to a number of reasons. Building a brand which would appeal to a diverse global audience has to incorporate global wear collections rather than just ethnic Indian apparel or just western wear. Consumer is "an individual who purchases products or services for his own or his family's personal use". The term consumer behaviour refers to the consumers display in searching for, purchasing, using evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behaviour is the most complex aspect of marketing, as it is the most dynamic of all the marketing time which are difficult to analyse. To understand the consumer behaviour motivates, believes, attitudes, learning, perceptions, emotions, and opinion is essential. The needs and wants of consumers often vary across different cultures, situations and individual characteristics.

Review of literature

Shashidhar (2004) ^[4] studied that the Indian retail market has a huge number of organized as well as unorganized retail players. The recent changes in federal foreign direct investments policies have encouraged the entry of global brands such as Levi's, Reebok, Puma, Mango, Marks & Spencer, United Colors of Benetton, Gucci, Louis Vuitton, French Connection, Zara and Jack & Jones. At the same time, Indian consumers are becoming more brand conscious and are

spending more on branded products. Hareem Zeb, Kashif Rashid, and M. Bilal Javeed (2011) ^[3] examined Pakistani women consumer's buying behavior and the key factors of branded clothing which influence women consumer's involvement towards trendy branded clothing. The study demonstrated that the women consumers who possess strong positive attitudes towards brands show high level of involvement in fashion clothing. Self- concept is also the most important element as consumers use brand related product that matches with their own personality. Ayman, Umut, Kaya, Anil K (2014) ^[2] in their study revealed that the consumer attitude towards branded fashion apparels is affected by gender. 83% of the participants were found significantly buying branded apparel products. 60% women like to purchase and wear branded clothing more than men. They indicated that men are highly influenced by social and cultural factors. However women are affected by marketing communication efforts such as television, advertising, magazines, catalogues and celebrities and by both personal selling and direct marketing.

Objectives of the study

1. To know the preference of working and non-working urban and rural women towards Readymade branded garments.
2. To unearth the buying behavior of women for branded and non-branded apparels.

Data sources/ Data collection

The data has been obtained from primary data with the help of questionnaire. The response of women was elicited through a questionnaire from among 2,000 working and non- working women residing in urban and rural areas of Jabalpur in the age group 18 and above. For this purpose, two sets of

questionnaires have been prepared: Questionnaire for working women and Questionnaire for non-working women. The data collected was tabulated, analyzed and interpreted for drawing conclusions. A total of 2,000 questionnaires (900 urban working women, 900 urban non-working women, 100 rural working women and 100 rural non-working women) were circulated among the women respondents. Out of the collected questionnaires, a total of 1,418 questionnaires were considered fit for the analysis. Of these, a total of 178 were from rural and 1,240 were from urban respondents. The secondary data has been obtained from the Research journals, articles, magazines and internet.

Hypothesis

The following hypothesis has been taken-

H1: There is no significant difference in tastes and preferences of urban and rural working and non- working women towards branded and unbranded garments.

H2: There is no significant difference in the opinion of urban working and non- working women regarding comparison of cost of branded and unbranded readymade garments before buying.

Limitation of the study

1. There was a great hardship and difficulty faced in collecting the required data.
2. This study is confined to Jabalpur, thus its findings cannot be generalized.
3. The study is only limited to Women.

Data analysis and interpretation of facts

After data collection, the analysis of primary data using various statistical technique- hypothesis testing has been done as follows:

Hypothesis

H1- There is no significant difference in tastes and preferences of urban and rural working and non-working women towards branded and unbranded garments.

(a) Tastes and preferences of urban and rural working women

Table 1: Observed Frequency

	Branded	Unbranded	Both	Total
Group 1 Urban Working Women	183	112	295	590
Group 2 Rural Working Women	9	17	61	87
Total	192	129	356	677

Source: Primary Data

Table 2: Expected Frequency

	Branded	Unbranded	Both	Total
Group 1 Urban Working Women	167.32	112.4	310.25	590
Group 2 Rural Working Women	24.67	16.57	45.74	87
Total	191.99	128.97	355.99	677

Table 3: Contingency

Fo	Fe	Fo-Fe	(Fo-Fe) ²	(Fo-Fe) ² / Fe
183	167.32	15.68	245.86	1.46
112	112.4	-0.4	0.16	0.001
295	310.25	-15.25	232.56	0.74
9	24.67	-15.67	245.54	9.95
17	16.57	0.43	0.18	0.01
61	45.74	15.26	232.86	5.09
Total X ²				17.251

Degree of freedom = (r-1) x (c-1) = (2-1) x (3-1) = 1x2= 2

For 2 degree of freedom and 0.5 significant, the table value of chi square is 5.99.

