

IMPACT OF APPAREL VARIETIES ON APPAREL PURCHASE INTENTION: AN EMPIRICAL ANALYSIS OF MADURAI APPAREL BUYERS

Mr. AJITH KUMAR S¹, Dr. SIVASUNDARAM ANUSHAN SC,² Dr. BALAMURUGAN PK³

ABSTRACT--The purpose of this study is to study the impact of apparel varieties on apparel purchasing intention among the apparel buyers of Madurai. The various varieties of apparels men and women wear such as dhotis, shirts, T-shirt, kurtas, jackets, jeans, trousers, cargo pants, track pants, sarees, lehanga choli, chudidhar, pavadaithavani, leggings, salwars, anarkali suits, ethnic wear – women and ethnic wear – men. Self-administered questionnaires were used to collect data from a total of 400 respondents from Madurai to estimate the apparel purchasing intention level from various varieties of apparels men and women prefer to buy. Results showed that Level of apparel purchase intention do vary with the characteristics of the respondent such as age and monthly income of the respondents and apparel varieties such as dhotis, T-shirt, jackets, jeans, cargo pants, sarees, lehanga choli, chudidhar, pavadaithavani, leggings, salwars, anarkali suits, and ethnic wear – women are significant and shirts, kurtas, trousers, track pants, and ethnic wear – men are insignificant in the estimation of purchase intention towards apparels.

Keyword—Purchase, Buyers, Empirical, Analysis, Madurai

I. INTRODUCTION

Clothing is an essential item in every individual's life as it is considered the second skin of the body. According to Maslow's hierarchy of needs (Maslow 1987), clothes fall into the category of physiological needs and fulfill the fundamental need of protection for all individuals. However, clothing has taken on an additional function in this modern world. Not only it serves as a basic human need, it also symbolizes an individual. People use clothes to express and differentiate themselves from others. Clothes have become a communication medium used to convey who the person is. They are visual items representing a person's identity and personality—gender, age, race, occupation, social and financial status, fashion tastes, color preferences, time orientation, liking, pride, attitudes, degree of maturity, self confidence, and self-esteem. There are other significant roles played by clothing. Clothes have also shown to be associated with the identity of the country, religious beliefs, political events, and historical eras.

¹Assistant Professor, Department of Business Administration, Sri Kaliswari College, SIVAKASI
Postal Address: 50, Avani Street, N.R.K.R. Road, Sivakasi – 626 123. Mobile: 9566338827 E-Mail ID: ajith.kctbs@gmail.com

² Visiting Professor, Department of Management Studies, Madurai Kamaraj University, MADURA
I Postal Address: 'VAIKASI ILLAM', 149, New No.220, Aruppukkottai Road, Virudhunagar-626001.
Landline 04562-248138 Mobile: 7904556973, 9944593226, 9842898579 E-Mail ID: sanushan@gmail.com

³ Associate Professor and Head, Department of Business Administration, Sri Kaliswari College, SIVAKASI
I Postal Address: 2/1/225, Kattalaipatti, Anaiyur (Post), Sivakasi-626124. Mobile: 94427 74963 Email ID: pkbala73@rediffmail.com

Increasing competition and Globalization, and short life cycles of cloths in fashion retailing, improve symmetric consumer behavior and set a number of marketing challenges for retail firms. To survive in this industry, it is necessary for manufacturers and retailers to develop effective marketing strategies. It has been noticed that the fashion apparel market has been extremely influenced by fashion trends in India.

Both middle and upper middle class are psychologically and economically ready to pamper their escalation by purchasing different variety of apparels. It results in enhance the standard of living of people by expressing their fashionable life. Most of the people aspire to buy their apparels especially in the spiritual places as a token of touching experience in their life. While purchasing the apparels, the devotees consider the substantial change with respect to the strange design, style, ever growing branded items, choice of fibers and the prevailing modern trends. This is to be considered for preserving the apparels for a long period of time as a permanent commemoration.

II. NEED FOR THE STUDY

The various varieties of apparels men and women wear such as dhotis, shirts, T-shirt, kurtas, jackets, jeans, trousers, cargo pants, track pants, sarees, lehanga choli, chudidhar, pavadaithavani, leggings, salwars, anarkali suits, ethnic wear – women and ethnic wear – men themselves are inducers for purchase intention. Some of the apparel varieties induce while others curtail the apparel purchase intention. This inducement and curtailment varies from one place to another. Apparel manufacturers and retailers are very much eager to know those apparel varieties that induce and curtail apparel purchase intention. In this background analyzing the varieties of apparels men and women prefer impacts the apparel purchasing behavior and this forms the need for the study.

