

CHAPTER-6

FINDINGS, RECOMMENDATIONS & CONCLUSION

This chapter presents findings and recommendations of the study. It was a study of effect of advertising and branding on women buying behavior with reference to readymade garments. The following part of this chapter shows findings, results of hypothesis testing and also recommendations of the study.

6.1 FINDINGS

In this research, the prime focus is on women of 18 and above age to analyze and evaluate their perception and behaviour, when they purchase their clothing brand.

The findings of this study are as follows-

- There is no significant difference in selection of readymade garments on various factors (such as fitting, design, quality of cloth, after wash effect, after sales service, price, availability, comfort and colour) among different category of women (urban working and non -working women and rural working and non -working women)
- There is no significant difference of effect of advertisement on urban working and non- working women buying behavior towards various brands of readymade garments.
- There is significant difference in tastes and preferences of both urban and rural working women towards branded and unbranded garments.



- There is significant difference in the opinion of urban working and non- working women regarding comparison of cost of branded and unbranded readymade garments before buying.
- Apparel were purchased once a year or based on necessity and today this scenario has completely changed and in the age group of 18-24 frequent buying is seen with a gap of three months. This can be attributed to increased buying power. The study reveals that the women consumer's purchasing pattern is highly influenced by the advertisements as the respondents have indicated that the advertisement increases their involvement in purchasing and they prefer to buy the products they have seen in the advertisement. Hence, the advertisement plays a crucial part in transforming the attention and retention in to actual purchase and considered as an important means of knowing the latest trends and urges to try a new brand launched in the market.
- Majority that is 90% of urban women respondents wear branded clothes due to the quality of cloth and comfort while 10% of women prefer branded clothes to look attractive and impress people. On the other hand, 70% of respondents from rural areas wear branded clothes to look attractive.
- Women have no fixed period for shopping. They shop when they feel like. It was observed from the study that majority of the urban women spend Rs. 1,000 – 2,000 monthly on clothes while rural women purchases occasionally during festivals.



- The study reveals that most of the working women prefer going for shopping with their friends and emphasizes on the quality of cloth among the various factors like brand, price and trend.
- It was revealed that low price, endorsements, latest trends do not have much influence on the minds of women to change their brand preference. It is the availability of variety of brands that influences them.
- Majority of the rural women wear branded clothes only on special occasions while urban women wear branded clothes on regular basis. They feel that by wearing branded clothes, they will be recognized more prominently.
- The study revealed that, women prefer shopping at malls, exclusive showrooms, and local markets the most ,considering the ambience as well and e- shopping is convenient to them. It was found that 75% of women do not shop in off season discount while rest 25% do shop.
- Women watch ads and focuses on images, graphics, titles and models the most, and considers it as an important source of information regarding the latest trends in the apparel market . T.V ads urges them try a new brand. They prefer both branded and unbranded clothes.
- The study also revealed that women in Jabalpur are aware of maximum of brands and are brand conscious too. The most popular brand among the women is Levi's for its denim & fits followed by Max, Westside and Biba.
- Wearing the same type of clothes makes them bored. They like to wear new and fashionable clothes that are in trend.



Women wear branded clothes because of comfort and recognition that they give. Promotion of the brand by their favourite celebrity hardly affects their decision.

- Majority that is 60% of the respondents are not brand loyal as they get influenced by price offers, design and style of products to change the brand. Fashion, family and friends influence the choice of brand. While 40% of the respondents are brand conscious inspite of their high prices because it gives them personal satisfaction and is a status symbol for them.
- It was found that 70% of women think that branded clothes give more comfort because the quality of the cloth is standardized and designs are graceful . While 30% women think that branded clothes have nothing to do with comfort or discomfort. People buy branded clothes because of the brand name. 91% of the respondents believe that branded clothes are costlier because of brand name.
- 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.
- It was noticed that some of the women do not purchase branded garments because they cannot afford it. They opines that marketers do not charge fair prices of branded garments. They would like to purchase it if, the marketers will charge less price.



6.2 JUSTIFICATION OF HYPOTHESIS

Ho. 1 : There is no significant difference in selection of readymade garments on various factors (such as fitting, design, quality of cloth, after wash effect, after sales service, price, availability, comfort and colour) among different category of women (urban working and non -working women and rural working and non -working women).

The calculated value of Chi-Square is less than the table value, hence the hypothesis is accepted. It is concluded that there is no significant difference in selection of readymade garments on various factors (such as fitting, design, quality of cloth, after wash effect, after sales service, price, availability, comfort and colour) among different category of women (urban working and non- working women and rural working and non -working women) because women consumers have their own preferences for branded or unbranded clothes. They look for certain attributes before purchasing the apparels. Role of children, spouse, family and friends do effect their buying decisions both in rural and urban areas. Most of the respondents from urban as well as rural areas admit that their source of information was T.V. advertisement. The main difference in their opinion is price. In rural areas, pricing is given more consideration than brand name, while in urban areas, brand name overtakes pricing factor.

