

“Impact of Advertising on the Buying Behavior of Youth in Rajasthan with special reference to Branded Outfits.”(A Case Study of 5 Major Cities of Rajasthan.)

A

Thesis

Submitted

In the partial fulfillment for the award of the degree of

DOCTOR OF PHILOSOPHY

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SUPERVISOR'S CERTIFICATE

This is to certify that the thesis entitled: **“IMPACT OF ADVERTISING ON THE BUYING BEHAVIOR OF YOUTH IN RAJASTHAN WITH SPECIAL REFERENCE TO BRANDED OUTFITS (A CASE STUDY OF 5 MAJOR CITIES OF RAJASTHAN.)”** submitted by Mr. Jayesh Joshi to the University of Kota for partial fulfillment of the requirements for the award of degree of Doctor of Philosophy in commerce and management is a bonafide record of the work carried out by him, under my supervision and guidance. To the best of my knowledge and belief this is her original work.

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CANDIDATE’S DECLARATION

I hereby declare that the work, which is being presented in the Thesis, entitled **“IMPACT OF ADVERTISING ON THE BUYING BEHAVIOR OF YOUTH IN RAJASTHAN WITH SPECIAL REFERENCE TO BRANDED OUTFITS (A CASE STUDY OF 5 MAJOR CITIES OF RAJASTHAN.)”** is my own work and that to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the university or other institute of higher learning except where due acknowledgement has been made in the text.

Place: Kota

(Jayesh Joshi)

Date

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PREFACE

The study is intended to study & evaluate the impact of advertising and its importance to influence the buying behavior of youth. The primary purpose of the study is to determine different advertising variables and postulate the impact of those and the buying behavior of youth in Rajasthan.

Focus of the researcher is towards advertising is due to a certain reason that advertising is a mass communication tool. Which interacts with mass – Target market and build's a brand image in young consumers.

In the Rapid Growing Market, Brands are facing heavy competition and to deal with it, is not easier these days. A good advertising strategy helps marketer to influence consumer to pursue a specific brand and also it creates a positive brand image in the eye of potential customer. In addition good advertising helps marketer to retain its present market share in changing market.

The consumer market of Rajasthan Especially – Jaipur, Udaipur, Kota, Jodhpur & Ajmer comprises a large proportion of young customers over the age of 18 (to 25) years. Who want, need and are willing to pay for products that give them convenience and independence.

More over these cities are selected because they are the district fashion centers in Rajasthan.

The major vitality of the proposed study is to broaden our understanding about youth consumer behavior and its decision – making process and factors which influence them most. This study has significant implications in the field of consumer studies, consumer psychographics in acceptance of the role of involvement between advertising, price, quality, personality and prestige sensitivity influencing the youth buying behavior.

Advertising is a vital factor in – building and developing perception in youth these days, which will be followed with strong beliefs in particular brands ending substantially with a purchase decision and if an specific brand satisfy a customer then, through positive post purchase behavior customer helps a firm to lower its promotional budgets & expenditure. So the study is vital and equally important for the manufactures / marketers / Ad-agencies of domestic market to accurately target youth consumer market.

Through this study researches will be able to help branded Co.'s to build certain advertising strategies which are needed to develop so that Co.'s product services in the market through different stages of its life cycle.

Under this study different factors of consumer behavior also need's to examine – how individual, groups and organization's select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and desires.

Consumer behavior also studies the major aspects of an individual's behavior influenced by a large extent to the advertisement, which a marketer put in front of its target market. As an advertisement is a major key to success for every marketer. That's the reason why heavy investment is done by marketer these days on celebrity endorsement to put a strong impact on the buyer's decision – making.

The present study involves the identification of the impact of different advertisement strategies on the buying behavior of the youth, with respect to the products of different brands.

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Chapter -1

CONCEPTUAL FRAMEWORK

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CONCEPTUAL FRAMEWORK

1.1 INTRODUCTION

In the present context, marketing is articulating the dimensions of different businesses and respective products. But as the world is developing day by day, the needs of the market are also changing. Therefore, it is equally important to focus on the integral part of the marketing, viz: publicity, brand promotion, sales promotion, advertising, word of mouth etc. as a tool and technique of mass communication. According to Philip Kotler -“Marketing is a social and managerial process by which individuals and group obtain what they need and want through creating, offering and enhancing products of value with others.”

The reason is obvious that in the present market, there is variety of products for a single need and consumer decision making is not that easy as it was in earlier times. Consumer is facing difficulty in brand selection and product selection to satisfy the need. Here comes the opportunity for the marketer to build image in the eyes of his potential buyers. Every marketer is keen to grab the maximum market share and earn profit. But in the 21st century market has become more volatile; it changes every now and then. So it becomes more tough and important for the marketer to create awareness of its products as much and as large it can.

In this situation, where the market is facing severe competition, marketer needs to understand the psychic of target market as well as it needs to develop certain plans and strategies to position its product in the mind of the customer. As every individual is running short in time, then how it is possible to tap one for a while, so that to listen about certain product and its category.

At this juncture, the responsibility of the marketer increases and it becomes more important to communicate properly and effectively with the target market in short span of time.

Now the need arises to prepare a certain marketing plan to promote the product and to educate the market in an attractive manner for the long lasting impact. Firstly, every marketer targets “Masses”, so that one can earn more share and more profits from the market. Secondly, every marketer seeks a medium which is most effective according to the nature of the product, need of target market and stage of competition. Thirdly, while selecting a medium, marketer focuses on a particular segment a behavior towards the purchase of product. And lastly, marketer tries to adopt specific mode of communication through which the marketer converse more easily and effectively.

The effectiveness of the medium of communication depends upon the different aspects of consumer psychographics, demographics and economical state of target market. For the purpose advertising through different modes will be an effective tool of communication. Because in advertising the certain objectives of a marketer can be easily fulfilled, as advertising encompasses different tools, plans and strategies under an umbrella. Advertising in itself is the most convincingly used now days to attract the “Masses”. In fact advertising covers the larger volume of the market which is more important. After revolution in electronic media, advertising has become more powerful tool of mass communication and it is major tool, companies use to direct persuasive communication to target buyers and public.

1.1.1 Importance of Marketing

Marketing is a very important aspect in business since it contributes greatly to the success of the organization. Production and distribution depend largely on marketing. Many people think that sales and marketing are basically the same. These two concepts are different in many aspects. Marketing covers

advertising, promotions, public relations, and sales. It is the process of introducing and promoting the product or service into the market and encourages sales from the buying public. Sales refer to the act of buying or the actual transaction of customers purchasing the product or service.

Since the goal of marketing is to make the product or service widely known and recognized to the market, marketers must be creative in their marketing activities. In this competitive nature of many businesses, getting the product noticed is not that easy.

Strategically, the business must be centred on the customers more than the products. Although good and quality products are also essential, the buying public still has their personal preferences. If you target more of their needs, they will come back again and again and even bring along recruits. If you push more on the product and disregard their wants and the benefits they can get, you will lose your customers in no time. The sad thing is that getting them back is the hardest part.

1.1.2 Marketing Promotes Product Awareness to the Public

It has already been mentioned in the previous paragraph that getting the product or service recognized by the market is the primary goal of marketing. No business possibly ever thought of just letting the people find out about the business themselves, unless you have already established a reputation in the industry. But if you are a start-out company, the only means to be made known is to advertise and promote. Your business may be spending on the advertising and promotional programs but the important thing is that product and company information is disseminated to the buying public.

Various types of marketing approaches can be utilized by an organization. All forms of marketing promote product awareness to the market at large. Offline and online marketing make it possible for the people to be educated with the

various products and services that they can take advantage of. A company must invest in marketing so as not to miss the opportunity of being discovered. If expense is to be considered, there are cost-effective marketing techniques a company can embark on such as pay-per-click ads and blogging.

1.1.3 Marketing Helps Boost Product Sales

Apart from public awareness about a company's products and services, marketing helps boost sales and revenue growth. Whatever your business is selling, it will generate sales once the public learns about your product through TV advertisements, radio commercials, newspaper ads, online ads, and other forms of marketing. The more people hear and see more of your advertisements, the more they will be interested to buy. If your company aims to increase the sales percentage and double the production, the marketing department must be able to come up with effective and strategic marketing plans.

1.1.4 Marketing Builds Company Reputation

In order to conquer the general market, marketers aim to create a brand name recognition or product recall. This is a technique for the consumers to easily associate the brand name with the images, logo, or caption that they hear and see in the advertisements. For example, McDonalds is known for its arch design which attracts people and identifies the image as McDonalds. For some companies, building a reputation to the public may take time but there are those who easily attract the people. With an established name in the industry, a business continues to grow and expand because more and more customers will purchase the products or take advantage of the services from a reputable company.

Marketing plays a very essential role in the success of a company. It educates people on the latest market trends, helps boost a company's sales and profit, and develops company reputation. But marketers must be creative and wise enough to promote their products with the proper marketing tactics. Although marketing is important, if it is not conducted and researched well, the company might just be wasting on expenses and time on a failed marketing approach.

1.2 INTRODUCTION TO ADVERTISING

Advertising can be defined as, "Advertising is any paid form of non-personal presentation of ideas, goods and services by an identified sponsor" by Philip Kotler. Advertising is an important marketing tool as well as most convincing force of communication. Advertising is widely used for creating awareness among target market and potential public at large. It is a creativity of a mind to stimulate demand from the target market for satisfying need of the customer or group. Advertising is an important tool of marketing which articulates the image of a product, brand and the organization in various facets of market. Advertisement educates the market and act as a reminder function.

Advertising increases the size of the market and introduces new customers to the product. Advertising also provides vital information to the market as it the tool of mass communication. Advertising influence psychologically on its target market and allow customers to have choices. From the marketers point of view advertising translate the concept of product(s) into customer benefit(s). Because whenever a customer opts for a product, the idea is to satisfy a particular need, here advertisement associates the product to satisfy the need of the customer.

Advertising on the other hand adds value to the product, brand and company at large. Because whenever advertisement is made it is targeted towards gaining emotional attention of the target market. Advertisements also provide

information about the new developments, price changes and new products to its target market. Marketers always prefer different modes of advertising because it is an important, effective and reliable source of communication management. Advertisement becomes more indispensable in that condition where the difference between the product of two competitors is induced i.e. there is no actual difference between the two brands; but companies try to persuade people that there is really some difference and these differences are created through advertisements.

The term advertising originates from the Latin word 'advertere' that means to turn the attention. So, advertising is a tool companies use to draw the attention of buyers and public to any object or purpose. Advertising is employed in all the countries of the world. The basic aim of advertising activity is popularization of the product of the advertiser. Advertising is a potent tool of marketing and a component of the overall promotion activities. Advertising guides the consumers in their product choices. Surveys have shown that advertising is sometimes welcomed by consumers and is perceived as informative and useful for making purchase decisions^[1]. The consumer is considered as the king in the concept of modern marketing. In the past, products were first produced and the consumer selected from the available products. It was a seller's market. Today the situation has undergone a revolution.

The marketing of the products and services is consumer oriented. Products and Services are based on the consumer's likes, preferences, attitudes and opinions. Producers consider these individual requirements in the production process and advertise the same for successful selling. Advertising provides detailed and up-to-date information regarding the various products available in the market to the consumers, its benefits, availability and price. Advertising may contribute significantly to consumers' initial learning about products because;

- 1) It is plentiful and repetitive^[2]and
- 2) Advertising information is available at virtually no cost to the consumer^[3]every piece of advertising turns the attention of the readers, listeners, viewers, or onlookers towards a product, service or an idea.

1.2.1 Definition of Advertising

There are different views of different authors about advertisements and its role in effecting the target market. Today, advertising can be defined as a communication process, a marketing process, an economic or social process, a public relation process or information and persuasion process (Arens, 1996).

Morden (1991) is of the opinion that advertising is used to establish a basic awareness of the product or services in the mind of the potential customer and to build up knowledge about it.

Advertising is a tool of mass communication and it trade off the advantage of personal selling, the opportunity to tailor or message to each prospect for the advantage of reaching many people at a lower cost per person (Etzeletal. 1997).

Kotler (1998) sees advertising as one of the four major tools companies use to direct persuasive communication to target buyers and public noting that. "It consists of non-personal forms of communication conducted through paid media under clear sponsorship." According to Kotler the purpose of advertising is to enhance potential buyer's responses to the organization and its offering, emphasizing that "it seeks to do this providing information by channelizing desire and by supplying reasons for preferring a particular organizations' offer."

1.3 RATIONALE OF ADVERTISING

1.3.1 Advertising to Promote

Advertising and promotion includes everything that you do to sell your product or services. It is the traditional method of promoting your business and its products. There are of course many avenues for advertising, which include daily newspapers, local newspapers, radio, television, letterbox fliers, newsletters, advertising billboards, and Internet. Each has its own advantages and disadvantages and the type of media that you finally end up using depends entirely on your business as well as the audience that you are trying to reach.

1.3.2 Advertising to Communicate

Advertising is your way of communicating your message to your target market to generate a response. How you handle this area of the business can determine your sales, your company's image, ongoing financial requirements and ultimately the success of the business or its survival. If required, advertising agencies are able to co-ordinate, plan and monitor the full program that has been decided on.

Advertising has always been a controversial area in business and most business owners have strong opinions about the value of advertising. Many business owners are reluctant to spend money on advertising because direct results are usually not seen immediately. But, as those who believe in advertising and promotion will say, if you don't advertise and promote yourself, then you do so at your own peril.

1.4 MAJOR TYPES OF ADVERTISING

Advertising is also classified according to their functions and role. Some of the important classifications of advertising are as follows:

1.4.1 Social Advertising

Social Advertising is undertaken by noncommercial organizations such as Trust, Societies, and Associations etc. The main objective of Social Advertising is to work for social cause. Advertisements for collecting donations for war victims or for victims of natural calamities, sales of tickets for a show etc. are examples of Social Advertising.

1.4.2 Political Advertising

Political advertising is undertaken by political parties to motivate the general public in favor of the ideology of the party in question. Political advertising are intensively made during election times to gain favor of the voters. Such advertising promote plans and policies of the concerned party. It also tries to expose weaknesses of the opposition with a view to convince the voters to vote for their party candidates. Some political advertisement is also made to assist the Government to implement its schemes for rehabilitation and national reconstruction. An advertisement issued by a political party is essentially a political advertising.

1.4.3 Advocacy Advertising

We often come across advocacy advertising relating to the use of family planning methods, conservation of scarce resources, maintaining green environment. An extreme example occurred in the 1960s, when a private citizen bought a two-page advertisement in the New York Times at a cost of \$12,000 to offer his peace plan for ending the war in Vietnam. In 1974, Mobil Oil Company began advocacy advertising concerning the need for offshore oil drilling to alleviate the energy crisis that existed at the time. NBC accepted the television commercial, but ABC and CBS did not, because of the controversial nature of the topic. As a result, Mobil Oil Company took out full-

page newspaper ads, which reproduced in print the visuals and text for the commercial.

This is designed to alert people to the fact that such ads are not editorials or informational pieces, but are specifically advertisements. Companies can place advocacy advertising on billboards, in print magazines and newspapers, online, and on television. In fact, many advertising firms consider candidates who have completed advertising internships far more attractive than those who have not. If you are planning to begin your career in advertising in the creative department of an advertising firm, a bachelor's degree may not be as essential.

1.4.4 Advertising by Google

- Ponds Age Miracle: Looking young is now really easy Get Ponds tips and tricks (www.Ponds.in)
- Use Olay Total Effects :
- Tips for Beautiful Skin: Get the right beauty tips for your skin from the Experts. Apply Now! KayaClinic.com
- Gym Management Course: Learn how to successfully manage a Gym, Fitness Club or a Health Club! www.keleven.com
- Admissions Open for MSW: Study MSW in Amrita College. Download free application here! www.amrita.edu/MSW
- ICICI Health Care Plans: One Health Policy for Entire Family No Check Up or Paperwork. Buy Now! ICICILombard.com

1.4.5 Retail Advertising

Retail advertising is the advertising by retailers who usually sell goods direct to the customers. Retail advertising has such objectives as:

- To sell the stock;

- To establish the identity of business;
- To attract personal, telephone or mail order shoppers. Retail advertising is done through window display, neon signs, posters, leaflets etc. It is usually local in character.

The various advertising approaches of Akbarallys, Amarsons, and Asiatic Departmental Stores are the examples of retail advertising.

1.4.6 Financial Advertising

When an advertising message is directed to attract for raising capital, it is called financial advertising. The banks, insurance companies and commercial undertakings collect required funds from the savings of the people by motivating them to post-pone present expenditure to future-period. An investor considers two things before investing his hard earned savings.

1. Safety of investment
2. Return on investment

The safety of investment depends upon the reputation and goodwill of the company and the properties possessed by it. The institutional advertising helps in creating confidence in the minds of the investors. The financial advertisement informs the investors about the past performance in declaring dividends and the trend in declaring of dividend. The dividend depends upon the profitability of the company. The company with the help of charts, diagrams etc. communicate the rate of growth and rate at which profit is increasing.

The financial advertising aims at establishing financial solvency of the company in the minds of the prospective investors. It is because of financial advertising the company has succeeded in floating of mega issue of shares arc in cores. The financial advertising aims at establishing financial solvency

of the company in the minds of the prospective investors. It is because of financial exports.

Essentials for the Success of Financial Ads

No financial ad campaign; howsoever creative and persuasive it may be, can produce the desired result, unless the following conditions are satisfied:

- The performance and image of the company and its future prospects must be good.
- The premium, charged on the share price, must be fair and reasonable.
- The brokers and underwriters must extend unqualified support to the company.
- The company should get wide publicity from the press through press conferences.
- True statement of facts, made in the ads.
- Finally, financial climate of the country plays an important role.

Advantages of Financial Advertising

Following are the main advantages of financial advertising

- Financial advertising transmits to target consumers all the material information about new investment opportunities for investment of savings, or, surplus funds.
- It provides education and guidance to consumers in respect of their investments in shares, debentures, and public funds, off companies.
- It serves as a reminder to consumers to take suitable follow-up action on their part.
- It helps to tap yet untapped rich areas in mini-metros, small towns, and even in villages for financial institutions.

- As financial ads are required to give the required information about the aims, objective business operation, for which additional funds are required by the advertiser, the company gets wide publicity through such ads.
- Financial advertising serves as a backbone to brokers as well as underwriters, who as „intermediaries“ between the advertiser and the clients.

Finally, financial advertising indirectly aids and supports the economic and industrial growth of country by mobilising public funds for expansion and diversification of business.

1.4.7 Corporate Image Advertising

Corporate Image advertising designed or aimed to create a proper attitude towards the seller and to build goodwill or image for the advertiser (manufacturing concern or the selling concern) rather than to sell a specific product or service. Institutional advertising is done to build good public relations" image in the market for the marketer and a patronage for its product or products. Institutional advertising can therefore be patronage advertising and public relations service advertising. Public relations institutional advertising is aimed to create a favourable image of the company (advertiser) among employees, investors or general public. Public service institutional advertising aims at changing the attitudes or behaviour of the people to the good of the community or public at large. Patronage advertising is aimed to attract customers by appealing to their patronage buying motives rather than product buying motives. Most of the companies are successful in making their image in the minds of the people by using their names, such as Bata, Tata, Dunlop, J.K, Bombay Dyeing etc.

1.4.8 Public Relation Advertising

It is a part of institutional advertising. The basic objective of public relations advertising is to establish cordial and healthy relations with the customers, bankers, suppliers, government, patrons and the general public. Through public relations advertising company announces the changes in its policies, its developmental activities its position and stand when the employees are on strike. It helps the company to remove misconceptions about the company created by interested groups. During the periods of short supply of goods the public relations advertising helps to hold the interest of the customers. The company assures about the normalcy of supply and request its customers to bear with the company. Institutional advertising and public relations advertising are complimentary to each other. Both are directed in building up corporate image.

There are several reasons as to why a corporate firm may resort to public relations advertising. The reasons are:

- To create a favorable image of the organization.
- To secure and keep good suppliers.
- To build goodwill of the dealers.
- To arouse and serve customers in a better way.
- To arouse interest of the present and potential shareholders.
- To correct misconceptions about the firm during strikes.
- To win confidence of its employees.
- To render community service.
- To make people aware of social evils, health hazards, etc.
- To obtain public support for certain cause.

1.4.9 Institutional Advertising

The object of institutional advertising is to build manufacturers reputation in the minds of the public in general. The advertising message is directed to tell about the Company, its people, its contribution in promoting social welfare activities, in promoting consumer satisfaction its achievements in technology its broad philosophies, its share in economic progress of the Company etc. Such advertisement does not bring benefits in the form of higher sales immediately. But they create good footing for the company in the long run. The competitive strength of the company goes up with the enhancement of corporate image. It is much easier for a highly reputed company to launch a new product in the market. Basically the institutional advertising aims at getting public support for raising the capital through public subscription. The following points are normally referred in institutional ads:

- Research & Development of the firm.
- Number of factories or branches of the firm.
- The number of employees and facilities provided to them.
- Foreign collaborations, if any.
- Distribution network of the firm.
- Market position of the firm.
- Products or services offered by the firm.
- Social welfare program undertaken by the firm, etc.

1.4.10 Internet Advertising

The Internet facility has been around for some 30 years. It actually began in the early 1960s in USA, where the U. S. Department of Defense saw it as a means of supercomputer communication for researchers and military facilities across the country. Until its commercial explosion in 1990s, the Internet remained a relatively obscure network of linked computers- mostly by academics, military researchers, and scientists around the world to send and

receive electronic mail, transfer files, and find or retrieve information from databases –At present, Internet the fastest growing medium in history, offers incredible opportunities for a wide range of people in both business and advertising. For advertisers, there is a whole new world of potential customers.

1.4.11 Primary Demand Advertising

The main objective of Primary demand advertising is to create demand for a new product or product category. This is necessary in the case of newly developed products or the products which are costly in nature. For example, cars, refrigerators, washing machines, watch, etc. Such advertising is directed towards a class of customers, it is also described as selective demand advertising. It is heavily utilised during the introduction stage of product life cycle. Primary demand is when a potential buyer, or prospect, is showing interest in a product or service for the first time. Oftentimes it is because the prospect was never exposed to the concept” of the product or service or never really understood it. But now due to new circumstances she has an apparent need all of a sudden.

1.4.12 Selective Demand Advertising

Selective demand advertising is done to meet the growing competition mainly in growth stage of the life cycle of the product. Here, the goal of advertising is to push the demand of specific product or service. Often, promotion becomes less informative and more emotional during this phase. Advertising may begin to stress subtle differences in brands with emphasis on brand name recall. At this stage, pricing may also be used as a weapon because products of all the competitors are almost similar in quality. Selective demand is when a prospect has a need, has identified the need, and is actively seeking out a solution. In these cases the prospect will come to you if he feels comfortable in your company's ability to solve his needs. When someone has selective

demand they are more proactive in their search for information. They usually give themselves enough time to compare the quality, value, and offers of different companies. So while they are calling you they are also likely calling others as well.

1.4.13 Product Advertising

Product Advertising refers to the advertising of tangible product. It is for the marketing of the product advertising as a powerful instrument has emerged. A product may be anything in which a trader deals or trade. A product may be tangible or intangible. Products like radio, soap, pen cloth etc. are tangible products and services of professional people like doctors, lawyers, engineers etc. are intangible products. The fundamental of any advertising campaign is to establish the fact that among the substitutes the product advertised is the best. Thus product is the heart of any advertising program. Advertising makes possible for the smooth entry of the new product into the market.

1.4.14 Service Advertising

Service advertising is designed to operate in the public interest. It is undertaken to seek public welfare and social development. It is in the nature of non-commercial institutional advertising. In this type of advertising, the objective is to put across a message intended to change attitudes or behavior and, as a result, benefit the public at large. It is generally used by government and other organizations to promote public welfare. We often come across advertisements focusing on the need of small family norms, functional literacy and environmental sanitation and so on. The Government of India and many industrial houses have been sponsoring advertising campaigns pertaining to family planning program, national integration, employment assistance schemes, cleanliness campaigns, need for vaccinations, anti-dowry cause, drug addiction, AIDS, wildlife preservation, road safety measures, adult literacy program, etc.

Today, most of the manufactures and businessmen have also started issuing advertisements in the interest of the public. Advertisements released by the Indian Railway appealing to the public to take care of public properties and ads released by Cancer Society of India for free Cancer check-up, are for socially relevant causes. Many companies have also taken up public causes such as supporting a leprosy eradication program, avoiding pollution, safe driving, blood donation drive etc., by resorting to public service advertising.

1.4.15 National Advertising

It is generally undertaken by manufactures of branded goods, for which, advertising messages is communicated to consumers all over the country. Almost all possible mass media, including national newspapers, radio and television network, are employed for national advertising. Product services, and ideas, which have demand all over the country, are suitable for national advertising. In India, Indian Airlines, Hindustan Lever Ltd., Vicco, Godrej, Bajaj and Kirloskar are a few leading advertisers at national level. Likewise, detergents, soaps, toothpastes, cosmetics, scooters, cars, and bicycles, are some of the products, which are advertised all over the country.

1.4.16 Retail Advertising

Retail advertising is the advertising by retailers who usually sell goods direct to the customers. Retail advertising has such objectives as:

- a) To sell the stock;
- b) To establish the identify of business;
- c) To attract personal, telephone or mail order shoppers.

Retail advertising is done through window display, neon signs, posters, leaflets etc. It is usually local in character. The various advertising

approaches of Akbarallys, Amarsons, and Asiatic Departmental Stores are the examples of retail advertising.

1.5 CONSUMER BUYING BEHAVIOR

Consumer behavior research is the scientific study of the processes consumers use to select, secure, use and dispose of products and services that satisfy their needs. Knowledge of consumer behavior directly affects **marketing strategy**^[4]. Consumer Behavior is defined as the behavior that consumer displays in the searching for, purchasing, using, evaluating, & disposing of the products & services that they expect will satisfy their needs. Consumer Behavior focuses on how consumer make the decisions to spend their available resources (Time, Money, Efforts) on consumption related items. That includes what they buy ,why they buy it , when they buy it, where the buy it , how often they buy it ,how often they use it ,how often they evaluate it after the purchase & the impact of such evaluations on future purchases.

According to **Solomon**, “Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.”^[5]**Schiffman and Kanuk 2007**-“the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs”.

Some other Definitions are:

It's the behavior displayed by the consumers during the acquisition, consumption and disposition of products, services, time and ideas by decision making units.

- It is the body of knowledge which studies various aspects of purchase and consumption of products and services by individuals with various social and psychological variables at play.
- The behavior that the consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.
- The process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.
- The activities directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions.
- The American Marketing Association (AMA) defines consumer behavior as "The dynamic interaction of cognition, behavior & environmental events by which human beings conduct the exchange aspect of their lives".

The study of consumer behaviour involves search, evaluation, purchase, consumption and post purchase behaviour of the consumers and includes the disposal of purchased products keeping environment and personal characteristics in mind. Buying behaviour is the decision processes and acts of people involved in buying and using products.

Characteristics of Consumer Buying Behaviour: ^[6]

- **Consumer behavior is the part of human behavior.** This cannot be separated. Human behavior decides what to buy, when to buy etc. This is unpredictable in nature. We cannot say that what an individual is going to do in the next moment. Based on the past behavioral pattern one can at least estimate like the past he might behave.
- **Learning the consumer is difficult and complex as it involves the study of human beings.** Each individual behaves differently when he is

placed at different situations. Every day is a lesson from each and every individual while we learn the consumer behavior. Today one may purchase a product because of its smell, tomorrow it may vary and he will purchase another due to some another reason.

- **Consumer behavior is dynamic.** A consumer's behavior is always changing in nature. The taste and preference of the people vary. According to that consumers behave differently. As the modern world changes the consumer's behaving pattern also changes.
- **Consumer behavior is influenced by psychological, social and physical factors.** A consumer may be loyal with a product due to its status values. Another may stick with a product due to its economy in price. Understanding these factors by a marketer is crucial before placing the product to the consumers.
- **Study of consumer behavior is crucial for marketers.** Before producing a product or launching a product, he has to go through a clear analysis of the consumer behavior. If the people or prospects reject the product, he has to modify it.
- **Consumer behavior is a continuous process as it involves the process starts before the buying and continuing after purchasing.** Before buying there will be high confusions and expectations about the product. After buying it, if the buyer is satisfied with the product he shows a positive behaviour, otherwise negative.

Need to understand:

- Why consumers make the purchases that they make?
- What factors influence consumer purchases?
- The changing factors in our society.

Consumer buying behavior refers to the buying behavior of ultimate consumer. A firm needs to analyze buying behavior for:

- Buyer's reaction to a firm's marketing strategies has a great impact on the firm's success.
- The marketing concept stresses that a firm should create marketing mix that satisfies customer therefore need to analyze what where when & how buy.
- Marketers can better predict how consumer will respond to marketing strategies.

Belch and Belch define "Consumer Behavior as the Process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires".

1.5.1 Consumer Buying Process

Deciding what to buy is one of the consumers' most basic tasks. This unit draws together many of the psychological, social and cultural concept developed throughout the course into an overview framework for understanding how consumers make decisions. This unit takes broader perspective and examines consumer decision making in the context of all types of consumption choices.

Every day, each of us makes numerous decisions concerning every aspect of our daily lives. However, we generally make these decisions without stopping to think about how we made them and what is involved in the particular decision-making process itself. In the most general terms, a decision is the selection of an option from two or more alternative choices. In other words, for a person to make a decision, a choice of alternatives must be available. On the other hand, if the consumer has no alternatives from which to choose and is literally forced to make a particular purchase or take a particular action,

then this single “no-choice” instance does not constitute a decision; such a no choice decision.

Consumer decision produces an image of an individual carefully evaluating the attributes of a set of products, brands, or services and rationally selecting the one that solves a clearly recognized need for the least cost. Many consumer decisions focus not on brand attributes but rather on the feelings or emotions associated with acquiring or using the brand or with the environment in which the product is purchased or used.



FIGURE 1.1
Six Stages of the Consumer Buying Decision Process ^[7]

Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all 6 stages, determined by the degree of complexity.

1. Need Recognition

In the consumer decision making process, the very first step for an individual is to identify the need of the particular product or service by which one can satisfy his need. As an individual require food to satisfy hunger and water to quench thirst. So it is necessary to recognize the satiety of a product at a particular time.

2. Search for Product Information

The next step is to collect the relevant information of various products available in the market. So that the buyer can evaluate the collected data for relevant information in order to satisfy need.

3. Product Evaluation

After collecting the relevant information, buyer requires to evaluate according to his need and capacity. Product evaluation permits the buyer filtered information and makes easy for taking purchase decision.

4. Product Choice & Purchase

According to the product evaluation by the buyer, it tries to connect need with the available alternatives. Keeping in view the different factors based on evaluation criteria buyer decides the best possible alternative to satisfy its needs.

5. Post-Purchase Use and Evaluation of Product

After availing the services of the product, buyer evaluates that whether the purchased product is up to the satisfaction level or not. This is an important factor on which the repeat purchase decision is based.

6. Disposal of the Product

At last stage in the process consumer decides whether to go for an advanced product or switch to next best alternative. If consumer is satisfied with the existing product then, consumer will publicise about the product into its social circle.

1.5.2 Buying Roles in Buying Behaviour

In the buying behavior there are different roles played in each of consumer and business. Those are involved in the buying decisions.

Consumer Buying Roles

In the consumer buying there are different buying roles; i.e.

- Initiator: -- A Person who first suggest the idea of buying
- Influencer: - A Person who influence the buying decision
- Decider: - A Person who takes decisions regarding buying
- Buyer: - A Person who actually buys the products
- User: - A Person who is the user of the product

Business Buying Roles

In the business buying there are different buying roles; i.e.

- Approver: - A Person who approves the idea of buying
- Influencer: - A Person who influence the buying decision
- Decider: - A Person who takes decisions regarding buying
- Buyer: - A Person who actually buys the products

- User: - A Person who is the user of the product

1.6 CONSUMER DECISION-MAKING STYLES

Brands targeting young adults need to understand emerging behavior to get closer to their target market and to establish a relationship with them. In order to understand the behavior of young adults as a consumer, one should specify the decision-making styles of them.

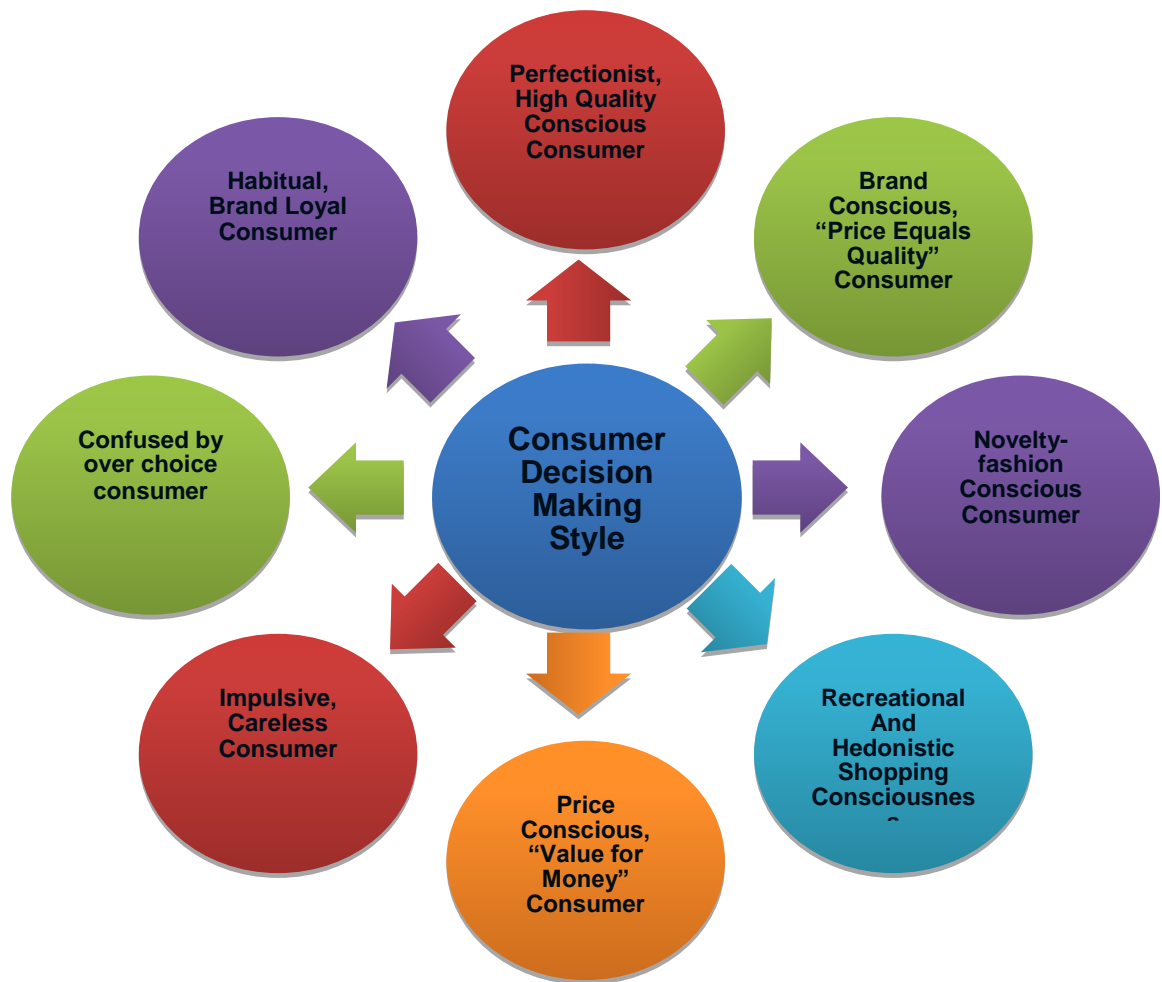


FIGURE 1.2
Consumer Decision-Making Style

A consumer decision-making style is defined as a mental orientation characterizing a consumer's approach to making choices. It is "a basic consumer personality, analogous to the concept of personality in psychology". It has both cognitive and affective characteristics. It is central to the consumer-interest studies to identify the basic characteristics of decision-making styles. Because this identification helps to profile an individual's consumer style, educate consumers about their specific decision-making characteristics, and even counsel families on financial management.^[8]

Sproles and Kendall (1986) developed a Consumer Style Inventory (CSI). The basic assumption of CSI is that consumer decision-making can be explained by 8 major characteristics. Each of them independently represents important mental approaches to consumption. These 8 characteristics are as follows:-

1. Perfectionist, high quality conscious consumer: Perfectionist consumers search for the very best quality in products. Those consumers shop carefully and more systematically and also make comparisons in order to buy the product with the highest quality.
2. Brand conscious, "price equals quality" consumer: Consumers with this characteristic believe that the higher the price of a product, the better the quality. These consumers prefer bestselling, advertised brands. They appear to have positive attitudes toward department and specialty stores, where brand names and higher prices are prevalent.
3. Novelty-fashion conscious consumer: These consumers are likely to gain excitement and pleasure from seeking out new things. They have motivation to keep up-to-date with styles and fashion trends. They also show variety seeking behavior.
4. Recreational and hedonistic shopping consciousness: The consumers having recreational and hedonistic shopping motivation find shopping

pleasant and shop just for the fun of it. Consumers with this trait enjoy the stimulation of looking for and choosing products.

5. Price conscious, “value for money” consumer: Those scoring high on it, look for sale prices and appear conscious of lower prices in general. They aim to get the best value for their money and also they compare the products.
6. Impulsive, careless consumer: These consumers do not plan their shopping. Besides, they are not concerned about how much they spend or about the best buys. Consumers with this style can regret their decisions later.
7. Confused by over choice consumer: Consumers having that kind of decision-making style perceive many brands and stores and they have difficulty in deciding which one to choose. Those consumers experience information overload.
8. Habitual, brand loyal consumer: Consumers with this characteristic shop at the same stores and buy the same brands each time. They have favorite brands and stores and form habits in choosing these.

1.6.1 Family Life Cycle

The Family life cycle families go through stages, each stage. Creates different consumer demands:

- Bachelor stage
- Newly married, young, no children...me
- Full nest i, youngest child under 6
- Full nest ii, youngest child 6 or over
- Full nest iii, older married couples with dependent children
- Empty nest i, older married couples with no children living with them, head in labor force

- Empty nest ii, older married couples, no children living athome, head retired
- Solitary survivor, in labor force
- Solitary survivor, retired
- Modernized life cycle includes divorced and no children.

Individuals and families tend to go through a "life cycle." The simple life cycle goes from

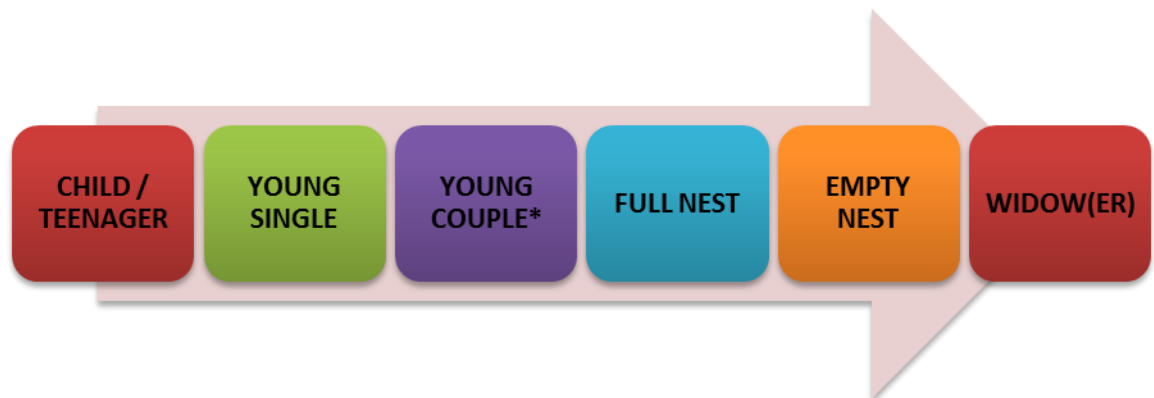


FIGURE 1.3
Simple Life Cycle

*A "couple" may either be married or merely involve living together. The breakup of a non-marital relationship involving cohabitation is similarly considered equivalent to a divorce.

