



A STUDY OF PURCHASE INVOLVEMENT OF STUDENT TOWARDS BRANDED APPARELS IN THE CITY OF INDORE

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ABSTRACT

Students today are the backbone of a urban growth because of the high proliferation of higher studies in any society. They form the biggest spenders of money and highest percentage going towards apparels that make them appear to be a part of a certain level. This study tries to study the involvement of students when purchasing apparels and in this effort was successful in highlight the factors of high involvement which got minimized as soon as a brand came into consideration for the purchase of product leading to negation of price sensitivity. The other factors being negative consumerism, erodic in terms of being of the same mind even though influencing factors are prevalent, unregulated, unobstructed, self-involved and value conscious.

Keywords: Purchase Involvement, Price Insensitivity, Consumerism

INTRODUCTION

India is a country that is seeing an increased penetration of organized retail supported by the changing demographics of increasing income and education drive textile demand. As per the data released by the textile Ministry of India, in 2016-17 the textiles industry contributed 10 per cent to the manufacturing production of India and 2 per cent to the GDP. Huge investments are being made by Government under Scheme for Integrated Textile Parks (SITP)-(US\$ 184.98 million) and Technology Upgradation Fund Scheme (TUFS)-(US\$ 259.79 million released by Ministry of Textiles in FY17) to encourage more private equity and to train workforce.

According to a World Bank report of 2016, urban population accounts for 32.7 per cent of the total population of India. This also works as demand driver due to changing taste and preferences in the urban part of India. It has been complemented by a young population which is growing and at the same time is exposed to changing tastes and fashion. Complementing this factor is rising female workforce participation in the country. Rising incomes has been a key determinant of domestic demand for the sector; with incomes

rising in the rural economy as well, the upward push on demand from the income side is set to continue. Rising industrial activity would support the growth in the per capita income.

These favorable factors has lead the Indian domestic textile industry in India to grow to US\$ 150 billion in July 2017 and it is further projected to reach US\$ 250 billion by 2019. The exports are not far behing with textile and apparel exports from India is expected to increase to US\$ 82 billion by 2021 from US\$ 36.66 billion in FY17.

One of the biggest contributors to the growth has been teenagers. Their importance was understood as early as in 1998 by Schor where he highlighted that College students as a young consumer group have become important consumers in the market because of their growing purchasing power. They have easy access to credit cards and income from part-time jobs to spend thus gaining significant importance from marketers.

REVIEW OF LITERATURE

Shailesh K. Kushal (2013): He attempt to examine the

significant factors of teenagers' apparel purchase intentions in Lucknow. Through this study, an attempt is made to find out the effect of fashion apparels, in store promotions, reference group, body cathexis and its influence on purchase of apparel by teenagers. The results of this study indicate that fashion is the most important attribute of apparel to teenagers when making purchasing decisions, with designer brands being the second most important attribute.

G. Hari Shankar Prasad (2014): The study was directed towards studying the priority of the customer's availability of latest designs, options, affordability, home delivery option, ease of choosing payment option and availability of products that cater to the needs of the family at one place. The research highlighted that customers had a lower inclination towards advertisements and low factor of trust. The underlying factors affecting apparel buying behavior of store customers are shopping as social compliance and for discounts, cost consciousness and value for money, shopping and merchandise convenience, customers trust, availability of choice and durability of and longevity aspects of apparel quality.

S. Tabrez, A. Lanja, H. hurrah (2014): In an effort to examine the customer perception of youth towards branded fashion apparels in Jhalandar city found that people wear branded clothes to look attractive and to impress people. Price of clothes was not a hindrance in purchase if the product was from a brand. The perception to buy branded clothes was that customer can derive more value for money as the quality of the product is presumed to be good in comparison to unbranded or non-branded clothes. Wearing the same type of clothes makes people bored. They like to wear new and fashionable clothes. They wear branded clothes because of comfort and recognition that they give.

Jenni Romaniuk (2013) the results showed a positive relationship, where those with a higher buying frequency and a higher share of category requirements are more likely to give brand associations. The findings also showed that share of category requirements was a greater driver of brand association responses than buying frequency. Consumer behavior which was earlier termed as „overt behavior“ is a continuous consumption process related to pre-purchase, purchase and post purchase issues. This refers to the physical action of consumers that can be directly observed and measured by others.

OBJECTIVE OF THE STUDY

The study was directed towards extracting the factors that influence the customers leading to higher involvement of students when purchasing clothes.