Ho. 2: There is no significant difference of effect of advertisement on urban working and non-working women buying behavior towards various brand of readymade garments.

The calculated value of Chi-Square is less than table value, hence the hypothesis is accepted. It is concluded that there is no significant difference of effect of advertisement on working and non- working women buying behavior towards various brands of readymade garments because



women buying behavior is mostly affected by some factors that includes culture, family, lifestyle and brand image. Advertisers spend huge amount while advertising their brand keeping their focus on these factors so that they can influence the consumers mind with advertisements.

Ho. 3 : There is no significant difference in tastes and preferences of urban and rural working and non -working women towards branded and unbranded garments.

- (a) 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) 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. The reason is 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 hence it can be concluded from the study that women prefer both branded and unbranded cloths but urban women prefer branded clothes the most as compared to women residing in rural areas.



Ho. 4 : 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.

- 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. 61% of working women respondents compares the cost of branded and unbranded readymade garments as it considers some other factors like quality, colour, comfort, design, fitting etc before spending while 39% do not compare the cost. On the other hand 90% of 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.

6.3 RECOMMENDATIONS

- The marketers must consider consumers as individuals with unique values and beliefs that determine their buying behaviour. They should go beyond from focusing on demographic aspects to the psychographic aspects.
- Every group or society has a different culture, and 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.
- Marketers should highlight the quality features of the apparels in advertisements in such a way that it appeals to



the quality conscious women consumers. In festive seasons, there should be trendy and latest designs clothes to attract more customers. More focus is needed to develop the full range of traditional wears which are related to different occasions.

- Marketers should understand the digital shift that is prevailing in the retail environment and learn to communicate to the people using different media. They should look for mediums to connect with people like- television & radio, digital media (mobile applications) social media such as face book, twitter, you tube etc where people today interact actively most of the time.
- Entrepreneur should know about the market and fashion trends about female segment which are popular in category. They 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.
- E-commerce can be used effectively to connect with the consumers. Marketers can offer additional services such as flexible payment options, cash on delivery, and flexible return policy. Online shopping comes with several benefits of shopping convenience, time saving, fuel saving and privilege of being able to compare brands/styles/prices easily, through the internet platform.
- Manufacturers and fashion designers should give utmost importance to the quality aspects more than any other attribute of the apparel, as quality is considered as the most important criteria for purchase decision for apparels by women.



- Brands have to constantly keep pace with the speed of communication among women on the latest trends and market environment and strive to be part of their conversations because they want better quality, more value for money, superior experience and other values add. Though they do not run after designer clothes, their wardrobes are up to date. Most of them make additions to their wardrobes frequently to keep up-to-date in fashion.
- There is also a segment of our society whose income is low but they want to wear the branded clothes. The companies should plan new strategies to increase their sales by introducing low range of clothes especially for this segment. Maximum numbers of customers are influenced by social and personal factors, so marketers should create such advertisement to satisfy them.
- The study revealed that women are perfectionists and besides being quality conscious they also look for value for money in their purchase decisions for apparels. This aspect should be factored into all product development decisions for apparels. A marketer should provide detailed information to a women buyer because communication plays an integral part in buying decisions.

6.4 CONCLUSION

Clothing is an important part of women's life and plays a major role in building their identity and status. Women focuses on product attributes, fashion trends and other factors related to social or psychological needs. These characteristics help them to choose their clothes according to their preference and also that suits with their tradition and culture. With growing awareness and fashion sensibility as a means of self-expression



among consumers, demand for more choices and products serving both fashion and performance needs are evolving out.

In this study, respondents being women, it is found that women consumers' attitude towards advertisements and their buying behavior are directly related with each other. Advertising value is closely related with women consumers. The observation is that most of the women are brand conscious and are aware of the different brands available in the apparel market. They feel comfortable with the brand they wear. Women switch over the brands if they find the better offers from others brands. Consumers are increasingly becoming brand conscious and are opting for apparel with brand images or logos.

Analysis of the collected data revealed that branded clothing, textile and fashion industry has a bright future in India. Brands have gained renewed interest in recent years. In this research the prime focus is on women of age 18 -35 & above years, to analyze and evaluate their perception and buying behavior. The results shows that fabric quality was found to be the most preferred attribute for shopping decision. The study also reveals that the working female consumers have high preference towards branded clothes as compare to housewives. Demographic variables such as age, occupation and annual income does play an important role in the selection of branded and non-branded clothes.

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 also takes interest in advertisement on T.V, magazines & newspaper for discount offers & new schemes on the garments. It has been found that working women gives more priority to brand image,



brand loyalty and quality as compared to non- working married women. They buy expensive clothes. Price doesn't matter to them, only quality matters. Hence, women has developed as an important segment for the marketers. Therefore, marketers should consider them with utmost importance.