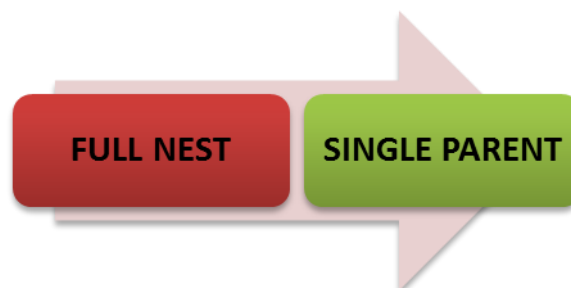


FIGURE 1.4

Complicated Couple Life Cycle

This situation can result either from divorce or from the death of one parent. Divorce usually entails a significant change in the relative wealth of spouses. In some cases, the non-custodial parent (usually the father) will not pay the required child support, and even if he or she does, that still may not leave the custodial parent and children as well off as they were during the marriage. On the other hand, in some cases, some non-custodial parents will be called on to pay a large part of their income in child support. This is particularly a problem when the non-custodial parent remarries and has additional children in the second (or subsequent marriages).

Divorced parents frequently remarry, or become involved in other non-marital relationships; thus, we may see

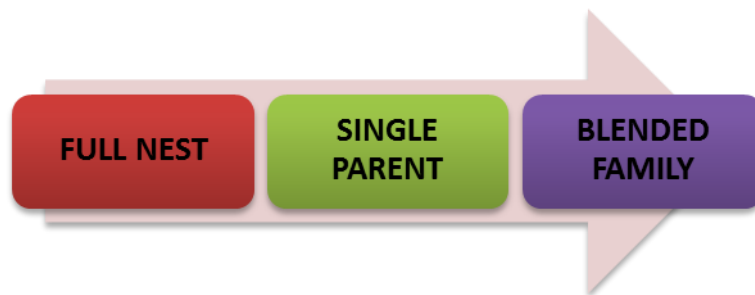


FIGURE 1.5
Divorced Parents Remarried Life Cycle

Another variation involves:

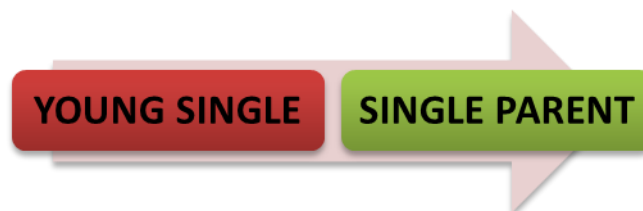


FIGURE 1.6

Absolute Single Parent Life Cycle

Generally, there are two main themes in the Family Life Cycle, subject to significant exceptions:

As a person gets older, he or she tends to advance in his or her career and tends to get greater income (exceptions: maternity leave, divorce, retirement).

Unfortunately, obligations also tend to increase with time (at least until one's mortgage has been paid off). Children and paying for one's house are two of the greatest expenses.

Note that although a single person may have a lower income than a married couple, the single may be able to buy more discretionary items.

1.6.2 Family Decision Making

Individual members of families often serve different roles in decisions that ultimately draw on shared family resources. Some individuals are information gatherers/holders, who seek out information about products of relevance. These individuals often have a great deal of power because they may selectively pass on information that favors their chosen alternatives. Influencers do not ultimately have the power to decide between alternatives, but they may make their wishes known by asking for specific products or causing embarrassing situations if their demands are not met. The decision maker(s) have the power to determine issues such as:

- Whether to buy
- Which product to buy (pick-up or passenger car)
- Which brand to buy
- Where to buy it
- When to buy

One is bargaining—one member will give up something in return for someone else.

Strategy is reasoning—trying to get the other person(s) to accept one's view through logical argumentation.

1.7 FACTORS INFLUENCING CONSUMER BEHAVIOR

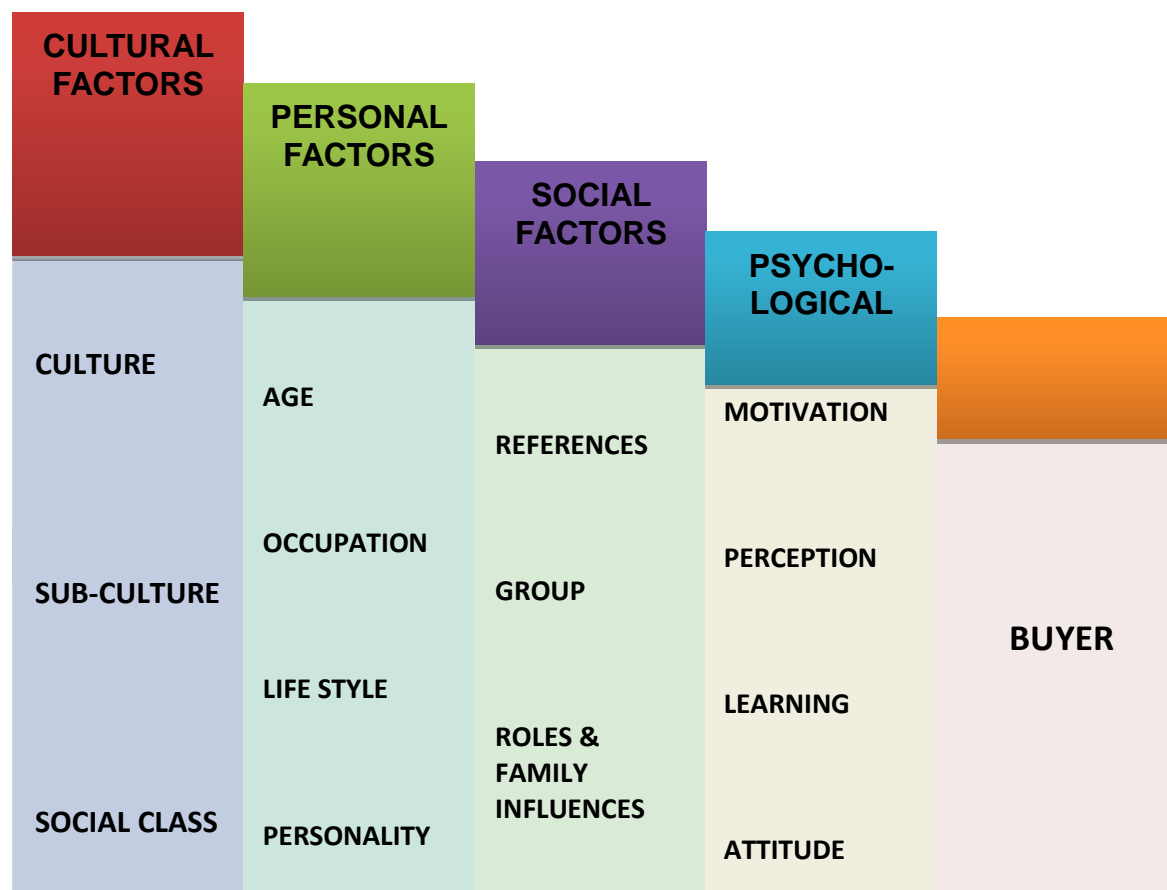


FIGURE 1.7
Factors Influencing Consumer Behavior

Consumers do not make their decisions in a vacuum. Their purchases are highly influenced by cultural social, personal, and psychological factors. For

the most part, they are “non- controllable” by the marketer but must be taken in to account. We want to examine the influence of each factor on a buyer’s behavior.

1.7.1 Cultural Factors

Culture refers to the set of values, ideas, and attitudes that are accepted by a homogenous group of people and transmitted to the next generation.

Culture also determines what is acceptable with product advertising. Culture determines what people wear, eat, reside and travel. Cultural values in the US are good health, education, individualism and freedom. In American culture time scarcity is a growing problem i.e., change in meals have a big impact on international marketing.

In a diversified country like India cultural factors exert the broadest and deepest influence on consumer behavior; we will look at the role played by the buyer’s culture, subculture, and social class.

(A) Culture

Culture is the most fundamental determinant of a person’s wants and behavior. Whereas lower creatures are governed by instinct, human behavior is largely learned. The child growing up in a society learns a basic set of values, perceptions, preferences and behaviors through a process of socialization involving the family and other key institution.

Thus a child growing up in America is exposed to the following values: Achievement and success, activity , efficiency and practicality, progress, material comfort, individualism, freedom, external comfort, humanitarianism, and youthfulness.

Culture has several important characteristics:

- 1) Culture is comprehensive. This means that all parts must fit together in some logical fashion.
- 2) Culture is learned rather than being something we are born with.
- 3) Culture is manifested within boundaries of acceptable behavior.
- 4) Conscious awareness of cultural standards is limited.
- 5) Cultures fall somewhere on a continuum between static and dynamic depending on how quickly they accept change.

(B) Subculture

Each culture contain smaller group of subculture that provide more specific identification and socialization for its members. Four types of subculture can be distinguished. Nationality groups such as the Irish polish, Italians, and Puerto Ricans are found within large communities and exhibits distinct ethnic tastes and Jews represent subculture with specific culture preference and taboos.

(C) Social Class

Virtually all human societies exhibit social stratification. Stratification sometimes takes the form of a caste system where the member of different caste is reared for certain roles and cannot change their caste membership .More frequently; stratification takes the form of social classes.

Social Classes have several characteristics. First, Person within each social class tends to behave more alike than persons from two different social classes. Second, persons are perceived as occupying inferior or superior positions according to their social class.

Third, a person's social class is indicated by a number of variables, such as occupation, income, wealth, education, and value orientation, rather than by any single variable.

Fourth, individuals are able to move from one social class to another up or down during their lifetime. The Extent of this mobility varies according to the rigidity of social stratification a given society.

1.7.2 Personal Factors

Personal factors can also affect the consumer behavior. Some of the important personal factors that influence the buying behavior are: lifestyle, economic situation, occupation, age, personality and self-concept.

(A) Age

Age and life-cycle have potential impact on the consumer buying behavior. It is obvious that the consumers change the purchase of goods and services with the passage of time. Family life-cycle consists of different stages such young singles, married couples, unmarried couples etc which help marketers to develop appropriate products for each stage.

(B) Occupation

The occupation of a person has significant impact on his buying behavior. For example a marketing manager of an organization will try to purchase business suits, whereas a low level worker in the same organization will purchase rugged work clothes.

(C) Life Style Recent US trends in lifestyles are a shift towards personal independence and individualism and a preference for a healthy, natural lifestyle.

Lifestyles are the consistent patterns people follow in their lives.

- Geographic regions
- Human characteristics such as age and ethnic background.
- Culture affects what people buy, how they buy and when they buy.

Understanding Consumer Buying Behavior offers consumers greater satisfaction (Utility). We must assume that the company has adopted the Marketing Concept and are consumer oriented.

(A) Personality

All the internal traits and behaviors that make a person unique, uniqueness arrives from a person's heredity and personal experience. Examples include:

- Work holism
- Compulsiveness
- Self confidence
- Friendliness
- Adaptability
- Ambitiousness
- Dogmatism
- Authoritarianism
- Introversion
- Extroversion
- Aggressiveness
- Competitiveness.

Traits affect the way people behave. Marketers try to match the store image to the perceived image of their customers.

There is a weak association between personality and Buying Behavior; this may be due to unreliable measures. Consumers buy products that are consistent with their self-concept.

1.7.3 Social Factors

Consumer wants, learning, motives etc. are influenced by opinion leaders, person's family, reference groups, social class and culture.

Opinion leaders

Marketers try to attract opinion leaders, they actually use (pay) spokespeople to market their products. Michael Jordon (Nike, McDonalds, Gatorade etc.)

(A) Reference Groups

Individual identifies with the group to the extent that he takes on many of the values, attitudes or behaviors of the group members. Family, friends, society, civic and professional organizations, any group that has a positive or negative influence on an individual's attitude and behavior:

- Membership groups (belong to)
- Aspiration groups (want to belong to)
- Disassociate groups (do not want to belong to) e.g.: Honda tries to disassociate from the "biker" group.

The degree to which a reference group will affect a purchase decision depends on an individual's susceptibility to reference group influence and the strength of his/her involvement with the group.

(B) Roles and Family Influences

Role is the thing which is based on the expectations from our position within a group. People have many roles. Husband, father, employer, employee, individuals etc. role are continuing to change therefore marketers must continue to update information.

Family is the most basic group a person belongs to. Marketers must understand:

- Many family decisions are made by the family unit.
- Consumer behavior starts in the family unit.
- Family roles and preferences are the model for children's future family (can reject/alter/etc)
- Family buying decisions are a mixture of family interactions and individual decision making
- Family acts as an interpreter of social and cultural values for the individual.
- The Family life cycle: families go through stages; each stage creates different consumer demands.

1.7.4 Psychological Factors

Psychological factors include:

(A) Motivation

A motive is an internal energizing force that orients a person's activities toward satisfying a need or achieving a goal.

Actions are effected by a set of motives, not just one. If marketers can identify motives then they can better develop a marketing mix.

MASLOW hierarchy of needs:-

- Physiological Need such as Food, Water, Shelter, Oxygen.

- Safety Need such as Freedom from harm, financial security.
- Personal Need such as Status, Respect, Prestige.
- Social Need such as friendship, belonging, love.
- Self-Actualization Needs such as Self – Fulfillment.

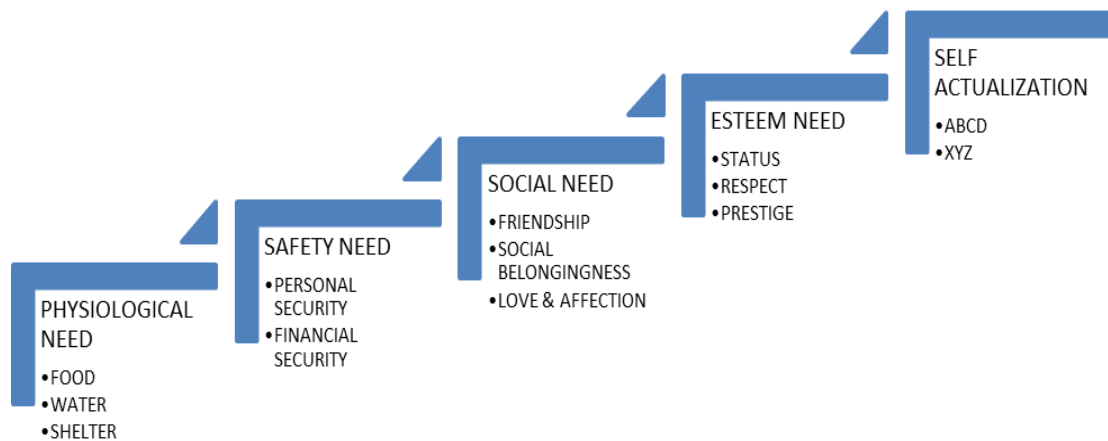


FIGURE 1.8
MASLOW Hierarchy of Needs

Need to determine what level of the hierarchy the consumers are apt to determine what motivates their purchases.

(B) Perception

Perception is the process of selecting, organizing and interpreting information inputs to produce meaning i.e., we chose what information we pay attention to, organize it and interpret it. Information inputs are the sensations received through sight, taste, hearing, smell and touch.

- **Selective Exposure**

Select inputs to be exposed to our awareness. More likely if it is linked to an event, satisfies current needs, intensity of input changes (sharp price drop).

- **Selective Distortion**

Changing/twisting current received information, inconsistent with beliefs.

Advertisers that use comparative advertisements (pitching one product against another), have to be very careful that consumers do not distort the facts and perceive that the advertisement was for the competitor.

- **Selective Retention**

Remember inputs that support beliefs, forgets those that don't. Average supermarket shopper is exposed to 17,000 products in a shopping visit lasting 30 minutes-60% of purchases are unplanned exposed to 1,500 advertisements per day.

Interpreting information is based on what is already familiar, on knowledge that is stored in the memory.

Ability and Knowledge

Need to understand individual's capacity to learn. Learning, changes in a person's behavior caused by information and experience. Therefore to change consumers' behavior about your product, need to give them new information, free sample etc.

When making buying decisions, buyers must process information. Knowledge is the familiarity with the product and expertise. Inexperience buyers often use prices as an indicator of quality more than those who have knowledge of a product.

(C) Learning

Learning is the process through which a relatively permanent change in behavior results from the consequences of past behavior. It is seen as changes in an individual's Behavior arising from experience.

Learning involves "a change in the content or organization of long term memory and/or behaviour." The first part of the definition focuses on what we know (and can thus put to use) while the second focuses on concrete behaviour. For example, many people will avoid foods that they consumed shortly before becoming ill. Learning is not all knowledge based. For example, we may experience the sales people in one store being nicer to us than those in the other. We thus may develop a preference for the one store over the other; however, if pressed, we may not be able to give a conscious explanation as to the reason for our preference.

Much early work on learning was actually done on rats and other animals (and much of this research was unjustifiably cruel, but that is another matter).

(D) Attitudes

Consumer attitudes are a composite of a consumer's

- 1) Beliefs about,
- 2) Feelings about,
- 3) And behavioural intentions toward some object.

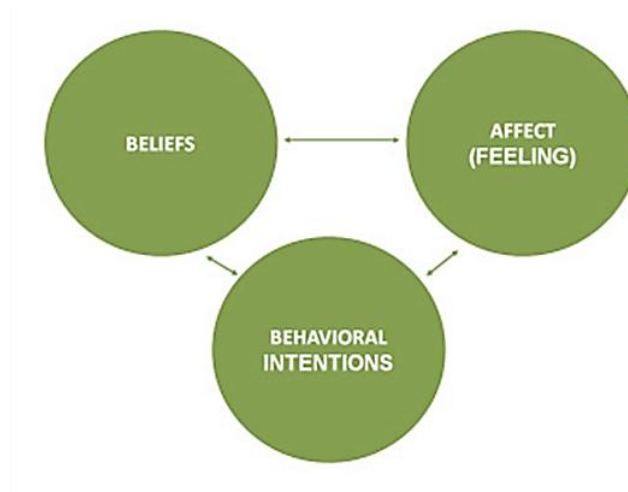


FIGURE1.9

Consumer Attitudes Composition

Beliefs

The first component is *beliefs*. A consumer may hold both positive beliefs toward an object (e.g., coffee tastes good) as well as negative beliefs (e.g., coffee is easily spilled and stains papers). In addition, some beliefs may be neutral (coffee is black), and some may differ in valence depending on the person or the situation (e.g., coffee is hot and stimulates--good on a cold morning, but not good on a hot summer evening when one wants to sleep). Note also that the beliefs that consumers hold need not be accurate (e.g., that pork contains little fat), and some beliefs may, upon closer examination, be contradictory (e.g., that a historical figure was a good person but also owned slaves).

Affect (Feeling)

Consumers also hold certain feelings toward brands or other objects. Sometimes these feelings are based on the beliefs (e.g., a person feels nauseated when thinking about a hamburger because of the tremendous amount of fat it contains), but there may also be feelings which are relatively independent of beliefs. For example, an extreme environmentalist may believe that cutting down trees is morally wrong, but may have positive affect toward Christmas trees because he or she unconsciously associates these trees with the experience that he or she had at Christmas as a child.

Behavioural Intentions

The behavioural intention is what the consumer plans to do with respect to the object (e.g., buy or not buy the brand). As with affect, this is sometimes a logical consequence of beliefs (or affect), but may sometimes reflect other

circumstances--e.g., although a consumer does not really like a restaurant, he or she will go there because it is a hangout for his or her friends.

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Chapter -2

PROFILE OF BRANDED RETAIL OUTLETS IN 5 MAJOR CITIES OF RAJASTHAN

CHAPTER-2

PROFILE OF BRANDED RETAIL OUTLET

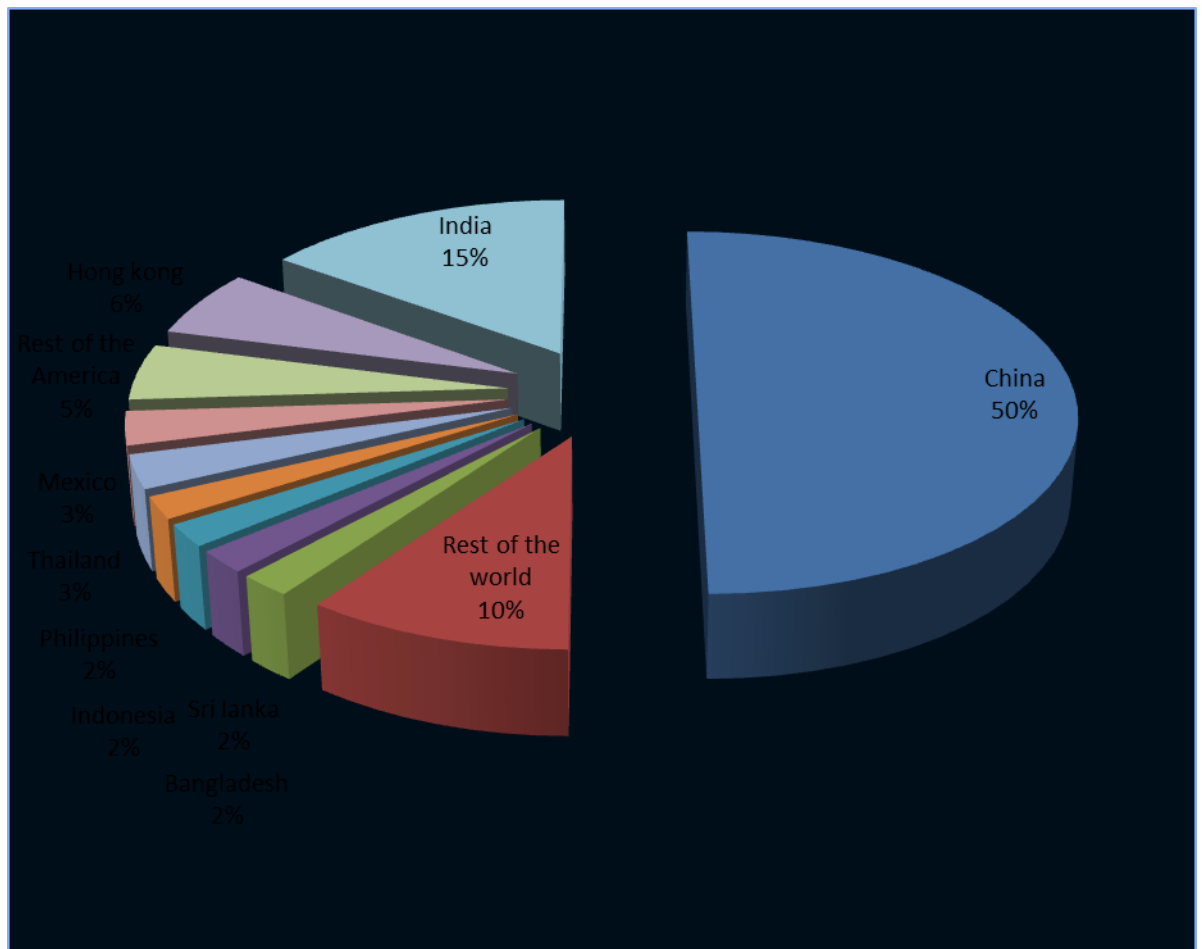
2.1 INTRODUCTION TO BRANDED APPAREL INDUSTRY

The Multi-Fibre Agreement (MFA), that had governed the extent of textile trade between nations since 1962, expired on 1 January, 2005. It is expected that, post-MFA, most tariff distortions would gradually disappear and firms with robust capabilities will gain in the global trade of textile and apparel. The prize is the \$360 billion market which is expected to grow to about \$600 billion by the year 2010 – merely five years after the expiry of MFA.^[1]

The history of textiles in India dates back to the use of mordant dyes and printing blocks around 3000 BC. The diversity of fiber's found in India, intricate weaving on its state-of-art manual looms and its organic dyes attracted buyers from all over the world for centuries. The British colonization of India and its industrial policies destroyed the innovative eco-system and left it technologically impoverished. Independent India saw the building up of textile capabilities, diversification of its product base, and its emergence, once again, as an important global player. Today the textile and apparel sector employs 35.0mn people^[2] and is the 2nd largest employer, generates 1/5th of the total export earnings and contributes 4 per cent to the GDP thereby making it the largest industrial sector of the country. This textile economy is worth US \$37 billion and its share of the global market is about 5.90 per cent. The sector aspires to grow its revenue to US \$85bn, its export value to US \$50 billion and employment to 12 million by the year 2010.^[3]

2.2 MAJOR MANUFACTURERS AND THEIR MARKET SHARE

In 2008, the largest apparel manufacturers and exporters were countries from the Asia Pacific region which included countries like China, Hong Kong, Philippines, Malaysia, Indonesia, Bangladesh, Srilanka, Pakistan, Thailand and India. The other major apparel manufacturing nations were USA, Italy, Germany and Mexico.



GRAPH 2.1
Country Wise Market Share

2.3 FASHION BRANDED APPAREL INDUSTRY OVERVIEW

The global fashion apparel industry is one of the most important sectors of the economy in terms of investment, revenue, and trade and employment generation all over the world. Apparel industry has short product life cycles, tremendous product variety, volatile and unpredictable demand, long and inflexible supply processes. The industry has been in a transition over the last 20 years. Some of the major contributors are significant consolidation in retail, increasing use of electronic commerce in retail and wholesale trade.

The clothing and apparel industry produces finished clothing products made from both natural and manmade fibers like cotton, silk, wool, linen, polyester, rayon, lycra and denim. The important segments covered in apparel industry includes children clothing, men's clothing, clothing for women, bridal wear, men's wedding wear and intimate apparel. The apparel is sold through three major channels, which are brick & mortar, catalog and through internet.

TABLE 2.1		
Category	Sales in \$ Billion	Market Share in %
Brick and Mortar	169.256	92.9
Catalog	7.177	3.9
Online/ Internet	5,873	3.2
Total	182.306	100.00

Apparel Sales by Channel

2.4 APPARELS FASHION ref

Apparel fashion has always changed men's business wear is no exception. Social forces are believed to influence fashion including men's. One's spouse, family and culture are some of the forces that change fashion.

An example of one's spouse influencing an individual, when he buys apparel, is that she may accompany him and offer suggestions when he purchases items of apparel. A male consumer's family and culture can influence his purchase decision because of the social interaction he has with them, including whether his dress is acceptable to the group.

Identification of the role of apparel as a sign of business success is not a new concept. A review of related literature revealed that self-image/product image congruity was related to an individual's behavior to a particular item and that apparel products had symbolic meaning. Studies have considered the relationship between the self and apparel and have taken into account the various aspects of the self, such as actual self-image and ideal self-image.

If the image of an outfit were a positive match with the self-image, including both the actual self and the ideal self the apparel item would be worn most of the time.

2.5 INDUSTRY CHALLENGES

The Apparel Industry is growing at a very high rate but still there are some barriers, which are hindering the growth of this industry. Some of them are:

- Though the demand for garments is increasing day by day but the production rate has still not been able to match with the ever rising demand. More production facilities are needed to meet the demand.
- Most of the raw material needed for apparel manufacturing is available in the developing or under developed countries and these countries do not

have enough resources and manpower to explore them. These countries also do not have finance to set up factories for clothing and garment production.

- Globalization has helped the trade in many ways but due to globalization the competition has increased and so it is not very easy for the firms to cope up with so much competition, as they have to meet the deadlines and also maintain quality.
- The importers of developed economies are facing very stiff competition as countries like China are producing good quality products in low prices due to availability of very cheap labor.
- Some trade laws still are very much in favor of developed countries and they need to be reviewed, to facilitate imports from the developing countries.
- As apparel industry is fashion driven, and fashion keeps changing, the firms have to cope with the changing apparel industry trends and still complete orders in time. Thus they usually have to work under pressure.

2.6TEENAGERS' APPAREL RETAILING

Teenagers retailing has shown an upward trend in recent years Teenagers retailing has shown an upward trend in recent years today are aware of what they want. Better education levels, media exposure, rising affluence levels and increasing interaction with technology are resulting in teenager being more informed than parents in matters pertaining to them. One of the largest markets in India today is that of Teenager's apparel retailing, which has shown a strong growth in the past few years.

From being a small segment targeted by a few companies, the retailing business of teenager's products has turned into a full-fledged industry. The teenager' apparel industry is one of the fastest growing industries today in

India with about 10 percent growth per annum. It has at least 45 percent share of the entire teenager's retailing business today.

Gone are the days when the primary focus of a retailer used to be men's or women's wear. Teenager's wear was then considered non-essential and was always treated as secondary sales by retailers. This secondary market was also only in the non-branded apparel segment. No branded apparel that provided quality products for teenager was available.

2.6.1 Teenager's Influence' or 'Pester Power'

Over the years, having identified the influence that children can have on their parents, few brands entered this niche segment of teenager's apparel and made their mark over time. With time, this 'pester power' emerged as 'teenager influence' where kids, with their tremendous exposure in entertainment, media and other sectors became aware of what they want. They acted as consultants by having a direct or indirect influence over all the family's purchases and not just teenager's apparel products.

2.6.2 Influence of Films on Fashion

Brands such as Louis Philippe, Wrangler, etc. entered these segment years ago and created a benchmark for other brands to follow. They realized that kids today want to be as fashionable and stylish as their adult counterparts. Moreover, Bollywood also has its influence on adults' clothing trends. The same is the case for teenager's apparel. The kind of clothing a child dons today is strongly influenced by fashion which in turn is heavily accented by the styles in the films. It also affects and inspires kids' garments and their styling. Teenager today often demand to dress up like their favorite movie stars because they are being exposed to fashion in movies and know what the latest trends in the market are. Today's children are extremely fashion-conscious and are prepared to experiment unlike the children of yesteryear.

Moreover, it was not more than a decade ago, when the parents used to decide what their kids should wear.

2.6.3 Product Segmentation in Teenagers' Wear

These branded teenagers' wear manufacturers design and produce clothing while considering the attitudes of the modern day teenager and are largely successful in creating a loyalty base of customers. They offer a wide range consisting of basic and essential day wear, high fashion garments and other party/formal wear. Such ranges are normally for teenager of 10 to 19 years of age. The product categories usually consists of t-shirts, shirts, bottoms, jeans, jackets, lounge wear for boys and tops, shirts, jackets, dresses, sleep wear, jeans, skirts, shorts and others garments for girls. For most brands, girls and boys both occupy an almost equal share in the ranges notwithstanding the fact that various brands focus solely on clothing for either girls or boys. There are very few brands from India in this segment such as Me& Mom's or Lil Kangaroos, which target the age group 0-4 years, that is, newborn babies and toddlers. These brands cover the entire product category range under apparel, right from body suits to dresses and other outerwear.

2.6.4 Pricing of Teenagers' wear

Owing to the extra disposable income at hand, parents have really opened up to the idea of teenager -centric shopping. Since both the mother and the father are salaried in today's world, they tend to compensate for their absence by providing teenager with material product. This is another reason why there is a huge growth in this sector. Owing to the fact that teenagers outgrow their garments very soon, these products are exposed to price sensitivity. Products such as T-shirts and tops for boys and girls are available in the price range of Rs 199–499 depending on the styling and fabrics used. Few brands that also charge a premium and price these up to Rs 799 because of the goodwill they enjoy in the domestic and/or international market. Bottom wear for girls and

boys range from Rs 399–999 and may even cost Rs 1599 for premium collections and brands.

At Spacetoon India, apparel enjoys the maximum share in revenues with properties such as Spider-Man, Doraemon, Iron Man, Incredible Hulk, Hello Kitty and Shinchon for which the manufacturing and marketing rights are licensed to brands such as Lilliput, Purple Creations, ToonKidz, etc. These characters are celebrities for teenager, and these brands have created some amazing character merchandise, which kids love to buy as they enjoy showing off their favorite characters.

Such ranges are available in the market under their brand umbrellas. From time to time, this license allows them to introduce new collections of these characters through apparel and create some buzz around it through various fun-filled activities for kids. The new range will soon be launched in Spring Summer 2010.

2.6.5 The Future of Teenager' Apparel Retailing

It is a proven reality now that this industry is here to grow with such innovations that brands have to offer. However, for all these brands the unbranded and unorganized market still remains a major obstruction to overcome. The sooner they penetrate in the Tier B and C areas and towns in the country with the right price and product offering, the better will be their growth and the development of this industry. The increasing competition with international teenager' brands such as Pepe, Spykar, Madame, etc. entering the Indian retail market today can raise the bar in terms of trends and styling for the domestic brands. However, on the other hand, it can also prove to be quite a challenge for them.

2.7 ABOUT BRANDS AND FASHION

“Consumers are evolving entities. Their aspirations & expectations are continuously changing. Today’s shoppers are more intelligent, discerning & tuned to their individual preference. They are increasingly fashion and brand conscious and select labels which define who they are or who they want to be. The biggest challenge for all the brands is to create loyal consumer who love them.” – Shopper’s Stop Ltd.

India represents an economic opportunity on a massive scale, both as a global base and as a domestic market. Indian consumer markets are changing fast, with rapid growth in disposable incomes, the development of modern urban lifestyles, and the emergence of the kind of trend-conscious consumers that India has not seen in the past.

Apparel and fashion industry in India is in its growth stage. Using consumer sales promotion to differentiate ones offer has become an order of the day in matured urban markets. More and more budget is allocated to these activities in order to lure the consumers. In such a scenario, it is very essential to study how consumers make their choices in Apparel & Fashion category where there are several brands in the consideration set of a consumer. The financial risk being high consumers do switch from one brand to another due to sales promotion offers and personal comfort zone. Hence it would of interest to a marketer to learn about the consumer preferences with respect to sales promotion offer; what schemes do consumer prefer for what kind of brands, which media do they prefer to know about the brand, product, and related schemes, who prefers the branded apparel and fashion products, the price range of the fashion products. These are the questions which consumer considers while choosing a brand. Similarly even a manager has to consider while introducing a product or brand.

Brands build customer loyalty by delivering excellent value no matter the price point-high, low, or medium. Value includes styling, durability, quality fabrics, and consistent fit. To the consumer, a brand name represents familiarity, consistency, and confidence in performance. Brand names when linked with lifestyle, self-expression, and aspirations epitomize intangibles that are desirable to the consumer.

Consumers consider fashion as part of an overall budgetary spend, so apparel purchases now compete directly with other choices from the technology, entertainment, beauty and general lifestyle categories for the discretionary rupee.

Today's global apparel environment is tougher than ever for brands. There are many reasons for the emergence of this challenging climate:

- From a proliferation of brands
- Fierce competition from retailers acting as brands
- Smarter consumers
- The consolidation of department stores
- Mass retailers redefining themselves
- Luxury designers creating for mass
- The demand for luxury goods
- The growth of the discount sector

All of this adds up to one stark fact that those brands break through the noise and communicate their message to the consumer directly and clearly in a way that means something to them.

Rising costs of living around the world cause consumers to stretch their incomes more thinly, meaning necessities are being weighed against apparel. Fashion must have value and purpose and truly resonate to the consumer.

Strong brands with consistent powerful messages can create loyalty and a sense of worth that transcends the burden of choice.

The understanding of consumers desires, behavior, and of purchase process of fashion products is extremely important to design products collections as well as to placement of these products in market.

2.8ENVIRONMENT FOR THE APPAREL AND RETAIL SECTOR IN INDIA

According to the Kearney Global Retail Development Index TM in 2008 - India continues to be among the most attractive countries for global retailers. At \$ 511 billion in 2008, its retail market is larger than ever and drawing both global and local retailers.

Organized retail which still accounts for less than 5% of the market is expected to grow at Compound Annual Growth Rate (CAGR) of 40% from \$ 20 Billion in 2007 to \$ 107 billion by 2013. India's overall retail sector is expected to rise to \$ 833 Billion by 2013 and to \$ 1.3 trillion by 2018, at a CAGR of 10%.

Consequently, as a democratic country with a high growth rates, India's retail market opportunity is unchallenged. Consumer's spending has risen sharply as the youth population (more than 33% of the country is below the age of 15) has been a significant increase in its disposable income. In the past 4 years alone consumers spending rose an impressive 75%.

But challenges have emerged that could potentially slow the pace of growth for new global entrants – stifling regulations, soaring real estate costs and fiercely competitive domestic retailer groups. In addition, shopping mall projects are running resource constraints that are delaying completions and destructing many retailer entries strategies.

Global retailers, hungry to enter this market, continue to frustrate by restrictive government regulation. Under India's current laws which the government relaxed somewhat in 2006, single brand retailer can own a 51% majority stake in joint venture with a local partner.

Such relaxed regulation does not extend to multi brand retailer such as Wal-Mart, Tesco and Carrefour, which must operate through franchise or cash & carry wholesale format. Accordingly, Wal-Mart recently joined forces with Indian telecom giant Bharti enterprises. Bharti will own retail shop under the Wal-Mart franchise and Wal Mart will operate logistic, procurement and storage activities. In the past couple of years, numerous retailers including the SPAR group, Carrefour, Marks & Spencer and Nautica have entered the market. Earlier entrants, including Wal-Mart and Metro, have plans for a blitz across the country. Tesco and Kroger will feel additional pressure as the situation grows more competitive.

Local hypermarket retailers are moving aggressively to get ahead of further loosening of foreign investment regulation. Taking their cue from success of hypermarket in china local retailer such as Pantaloon, the Tata group's Trent, RPG enterprises, K Raheja Corporation and Reliance have all taken an early lead due to ambitious expansion plans. Season business such as Reliance & Aditya Birla are looking at the upstream value chain (farms, logistics and storage) to better their positions once they begin competing directly with the likes of Wal-Mart.

As the retail industry in India matures, companies are pursuing new business models. For example, Reliance restructured and is now pursuing joint venture opportunities with international retailers such as Office Depot, Marks & Spencer and Neiman Marcus. The industry is also beginning to consolidate with Aditya Birla acquiring Trinethra Super retail, the Wadhawan Group

acquiring small regional retailers, and Actis investing in the supermarket chain Nilgiris.

The real estate costs are prohibitive and the cost to acquire to train and retain workers has increased as more lucrative work opportunities emerged. Although the workforce continues grow rapidly (with more women and farmers entering), it cannot keep up with the growth across all the business sectors in India.

Still, large retail outlets hold a strong appeal for customers even though they place India's 4 million to 6 million mom-and-pop shops at risk. This is causing concern over the pace of change and could be another speed bump on the road to India's 1.2 billion consumers.

TABLE 2.2					
Rank	Country	Absolute market size	Growth prospects	Consumer affluence	Score
1	Brazil	45	33	42	48
2	China	74	22	36	47
3	India	57	37	31	47
4	Turkey	29	37	59	46
5	Chile	22	47	44	46
6	Romania	21	54	34	45
7	Argentina	21	44	39	41
8	Thailand	22	25	57	40
9	Russia	52	22	39	39
10	UAE	31	42	28	38

The Global Retail Apparel Index (2008)

AT Kearney Retail Apparel Index analysis evaluates more than 30 apparel markets to identify the top 10 countries in terms of market size, growth prospects and consumer affluence.

The retail apparel index is comprised of market indicators 55% and growth indicators 45%.

Market indicators include total clothing sales and imports, total and youth population & clothing sales per capita.

Growth indicators include total clothing sales, compound annual growth rate (CAGR) in clothing imports and clothing sales per capita, population growth and CAGR of GDP per capita.

Within each metric, a country is assigned points based on its value on the metric against the largest sample.

For example, china has the largest total sales at \$ 93.5 billion, so its scores 100 points in the metric, Brazil has \$ 76 Billion in total clothing sales, so it scores 81.4 points (76 divided by 93.5 times 100)

Apparel is India's second largest retail category (behind food & grocery), representing 10% of retail market. Projected to reach \$ 37 billion for 2008, apparel will be among the highest growth categories, with a CAGR of between 12 to 15%.

In 2008, organized retail had represented roughly 10% of the total market, which increased up to 12% till now. The rapid growth is supported by the burgeoning Indian middle class. Mean Annual disposable income is growing at more than 6% CAGR, consumer spending is expected to increase 8% per year. Other factors supporting these brisk growth rates include:

- more apparel focused shopping malls

- continued penetration of credit cards
- organized apparel retailing in tier 2 and tier 3 cities
- The popularity of ready-to-wear clothing and western fashion for women.

Still, India's apparel market is highly fragmented. The top 7 competitors represent less than 10% of total market. Customers tend to be loyal to a specific retailer – Shopper's Stop, Westside & Pantaloon – instead of any particular apparel brand. This has led to a thriving private label apparel market for ready-to-wear clothes and more competition. However, brands as Benetton, Louis Philippe, Van Heusen and Esprit are capturing a strong following among Indian consumer.