RESEARCH METHODOLOGY

• The Design

We have taken samples between 17yrs to 27 yrs of age. Our respondents were college students of Indore.

• The Sample

We have taken 150 samples to do my research work.

• Tools for Data Collection

We have collected primary data from a self designed questionnaire.

RESEARCH ANALYSIS

The data was analysed using

- 1) Kaiser- Meyer-Olkin test to check the adequacy of the data.
- 2) Bartlett's test to check the homogeneity of variance.
- 3) Factor Extration using Eigen Value
- 4) Rotated Varimax to group the variable in the factors
- 5) Reliability Statistics to check the stability and consistencies of the result.

RESEARCH RESULTS

Demographic Profile

The demographic statistics is provided in Table 1. Respondents of this survey consist of 45 percent male and 54 percent female. Out of total respondents between the ages of 17-22 years old group and 22-27 years old group there is an equal representation from the group in the survey. The respondents' highest education levels were majority in Post graduation (75 percent), followed by Graduation (24.7 percent).

RELIABILITY

Reliability test can be used as a measure that signals the consistency and stability of the instrument used in the survey when repeated measurements are made. A well known approach of Cronbach's Alpha was used to measure the consistency and stability of the instrument used in the survey. The internal consistency of the extracted components was measured, resulting in Cronbach's Alpha for the scale was .848 and the factors were found to be acceptable as they were factor loading generated to greater than the recommended value of 0.70 (Nunnally, 1988). The summary is provided in Table 2.

EXPLORATORY FACTORIAL ANALYSIS

The value of Kaiser-Mayer-Olkin (KMO) was 0.804 which

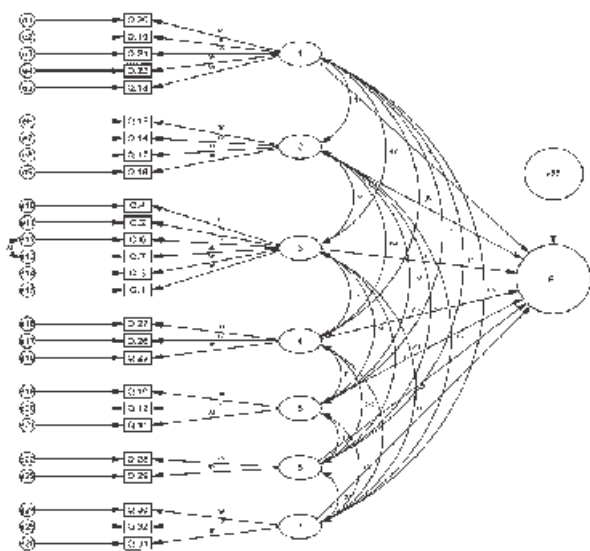
was above the recommended value (0.5) which means that the sample size is big enough to conduct factor analysis. The statistical test for Bartlett test of sphericity was significant.

The factor extracted are listed below

Statement Number	Factor	Total Factor Loading	Eigen Value
1	Price Insensitive	3.788	7.265
2	Negative Consumerism	3.244	2.888
3	Ergodic	3.858	2.349
4	Unregulated	2.335	1.599
5	Unobstructed	2.124	1.234
6	Self-involved	1.677	1.137
7	Value Conscious	1.987	1.065

Confirmatory Factor Analysis

The factors derived were then processed on the basis of Confirmatory Analysis. No variables were dropped from any of the factors that were extracted from the Exploratory Factor Analysis. The model of the confirmatory analysis satisfies all the parameters that are termed to be important for the development of analysis vis-à-vis Goodness of Fit (GFI), Average Goodness of Fit (AGFI), Root Mean Square Error of Approximation (RMSEA).



CMIN/DF: 1.338; GFI: .849; AGFI: .809, RMSEA: .048; PClose: .612, CFI: .95

Measures	Threshold	Reference
CMIN/CF	<3.0	Arbuckle (2011).
GFI	>.80	
AGFI	>.80	
RMSEA	<.08	
PCLOSE	>.05	
CFI	>.95	Hu & Bentler (1999)

CONCLUSION

Consumer involvement have always been of great interest to marketers and researchers because of high involvement of consumers related to financial, social and psychological risk (Dholakia, 2001). The factors derived from our study also suggest that when consumers purchase a product they are highly involved but with slow influence of brands the consumers start to dilute the impact of factors of Consumer involvement.