III. REVIEW OF THE CONCERNED LITERATURE

To understand the apparel purchasing behavior a review of the concerned literature of the past works have been reviewed and presented below:

Khare, A. & Rakesh, S. J Target Meas Anal Mark (2010) revealed that Indian children have an involvement with branded style wear. There was no longer a lot great distinction within the involvement of girls and adult males in the direction of fashion apparel.

Arpita Khare, Sapna Rakesh (2010), displayed that Indian teenagers have an involvement with branded fashion wears. Theyfound that nowthere is no significant difference in the involvement of girls and adult males toward apparel style.

Deepali Saluja (2016), in their survey found that Delhi clients have high quality attitude with regard to choosing fashion apparels.

Vidya B Panicker, Dr. Khalil Ahmad Mohammad (2016),found that each woman is exceptional and perceives fashion in a different way. The style sensibilities and possibilities of women fluctuate significantly and it is impartial of earning tiers.

Naser Valaei, S.R. Nikhashemi (2017), reveal that host place and self-identification do not have any relationship with the Gen-Y consumers' purchase behavior.

Dr. K. BalanagaGurunathan, M. Krishnakumar (2013), showed that the shop attributes promotion and reference businesses are the critical dimensions of garb shopping for behaviour.

Syed Irfan Shafi, Dr. C. Madhavaiah (2014), spots that there is vital relationship between reference cluster and buy intention additionally promotion, Store attributes, product attributes, financial gain of the respondent and occupation have positive vital relation between shopper shopping for behavior.

G. Hari Shankar Prasad (2014), portrayed that factors touching attire shopping for behaviour of store customers are looking as social compliance and for discounts, cost consciousness and worth for cash, family lookinglooking and merchandise convenience, customers trust, convenience of alternative and durability of and longevity aspects of attire quality.

Tian, K. T., Bearden, W., and Hunter, G. (2001), have reported that those consumers with a high need for uniqueness tend to have a high interest in new products and brands; and they constantly look out for self differentiating and non-out-of-date goods.

Vikkraman and Sumathi (2012), found that consumers who want to be different from others almost always use clothing products to display their unique selves and social image.

IV. OBJECTIVE OF THE STUDY

To study the impact of apparel varieties on apparel purchasing intention among the apparel buyers of Madurai

V. METHODOLOGY ADOPTED

The research design used was descriptive describing the apparel variety choices. The data used was primary data which was collected using a structured undisguised questionnaire in which the first part of the schedule focuses on demographic details of the respondents. The second part of the questionnaire covered the apparel purchase intention and the apparel variety they preferred. This study respondents are apparel buyers who reside within the Madurai corporation limits. A non random area Sampling Method was used in which four sample units were picked from 100 wards of Madurai Corporation. Statistical tools such as descriptive statistics and multiple regression were used to analyse the data. Univariate and Bivariate tables, are used to present the data.

VI. ANALYSIS AND INTERPRETATION

The analysis of the data begins with profiling the respondents, followed by analyzing the apparel purchase intention, which is followed by one way analysis of variance, and culminates with Multiple regression model to estimate the apparel purchase intention.

6.1. Profile of the study respondents

Table: 1- Age of the study respondents

<i>Age in years</i>	<i>Between 20 and 30</i>	<i>Between 31 and 40</i>	<i>Between 41 and 50</i>	<i>Between 51 and 60</i>	<i>Above 60</i>
Number of respondents	132	138	66	42	22
Percentage	33.00	34.50	16.50	10.50	5.50

(Source: Primary data)

132 respondents forming 33.00% were between 20 and 30 years of age, 66 respondents forming 16.50% were between 41 and 50 years of age, 42 respondents forming 10.50% were between 51 and 60 years of age, and 22 respondents forming 5.50% were above 61 years of age.