There is a flurry of activity across all price points, with new concepts and brands being launched almost every month. Madura Garment joined Peter England People, a mass market family store model after GAP and Old Navy. Discounter Koutons has opened nearly 1000 stores in the past few years.

A key challenge for apparel retailer in India is to induce customer to purchase quickly, which means sales promotion tactics are important, including end of season sales, festival promotion and special events.

Local firms such as Future Group are having sales of \$ 845 million. It has more than 5 million sq feet of retail space in roughly 450 stores across 40 cities. Its principal formats include pantaloon, a departmental store chain & Big Bazaar, a hypermarket chain. Shopper's Stop has 5 million sq feet of retail across 88 stores in 12 cities.

2.9 GLOBAL TRADE VOLUME AND TRENDS

As the apparel manufacturing industry has become more labor intensive and requires less capital investment, its concentration is shifting more towards the developing countries and even constituting large amount of their exports.

They are concentrating more on developing countries as the labor cost is very less in such countries. This can be analyzed by the fact that the apparel production in industrialized countries decreased between 1980 and 1996, whereas the production increased in developing countries during the same period. Similar trend was seen in exports, the apparel exports of developing countries increased six times between 1980 and 1997, and that of developed economies rose by 150%.

The global apparel industry's total revenue in 2008 was US\$1,252.8 billion, which was approximately 68% of the overall industry value. Asia Pacific constitutes the largest amount of production and trade in the apparel industry worldwide.

TABLE 2.3	
Region	% Share
Asia Pacific	35.40%
Europe	29.40%
USA	22.30%
Rest of the world	12.90%

Region wise Share of Total Trade Revenue (2008)

China had captured 65% of the global market share towards the end of 2008 in total apparel exports. The other major apparel exporting nations include USA, Germany, Hong Kong, Italy, Malaysia, Pakistan, Thailand and India. Some of the apparel trade statistics are presented below.[4]

TABLE 2.4	
Country	US \$ Billion
China	8,260.921
Hong Kong	1,723.210

Italy	1,353.586
Malaysia	1,255.069
Germany	669.130
Pakistan	618.830
Thailand	597.758
USA	595.171
India	522.463

Exports of Apparels (2008)

2.9.1 Industry Supply Chain

The apparel industry supply chain can be broadly categorized into six major components - raw materials, textile plants, apparel plants, export chains, retail stores and customers.

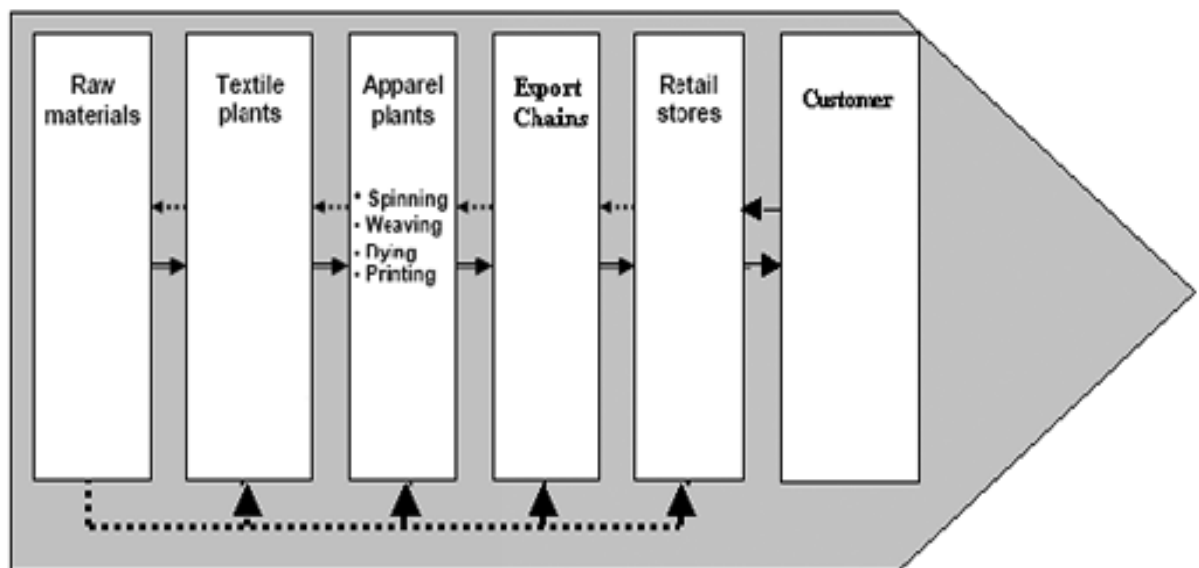


FIGURE 2.1
Supply Chain of the Textile Industry

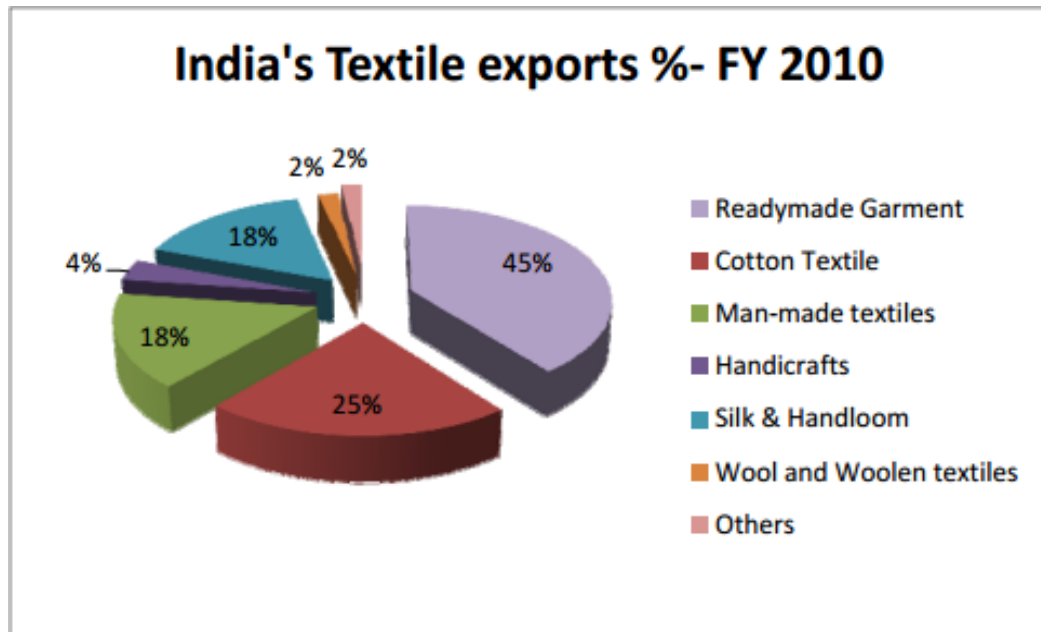
2.10 CURRENT INDUSTRY SCENARIO

India textile industry largely depends upon the textile manufacturing and export. It also plays a major role in the economy of the country. India earns about 27% of its total foreign exchange through textile exports. Further, the textile industry of India also contributes nearly 14% of the total industrial production of the country. It also contributes around 3% to the GDP of the country. India textile industry is also the largest in the country in terms of employment generation. It not only generates jobs in its own industry, but also opens up scopes for the other ancillary sectors. India textile industry currently generates employment to more than 35 million people.

Indian textile industry can be divided into several segments, some of which can be listed as below:

- Cotton Textiles
- Silk Textiles
- Woolen Textiles
- Readymade Garments
- Hand-crafted Textiles
- Jute and Coir

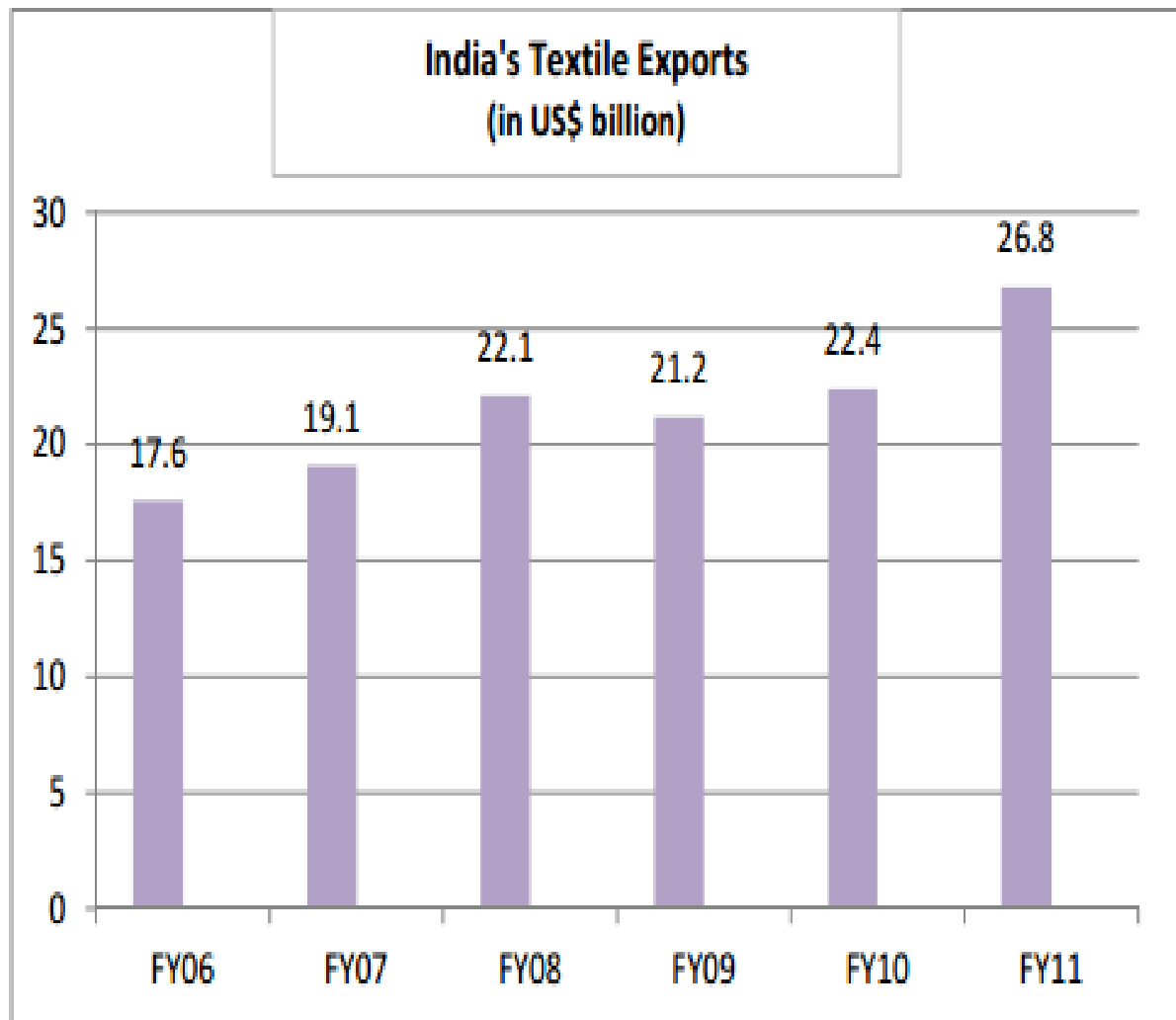
Close to 14% of the industrial output and 30% of the export market share is contributed directly by the Indian textile industry. As per a survey the textile industry has contributed 12 million new jobs in India till 2010.^[5]



GRAPH 2.2
India's Textile Exports Percentage (2010)

(Source:http://web.archive.org/web/20120522071945/http://cci.in/pdf/surveys_reports/indian-textile-industry.pdf)

Indian textile industry is as old as the word textile itself. This industry holds a significant position in India by providing the most basic need of Indians. Starting from the procurement of raw materials to the final production stage of the actual textile, the Indian textile industry works on an independent basis.



GRAPH 2.3
India's Textile Exports in US \$ Billion (2006 - 2011)

(Source:http://web.archive.org/web/20120522071945/http://cci.in/pdf/surveys_reports/indian-textile-industry.pdf)

The final phase-out of the Multi-fibre Arrangement (MFA) and the system of quotas that has governed the global trade in textiles and apparel for the last forty-two years has significantly altered the institutional rules of trade in the textile and clothing industry. With the elimination of all remaining quotas on apparel from January 1 2005, the textile and clothing sector is now fully

integrated into the regulatory framework of the General Agreement on Tariffs and Trade (GATT) of the World Trade Organization (WTO). Buyers are now free to source textile and apparel in any amount from any country; suppliers are similarly free to export as much product as they are able, subject only to a system of national tariffs. As global competition intensifies under the new quota-free trading regime, countries are bracing for major changes in the structure of sourcing and apparel supply worldwide. With the removal of the quotas, it was expected that the developing countries, who have a major play in the textile industry will benefit themselves as they have stable supply network, experience in networking, capacities for scaling up and the ability to offer a full bundle of services. It was also expected that smaller countries, which enjoyed the restriction on trade will fall out from the picture.^[6]

The textile sector has increased their investment in projects to upgrade their equipment amid fierce market competition and to meet the growing demand for more textile products. Total investment in the textile industry between 2004 and 2008 was around Rs.65,478crore in India, which was around Rs.1,50,600 crore in 2012. This enhanced investment would generate 17.37 million jobs-- 12.02 million direct and 5.35 million indirect till 2012.^[7]

Investments in the textiles sector can be assessed on the basis of three factors:

- Plan schemes such as the Techno Up-gradation Funds Scheme (TUFS), Technology Mission on Cotton, Apparel Parks, etc. Under the TUFS scheme, a total of Rs 916 billion has been disbursed for technology up gradation. There are around 26 Apparel Parks in eight states in India, with a total estimated investment of Rs 134 billion
- Industrial Entrepreneurship Memorandums implemented from 1992 to Aug 06, amounting to Rs 263 billion.

- Foreign Direct Investments inflows worth US\$ 910 million have been received by the textile industry between Aug 91 and May 06, which account for 1.29% of total FDI inflows in the country.

Though significant investments are being made in the textiles segment, the bulk of them are in the spinning and weaving segments. A cumulative total of US\$ 6.67 billion in investment was done in 2008. Of this, more than two-thirds is in the spinning and weaving segments, while only 25% is in processing and garment units

The elimination of global textile quotas is expected to drive garment production to China, benefiting consumers in North America and Europe at the expense of developing nations where apparel manufacturing has become a bridge to an industrial economy. Africa received record high foreign direct investment (FDI) inflows in 2005 of US\$31 billion, but this was mostly concentrated in a few countries and industries. The textile sector has increased their investment in projects to upgrade their equipment amid fierce market competition and to meet the growing demand for more textile products.

The global fibre industry will continue to shift to the Asia/Pacific region, particularly China, South Korea and Taiwan. Textile trade in the world is estimated to be around US\$ 300 billion currently. Industry experts predict that by the end of 2014 the facilities in the west will close down and they will source their textiles from more efficient areas of the world resulting in the trade volume of around US\$ 800 billion. The Indian textile industry, which has accelerated to an annual growth of 9-10 per cent, is expected to grow at a rate of 16 per cent in value terms and reach a level of USD 115 billion till 2012. With 8.6% growth rate, Turkey also recorded a very strong average annual growth rate of its textiles and clothing exports but from a much lower basis. It could increase its exports from 8.6 to 17.6 billion US-Dollars.

Pakistan exports amounted to 9.9 billion US-Dollars in 2005 which translates into an average annual growth rate of 5.4%.

As of now, the general impression any individual would get about the Indian textile industry leaders in the past few months is that it is in a major decline state. The following could be the reasons that attribute to this decline:

- Global recession
- Less export orders due to reductions in inventories by global retail giants like Wal-Mart
- Rising price of raw materials like cottons
- Infrastructure bottlenecks such as power, particularly in Tamil Nadu

In the times of adversity, like what we are facing right now, it is an immediate task for all stake holders to pause for a moment and take stock of the difficulties and chart plans for sustainability and growth of the Indian textile industry.

With the opening of world markets and the abolition of textile quotas since 2005, there came a negative situation as well. But, hindsight is always 20-20. Indian textile industry should have focused on all major sectors right from fibred to fashion and planned for an organized growth across the supply chain so as to compete with China and even countries such as Pakistan, Vietnam and Thailand, which are also growing from the textile perspective. Instead, the industry had put majority of its stock in the spinning sector. This is clearly evident in the utilization of Technology Up gradation Fund Scheme effectively by the spinning sector. Although it is a positive outcome, the industry did not focus on many other value adding segments such as weaving and finishing. Indian power loom sector, which enables value-addition is a highly unorganized industry and needed major up gradation. As of now, the power loom segment is also picking up where in many of the unorganized power looms are becoming organized. Technical textiles sector is still in its infancy

and a tangible growth will be highly visible by 2035 when the growth in this sector will be exponential.

The weak links in the Indian conventional industry such as weaving and finishing have to be strengthened. There must be consolidated efforts by Indian Textile Machinery Manufacturers Association, end-users and the Government to undertake a major step and come-up with alternatives to European Machinery, which the Indian weaving sector can afford. This should be put into practice within the next five years, if dedicated efforts are undertaken with the financial support for R & D by the Government through its various schemes.

Technical textiles sector must transform from a non-crawling phase to at least a crawling industry in the next three years. General awareness on nonwoven and technical sectors has been created with the recent marathon training workshops and conferences such as, "Advances in Textiles, Nonwoven and Technical Textiles", organized for the past five years in Coimbatore by Texas Tech University, USA and those such as the excellence and IIT's Technical Textiles conferences. These have put India on the international map in technical textiles. These conferences are of less use if they do not translate into investments and new projects.

2.11 INDIA'S COMPETITIVENESS

2.11.1 Contribution to Economy

With 3.9 million handlooms, India is the highest handloom producing country in the World. 30% of the total export income is generated by textile alone; it is second largest Employer industry after agriculture. The textile industry constitutes approximately 14% of country's total industrial production.

2.11.2 The World Market Share

In spite of the Chinese dominance, India has a fair opportunity to grab a substantial stake in the projected garment market share. According to PHD Chamber of Commerce and Industry (PHDCCI), post-MFA, India's market share in the US is expected to go up to 15 per cent from the present 4 per cent. In the EU, the market share increase is expected to be 50 per cent from the current 6 per cent to 9 percent.

Indian Textiles targets- 11th Five year Plan (2007-2012)

- Market size of US\$ 115 Billion
- Export target US\$ 55 Billion
- Domestic market US\$ 60 Billion
- India's market share in world textiles trade to grow from 3% to 8 %
- 12 Million additional jobs
- Investment Rs.150,600 Crs

2.11.3 India's Competitiveness With Other Countries

There is no denying India is competitive enough and will become even more competitive once its infrastructure issues are sorted out. China has probably already reached its peak and further improvements may not be as dramatic, henceforth Countries and their positive and negative aspects with regard to textiles.^[8]

TABLE 2.5		
Key Countries / Regions	Key Positives	Key Negatives
China	Efficient, low cost, vertically integrated	Growth at the cost of profits
India, Pakistan	Vertically integrated, low cost	Lacks economies of scale and infrastructure support
Mexico (NAFTA), Turkey	Proximity to market, duty and quota free	Lack China and India's degree of competitiveness
ASEAN (Vietnam, Cambodia, Indonesia)	Cheap labor	No other cost or locational advantage
AGOA (African) countries, Bangladesh	Quota and tariff free, cheap labor	Lacks integration and China and India's degree of competitiveness
Hong Kong, Korea, Taiwan	Trading hubs proximity to China	No cost advantage, protected currently by quotas
USA and EU	Non-quota barriers likely to prove irritant to imports	US \$ 400 billion trade loss

India's Competitiveness with Other Countries

(Sources: Chandra, P., "Technology, Practices, and Competitiveness: The Primary Textiles Industry in Canada, China, and India," ed. P. Chandra, Himalaya Publishing House, Mumbai, 1998.)

2.12SWOT ANALYSIS OF TEXTILE INDUSTRY

Strengths

- Removal of quota restrictions to give a major boost to the exports.
- Export target in textiles in 2010 at USD is 50 billion.
- Low per capita consumption of textiles in India as the world consumption is 6.8, India only consume 2.8 of it. That's why there is large scope of manufacturing and exports.
- Availability of the cheap labor in India would help the development of the textiles at the lower cost.
- Cost competition is not much in India as majority of Indian population is not dependent on the big brands like Armani, United Colors of Benetton etc, so India itself does not hold much competition with these brands.
- The large cotton production in India would lead to the development of the textile mills in the better way, as India does not have to import the raw material from outside.
- There are well established production bases for made ups export as well as for domestic purpose.

Weakness

- The most serious problem of the industry is the lack of adequate processing facilities; there is over-dependence on hand processors and traditional items.
- The Indian textile industry is fragmented. Most of the SMEs are tiny and cottage type units without sufficient capital back-up.
- The government policies in India for the textile industries are traditional as they are not upgraded like the up gradation of the policies for the IT industries.

- The quality of wider-width fabrics for meeting the export demand is lacking in many respects, which is acting as a disadvantage to the growth of the industry.
- The technology used in the most of the textile mills is old enough that they can't be modified, but there have to be new machineries imported to give the edge in technological advancements in this sector.

Opportunities

- As per available information, the market for processed cotton fabric will increase in the European and other markets and, therefore, the powerloom industry may benefit and expand substantially. Grey fabric export is continuing to grow and will show increasing trends.
- Value added products will have greater demand and, therefore, processing will play an important role.
- India with traditional designs and craftsmanship can command a greater market share for niche products in made-ups and garments.
- Indian companies need to focus on the product development and this could easily be possible as there is the greater scope in the Indian Market.
- As the new generation is keen towards the western culture the training for especially textiles could be provided to them and they could be encouraged to develop the efficient sector of India.
- Increased use of computer aided designing to develop the designing capabilities of the textile. Using new technologies and software ease the use of virtual design on the computer and then choosing from various alternatives.

Threats

- Increased competition in the domestic market yield to the development of the more SMEs which invest more to survive in the market.

- The working area of most of the industries in the textile industries is not hygienic enough to give the workers more comfortable area to work in. so this condition has to be improved.
- Need to revamp consumer consciousness
- Continuously quality improvement is needed to make sure that people would rely on Indian goods not on the foreign goods.
- Chinese goods are cheap as well as the machinery provided by them is also cheap. So the threat for the export and designing is the Chinese Aggression over the International market.

2.13 BACKGROUND STUDY OF CASUAL WEAR BRANDS

Major Players in Apparels Market

There are so many players are ruling in the Indian apparels industry out of which some players are national Players & some players are of International standards

Every player have their different product portfolio in a particular apparel segment Or there are many players in each apparel segment i.e. corporate/formal wears, ethnic wears, Sports wears & casual wear segment

Causal Wears Segment

SPYKAR

The Spykar was founded in 1992, when Mr. Prasad Pabrekar led by ambition ventured into fashion apparels and accessories to make use of his vast repertoire of technical knowledge in processing of denim garments. Its accent on the quality of its products has been unwavering right from its inception. It has always strived to produce a product, having a global appeal. Denims are the core of the company's business. To continuously innovate, and to bring new styles, cuts and fabric to the market, the company has a team of young

and dedicated designers and merchandisers, who are extremely aware of the latest trends in the international market. The company experiments a great deal on new styles and accessories, making them trendy and accessible to the Indian consumer. Since Spykar designs specifically for Indian audiences, it has the best fits and designs in its repertoire.

PEPE

Pepe is a popular men's brand wear which offers some of the interesting fashion apparels and denims. Pepe is more of a fashion statement today which is recognized for its quality products. It not only offers men's collection, but it is even popular for its kids and women wear. Pepe Jeans, which is truly a Pepe brand, is one of the leading casual and denim wear brands within Europe. The brand made its presence felt in almost all parts of the countries and today it is known worldwide more as an international brand. Pepe Jeans launched its wear in India way back in 1989 and soon captured the Indian market successfully.

In the early 80's Pepe widened its business horizons and was soon branded as one of the best clothing brands in Europe. It was The Smiths who designed campaigns for Pepe. Today it is not only the wear of the common people but also worn by elite people, business men, top class executives but also by celebrities. In a time when fashion brands were made less by marketing science and cold cash, and more by real people discovering different, sometimes dangerous, and always breathlessly exciting fashion that the founders of Pepe jeans, Nitin Shah and his brothers Arun and Milan, unleashed their vision of detail-rich denims to an audience that had become tired by a tidal wave of bland and anonymous jeans.

LEE COOPER

Lee a US company, have been making jeans since 1889 and was founded by Henry David Lee. His first garment factory in Salina, Kansas, produced dungarees and jackets. They now have an incredible range of styles and finishes from regular straight and slim fit, low waist, high waist, flares and the ever popular boot cut. Lee's jeans have definitive styling and fit. They have a proven record in constantly producing innovative and trend setting designs which sit comfortably beside traditional jeans. Lee Cooper has had a passion for denim design ever since the beginning. Lee Cooper are always on top of trends and technology, but know that genuinely authentic denim doesn't need to be over designed, over washed and overpriced.

LAW MAN

Over the years, Lawman Western has become synonymous with leading-edge Western fashion, representing quality, originality and customer satisfaction. Lawman Jeans has become the fashion statement in women's western jeans. Lawman jeans are best known for high quality jean workmanship & originality of jean design. Every season the designers at Lawman Jeans challenge themselves to experiment with new designs, fabrics, & finishes – & to blend new fashion concepts with the western tradition.

As a leader in western fashion, Lawman is best known for its original designs that combine western tradition with contemporary design concepts. Its premium workmanship delivers a perfect fit, sophisticated finishes and details, and unsurpassed quality. In 2009, Lawman launched the Savannah jean, a riding jean designed to provide maximum riding comfort for both professional and recreational horse women. Through extensive fit testing, the Savannah is constructed using a single-stitch friction-free inseam, proprietary no-gap waistband, and satin-lined pockets and waistband for extra comfort.

LEVIS

Levi Strauss & Co. (LS&CO) is a privately held clothing company known worldwide for its Levi's brand of denim jeans. It was founded in 1853 when Levi Strauss came from Buttenheim, Franconia, (Kingdom of Bavaria) to San Francisco, California to open a west coast branch of his brothers' New York dry goods business. Although the company began producing denim overalls in the 1870s, modern jeans were not produced until the 1920s. The company briefly experimented (in the 1970s) with employee ownership and a public stock listing, but remains owned and controlled by descendants and relatives of Levi Strauss' four nephews.

Levi Strauss & Co. is a worldwide corporation organized into three geographic divisions. The company employs a staff of approximately 10,500 people worldwide, and owns and develops a few brands. Levi's, the main brand, was founded in 1873 in San Francisco, specializing in riveted denim jeans and different lines of casual and street fashion.

KILLER

In 1989, when the company had launched its flagship brand Killer, they had a vision and commitment towards the community that to provide the best fits, washes, and fashion at a very affordable price. Despite of many international brands available in the market, Killer is the only Indian denim brand which survived and still growing well. The idea of its survival in the market is to complete product development time by time, innovation by keeping its strengths which are the fits and the washes. Apart from that Killer is continuously innovating the new fashion trends. Killer is the first brand in India which launched worn out jeans. It is one of the leading companies offering clothing and accessories in India. Apart from trousers, they also offer shirts and other men's clothing. Killer Jeans offer a huge variety of Regular Fit, Comfort Fit, Boot Cut, Flare Cut, Low Waist, Ultra low waists, Medium rise,

etc. The first brand ambassador for killer was Rahul Dev and after that it was Arjun Rampal.

CHARLIE OUTLAW

Leading retailers of readymade garments, Charlie Outlaw displays a variety of shirts, trousers, jeans, sweat shirts, sweaters and jackets for men. They usually offer products at slashed prices and best brands of formal wear add the appearance of a luxurious lifestyle to your personality.

KOUTONS

Koutons Retail India Ltd. is the leading retailer of readymade and fashion wear brand in the country. With more than 1400 outlets across India, it has a wide range of apparel designs suited for all segments including corporate, formal and casual dressings. The company made its beginning 18 years ago and is the pioneer in making fashion a household name, through unique promotional schemes and by bringing in modern and fashionable wear within the reach of all segments of society. In 1997 the Company diversified its business by introducing non-denim trousers in the existing product range of denim apparel. The company has inaugurated its 89th family Store in Hyderabad, which it claims to be its largest store in the country. The company's strategy is to have small, but more stores. This helps to save costs and at the same increase reach of the company. The company has a phenomenal growth record.

2.14 OTHER MANUFACTURES

GOKALDAS EXPORTS

Incorporated in 1979, based in Bangalore, it's one of India's largest manufacturers and designer of garments for men, women and children and caters to the needs of several international fashion brands and retailers. Gokaldas Exports has been a major player in the readymade garment industry across the globe.

In the present Indian fashion retailing, Gokaldas has grabbed a distinguished place for itself in the form of "The Wear house" catering to the specific fashion needs of the people. "The Wear house" has high profile outlets in Bangalore, Chennai, Hyderabad and Coimbatore. An ISO 9001:2000 Certified Company has a capacity to produce and export 2.5 million garments a month. The Group's products include coats, suits, jackets, parkas, windcheaters, ski wear; warm-ups, surf wear, swim wear; trousers, shorts; casual wear shirts, ladies blouses and dresses for customers in international market. It mainly operates in India but exports its products to countries like the United States of America, Canada, Mexico, United Kingdom, Germany, Austria, Spain, Italy, France, Netherlands, Middle East, South Africa, Japan, Denmark, Taiwan and Hong Kong. A few of the manufacturing units are 100% export units with capabilities of mass production. They have the license to import duty-free fabrics and accessories from all over the world for re-export. It has over 48,000 employees who work in around 48 fully equipped, modern, manufacturing factories.

ARVIND BRANDS

Arvind Mills Ltd. was incorporated in 1931 with share capital Rs.2525000 (\$55000) in Ahmadabad by the Lalbhai group. The Company's operations are divided into the Textile Division, telecom division and garments division. We

will be majorly concentrating on the garments division. Products manufactured are dhoties, sarees, mulls, dorias, crepes, shirting's, coatings, printed lawns & voiles cambrics, twills gabardine etc.

In addition, it owns an array of casual sportswear and denim brands marketed in India, including Flying Machine, Newport and Ruf&Tuf jeans and Excalibur shirts along with licensed relationship with various international brands like Nautica, Jansport, Kipling, Hero by Wrangler, Lee Riders and Tommy Hilfiger, and joint ventures with VF Corporation and Diesel. But the company is facing severe competition from major brands like Louis Philippe, Park Avenue and small brands like Trigger and Blackberry's.

It produces about 110 million meters of denim every year and the garment section is doing extremely well because of the customer loyalty it enjoys. The demand for jeans, in particular, is expected to rise, as manufacturing companies in the US have shut operations

ZODIAC

Zodiac Clothing Company Ltd manufactures, exports and imports garments, textiles accessories etc. Zodiac has been in the apparel business for a period of 50 years by now and is known for its quality shirts. Zodiac, is today, the largest selling shirts & tie brand at Shopper's Stop according to Brand Equity (The Economic Times)

The Company started business in 1954 and export of readymade garments to Europe started in early '60s, which included mainly ties and shirts. For many decades, Zodiac has been synonymous with ties. The business of ties is a high fashion business and Zodiac has taken this to new highs in India and across the globe. In fact, one can say that in India Zodiac is generically associated with ties. Following Zodiac's huge success with ties, the company

entered the arena of men's accessories with Cuff links, Belts, Wallets and Handkerchiefs.

In 1973, Zodiac had a stand-alone exclusive shirt shop in Hotel TAJ in Mumbai. The company then entered the domestic shirt segment in late '80s. It employs around 3500 people in 7 manufacturing units in 16 offices located in UK, US, Germany, UAE etc.

HOUSE OF PEARL

House of Pearl Fashions Limited is a multinational ready to wear apparel manufacturing company. The company also provides supply chain solutions for the fashion industry globally along with warehousing & distribution networks in the UK & US. It operates in 11 strategic locations in six continents. It has two brands Kool hearts and DCC in the United States of America. The brand Kool hearts focuses on the young fashion, whereas the focus of DCC is more towards the Missy segment.

It basically deals with 3 streams which are manufacturing to Retailers, sourcing solutions for retailers, Marketing, Distribution & Branding for Retailers. It takes care of the whole process from design & development, manufacturing or sourcing till offering a range of pre retailing services, warehousing to delivering at the door step on a call off basis. It manufactures a broad range of products comprising of knits, woven, sweaters and bottoms in basic as well as complex designs.

The company is planning to double the capacity by expanding the operations in Chennai, Bangladesh & Indonesia. It intends to have a capacity of 30million pieces by the end of 2009. The company adopts integrated marketing techniques and has merchandising teams in Canada, Europe, HK, UK, and US, closely interacting with existing and potential customers at their doorstep. The Company shares were listed on the stock exchanges first time in Feb, 07.

It recently went for a joint venture with LERROS, a premium apparel brand from Germany.

HARIA EXPORTERS

Haria Exports Ltd. is a leading garment exporter in the country for the last twenty four years. It is a Star Trading Company and has won the golden status certificate in the year 1999. This company occupies a unique place in the industry of the by its contribution to Industrial output, employment generation and Foreign exchange earnings. Even though the textile industry has the distinctive advantage in respect of raw material and skilled labor, the industry is suffering from technology obsolescence which in turn affects the quality, productivity and cost effectiveness. The high capital cost is impeding the process of Hi- Tech up gradation.

EVINIX

The company started in 1996 with the manufacture of headgears, baseball caps and high altitude jackets, using cotton textile and leather, mainly for exports. The company was incorporated on 1st May 1996 as Evinix Fashion Accessories Private Limited under the Companies Act, 1956. The apparel category constitutes men and women's shirts, trousers, skirts and tops, kids-wear and nightwear. Organic cotton wear for expecting mothers and infants is an additional strength. They use Organic cotton and its products through its brand name "Othentix"- Authentic Sustainable Textiles, lends a unique personality to each garment manufactured and supplied by Evinix.

The company came out with a principle of Rapid Retail suggesting that every merchandiser has a limited shelf life at CUT stores; CUT is an acronym for Comfortable, Urban and Trendy. Evinix is setting up CUT stores in fast urbanizing young Indian towns. It recently launched the CUT youth style store in Rajkot.

PEARL GLOBAL

Pearl Global Limited was incorporated on 23rd October, 1979 under the name Pearl Agencies Private Limited. The Company became a Deemed Public Company with effect from 1st July, 1991. The name of the Company was changed to PEARL GLOBAL LIMITED (PGL) on 2nd September, 1993 in terms of Section 21 of the Companies Act, 1956 as per fresh Certificate of Incorporation issued by the Registrar of Companies, Delhi & Haryana. PGL manufactures, sells, and exports ready to wear apparel in India. The company primarily produces garments in woven and knitted fabrics. Its products include casual wear dresses, ladies' blouses, and bottoms. The company is based in Gurgaon, India. PGL is a subsidiary of House of Pearl Fashions Limited.

BANG OVERSEAS LTD

Bang Overseas Limited's principal activity is to manufacture and market textiles and apparels. The Group's textile includes readymade garments, under garments and hosiery. It markets with a brand name of Thomas Scott. The Group operates only in India. It was incorporated in the year 1992 and is presently providing fashion fabrics and meeting ready to wear requirements of the customers in apparel, textile and Retail segment.

In the same year, they launched our seasonal fabric collections in textile under the name "Body waves", marketed through their own distribution channel to different brands and retailers. They have ventured into ready-to-wear men's' segment in 2000 by outsourcing manufacturing process and in turn selling to various international brands. They launched ready-to-wear men's' garments under our brand name "Thomas Scott" in 2002.

2.15 DETAILS OF MAJOR PLAYERS IN EACH CITY

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Chapter -3

RESEARCH METHODOLOGY

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RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In research we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research techniques but also the methodology. Researchers not only need to know how to develop certain indices or tests, how to calculate the mean, the mode, the median or the standard deviation or chi-square, how to apply particular research techniques, but they also need to know which of these methods or techniques, are relevant and which are not.

Researchers also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain problems and others will not. All this means that it is necessary for the researcher to design his methodology for his problem as the same may differ from problem to problem. Research is equally important for social scientists in studying social relationships and in seeking answers to various social problems. It provides the intellectual satisfaction of knowing a few things just for the sake of knowledge and also has practical utility for the social scientist to know for the sake of being able to do something better or in a more efficient manner. Research in social sciences is concerned both with knowledge for its own sake and with knowledge for what it can contribute to practical concerns. This double emphasis is perhaps especially appropriate in the case of social science. On the one hand, its responsibility as a science is to develop a body

of principles that make possible the understanding and prediction of the whole range of human interactions. On the other hand, because of its social orientation, it is increasingly being looked to for practical guidance in solving immediate problems of human relations.

3.2 OBJECTIVES OF THE RESEARCH STUDY

3.2.1 Primary objective- To study the impact of different advertising tools and techniques on the buying behavior of youth (With special reference to branded outfits.)

3.2.2 Secondary Objective-

1. To study the attitude, perception and buying behavior of youth (between 18 to 25 years of age) about their preferences with respect to casual branded outfits.
2. To know how brand image and perception of quality affects the buying behavior of youth.
3. To study the extent and manner in which decision – making of youth is influenced by the eco-socio-cultural factors.
4. To identify the extent and ways through which psychological variables influence the buying behavior of youth.
5. To know the impact of fashion and lifestyle on changing buying behavior of youth.
6. To uncover the influence of various modes of advertisement on the buying patterns of youth.

3.3 SIGNIFICANCE OF RESEARCH STUDY

1. The study is intended to study and evaluate the impact of advertising and its importance to influence the buying behavior of youth. The primary purpose of the study is to determine different advertising variables and postulate the impact of those, and the buying behavior of youth in Rajasthan.
2. Focus of the researcher is towards advertising is due to a certain reason that advertising is a mass communication tool which interacts with mass – target market and build brand image in young consumers.
3. In the Rapid Growing Market, Brands are facing heavy competition and to deal with it, is not easier these days. A good advertising strategy helps marketer to influence consumer to pursue a specific brand and also it creates a positive brand image in the eye of potential customer. In addition good advertising helps marketer to retain its present market share in changing market.
4. The consumer market of Rajasthan Especially – Jaipur, Udaipur, Kota, Jodhpur and Ajmer comprises a large proportion of young customers between the age of 18 to 25 years who want, need and are willing to pay for products that give them convenience and independence.
5. More over these cities are selected because they are the district fashion centres in Rajasthan.
6. The major vitality of the proposed study is to broaden our understanding about youth consumer behavior and their decision – making process and factors which influence them most. This study has significant implications in the field of consumer studies, consumer psychographics in acceptance of the role of involvement between advertising, price, quality, personality and prestige sensitivity influencing the youth buying behavior.
7. Advertising is a vital factor in – building and developing perception amongst youth these days, which will be followed with strong beliefs in particular brands ending substantially with a purchase decision and if a

specific brand satisfy a customer then, through positive post purchase behavior customer helps a firm to lower its promotional budgets & expenditure. So the study is vital and equally important for the manufactures / marketers / Ad-agencies of domestic market to accurately target youth consumer market.

8. Through this study researches is able to help branded Co's to build certain advertising strategies which are needed to develop so that Co's product services in the market through different stages of its life cycle.
9. Under this study different factors of consumer behavior also needs to examine – how individual, groups and organization's select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and desires.
10. Consumer behavior also studies the major aspects of an individual's behavior influenced by a large extent to the advertisement, which a marketer put in front of its target market. As advertisement is a major key to success for every marketer. That's the reason why heavy investment is done by marketer these days on celebrity endorsement to put a strong impact on the buyer's decision – making.
11. The present study involves the identification of the impact of different advertisement strategies on the buying behavior of the youth, with respect to the products of different brands.

3.4 SCOPE OF THE STUDY

1. The proposed study was confined to the Five major cities of Rajasthan keeping in view the time and cost constraints.
2. The area of research is the impact of advertising on youth buying behavior.
3. The proposed study includes the eminent respondents from different class, occupation, income level and gender.
4. The present study covers the casual wear segment of branded outfits.