The calculated value of chi square is more than table value, hence the hypothesis is rejected. It is concluded that there is significant difference in tastes and preferences of both urban and rural working women towards branded and unbranded garments.

(b) Tastes and preferences of urban and rural non-working women

Table 4: Observed Frequency

	Branded	Unbranded	Both	Total
Group 1 Urban Non-Working Women	287	61	302	650
Group 2 Rural Non-Working Women	21	20	50	91
Total	308	81	352	741

Source: Primary Data

Table 5: Expected Frequency

	Branded	Unbranded	Both	Total
Group 1 Urban Non-Working Women	270.17	71.05	308.77	650
Group 2 Rural Non-Working Women	37.82	9.94	43.22	91
Total	307.99	80.99	351.99	741

Table 6: Contingency

Fo	Fe	Fo-Fe	(Fo-Fe) ²	(Fo-Fe) ² / Fe
287	270.17	16.82	282.91	1.04
61	71.05	-10.05	101	1.42
302	308.77	-6.77	45.83	1.14
21	37.82	-16.82	282.91	7.48
20	9.94	10.06	101.20	10.18
50	43.22	6.78	45.96	1.06
Total X ²				22.32

Degree of freedom = (r-1) x (c-1) = (2-1) x (3-1) = 1x2= 2

For 2 degree of freedom and 0.5 significant, the table value of chi square is 5.99. The calculated value of chi square is more than table value, hence the hypothesis is rejected. It is concluded that there is significant difference in tastes and preferences of both urban and rural non-working women towards branded and unbranded garments.

H2: There is no significant difference in the opinion of urban working and non- working women regarding comparison of cost of branded and unbranded readymade garments before buying.

Table 7: Observed Frequency

	Yes	No	Total
Group 1 Working Women	350	240	590
Group 2 Non-Working Women	530	120	650
Total	880	360	1240

Source: Primary Data

Table 8: Expected Frequency

	Yes	No	Total
Group 1 Working Women	418.70	171.29	590
Group 2 Non-Working Women	461.29	188.70	650
Total	879.99	359.99	1240

Table 9: Contingency

Fo	Fe	Fo-Fe	(Fo-Fe) ²	(Fo-Fe) ² /Fe
350	418.70	-68.7	4719.69	11.27
240	171.29	68.71	4721.06	27.56
530	461.29	68.71	4721.06	10.23
120	188.70	-68.7	4719.69	25.01
Total X ²				74.07

Degree of freedom = (r-1) x (c-1) = (2-1) x (2-1) = 1x1= 1

For 1 degree of freedom and 0.5 significant, the table value of chi square is 3. 84.

The calculated value of chi square is more than table value, hence the hypothesis is rejected. It is concluded that there is significant difference in the opinion of working and non-working women regarding comparison of cost of branded and unbranded readymade garments before buying.

Findings

- There is significant difference in tastes and preferences of both urban and rural working women towards branded and unbranded garments because in urban area, western clothing is more common whereas in rural areas, women wear more traditional clothes. Rural and urban women are generally similar in terms of human interaction but differ most widely when diversity and choice are issues. Urban women gives more emphasis on quality of cloth, on the other hand rural women give more emphasis on the price of the garments as their purchasing power is low as compared to the urban women.
- There is significant difference in the opinion of urban working and non- working women regarding comparison of cost of branded an unbranded readymade garments before buying because working women compare the cost of branded an unbranded readymade garments as it considers some other factors like quality, colour, comfort, design, fitting etc before spending while a non-working women compares the cost because of the most obvious reason that they are not economically independent and cannot spend huge amount on branded clothes.
- Respondent feels that branded clothes justify their higher price through higher quality because branded clothes are purchased by high class people, so marketers have to keep the quality high. They think that branded clothes have their own stand. They not only provide authentic fabric quality but also justify the prices as it gives comfort and looks classy.

Recommendations

- Cultural influence on the buying behaviour may vary greatly from one place to another. International and national marketers must understand the underlying culture in each of their markets and adapt their marketing strategies accordingly.
- Entrepreneur should try to develop a customer base for getting the consistent business by supplying the quality and new fashion clothes at a reasonable rate with prompt customer service.

Conclusion

The study indicates that the Indian women, with her increasing financial power, has a greater discretionary income and utilizes it to satisfy their wants. Now they regularly moves to malls, exclusive showrooms for shopping & take their decisions themselves, as they has full freedom to buy. Women has developed as an important segment for the marketers. Therefore, marketers should consider them with utmost importance.

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