Table: 2- Monthly income of the study respondents

<i>Monthly Income in Rs.</i>	<i>Up to 10,000</i>	<i>10,001 – 20,000</i>	<i>20,001 – 30,000</i>	<i>30,001 – 40,000</i>	<i>40,001 – 50,000</i>	<i>More than 50,000</i>
Number of respondents	22	73	229	44	11	21
Percentage	5.50	18.25	57.25	11.00	2.75	5.25

(Source: Primary data)

229 respondents forming 57.25% had a monthly income of between Rs.20,001–Rs.30,000, 73 respondents forming 18.25% had a monthly income of between Rs.10,001–Rs.20,000, 44 respondents forming 11.00% had a monthly income of between Rs.30,001–Rs.40,000, 22 respondents forming 5.50% had a monthly income of up to Rs.10,000, 21 respondents forming 5.25% had a monthly income more than Rs.50,000, and rest of the 11 respondents forming 2.750% had a monthly income of between Rs.40,001–Rs.50,000.

Table: 3- Apparelpurchase intension level

<i>Purchase Intention</i>	<i>Frequently</i>	<i>Sometimes</i>	<i>Occasionally</i>
Number of respondents	255	102	43
Percentage	63.75	25.50	10.75

(Source: Primary data)

255 respondents forming 63.75% stated that they frequently had apparelpurchase intension, 102 respondents forming 25.50% stated that they sometimes had apparelpurchase intension, and rest of the 43 respondents forming 10.75% stated that they occasionally had apparelpurchase intension.

6.2. One way ANOVA between level of apparel purchase intension, and characteristics of the respondent such as age and monthly income of the respondents

Table: 4- One way ANOVA table

<i>Characteristics of the respondents</i>	<i>Source of variation</i>	<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Age	Between Groups	40.602	3	13.534	16.572	.000
	Within Groups	323.398	396	.817		
	Total	364.000	399			
Monthly Income	Between Groups	160.364	6	26.727	51.581	.000
	Within Groups	203.636	393	.518		

	Total	364.000	399			
--	-------	---------	-----	--	--	--

(* H_0 accepted)

H_0 – The level of apparel purchase intension do not vary with the characteristics of the respondent such as age and monthly income of the respondents at 5%.

The tables above shows that the level of apparel purchase intension do vary with the characteristics of the respondent such as age and monthly income of the respondents at 5% as the level of significance is less than 0.05.

6.3. Estimation of Apparel purchase intention

The table below presents the model summary for the multiple regression model to estimate the apparel purchase intention from preference for various varieties of apparels.

Table: 5-Multiple regression model summary

<i>r</i>	<i>r</i> ²	Adj. <i>r</i> ²	S. E of the Estimate	F	Sig.
.843	.711	.705	.53549	15.22	.000

The value of *r*, the multiple correlation coefficient, *r* can be considered to be one measure of the quality of the prediction of the dependent variable. A value of 0.843, indicates a good level of prediction. The *r*² value also called the coefficient of determination or power of the modal, which is the proportion of variance in the dependent variable that can be explained by the independent variables is 0.711 this shows that our independent variables explain 71.1% of the variability of our dependent variable. The F-ratio $F = 15.22$, $p < .05$ shows that the independent variables statistically significantly predict the dependent variable.

Table: 6 -Multiple regression model to estimate the apparel purchase intention

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.804	.196		19.414	.000
Dhotis	-.139	.048	-.268	-2.915	.004*
Shirts	.027	.048	.049	.559	.577
T-shirt	.162	.040	.329	4.025	.000*
Kurtas	.068	.094	.114	.727	.468
Jackets	-.161	.061	-.277	-2.624	.009*
Jeans	.053	.064	.092	.826	.009*
Trousers	-.096	.075	-.165	-1.281	.201
Cargo	.026	.112	.045	.235	.015*
Track pants	.095	.073	.145	1.310	.191
Sarees	.265	.059	.417	4.511	.000*

Lehanga choli	.433	.076	.716	5.683	.000*
Chudidhar	-.474	.075	-.838	-6.359	.000*
Pavadaithavani	-.076	.091	-.151	-.832	.006*
Salwar kameez	.231	.085	.321	2.717	.002*
Anarkali suits	.272	.070	.502	3.880	.000*
Ethnic wear – women	.187	.072	.363	2.588	.010*
Ethnic wear - men	-.128	.070	-.246	-1.840	.067

(*=*significant at 5%*)

The table above shows that the apparel varieties such as dhotis, T-shirt, jackets, jeans, cargo pants, sarees, lehanga choli, chudidhar, pavadaithavani, leggings, salwars, anarkali suits, and ethnic wear – women are significant in the estimation of purchase intention towards apparels as their significance level is less than 0.05. Further it shows that apparel varieties such as shirts, kurtas, trousers, track pants, and ethnic wear – men are insignificant in the estimation of purchase intention towards apparels as their significance level is more than 0.05.