5. The sample size for each city 100 respondents.

3.5 HYPOTHESIS OF THE STUDY

1. There is a significant relationship between purchase related attitude and purchasing of branded apparel.
2. There is a significant relationship between brand quality and buying behavior of youth.
3. There is a significant relationship between social factors and buying.
4. There is a significant relationship between buying behavior of youth and psychological variables.
5. There is a significant relationship between impact of advertising and buying behavior of youth.

3.6 REVIEW OF LITERATURE

In the 21st Era Century people buying is becoming Hi-tech. So market players need to study the behavior of target market at large. Then only market players will be able to formulate specific and unique advertising and marketing strategies in pursuit of customer.

- Graig A. Martin, Bush J. Alan (2000), "Do Role models influence teenagers purchase intention and behavior," The focus was on the socialization pattern of young adult consumers. This will help to understand young consumer behavior.
- Diana L. Haytko and Julie Baker (2004), "It's all at the Mall: exploring adolescent girl's experiences," The emphasis was on influence of external environment factors on girls buying behavior. This allows in understanding of the various components to the female adolescent mall experience, and allows them to more effectively study and market to this segment.
- Journal of Retailing: Vol. 80, Issue 2 (2004), "Shopping with friends and teens susceptibility to peer influence," This article is about the

phenomenon of teenagers shopping and focuses towards the insight of youth that if shopping with friends can change the attitude towards retailing basically it relates to friend knowledge and youth age to teenagers susceptibility to informational and normative influence from friends.

- Sharma S.R. TiwariPrakash, and VermaHemraj (2007), “An Empirical study on consumer perception about Vishal Mega mart and its impact on shopping behavior in Dehradun city. Focuses on the major factors considered while purchasing like environment, display, etc. and also the research papers tries to bring out customer views regarding Vishal Mega Mart methods and its effect on the buying behavior of customers in Dehradun City.
- Pau Jan and Siew Long (2008), Australia “Attitude towards domestic and foreign market luxury brand apparel : A comparison between status and non – status seeking teenagers,” The research findings indicates that status seeking youth have overall a more positive attitude towards other foreign brands as compared to Australian luxury brands. With the exception of Chinese brands and Non – status seeking teenagers reacted adversely to foreign brands and taken much interest in Australian luxury brand.
- Yohtacho, Mike more and Garden Brian (2003) Sports journal, “The effect of gender on teen purchase.” and the result of this study comes out with seven important characteristics, which influence teen purchase with respect to gender effect, they are Price, Color, Style, Brand name, Comfort quality and celebrity endorsement.
- Parker Stephen R., Hermans M. Charles, Schaefer D. Allan, in journal of international business and economics (2008), “Teen attitude towards clothing brand in general: a cross – cultural exploration,” made a comparison regarding the decision making style for buying apparels. The

result suggests that the teens of different country have different preferential order about advertised brands.

- Simpson Linda, Douglas Sama and Schimmel Julie (1988) Vol – 33, “Teen consumers: Catalog clothing purchase behavior,” The purpose of this study was to compare and analyze the buying behavior of students in their young age. Result showed that teens are keener towards style and ongoing trends.
- Agarwal P.K. (2007), stated in current issues in advertising that advertising very successfully plays the role of informer & persuader. Today the consumer will not look at the product which is not advertised, nobody wants to take any chances with a non-advertised product. So we can say that advertising is a key to play an important part to set priority of the consumer to purchase a particular product or brand.
- Agarwal P.K. (2007), discussed about the teenagers that, teens are more modern and adventurous than their elders. Careless for religion and tradition, they are more of material comfort and more respective to change than their elders. Teen is more inclined towards pursuit of pleasure. Teens are becoming a significant and distinct market segment and new sources of influence on the purchased decision of elders. The study reveals that most of the teens spend their pocket money on food, fashion and entertainment.
- Agarwal P.K. (2007), the author wrote about the youth (18-30 years) age now constitute distinct market roughly 1/5 of the country’s population. 55% of Cadbury Ice-Creams are consumed by youth. Procter & Gamble, Pepsi, Videocon, Hero-Honda are all aiming to youth. Today nearly 60% of the company’s sales come from youth age group. Brands like Levi’s, Wrangler, Crocodile and Reebok are being patronized by the upper strata of youth.
- Lahirilsita and Samanta Kumar Pradeep, “Factors Influencing Purchase of Apparels from Organised Retail Outlets”, 2010, Vol.IX, Nos.1 & 2, Pg73-

87, the authors analysed the influence of different factors on purchase of apparels and revealed that, style, quality, price, verity, appeal, brand name & referral group constitutes and play a major role in purchased decision. The consumer buying behaviour is mostly influenced, at times, by the marketing communication strategies that are developed so as to draw the attention of the target group.(Source: The IUP Journal of Marketing Management)

- Mittal Manish, DagaAnisha, ChhabraGinni and LilaniJyoti, “Parental Perception of the Impact of Television Advertisements on Children Buying Behaviour”, 2010, Vol.IX, Nos. 1 & 2, Pg 40-54, the study was conducted in Gwalior City, the study suggest that consumer buying characteristics are governed by a number of diverse factors which includes both internal & external factors. The study is ubiquitous in nature with similar inference being drawn by others. It can be concluded from the study that among various reported common factors which influence a consumer’s mind like products past history, ingredients, cost, availability, packaging, fragrance and its popularity etc. There are more significant & critical factors like composition of the product, attractive packaging style and overall look of the product. It can be suggested that media publicity, particularly in the electronic media, plays a significant role in influencing consumer’s mind. (Source: The IUP Journal of Marketing Management)
- ChakrabartiSomnath, “ An empirical Analysis of the Influence of consumer Evaluation Attributes in the purchase of fashionable wear in India”,2010, Vol. VI, issue 1,-The major contribution of thr paper lies in the fact that insights about fashion orientation in India, can emerging consumer market for fashion products, would be an important contribution to the literature.
- The study provides understand about the correlations of consumer evaluation attributes with fashionable ethnic wear innovativeness. Innovators are able to acknowledge the importance of the level of latest design incorporated in the dress, the customization capability of the ethnic

wear brand, the reputation of the brand name of the dress, the quality of cloths, the level of fresh ideas and the social occasions. The marketers need to focus on these areas for ethnic wear brand building.

- GogoiMintu and Kumar Brijesh, “MBA Student’s brand awareness and preference with regard to branded laptops: A case study in NIS Academy, Guwahati”, 2010, Vol.6, issue 1, The findings of the study revealed that product plays a significant role in influencing students to prefer the brand otherwise not. The study also shows that there is no preferential differences exist in between the two gender groups and the attributes quality associated with the product plays a significant role and helps in creating awareness and setting preferences for the students. (Journal of Marketing and Communication).
- According to Khasawnch and Hasounch [1] Customers realize the importance of brand while in their purchasing decisions and customers’ demographic characteristics have no significant relation and effect on brand awareness. People prefer the branded products with higher prices because they consider that branded items have more quality then non branded products. Brand preference is also a symbol of status.
- Nepalia [2] summed up that to manage the brand means to apply marketing tools for a brand or particular product or series. If brand will be managed effectively product value and brand loyalty will also be enhanced in customers’ mind. Marketers consider a brand as a promise with consumers that product quality will be same in future and due to this promise sales enhance.
- Furthermore SaadHussain et al [3] said that sometimes companies’ social responsible activities affect positively to customer’ brand choice. Brand attitude and image affects positively and environmental issues affects negatively to customer buying behavior.
- In addition, Del Rio et al. [4] explained that customers recognize the value of any brand with respect to its different functions like guarantee, social

and personal identification and status symbol. These factors have positive effects on customers' brand loyalty and willingness to accept extension in brands. Brand association has a positive relation with buyer purchasing attentions.

- As mentioned by Tamm [5] that brand is considered as valuable asset and attractive tool to capture customers for particular products. Consumer behavior can be examined on the basis of brand awareness, association and loyalty. Chinese people have negative behavior for their own produced brands while in UK brand development is better than China. Female consumers' buying behavior is highly and positively affects by branding status, attitude toward a brand. Self Concepts and with others' opinions. People are now more conscious and involved in branded fashion clothing. Different factor have significant influence on female buying behavior.[6].
- Furthermore Prince [7] summed up that brand name and product packaging affects individual buying behavior. Packaging attributes of a product attract consumers. Product experience, brand awareness and buyer confidence have relatively few influence on college students' buying behavior in consumer products as compared to packaging.
- Dastoor et al. [8] mentioned that brand equity has different dimensions like brand image, brand awareness, brand identity and perceived quality. Brand equity of low mental conflict products with respect to these dimensions has a direct and positive effect on consumer buying intentions.
- Mentioned by Dastoor et al. [9] that brand is implied device that helps out to companies to enjoy competitive benefits. Brand asset is multidimensional structure with consumer point of view. Brand assets with perceived quality and price of dairy products have a positive and direct relationship with consumer buying behavior.

- Rubini [10] said that brand is an intangible thing but it has a great influence on consumer buying attention. Brand loyalty can be behavioral or attitudinal so we can say that brand loyalty can be coincident. Knowledge regarding a brand has influence on customer buying behavior when customers are brand oriented.
- In addition Niazi et al [11] said that advertising is an effective tool to attract people and to divert their attitude positively toward product. There is a moderate relationship between consumer purchase attention, environmental factors and emotional factors. If consumer is emotionally attached with the product he/she will prefer to purchase that product.
- According to Rasool et al. [12] sometimes people change their brands just to test the other brands. Purchase attention of people also changed with change in income level and male mostly prefer the advertisements than female. In expensive products advertisement and repetition in ads not positively affect consumer buying behavior.
- Zain-ul-Abideen and Saleem [13] said that advertising is a marketing promotional strategy to catch the people's attraction for specific action for product or service. Consumer purchase behavior positively affects by emotional responses.

3.7 RESEARCH DESIGN

Type of Research Design

This Research is of exploratory nature and shall include surveys and fact findings and inquiries from different groups.

Universe

The Universe in research study is finite. In finite universe, the number of items is certain. In this research study, the Universe is Rajasthan.

Sampling unit

Out of the finite universe the researcher has selected five cities of Rajasthan.

Sample size

An optimum sample is one, which is appropriate representative and within the reach of the researcher. In the present research work, the sample size will be of 500 respondents. (100 from each city) and will be chosen by utilizing Stratified Random Sampling.

Researcher adopted the following methodology to complete this study:

Collection of Data

(A) Primary data - The primary data will be collected through the following :-

(i) Questionnaire

Pilot Survey

The questionnaire will be framed on the basis of a pilot study through which initial fillers and trends will be available. This may enable the researcher to incorporate worthwhile queries and eliminate the irrelevant.

Finalization of Questionnaire

The Researcher shall in personal visit the respondents and persuade them to get filled in the questionnaire to avoid the drawback of the questionnaire technique.

Interview

The Researcher will conduct interviews of resourceful and image maker respondents to infer meaningful information; this may enable the researcher to collect data for further interpretation.

Observation

The Researcher believes that keen observation of respondents and non-respondents fall in the relevant age group may enable to cross verify the responses.

(B) Secondary data :- The sources of collecting secondary data for research study were as follows:

1. Published books on advertising & consumer behavior.
2. Published journals and reports.
3. Newspapers.
4. Research papers.
5. Magazines.
6. Concerned websites.
7. Published booklets, brochures & literature by companies dealing in branded outfits for youth.
8. Published and unpublished research projects, surveys and reports.

3.8 STATISTICAL TOOLS AND TECHNIQUES USED IN THE STUDY

There are several ways of collecting the appropriate data which differ considerably in context of cost, time and other resources at the disposal of the researcher. Primary data can be collected either through experiment or through survey. If the researcher conducts an experiment, he observes some quantitative measurements, or the data, with the help of which he examines the truth contained in his hypothesis.

The researcher selected methods of collecting the data taking into consideration the nature of investigation, objective and scope of the inquiry, financial resources, available time and the desired degree of accuracy. Primary data was collected with the help of questionnaire and for analyzing the primary data Statistical Tools and Techniques were used in the study, which included the following:

1. Frequency Tables
2. Chi square test for hypothesis testing and finding relationship between the variables.
3. Histograms.

The SPSS software package 22.0 version has been used for the purpose of analysis.

3.9 LIMITATIONS OF THE STUDY

1. This study is based on survey method this makes difficult to contact the person.
2. It is restricted to five cities of Rajasthan only.
3. Time & Cost is the major constraint of this research.
4. The accuracy of data largely depends on the correctness of info. Provided by the customer.
5. Some of the respondents have chosen more than one options while responding to the questions.

6. Researcher had no control over the variables and reported the factual status of what respondents perceived and opined.

3.10 EXPECTED CONTRIBUTION FROM THE STUDY

1. The proposed study will contribute a lot to manufactures / marketer to redesign their product strategy & marketing campaign keeping those aspects which influence to a great extent on the youth–buying behavior.
2. The study is also capable to contribute to future research scholars in the same area or related area through different views of consumer behavior.
3. This study will also be helpful for the academicians for the academic interest and upliftment their knowledge.
4. This study will also help to advertising agencies and Ad – campaigners to redesign their ad – campaign, covering advertising media.
5. This study can definitely contribute to larger studies concerned with the enhancement of the domestic market for exotic casual wear.

This chapter provides an insight on research methodology used in the study. It involves the objectives behind conducting the research and the importance of study. The scope of research and the limitations are also mentioned in this chapter. It describes the basic methodological aspects of the present study, the sources used for primary and secondary data collection and the details pertaining to the relevant statistical tools used for the study.

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Chapter -4

IDENTIFICATION OF ADVERTISING VARIABLES INFLUENCING BUYING BEHAVIOR OF YOUTH

CHAPTER-4

REIDENTIFICATION OF ADVERTISING VARIABLES INFLUENCING BUYING BEHAVIOUR OF YOUTH

4.1 IMPACT OF ADVERTISING – BRAND & STATUS AWARENESS AMONG YOUTH

Advertising and Brand Awareness-

Now it is very well known that since Brands are coming in by dozens, all one needs is the confidence to deliver, to just make it happen- by none other than advertising which forms a vast superstructure with an autonomous existence and an immense influence. Today there is general agreement that advertising objectives can be set around four broad themes:-

- The behavioral constructs generating trial purchases and store visit.
- Change in attitude and its measurement.
- Positioning of the product and brand building.
- Creating awareness of new products and brands.

Advertising is one of the most important cultural sign systems that reflect and mold our lives. It is an inevitable part of anyone's life. Even if one does not read the newspaper or watches television it is impossible to escape the advertising images that pervade our surroundings, via hoardings, wall paintings, pop material or even the radio, cutting across all media but limited to none.

It is true that Brand Awareness is one of the prime objectives of Advertising in the modern world of „me too Brands. It is this ad mad world full of dream

merchants which is created the concept of “**jodikhtahaiwohibiktahai**”. Advertising is the communication link between the seller and the buyer. It does not simply provide information about the products and services but is an active attempt to influencing people to action by an overt appeal to reason or emotion. In other words, advertising does not end with the flow of information from the seller to the buyer; it goes further to influence and persuades people to action or belief. Advertising, being an integral part of promotion mix, is a part of the total marketing mix and it influences the sale of the products as do the other variables of the mix. Together with the product or brand, price, channel or distribution outlet and personal selling it attempts to achieve the marketing objectives.

People in our society are so conscious about their status and they prefer to use branded products to show off their status symbol. Brand is considered as implied device through which any business can attain the attraction of people and can enjoy the competitive edge.

In our local scenario it also considered as a valuable asset for any business as it can change peoples’ buying behavior. It can play a vital role to expand any business. Brand image development is a long term process and it can prove a strong weapon to fight with your competitors.

Customers rely on branded products and mostly prefer to buy products with well-known brand name. Marketing valuable strategies and tools can develop the brand of any product. If brand is managed in effective ways, a business can enjoy maximum number of customers and can build long term profitable relations with customers.

Refine quality of products and social responsibilities of any business can positively affect the behaviors of people regarding brand image satisfaction and loyalty.

At present time in global and emerging markets business war is not only on price but customer attraction, loyalty and relationship matters a lot. Companies are so conscious about their customer's satisfaction.

Advertisement plays a crucial role for any business to boost up its performance graph as it is a powerful strategy to attract your customers toward the product.

Advertisement is a dominant and leading weapon in all marketing tools due to its positive impact on consumers' buying behavior. It's an effective way to communicate

and convey marketer's message to the audience and it's a promotional strategy for the promotion of awareness relating to any product. Consumer buying behavior can be positively changed due to attractive ads.

As brand image and advertising are playing an important role in any business to make it successful therefore the core purpose of this study is to explore the impact of brand image and advertisement on Consumer Buying Behavior. This will show how people perceive any brand and how a brand image and advertising can influence the Consumer Buying Behavior of people and especially the buying behavior of youth.

4.2 ADVERTISING TOOLS BEING USED TO INFLUENCE YOUTH

Today every company needs to advertise its product to inform the customers about the product, increase the sales, acquire market value, and gain reputation and name in the industry. Every business spends lot of money for advertising their products but the money spent will lead to success only when the best techniques of advertising are used for the product. So here are some very common and most used techniques used by the advertisers to get desired results.

Emotional Appeal

This technique of advertising is done with help of two factors - needs of consumers and fear factor. Most common appeals under need are:

- Need for something new
- Need for getting acceptance
- Need for not being ignored
- Need for change of old things
- Need for security
- Need to become attractive, etc.

Most common appeals under fear are:

- Fear of accident
- Fear of death
- Fear of being avoided
- Fear of getting sick
- Fear of getting old

Promotional Advertising

This technique involves giving away samples of the product for free to the consumers. The items are offered in the trade fairs, promotional events, and ad campaigns in order to gain the attention of the customers.

Bandwagon Advertising

This type of technique involves convincing the customers to join the group of people who have bought this product and be on the winning side. For e.g. recent Pantene shampoo ad which says “15crores women trusted Pantene, and you?”

Unfinished Ads

The advertisers here just play with words by saying that their product works better but don't answer how much more than the competitor. For e.g. Lays - no one can eat just one or Horlicks - more nutrition daily. The ads don't say who can eat more or how much more nutrition.

Weasel Words

In this technique, the advertisers don't say that they are the best from the rest, but don't also deny. E.g. Sun silk Hair fall Solution - reduces hair fall. The ad doesn't say stops hair fall.

Endorsements

The advertisers use celebrities to advertise their products. The celebrities or star endorse the product by telling their own experiences with the product. Recently a diamond jewellery ad had superstar Amitabh Bacchan and his wife Jaya advertising the product. The ad showed how he impressed his wife by making a smart choice of buying this brand. Again, Sachintendulkar, a cricket star, endorsed for a shoe brand.

Complementing the Customers

Here, the advertisers used punch lines which complement the consumers who buy their products. E.g. Revlon says "Because you are worth it."

Ideal Family and Ideal Kids

The advertisers using this technique show that the families or kids using their product are a happy go lucky family. The ad always has a neat and well-furnished home, well-mannered kids and the family is a simple and sweet kind of family. E.g. a Dettol soap ad shows everyone in the family using that

soap and so is always protected from germs. They show a florescent colour line covering whole body of each family member when compared to other people who don't use this soap.

Patriotic Advertisements

These ads show how one can support their country while he uses their product or service. For e. g some products together formed a union and claimed in their ad that if you buy any one of these products, you are going to help a child to go to school. One more cellular company advertisement had a celebrity showing that if the customers use this company's SIM card, then they can help control population of the country.

Questioning the Customers

The advertisers using this technique ask questions to the consumers to get response for their products. E.g. Amway advertisement keeps on asking questions like who has so many farms completely organic in nature, who gives the strength to climb up the stairs at the age of 70, who makes the kids grow in a proper and nutritious ways, is there anyone who is listening to these entire questions. And then at last the answer comes - "Amway: We are listening."

Bribe

This technique is used to bribe the customers with something extra if they buy the product using lines like "buy one shirt and get one free", or "be the member for the club for two years and get 20% off on all services."

Surrogate Advertising

This technique is generally used by the companies which cannot advertise their products directly. The advertisers use indirect advertisements to

advertise their product so that the customers know about the actual product. The biggest example of this technique is liquor ads. These ads never show anyone drinking actual liquor and in place of that they are shown drinking some mineral water, soft drink or soda.

These are the major techniques used by the advertisers to advertise their product. There are some different techniques used for online advertising such as web banner advertising in which a banner is placed on web pages, content advertising using content to advertise the product online, link advertising giving links on different sites to directly visit the product website, etc.

4.3 ADVERTISING AND CONSUMER BEHAVIOR

Advertising informs consumers about the existence and benefits of products and services, and tries to persuade consumers to buy them (MacKenzie, 2004). Moreover, Kotler et al. (2005), claim that advertising aims at attaining target consumers to either think or respond to the product or brand. As a method of achieving advertisement goals, advertisements as well as their contents play an essential role in the process of commercial communication. More specifically, it is the advertised product and brand as well as the content of the advertisement that determine greater or lesser memory retention among the consumers (Royo-Vela, 2005). That is, to inform, persuade or remind. When introducing a new product category, informative advertising is heavily used where the objective is to build a primary demand, but as competition increases, persuasive advertising becomes more important. Here, the company's objective is to build selective demand for a brand by persuading consumers. That means it offers the best quality for their money. Reminder advertising, on the other hand, is employed for mature products as it keeps customers thinking about the product (Kotler et al. 2005).

Assael (1994) suggests that celebrity advertising is effective because of their ability to tap into consumers' symbolic association to aspirational reference

groups. Such reference groups provide points of comparison through which the consumer may evaluate attitudes and behavior (Kamins 1990). Atkins and Block (1993) assert that celebrity advertising may be influential because celebrities are viewed as dynamic, with both attractive and likable qualities. Additionally, their fame is thought to attract attention to the product or service. However, in a study involving Edge disposable razor advertisements, Petty et.al (1983) found that under high involvement conditions, arguments but not celebrities influenced attitudes, whereas under low involvement conditions, celebrities but not arguments influenced attitudes. This suggests that celebrity influence may be related to the nature of the product rather than the person. Despite mixed findings, three factors seem to be associated with the degree to which celebrity advertising is effective: source credibility, celebrity knowledge and trustworthiness, and celebrity appearance.

Celebrity knowledge or expertise is defined as the perceived ability of the spokesperson to make valid assertions. The expert spokesperson seems most appropriate when advertising products and services that carry higher financial, performance, or physical risk while an ordinary consumer is considered best for low risk products or services (Atkin and Block, 1993). When celebrity spokespersons were viewed as experts in the product category, they were more liked (Buhr et.al 1987). Further, celebrity expertise tends to be highly correlated with believability and trustworthiness. However, not all the studies on physical attractiveness have found it to induce attitude changes. For example, Cooper et.al (1994) found that a deviant-appearing person, rather than an attractive person, was a more effective source of persuasion about income tax. Similarly, Maddox and Rogers (1990) found that "presence of arguments" and "expertise, influenced consumer attitude ratings toward sleep while "physical attractiveness" did not.

Relationship consumer behavior is influenced by various factors, ranging from personal motivation, needs attitude and values, personality characteristics,

socio-economic and cultural background, age, sex, professional status to social influence of various kinds exerted by family, friends colleagues and society as a whole. Each person has his / her own standards of judgments and distinct behaviour in every aspects of his/ her role as a consumer. But, at the same time, underlying the individual differences there are similarities which make it possible to explain behaviour of specific types or groups of people. A careful study of consumer behaviour provides the advertiser with deeper insight of his target segments, which in turn proves to be very valuable in strategic advertising decisions, especially in defining the target markets and creating the advertising appeal and message.^{[1][2]}

Advertising affect Consumers

Advertising, along with a number of other factors viz price, distribution, sales force, packaging, product features, competitive actions and changing buyer needs and tasters influence sales isolating the effects of advertising is extremely difficult. Advertising might attract buyers who will be loyal customers for many years to come or might start the development of positive attitudes or brand equity that will culminate in purchase much later. Advertising influences consumer and his decision making in a number of ways. It not only educated him about his problems or needs, provides required information and assists him in comparing the various alternatives and arriving at final decision. As it is a cyclical process, it also has impact over the post purchase behavior of the consumer. Often, the consumers are either not aware of their needs or are confused about their problems. To them, advertising provides clues; therefore advertising provides the consumer motives to purchase the advertised product. As in the present scenario the strategy is to keep on changing or improving the product. As in the present scenario the strategy is to keep on changing or improving the product or its features, it becomes imperative top inform the consumers about the minor innovations and the way it can solve their problems – the problems which the

consumers feel and is at the surface or the problems which had not captured the attention of the consumers. Advertising also provides the necessary support after the consumer has made the purchase. If the consumers experience dissonance or discomforts Moving to their purchase decision, then advertisement reduce this feeling of discomfort by providing information on the products attributes. It is even more necessary to neutralize the impact of the advertisements of rival brands. keeping the above facts in view an attempt has been made to find out whether advertising has an impact on brand awareness and preference on men garment in the study area of Navi Mumbai, has also experienced the sift in men shopping pattern and methodology used as the city wittiness significant economic, demographic, social cultural development. People of this city are customizing themselves to the fashion revolution and men are a major contributing factor and greatly affected by the same as well. New avenues are reshaping and redirecting the general marketing/shopping culture prevalent.

Advertising is a tool of marketing that disseminates information about a brand which is aimed at a large number of people at the same time using purchased space or time in various mediums. While earlier, advertising was often seen as separate or an alternative to marketing, it has eventually been subsumed under the latter.

In the context of marketing, advertising is possibly the most important element. It draws from the other braches such as market research, positioning etc. to create successful persuasive communication. Advertising is also the most visible aspect of marketing as it culminates into the most noticeable projection of everything that the product/service wishes to appear as to its public, especially in the context of brand building.

A brand by definition is a sign of identity, the mark or label which differentiates one product from the other. A product acquires a certain identity or a feel and

a specific brand value because of the kind of advertising that it creates for itself. It is this brand value which then becomes crucial for companies to build their marketing strategies upon. SubrotoSen Gupta in his book Brand positioning: Strategies for Competitive Advantage talks about how advertising must position the brand. He recognizes the difficulties of creating distinct brand identities in a fiercely competitive marketplace. "Advertising is the discovery and communication for a brand to the target prospect."

Therefore, advertising thus not only intends to sell but also create an aspiration towards a certain product, and create that vital and persuasive distinction that makes it a brand.

Advertising go about achieving its objectives

Brand Differentiation: Communicating the difference- An advertisement needs to communicate a difference for the brand i.e. something which sets it apart from its competitors. The difference may be as simple as a special or new feature or color, function, a perception of exclusivity or 'for the masses', a business ethic (eco-friendly, recyclable, preservative free) or simply a different perspective (A cosmetic range that promises healthy, problem free skin instead of changing the way one appears).

Differentiation can be of two kinds:

- **Generic Differentiation**

It's the most basic form of brand differentiation where, emphasis on the USP of the product built upon its features such as function, reliability, durability, design or style. The unique selling point of a product must somehow figure into the ad campaign otherwise it remains, creative but pointless communication. Of course once a product/ service have managed to claim a stake in the market, the USP of the product could be delegated to the

background. But this can only happen when the brand in itself communicates its value without external support. International sporting goods such as Adidas, Reebok, and Nike for example have successfully created an idea of what they stand for and may not need to harp on the quality or comfort of their shoes or gear to sell their range. Instead they can choose to bring out huge energetic, campaigns with international sports stars that convey vague notions of sport, competition, winning etc. but are still capable of generating demand for the said products. A newer product with a more utilitarian nature would have to enlist its salient features. Cell phone services, have to constantly keep informing their customers on the latest schemes etc. because brand value in itself matters little when compared to quality of coverage, cost benefits etc.

- **Preemptive Differentiation**

When products have similar features and attributes, certain products can gain advantage by branding themselves on the basis of those features. It chooses to talk about that particular feature while no else has and manages to create the illusion of an innovation.

- **Generic Differentiation**

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Brand/Product Positioning: Positioning is yet another key component of building brand identity. The position of a product is the perception it brings about in the mind of a target consumer. It reflects the essence of the brand and helps the consumer make a judgment based on its functional and nonfunctional benefits. This positioning is also relative in respect of the other competing products in the market.

Marketing Guru Philip Kotler explains positioning, 'Once the core product is chosen, it defines the characters of the product space in which the new product has to be positioned'.

The nature of the product can dictate how it is to be positioned. Brand building is not always about seeking elitism. The world's largest brands such as McDonald's, Burger King, Pepsi, Coke etc. are built upon the idea of 'everybody goes there or everybody drinks that.'

Sometimes products may wish to connect with the younger demographics by positioning themselves as product for the young and upwardly mobile. iPods, Jeans, Sunglasses, Gaming consoles etc. are always advertised in yuppy, zingy ways to reign in young people, though other age groups also purchase them.

Luxury and couture brands alternatively choose to appear exclusive, upscale and impart a sense of elegance, luxury or style. Ad campaigns for such products and brands are carefully measured in the intensity of their dissemination and appear mostly in life style/in-flight magazines even though they are big budget. Advertisements of designer jewelry, watches, perfume, apparel etc. are examples of this kind of positioning.

Their pricing and availability ensures they are only affordable to the upper strata of society; however they may enjoy a universal brand consciousness. It is thus possible that people who may never be able to afford them would also know about Armani, Gucci, and Prada etc. and desire them solely based on the fact that they have an elevated status. Such ads are understated in their communication and don't over sell the product.

Advertising thus not only forms the visible face of marketing, it often effortlessly integrates with other marketing variable such as promotion, brand building, tie-ups, etc. In an era of convergent media where the lines between different forms of communication are increasingly blurred it is hard to streamline advertising as a single activity in itself and can in fact contribute to a vital rethinking of the product itself.

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2. Impact of Brand Image and Advertisement on Consumer Buying Behavior:
 - a. Muhammad Ehsan Malik, Institute of Business Administration (IBA), University of the Punjab, Lahore, Pakistan Dean Economics and Management Sciences, University of the Punjab, Lahore, Pakistan
 - b. Muhammad MudasarGhafoor, School of Business, University of Dundee, Scotland, United Kingdom
 - c. Hafiz KashifIqbal, School of Business and Economics, University of Management and Technology, Lahore, Pakistan
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Chapter -5

DATA ANALYSIS AND INTERPRETATION

CHAPTER-5

DATA ANALYSIS AND INTERPRETATION

5.1 INTRODUCTION

This chapter deals with testing of hypothesis and comparison of various factors influencing youth behavior for casual branded wear. Further, attempts have been made to discuss in detail the variables affecting youth buying decision making process as laid down objectives of the study. For the purpose researcher has collected primary data with the help of structured questionnaire filled by the young customers of five selected cities (Ajmer, Jaipur, Jodhpur, Kota and Udaipur) to draw out the inferences about advertising and its impact on youth buying behavior regarding branded casual wear.

The questionnaire was distributed among 700 youth, however 550 were received, but 50 questionnaire were rejected due to improper filling. Therefore, 500 filled questionnaires were then further taken into consideration for analysis. Further likert's five point scale was used to measure the responses. All the 35 questions were answered by youth customers belonging to different class and culture. After categorizing, on the basis of demographic details, data is shown through tables, charts and figures. All variables have also been provided along with the diagrams and tables for comprehension.

For the analysis of data, the researcher with the help of software (MS-Excel and SPSS 22.0) has used some models.

1. Chi-Square Test for hypotheses testing and relationship between variables.
2. General frequency and percentages.

3. Histograms.

In the present research Chi-square test is applied for measuring the significant impact of youth responses from the selected cities at 5% level of significance. The level of significance is the confidence with which researcher accept or reject the null hypothesis. The 5% of significance in a test procedure indicates that there are about 5 cases in 100 that would reject the hypothesis when it should be accepted. In this research, researcher is about 95% confident that the research has made the right decision. The table value for 5 % level of significance is if the value of chi-test comes below then there is no significant impact, but if the value comes above Then it would be considered as significant difference relationship. Each parameter is tested by applying the Chi-square test and represented in separate tables.

5.2 RESULTS INTERPRETATION

The results of the study are presented in seven parts for clear understanding of the youth buying behaviour:

1. Demographic information of selected youth
2. Purchase Related Attitude
3. Purchase Related Attitude regarding branded apparel
4. Buying behaviour of youth – Brand and Quality
5. Effect of Economic, Social and Cultural factors on buying behaviour of youth
6. Psychological Variables
7. Impact of Advertisement

5.2.1 Demographic Information of Selected Youth:

Every object or offering is made for some particular use to satisfy the demand of human being at large. So by diversified class and culture with social emergence in 21st century, it is quite obvious for the researcher to go through with the demographics for the proposed study.

Here in, the researcher has taken the age group between 18 to 25 years specifically keeping in view the area of study i.e. branded casual wear, which is often preferred by these 18 to 25 years of age group. This age group is also influenced by the economical state of its family. So the young boys and girls those either studying or have started professional career can be included in the study for the research purpose in branded casual wear segment. Study of buying behavior is focused towards youth to articulate actual picture for the betterment of the market, manufacturer and for further future researchers.

A. Personal Details

5.2.1.1 Age wise distribution of Respondents

TABLE 5.1		
AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
18 to 21	330	66%
22 to 25	170	34%

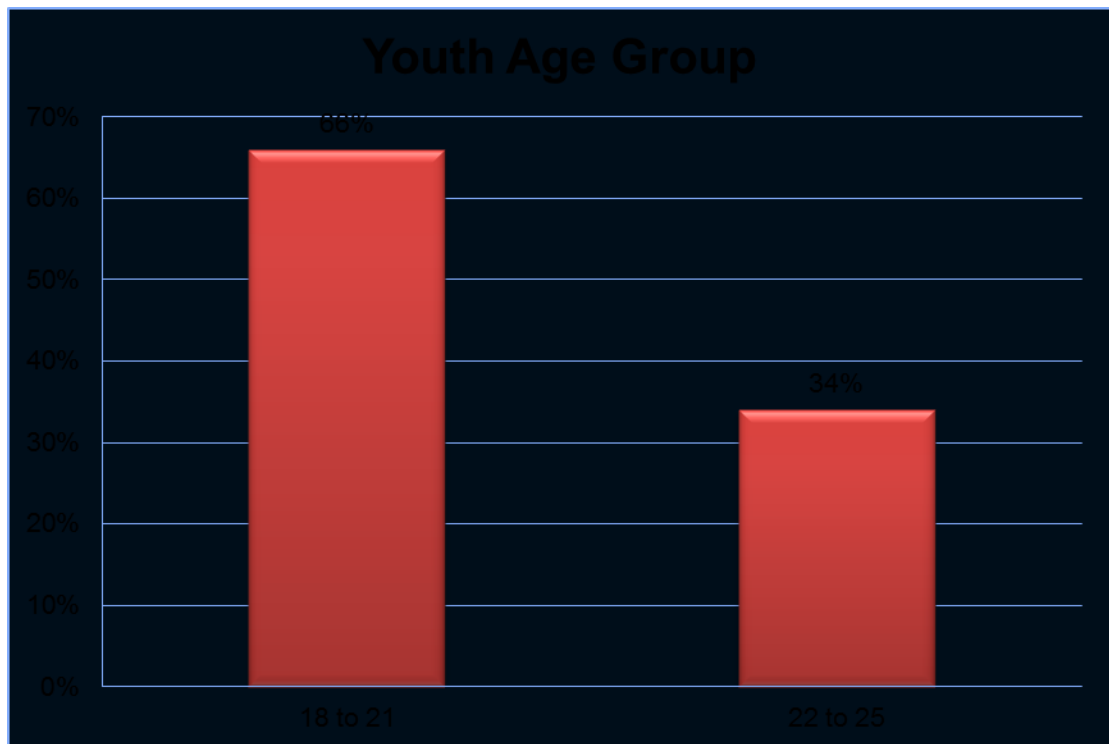


CHART 5.1

Analysis & Interpretation

The age group divided in male and female is shown in the above table 5.1. There were 66% respondents from the age group between 18 to 21 years and 34% were between 22 to 25 years of age.

5.2.1.2 Gender wise Distribution (Source: Questionnaire)

TABLE 5.2		
GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	290	58%
FEMALE	210	42%

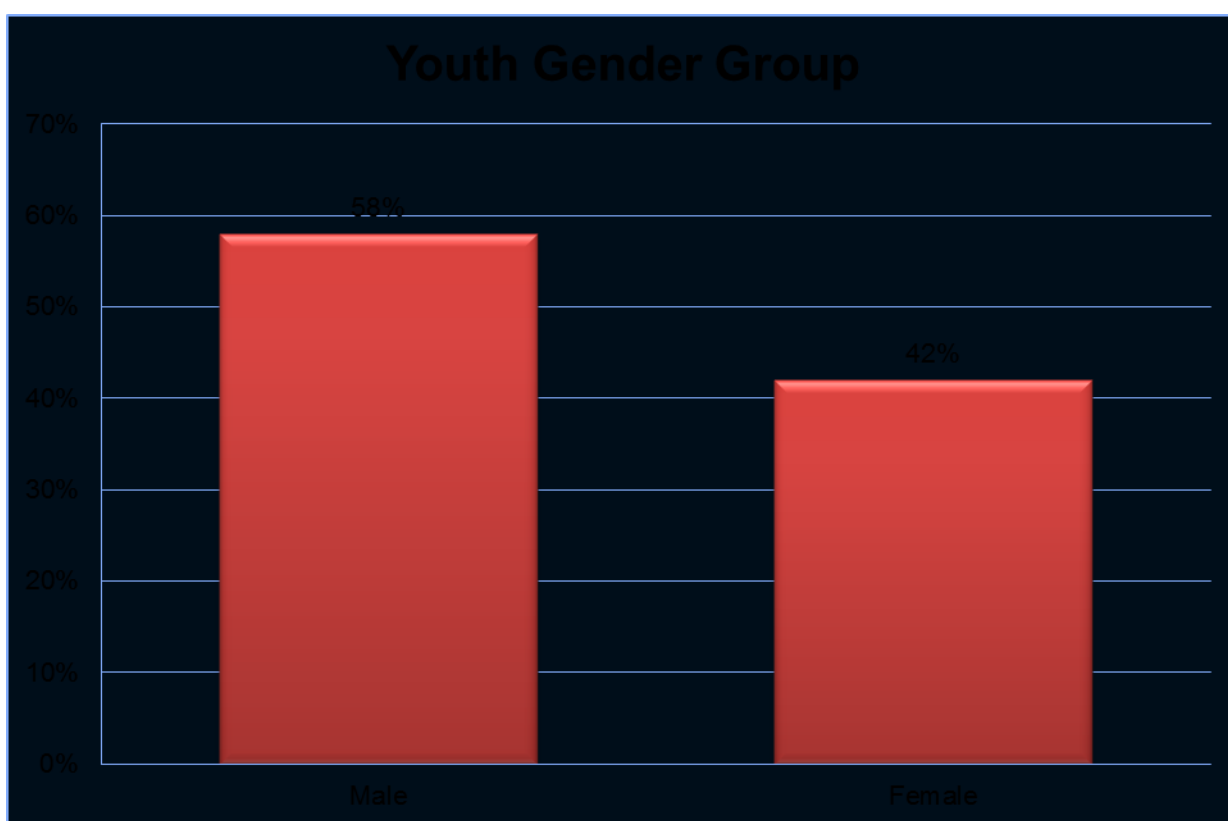


CHART 5.2

Analysis & Interpretation

The ratio of gender as shown in the table 5.2, there was 58% of male and 42% of female respondents.