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Age

	Frequency	Percent Percent	Valid	Cumulative Percent
1	75	50.0	50.0	50.0
2	75	50.0	50.0	100.0
	Total	150	100.0	100.0

Education

	Frequency	Percent Percent	Valid	Cumulative Percent
1	37	24.7	24.7	24.7
2	113	75.3	75.3	100.0
	Total	150	100.0	100.0

ANNEXURE

Gender

	Frequency	Percent Percent	Valid	Cumulative Percent
1	68	45.3	45.3	45.3
2	82	54.7	54.7	100.0
	Total	150	100.0	100.0

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.804
Bartlett's Test of Sphericity	Chi-Square		2022.045
	df		325
	Sig.		.000

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.27	27.94	27.94	7.27	27.94	27.94	3.47	13.35	13.35
2	2.89	11.11	39.05	2.89	11.11	39.05	3.36	12.92	26.27
3	2.35	9.03	48.08	2.35	9.03	48.08	3.20	12.30	38.57
4	1.60	6.15	54.24	1.60	6.15	54.24	2.28	8.76	47.33
5	1.23	4.75	58.98	1.23	4.75	58.98	2.06	7.91	55.24
6	1.14	4.37	63.35	1.14	4.37	63.35	1.76	6.77	62.00
7	1.07	4.10	67.45	1.07	4.10	67.45	1.42	5.45	67.45
8	0.92	3.53	70.98						
9	0.85	3.25	74.23						
10	0.81	3.10	77.33						

11	0.71	2.71	80.04						
12	0.65	2.49	82.54						
13	0.63	2.41	84.95						
14	0.54	2.06	87.01						
15	0.51	1.96	88.97						
16	0.47	1.81	90.78						
17	0.41	1.56	92.34						
18	0.39	1.49	93.83						
19	0.37	1.42	95.24						
20	0.27	1.05	96.30						
21	0.22	0.86	97.15						
22	0.20	0.77	97.92						
23	0.18	0.71	98.63						
24	0.16	0.61	99.23						
25	0.13	0.49	99.72						
26	0.07	0.28	100.00						

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's Alpha	N of Items
0.848	26

Statement Number	Statement	Factor Loading	Total Factor Loading	Eigen Value	Factor	% Coverage
20	If I were buying a expensive apparel it wouldn't make much difference among the brands I choose.	.900	3.788	7.265	Price Insensitive	67%
19	It is a part of my value system to shop around for the best buy.	.882				
21	The brand of apparels I buy makes little difference to me .	.744				
22	It is not worth reading the Consumer Reports since most branded apparels are about the same.	.645				
18	It is important to me to keep up with special deals offered by the branded outlet in my area.	.618				
15	Consumerism issues are irrelevant to me in branded apparels.	.829	3.244	2.888	Negative Consumerism	
14	For expensive branded apparels I spend a lot of time and effort making my purchase decision, since it is important to get the best deals.	.813				
17	It is important to me aware of all the alternatives before buying an expensive branded apparels.	.810				
16	I view the purchasing of branded apparels as a rather petty activity, not relevant to my main concern in life.	.792				
4	Consumer Reports is not very relevant to me for branded apparels	.738	3.858	2.349	Ergodic	
2	Usually reading about branded apparel or asking people about them won't really help you make a decision.	.691				
6	I am not interested in sales for branded apparels.	.646				
7	You can't save a lot of money by careful shopping in branded apparel.	.634				
3	I have little or no interest in shopping towards branded apparels.	.629				
1	On most Purchase decision the choice I make is of little Consequence towards branded apparels	.520				
27	I don't like to waste a lot of time trying to get a deal on branded apparels.	.848	2.335	1.599	Unregulated	
26	I don't like worrying about the best deal when I go shopping branded apparels, I like spend money as I please.	.802				
25	I pay attention to advertisement for branded apparels i am interested in.	.684				
10	I am usually not annoyed when I find out I could have bought something cheaper than I did in branded shopping.	.772	2.124	1.234	Unobstructed	
12	Sales don't excite me in branded apparels.	.677				
11	Being a smart shopper is worth the extra time it takes in branded apparels.	.675				

28	I am too absorbed in more personality relevant matters to worry about making smart purchases in branded apparels.	.877	1.677	1.137	Self-involved
29	The consumer and business sections of news paper are highly relevant to me.	.800			
30	Thinking about what you are going to buy before going shopping won't make much difference in your long run expectations with branded apparels	.725	1.987	1.065	Value Conscious
32	Shopping wisely rather a petty issue compared to thinking about how to make more money.	.723			
31	I am willing to spend extra time shopping in order to get the cheapest possible price on branded apparels of like quality	.539			