VII. FINDINGS

Level of apparel purchase intention do vary with the characteristics of the respondent such as age and monthly income of the respondents

Apparel varieties such as dhotis, T-shirt, jackets, jeans, cargo pants, sarees, lehanga choli, chudidhar, pavadaithavani, leggings, salwars, anarkali suits, and ethnic wear – women are significant and shirts, kurtas, trousers, track pants, and ethnic wear – men are insignificant in the estimation of purchase intention towards apparels.

VIII. CONCLUSION

Dhotis, T-shirt, jackets, jeans, cargo pants, sarees, lehanga choli, chudidhar, pavadaithavani, leggings, salwars, anarkali suits, and ethnic wear – women lead to apparel purchasing intention, shirts, kurtas, trousers, track pants, and ethnic wear – men do not create purchase intention among men and women apparel buyers of Madurai.

REFERENCES

1. Arpita Khare, Sapna Rakesh (2010), Predictors of fashion clothing involvement among Indian youth, *Journal of Targeting, Measurement and Analysis for Marketing* (2010) 18, 209 – 220.
2. Deepali Saluja (2016), Consumer Buying Behaviour towards Fashion Apparels- A Case of Delhi IOSR *Journal of Business and Management (IOSR-JBM)*, Special Issue - AETM'16
3. Dr. K. BalanagaGurunathan, M. Krishnakumar (2013), Factors Influencing Apparel Buying Behaviour in India: A Measurement Model, *PARIPEX - Indian Journal of Research*, Volume: 2 Issue: 3, March 2013

4. G. Hari Shankar Prasad (2014), Factors Influencing Buying Behavior of a Selected Apparel Retailer's Customers, Symbiosis Centre for Management Studies, Pune Annual Research Journal of Symbiosis Centre for Management Studies, Pune Vol. 1, Januray 2013 – January 2014, pp. 41–55
5. Khare, A. & Rakesh, S. J Target Meas Anal Mark (2010)Predictors of fashion clothing involvement among Indian youth. *Journal of Targeting, Measurement and Analysis for Marketing* Sep. 2010, Volume 18, Issue 3–4, pp 209–220
6. Syed Irfan Shafi, Dr. C. Madhavaiah (2014), An Investigation on Shoppers' Buying Behaviour Towards Apparel Products in Bangalore City, *Pacific Business Review International* Volume 6, Issue 8, February 2014
7. Tian, K. T., Bearden, W., and Hunter, G. 2001. "Consumers' need for uniqueness: Scale development and validation." *Journal of Consumer Research* 28(2): 50-66.
8. Valaei, N. and Nikhashemi, S. (2017), "Generation Y consumers' buying behaviour in fashion apparel industry: a moderation analysis", *Journal of Fashion Marketing and Management*, Vol. 21 No. 4, pp. 523-543.
9. Vidya B Panicker, Dr. Khalil Ahmad Mohammad (2016), A brand experience study on the apparel buying behaviour of women consumers in Mumbai, *International Journal of Commerce and Management Research*, Volume 3; Issue 10; October 2017; Page No. 10-15
10. Vikkraman, P., and Sumathi, N. 2012. "Purchase Behaviour in Indian Apparel Market: An Analysis." *ZENITH International Journal of Business Economics and Management Research* 2(2): 1-12
11. Satyavanikaliamurthi, gurudeebanselvaraj (2016) insight on solid lipid nanoparticles: characterization and application in diabetes mellitus. *Journal of Critical Reviews*, 3 (4), 11-16.
12. Cacioppo, S., Grafton, S.T., Bianchi-Demicheli, F. The speed of passionate love, as a subliminal prime: A high-density electrical neuroimaging study (2012) *NeuroQuantology*, 10 (4), pp. 715-724.
13. Kozlowski, M., Marciak-Kozlowska, J. On the temperature and energy of the brain waves is there any connection with early universe? (2012) *NeuroQuantology*, 10 (3), pp. 443-452.