5.2.1.3 Marital Status

TABLE 5.3		
MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
MARRIED	105	21%
SINGLE	395	79%

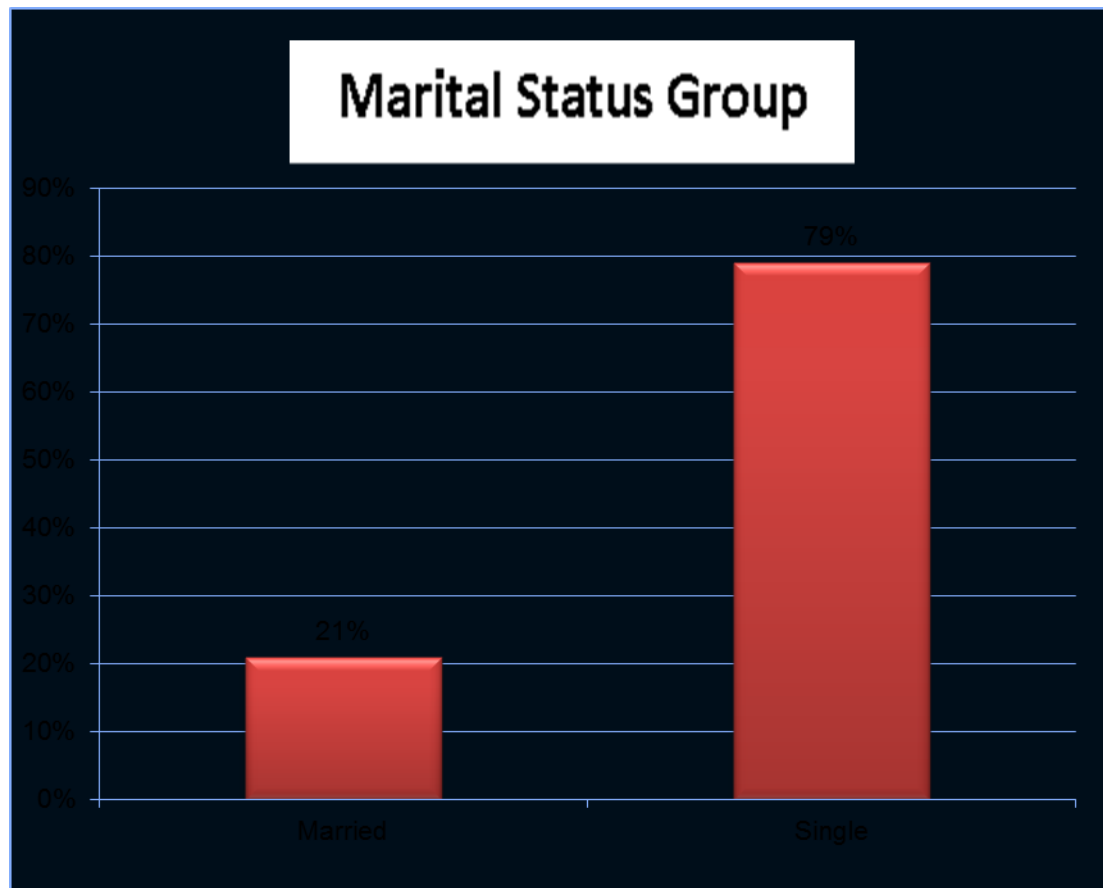


CHART 5.3

Analysis & Interpretation

The inferences shown in the above figure it shows that out of 500 youth respondents, 21% were married and rest of 79% were single.

5.2.1.4 Personal Income Level

TABLE 5.4		
PERSONAL INCOME LEVEL	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
NONE	320	64%
UPTO 2 LACS	65	13%
3 LACS TO 4 LACS	50	10%
ABOVE 4 LACS	65	13%



CHART 5.4

Analysis& Interpretation

The above graphical representation gives the picture to the researcher that there were 64% youth who are directly dependent on parental income, 13% of the respondents were falling in the bracket of up to 2 lac annual income, there were 10% of youth respondents in the slot of annual income between 3 to 4 lacs and rest 13% belongs to more than 4 lacs annual income category.

B.1 Purchase Related Attitude

1. Frequency of buyer for apparel shopping

TABLE 5.5		
TIME PERIOD	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
IN A WEEK	35	7%
15 DAYS	95	19%
MONTHLY	265	53%
SEASONALLY	105	21%

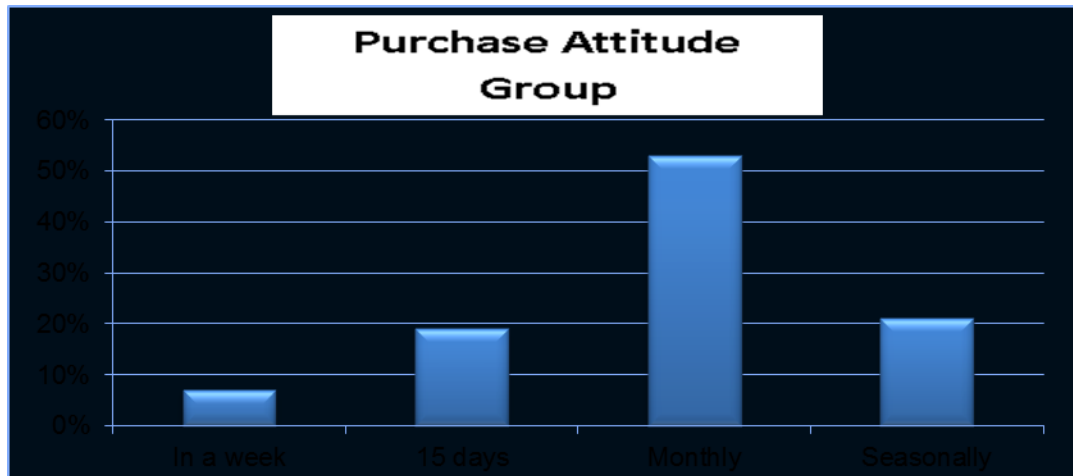


CHART 5.5

Analysis & Interpretation

The above table 5.5 suggests that the young customer varies in their purchasing attitude. As shopping frequencies shown in the figure 5.5 depicts that 53% of the respondents opined that they visit on monthly basis for shopping for the purchase, where 21% of respondents told that they prefer seasonal buying. 19% respondents that they go every fortnight for purchase, whereas 7% buyers visit every week for shopping.

2. I frequently go for buying branded apparels

TABLE 5.6				
STRONGLY AGREE	AGREE	CAN'T SAY	DISAGREE	STRONGLY DISAGREE
12%	46%	9%	23%	10%



CHART 5.6

Analysis

Youth respondents have shown their interest in purchase of branded apparels. As the table 5.6 shows that 46% of the young male and female

customers were agreed that they are the regular buyers of branded outfits, whereas 12% strongly accepted that they too go frequently for shopping of branded casuals, on the other hand 9% of respondents were neutral in their opinion, and 23% disagreed and 10% of respondents strongly disagreed and denied for the frequent purchasing of branded clothes.

We use χ^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not. Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

TABLE 5.6.1						
Scale	f%	O	E	Oij-Eij	(Oij-Eij) ²	(Oij-Eij) ² /Eij
Strongly Agree	12	60	100	-40	1600	16
Agree	46	230	100	130	16900	169
Can't Say	9	45	100	-55	3025	30.25
Disagree	23	115	100	15	225	2.25
Strongly Disagree	10	50	100	-50	2500	25
CHI VALUE						242.5

Hence,

$$X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

$$= 242.5$$

$$\therefore \text{Degree of freedom} = (n-1)$$

$$= (5-1)$$

$$= 4$$

$$\text{The calculated value of } X^2 = 242.5$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (242.5) is greater than the tabular value of X^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_0 is failure.

3. Which Apparel do you prefer most?

TABLE 5.7		
BRANDED	UNBRANDED	BOTH
73%	0%	27%

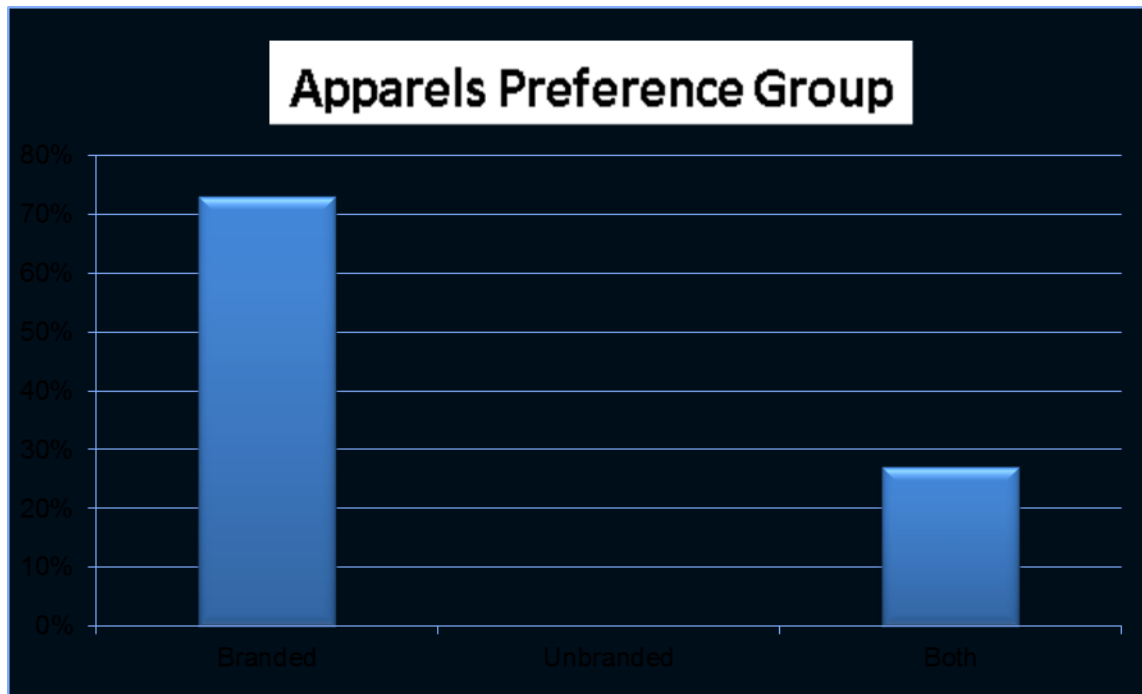


CHART 5.7

Analysis & Interpretation

The researcher collected 700 filled questionnaires for the research purpose, out of which 200 respondents opted for unbranded apparel only, which were not important for the proposed study. So after eliminating 200 responses out of 700, rest 500 responses are graphically presented by the researcher which suggests that 73% of young respondents purely go for branded casual wear only, whereas remaining 27% showed their interest in buying both branded and unbranded outfits.

4. Do you buy casual wear apparel regularly?

TABLE 5.8	
Yes	No
69%	31%

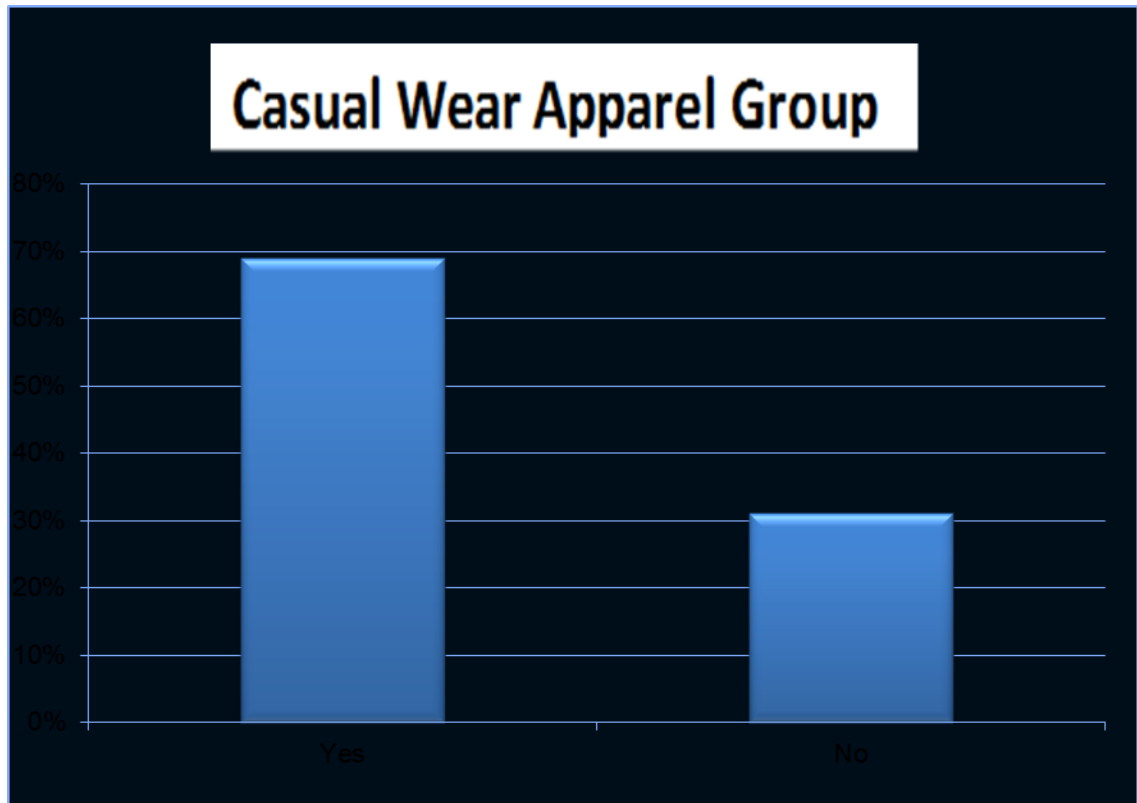


CHART 5.8

Analysis & Interpretation

The above table shows that 69% of youth go for regular buying of branded casual wear, which is a motivational factor for brand manufacturers and sellers as well, but the need of the hour is to convert the rest 31% (irregular) buyers, who purchase occasionally (so that the marketers / sellers may earn more profit).

5. How many hours do you generally spend in each trip for apparel shopping?

TABLE 5.9			
1 hour	1-2 hours	2-3 hours	3-4 hours
12%	37%	39%	12%



CHART 5.9

Analysis & Interpretation

Youth respondents contributed their opinion about shopping related attitude and it was found that 39% of respondents told that they usually spend 2 to 3

hours in each trip for purchase, which is relatively important for the marketer, because as much time the customer will be in the store it increases the probability of the shopping. 37% of respondents opted for 1 to 2 hours shopping. The need is to attract these customers and assist them accordingly to purchase casual brand wear, whereas 12% of respondents said that they use to spend 3 to 4 hours in the market, which is again a motivating factor for the sellers. It should be focused by seller to provide buyers with quality branded wear. On the other hand, there were 12% young customers who opined that they spend only an hour for their apparel buying.

6. Read the following statements and rate each according to the scale given below:

TABLE 5.10					
1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree					
1	I try for pleasing color combinations in my clothing.				
Options	1	2	3	4	5
	3%	2%	42%	21%	32%
2	I try on some of the newest clothes each season to see how I look in the new styles.				
Options	1	2	3	4	5
	16%	23%	21%	24%	16%
3	I try to buy clothes with well-known labels.				
Options	1	2	3	4	5
	7%	21%	23%	36%	13%
4	I try to keep my wardrobe up-to-dated				
Options	1	2	3	4	5
	12%	11%	38%	21%	18%
5	I ask my friends what they are wearing in an event before I decide what to wear.				
Options	1	2	3	4	5
	24%	39%	16%	15%	4%
6	I get new clothes for a special occasion, if the clothes I have are not according to the type of my friends will be wearing.				
Options	1	2	3	4	5
	23%	18%	29%	17%	13%
7	I wear different clothes to impress people.				
Options	1	2	3	4	5
	25%	26%	33%	14%	12%
8	I have more self-confidence when I wear my best clothes.				
Options	1	2	3	4	5
	15%	20%	18%	13%	34%

1. I try for pleasing color combinations in my clothing.

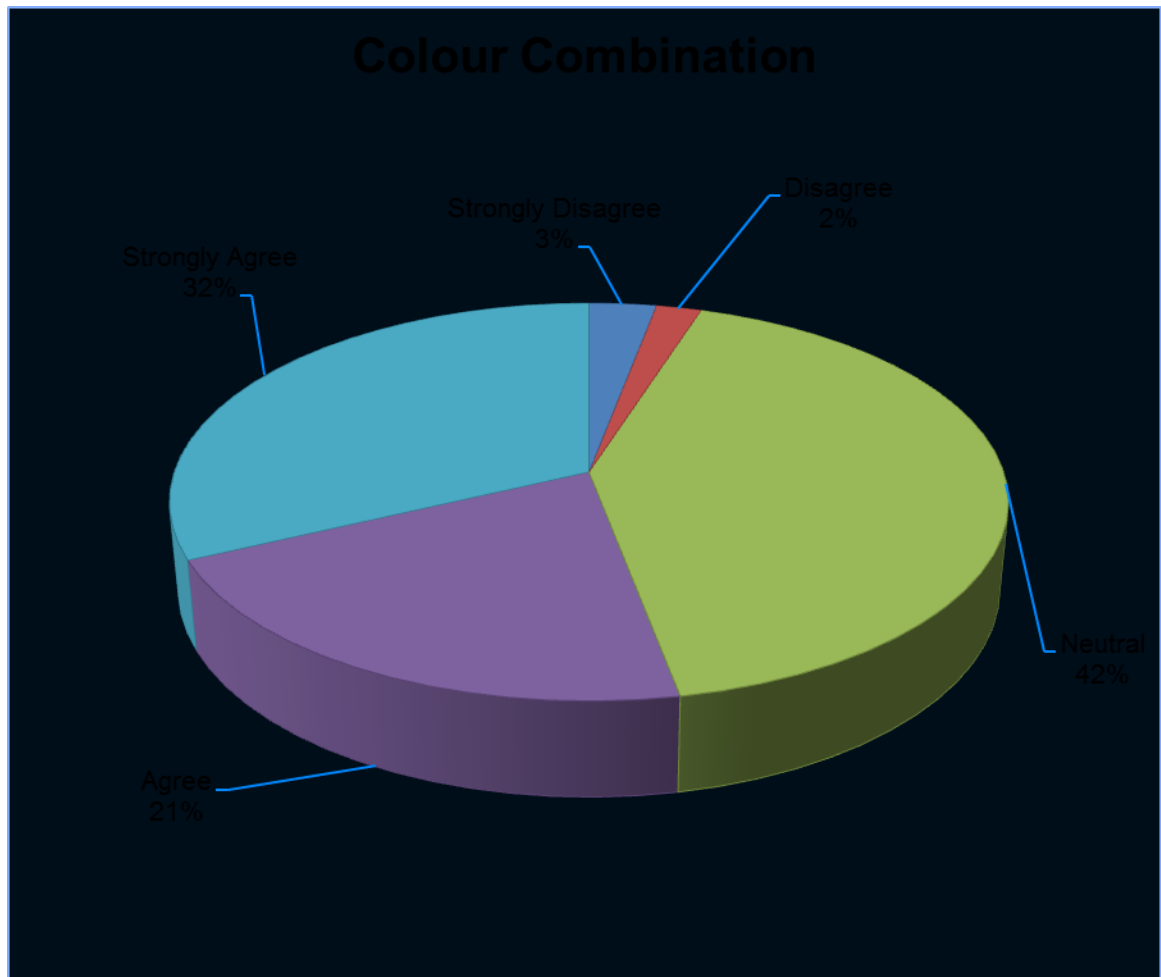


CHART 5.10.1

Analysis & Interpretation

According to the responses given by the young buyers, it is shown in the table 5.10 that most of the (42%) youth is confused and is not in the state to clearly select their outfits in combination. 21% agreed and 32% of the buyers strongly accepted that they try to make a combination to meet their personality, whereas 3% strongly disagreed and 2% disagreed that they never look for such colour combination and buy the casual wear without any specific colour designs.

2. I try on some of the newest clothes each season to see how I look in the new styles.

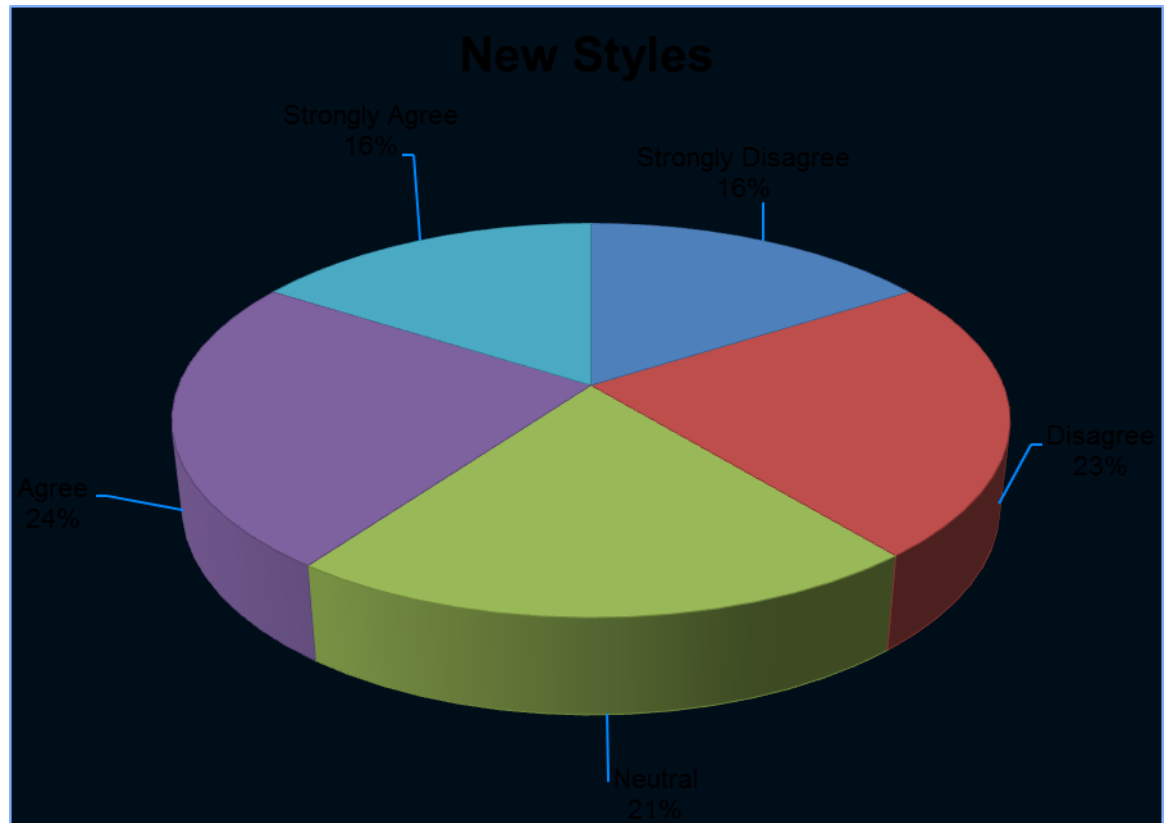


CHART 5.10.2

Analysis & Interpretation

Youth buyers are very volatile selectors, as in the table 5.10 it shows the variety of opinions from the respondents. 24% of the respondents agreed that they prefer seasonal buying so as to see oneself in new style wear, 16% of buyers accepted that seasonal buying does provide newer style clothes, whereas some of the buyers didn't commented anything on the issue. On the other hand 16% strongly disagreed and 23% young customer told that they never think so before going for purchase. They also said that they use to buy frequently in a month or two, so there is possibility to cover all the seasonal styles in their wardrobe automatically.

3. I try to buy clothes with well-known labels.

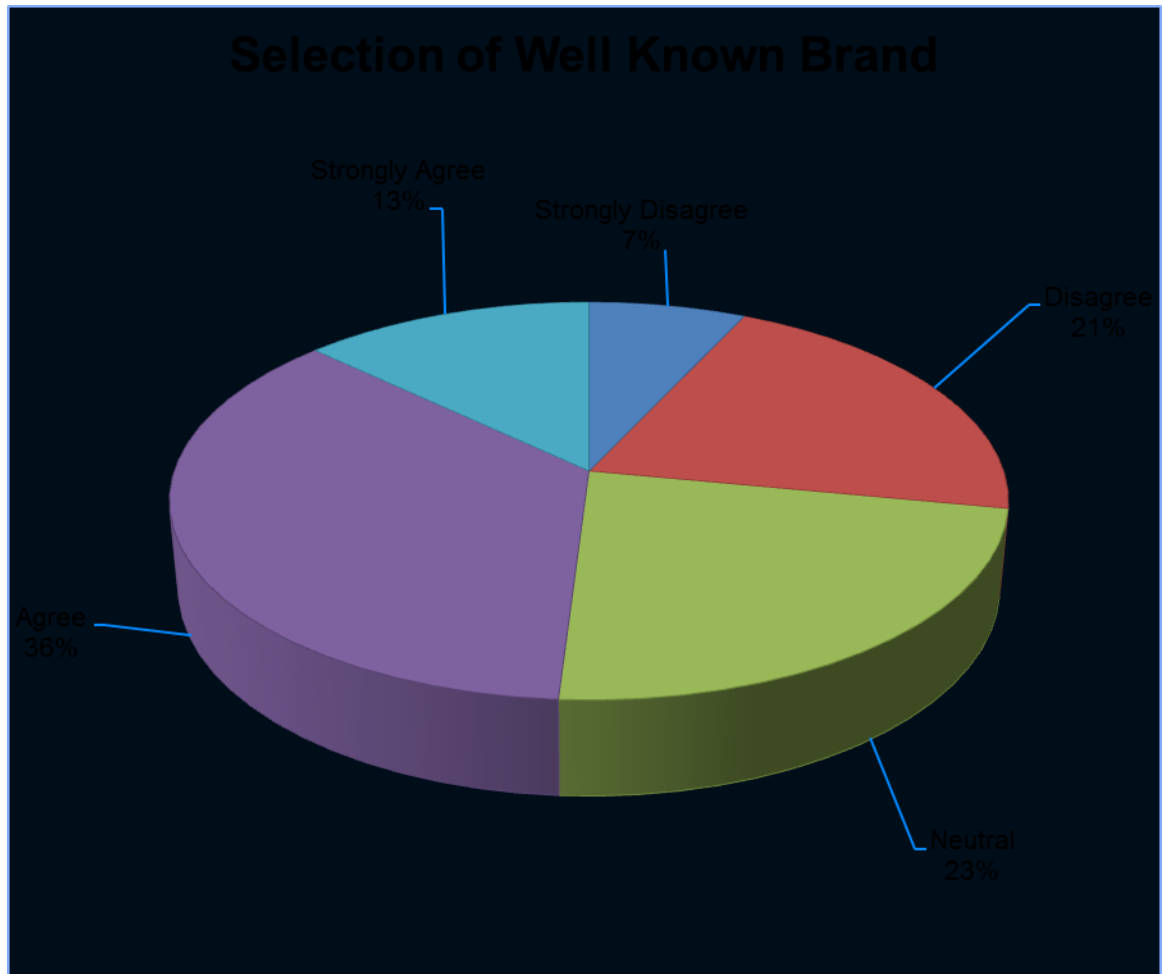


CHART 5.10.3

Analysis & Interpretation

Brands always attract the youth customer. The inference of the table shows that young buyers try to select good and well known branded casuals for them. 36% agreed and 13% strongly agreed on this statement. In support of this, they said that big and renowned brands always give satisfaction to buyer in the social strata. On the other hand with 21% disagreed and 7% strongly rejected to accept this view, whereas 23% of the youth strata didn't commented.

4. I try to keep my wardrobe up-to-dated.

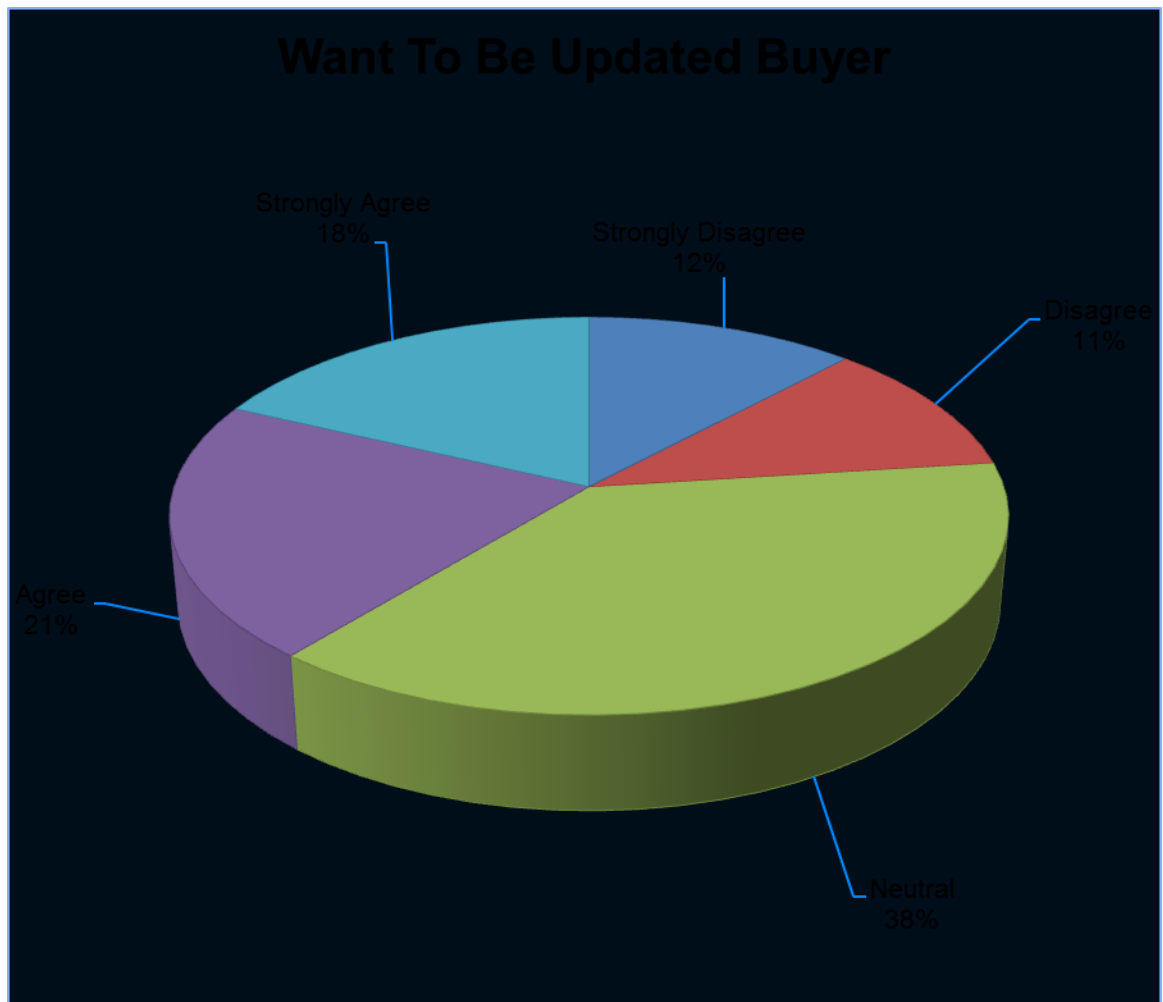


CHART 5.10.4

Analysis & Interpretation

Young buyers are very keen to purchase different branded casuals to meet their personality. To try newer style clothes they can be the part of modernistic society. The researcher analysed that after keeping variety in the wardrobe young buyers are still confused. They don't know exactly that how one can update its collection. 38% of respondents showed neutral views for the above statement which tells us the story, that youth often doesn't analyse that what it purchased a year before and will the purchase add some new

designs and style, which previously not administered and in fresh purchase they try to incorporate their views and thoughts to make wardrobe with more variety on the other hand 11% disagreed and 12% strongly rejected this view of buying the clothes to update their wardrobe. Instead they suggested that buying motives are different according to the demand of the situation.

5. I ask my friends what they are wearing in an event before I decide what to wear.

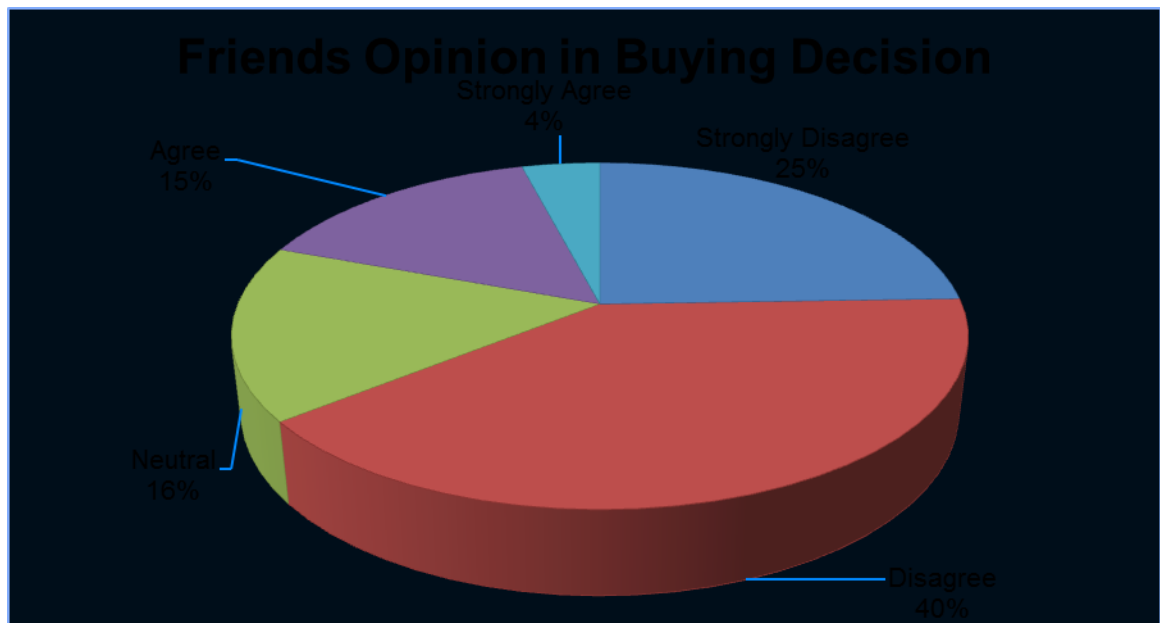


CHART 5.10.5

Analysis & Interpretation

Youth customer always tries to take decision at their own. As the table suggests that 39% disagree and 24% strongly refused to accept this, that any of their friends influence their outfit selection for a particular event or a day. 4% strongly agreed and 15% agreed of the buyers accepted that they ask their friends to suggest what to wear before moving out. On the other hand 16% of respondents didn't have any opinion.

6. I get new clothes for a special occasion, if the clothes I have are not according to the type of my friends will be wearing.

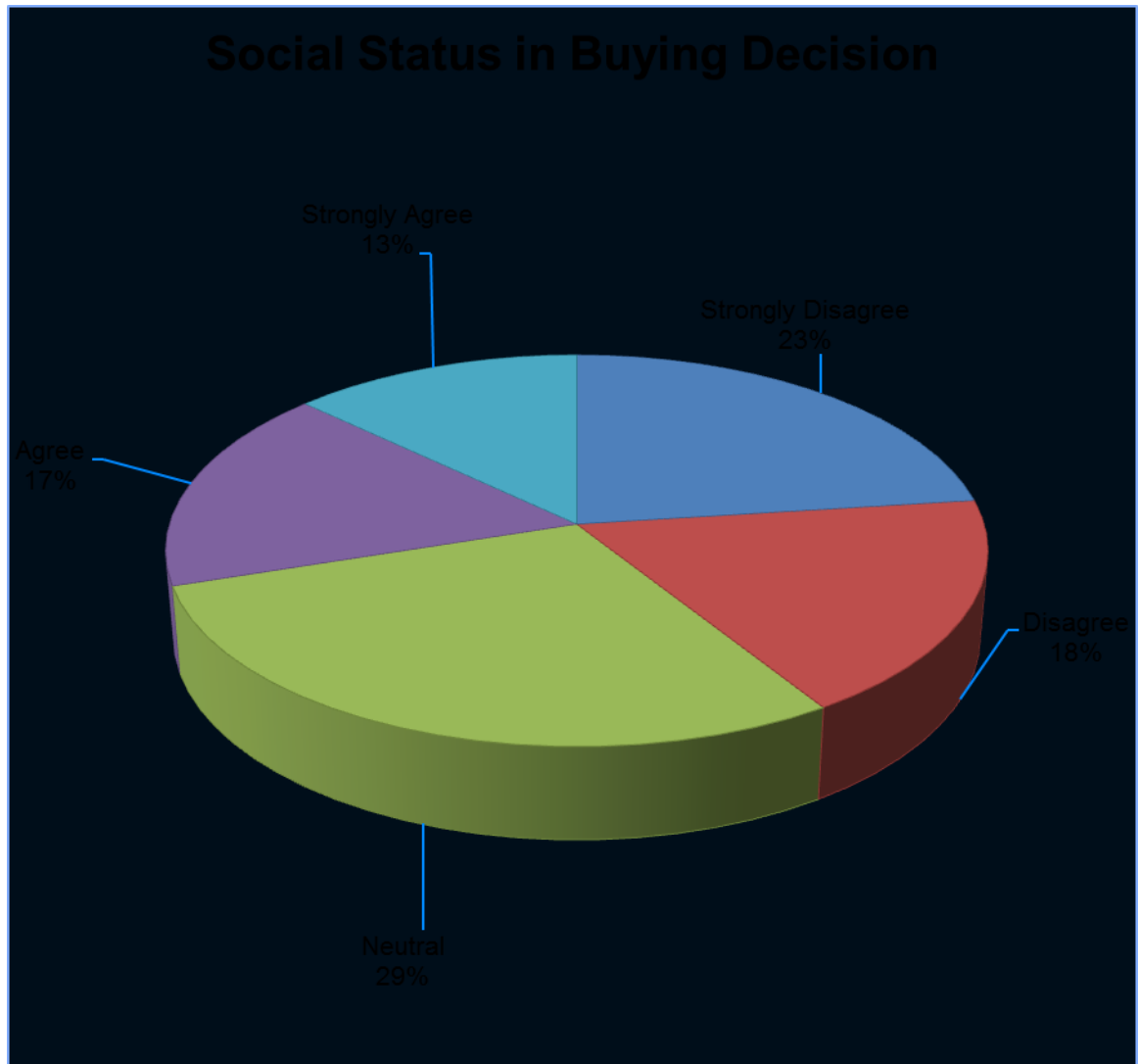


CHART 5.10.6

Analysis & Interpretation

On special occasion youth prefer to get new clothes if they don't have type of clothes their friends will be wearing. 13% youth strongly agreed and 17% agreed on this statement, whereas 29% of the youth buyer responded neutrally. 23% youth strongly disagreed with the statement and 18% youth disagreed.

7. I wear different clothes to impress people.

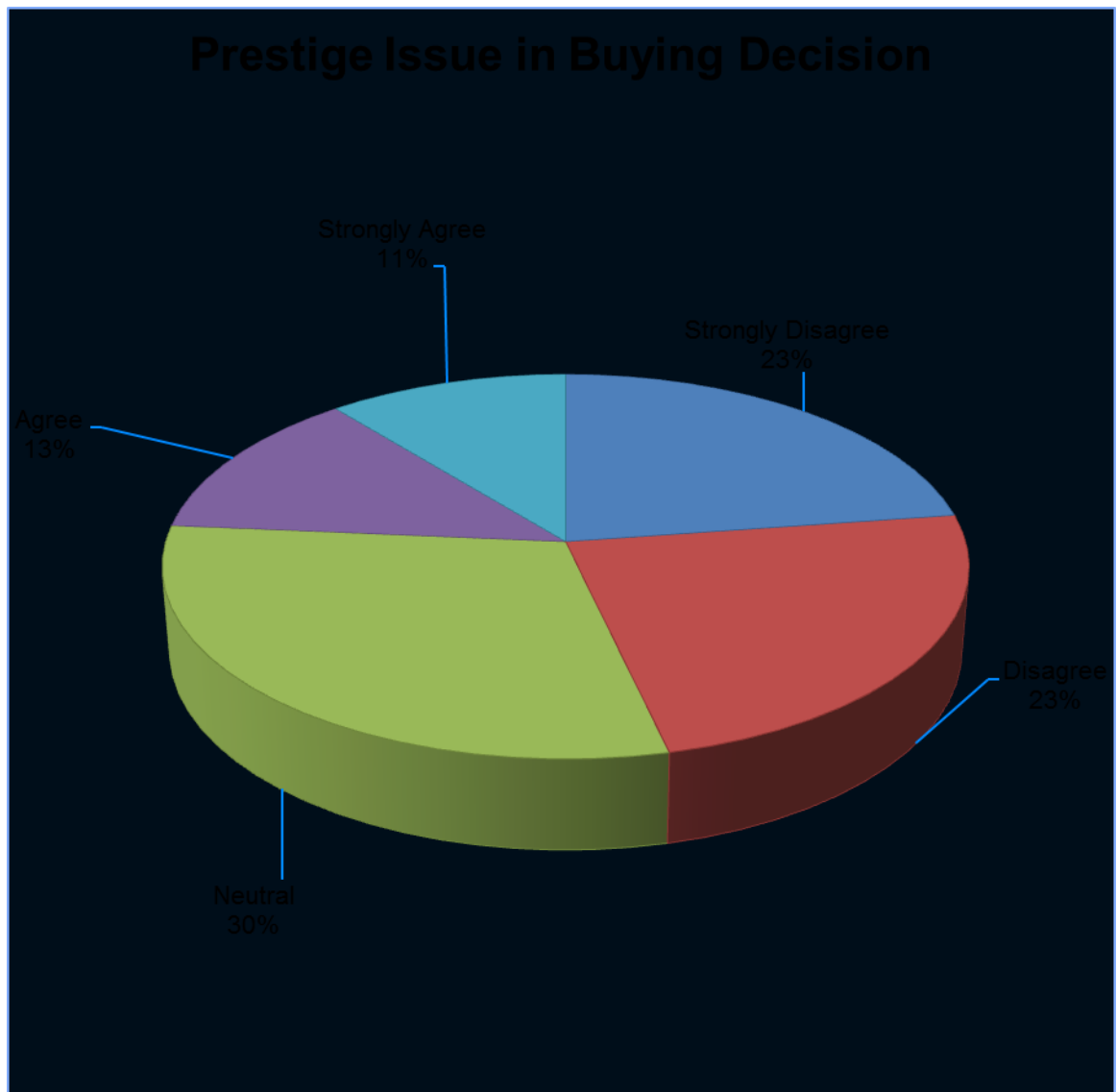


CHART 5.10.7

Analysis & Interpretation

Youth wear different clothes to impress people, as the table shows that 33% of youth respondents have neutral viewpoint on the statement. 14% agreed and 12% youth strongly agreed on that they wear different clothes to impress people, whereas 25% strongly disagreed and 26% disagreed upon the above statement.

8. I have more self-confidence when I wear my best clothes.

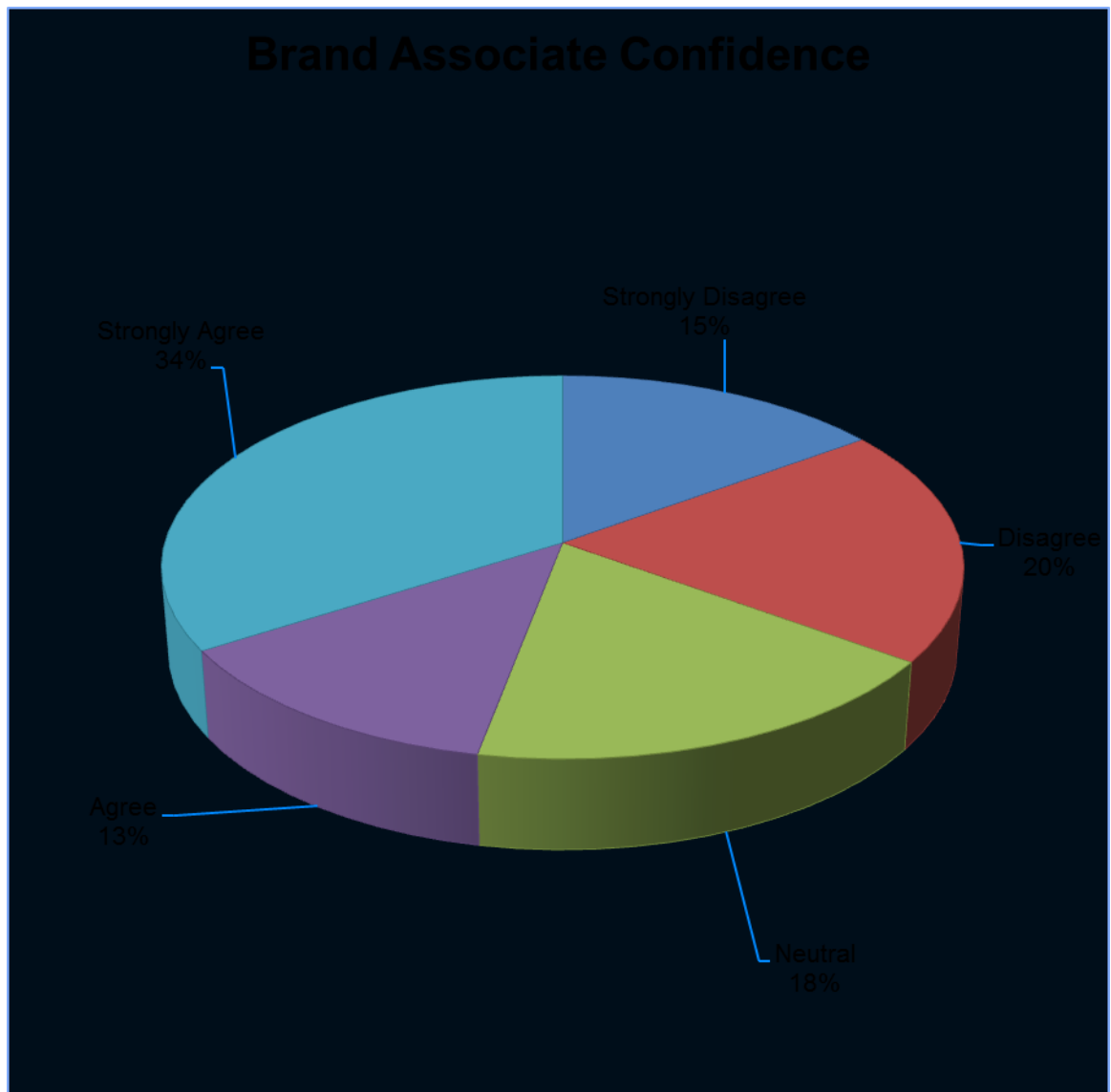


CHART 5.10.8

Analysis & Interpretation

Youth feel more confident when they wear their best clothes. The responses collected according to the above table shows 34% respondent strongly agreed and 13% agreed with the statement. The respondent who feel neutral were 18%, whereas 15% strongly disagreed and 20% disagreed with the statement asked.

B2. : Purchase Related Attitude regarding Branded Apparel:

7. Branded casual wear is more apparently preferred by youth in spite of other formal wear.

TABLE 5.11				
Strongly agree	Agree	Can't say	Disagree	Strongly disagree
48%	26%	12%	11%	3%

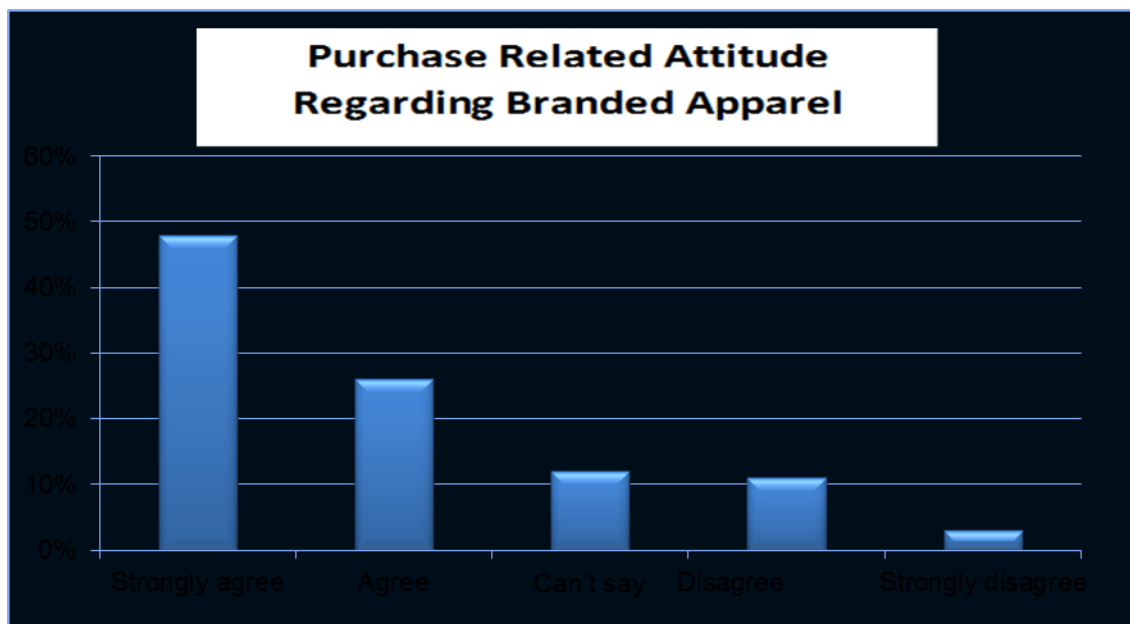


CHART 5.11

Analysis

According to the above inferences, It is being viewed and analysed in the study that young consumers are the fashion centers for the society and market as well. The casual wear segment is becoming more popular in youth age group as it covers the variety and latest trends, which makes the customer more trendy and smart. In the research contribution with 48% of margin youth

customer has strongly recommended for casual wear rather than formal wear shirts and trousers. Moreover 26% of youth respondents also gave preference to casual outfits over the formal wear. 12% respondents did not comment. On the other hand 11% disagreed and rest of 3% respondent strongly dis-agreed and denied preferring casual over formal. According to the results, the chi-square test score is 313.5. The result is significant and the finding accepts the hypothesis that there is significant relationship between purchases related attitude and purchasing of branded apparel.

Now we need to use X^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not

TABLE 5.6.1							
Scale	f%	O	E	Oij-Eij	(Oij-Eij)²	(Oij-Eij)²/Eij	
Strongly Agree	48	240	100	140	19600	196	
Agree	26	130	100	30	900	9	
Can't Say	12	60	100	-40	1600	16	
Disagree	11	55	100	-45	2025	20.25	
Strongly Disagree	3	15	100	-85	7225	72.25	
CHI VALUE						313.5	

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

$$= 313.5$$

$$\therefore \text{Degree of freedom} = (n-1)$$

$$= (5-1)$$

$$= 4$$

$$\text{The calculated value of } X^2 = 313.6$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (313.5) is greater than the tabular value of X^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_0 is failure.

8. Mark your preferences for the following brands

Read the following statements and rate each according to the scale given below:

TABLE 5.12					
1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree					
Statements	Options				
Lee	1	2	3	4	5
Pepe	1	2	3	4	5
Spykar	1	2	3	4	5
Levis	1	2	3	4	5
Wrangler	1	2	3	4	5

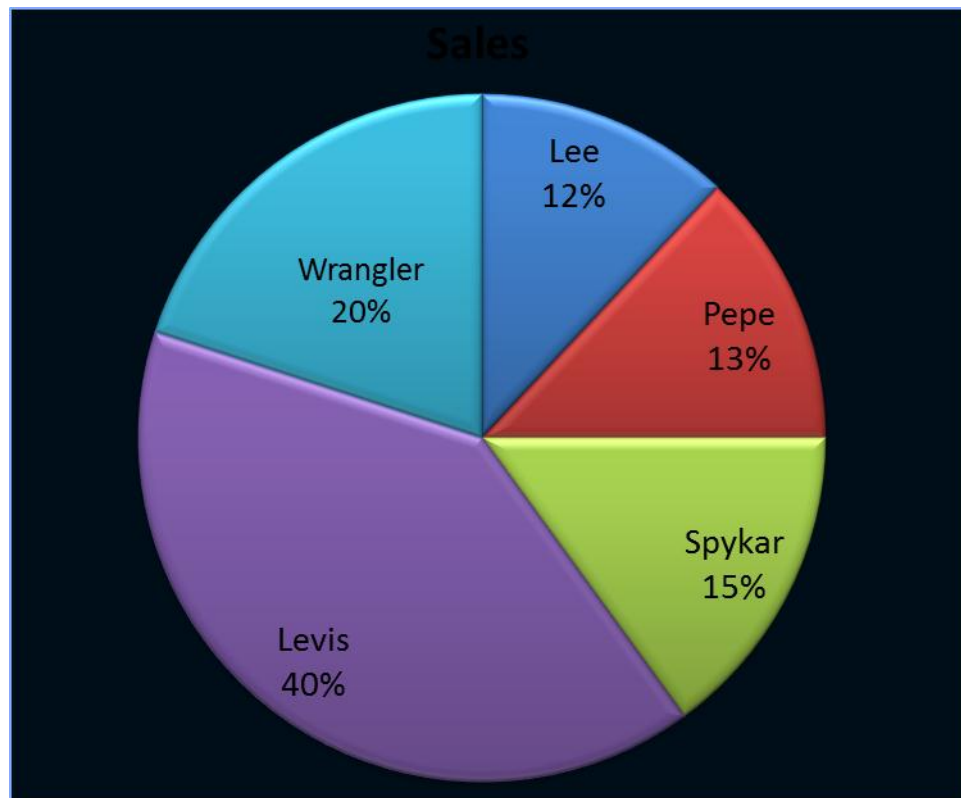


CHART 5.12

Analysis & Interpretation

There are various brands of casual wear in the market and young customers are also well aware of these brands. In the study, the researcher has taken five brands to understand the brand-image of different manufacturers in the eye of young buyers. It is shown in the table 5.11, that Levi's is the most preferred brand by 40% of the respondents. Wrangler with 20% is the second most preferred brand of casual wear for boys and girls. Spykar 15% is the third most preferred brand and with 13% Pepe is on fourth and with 12% Lee is the least preferred by young male and females.

9. Please use the following scale in deciding how important the factors are when purchasing

TABLE 5.13					
1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree					
Factors	Lee	Pepe	Levis	Spykar	Wrangler
Brand					
Price					
Colour					
Design/ style of cloth					
Quality of material type					
Fashion trend					

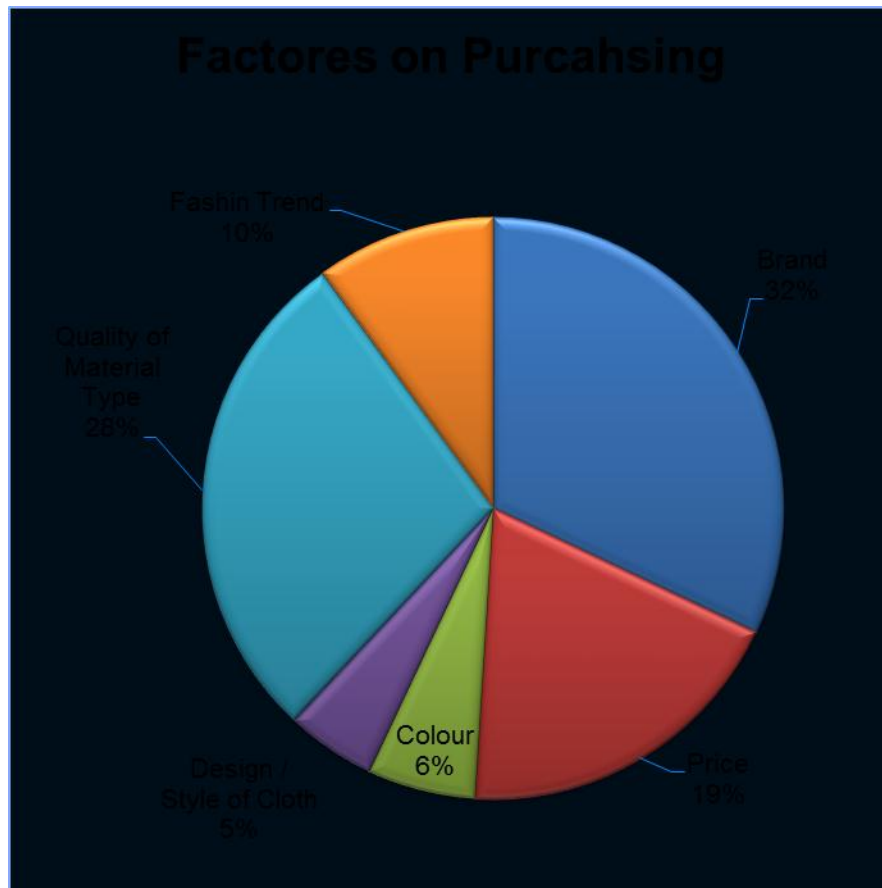


CHART 5.13

Analysis & Interpretation

Young customers are very particular about different factors while purchase of casual branded outfits. In the study, it was found that customer preferences are largely dependent on different variables like brand, price, colour, design, quality and fashion-trends. When youth buyer decides to go for a purchase, it carries an image of various brands according to above variables. Also in the support 32% respondents gave preference to the brand, whereas 28% considered the quality of material type. 19% respondents gave their preferences to the price and 10% respondents prefer fashion trends. Rest 6% respondents preferred color and 5% respondents stressed on design & style of apparel.

10. I purchase casual branded apparel, because I am a regular buyer of brands.

TABLE 5.14				
Strongly agree	Agree	Can't say	Disagree	Strongly disagree
27%	35%	24%	11%	3%

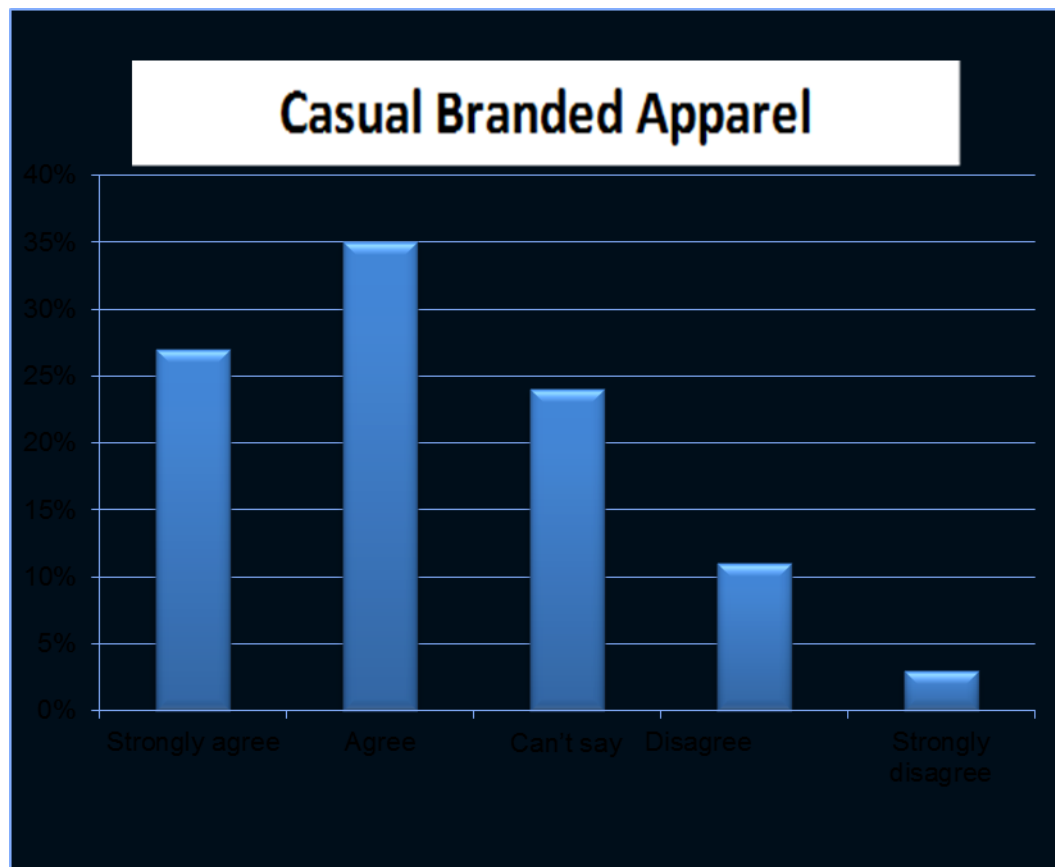


CHART 5.14

Analysis

The frequent buyer does more purchasing of branded apparel rather than those who rarely or less frequently go for shopping. In support of the above statement 27% of respondents strongly accepted the above fact and 35% of

respondents also agreed in this case. Frequency of percentage represents that regular or frequent buyers are more inclined towards the purchase of branded outfits. On the other hand 24% of respondents are neutral about the issue, whereas 11% disagreed and 3% strongly disagreed.

Now we need to use X^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not.

TABLE 5.6.1							
Scale	f%	O	E	Oij-Eij	(Oij-Eij) ²	(Oij-Eij) ² /Eij	
Strongly Agree	27	135	100	35	1225	12.25	
Agree	35	175	100	75	5625	56.25	
Can't Say	24	120	100	20	400	4	
Disagree	11	55	100	-45	2025	20.25	
Strongly Disagree	3	15	100	-85	7225	72.25	
CHI VALUE						165	

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

$$= 165$$

$$\therefore \text{Degree of freedom} = (n-1)$$

$$= (5-1)$$

$$= 4$$

$$\text{The calculated value of } X^2 = 165$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (165) is greater than the tabular value of X^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_0 is failure.

11. I always go for market research before purchase.

TABLE 5.15				
Strongly agree	Agree	Can't say	Disagree	Strongly disagree
13%	45%	12%	13%	17%

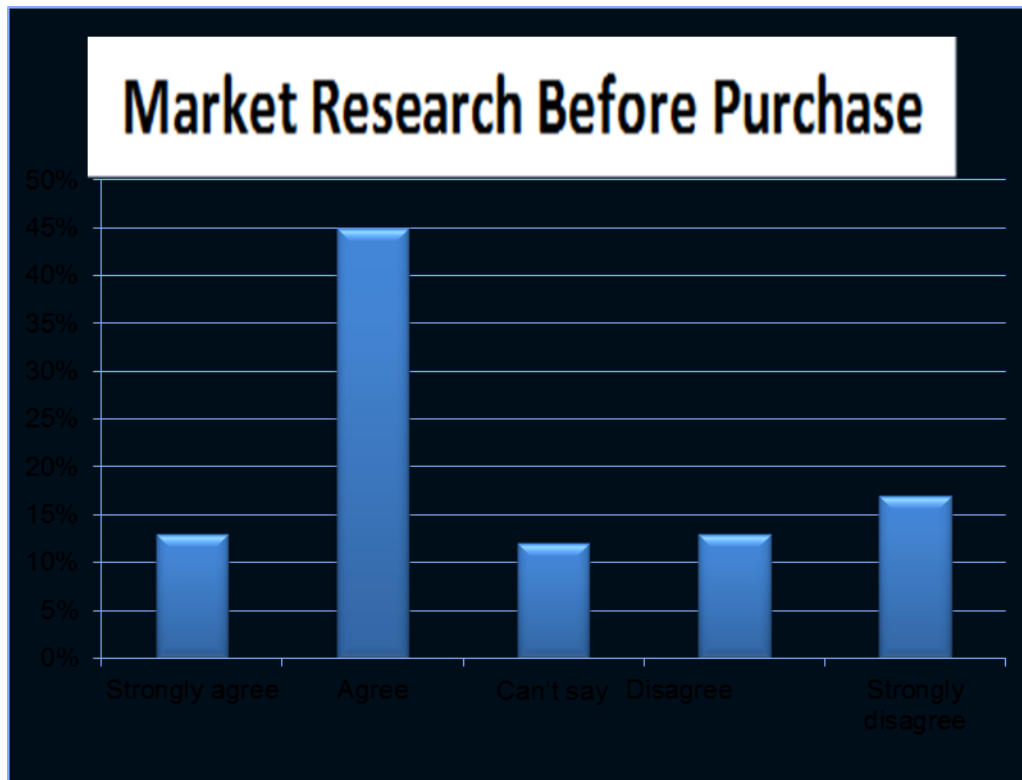


CHART 5.15

Analysis

Many of researches have proven this, that the youth of modern era is intelligent, calculative and analytical. As young consumer is keen to know the worth of expenses, spend on a particular purchase of branded casual wear. So the young boy or girl allows a pre purchase research to understand the market condition of various brands. As in the study 13% of respondents

strongly said, that it is essential to go for an overview before any act of buying. Also in the support 45% of respondents agreed on the issue. It was told by young consumer to the researcher that worthy buying is important, for that calculation always pre purchase study is helpful, whereas 13% disagreed and 17% strongly disagreed for market research. The reason behind this may be the lack of time for market research. On the other hand 12% of respondent did not opine on the issue.

Now we need to use χ^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not.

TABLE 5.6.1						
Scale	f%	O	E	Oij-Eij	(Oij-Eij) ²	(Oij-Eij) ² /Eij
Strongly Agree	13	65	100	-35	1225	12.25
Agree	45	225	100	125	15625	156.25
Can't Say	12	60	100	-40	1600	16
Disagree	13	65	100	-35	1225	12.25
Strongly Disagree	17	85	100	-15	225	2.25
CHI VALUE						165

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

$$= 165$$

$$\therefore \text{Degree of freedom} = (n-1)$$

$$= (5-1)$$

$$= 4$$

$$\text{The calculated value of } X^2 = 165$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (165) is greater than the tabular value of X^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_0 is failure.

12. Purchase decision is based on (rate the following from 6 to 1):

TABLE 5.16					
Price	Quality	Brand Name	Discounts	Advertisement	Comfort
1	5	6	2	3	4
5%	24%	29%	9%	14%	19%



CHART 5.16

Analysis & Interpretation

As shown above in the figure 5.16 there are various factors on which purchase decision is based. The 29% youth respondents felt that purchase decision is based on the brand name, whereas 24% youth preferred quality as the main factor influencing their purchase decision. 14% of youth gave preference to advertisement, 19% youth preferred comfort and 9% of young consumers based their purchase decision on discount factor and 5% on the price.

13. Purchase related decision of youth is influenced by:

TABLE 5. 17			
Self	Family	Friends	Advertisements
12%	13%	41%	34%

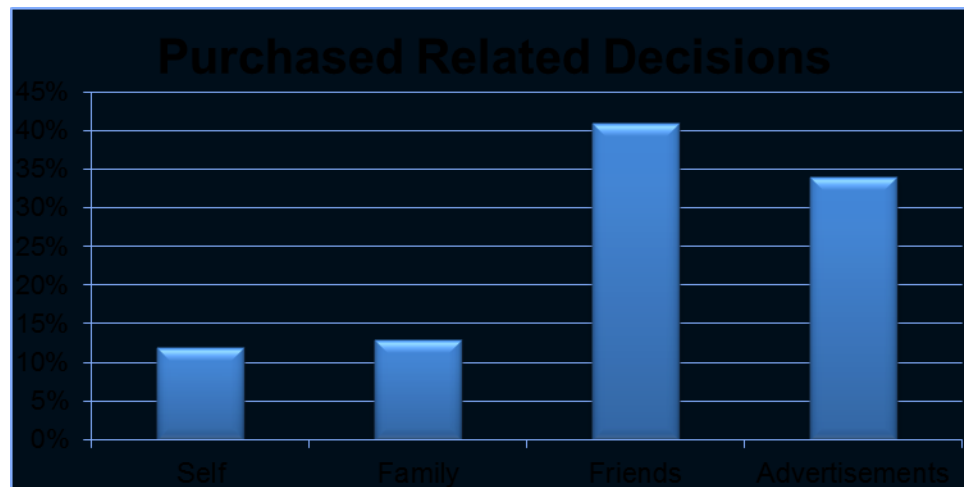


CHART 5.17

Analysis & Interpretation

Young customers often prefer company of friends in buying. As above the table 5.17 shows that 41% respondents are influenced by the choice of their friends. But influence of friends is not the single reason for young people to take purchase decision. As 34% of respondents opted for advertisements, this shows that advertising is the second most preferred factor that affects largely on the buying decision making of youth about the purchase of branded apparels. Marketer can make most out of it, by focusing on effective advertisements for youth customers to gain knowledge and spread it over the time to boost the market. Advertisements should be youth specific, but should be inclined towards friends and family to influence the major part of individual's decision making. As it shown in the above table that 13% of respondents are influenced by family and 12% are self-directed.

14. I always buy branded casuals from:

TABLE 5.18			
Supermarket	flagship store/ Exclusive showroom	Local market	Online shopping
24%	24%	20%	32%

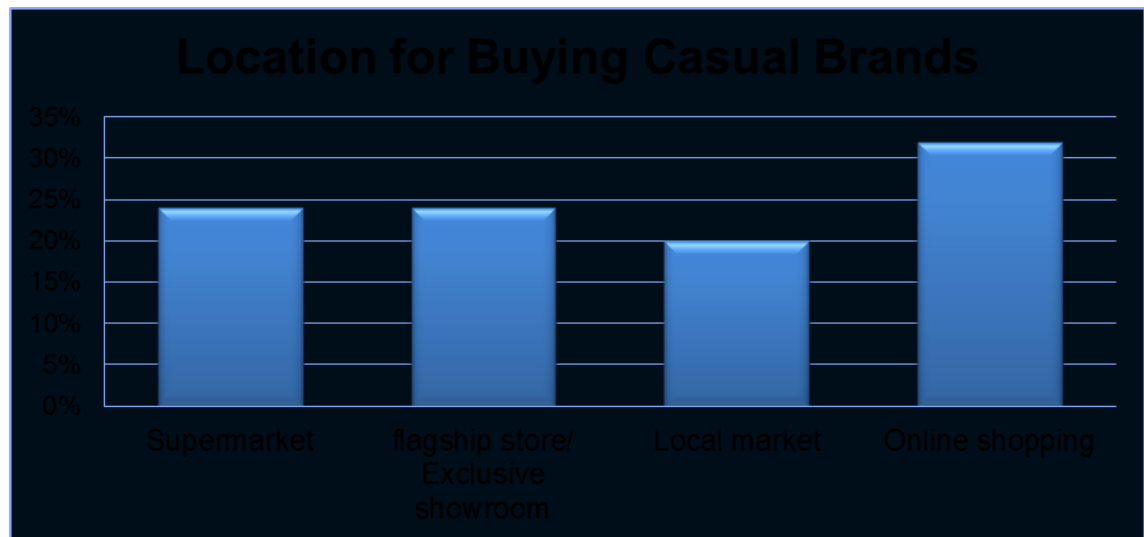


CHART 5.18

Analysis & Interpretation

Above study reveals that young customers are more inclined towards online shopping, this saves time & money and also there is variety of brands available with in a click of button. For the purpose of comparison is online shopping is quite easy. It also makes convenient for the seller to clear terms, conditions and payment modes to its target customer, which makes purchase easier for the customer. Online shopping is preferred by 32% of respondents. Whereas flagship stores and super markets with 24% is equally preferred by the youth customers and 20% has opined for local market as the suitable venue for the purchase of branded casual wear.

15. Casual wear segment is most popular among youth buyers.

TABLE 5.19				
Strongly agree	Agree	Can't say	Disagree	Strongly disagree
14%	51%	16%	11%	8%

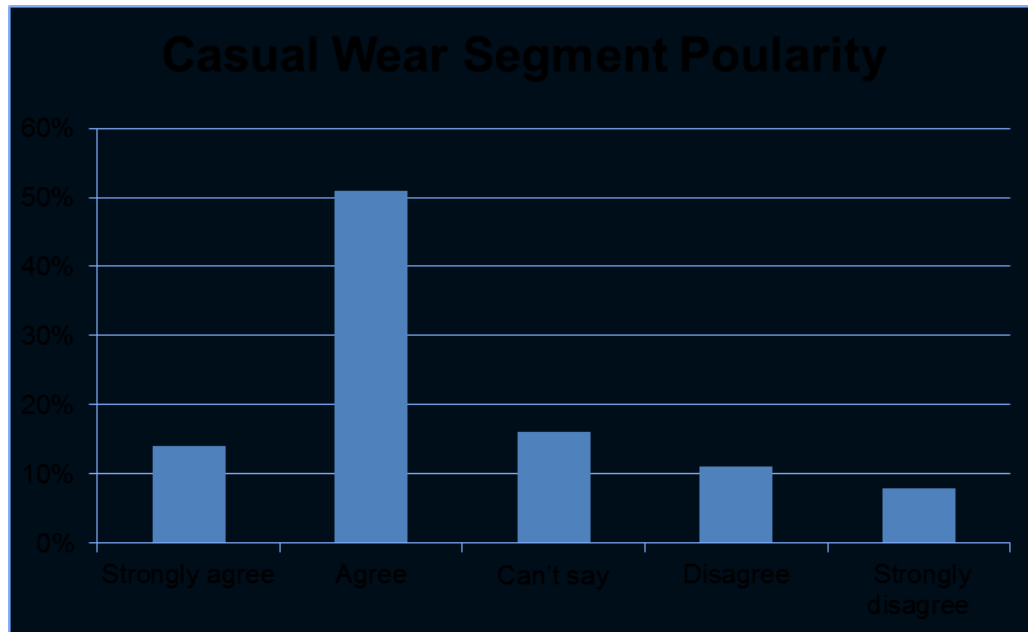


CHART 5.19

Analysis

In modern day society, youth customer is more focused for the comfort and style, which can be easily found in branded clothing segment. This is the big reason that casual wear is most popular among young buyers. The study suggests that 51% of respondents agreed on this, that casual wears are more opted rather than other outfits, in support of this 14% strongly commented that casual wear are more preferred. But on the other hand with 11% disagreed and 8% strongly disagreed said that it is not the more likely outfit segment than others, whereas 16% did not commented.

We use χ^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not.

TABLE 5.6.1						
Scale	f%	O	E	Oij-Eij	(Oij-Eij) ²	(Oij-Eij) ² /Eij
Strongly Agree	14	70	100	-30	900	9
Agree	51	255	100	155	24025	240.25
Can't Say	16	80	100	-20	400	4
Disagree	11	55	100	-45	2025	20.25
Strongly Disagree	8	40	100	-60	3600	36
CHI VALUE						309.5

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$\begin{aligned} \chi^2 &= \sum (O_{ij} - E_{ij})^2 / E_{ij} \\ &= 309.5 \end{aligned}$$

$$\begin{aligned}\therefore \text{Degree of freedom} &= (n-1) \\ &= (5-1) \\ &= 4\end{aligned}$$

$$\text{The calculated value of } X^2 = 309$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (309.5) is greater than the tabular value of X^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_0 is failure.

C: Buying behavior of Youth – Brand and Quality:

16. Brand name influences youth for purchasing branded apparel.

TABLE 5.20				
Strongly agree	Agree	Can't say	Disagree	Strongly disagree
15%	45%	13%	15%	12%

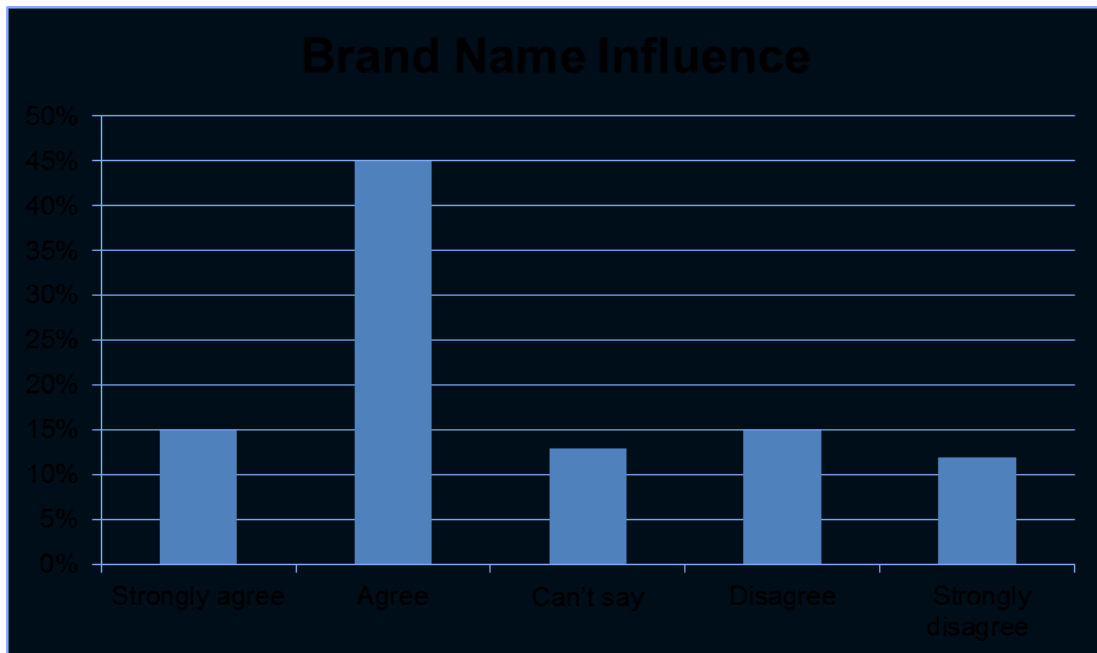


CHART 5.20

Analysis

"What is in the name?"- William Shakespeare, it doesn't apply in this case. As the brand name has become the most powerful tool to convince young buyers. The 15% respondents strongly agreed and 45% agreed for the brand factor as the most influential tool. So the seller and marketers need to position their brand in such a way, that the young buyer has the name in top of the mind while making decision for purchase of branded casual outfit. On

the other hand 13% of respondents did not comment on the issue this means that there is lack of awareness about brand. So to increase the level of awareness mass advertising tools should be used. Whereas 15% respondents disagreed and 12% strongly disagreed that brand name influences the buying decision. According to the results, the chi-square test score is 197. The result is significant and the finding accepts the hypothesis that there is significant relationship between brand quality and buying behavior of youth.

We use X^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not.

TABLE 5.20.A							ACCEPTED HYPO-II
Q.16	f%	O	E	O-E	(O-E) ²	(O-E) ² /E	
SA	15	75	100	-25	625	6.25	
A	45	225	100	125	15625	156.25	
N	13	65	100	-35	1225	12.25	
D	15	75	100	-25	625	6.25	
SD	12	60	100	-40	1600	16	
CHI VALUE						197	

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

$$= 197$$

$$\therefore \text{Degree of freedom} = (n-1)$$

$$= (5-1)$$

$$= 4$$

$$\text{The calculated value of } X^2 = 197$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (197) is greater than the tabular value of X^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_0 is failure.

17. Quality of branded apparel is the most concerned factor related to buying

TABLE 5.22				
Strongly agree	Agree	Can't say	Disagree	Strongly disagree
21%	53%	14%	10%	2%

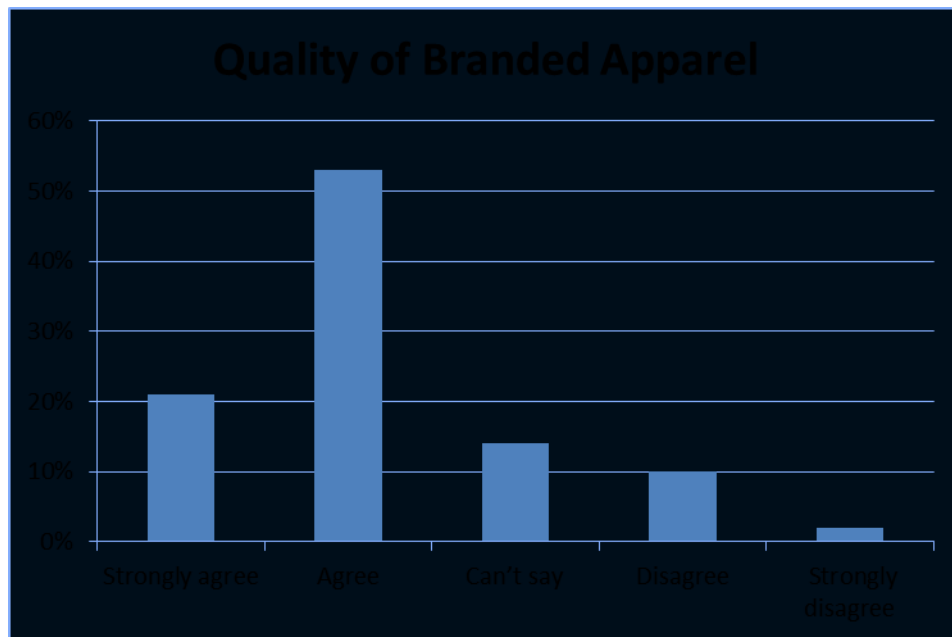


CHART 5.22

Analysis

One cannot compromise from the quality aspects of anything within the purchasing power of any individual. Because every product possess some quality and that satisfy the need of a particular customer. If quality suffers, it decreases the satisfaction level of the customer. Especially among youth buyers where quality matters a lot, marketer and sellers should be careful. If a young customer is dissatisfied with quality, will switch from that brand and

whereas one will bad mouth for the brand and its quality in its social circle. As the table suggests for 51% agreed and 21% strongly disagreed of the respondents quality is the most concerned factor in buying decision, whereas 14% of respondents were confuse and 10% disagreed and 2% strongly disagreed denied to accept quality as an important factor.

Again we need to use X^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not.

TABLE 5.20.A							ACCEPTED HYPO-II
Q.16	f%	O	E	O-E	(O-E) ²	(O-E) ² /E	
SA	21	105	100	5	25	0.25	
A	53	265	100	165	27225	272.25	
N	14	70	100	-30	900	9	
D	10	50	100	-50	2500	25	
SD	2	10	100	-90	8100	81	
CHI VALUE						387.5	

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

$$= 387.5$$

$$\therefore \text{Degree of freedom} = (n-1)$$

$$= (5-1)$$

$$= 4$$

$$\text{The calculated value of } X^2 = 387.5$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (387.5) is greater than the tabular value of X^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_0 is failure.

D: Effect of Economic, Social and Cultural factors on buying behavior of youth:

18. Being a part of modern society you feel compelled to buy branded apparel.

TABLE 5.23				
Strongly agree	Agree	Can't say	Disagree	Strongly disagree
7%	26%	42%	16%	9%

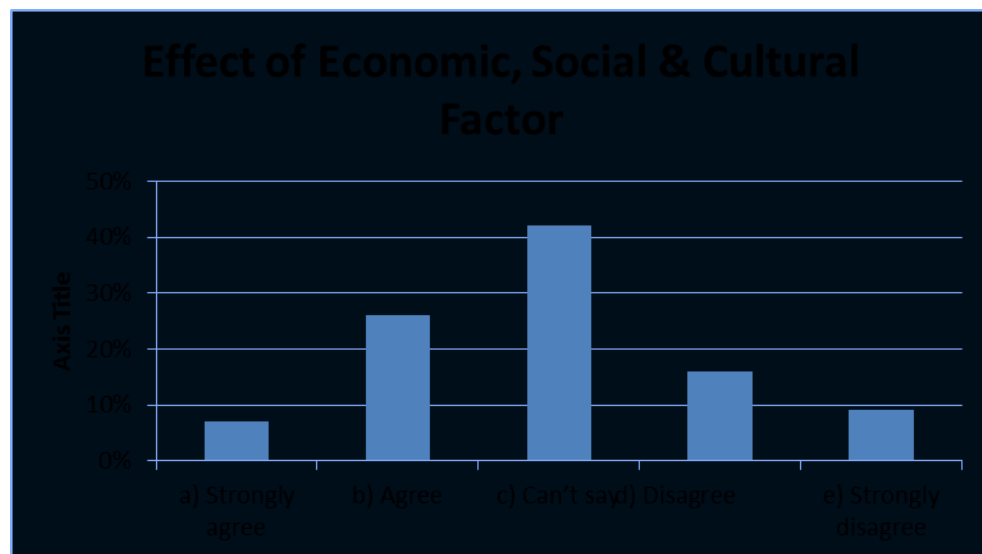


CHART 5.23

Analysis

We are living in 21st century, in which changes occur rapidly. Same in the case with an individual's decision making and market conditions also. The customer is more educated and aware about the market and the offerings as well. Society has dramatically moved upwards. Living standards of the society is improving day by day. Thus, every individual thinks to maintain its balance

in the living world. So the buying pattern is also influenced to a limited extent by social and cultural factors. As the table suggests that 42% respondents still were not able to respond about that, whether socio-cultural factors make them to purchase of branded apparel. On the other hand 26% of respondents agree that they feel compelled by the modern society to pick purchase of brands. 7% strongly supported the above statement. Whereas 16% disagreed and 9% strongly disagreed, and did not accepted the view of the above statement. According to the results, the chi-square test score is 206.5. The result is significant and the finding accepts the hypothesis that there is significant relationship between social factors and buying behavior of youth.

We need to use X^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not.

TABLE 5.20.A							
Q.16	f%	O	E	O-E	(O-E)²	(O-E)²/E	ACCEPTED HYPO-II
SA	7	35	100	-65	4225	42.25	
A	26	130	100	30	900	9	
N	42	210	100	110	12100	121	
D	16	80	100	-20	400	4	
SD	9	45	100	-55	3025	30.25	
CHI VALUE						206.5	

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

$$= 206.5$$

$$\therefore \text{Degree of freedom} = (n-1)$$

$$= (5-1)$$

$$= 4$$

$$\text{The calculated value of } X^2 = 206.5$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (206.5) is greater than the tabular value of X^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_0 is failure.

19. You normally purchase branded apparel by.....

TABLE 5.24		
Pocket money	Personal income	Borrowing from parents
24%	36%	40%

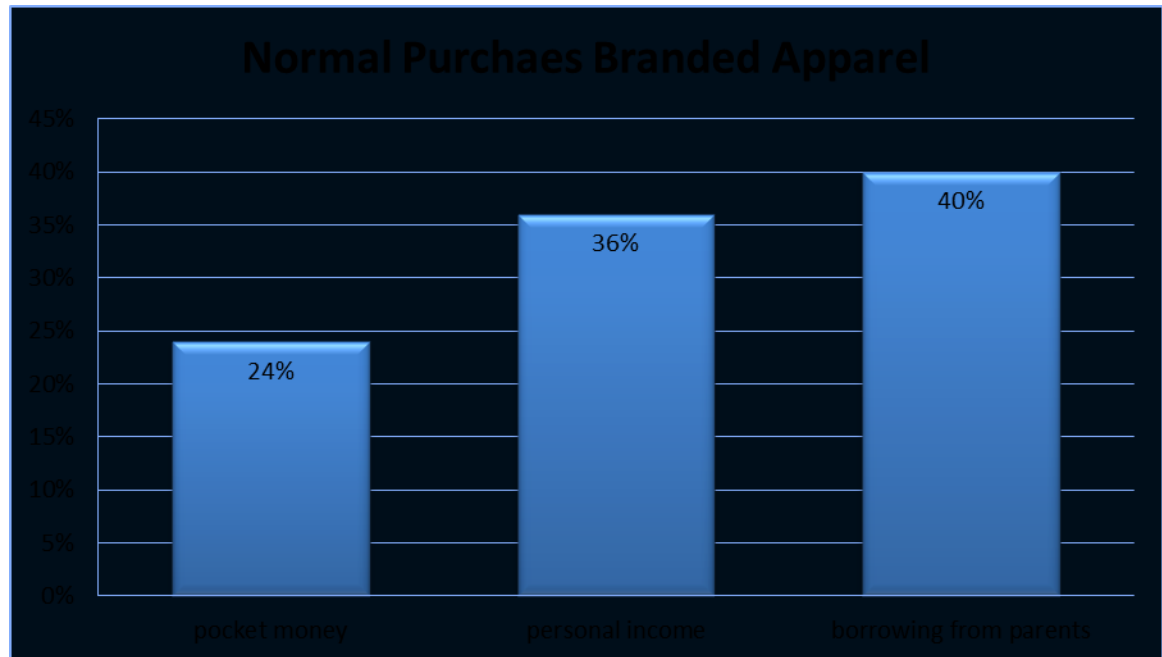


CHART 5.24

Analysis & Interpretation

Among youth buyers still maximum tendency is that they need extra borrowings from parents other than their pocket money to go for shopping of branded casuals. 36% of respondents make it happen by their personal income; whereas 24% of respondents manage their buying's from pocket money only. So this suggests that youth buying is mostly based on borrowings and pocket money landed by parents, which may lead the youth buyer to limit its purchase to a certain extent.

20. You normally spend on the purchase of branded apparel in a single buying

TABLE 5.25		
Up toRs.2000	Rs.2000 to 5000	above Rs. 5000
30%	47%	23%



CHART 5.25

Analysis & Interpretation

Every customer wants to buy best in the business. But somewhere its purchasing power restricts its willingness. This is the reason of difference between desire and demand in the market. Expenses are bounded by the real income, pocket money or the parental borrowings. Therefore effect can be seen on the expenses of a youth customer by the inferences shown in the figure. 47% respondents normally spend between Rs. 2000 to Rs. 5000, 30% respondents spend less than or up to Rs. 2000, whereas 23% of respondents spent more than Rs.5000.

21. I am influenced byfor the purchase of branded apparel.

TABLE 5.26				
Self	Friends	Family	Neighbour	Others
32%	18%	28%	9%	13%

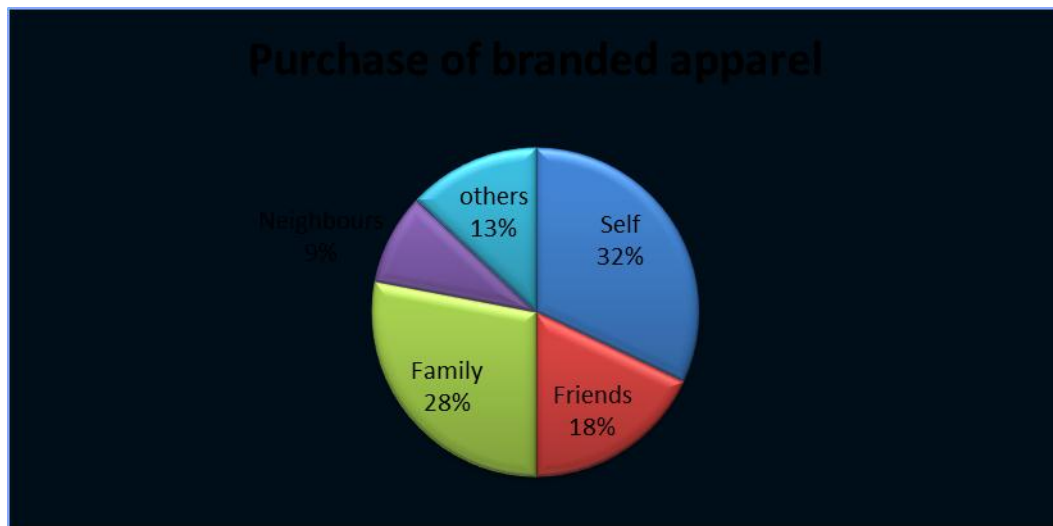


CHART 5.26

Analysis & Interpretation

Youth customers are very confident about their choices, this naturally affect their selection criteria for casual brand wear. 32% respondents are influenced by self and select branded apparel according to their own interest. On the other hand 28% of respondents were in the favor of family preferences. Young respondents showed that they still respect family values and culture. Friends are forever, this is the reason why, everyone wants some good buddies spending time together and shopping as well. As shown in the table 5.26 that 18% of respondents were influenced by friend's opinion. 9% of respondents told that they are more inclined with the choices of neighbour's and 13% of respondents give different reasons which are highly unimportant for the purpose of research.

22. You purchase branded casual wear for:

TABLE 5.27	
Daily routine	Special occasion
74%	26%

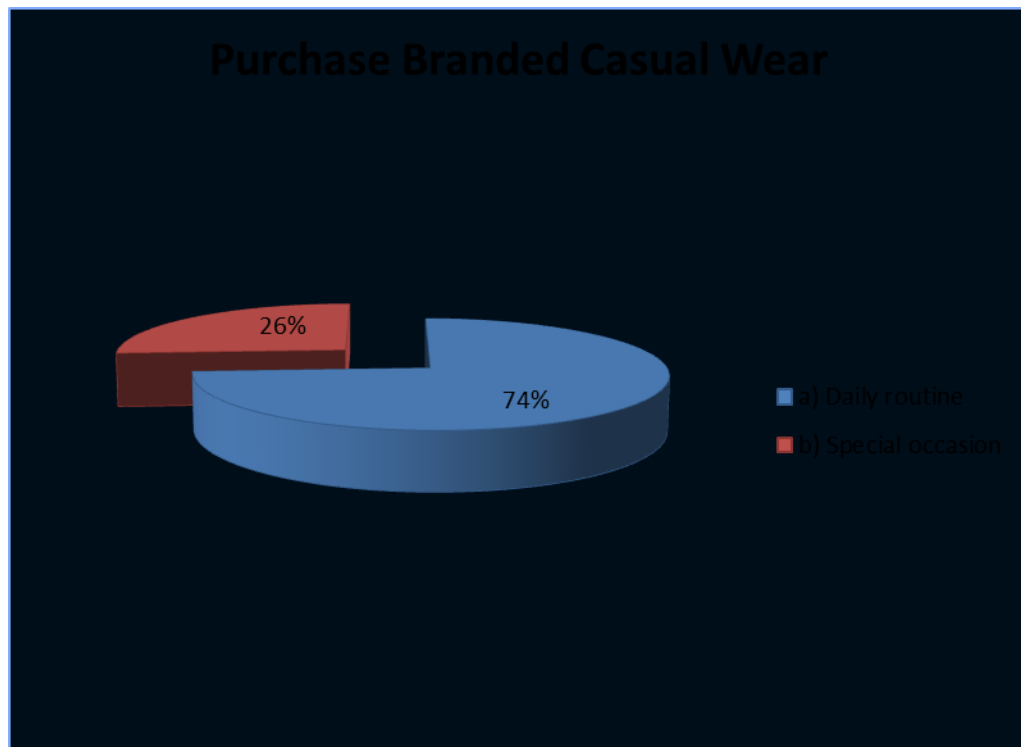


CHART 5.27

Analysis & Interpretation

Young customer always wants to be in style and fashion. The easiest way is to maintain its wardrobe with the coolest brands. So when the time demands, individual can wear according to demand of specific occasion. As shown in table 5.27 that 57% of respondents said they buy branded casuals for special events whereas 43% of respondents told that they purchase branded casuals for daily purposes.

23. You buy casual's because it is in fashion

TABLE 5.28				
Strongly agree	Agree	Can't say	Disagree	Strongly disagree
23%	34%	19%	20%	4%

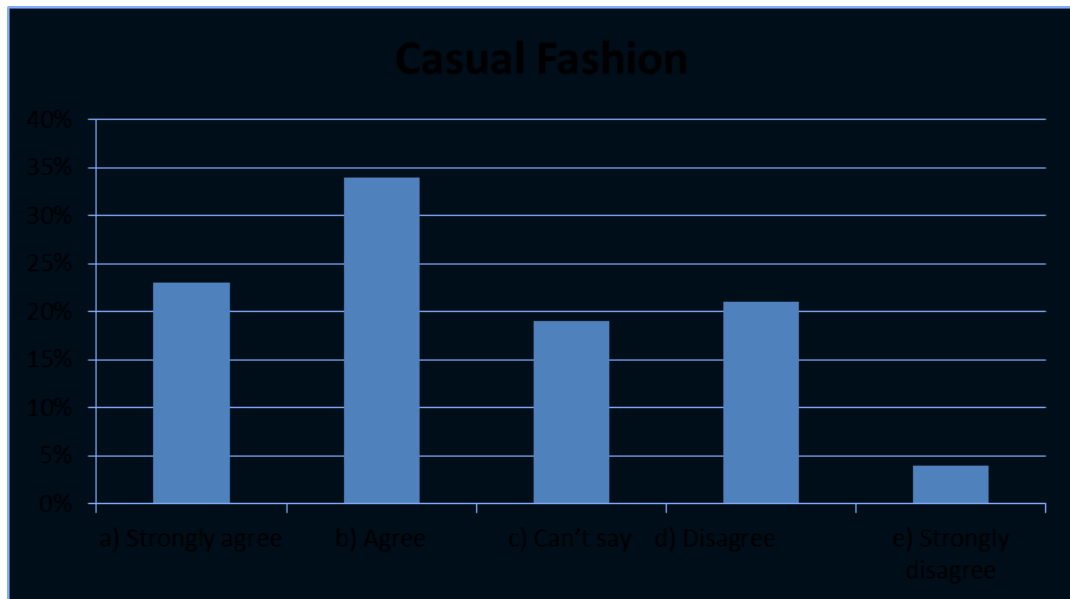


CHART 5.28

Analysis

Young customers are the fashion center in the society. Every youth wants to look good and pleasant through its looks and personality and branded apparel give an add-on edge to both personality & looks. Young people believe that branded wear gives them a trendy look and transform their personality. 34% respondents agreed and 23% strongly recommended buying casual brands. Whereas 21% disagreed and 4% strongly disagreed and denied to buy branded apparel just because it is in fashion. So there is a varied opinion of the young customers regarding fashion and its association with brand purchase.

We need to use X^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not.

TABLE 5.20.A							
Q.16	f%	O	E	O-E	(O-E) ²	(O-E) ² /E	ACCEPTED HYPO-II
SA	23	115	100	15	225	2.25	
A	34	170	100	70	4900	49	
N	19	95	100	-5	25	0.25	
D	20	100	100	0	0	0	
SD	4	20	100	-80	6400	64	
CHI VALUE						115.5	

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

$$= 115.5$$

$$\begin{aligned}\therefore \text{Degree of freedom} &= (n-1) \\ &= (5-1) \\ &= 4\end{aligned}$$

$$\text{The calculated value of } X^2 = 115.5$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (115.5) is greater than the tabular value of X^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_0 is failure.

24. Your purchase decision is affected by new styles in casual wears.

TABLE 5.29				
Strongly agree	Agree	Can't say	Disagree	Strongly disagree
9%	37%	23%	21%	10%

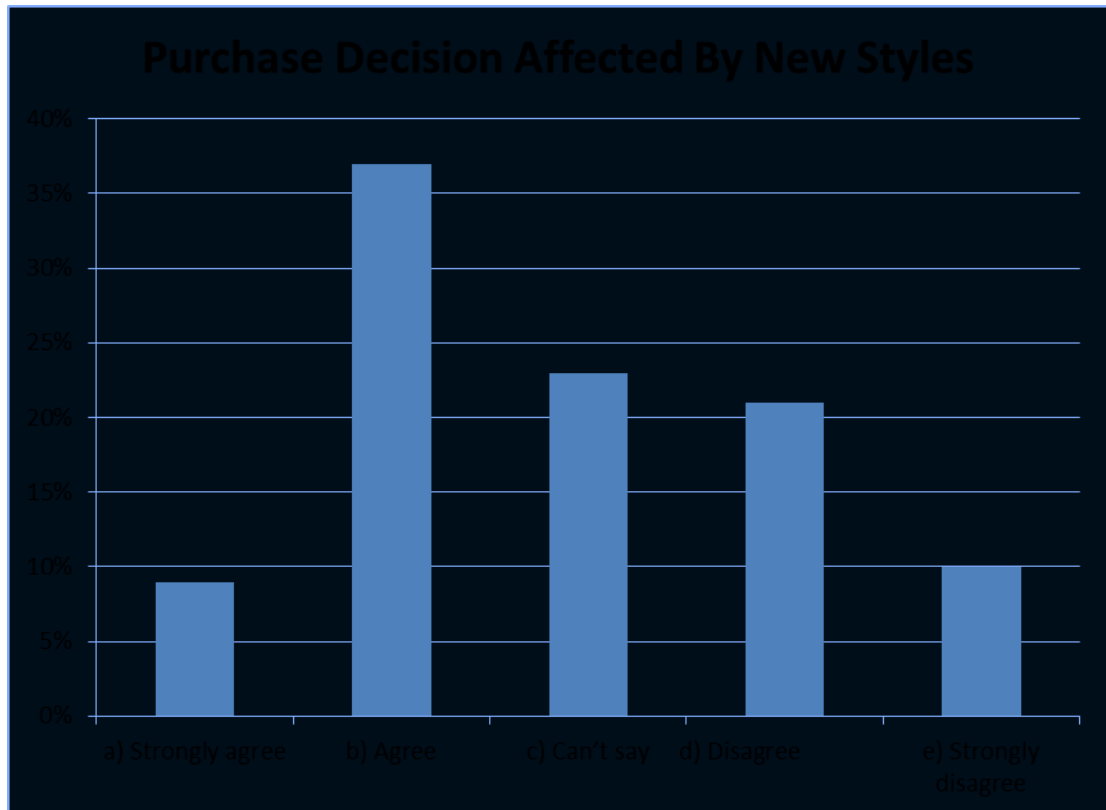


CHART 5.29

Analysis

Young customers react very soon on anything new or interesting. As in the market if there is something available according to new style, and it is affordable by youth segment, then they definitely go for shopping. 37% views are in favour of new style and 9% of respondents told that there most of the branded buying is because of new styles in fashion market.

We need to use X^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not.

TABLE 5.20.A							
Q.16	f%	O	E	O-E	(O-E) ²	(O-E) ² /E	ACCEPTED HYPO-II
SA	9	45	100	-55	3025	30.25	
A	37	185	100	85	7225	72.25	
N	23	115	100	15	225	2.25	
D	21	105	100	5	25	0.25	
SD	10	50	100	-50	2500	25	
CHI VALUE						130	

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

$$= 130$$

$$\begin{aligned}\therefore \text{Degree of freedom} &= (n-1) \\ &= (5-1) \\ &= 4\end{aligned}$$

$$\text{The calculated value of } X^2 = 130$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (130) is greater than the tabular value of X^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_o is failure.

25. Casual wear projects your image as an updated buyer.

TABLE 5.30				
Strongly agree	Agree	Can't say	Disagree	Strongly disagree
19%	48%	15%	12%	6%

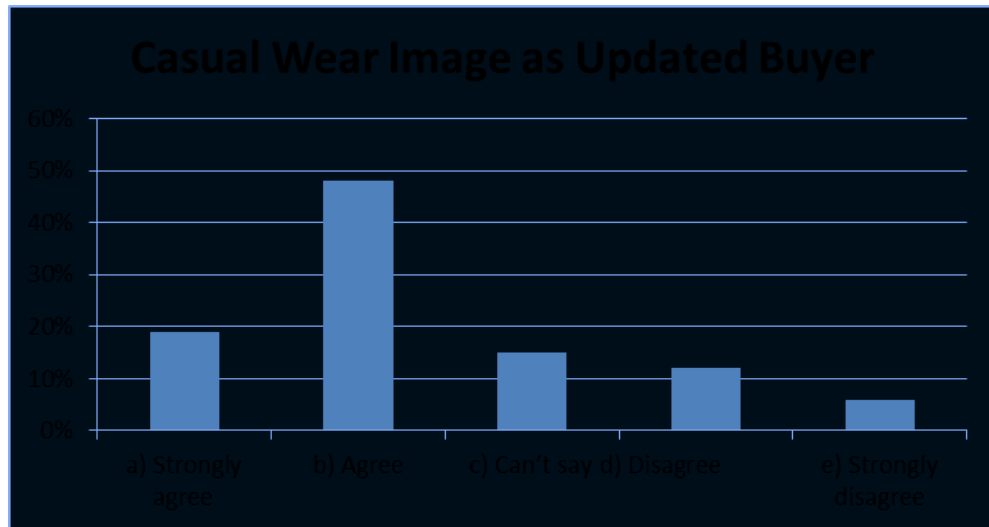


CHART 5.30

Analysis

Every time young customer looks to buy the stuff which is not in their wardrobe. In social interactions, parties and get together or in any other event, these young charms always want to look better than before. It can be viewed in the table 5.30 that 48% of respondents agreed on this. In society if one wants to look better and different from others, one should go for branded casuals, because it gives you confidence and projects the image in society as an updated customer. 19% of respondents more apparently said that branded wear gives a view of class in the society. Young girls and boys want this image more as they spend most of the time in friends, colleagues, professionals, family and society at large.

we need to use χ^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not.

TABLE 5.20.A							
Q.16	f%	O	E	O-E	(O-E) ²	(O-E) ² /E	ACCEPTED HYPO-II
SA	19	95	100	-5	25	0.25	
A	48	240	100	140	19600	196	
N	15	75	100	-25	625	6.25	
D	12	60	100	-40	1600	16	
SD	6	30	100	-70	4900	49	
CHI VALUE						267.5	

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$\begin{aligned} \chi^2 &= \sum (O_{ij} - E_{ij})^2 / E_{ij} \\ &= 267.5 \end{aligned}$$

$$\begin{aligned}\therefore \text{Degree of freedom} &= (n-1) \\ &= (5-1) \\ &= 4\end{aligned}$$

$$\text{The calculated value of } X^2 = 267.5$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (267.5) is greater than the tabular value of X^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_0 is failure.

E: Psychological Variables:

26. What motivates you to go for branded apparel?

TABLE 5.31			
Personal satisfaction	Better quality	Status & Prestige	Better comfort
24%	33%	12%	31%

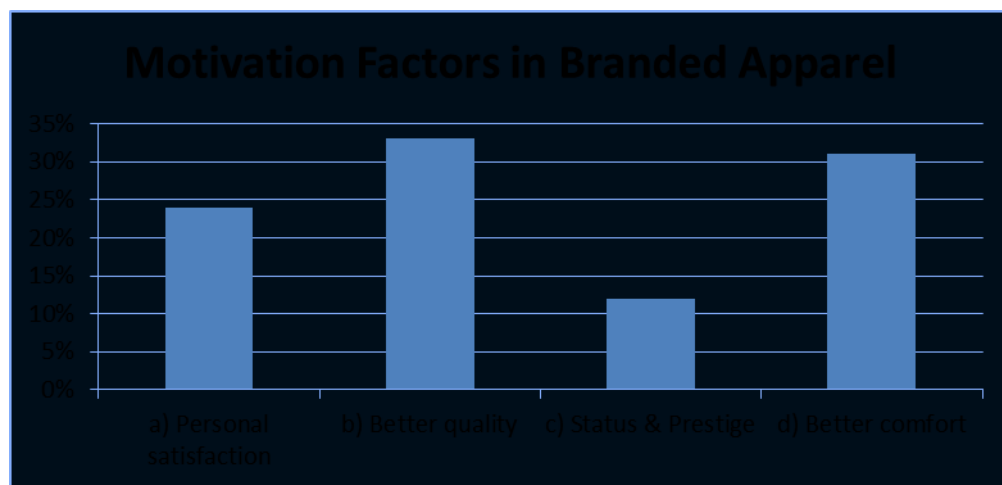


CHART 5.31

Analysis & Interpretation

Motivation is an emerging drive, which forces an individual to take certain action. Hunger motivates for food, thirst for water. So as there are several factors, this motivates an individual to buy branded wear. As shown in the figure 5.31 that the most motivating factor is quality. A product with better quality itself plays a role in driving the customer to appropriate buying junction 33% opted for quality in second preference it is comfort, obviously the youth will prefer such branded apparel in which they feel comfortable. 29% opined that they buy branded casuals for their personal satisfaction, whereas 12% preferred for status and prestige.

27. Which factors influence you to change your brand preference?

TABLE 5.32			
a) Improve quality	b) Economical price	c) Variety	d) Latest trend
38%	12%	28%	22%

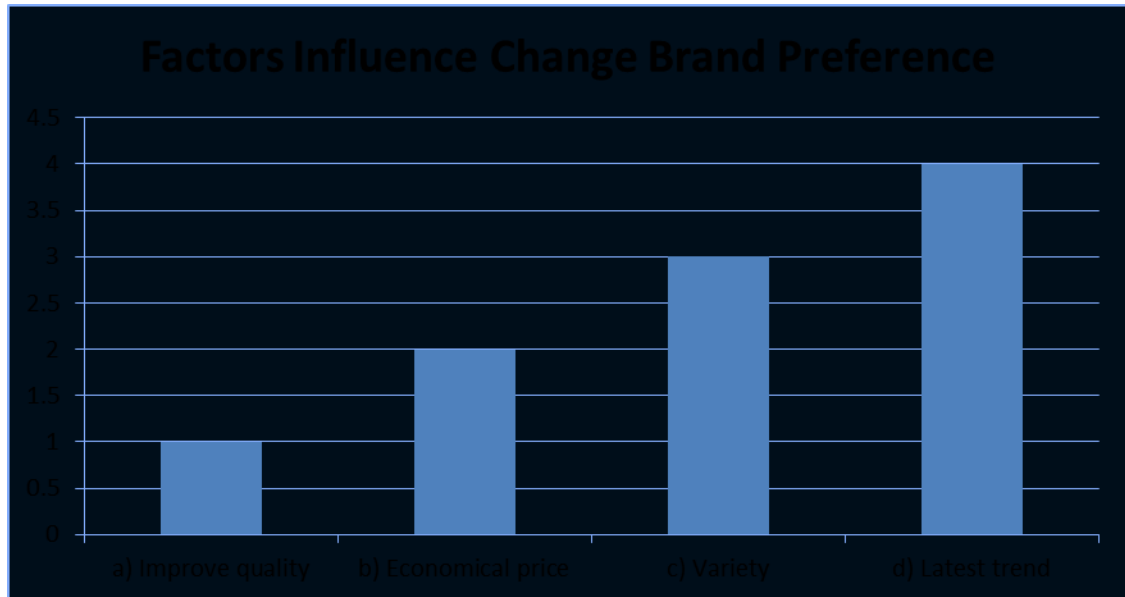


CHART 5.32

Analysis & Interpretation

As the figure 5.32 shows that nobody compromises with the quality and especially youth customer is very particular. 38% respondents strongly said that brand switching is based on quality issue, whereas variety was also an important factor according to 28% of respondents in the study. This means young boys and girls seek variety in design, colours and styles. With 22% opined latest trend. In this content young customer commented that casual brand without latest trend does not attract the 'masses'. At the last with 12% it is economical price for brand is recommended another criteria for shifting from one brand to another.

28. I amwith the brand I use

TABLE 5.33				
Highly satisfied	Satisfied	Can't say	Dissatisfied	Highly dissatisfied
15%	60%	10%	8%	7%

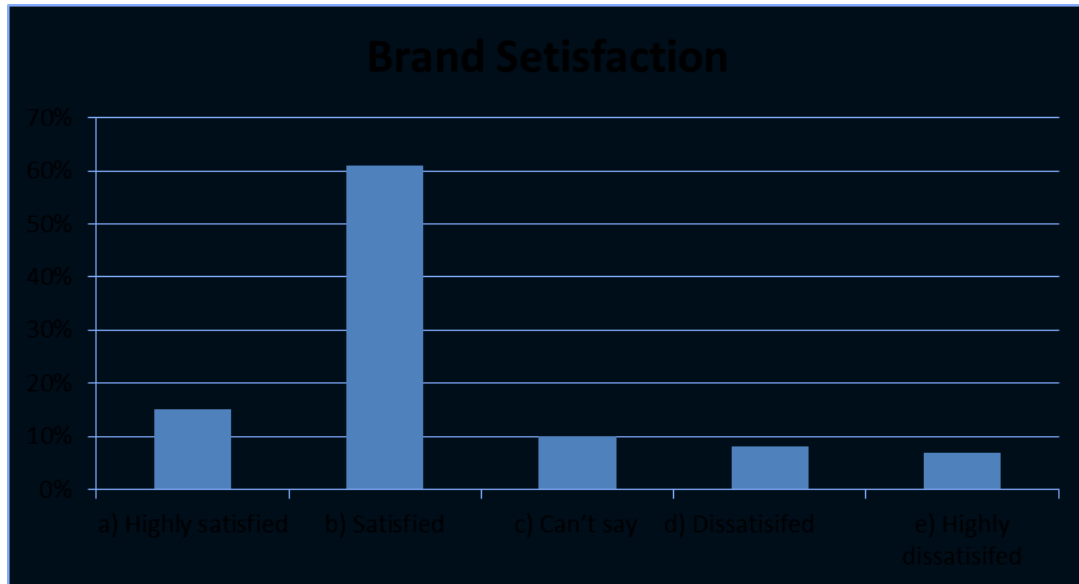


CHART 5.33

Analysis

Customer satisfaction is most important factor to be concerned by every marketer or a seller. As the customer is spending on buying does not gives satisfaction to him/her, then it will be very difficult for a customer to go for repeat purchase. Therefore customer satisfaction is an important factor to be considered by every seller in the market. As shown in the table 5.33 that 60% young customers were satisfied and 15% highly satisfied with the brands they use. 10% did not comment, whereas with 8% disagreed and 7% highly disagreed respondents told that they frequently switch between brands but not getting satisfaction, as they desired with the brand they use.

we need to use χ^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not.

TABLE 5.20.A							ACCEPTED HYPO-II
Q.16	f%	O	E	O-E	(O-E) ²	(O-E) ² /E	
SA	15	75	100	-25	625	6.25	
A	60	300	100	200	40000	400	
N	10	50	100	-50	2500	25	
D	8	40	100	-60	3600	36	
SD	7	35	100	-65	4225	42.25	
CHI VALUE						509.5	

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$\begin{aligned} \chi^2 &= \sum (O_{ij} - E_{ij})^2 / E_{ij} \\ &= 509.5 \end{aligned}$$

$$\begin{aligned}\therefore \text{Degree of freedom} &= (n-1) \\ &= (5-1) \\ &= 4\end{aligned}$$

$$\text{The calculated value of } X^2 = 509.5$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (509.5) is greater than the tabular value of X^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_o is failure.

29. Branded casual wear gives you psychological comfort, while moving out from home.

TABLE 5.34				
Strongly agree	Agree	Can't say	Disagree	Strongly disagree
10%	56%	14%	16%	4%

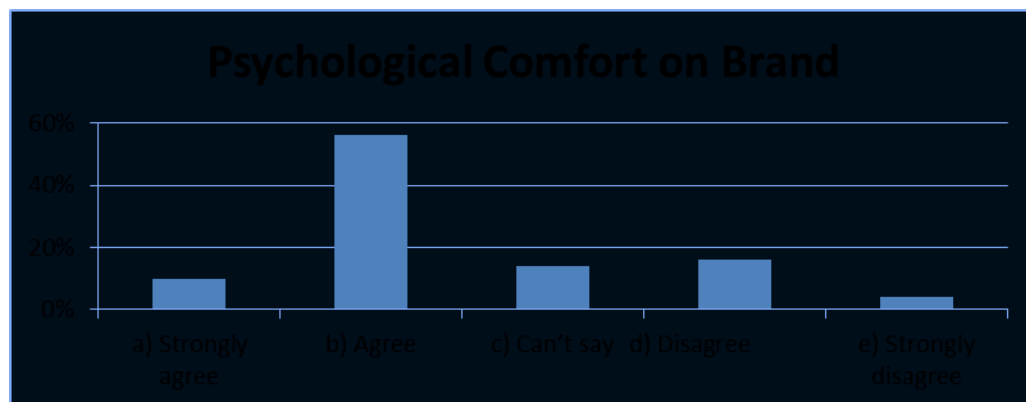


CHART 5.34

Analysis

When an individual step out, one always think that outfit which it carries, suits the situation or not. Especially youth is very particular in this matter, hence the youth want to look good, but it is the comfort which gives them confidence and sense of satisfaction while moving out. In this case 46% agreed and 13% strongly agreed and suggested that branded casuals are more comfortable and gives them comparatively ease to move out, whereas 24% of respondents did not said anything and on the other hand 12% disagreed and 5% respondents strongly disagreed and opined negatively. According to the results, the chi-square test score is 426. The result is significant and the finding accepts the hypothesis that there is significant relationship between buying behavior of youth and psychological variables.

we need to use χ^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not.

TABLE 5.20.A							
Q.16	f%	O	E	O-E	(O-E) ²	(O-E) ² /E	ACCEPTED HYPO-II
SA	10	50	100	-50	2500	25	
A	56	280	100	180	32400	324	
N	14	70	100	-30	900	9	
D	16	80	100	-20	400	4	
SD	4	20	100	-80	6400	64	
CHI VALUE						426	

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$\begin{aligned} \chi^2 &= \sum (O_{ij} - E_{ij})^2 / E_{ij} \\ &= 426 \end{aligned}$$

$$\begin{aligned}
 \therefore \text{Degree of freedom} &= (n-1) \\
 &= (5-1) \\
 &= 4
 \end{aligned}$$

$$\text{The calculated value of } X^2 = 426$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (426) is greater than the tabular value of X^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_o is failure.

F: Impact of Advertisement:

30. Advertisements have a major influence on the buying behavior of youth.

TABLE 5.35				
Strongly agree	Agree	Can't say	Disagree	Strongly disagree
20%	46%	5%	12%	17%

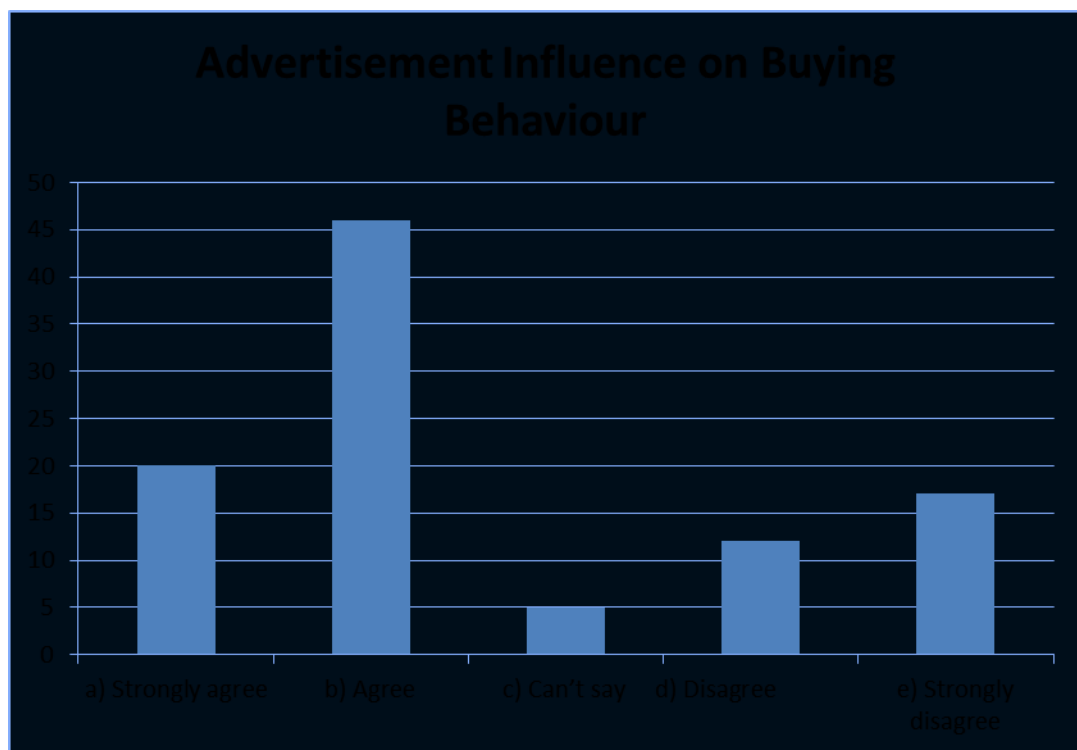


CHART 5.35

Analysis

Young customers are more inclined towards the brands because they associate the living standard, life style and personality with the brand they use. But lack of awareness restricts these buyers to gain knowledge about

these brands in the absence of appropriate sources of information. So to inform the potential buyer advertisement a tool of mass communication encompasses the different medium to reach its target customer to create awareness in the market. Advertisements educate the market and motivates to purchase. As the table 5.35 shows that 46% of respondents agreed and 20% strongly agreed and opined that their purchase decision is highly influenced by the advertisement of different brands. 5% did not comment on this issue, whereas 12% disagreed and 17% strongly disagreed about the influence of advertisement on the buying behavior of youth. But after applying test on the collected data, it showed that advertisements are crucial for the youth to decide and act for a particular purchase of any product. According to the results, the chi-square test score is 243.5. The result is significant and the finding accepts the hypothesis that there is significant relationship between impact of advertising and buying behavior of youth.

TABLE 5.20.A							ACCEPTED HYPO-II
Q.16	f%	O	E	O-E	(O-E)²	(O-E)²/E	
SA	20	100	100	0	0	0	
A	46	230	100	130	16900	169	
N	5	25	100	-75	5625	56.25	
D	12	60	100	-40	1600	16	
SD	17	85	100	-15	225	2.25	
CHI VALUE						243.5	

We need to use χ^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not.

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$\chi^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

$$= 243.5$$

$$\therefore \text{Degree of freedom} = (n-1)$$

$$= (5-1)$$

$$= 4$$

$$\text{The calculated value of } \chi^2 = 243.5$$

$$\text{The table value of } \chi^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of χ^2 (243.5) is greater than the tabular value of χ^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_0 is failure.

31. Advertisements of casual branded outfits have a major influence on the buying behavior of youth.

TABLE 5.36				
a) Strongly agree	b) Agree	c) Can't say	d) Disagree	e) Strongly disagree
16	48	10	10	16

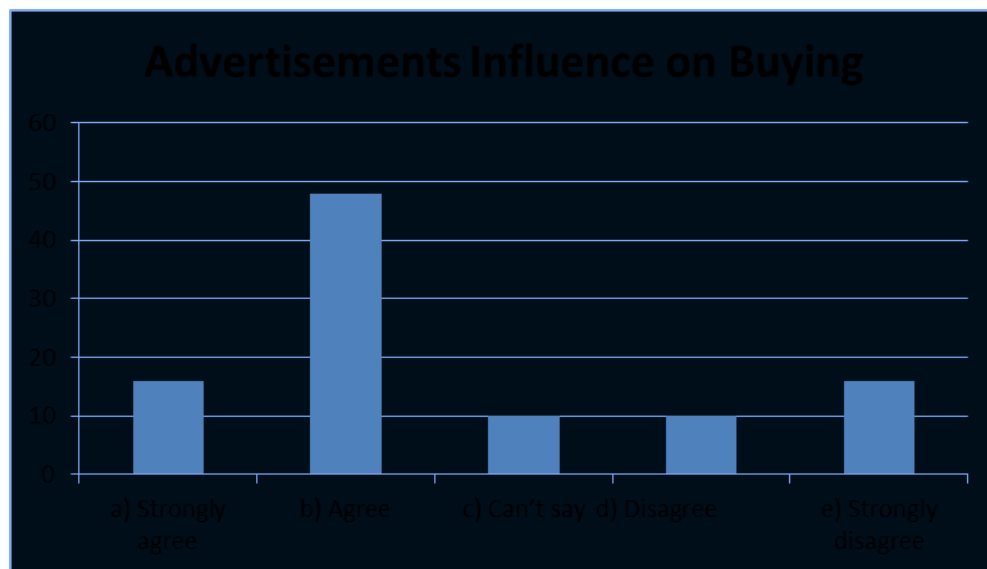


CHART 5.36

Analysis

Advertisements effect the perception of youth. As young customer are curious to know about the market changes and updates regularly. Youth preferably stays more attentive towards these changes through different modes of e-commerce. As shown in the figure 5.36 that 46% of respondents accepted getting certain information about casual brands through advertisements. 16% of youth told that availability of variety in the market, discounts and other benefits are communicated in advertisements by the marketer. This assists the buyer to purchase branded apparel.

We need to use X^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not.

TABLE 5.20.A							
Q.16	f%	O	E	O-E	(O-E) ²	(O-E) ² /E	ACCEPTED HYPO-II
SA	16	80	100	-20	400	4	
A	48	240	100	140	19600	196	
N	10	50	100	-50	2500	25	
D	10	50	100	-50	2500	25	
SD	16	80	100	-20	400	4	
CHI VALUE						254	

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$\begin{aligned}
 X^2 &= \sum (O_{ij} - E_{ij})^2 / E_{ij} \\
 &= 254
 \end{aligned}$$

$$\begin{aligned}\therefore \text{Degree of freedom} &= (n-1) \\ &= (5-1) \\ &= 4\end{aligned}$$

$$\text{The calculated value of } X^2 = 254$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (254) is greater than the tabular value of X^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_o is failure.

32. What makes you prefer branded casual wear?

TABLE 5.37			
Influence of friends	Advertisements	Family	Others
18%	42%	28%	12%

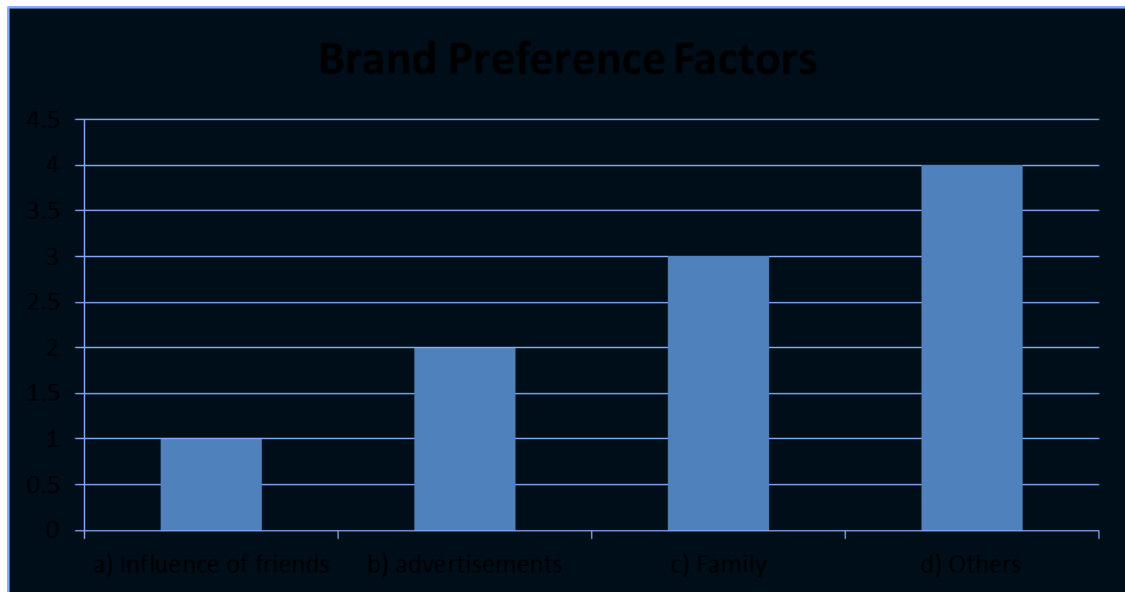


CHART 5.37

Analysis & Interpretation

“JO DIKHTA HAI VO BIKTA HAI” this statement is seriously in the every business now and then, because advertisements are the most noticeable medium for the young males and females. 42% of respondents accepted that choice of a particular brand largely depends on advertisements exposed to them through different medium. On the other hand 28% of youth preferred family guidelines for purchase of branded apparel. 18% of respondents need the company of their friends. Besides this, 12% of respondents gave different and varied logics for buying of casuals, which were not considerable for the study.

33. Impact of different advertisement modes on your purchase decision is mostly through:

TABLE 5.38						
Newspaper	Fashion Magazine	Store Display	Radio/FM	T.V	Discount SMS on Mobile	Hoardings
16%	12%	15%	3%	37%	10%	7%

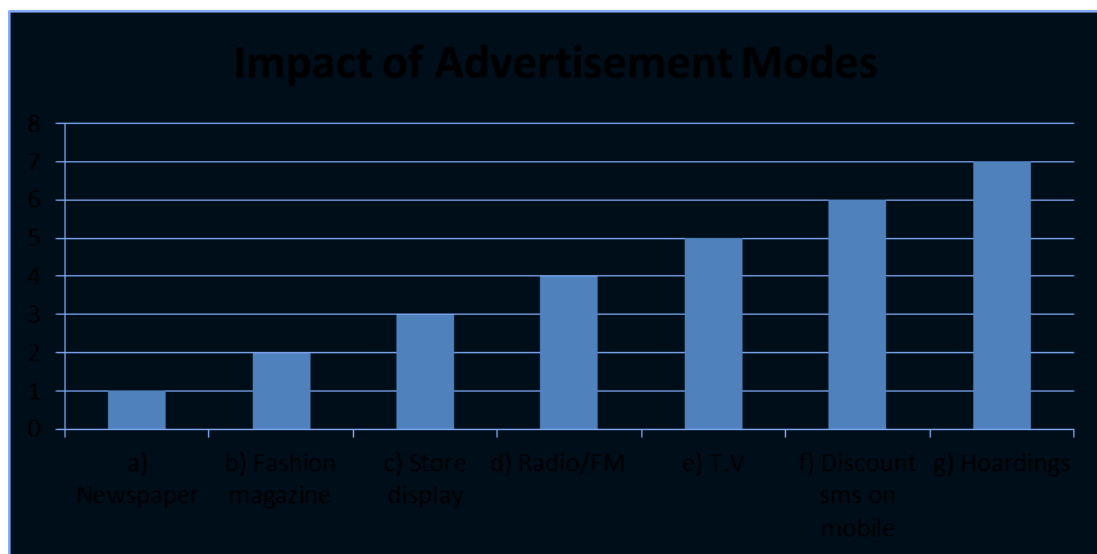


CHART 5.38

Analysis & Interpretation

Youth buyers believed that advertisements are the most frequently watched, listened and shared in social circle. Awareness and education both are developing through the advertisements. Different medium of advertisements are therefore used by various brands to dialogue with the target market. Manufacturers seek attention of the buyers, to develop interest of target market, to educate the buyer, to decide on purchase and to motivate and attract the potential customer for action of purchase. Various modes of

advertisement influence the decision making process of a youth prospect. As shown in the figure 5.38 that 37% of respondents opined television as the most preferred medium to gain information about brands. 16% of respondents agreed and said that newspaper is also an important tool of mass communication for the marketers to communicate with target audience. On the other hand, 15% of respondents opined that store display is also a very crucial factor from the seller's point of view. As the respondents under study said that a good, attractive and colorful display of latest offer, trends and style, attracts the customer. Besides this, 12% of buyers preferred fashion magazines for getting updates regarding casual branded outfits.

Marketers use discount offers for market penetration and this often attracts the target market. As shown in the table 5.38 that 10% of the respondents signify that discount messages on mobile are more helpful in getting alternatives for buying decision. So every marketer or seller must focus on this particular medium for creating sales and increasing profit share in the branded apparel market.

Outdoor media also plays role in guiding customer to decide on purchase of a particular brand. 7% of respondents said that while moving towards purchase destination when one encounter number of hoardings in the way it sometimes change the mentality and directs for buying decision more strongly. On the other hand with 3% of respondents opined that radio is also an effective mode that helps in the buying decision of youth to a limited extent. The analysis of the table 5.38 showed that every shopkeeper, seller, marketer or manufacturer needs to ponder upon all of the modes of advertising according to their advertisement budget and brand status as well. So that to make a presence in the market and to build an image in the eye of potential customer.

Advertising tools and techniques act as an information source for a prospective buyer.

34. Advertising tools and techniques act as an information source for a prospective buyer.

TABLE 5.39				
a) Strongly agree	b) Agree	c) Can't say	d) Disagree	e) Strongly disagree
19%	45%	9%	22%	5%

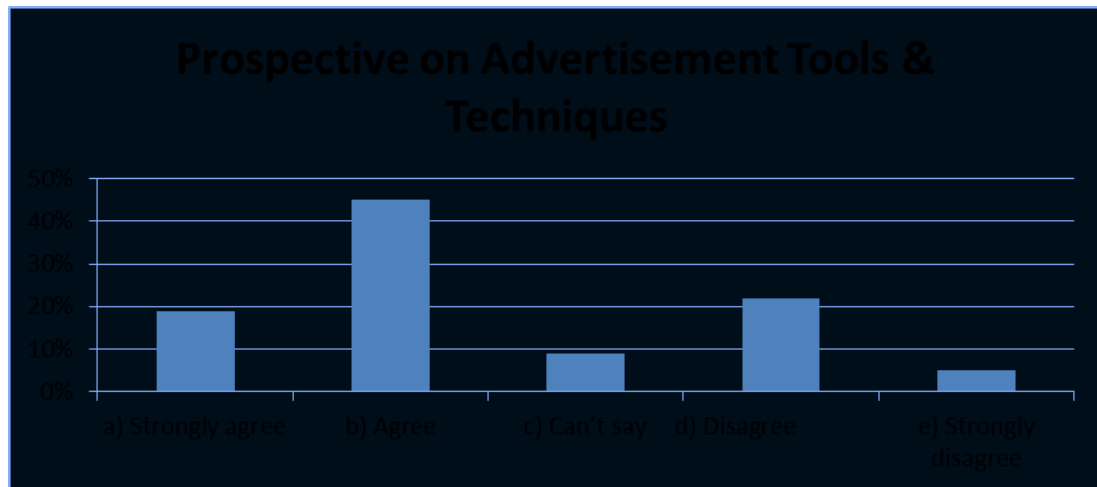


CHART 5.39

Analysis

Decision making process of a young potential buyer also depends on the information which one collects from different sources. As the table 5.39 suggests that 45% of respondents said that, advertisement modes are more helpful in seeking information. This assists a potential buyer in making purchase decision. 19% of the respondents said that, it is advertisement which truly serves the need of information for prospective buyers regarding latest updates of the market. On the other hand, 9% of respondents did not opine. Besides this, 22% disagreed and 5% strongly disagreed that advertisement helps them to take purchase decision.

We need to use X^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not.

TABLE 5.20.A							
Q.16	f%	O	E	O-E	(O-E) ²	(O-E) ² /E	ACCEPTED HYPO-II
SA	19	95	100	-5	25	0.25	
A	45	225	100	125	15625	156.25	
N	9	45	100	-55	3025	30.25	
D	22	110	100	10	100	1	
SD	5	25	100	-75	5625	56.25	
CHI VALUE						244	

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

$$= 244$$

$$\begin{aligned}
 \therefore \text{Degree of freedom} &= (n-1) \\
 &= (5-1) \\
 &= 4
 \end{aligned}$$

$$\text{The calculated value of } X^2 = 244$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (244) is greater than the tabular value of X^2 (9.49). This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_o is failure.

35. Different modes of advertisements influence the overall buying decisions of the youth.

TABLE 5.40				
a) Strongly agree	b) Agree	c) Can't say	d) Disagree	e) Strongly disagree
20	50	5	12	13

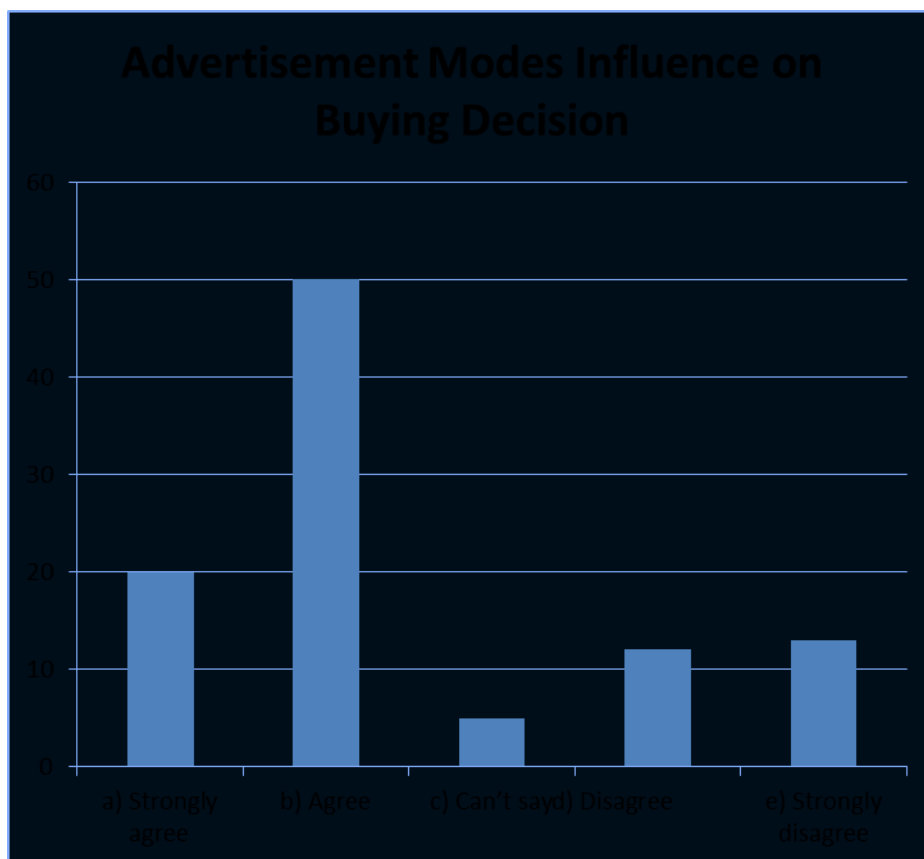


CHART 5.40

Analysis

As the table 5.40 shows that, through the advertisement a seller or a marketer tries to inform and to persuade the potential buyer for regular or repeated

purchase. For the purpose a marketer requires proper planning of its advertisements schedule. According to the above table 5% of the respondents agreed that advertisements are influencing the buyers, whereas 20% strongly urged that through advertisements buyer is able to connect with a specific brand and make a perception about it, which repeatedly motivates a prospective buyer to act purchase. On the other hand 5% of respondents remained neutral for the statement, whereas 12% of respondents disagreed and 13% strongly disagreed. But after analysis of the table 5.40 it is clear that, 70% of the respondents believed that advertising tools and techniques opted by a marketer engages potential buyer to make purchase repeatedly.

we need to use χ^2 test to decide whether the discrepancy between theory and experiment is significant or not i.e. to test whether the difference between the theoretical and observed values can be attributed to chance or not.

TABLE 5.20.A							ACCEPTED HYPO-II
Q.16	f%	O	E	O-E	(O-E)²	(O-E)²/E	
SA	20	100	100	0	0	0	
A	50	250	100	150	22500	225	
N	5	25	100	-75	5625	56.25	
D	12	60	100	-40	1600	16	
SD	13	65	100	-35	1225	12.25	
CHI VALUE						309.5	

Let the Null Hypothesis H_0 be that there is no significant difference between the observed values and the corresponding expected (or theoretical) values.

Then the Alternative Hypothesis H_1 is that the above difference is significant.

Hence,

$$X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

$$= 309.5$$

$$\therefore \text{Degree of freedom} = (n-1)$$

$$= (5-1)$$

$$= 4$$

$$\text{The calculated value of } X^2 = 309.5$$

$$\text{The table value of } X^2 \text{ at 5 percent of significance} = 9.49$$

Interpretation

As per on the calculation part we found that the calculated value of X^2 (309.5) is greater than the tabular value of $X^2(9.49)$. This states that the difference is more significant and therefore the Null Hypothesis is untrue. Hence H_0 is failure.

36. Given below are the information sources for purchasing casual branded apparel. Please give them ranking according to preference:

TABLE 5.41						
S.no	Information Source	Always (5)	More Frequently (4)	Often (3)	Rarely (2)	Never (1)
1	TV	23%				
2	Internet	9%				
3	Movies	7%				
4	Radio	4%				
5	Newspaper	7%				
6	Pamphlets	2%				
7	Fashion shows	13%				
8	Store displays	6%				
9	Fashion magazine	11%				
10	Hoardings	11%				
11	Celebrities	7%				

Analysis & Interpretation

As shown in above table 5.41 that 23% of the respondents preferred television to get information for purchasing casual branded apparel. 9% of the respondents referred internet, whereas 7% opted movies as medium of

information. Only 4% of the respondents preferred radio and 2% referred pamphlets as an information source. Further, newspapers are preferred by 7% of the respondents. On the other hand, sources of information used by respondents were fashion shows (13%), store displays (6%), fashion magazines (11%), hoardings (11%) and 7% respondents gave preference to celebrities for purchasing branded apparel.

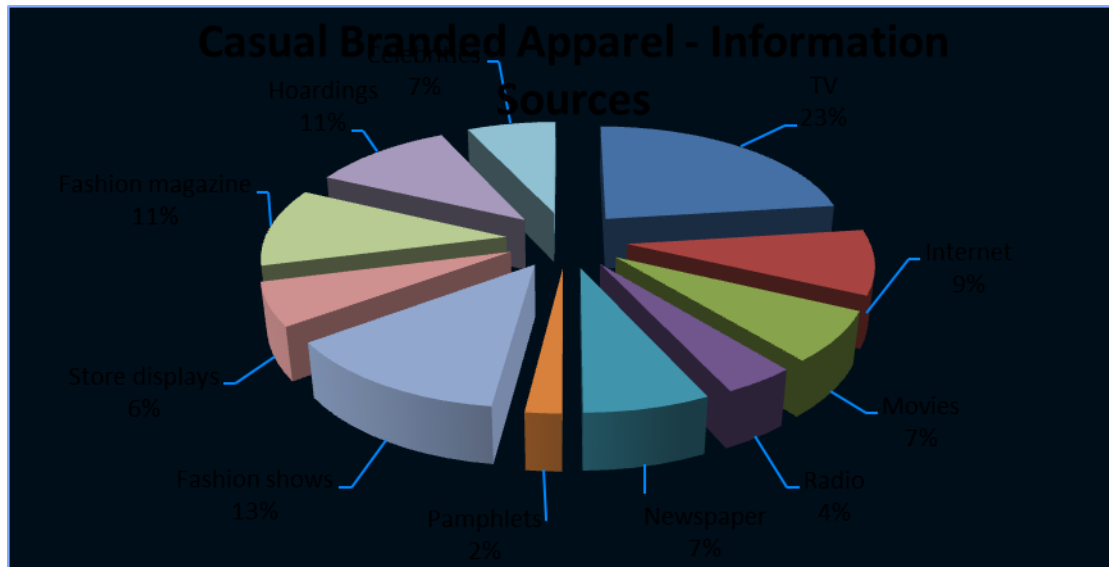


CHART 5.41

The above research clearly indicates that, young consumer affects the market trends and influences the marketer to design the offerings according to the need of the youth market. As the study showed that youth is the most influential part of the social strata, this drives the fashion of casual wear in the young market. Especially in the age group of 18 to 21 the youth customer depends on its family for any purchase and most of the young buyers prefer to purchase branded casual wear.

The study also reveals that youth buyer prefer to move into market frequently in every month for at least 2 to 3 hours (based on filled questionnaire). This shows the fascination of youth buyer for casual branded apparels. In the light

of the study, the researcher was able to understand that youth consumer mostly prefer casual wear on formal outfit for most of the occasions. Study clearly indicates that today's young customer demands quality with competitive prices along with brand value. Youth buyer is also aware about the availability of different brands in the market, and their buying decision is influenced by the economic, social and cultural factors also. Besides this comfort, quality, satisfaction, status and prestige are the most common factors seek by youth to decide on purchase. Especially comfort of wearing branded casuals gives psychological satisfaction to youth buyer.

Brand name is another key factor for youth to decide on purchase decision. This is a key factor on which marketer needs to ponder. A brand name attracts the youth buyer, as it adds status and prestige to the youth in modern society.

The study also revealed that youth buyer is also governed by some external forces like society. Because individual move in social gatherings quite regularly these days. So youth feels and measures the status of one another, and significantly it influences the purchase decision to be the part of modern society.

All the above factors and elements directly or indirectly govern the buying decision of a young customer. It is closely associated and projected by various modes of advertisements. As the result shows that different tools of advertisements are used by the marketer to create awareness, to provide information, to give knowledge, to attract the masses, to pursue the buyer and to remind the target market about brand, quality, price, offers and many other issues, so that to articulate a positive and strong brand image in the eye of the target market in different time frames for continuous growth, healthy market share and most importantly long term sustainability in this rapidly changing competitive era.

Chapter -6

FINDING AND CONCLUSION

CHAPTER-6

FINDINGS AND CONCLUSION

The researcher has undergone through a specific medium to study the different aspects covered under the research and the researcher has tried to collect the relevant data and interpretation which will be helpful for arriving on some conclusions.

Chapter-I

In compiling the conceptual framework the researcher has included a detailed introduction of marketing as advertising is an integral part of it. Then, advertising and its scope with suggested definition have been incorporated in the chapter respectively to support the rationale of advertising. The researcher has also mentioned the major type of advertising techniques in the study. Different factors of consumer and buying behavior have also stated briefly in the chapter.

Chapter – II

To concrete the platform of study the researcher has discussed the situation of Indian branded apparel industry in the chapter second. In which major market players and their market share are mentioned. Different challenges faced by the marketers and manufacturer have been undertaken by the researcher in this chapter. Brand and fashion and global trends are also taken into consideration. The researcher has tried to cover and understand current scenario of the apparel industry in India and opportunity for India along with macro-micro analysis of the environment for textile industry in India.

Chapter – III

After understanding the scenario of the industry the researcher has tried to study about some major players in apparel market in detail. So that to accomplish the purpose of research in the light of the exact situation in the market of textile casual brands.

Chapter – IV

The researcher has focused and put all sincere efforts to articulate the methodology adapted for the research study. Initiating the chapter with concepts and definition, objectives of study and its significance, the researcher have mentioned area of study also. To give a concrete platform and direction, hypotheses have been formulated for the study. Research design, statistical tools and limitations of the study concludes the dimensions of the above chapter and at the end researcher have attempted to describe the expected contribution of the study to manufacturer, marketer, research scholar and society at large.

Chapter – V

The interpretation of data collected through different parameters such as demographic information, purchase related attitude, purchase related attitude regarding branded apparel, buying behavior of youth, effect of economic, social and cultural factors, psychological variables and impact of advertising. Further focus of this chapter is on testing the hypothesis with the help of suitable statistical method. For testing of hypothesis Chi-Square Test is applied to each parameter. Likert's five point scale is used for collecting the youth responses and then analyzed with the help of Chi Test score. Further, attempts have been made to discuss in detail the laid down objectives of the study. All the questions answered by the youth from different cities have been presented here, after categorizing, in the form of tables and histograms

keeping a comparative perspective. All variables have also been provided along with the diagrams and tables for comprehension and better comparison.

Chapter – VI

In this chapter, conclusion, finding and suggestion of the study were undertaken. This chapter thereon will throw light on different dimensions influencing youth buying behavior and it also covers the factors accountable for buying decision for casual branded wear. The chapter encompasses various tools suggested for the marketers to deal in the competitive era by implementing different tools of advertising.

The research clearly indicates that young consumer is affecting the market trends and influences the marketer to design the offerings according to the need of the youth market. As the study shows that youth is the most influential part of the social strata which drives the fashion of casual wear in the young market especially in the age group of 18 to 21, when the youth customer depends on its family for any purchase where most of the young buyers prefer to purchase branded casual wear.

The study also reveals that youth buyer prefer to move into market frequently in every month for at least 2 to 3 hours (based on filled questionnaire). In the light of this study, the researcher is able to understand that youth consumer mostly prefer casual wear on formal outfit for most of the occasions. Study clearly indicates that today's young customer demands quality with competitive prices along with brand value. Youth buyer is also aware about the availability of different brands in the market and buying decision at times is influenced by the economic, social and cultural factors also. Besides the comfort, quality, satisfaction, status and prestige are the most common factors which are looked up on by youth to decide on purchase. Especially

comfort of wearing branded casuals gives psychological satisfaction to youth buyer.

Brand name is another key factor for youth to decide on purchase decision. Marketer needs to ponder on this too. A brand name fascinates the youth buyer, as it adds status and prestige to the youth in modern society.

The study also reveals that youth buyer is also governed by some external factors like society. Individual moves in social gatherings quite regularly these days, in which youth feels and measures the status of one another and significantly it influences the purchase decision, as one wants to be the part of modern society in which one should be seen reputedly.

All the above factors and elements which directly or indirectly govern the buying decision of a young customer is closely associated and projected by various modes of advertisements. As the result shows that different tools of advertisements are used by the marketer; to create awareness, to provide information, to give knowledge, to attract the masses, to pursue the buyer and remind the target market about brand, quality, price, offers and many other issue, so that to articulate a positive and strong brand image in the eye of the target market in different time frames for continuous growth, healthy market share and most importantly long term sustainability in this rapidly changing competitive era.

Chapter -7

SUGGESTIONS / RECOMMENDATIONS

CHAPTER-7

SUGGESTIONS / RECOMENDATIONS

On the basis of analysis of structured questionnaire, the researcher produced and arrived on some vital facts, by which the marketer can more effectively develop their marketing and advertising strategy for branding, selection of different modes of advertisements, product line, designing, quality of product etc. which will assist the marketer to grow its market share and more importantly to sustain in the market for many more years. The researcher would like to suggest the following:

- The marketer and advertiser should select that mode to communicate with its target market, by which all the relevant and vital information about the product can be easily given, which influence the buying decision making process of potential buyer.
- Television is a very strong and effective medium of advertisement and it builds a strong brand image in the eye of the target market. Therefore it should be used very wisely and timely to inform and persuade the potential buyer.
- Youth is more inclined towards electronic media these days and tries to collect all the relevant information about various brands and product through online media. Therefore marketer should focus on internet. Using and developing websites for specific branded wear by uploading updated information, latest offers, purchase options, payment modes, in order to assist the potential buyer to access all the comprehension regarding particular product.
- Marketer and advertiser should focus on the mode of advertising and the message content in order to provide concrete knowledge to its target market.

- Youth follows fashion trends and they want to look more fashionable in casual outfits. Therefore it suggests to the marketer to design attractive and new fashion styles to enjoy profit in the market.
- Marketer should develop and implement strong branding strategy through mass communication techniques, by which youth market can be penetrated. As one must know that influence on youth perception for a specific product or a brand affects the decision making of three generations including parents, youth itself and on the basis of past experience youth guides its future generation to act purchase.
- Youth definitely postulates a strong belief about buying habits and if a product or brand influences youth perception, then one builds a perceptual positive image for that brand. Therefore suggestion to marketer is to again ponder upon demographical characteristics of the target market.
- Marketer should also give consideration at certain level to print media. As it is one of the most influential tools to be used for communicating with target audience, especially when the target market is concentrated geographically.
- The marketer should take care of store display or point of purchase as an individual can change his decision on spot and it can either be positive or negative for the particular product. Therefore the marketer should influence positively on point of purchase.
- Marketer can allure the youth by different live shows, sponsorship, and fashion shows to build strong reputation on national or international level for longer time frame.
- The marketer should design such advertisements by which advertised product can be distinguish by the competitors product available in the market.
- Advertisements should be consciously used to attract the customer's attention and influence them to buy the product.

- Marketer should communicate and provide the similar quality in product which is committed in the advertisement.
- Television is the strongest medium of advertisement which makes a significant impact on the consumer buying behavior. Therefore it is suggested that the marketer should prefer the television more frequently for local, domestic, national or international level according to the financial capacity.
- Marketer should take an aggressive approach of promoting the product through various modes in order to attain priority level in the target customers mind.
- Advertisements should be designed in such a way that message can easily be understood by the target audience. Advertisements should contain sense of cordial relation between sellers and buyers to build strong bond. So the marketer and advertiser should deal with target market in order to derive positive response with the help of various modes of advertisement.
- Youth these days are seriously involved in fashionable lifestyle that is a positive sign for marketer as more and more business can be generated from this segment. Therefore marketer needs to focus on the needs and demands of youth segment to earn profit.
- The youth segment has great potential for making business, so the marketer should focus on this segment particularly for casual wears.
- Marketer is suggested to put more efforts in terms of quality, comfort, price, status, prestige that is closely associated with brand name in the mind of target audience. Through advertisements all the above factors should be collectively communicated in the form of message with strong appeal to attract the young buyer.
- There is a need to manufacture branded casualwear with competitive prices so that more and more youth of the society can afford it.

- Appropriate and suitable advertising strategies should be made to keep inform and update the target audience, so that to be top of the mind of the customer.
- Attractive schemes should be introduced for customers to increase the involvement for more active purchase.
- Marketer and manufacturer should improve the quality standards of the offering so that to make a place prior to competitors offering in the market with a distinct image.
- Marketer should ensure attractive and proper display of casual outfits at retail markets so that to seek attention of the target audience.
- Advertising techniques should be used wisely by the marketer as it acts as one of the most important source of information and also the different modes of advertisement influence the overall buying decision of youth.
- Marketer should cover all the aspects of a particular offering including quality, comfort, and satisfaction so that customer can be convinced at the time of purchase easily.
- Advertisement, quality, comfort and brand name are major factor influencing youth buying behavior especially for casual wears. So marketer is suggested to focus more on the above factors to increase its market share.
- Youth usually prefer to go for online shopping, supermarket or flagship stores of a particular brand and act purchase. So need for the marketer is to increase the number of stores or channel distribution to reach more customers and there should be the option of e-shopping to attract premium class customers.
- Advertisements should be impressive, understandable, eye catching, unique, creative, visible, clear and honest towards its target audience.
- The young buyers also relate the product and self-image while deciding on purchase of casual wear. So the marketer is advised to design

communication in a way, which can postulate an image close to every youth buyer.

- Young buyers also look towards the style and quality criteria as it projects an overall personality of an individual in the society and social groups. So it is advised to the marketer to take care of all those relevant factors which are closely associated in the mind of the potential buyer.
- Brand name and fashion is another influential criterion for youth generation in selecting and deciding upon buying of casual wears. Therefore it is quite obvious for the marketer to advertise the product in such a manner that customer feels comfortable and satisfied by associating and selecting the offering of a particular brand.
- Marketer should make shopping as often to its target audience especially in case of youth buyer.
- Buying casual wear for special occasion is a pleasant activity for the youth customer. So the marketer should transform this through customer delight.
- Youth customer expects from the marketer that higher the price, higher the quality of casual wears. So quality and price should be balanced accordingly.
- The standards and expectations of the youth buyer remain high in terms of quality. So marketer is advised to act for customer satisfaction.
- Youth customer is aware and equipped with all relevant information. As it do proper market research before shopping. So youth seeks best value for money therefore advertiser should deal with this very carefully keeping in view about market condition, nature of competition and market price of similar offerings.

Chapter -8

ANNEXURE

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QUESTIONNAIRE

“Impact of Advertising on the buying behavior of youth in Rajasthan with special reference to branded outfits.”

Dear Respondents,

You are kindly requested to fill the provided questionnaire regarding the factors which influence your purchase decision.

A) Personal Details:

- 1) Name: _____
- 2) Age group : 18 to 21 ☐ 21 to 25 ☐
- 3) Gender: Male / Female
- 4) Qualification: _____
- 5) Profession/ Occupation: _____
- 6) Marital Status: _____
- 7) Personal Annual Income: a) None b) up to 2 Lacs c) 3 Lacs to 4 Lacs
d) Above 5 Lacs

B.1) Purchase Related Attitude:					
1	How frequently do you go for apparel shopping?				
	A) In a week	B) 15 days	C) Monthly		
2	I frequently go for buying branded apparels?				
	A) Strongly Agree	B) Agree	C) No Opinion	D) Disagree	E) Strongly Disagree
3	Which Apparel do you prefer most?				

	A) Branded	B) Unbranded	C) Both			
4	Do you buy casual wear apparel regularly?					
	A) Yes		B) No			
5	How many hours do you generally spend in each trip for apparel shopping?					
	A) 1 Hour	B) 1-2 Hours	C) 2-3 Hours	D) 3-4 Hours		
6	Read the following statements and rate each according to the scale given below: 1- Strongly Disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly Agree					
1	I try for pleasing color combinations in my clothing.	1	2	3	4	5
2	I try on some of the newest clothes each season to see how I look in the new styles.	1	2	3	4	5
3	I try to buy clothes with well-known labels.	1	2	3	4	5
4	I try to keep my wardrobe up-to-date.	1	2	3	4	5
5	I ask my friends what they are wearing to an event before I decide what to wear.	1	2	3	4	5
6	I get new clothes for a special occasion if the clothes I have are not the type my friends will be wearing.	1	2	3	4	5
7	I wear different clothes to impress people.	1	2	3	4	5
8	I have more self-confidence when I wear my best clothes.	1	2	3	4	5

B.2) Purchase Related Attitude regarding Branded Apparel :							
Branded casual wear is more apparently preferred by youth in spite of other formal wear.							
A) Strongly Agree	B) Agree	C) No Opinion	D) Disagree	E) Strongly Disagree			
Mark your preferences for the following brands:							
Read the following statements and rate each according to the scale given below: 1-Least Preferred, 2-Rarely Preferred, 3-Oftenly Preferred, 4-Preferable, 5- Most Preferred							
Statements			Options				
Lee			1	2	3	4	5
Pepe			1	2	3	4	5
Spyker			1	2	3	4	5
Levi's			1	2	3	4	5
Wrangler			1	2	3	4	5
Please use the following scale in deciding how important the factors are when purchasing branded apparel: 1- Extremely unimportant, 2- Unimportant, 3- Normal, 4- Very important, 5- Extremely important							
Factors			1	2	3	4	5
Brand							
Price							
Design / Style of Cloth							

Quality of Material Type									
Fashion Trends									
I purchase casual branded apparel, because I am a regular buyer of brands.									
A) Strongly Agree		B) Agree		C) No Opinion		D) Disagree		E) Strongly Disagree	
I always go for market research before purchase									
A) Strongly Agree		B) Agree		C) No Opinion		D) Disagree		E) Strongly Disagree	
Purchase decision is based on (rate the following from 6 to 1):									
Price <input type="checkbox"/>	Quality <input type="checkbox"/>	Brand Name	Discount	Advertisement	Comfort				
Purchase related decision of youth is influenced by:									
A) Self		B) Family		C) Friends		D) Advertisements			
I always buy branded casuals from:									
A) Supermarket		B) Flagship Store/ Exclusive showroom		C) Local Market		D) Online Shopping			
Casual wear segment is most popular among youth buyers.									
A) Strongly Agree		B) Agree		C) No Opinion		D) Disagree		E) Strongly Disagree	

C) Buying behavior of youth – Brand and Quality:				
Brand name influences youth for purchasing branded apparel.				
A) Strongly Agree	B) Agree	C) No Opinion	D) Disagree	E) Strongly Disagree
Quality of branded apparel is the most concerned factor related to buying				
A) Strongly Agree	B) Agree	C) No Opinion	D) Disagree	E) Strongly Disagree
D) Effect of Economic, Social and Cultural factors on buying behavior of youth:				
18.	Being a part of modern society you feel compelled to buy branded apparel.			
	A) Strongly Agree	B) Agree	C) No Opinion	D) Disagree
				E) Strongly Disagree
19.	You normally purchase branded apparel by.....			
	A) Pocket money	B) Personal income	C) Borrowing from parents	
20.	You normally spend on the purchase of branded apparel in a single buying			
	A) Up to Rs. 2000	B)Rs. 2000 to 5000	C) Above Rs. 5000	
21.	I am influenced byfor the purchase of branded apparel.			
	A) Self	B) Friends	C) Family	D) Neighbor
				E) Others
22.	You purchase branded casual wear for			
	A) Daily Routine		B) Special Occasion	

23.	You buy casual's because it is in fashion				
	A) Strongly Agree	B) Agree	C) No Opinion	D) Disagree	E) Strongly Disagree
24.	Your purchase decision is affected by new styles in casual wears.				
	A) Strongly Agree	B) Agree	C) No Opinion	D) Disagree	E) Strongly Disagree
25.	Casual wear projects your image as an updated buyer.				
	A) Strongly Agree	B) Agree	C) No Opinion	D) Disagree	E) Strongly Disagree

E) Psychological Variables:					
26.	What motivates you to go for branded apparel?				
	A) Personal Satisfaction	B) Better Quality	C) Status & Prestige	D) Better Comfort	
27.	Which factors influence you to change your brand preference?				
	A) Improve Quality	B) Economical Price	C) Variety	D) Latest Trend	
28.	I amwith the brand I use				
	A) Highly Satisfied	B) Satisfied	C) Can't Say	D) Dissatisfied	E) Highly Dissatisfied
29.	Branded casual wear gives you psychological comfort, while moving out from home.				
	A) Strongly Agree	B) Agree	C) No Opinion	D) Disagree	E) Strongly Disagree

F) Impact of Advertisement:				
30.	Advertisements have a major influence on the buying behavior of youth.			
	A) Strongly Agree	B) Agree	C) No Opinion	D) Disagree E) Strongly Disagree
31.	Advertisements of casual branded outfits have a major influence on the buying behavior of youth.			
	A) Strongly Agree	B) Agree	C) No Opinion	D) Disagree E) Strongly Disagree
32.	What makes you prefer branded casual wear?			
	A) Influence Of Friends	B) Advertisements	C) Family	D) Others
33.	Impact of different advertisement modes on your purchase decision is mostly through			
	A) Newspaper	B) Fashion Magazine	C) Store Display	D) Radio/FM
	E) T.V	F) Discount Sms On Mobile	G) Hoardings	
34.	Advertising tools and techniques act as an information source for a prospective buyer.			
	A) Strongly Agree	B) Agree	C) No Opinion	D) Disagree E) Strongly Disagree
35.	Different modes of advertisements influence the overall buying decisions of the youth.			
	A) Strongly Agree	B) Agree	C) No Opinion	D) Disagree E) Strongly Disagree
36.	Given below are the information sources for purchasing casual branded apparel. Please give them ranking according to preference:			

S.no	Information Source	Always (5)	More frequently (4)	Often (3)	Rarely (2)	Never (1)
1	TV					
2	Internet					
3	Movies					
4	Radio					
5	Newspaper					
6	Pamphlets					
7	Fashion shows					
8	Store displays					
9	Fashion magazine					
10	Hoardings					
11	Celebrities					

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